



VICTORIAN BRANCH MANUFACTURING CAMPAIGN PLAN

Make it here and Jobs will appear

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MANUFACTURING
Since 1852



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Campaigning for:

- A healthy economy
- Future jobs that are permanent and secure
- Skills/training/apprentices geared to technology
- Climate change (wind towers, solar panels, renewable energy (waste energy), green energy (hydrogen), electric vehicles (buses etc.), public transport
- Food sustainability – grown local, shop local, value added local
- Recycling industries for packaging and print
- Assist in migration – jobs
- Policy toward a self reliant country – manufacturing base here!
- Federal procurement policy that recognises home grown economy
- Transitioning employment so that no one is left behind

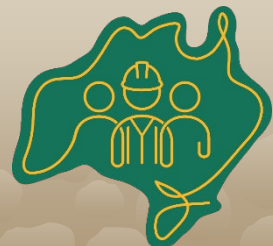
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How do we do it:

- Engage members (mobilise and educate)
- Workers signing targeted petition. Request employers to also sign
- Lobby both sides of government on a state and federal level
- Ask politicians from both sides to sign pledge for manufacturing, industrial relations reform, job security, right of entry, bargaining process, industrial action and ARREO
- To get there, education – wages, CPI, average wages, paid too much, innovation in manufacturing, future industries, etc.
- Engage with delegates and members
- Delegates forum
- Working with the community, members take it out, make it an election issue
- Working with Australian Made to amplify our message/campaign (labelling)
- Working with companies and employer groups who will invest in the future



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When do we do it?

- 1st October Delegates forum October, endorse strategy (provide script to delegates). Ask for volunteers
- November Media stunts in line with petitions and pledges (wind towers, CSL (vaccination facility), trams and trains (parts) Mobil refinery, Qenos plastics, car plants (Toyota, Holden, Ford), GSK and ASMES Pumps. Education videos of future industry
- December and January Promotional material (to encourage conversations) i.e. stubby holders, t-shirts, singlets, hats etc
- February 2022 Employer group roundtable. Billboards & advertising
- March Delegates forum. Update delegates/analyse campaign
- April Federal election



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Promoting the campaign:

- Using social media (YouTube, Facebook, Instagram, Twitter, etc.)
- Advertising in papers/industry magazines.
- Advertising on billboards, mobile digital billboards, back of taxis, public transport, cinema screens
- Union mail
- Posters/Banners
- Promotional merchandise (t-shirts, stubby holders, caps, etc)

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Cost:

- Billboard \$30k per week x 4 weeks \$120,000
- Posters \$10,000 - \$30,000
- Banners \$20,000
- Stickers \$5,000
- T-Shirts \$20,000
- Caps \$20,000
- Stubby holders \$8,000
- Campaign co-ordinator 6 months @ \$70k

