

Organising and Bargaining Plan

To be completed by national teams prior to commencement

SMART Goals

These goals should be specific, measurable, agreed, realistic and timebound

Should include at a minimum:

- *Power Building Goals (should include growth, development of union structures, and member action)*
- *Recommendations for industrial outcomes linked to the Gold Standard Common Claims*

E.g.:

- *Build to a supermajority (85%+) across all sites by September 2026*
- *Identify delegates at 1:10 ratio (delegates:members) in all workplaces by March 2027*
- *Enrol all new delegates in DU1 for completion before July 2026*
- *Engage at least 60% of members in a collective action across the course of the campaign*
- *Achieve a wage increase of at least 11.5% over three years*
- *Win all gold standard claims for casuals and contractors*

Campaign elements – Essential

Organising	<i>Include how you will work with delegates through democratic union structures, recruit new members, identify new delegates and leaders, and engage members in democratic decision making. Include timeline for finalising the Log of Claims.</i>
Negotiations	<i>Include how you will build a bargaining team that caucuses and unites behind decisions; negotiates outcome; keeps records; debriefs regularly and keeps membership informed and engaged. Include dates for starting and ending negotiations, meetings and trigger points for discussions about taking action.</i>
Collective Action (including protected industrial action):	<i>Include how you will test member support through lower-level actions and mobilise for industrial action if some fundamental claims are not being accepted. Include the cut-off date for workers to join the union and participate in protected industrial action.</i>
Communications	<i>Include plans for communicating with members, potential members, internal and any other audiences throughout the campaign. Include mass meetings - if they aren't scheduled approach management to ensure the views of the employees are known.</i>
Training and Development	<i>Include formal training and deliberate coaching and mentoring for delegates and leaders.</i>

Other elements to consider

Working with Allies	<i>Include mapping of potential allies and actions to engage and mobilise them to apply pressure to the decision maker/s.</i>
Politics	<i>Include action to link in with broader AMWU industry or political campaigns.</i>
Legal	<i>Include legal actions that could complement other campaign elements.</i>
Health and Safety	<i>Include how WHS can be integrated into claims and used to organise workers.</i>

Operational plan – phase by phase

Dates	Phase	Research/ Prep	Organising	Negotiations	Collective Action	Communications	Training and Development	Other elements
	1. Preparation							
	2. Planning and Launch							
	3. Workplace Organising							
	4. Negotiation and Action							
	5. Reach and finalise Agreement							
	6. Implementation and review							

Assistant National Secretary sign off