

COMMUNICATIONS WORKERS' UNION

ITEM 4 ORGANISING & CAMPAIGNING – Chapter 3

11TH BIENNIAL CONFERENCE 2022, ATHLONE

Strategy Overview

Shaping the Future Union

- Organising no longer a separate function
- Embedded into every aspect of the Union
- Organisers' role expanded - combine Organising and the IR agenda
- Working closely with National Officers and Branches to execute the overall Organising strategy
- Organising is a core responsibility of all Officers, Branches and members





Organising

1. Industrial Organisers in new roles
2. Handover meetings have taken place
3. Sectoral analysis complete

Infill – Postal/Courier

- An Post
- Annual infill exercise in March/April
- Explore mapping and potential campaigns with relevant Officers (Clerical, Retail, etc)





Infill – Postal/Courier

UPS + DPD handovers

Mapping and review of both companies undertaken

Research ongoing

Varying degrees of viability

E.G. DPD has 37 depots – employment model [Galway app. 40 directly employed (mix); Depot on Greenhills Rd – Franchise – 45 self-employed drivers + 8 warehouse workers directly employed by franchisee]

Shaping a dynamic, adaptable Organising campaign



UPS + DPD – Research and Mapping

- Depot locations + Employment model
- Density + Potential
- Branch Structure + Function
- Collective Bargaining Status
- Pay talks / Rates of Pay
- Potential Organising issues / opportunities



UPS

Dublin AGM held in March, well attended

Issues and activists identified

Training for activists planned

Pay claim lodged

Agenda disrupted due to local issues



DPD

37 depots



Athlone - main Hub



Core membership app. 100



Tralee - training for 8 activists in April



Leadership ID, Mapping, Campaign Plan



DPD

Tralee Depot

45 staff – 30 have now joined CWU

Mapping underway

Galway Depot

40 staff – 14 have joined CWU



Infill – KN / KNIS

- Full breakdown of business and divisions
- Mapping identified potential + issues
- Inductions at ~100%
- Backfill necessary
- Branch engagement – national representative structure / AGM
- Activists and leaders identified at induction
- Possible Organising training



Infill - eir

- Company level mapping complete
- Identified gaps - areas of potential
 - Call Centres
 - Retail
 - Apprentices
 - Managers
 - FOTS
- Varying degrees of viability

Next Steps:

- Mapping: Branch-by-Branch analysis - already in train
- Issue Identification:
 - Section-by-Section / Role-by-Role
 - Further issues identified during Branch analysis and AGMs

Infill - Centres

- Inductions ongoing - high take-up
- Backfill necessary in some areas
- Targeted Organising strategies for distinct groups (i.e. Team Leaders)
- Issue identification - Pay; Career Path; Systems issues; Agile Working
- Key - staffing / attrition
- New site in Waterford - CVM + Care - inductions ongoing



Infill - Retail

- Plan agreed as part of broader strategy
- Organising campaign in Retail Stores
- Cross-company campaign - Vodafone + eir (incl. Synchro)
- Plan:
 - Store visits
 - Survey
- Ultimate goal: Long-term structure building to prevent need for continuous campaigns/resources



Infill – eir Retail

- Store visits in eir – 60 of 70 stores complete
- Rachel Carton released
- Survey being conducted; remaining stores to be visited in coming weeks
- High engagement with existing members
- So far – **membership density increased 62%**



Infill – Vodafone Retail

- Store visits in Vodafone completed
- Survey conducted and results produced
- High engagement with existing members
- Organising strategy informed the IR agenda – assisted in securing 6.6% pay increase for members in Vodafone Retail
- Over two sets of visits – **membership density increased 46%**





Sectoral Analysis – Big Picture

- In both Telecoms + Postal/Courier Sectors
- Identified areas for growth
- But also areas where there will be losses
 - In An Post - projections of up to 750 exits
 - In eir - “retirement cliff” app. 591 exits
- Building for the future - take the long view of consolidating structures, while identifying new growth areas
- With Organising built into everything we do - build a self-sustaining future for members and the Union



Strategy Analysis

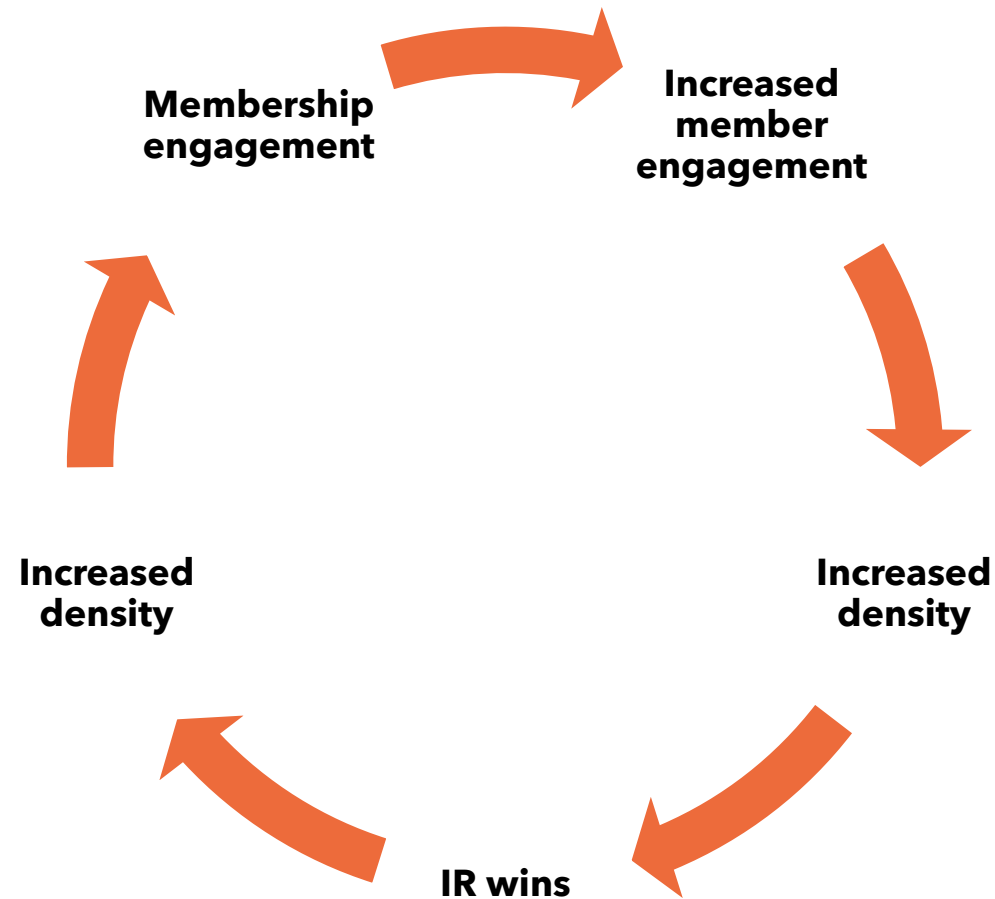
2022	Joiners	Leavers	DIFF	Join Cumulative	Leave Cumulative	Cumulative DIFF
January	61	32	+ 29	--	--	--
February	69	33	+ 36	130	65	+ 65
March	107	27	+ 80	237	83	+ 154
April	146	33	+ 113	383	116	+ 267



Organising

- Strategy in place and already delivering results
- Where the Organising agenda and the Industrial Relations agenda are aligned - we win!

Everyone is an Organiser





Thank you

11th Biennial Conference

Sheraton Hotel, Athlone

Wednesday 4th May 2022