

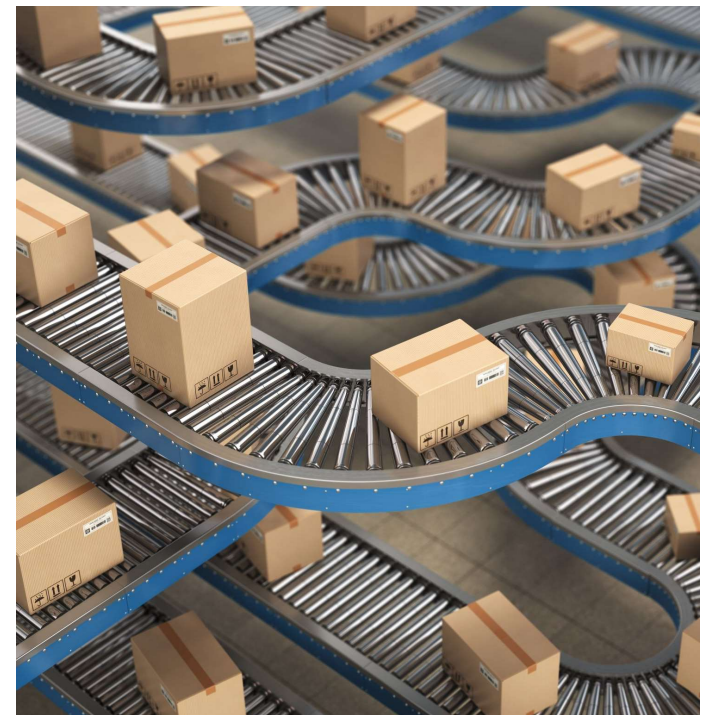
Infill/Recruitment

Fionnuala Ní Bhrógáin
April 29th



Shaping the Future Union

- Strategy for the Whole Union
- Industrial Organisers embedded in their respective companies – bringing together the Industrial Relations and Organising agendas
- New Organisers in place with a focus on growth in non-traditional areas
- Challenges in our traditional areas – Sectoral changes, both Postal/Courier and Telecoms
- Even more need for us to have an eye to membership density



An Post

Clerical restructure – presents
Organising opportunity

Clerks – mapping ongoing, identifying
non-union workers nationally

Regional Officer engaged with
Branches on recruitment

Putting in place Organising plan for
Contract Offices

An Post

EXO & Managers

Growth areas identified - GTS & Marketing

Committee member in GTS, Activist identified in Marketing

Positive engagement with Branch – non-union worker recruitment

Induction access proving challenging

DPD

Current pay claim in DPD Athlone follows organising campaign structure – has led to strong membership growth

New Collective Agreement expected to comprehend all staff in Athlone – where traditionally was limited to night duty

Agreement in principle – introduction to franchise owners of outsourced depots

Engaged in pay talks

UPS

Agreement in principle re induction access to the Hub

Identifying activists in Hub, with view to training + Committee involvement

Eir Centers

Recruitment into the Centers has slowed and, in some cases, there has been little to no new hiring

-100 total staff in Cust Ops from 2024

Call volumes down – largely due to systems upgrades

Where hiring is taking place, inductions are capturing new members

Portuguese sites have not yet reached full capacity

Eir Centers

Mapping complete - full picture of non-union workers across the 4 sites

Membership density improved despite reduction in staff numbers

But gaps remain

Each Branch positively engaged in recruiting in their relevant areas

EirEvo

Challenging area - Amalgamation of former Eir Business and acquisition of Evros

No history of Union engagement at local HR or Management level

Access to new hires at induction – individual hires taken on an as-needed basis

Evo member on Branch Committee

FOTS & Retail

FOTS inductions ongoing

Retail stores – Organisers visited all stores
Nationwide – membership increased from 46
– 82 (~80% increase)

KN Circet

Inductions ongoing – take up continues to be
very strong

Vodafone Retail

All Stores visited

Vodafone continue to put Stores out to Franchise

Navan and Omni stores Franchised to King Communications

Organising efforts by the Branch secured mitigation payment

Announcement - Wexford and Waterford to be TUPEd to the Phone Stores; Nutgrove store closed

2nd round Store visits 2025

PhoneWatch

Membership density solid in the ARC

Potential for growth in Field Engineers

Field Engineers elected to Committee at recent AGM

Hiring has resumed in Dublin – induction arrangement in place

Shaping the Future Union

Organising & Recruitment at the heart of everything we do

All Branches have responsibility for membership in respective areas

Support is always available for Organising!

Is there a sponge in your workplace?



Over the years Union members have campaigned to improve your terms and conditions and give you a say in your workplace. But some people benefit without playing their part. By not joining the union, people are taking advantage of your contributions and weakening your bargaining power. So, if there's a sponge in your workplace give them a union application form!

Join Today



**Communications
Workers' Union**

01 866 3000
info@cwu.ie
www.cwu.ie

Shaping the Future Union

- We campaign to win rights for Collective Bargaining & Access
- At a national & international level – we battle for legislative change
- Workplace by workplace the Organisers & Industrial Organisers are fighting for what we have already won in our established companies
- Workers in companies where we have access & collective bargaining should be members of their Union
- They benefit from your hard work, receive the same pay increases and enjoy the same policies negotiated with your Union



Cornmarket

Cornmarket Group Financial Services

- Insurance and Financial Planning
- Irish company providing for Public Sector workers
- 380 Employees
- Agreement reached providing:
 - Facilities for Induction of new hires + existing staff
 - Company statement to staff that CWU is union of choice
 - CWU Information sessions on site



**Tele
perfor
mance**

TP Ireland

- Global BPO company
- Present in Ireland since 2018
- Provide services to multiple corporate clients including Microsoft, Vodafone and Irish Rail
- Customer Operations, Content Analysis, Technical Support etc.
- Takeover of Majorel led to increase in headcount in ROI

TP Ireland

- UNI Global Agreement
- Engaging in individual companies in tranches
- Ireland in first tranche of 7 countries
- Each of the other 6 countries have Collective Bargaining legislation, Ireland does not
- Resistance from TP national management to CB in all listed countries
- Following extensive negotiations, Collective Bargaining agreement signed in Ireland

Signing in CWU Head Office



TP Agreement

- Issuing statement to staff 3 times per year re Union
- Induction facilities within 2 weeks of hiring
- Paid release for CWU reps for:
 - Representation
 - Induction
 - To “encourage CWU membership”
 - Attendance at Conference/Seminar
 - CWU training

TP Agreement

- Deduction of union subs at Payroll
- Access for CWU Officials to TP workplace to meet with workers
- Collective Consultation & Dispute Resolution procedure
- Area on TP Intranet for:
 - Information on CWU reps
 - Digital contact form
 - Issuing of CWU Communications

Thank You!

