

Workplace Campaign Pack.

Resources, information, and tactics
for **Victorian public servants.**

**Victoria
Works**  *because
we do.*



Campaign materials authorised by the
Community and Public Sector Union Victorian Branch
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Welcome to the campaign!

Victoria Works *because we do.*

Victoria Works Because We Do is a public campaign against the Allan Government's planned public sector job cuts. Workplace organising and activism is fundamental to our strategy.

Nobody understands the public sector as well as CPSU members. We know how services operate, how vital these are to the public, and where we have political and industrial leverage.

There is a high level of support amongst the community for public servants and public services. Most Victorians recognise the important and essential role that public servants play in keeping our state working.

It is vital for our community and our economy that public services are well funded, and the public servants who provide those services are securely employed and treated with respect.

But not everyone sees it that way. Unfortunately, the Allan Government has decided to implement severe job cuts across the public service in an attempt to repair the budget, with public servants and the people who rely on our work paying the price.

This campaign is crucial to harness the goodwill shown by the wider community towards public servants across every department, agency and sector, to strongly protect your rights and jobs.

This campaign has two phases.

Phase One is building workplace awareness and support for the campaign, and taking local workplace actions.

Phase Two is building community support for our campaign, and raising public awareness of the negative impacts of public sector job cuts.

This kit contains resources, background information, talking points, and links to other online resources that can be used by anyone who wants to take part in the campaign.

This kit doesn't cover every aspect of campaign organising, but it does provide a solid foundation for all members who want to build union power and fight back against the cuts.

Even if we can't stop every cut this time, workplace organising builds union power to deter and defeat future attacks on the Victorian public sector.

If you'd like to find out more about the campaign, contact your local delegates or the Union office.

Workplace campaign principles

Get together

Regular member meetings are essential to union democracy. Delegates have the authority to call union meetings (e.g. at lunchtimes), where all members can contribute to discussion and collective decision-making. Other informal meetups, such as union morning teas or catch-ups after work, can also help union members get to know each other.

Stay in touch

Between meetings, members can stay up to date on workplace issues using group-chats (e.g. Signal or WhatsApp) or email groups. It's best to use non-work platforms and accounts so that members feel more secure speaking up.

Elect some union reps

Workplace delegates are elected by members to represent members' interests. Contact the CPSU office to find out more details about who your delegates are, and how to become a delegate.

Health and Safety Representatives (HSRs) are elected by designated work groups to speak up for workers' safety. As job cuts get imposed on different teams and departments, the results can have a serious impact on occupational health and safety (OH&S), leading to serious stress, and other mental health injuries.

Both the Workplace Delegate and HSR roles come with additional legal powers and protections. If you're interested in nominating as a delegate or HSR, speak to your local delegates.

Get the word out

It is vital to build awareness among your coworkers in the Victorian public sector about our campaign, and to encourage them to support it and become active. We are doing this through providing posters about the campaign for workplaces, digital outreach, and holding union campaign meetings.

Making the union more visible in your workplace helps too. Union noticeboards, posters, leaflets, newsletters, lanyards, and badges are all great ways to do this. Contact your delegate or the Union office to get this material – which you are entitled to display in your workplace.

Mapping the cuts impact

The Allan Government is trying to 'flood the zone' with more than 40 restructures and job cut proposals already underway, as well as the Silver Review and more.

As they try to make these job cuts, it's important we keep track of what impact it is having on you, your coworkers and on the communities and stakeholders you serve.

Mapping is the way that we do this. In short, it means writing down which roles, teams and programs are impacted, what they currently do, how they are (or will be) impacted and other key details – and providing this information to your delegates and the Union office.

Workplace campaign principles

Take action

The Victoria Works campaign depends on you and your coworkers taking collective action – first through coming together to share information and solidarity, and later in the campaign we will go out to the community. For any of these actions, it's important to coordinate with your delegates and CPSU Organiser.

Contact

Email campaign@cpsuvic.org

Other Resources

You can access hardcopies of the campaign resources by contacting the Union office.

As the campaign develops, we will add to and update these resources and update. The most up-to-date version will always be available for download at cpsuvic.org/victoriaworks

Organise a workplace campaign meeting

This section of our Campaign Kit provides a very short guide on how to organise a workplace meeting to talk about the **Victoria Works Because We Do** campaign. More detailed information and guides can be obtained through CPSU's Delegate training.

This five-step guide will help you run a quick, effective meeting to build support for the **Victoria Works Because We Do** campaign.

Five Steps to a Successful Meeting

1 Coordinate and plan

- **Speak to your local delegate(s) and your CPSU organiser first.** They can help you with timing and other support, as well as provide any campaign resources (e.g. posters).
- **Decide on a clear time and location** (like a lunch break, or after-hours meet-up).
- **Decide if you will invite non-members.** They are part of the public service, but the campaign Workplace Resolution vote is for members only. We also want to encourage non-members to join, because that will make our campaign stronger and more effective.

2 Invite and Promote

- Use non-work channels (personal email, Signal/WhatsApp group) to invite all members and potential members in your work area.
- Clearly state the meeting's goal: to hear the campaign update and vote on the resolution. Other workplace issues should be discussed at a separate meeting rather than this one.
- Share the Workplace Resolution with members in your workplace. Ideally, all of the resolutions are the same, so we ask that no changes (or no significant changes) be made.

3 Run the Meeting

- Start with the Campaign Stump Speech (from this Campaign Kit) to clearly explain the problem and the campaign's goals. Keep it brief.
- Share the text of the Workplace Resolution and lead a quick discussion.
- Call the vote: Only union members can vote. Ask them to raise their hands to collectively endorse the resolution.
- Ask non-members to join: At the end of the meeting, ask non-members to join their union. This means they will be able to participate and vote in future meetings, as well as get all the other benefits of membership.

Organise a workplace campaign meeting

4 Capture the Action

- Take a photo of the members who are voting in favour of the resolution. This is a powerful image of unity. Only include members who are comfortable being photographed. CPSU will not publish this photo without consent.

5 Report Back

Send the photo and the following information to the CPSU office (campaign@cpsuVIC.org) as soon as possible:

- The location (e.g., Department, Work Unit).
- The total number of members who attended.
- The total number of non-members who attended (if applicable).

That's it! You've successfully run a Victoria Works, Because We Do workplace campaign meeting.

Workplace Resolution

This meeting of [union members / public servants] at [insert workplace/Dept] recognises that:

- Victoria works because public servants do.
- Public service job cuts won't repair the budget, but will hurt all Victorians.

This meeting of [Dept] members commits to working together to:

- Talk with fellow co-workers about our campaign
- Talk with our friends, family members and community members about the campaign.

We call on the Victorian Government to respect the essential work of the Victorian public sector and support us by investing in public servants who help make Victoria work.

We will continue to campaign until we win.

Campaign stump speech

When talking to coworkers and friends and family, it can be helpful to have some talking points. You shouldn't necessarily read directly from these speaking notes, but use these as a guide to use your own words. It's also a good idea to practice beforehand.

Victoria works because we do.

We are the backbone of our state.

- We make government work for everyone – from supporting our most vulnerable community members, rushing to help in emergencies, protecting our environment, helping educate our children, and keeping our essential infrastructure running.
- **Without us, without the Victorian public sector, everyday life, community and the economy would not work.** Our jobs and the work we do helps underpin the prosperity and well-being of every Victorian and business.

Public service job cuts don't work, but will hurt.

- Now, we face the threat of shortsighted cuts to our jobs by the Government. This is more than just an attack on your job security. It's an attack on the services that Victorians rely on.
- They argue that cutting public service jobs will “balance the books”. But this is a deeply flawed and self-defeating logic.
- When services are cut, who ultimately pays the price? The community.
- When a vital program is shelved, who suffers the real-world consequence? The most vulnerable Victorians.
- When key roles are eliminated, who carries the crushing extra workload? **You do.**

Cuts to the public service jobs will not repair the budget.

- Job cuts lead to economic stagnation. They remove decent, stable jobs from our communities, increase service backlogs, and undermine the state's ability to function effectively. They mean more work has to be done by costly consultants.

Campaign stump speech

Collective action at work and the community.

We can stop these job cuts through collective, organised action. Our power as public servants is our unity in the workplace and through our deep connections to the community we serve.

We must act now, together.

- We need to talk to every colleague in your work unit, your team, and your division. Ask them how these cuts will affect their work and their community. We want to ensure every single person knows about the **Victoria Works Because We Do** campaign.
- Clearly document and articulate the direct, negative impact of every vacant role and every cut to essential service delivery. Don't let the impact be invisible. Send this information to the CPSU office and your delegate or HSR.
- Get together with your coworkers and endorse our Workplace Resolution and make it visible that the Victorian public sector is united in defending the services we provide.
- Your friends and family are the reason for the services we provide. They will be affected by these cuts. They need to understand what is truly at stake.
- Talk to them. Explain that a cut to a public service job is a cut to a service they rely on. A longer wait for a permit, a slower response time, a closure of a local office. Encourage them to contact their local Victorian member of parliament.
- Tell them that **Victoria Works Because We Do**. Building community support will mean we can prevent the job cuts and ensure that everyone gets the services they need.

Conclusion

We need to be the voice that defends our community, our economy and our public services. We will not allow the service we provide to be sacrificed for a short-term, self-defeating budget fix.

Victoria Works  *because we do.*