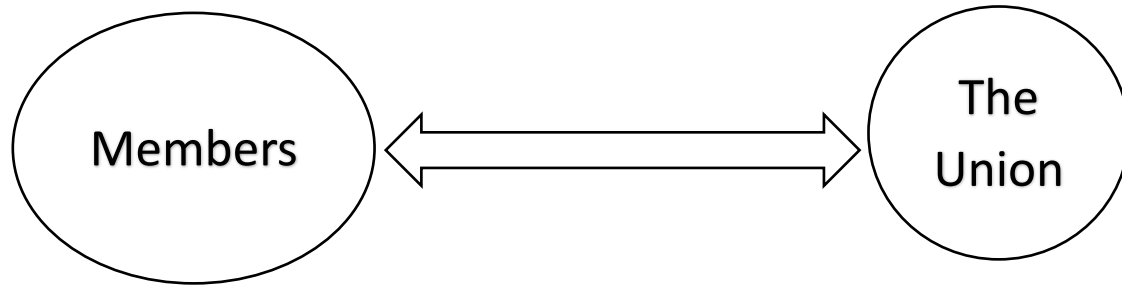
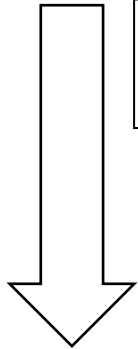


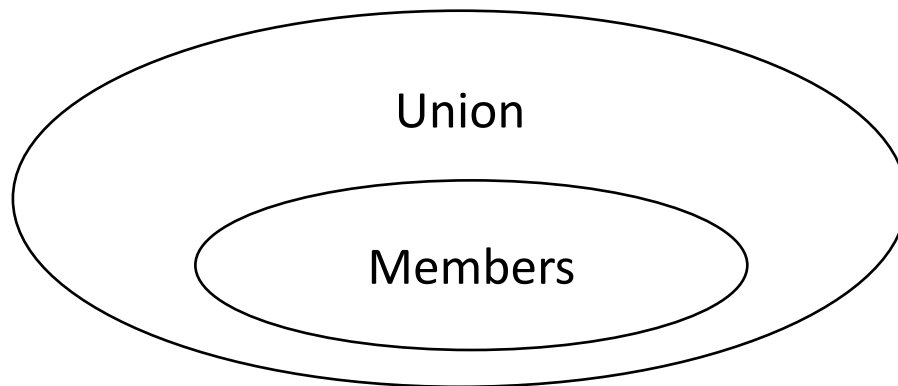
The Servicing Model



To win improvements in wages, conditions and to build union requires members to move from a servicing perspective to an organising approach



The Organising Approach



Features

- Union is separate organisation from membership
- Members pay subscription in exchange for services
- Union is a go to place if you have an issue or want a service
- Like buying an insurance policy
- Reactive
- This model does not encourage members to see themselves as being union
- Members see themselves as passive and recipients of service
- Common thought is "What does the union do for us?"

Language

- You, them, I, me

Role of the delegate

- The face of the union, you are the union
- There to respond when members need you
- Gatekeeper of services
- Knows everything or expected to

Features

- Workers have more control over their union
- Members are the union, it is us
- Built around union activity
- More of a movement, social justice agenda
- Proactive
- Active members create union, union didn't create membership

Language

- Us, together our,

Role of the delegate

- Facilitator, Enabler
- Educator, Informer
- Recruiter
- Walk alone side approach