



TRADE UNION

COMMUNICATION

AWARDS 2017

TUC TRADE UNION COMMUNICATION AWARDS 2017



Communication teams across our movement play a vital role in keeping members and reps informed and engaged. You produce great campaigns in your own sectors reflecting your individual concerns, and remind millions of the great work we all do, day in, day out, in the fight for decent jobs and to protect and enhance rights at work.

This competition allows us to share best practice in union comms, learn from each other and showcase some great work. Many thanks to all those who have taken the time and trouble to enter. Again we have mainstreamed digital comms into the core categories, which allows unions to submit digital products alongside traditional media and show how you are reaching out to the new, younger audiences who are our future. In honour of the 40th birthday of the competition we also included a 'best innovation' category, which inspired many of you to submit some fantastic work, old and new.

The judges this year commented on how clear tone of voice and great presentation brings strength to the union brand, and encouraged continuing investment in top-class journalism and design. As you will know the TUC is refreshing its own brand this summer and we will be doing our best to lead by example! We are grateful as ever to our judges for the excellent job they do.

Finally, thanks to College Hill Press for donating the printing of this booklet, and to Thompsons Solicitors for helping us with the costs of the award celebrations.

Frances

FRANCES O'GRADY
TUC General Secretary

JUDGES

Kathleen Christie
Campaigner

Alan Jones
Journalist

Rt Hon Alan Johnson
Former MP

Jon Skewes
Director for Policy,
Employment Relations and
Communications, RCM

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TUC
TRADE UNION
COMMUNICATION
AWARDS 2017

BEST MEMBERSHIP
COMMUNICATION
PRINT JOURNAL

This category proved as popular as ever among the movement's comms teams, including those who are making a pronounced move to digital. The judges noted the quality of the journalism, the breadth of coverage and the great use of photography. A strong field made it as difficult as ever for the judges to settle on a winner. In the end, they chose *Telegraph*, for the "phenomenal" depth of its coverage. The consistently excellent *Equity* was highly commended. Usdaw's *Arena* came in third with its characteristic design and coherent tone of voice.

Paying the price?
Questions raised
over record fine
for oily dumping
20-21



Close to the wind
Member lifts the
lid on work in the
windfarm sector
22-23



NL nieuws
Vier pagina's
met nieuws uit
Nederland
32-35



Great Yarmouth port chaplain Revd Peter Palme prepares to deliver supplies to the crew of the detained vessel Malaviya Twenty. Picture: Maurice Grey

Union urges action on substandard shipping

Nautilus International has urged the UK government to take a tougher line against shipping companies exploiting foreign seafarers in British waters after the arrest of an Indian-flagged North Sea support vessel whose crew are owed some US\$380,000 unpaid wages. The offshore supply vessel Malaviya Twenty was arrested by the Admiralty Marshall in the port of Great Yarmouth following a request from the local Nautilus/ITF inspector Paul Keenan, who found evidence that the 12 crew had unpaid wages totalling US\$281,000 in the year to the end of November. He had already secured about \$230,000 for the previous crew. The ship had been detained by the Maritime & Coastguard Agency in July after an inspection revealed a range of problems, including unpaid wages, deficiencies with Seafarers Employment Agreements and minimum safe manning. Sistership

Malaviya Seven had been held in Aberdeen in the previous month as a result of similar problems. In a letter to shipping minister John Hayes, Nautilus general secretary Mark Dickinson stated: 'Nautilus finds it deeply troubling that such vessels are operating in UK waters — presenting unfair competition to British ships and British seafarers.' Calling for a proactive, combative approach from the UK, Mr Dickinson added: 'Decent companies are being forced to lay-up ships and get rid of highly skilled and experienced seafarers, as a consequence of being undercut by unfair competition from foreign-flagged ships with exploited foreign crews.' Mr Keenan said progress has been made since Malaviya Twenty was arrested and talks with bank representatives had raised hopes that all the crew, on and off the vessel, will be paid soon.

Minister re-thinks growth study plan

Nautilus stresses the need for action as government begins 'stock take' of shipping blueprint

Shipping minister John Hayes has announced a 'stock take' of progress on the UK's Maritime Growth Study — promising that the package will be fine-tuned to ensure the shipping industry can benefit from Brexit. In a reception at the House of Commons last month, the minister said he wanted to reassess the 18 proposals for reviving the UK merchant fleet and British seafarer employment and training which were published in the 137-page Maritime Growth Study report in September 2015. Nautilus has given a guarded welcome to the announcement. 'The warm words keep coming, but we need action now to support more training and employment of British seafarers,' said general secretary Mark Dickin-

son. 'As comforting as all this talk is, I hope we don't have to wait much longer — otherwise it will be too late.' Mr Hayes said he was determined to deliver for shipping and to ensure that the UK fleet can take advantage of new trading opportunities as the UK withdraws from the European Union. The minister said he wanted to analyse the progress that has been made since the Maritime Growth Study was published and to seek 'clear new thinking on its recommendations — noting that it was always intended that the report would serve as a 'living document' that could be adjusted in the light of events. It's not a case of doing work that we have already done,' he added. 'We always knew that it was a starting gate and not a finishing line.'

'The great risk with such exercises is that the document is published, the work is done, there is a great future about its publication and then a year later people think 'what on earth was that study?' he said. 'In order to give the document continuing relevance, it needs to be regularly updated.' Nautilus and the Chamber of Shipping have jointly tabled proposals for an increase in the government's Support for Maritime Training (SMarT) scheme — with the owners promising that this could increase the annual cadet intake from around 750 to as much as 1,200. Mr Hayes said the government is currently reviewing SMarT and is also seeking comments on how future options for the scheme. 'I want to see more ratings, more officers, more recruits and more

trainees,' he said. 'I don't take the view that it is sufficient to see that number declining.' More than half of the growth study's recommendations addressed employment and training, the minister pointed out, and the government wants to look at the skills and opportunities that the sector offers. As part of the 'stock take', the Department for Transport has invited feedback on the current progress and future direction of the Maritime Growth Study. It is asking for views on where progress has been made, where it has been slow, and on any issues which were not addressed in the original recommendations. It is also seeking comments on how Brexit may affect the recommendations and impact on the future of the maritime sector.

Nautilus has welcomed a decision by the all-party House of Commons transport committee to hold an inquiry into the response to the Maritime Growth Study. The Union will be submitting evidence to the committee, which said it wants to monitor progress on the recommendations and consider the adequacy of the overall strategy for the UK maritime sector. The committee says the inquiry will assess the success so far, of the government's plans to grow the UK Ship Register and to identify and address maritime skills shortages. Further political pressure for government action came with a 90-minute Westminster Hall debate on the shipping industry last month — see page 3.

Inside

Round the clock
We talk to the
team running
the Union's 24/7
support service —
page 19

Super training
Centre marks a
decade of training
officers for the
superyacht sector
— page 25



Member praised
Quick-thinking
master helps to
prevent disaster
off the coast of
Romania — page 11



WINNER

TELEGRAPH Nautilus International

Astounding coverage and top quality writing throughout. There are topical stories of broad public interest along with articles that give members great advice on a range of issues. The confident, clean design and modern colours suggests Nautilus is a progressive organisation and it was a hit with the judges.

HIGHLY COMMENDED

EQUITY Equity

Equity's communications team make a great magazine. The layout and use of pictures is first rate. A fine example of how a union communication reflects its members' issues and concerns. The union makes good use of its celebrities to draw the reader in and there is a sense of a lot on offer to members.



COMMENDED

ARENA Usdaw

Arena is aimed at those who don't necessarily get involved in the union's activities and it does a good job of reflecting their families and lives. The judges thought that this issue did a good job of celebrating the union's history and its members.

TUC
TRADE UNION
COMMUNICATION
AWARDS 2017

BEST MEMBERSHIP
COMMUNICATION
PRINT JOURNAL



MY ACCORD TSB
Accord

Informative and fun! Having a relaxed tone and being full of information for members makes this an easy read. It has a good range of topics covered in a 'newsy' style. A credit to the union, particularly given the budget and staff resources available.

REPORT
ATL

A classic mix of news, views, union information and politics. *Report* clearly knows its audience so the short, sharp news nuggets are mixed with in-depth articles and thorough analysis of education issues. The judges liked the professional design.

THE LOG
BALPA

A quality product that would not look out of place on a newsstand – or for in-flight reading. There's plenty of information for members plus some good human interest stories. The judges particularly liked the first-person case studies for their immediacy and ability to draw in the reader. Excellent content enhanced by high production values.

DIETETICS TODAY
BDA

A well-structured, easy to navigate magazine, with lots of professional and trade union content. The inclusion of online links – references to twitter hashtags, apps and a novel link to people making the news – was a hit with the judges. High advertisement content makes it self-supporting financially.

FRONTLINE
CSP

Everything about this magazine is attractive, professional, readable and interesting. Some well-researched and well-written articles on service issues. The judges liked the space for the views of local reps. The incredible number of job adverts indicates the wide reach of *Frontline* among physiotherapists.



VOICE
CWU

A professionally written and produced magazine. Whilst some of the coverage was excellent, explaining clearly the negotiating strategy on pay and conditions, for example, the judges found other pages to be a bit on the 'worthy' side.

SCOTTISH EDUCATIONAL JOURNAL (SEJ)
EIS

A classic union magazine with plenty of useful information, interspersed with some strong features on politics. There is a good balance of union and professional education material. However, the judges felt that more member-driven content would have been good.

FIREFIGHTER
FBU

The superb use of photographs makes *Firefighter* a stand-out publication and a 'must read' for firefighters. Some ground-breaking coverage and a strong campaigning stance reflect the union's values well. Good member engagement, especially with the 25-year service badges.

PUBLIC SERVICE MAGAZINE
FDA

A well-designed, quality publication tackling a number of serious issues, as you would expect from this union. Lots of 'human interest' coverage of the union's work that must appeal to both members and non-members alike. Some impressive attacks on the government!

TEACHING TODAY
NASUWT

First-rate with good pieces on the EU and workers' rights. Plenty of useful information for members packed into 20 pages of conference coverage.

THE JOURNALIST
NUJ

Unsurprisingly, this is well written and very entertaining! There is a good mixture of articles, interviews and features and a spread of news from different sectors. Member engagement and regional features both stood out for the judges.

PROFILE
Prospect

Lively and readable with a great letters page. *Prospect* covers a very wide range of industries and they are well catered for in *Profile* with a mix of news, views and campaigns. The entire magazine reflects the stated desire of inspiring members to become reps.

U MAGAZINE
UNISON

Small in size but big in news and views. The quality of the journalism is first rate with strong links between print and online content. The chatty, friendly tabloid style is set right from the start and there are some interesting personal stories that highlight wider social issues.

UNITE WORKS
Unite

Big on news both current and past with a good mix of important historic and topical events in which Unite is involved. However, the judges felt that the journal talked more to reps than to the 'ordinary' members to whom it seemed to be aimed.

TUC
TRADE UNION
COMMUNICATION
AWARDS 2017

**BEST MEMBERSHIP
COMMUNICATION
DIGITAL**

Not a big field of entries in this category this year, but what it lacked in quantity it made up for in quality. A diverse range of material made the judges work more difficult. How do you compare the wealth of information in a website against a single, one-off campaign action? In the end Nautilus International was the judges' favourite. The bold format of the FBU's e-bulletin was highly commended and Prospect won the commended prize.



WINNER

NAUTILUSINT.ORG
Nautilus International

This is a striking and impressive site in terms of content and design. The varied visual content includes newspaper articles, action-orientated photos and an array of videos/animations. The impressive 'transboundary' approach is reflected in three language versions, low bandwidth consideration and 24/7 member access, including a live chat option!



HIGHLY COMMENDED

ROLLCALL
FBU

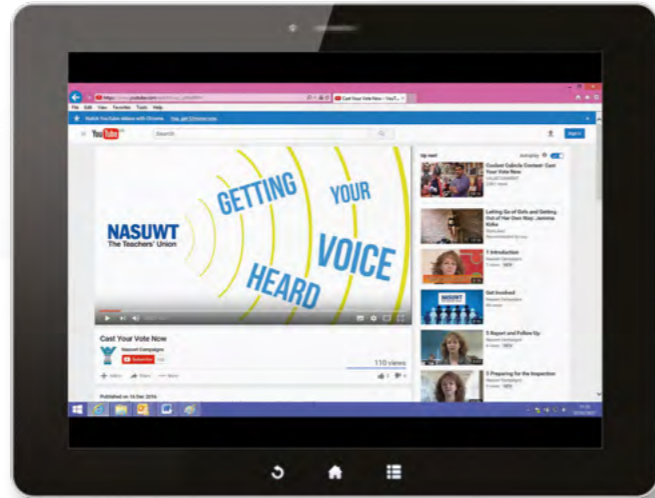
With a bold, clean format and clear signposting on 'read' and 'watch' for the time-poor, this really appealed to the judges. There's a winning recipe of strong story-telling images throughout and tweetable headlines suggest this content will be shared. Good balance of relevant and wide-ranging news content means there is something for the whole membership.

COMMENDED

UNCONSCIOUS BIAS
Prospect

Prospect deserve applause for attempting to communicate a relatively complex issue in a range of ways to different audiences - and achieving high viewer satisfaction. The awareness-raising video narrative worked well and the inclusion of employers and reps checklists was useful.

BEST MEMBERSHIP
COMMUNICATION
DIGITAL



ANNUAL CONFERENCE
MOTIONS ONLINE
NASUWT

Although the principle of offering online balloting is to be applauded, the presentation is always going to be a challenge. NASUWT made the narrative easy to read but the voting process seemed, perhaps inevitably, a long one.

UCU.ORG.UK
UCU

This website is unapologetically directed at those already in the know but that does make it very member- and campaign-oriented. There is a lot of information on the site, and the homepage, though a bit jumbled, offers a wealth of topical news.



UNISON PRIZE DRAW
UNISON

This digital prize draw was a highly effective response to a potential membership crisis. The journey from incentivising via a clear proposition through to the 'conversation' with winners and the publicity of the prize handover was really well handled and presented.

MEMBERS' E-NEWSLETTERS
Usdaw

The judges liked the varied content in a user-friendly format of six feature articles and six news links for each e-newsletter. Engaging, colourful graphics and bite-size information chunks draw the reader into 'feature' articles. There is good mix of content including learning, services, advice and requests for personal stories.

TUC
TRADE UNION
COMMUNICATION
AWARDS 2017

BEST COMMUNICATION
FOR REPS & ACTIVISTS

A slightly larger number of unions entered this year than last, submitting more print entries than digital. A strong field gave the judges plenty of high quality entries to choose from.

After much consideration, the prize went to Usdaw for their high quality *Network* magazine. The judges couldn't separate Prospect's publication and UNISON's podcasts so they were both highly commended.

NETWORK
The bimonthly magazine for activists - July/August 2016

USDAW
1891-2016
125
YEARS STRONG

TESCO REP ELECTIONS
MEMBERSHIP WEEK

#UzdawOnTour

ANNIVERSARY TOUR

••• PENSIONS ••• WAREHOUSE & DISTRIBUTION ••• LGBT WEEKEND •••

Facebook YouTube Twitter Flickr Instagram

Information for Prospect representatives
www.prospect.org.uk • Issue 3, July 2016

REPORT

LET'S TALK
PROSPECT

Participants hail Prospect BME training event

BLACK AND minority ethnic members from workplaces across the UK took part in a Prospect development and leadership programme at Ruskin College in Oxford in July.

Seventeen members attended the two-day residential event, from the Ministry of Justice's National Offender Management Service, FT Co, the Ministry of Defence, Babcock and National Air Traffic Services.

Speakers included Prospect deputy general secretary Sue Perna, president Denise McGuire and Ruskin course organiser Ian Munnahide.

In the evening guest speaker Liz Cameron described her journey from joining public service union Unison to winning the black & members seat on its national executive.

The rich trade union heritage of Ruskin College provided an inspiring backdrop for beginning to tackle some of the concerns felt by Prospect BME members.

Interactive sessions, including role play enabled participants to honestly self reflect and evaluate their skills and strengths in the context of the future of work.

Discussion topics included turning perceived weaknesses into opportunities and supporting BME colleagues. Coaching and mentoring were explored, along with communication skills and strategies for active listening and conflict resolution.

Participants hailed the event a success. David O'Connell from FT said: "I feel better prepared for career success because of what I have learnt."

From Babcock's Rayth Duckyard in Scotland, Christopher Theodorakis, Sony Escobar and Maria Amadi, said: "It was a great opportunity to meet and network with other professionals. We now look forward to applying the new ideas and skills we gained to further our professional and personal development."

Suzanna and Silvio Garroli added: "It was supportive, interactive, fun, answered all our queries and provided more information on top. We would recommend this course to everyone."

Paul Daughton of NOMS welcomed an offer from Prospect to build links with their company BME support network.

"To be honest, I can't wait," he said, "let's get the show on the road!"

See a longer report at <http://bit.ly/bme-dev>

VIDEO COMPETITION

UNLEASH your creative talents - and help boost the union - by entering our "Why I'm in Prospect" video competition, open to all members and their families. The prize will be a cancon or beach bag.

If your children complain of being bored during the school holidays, why not make them feel they are looking for go-around clips of members and reps saying why they are in Prospect.

The closing date is midday, 1st September.

Details at <http://bit.ly/comp-video>

WINNER
NETWORK MAGAZINE
Usdaw

A very impressive magazine with high-quality briefing for activists. The judges liked that it celebrated reps and gave a sense of enjoyment and satisfaction in representing fellow workers. Well-produced and written, *Network* is both an interesting read and a vital source of information.

HIGHLY COMMENDED

REPORT
Prospect

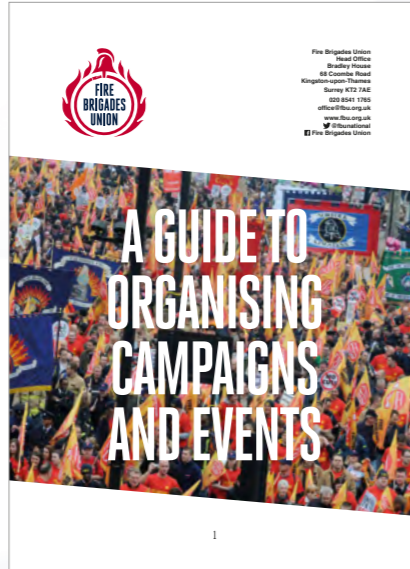
This attractive, professional publication for reps is well-produced and brimming with useful information. Prospect covers a diverse range of employment that *Report* reflects across its content, combining 'how to' guides with strong union messaging.

HIGHLY COMMENDED

ORGANISING TO WIN
UNISON

The innovative use of podcasts makes this an impressive online resource for reps and activists generally, with a strong focus on organising. The judges particularly liked the monthly interview format and the diversity of the people in the podcasts.



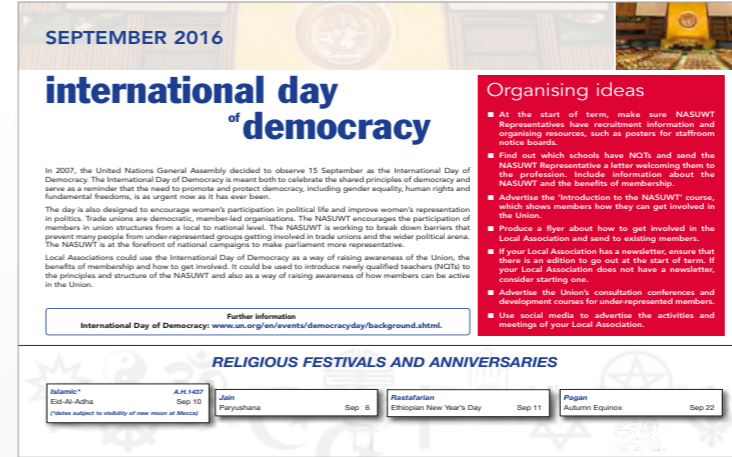


**UNION REPS NEWSLETTER
 BDA**

A bulletin board that serves as a really effective activist newsletter. Wide-ranging in content, it is not overdesigned and it does the job well. The judges liked that all four nations were covered in depth.

**A GUIDE TO ORGANISING
 CAMPAIGNS AND EVENTS
 FBU**

A good 'one stop shop' for all your campaign and events needs and a 'bible' for new reps and activists. The handbook is comprehensive in scope and accessible for its intended audience.



**EQUALITIES CALENDAR
 NASUWT**

All the educational year in an imaginative, calendar format. A good piece of material aimed at activists that stands out from the crowd. Easy to imagine this being used in staff rooms to encourage recruitment.

**LAY REPS' PACK
 Nautilus International**

This pack is effective, well laid-out and presents activists' course material very well. It is clear, concise and fit for purpose. The shipping industry is a complex and international world and this pack helps train those reps working in it.

**FE TRANSFORMS
 UCU**

This well-produced material provides inspiration through the reassuring voices of both teachers and learners. It highlights the importance of the FE sector and the huge threat posed by underfunding. An excellent basis for campaigning at local level.

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BEST RECRUITMENT/
NEW MEMBER
COMMUNICATION

Although unions are making more use of digital, many entries in this category were traditional offline materials or videos. The high quality of many of the entries pleased the judges.

NASUWT's practical classroom tool for new teachers took the top spot. A simple yet effective recruitment campaign from CWU was highly commended.



Strength in numbers GUEST COLUMNIST

You, the membership

Over recent issues we have seen some very high profile figures write in The Voice as our guest columnist. This is set to continue. However, now is the appropriate time to hand the page over to the membership. Never before has it been more important for the union to be strong in all sectors and industries where we have members. Today, we are asking for your help with this – we want you to recruit any non-members in your workplace to the CWU. Below is a message to you from the general secretary and senior deputy general secretary

Belonging to a trade union is about using our collective strength to defend and enhance the jobs, terms and conditions of workers. Elsewhere in this edition of The Voice you will hear of the challenges we face in the postal, telecoms and financial services industries and the work led by Terry Pullinger in the postal sector and Andy Kerr in the TPS sector to meet those challenges. Protecting your interests is what we exist for as a union. In the coming weeks and months we will be talking to you about how we redesign our union from top to bottom. It's time for us to show a willingness to bring new ideas and energy to the trade union movement. So redesign is fundamentally about rejuvenating our representatives and members to take action and collectively reassess trade union values at work and in wider society. Recruiting new members into the union makes our position stronger which is why we are determined that everyone should play their part in strengthening our recruitment strategy. **Any union is only as strong as its membership.**

Dave Ward and Tony Kearns
General secretary and senior deputy general secretary respectively

JOIN THE UNION TODAY!

Please take a moment and consider how you can help the union become stronger. Ask a non-member to fill out the enquiry form below and post it back to CWU HQ. You can photocopy the form for request more from your branch if you are able to convince more than one colleague to join us.

If you are able to recruit someone to the CWU please let us know via Facebook, Twitter or email and we will share your posts as widely as possible.

[f The Communications Union](#) [@CWUNews](#)

First Name Surname

Address Line 1

Address Line 2

Post Code

YOUR CONTACT DETAILS

Work Telephone

Employer Contracted hours

When completed please return to:
CWU Membership, 150 The Broadway, Wimbledon, London SW19 1RX
or alternatively join at members.cwu.org/OnlineJoining/Registration.aspx

WINNER

INDUCTION PLANNER NASUWT

Wow! Everything a new teacher would want to know. Well-written and laid out and a stand-out publication. A big investment from NASUWT but it brings great results in terms of building a supportive relationship with new members right from the start.

HIGHLY COMMENDED

YOU, THE MEMBERSHIP CWU

A simple but highly effective member-recruit-member campaign from the CWU. An excellent feature laying out the benefits of membership, backed up by a substantial drive on social media. And an incredible response in just one week!

TUC TRADE UNION COMMUNICATION AWARDS 2017

BEST RECRUITMENT/ NEW MEMBER COMMUNICATION

TRAINEE AND NEWLY QUALIFIED RECRUITMENT MATERIALS ATL

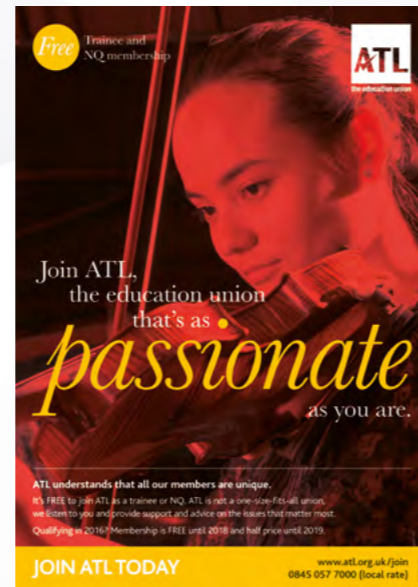
The judges liked the good use of traditional leaflets, both large and small, giving compelling reasons for joining the union. An excellent idea to have free membership for trainees that brought a big pay off in trainee members converting to full membership.

YOUR UNION, YOUR VOICE EIS

This is a professionally produced video that features a range of teachers. It was widely used at recruitment events with students and those at the start of their teaching careers, as well as being available on the website.

FBU.ORG.UK/MEMBERSHIP FBU

Easy to access and understand, this section of the website shows the many benefits of being a member of the FBU. The enhanced retired members' package is a great idea. This shows what can be done with a union website.



KEYSTONE RECRUITMENT FILM FDA

This video is aimed at the FDA's newest section for senior grades. The straightforward style with unscripted interviews from a range of workers works very well. Excellent value for money given the low production spend.



SOHO CENTRAL GMB

GMB's equality project aimed at the young and low-paid in London finds its voice in a simple, cheap but effective way to target a specific group of workers who are probably not going to watch a union video or visit a union website. The judges liked the very direct nature of the campaign.

YOUR UNION, YOUR FIRST PORT OF CALL Nautilus International

Credit card-sized USB drives are a good idea, especially for workers away from home for long periods of time. Attractively produced with some really useful advice on legal support, as well as eye-catching discounts for members.

LET'S TALK PROSPECT Prospect

This special week to promote the union was a great success; there's nothing like a free mug, stress ball or cupcake to recruit new members! Some excellent and well-realised ideas for increasing the union's profile supported by a decent budget.

JOIN UNISON: SUPPORT AT WORK UNISON

This short but sharp video with an easy-to-follow message, available through YouTube, was a hit with the judges. It clearly sets out the case for being in UNISON, shows the reasonable cost of being a member and provides a guide to joining. Great idea, realised through excellent production.

BUS WORKERS' SAFETY Unite

A quick and cheap way to tackle an issue of real concern to bus workers. A simple yet effective leaflet with a clear message works both as a source of information and as a tool to recruit new members.

M&S/ALDI/LIDL RECRUITMENT Usdaw

It's easy to see why Usdaw is so successful at recruiting new members every year. The widespread use of social media is supported by top rate graphics. Using individual themes for different supermarkets based on the supermarkets' own TV adverts was a great idea!

THE RIGHTS CARD WGGB

A serious union with a strong message. The simply produced card sets out the union's hard-won rights for new and existing members. Given out at events, but also promoted through social media, the card condenses two of the union's agreements into an accessible format.

**BEST CAMPAIGN
COMMUNICATIONS**

A mixture of national and highly localised campaigns vied for the judges' favour. With high quality entries in abundance, the choice for the judges was not easy.

A very successful campaign against Sports Direct saw Unite take the top spot. EIS was highly commended for their campaign around child poverty.

**Daylight
Robbery
in Sports
Direct!**

**Stand and Deliver:
Charged
with
wage theft,
other
charges**

unite
the UNION



HIGHLY COMMENDED

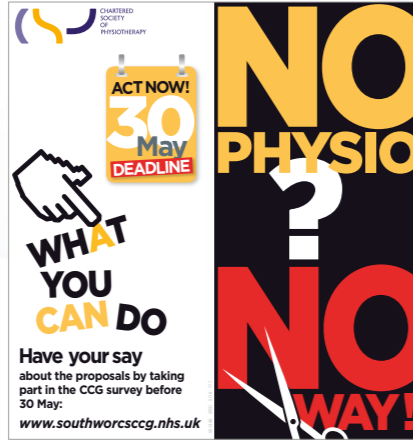
**FACE UP TO CHILD
POVERTY**
EIS

A very worthwhile campaign on behalf of schoolchildren. The excellent booklet looks at a range of poverty-related issues and offers sound advice for teachers. The union should be proud of tackling such problems and influencing the Scottish government on free school meals.

WINNER

SPORTS DIRECT SHAME
Unite

One of the best campaigns of any union for a few years. Taking on such a powerful business figure as Mike Ashley would be too daunting for many - but Unite proved to be more than a match. The range of campaign ideas showed the determination of the union. It managed to enter the public consciousness, forced concessions from the company and made a material difference to workers.



NO PHYSIO? NO WAY!
CSP

A good localised campaign to fight proposed cuts to physiotherapy services with excellent results. Particularly so given the small budget of just £1,000. Great credit to CSP for mobilising so many activists, particularly through social media and organising a day of action.

SUPPORT MANCHESTER FIREFIGHTERS - NO MASS DISMISSALS
FBU

Another good local campaign on a shoestring budget to resist the imposition of a new shift system. Incredible use of social media, particularly Thunderclap, showed its power and speed. Fantastic results from a one-week campaign!

PROPOSED CHANGES TO THE CIVIL SERVICE COMPENSATION SCHEME 2016: MEMBERS' BALLOT
FDA

A complicated subject explained with clarity using examples of how civil servants would be affected by changes to a compensation scheme. A classic example of the value of a first-class union working for its members.

IT'S ABOUT TIME

ATL

A very good campaign with some real results and knock-on outcomes such as the recruitment of new workplace reps and members. Sets a high standard for this union's exciting future.

TALK TO US
NASUWT

A good campaign with an effective and compelling title that positions the union as an approachable ally. It supported members during a long and difficult dispute with the government and used an impressive range of campaigning materials that were regularly updated.

CHARTER FOR JOBS
Nautilus International

The scale of media coverage is testament to the reputation of Nautilus and the power of its campaigning. Highly professional and focused material is making the government take notice - never an easy task!

PICTUREHOUSE LIVING WAGE CAMPAIGN
BECTU Sector of Prospect

The tenacious Picturehouse campaigners have reached a big external audience, and won admiration from peers in the union movement too. Good use of different communication methods has generated a huge amount of publicity.



USDAW CARES ABOUT CARERS
Usdaw

Usdaw deserves credit for campaigning on such an important right as time off for caring responsibilities. A great mix of leaflets and briefings using print and digital helped to make this a great campaign.

PUBLIC SERVICE CHAMPIONS
UNISON

This big budget, widespread advertising campaign has hugely influenced the political debate. High quality materials helped this ambitious campaign on behalf of the public as well as UNISON members. Champions indeed!

BEST DESIGNED COMMUNICATION

The diverse range of styles and formats didn't make this an easy category for the judges. And with a really high standard throughout finding a winner was not an easy task. In the end a campaign website from the GMB took the winner's crown. Two animations, from the FBU and Nautilus International, were highly commended.



HIGHLY COMMENDED

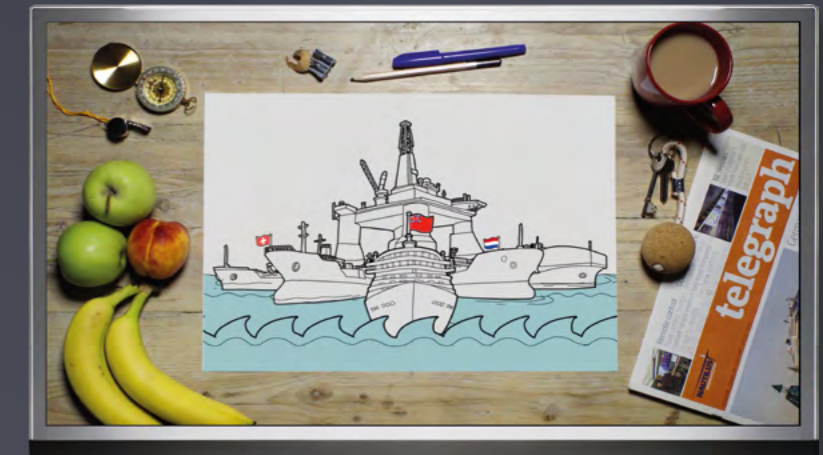
FIREFIGHTERS FOR EVERY RISK YOU FACE
FBU

This clever animation is accessible, well-designed and produced, with good use of infographics and killer facts. Lots of clever creative moments. And a range of high profile current response situations depicted make the viewer see this as 'relevant to me'.

WINNER

RESPECT ASOS WORKERS
GMB

A great campaign website with a highly distinctive style, cleverly echoing the brand target. The structure is very user-friendly, with three sections guiding the reader through the narrative. The design and production was very good and designed to engage the young target audience.



HIGHLY COMMENDED

WHAT HAVE SEAFARERS EVER DONE FOR US?
Nautilus International

A highly creative and engaging animation. Lots to sustain the interest. The judges like the use of the revolving globe reminding the viewer of the type of work members do. Really strong piece of work backed up by impressive social media figures.

BEST DESIGNED COMMUNICATION

PINPOINT THE PRESSURE CSP

A very strong design for a campaign appealing to health professionals. The judges liked the 'retro' feel to the design which worked very well. The design and the campaign slogan work well together and the colour coding of the materials was inspired.

SAVE THE POST OFFICE CWU

This is an effective, simple but bold image of the broken heart adopted and nicely revamped as a Christmas media orientated hand-in stunt. The judges liked the flexibility that allowed the giant postcard to be used as a great backdrop for travelling events.

GET IT RIGHT FOR GIRLS EIS

A really well-designed report with strong production values. The quote boxes stand out particularly well and the useful checklist tool is highlighted at the report's end. Clear headings and bold pictures help reinforce the narrative.

WORKING HOURS POSTER FDA

The poster makes effective use of word cloud tool to highlight the impact of long working hours, using a nice bold design style. However, the judges felt that it was let down by some ambiguity in the language.

WOMEN TEACHERS' CONSULTATION CONFERENCE DECLARATION NASUWT

The striking rainbow coloured cover image sings out equality and innovation – an excellent interpretation of the conference title. The judges particularly liked the excellent use of infographics and the good feedback in digestible form.

The Campaigning Union

PROSPECT.ORG.UK Prospect

The website redesign strongly reflects a member-driven organisation. A thoughtful structure allows users to identify and navigate information that is directly relevant to them, through the use of tags for news and blog pieces.

UNISON LIVING UNISON

This is an effective example of a secondary identity with a contemporary, professional and reassuring feel. Great to see unions being market-focused and competitive in their trading offers. The look and feel is modern and the colours work well both digitally and offline.

A HOME IS A HUMAN RIGHT Unite

A nice colourful image that is centred on a bold graphic of pointing arrows. But the judges felt that the impact was to some extent diluted by the poster having a lot of text.

125 YEARS OF SERVICE Usdaw

A really nice pictorial history of the union. The booklet is structured into accessible, easy-to-follow sections with a good balance of union and social history, and key moments highlighted. The production values are very good and well thought-out.

BEST INNOVATION

This category was introduced as a 'one off' extra to mark the 40th anniversary of the awards. Unions were asked for entries that were innovative either in content or realisation. UNISON took the top honours with a recruitment campaign. Equity was highly commended for their recruitment video and Usdaw was commended for their organising awards.

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Worried about your job in public services? With cuts, redundancies, restructuring and outsourcing, now is the time to join UNISON.

EVERY member receives our full range of benefits and services, including:

- advice, support and help when you need it at work
- helpline open until midnight Monday to Friday and 4pm on Saturday
- legal help for you at work and your family at home
- financial assistance and debt advice in times of need
- accident and injury compensation for you and your family even when you're not at work
- a wide range of exclusive member discounts – including money off cars and holidays.

Before you get to work, get essential cover.

Annual salary	Monthly cost
Up to £2,000	£1.30
£2,001-£5,000	£3.50
£5,001-£8,000	£5.30
£8,001-£11,000	£6.60
£11,001-£14,000	£7.85
£14,001-£17,000	£9.70
£17,001-£20,000	£11.50
£20,001-£25,000	£14.00
£25,001-£30,000	£17.25
£30,001-£35,000	£20.30
over £35,000	£22.50



WINNER

ESSENTIAL COVER UNISON

A highly innovative campaign that used great strategic recruitment planning with key indicators of success. Outstanding use of research evidence and innovative use of the media wowed the judges. There was a huge investment in this campaign, but it delivered huge returns.

HIGHLY COMMENDED

EQUITY.ORG.UK/ CHATTER-BOX
Equity

This web-based recruitment and engagement video made innovative use of activists to get the message across. With industry-appropriate design it took an innovative approach to the question of why people were not members of the union.



COMMENDED

USDRAW ORGANISING AWARDS
Usdaw

A really important innovation targeted at the unpaid and often unsung heroes of the trade union movement – the local rep. Very well-orchestrated and marketed and a great credit to Usdaw. Done with real quality and love.

**POST OFFICE DISPUTE -
 LIVE FACEBOOK Q&A
 CWU**

This is a really good method of getting straight to the heart of the issue. For the union to open up the live Facebook sessions to the public during a controversial strike was a big risk, but one that paid off spectacularly.

**IF THEY TAKE AWAY 12%
 OF YOUR FIRE SERVICE
 WHAT WILL BE LEFT -
 BILLBOARD CAMPAIGN
 FBU**

Possibly the most innovative use of a traditional billboard site ever. A bespoke construction and graphic gave the illusion of huge parts set light to and burnt away in a fire to illustrate the stark reality of cuts to the fire service. Great idea, well-executed.

**EMMA KNOX: HOW THE
 FDA WAS THERE FOR ME
 FDA**

Members talking can be so effective; and this has great emotional impact. Emma's testimony is very strong and she gets across to potential and actual members how strongly the union supported her. Due to the nature of FDA members' work, individual stories are not often an option in campaigning.

homophobic bullying
 "It's a crime, any way you look at it!"
NASUWT
 The Teachers' Union

HOMOPHOBIA
 It doesn't matter if you are a woman or a man, gay or straight, black or white, old or young - homophobic bullying affects everyone - staff as well as pupils.

- offensive 'jokes' and language
- name-calling
- ridicule
- insulting or abusive behaviour and gestures
- graffiti
- damage or threat to property
- exclusion
- isolation
- discrimination
- physical threats
- assault and bodily harm

It is an affront to human rights and dignity. It has no place within schools or society.

"Over half of all schools will have experienced at least one incident of homophobic bullying within the last term."

IS YOUR SCHOOL/COLLEGE DOING ENOUGH?
 All schools and colleges have a legal duty for the welfare of all their employees and pupils. The Employment Equality (Sexual Orientation) Regulations 2003 outlaw discrimination and harassment in the workplace on the grounds of perceived or actual sexual orientation. As a first step, make sure that your school/college has a policy commitment to tackle the problem of homophobic bullying. Is homophobic bullying included within the terms of your school/college:

- anti-bullying policy?
- equal opportunities policy?
- curriculum policy?
- sex education policy?
- behaviour management policy?
- pastoral support arrangements?
- commitment to challenging homophobia and embedded in the school ethos?

"Ninety-nine per cent of schools have an anti-bullying policy but only 6% of these policies include reference to lesbian and gay-related bullying."

homophobic bullying
 "It's a crime, any way you look at it!"

**HOMOPHOBIC
 BULLYING CARD
 NASUWT**

Although unions had been working on lesbian and gay issues, this was the first time that homophobic bullying had been tackled in an organised way. The cards are well produced and very effective and designed to be a resource at members' fingertips.

**PAPERLESS CONFERENCES
 Nautilus International**

A laudable and very green development. While many unions have replaced some paper at some meetings, this must have been one of the very first to replace paper altogether for all. Well-designed and easy to use, it saved the union money and was well received.

**EBRANCH SYSTEM
 Prospect**

The judges felt that Prospect went far beyond most unions' capabilities to ensure a local, consistent, high quality branch-based system of information for members. Very innovative in terms of organising and supporting a diverse membership.

Using the Print and Publication Library

To use the **Print and Publication Library** you must have authorisation. The library is basically divided into 3 categories:

- Membership forms;
- Campaigns;
- Publications.

For membership forms you can order unlimited quantities but for other materials they have a minimum order of 500 and maximum of 1,000 and for certain documents (such as books) you will be asked for a budget code when you place an order.

Print is expensive so please do not over-order.

The site is continuously being updated, but if the document you require is not there, please contact Pay.Carroll@uniteunion.org and they can upload it, but you first must ensure that the information in that document is still up to date and legally correct as the designers will not know.

To access Print and Publication Library

From **UniteConnected** - click on **WEBLINKS** and then click on **Print and Publication Library**

Using the Print and Publication Library Desk Page 1 of 1

**PUBLICATIONS AND
 PRINT LIBRARY
 Unite**

Unite's library idea offers an easy to use, low-cost system for publications. It helps to ensure that all 78 offices and various sectors can access a wide range of printed materials for everyday use.

Est. 1978

College Hill Press



Frances O'Grady with comedian and broadcaster Amy Lamé at the Big Workplace Meeting on 8 February this year © Jess Hurd/TUC

As the longest established print partner
to the Trade Union movement
we are proud to support this evening of excellence
and congratulate the winners



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