



# **CLIMATE CHANGE CAMPAIGN KIT**

**Unions supporting real action on climate change**

# Climate Change Campaign Kit

## **Purpose:**

Action on climate change is union business, and it's vital that unions and workers are involved to ensure that workers are not left out in the move to a low-pollution economy.

At the moment there is a lot of misinformation about the proposed price on pollution. The proposed mechanism for pricing pollution is a necessary first step in taking action on climate change.

Right now is a crucial time to ensure that we tell our politicians that we support a price on pollution. But we know that you know that. That is why we've created this kit.

The purpose of this kit is to give you the information and links you need to help spread the word about this campaign. You'll find a range of useful things, including tips about how to spread the message, sample letters and blog posts and links to information.

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# Introduction

## Climate Change is Union Business

For several years now, unions have been actively involved in the debate about how to best mitigate the dangers of global warming and how to make our economy a low-polluting one.

Unions have an important and legitimate role in the climate change debate, because action on carbon pollution will involve major changes to our economy. And it is the job of unions to look after their members and all workers when they are impacted by economic change.

The move to a low pollution future will take time and includes:

- support for emission-intensive and trade-exposed industries,
- measures to protect existing jobs,
- programs to attract investment in clean energy and production, and
- assistance to households.

Tackling climate change will be challenging. It will require on-going legislative interventions; protecting existing jobs and creating new jobs through comprehensive industry policy; investment in new, cleaner industries; the development of skills and training programs and assisting households and affected communities.

And like any structural changes to the economy and our industries, we've seen how without union involvement workers can lose out.

Action on climate change is also a huge opportunity. The task of shifting to a lower pollution future is urgent. This is about the future of our children and the nation we can build.

Unions know that hundreds of thousands of secure and rewarding jobs can be created in the future if we get it right now. So there is an extra incentive for climate change to be union business, because unions want to ensure Australian workers are beneficiaries of visionary climate change policy.

Many unions are already acting to prepare now for the future. As well, there are many union members engaged with Union Climate Connectors, a workplace and community based activist program on climate change.

Unions have successfully advocated for a price on pollution that is fair on workers, fair on families, fair on the community and fair on the environment.

A fair share of the money raised from the price on pollution goes to supporting workers to gain the skills and training needed in a clean energy economy while protecting workers in emissions intensive industries.

A fair share of the money raised will go to the development of clean energy technology.

A fair share of the money will go back into the community to support households.

In addition to asking you to talk to workers and union members in your workplaces and using the tools in this kit, we are also campaigning for action on climate change in the community through our alliances and collaborations with like-minded groups. This includes our longstanding involvement in the Southern Cross Climate Coalition (SCCC)

with the Australian Conservation Foundation (ACF), the Australian Council of Social Service (ACOSS) and The Climate Institute.

We believe it's important that we stand with the community and that community groups understand the issues working people face. By working with others in the community our voice is more powerful.

We will be regularly informing you of events and other ways you can participate in community awareness raising and campaigning, and encourage you to take part in those broader community events so there is the involvement of working Australians alongside of other concerned citizens.

Let there be no doubt: climate change is union business.

**Ged Kearney**  
**President**  
**Australian Council of Trade Unions**  
**July 2011**

## Important facts - what's in the package?

### Background

Unions have been actively involved in the debate on climate change for many years. In recent months, in conjunction with the ACTU, unions have worked hard to ensure that the carbon price package addressed a range of issues critical to working men and women while at the same time addressing the environmental issues facing our society.

A price on carbon pollution on about 500 of Australia's largest companies will begin in the middle of next year. This will force companies to reduce their carbon pollution and transform our economy to be more energy efficient.

Unions have successfully argued that the carbon price package needs to:

- Safeguards workers and industries.
- Unlocks clean energy industries and jobs.
- Supports households and communities.

The announcement of the carbon price package will provide certainty to Australian workers and their families and allow them to begin planning for the largest economic adjustment for a generation.

The rest of the world is already moving to cut their carbon emissions, and delay for Australia will only cost the economy and the environment more in the future.

### How will a price on pollution work? Who pays?

The price on pollution will only affect 500 of Australia's largest companies.

From the middle of next year they will pay a fixed price of \$23 per tonne of carbon pollution they emit into our skies.

This price will rise moderately until 2015, when a full emissions trading scheme will begin.

This cost will encourage them to reassess the way they operate and consider alternatives that consume less energy and have less of an impact on the environment.

All revenue raised will support households, workers and industries in the move to a low pollution economy.

### Supporting households and communities

The carbon price is not a tax on all Australians, but on 500 big companies.

Nevertheless, some of these costs will be passed on to consumers, at an average of \$9.90 a week. This is equivalent to a 0.7% increase to inflation (the GST was 2.5%).

That's why the package allocates more than 50% of the carbon price revenue to assist families. This will ensure that the impact on workers and their families is minimised.

The climate change package includes:

- Compensation that includes tax cuts and payments for 9 out of 10 households to assist in any change in prices.
- Every Australian worker earning up to \$80,000 will receive a tax cut, with most receiving around \$300 a year.

- Tax free threshold will increase from \$6,000 to \$18,200 from July 2012.
- \$200 million over 7 years to assist strongly affected regions and communities.

This means, for instance, a double income household with two kids, earning \$100,000 a year will receive a tax cut plus additional government assistance as apart of the carbon price package.

### **Safeguarding workers and industries**

It was crucial that the carbon price package included protection of jobs in emissions intensive industries.

Heavy industries, especially those that face international competition, must be helped through a period of adjustment to the carbon price.

Unions have successfully argued for an allocation of \$9.2 billion worth of industry assistance over three years for industries such as steel, aluminium, cement and zinc manufacturing to remain competitive while providing incentives to invest in clean energy technologies.

In recognition of the particular pressures on the steel industry, manufacturing more generally, and a small percentage of coal mines that are particularly “gassy”, the package also includes:

- Steel Transformation Plan of \$300 million to encourage investment and innovation in the steel industry.
- Coal Sector Jobs Pact of \$1.2 billion over 6 years to assist a small number of coal mines to reduce emissions, and develop and deploy new technologies

While the package places job security at the centre, pricing carbon will be the greatest economic transformation for a generation. As such, in addition to the funding provided to maintain competitive industries and unlock new clean energy industries, \$200 million in funding has been provided for communities and regions affected by the introduction of a carbon price.

### **Unlocking clean energy industries and jobs**

A significant proportion of the money raised from the carbon price will be allocated to ensuring that new clean energy technologies continue to be developed and deployed in Australia, creating new industries and unlocking new jobs.

This is an exciting prospect for Australia, our chance to harvest our natural resources and invest in something big while strengthening and building our economy and jobs.

The package includes:

- A \$10 billion Clean Energy Finance Corporation to invest in renewable energy, energy efficiency and low pollution technologies.
- The establishment of the Australian Renewable Energy Agency (ARENA), a new independent agency for research and development of renewable energy technologies valued at \$3.2 billion.
- A \$1.2 billion Clean Technology Program that will drive investment in low emission technologies in manufacturing industries contributing to local opportunities and jobs growth.

- The package also includes a number of measures focused on improving energy efficiency in households, communities and businesses including \$330 million to improve the energy efficiency of community and council buildings.

These are big changes to our economy, but a price on pollution is the responsible thing to do.

### **Want to know more?**

You can find out more about climate change and jobs at:

[www.rightsatwork.com.au/Home/Campaigns/Climate-Change-and-Jobs.aspx](http://www.rightsatwork.com.au/Home/Campaigns/Climate-Change-and-Jobs.aspx)

## Frequently Asked Questions

Sometimes it can be difficult to think of the exact things to say or know how to respond to a particular comment or question. That's why we've taken the time to compile some frequently asked questions about this issue.

They have been developed from conversations we've had with union members and people in our local communities. You can get more information by visiting the Climate Change and Jobs page on the [Your Rights at Work](#) website.

### Support for households

*Q. Who pays the tax? Am I going to be worse off?*

A.

- The carbon price is not a tax on all Australians, but on 500 big companies.
- Nevertheless some of the costs will be passed on to consumers at an average of \$9.90 a week. This is equivalent to a 0.7% increase to inflation. The GST was a 2.5% increase.
- The climate change package includes:
  1. Compensation that includes tax cuts and payments for 9 out of 10 households to assist in any change in prices.
  2. Tax cuts for every Australian worker earning up to \$80,000, with most receiving around \$300 a year.
  3. An increase in the tax free threshold from \$6000 to \$18,200 from July 2012.

*Q. Why should we have to pay extra for electricity / petrol / gas / food?*

A.

- Electricity prices have been rising because investors are putting a freeze on building power stations until they have certainty about a carbon price.
- A policy to put a price on carbon will give companies certainty. Without a carbon price investors are reluctant to invest in new power stations, risking blackouts in a few years time.
- Electricity prices have gone up 40% in the last three years as companies have failed to re-invest in infrastructure. Prices have risen to pay for more poles and wires.
- While saying he is concerned about electricity prices, Tony Abbott is wrecking any chance of companies investing in new power stations that are needed to deliver on our future energy requirements.
- Tony Abbott's opposition to a carbon price risks turning the lights out and the power off.
- A price on carbon will encourage investment and give compensation to families for rising power bills.

### Industry change

*Q. Why is the union movement supporting a carbon price? Won't it cost jobs?*

A.

- Union support of the scheme is conditional on support for trade-exposed and emission-intensive industries, to make sure jobs are protected. Unions have successfully argued for an allocation of \$9.2 billion worth of industry assistance over three years for industries such as steel, aluminium, cement and zinc manufacturing, thus securing hundreds and thousands of Australian jobs.

- Unions are advocating for proper industry plans - like we saw in the economic adjustments in the 1980s - to ensure strong, sustainable and lower polluting industries in the future.
- There is a Steel Transformation Plan of \$300 million to encourage investment and innovation in the steel industry.
- There is Coal Sector Jobs Pact of \$1.2 billion over 6 years to assist a small number of coal mines to reduce emissions, and develop and deploy new technologies
- There are also major opportunities to reskill and train our workforce so Australia is in the best position to take advantage of investing in clean energy. This is our opportunity to do big things, to build our economy and invest in jobs.
- ACTU research shows that unlocking Australia's clean energy resources will create hundreds of thousands of jobs<sup>1</sup>, in fact up to 770,000 by 2030.
- Government planning should ensure new jobs are focused in regional and outer suburban communities where jobs are most in need. To help with this, \$200 million in funding has been provided for communities and regions affected by the introduction of a carbon price.

Q. What about new jobs and industries. Is there any money for that?

A.

- A significant proportion of the money raised from the carbon price will be allocated to ensuring that new clean energy technologies continue to be developed and deployed in Australia, creating new industries and unlocking new jobs.
- There will be a \$10 billion Clean Energy Finance Corporation to invest in renewable energy, energy efficiency and low pollution technologies.
- The Australian Renewable Energy Agency (ARENA), a new independent agency research and development, will help fund renewable energy technologies valued at \$3.2 billion.
- There will also be a \$1.2 billion Clean Technology Program that will drive investment in low emission technologies in manufacturing industries contributing to local opportunities and jobs growth.
- Our research demonstrates that Australia has a fantastic opportunity to create hundreds of thousands of new jobs. Australia's natural competitive advantage combining cheap supplies of clean energy with our globally recognised skills and expertise can be harnessed to create real industry development and export opportunities.

### Government position

Q. Julia Gillard went to the last election saying there wouldn't be a carbon tax. Now, she wants to introduce one. Didn't she lie?

A.

- Julia Gillard went to the election stating she would introduce an emissions trading scheme in 2013. A fixed carbon price is the first stage of that.
- What Tony Abbott is calling a "tax" is really only a cost for 500 big companies. It is not individual Australians that will be "taxed".
- More than 50% of revenue raised from the scheme will be used to compensate households for any cost put on to them by big business – but also, the cost will be limited as market competition will increase and companies will look for the most affordable, low polluting options.

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- The introduction of a price on pollution is fundamental for Australia to shift to a low carbon economy. It is needed to provide incentives for industry to invest in renewable energy and energy efficient technologies
- These are big changes to our economy, but a price on pollution is the responsible thing to do.

*Q. Isn't Mr Abbott's direct action a better, cheaper way to respond?*

A.

- Modeling shows that the Liberal Party's 'direct action' scheme will cost each household \$720 a year in tax, to meet the greenhouse targets under their proposal. While carbon pollution would rise to 17 per cent above 2000 levels.
- To sum it up, it's an expensive and ineffectual scheme – that will continue to see electricity prices soar.
- Tony Abbott is being deceptive and is misleading the Australian community for his own political gains. If he got his way, Australia could miss out on opportunities for a clean energy future, and more significantly, we will leave our children to face the consequences of more droughts, floods, and erratic and dangerous weather.

*Q. They tried this before and they stuffed it up. Why should I believe they won't cave in again?*

A.

- If we are to get action on climate change, we all need to work hard to make sure it gets through the parliament. Currently, the government has the numbers to pass legislation on a carbon price. Can I send you some information about how you can help?
- Have you told your local MP? The more pressure we can put on parliamentarians the more likely we are to get action on climate change

### Australia's place in the world

*Q. Why are we taking action when other countries are not? Won't we lose our competitive edge?*

A.

- Actually, Australia is already losing a competitive advantage - other countries such as China and Germany are already moving on climate change and investing in their clean energy futures. If we continue to stall on action we will be left behind the rest of the world and lose our competitive edge.
- Most Australians would agree we should do what's best for Australia, as opposed to letting important decisions like this be made by other countries.
- We know it's in Australia's national interest to develop our clean energy resources like wind and solar. The technology is available right now, and the resources will last forever. Industry just needs the incentive to make it happen.
- Until we provide industry with an incentive to change the way we produce energy, our pollution levels will continue to rise and change won't happen.

Australia is the largest contributor to global emissions, per capita. We generate about 1.5% of global emissions – about the same as the United Kingdom, which has three times as many people.

## Sample Letters to the Editor

The people that edit the Letters to the Editor pages are aware of form letters and we strongly urge you to personalise your email.

Make sure that you keep your letter to roughly 150 words. Editors like letters that are short and to the point. That way, they are more likely to get printed.

Also make sure you put your contact details into your email - they will not be published but they are vital to allow the paper to contact you and confirm your letter.

What you read below is only a sample that you can use for yourself or you can make up an entirely different letter to the editor from the FAQ provided earlier.

### Sample One

*There is a lot of scaremongering going on at the moment about the cost of living with a price on pollution. And there is a lot said about how there is going to be wide-spread job losses.*

*We can protect existing jobs and see new jobs created with investment in renewable energy and energy efficiency sectors. Plenty of research is around that shows that jobs can be created in this move to a low pollution economy. The talk about electricity prices increasing are truly beaten out of perspective. The truth is these rises are due to infrastructure changes, which is completely separate to putting a price on pollution.*

*I support putting a price on pollution so we can take advantage of the opportunities in a low-pollution economy.*

### Sample Two

*A price on pollution is vital to open the door to investment in clean energy technologies and create jobs for future generations.*

*The proposed package sends a positive signal to industry and workers that the government is committed to tackling pollution and the major economic reform of our generation. And this is a huge opportunity for re-skilling and training to build our economy and create jobs. Investment in new technologies will help keep driving further growth in our economy which can only help to protect jobs and communities.*

*I support putting a price on pollution so we can take advantage of the opportunities in a low-pollution economy.*

### Sample Three

*Our nation faces a choice. We can take the necessary action now to reduce carbon pollution and invest in clean energy industries and production, or we can see Australia playing catch up as the rest of the global economy moves away from a dependence on carbon fuel sources.*

*This does not mean jobs, households and communities need to be left behind.*

*The Government's package encompasses protection of jobs and competitiveness in emissions-intensive trade-exposed industries, industry planning to unlock investment in*

*clean energy and renewables, and compensation for any living costs to low and middle-income households.*

*I support putting a price on pollution so we can so we can take advantage of the opportunities in a low-pollution economy.*

## Contacts for Letters to the Editor

Adelaide Advertiser

Submit letters at [www.news.com.au/adelaidenow/news/opinion/sendletter](http://www.news.com.au/adelaidenow/news/opinion/sendletter)

The Age

Email letters to [letters@theage.com.au](mailto:letters@theage.com.au)

The Australian

Email letters to [letters@theaustralian.com.au](mailto:letters@theaustralian.com.au)

Australian Financial Review

Email letters to [edletters@afr.com.au](mailto:edletters@afr.com.au)

Canberra Times

Email letters to [letters.editor@canberratimes.com.au](mailto:letters.editor@canberratimes.com.au)

The Courier Mail

Submit letters at [www.news.com.au/couriermail/editorial/letter](http://www.news.com.au/couriermail/editorial/letter)

The Daily Telegraph

Email letters to [letters@dailytelegraph.com.au](mailto:letters@dailytelegraph.com.au)

The Herald Sun

Submit letters at [www.news.com.au/heraldsun/editorial/letter](http://www.news.com.au/heraldsun/editorial/letter)

Hobart Mercury

Submit letters at [www.themercury.com.au/opinion/letter-to-the-editor-submit.html](http://www.themercury.com.au/opinion/letter-to-the-editor-submit.html)

Sydney Morning Herald

Email letters to [letters@smh.com.au](mailto:letters@smh.com.au)

The West Australian

Email letters to [letters@wanews.com.au](mailto:letters@wanews.com.au)

## Sample Blog Post or Facebook Note

One of the ways you can support the campaign is by using your blog or Facebook page. Social media is becoming more and more important to campaigns; including this one.

Your friends, family and co-workers might be interested in this issue and what you think about it. You can help them better understand the issue at hand; and what they can do to take action.

People are regularly looking for information and details that aren't just in the mainstream media. By having a blog post or a Facebook note you can make a positive contribution to the debate about a price on pollution.

Here is a sample that you can use for yourself or you can make up an entirely different blog post/Facebook note from the FAQ provided earlier. Don't forget you can get more information to help you on the [Climate Change and Jobs](#) page

### Tackling climate change is union business

*Climate change is one of those pressing issues that is often spoken about with the greatest of urgency. And there is good reason for that too.*

*The science is pretty clear on the matter - we must begin to cut our greenhouse gas emissions to avert a human-induced shift in the climate. Right now the debate surrounds how best to mitigate the dangers and how to make our economy a low-polluting one.*

*Australia's unions have been actively involved in this debate. But why you might ask; what does it have to do with unions?*

*Well because unions are about looking after their members, the workers. And any impacts on the economy affect workers. Therefore, it's quite easy to see how tackling climate change is union business.*

But there are more profound reasons than the one listed above.

*Tackling climate change will require changes to different industries. It will require on-going legislative interventions; investment in new, cleaner industries; and re-training of workers and measures to off-set short term impacts on households and communities. These are going to be really big changes over time.*

*And like any structural changes to the economy and our industries, we've seen how without union involvement workers can lose out.*

*We can protect existing jobs and see new jobs created with investment in renewable energy and energy efficiency sectors. .*

*However, without union involvement there are no guarantees that workers' interests will be considered.*

*It's quite clear that tackling climate change is union business. Take action today and [sign the Climate Change & Jobs petition](#)*

## Sample Phone Call to your Member of Parliament

Making a phone call to your local federal Member of Parliament is a powerful way of informing them of your concerns. In this case it's important to let your Member of Parliament know that you support a price on carbon.

When you call your local Member of Parliament it's very unlikely that you'll speak to the Member directly. You're more likely to be speaking to one of their staff members. You should let them know that you are a voter in the electorate and that you would like your message passed on to the Member.

It's best to keep your phone call to one issue so that it can be properly recorded. You should also ask the person you speak to about having the Member of Parliament respond to your call with their position on the issue you raise in writing.

During the conversation you may be asked questions and you should answer them directly. If you find that you disagree with the position being taken make sure to remain calm and collected. It won't be good if you end up having an argument with the parliamentarian or their staff members.

Below is a sample that you can use for yourself. Your call is more likely to be recorded if it doesn't sound like it is from a script so we strongly recommend that you personalise your phone call. Your personal story is more powerful than a script.

### Sample Script for calling a Labor Member of Parliament

*Hello,*

*My name is [insert your name] and I am a voter in the electorate.*

*I'd like to raise with Mr/Mrs/Ms [insert name of your federal Member of Parliament] my concern about the impacts of climate change and what the government is doing about it. My family works hard to reduce our emissions. But I also believe that big companies should play their part. I don't want my children's children to suffer the consequences of our inaction on climate change.*

*I've read recently a lot of misinformation and I'm disappointed with the Opposition's scare campaign. I believe that the proposal for a price on pollution by the Multi-Party Committee on Climate Change is a vital step forward.*

*I strongly urge Mr/Mrs/Ms [insert name of your federal Member of Parliament] to pass legislation as quickly as possible that will put a price on pollution; create the necessary policy settings to take advantage of the economic opportunities presented by a low pollution future; and ensure that Australian workers and their families are compensated for the cost of taking action on climate change.*

*Please pass on my message to the Member and ask her/him to send me a reply to my issue in writing.*

*Thank you for your time.*

*Goodbye.*

## Sample Script for calling a Coalition Member of Parliament

Hello,

My name is [insert your name] and I am a voter in the electorate.

I'd like to raise with Mr/Mrs/Ms [insert name of your federal Member of Parliament] my concern about the impacts of climate change and how the Coalition is behaving.

I've read recently a lot of misinformation from the Coalition and I'm disappointed with the Coalition's scare campaign. My family works hard to reduce our emissions. But I also believe that big companies should play their part. I don't want my children's children to suffer the consequences of our inaction on climate change. My family is happy to pay a little extra to help reduce our emissions and I do not believe the Coalition's scaremongering.

I believe that the proposal for a price on pollution by the Multi-Party Committee on Climate Change recently is a vital step forward. I support a price on pollution.

This is an issue I vote on and will be crucial to whether or not the Member has my vote in the future.

I strongly urge Mr/Mrs/Ms [insert name of your federal Member of Parliament] to pass legislation as quickly as possible that will put a price on pollution; create the necessary policy settings to take advantage of the economic opportunities presented by a low pollution future; and ensure that Australian workers and their families are compensated for the cost of taking action on climate change.

Please pass on my message to the Member and ask her/him to send me a reply to my issue in writing.

Thank you for your time.

Goodbye.

## Contacts for Talk-back Radio

This will be a hot topic in the days and weeks to come. You might also like to take part in Talkback radio discussion as it happens.

### Australia-wide

ABC NewsRadio - 13 9994  
ABC Radio National - (02) 8333 2821

### NSW

ABC Newcastle (1233AM) - 1300 233 222  
ABC Sydney (702AM) - 1300 222 702  
2GB (873AM) - 131 873  
2UE (954AM) - (02) 9930 9954  
2SER (107.3FM) - (02) 9514 9514  
2SM (1269AM) - 13 12 69  
FBI (94.5FM) - (02) 8332 2999  
vega (95.3FM) - 13 25 10  
2NUR (103.7FM) - (02) 4921 5000

### TAS

ABC Hobart (936AM) - 1300 222 936  
7HO (101.7FM) - (03) 6216 1017

### VIC

3AW (693AM) - (03) 9690 0693  
3CR (855AM) - (03) 9419 0155  
ABC Melbourne (774AM) - 1300 222 774  
JOY (94.9FM) - (03) 9699 2949  
PBS (106.7FM) - (03) 8415 1067  
SYN - (03) 9925 9907  
RRR (102.7FM) - (03) 9388 1027

### QLD

ABC Brisbane (612AM) - 1300 222 612

### ACT

ABC Canberra (666AM) - 1300 681 666

### SA

ABC Adelaide (891AM) - 1300 222 891  
FiveAA (1395AM) - (08) 8223 0000  
Fresh (92.7FM) - 1300 7 FRESH  
Radio Adelaide (101.5FM) - (08) 8303 5000

### NT

ABC Alice Springs (783AM) - 1300 019 783  
ABC Darwin (105.7FM) - 1300 057 222

### WA

6PR (882AM) - (08) 9221 1882  
ABC Perth (720AM) - 1300 222 720  
RTR (92.1FM) - (08) 9260 9210

## Important Links

[Your Rights at Work Climate Change campaign page](#)

[Your Rights at Work on Facebook](#)

[Your Rights at Work on Twitter](#)

## Need more information?

If you need more information don't hesitate to contact us. For this project contact Alex Schlotzer on (03) 9664 7333 or email [aschlotzer@actu.org.au](mailto:aschlotzer@actu.org.au)

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Unions supporting real action on climate change

D35/11 July



Australian Unions  
  
Working for a  
better life.