

# CFATURC1

## Represent the union and promote its policies v2



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### Overview

This unit is appropriate for you if your role involves:

1. contributing to union campaigns
2. acting as a representative of the union
3. promoting the interests of the union

The activities you are likely to be involved in:

1. seeking the views of members, representatives and other groups on union campaigns
2. lobbying politicians and special interest groups
3. representing the views of members
4. acting as a union delegate or guest speaker in other organisations
5. ensuring that union policy is being followed during campaigns

The elements are:

1. supporting and promoting campaigns
2. representing the policies of the union and the views of members

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### Performance criteria

*You must be able to:*

#### **Support and promote campaigns**

- P1 initiate campaigns which are appropriate to local circumstances and resources in line with agreed priorities
- P2 develop campaign plans in consultation with relevant persons which clearly identify the aims and purposes and include a realistic assessment of the likely outcomes and measures of success
- P3 arrange meetings at venues and times likely to attract the target audience and a good level of attendance
- P4 lobby significant interests in a constructive manner to support the campaign objectives and provide relevant and accurate information
- P5 consult sources of relevant information and opinion on a regular basis and assess information gained against the required campaign outcomes
- P6 provide representatives, colleagues and senior officers of the union with accurate and up-to-date information on the progress and outcome of the campaign
- P7 commit adequate resources to support campaigns within budgetary limits

*You must be able to:*

#### **Represent the policies of the union and the views of your members**

- P8 take forward the views of members appropriately
- P9 meet your commitments and responsibilities within agreed work priorities and resource constraints
- P10 follow union policy when corresponding with other organisations
- P11 Make agreements to contribute to other organisations within resource constraints
- P12 confirm with senior officers of the union that participation in organisations is in the best interests of the union
- P13 make sure the approach taken in decision-making and representation of the union's position is consistent with union policy
- P14 reserve judgment where decisions taken by the organisation potentially conflict with the policy of the representative's own union until appropriate advice and guidance have been received from senior officers of the union
- P15 identify and support opportunities to promote and advance the interests of the union
- P16 prepare accurate reports and summaries of representative activities in a suitable format and make them available within the union

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### Knowledge and understanding

*You need to know and understand how to:*

#### **The nature and role of union representation**

- K1 balance local and sectoral interests with union policy
- K2 identify and evaluate the effect of local circumstances on campaigns
- K3 select effective methods for lobbying interest groups
- K4 take into account issues of equality and diversity

#### **Principles and concepts**

- K5 identify and access appropriate sources of information
- K6 assess information and opinion
- K7 identify instances where the union interests are unclear and when to ask for advice
- K8 present information effectively
- K9 identify when to reserve judgements

#### **External factors influencing union representation**

- K10 identify relevant employment law and codes of practice which apply to union representation and activities
- K11 identify and respond to external economic and social factors influencing union activities

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<b>Originating organisation</b>	ENTO
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