

WHAT IS LOBBYING?

Lobbying simply means engaging with people who have the power to influence decisions.

It can include:

- meeting with MPs, councillors, or officials
- making submissions on laws and policies
- speaking to the media
- sharing campaigns, petitions, or stories online
- raising issues with employers or decision-makers.

Lobbying does not only happen in formal meetings. **Any time workers organise to influence a decision, that is lobbying.**

WHY IT MATTERS

New Zealand's political system is relatively accessible, but corporate interests have more resources and access to professional lobbyists.

Trade unions ensure working people are not shut out of political decision-making.

Successful campaigns usually combine:

- clear arguments
- relatable stories
- organised workers
- public support.

Real change often happens when lobbying is backed by strong public engagement and community support.

Trade unions exist to improve the lives of working people. Through organising, campaigning and lobbying we have won better wages, safer workplaces, better leave provisions and stronger public services.

Lobbying is one way workers influence the laws and policies that shape our economy and society. It ensures decisions are not only made by corporations and wealthy interests.

Our stories have the power to influence decision-makers. When workers speak up, we can achieve real gains.

DISCOVER MORE

Our websites are full of resources, petitions and policy ideas.

- union.org.nz
- together.org.nz
- reimagineaotearoa.nz

Follow us on social media:

- facebook.com/NZCTU
- instagram.com/nz_ctu
- nzctu.bsky.social

LOBBYING FOR WORKERS

A QUICK GUIDE FROM NZCTU TE KAUA E KAIMAHI

NZCTU
Te Kauae Kaimahi

HOW TO LOBBY EFFECTIVELY

Set a clear goal

Know exactly what change you want.

Understand the issue

Research the problem, the current policy settings, and the evidence for change.

Identify your target

Who has the power to make the decision?

Work with allies

Partner with unions, community groups, and supporters.

Build public support

Petitions, community conversations, surveys and media coverage help show decision-makers the issue matters.

Keep your message clear

Be concise, practical, and personal.

Be persistent

Change rarely happens after a single meeting.



MEETING WITH MPS

Meeting elected representatives can be a powerful way to influence policy.

Helpful tips:

- **Bring your voices and experience:** personal stories from workers are powerful.
- **Respect their time:** meetings are often short.
- **Keep it conversational:** explain the issue clearly and invite discussion.
- **Use real examples:** show how the issue affects workers and communities.
- **Follow up:** send a short message thanking them and confirming next steps.

Remember: MPs respond to public pressure, clear ideas and organised communities.

PLAN YOUR APPROACH

Before lobbying, ask:

- What change are we seeking?
- What evidence supports it?
- Who has the power to make it happen?
- Who supports the change?
- What are our next steps?

Lobbying works when workers organise, speak up, and keep pushing for change.

Together, we can make sure working people shape the decisions that affect our lives.

NOT SURE WHAT TO SAY?

Here are some simple ways to raise the issues that matter to you. Use these as departure points for your discussions:

Health and Safety changes

I'm concerned these changes will make work less safe and less fair. It means less time off, less pay on leave, and more insecure jobs.

Restoring pay equity

I care about fair pay for women and workers like nurses, teachers, and care workers. I want these pay equity changes reversed and claims reinstated.

Cost of living and wages

I'm doing it tough. Costs keep rising, wages aren't keeping up. I need policies that lift wages, restore Fair Pay Agreements, and lower everyday costs.

