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Office of the Employment Advocate

**A Quantitative Evaluation of OEA
Recent Advertising Activity**

Study No. 11241
October 1999



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Appendix A: Questionnaire

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An Assessment

Introduction

This assessment summarises the results of 826 telephone interviews conducted with Victorian and NSW employers and employees during the period July to September 1999. The detailed survey results can be found in the main body of this report.

In Summary

The research assessing the impact of the Office of Employment Advocate's (OEA) recent advertising activity suggests that the task of making workers and employers more aware of the OEA and its role has been successful to some degree, although much work is still to be done.

While there is moderate awareness of the OEA itself and much of this is attributed to the recent TV campaign activity, relatively few have detailed recall of the campaign.

While this may be reflective of the weight of the advertising (ie how much air time it has had), the prompted recognition scores where two in three people (66%) could recall the advertising after a description may also suggest that branding of the TVC to the OEA could be enhanced.

Moreover, understanding of the role of the OEA, of Australian Workplace Agreements and particular of Freedom of Association would also benefit by continued explanation.

Interestingly, overall, Victorians appear more informed about OEA and AWAs than those living in NSW...perhaps reflective of the different political arena under which the States have been operating.

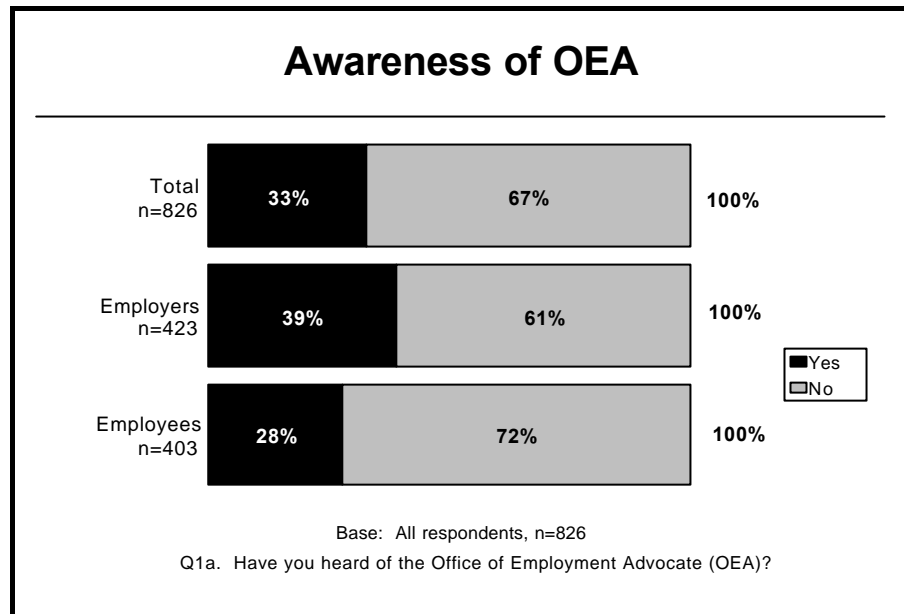
Additionally, while there are some differences in levels of knowledge and awareness across industry and occupation sectors, all would benefit from further communication about the OEA, its role and linkage with AWA's and Freedom of Association.

The results outlined below and those analysed in the main body of this report illustrate the above comments.



1. Awareness of the OEA

Following the recent advertising one third (33%) of the population is aware of the OEA. Employers are more aware of the OEA than workers.



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Overall, Victorians are more aware of the OEA than those living in NSW.

Those employers in building and construction are the *most aware* of the OEA while employers in recreational, personal and other services are *least familiar*.

This suggests that the TV advertising has started the process of making people aware of the OEA's existence and that there is still ground to be made in terms of continuing to raise the profile of the organisation.



2. Sources of Awareness of the OEA

Awareness of the OEA comes primarily from business contacts (*especially* for 33% employers) and TV advertising (*especially* for 32% employees).

SOURCE OF AWARENESS OF OEA

	TOTAL (160) %	EMPLOYERS (163) %	EMPLOYEES (112) %
Through industry/business contacts	25	33	14
TV advertising	23	17	32
At work	17	11	25
Newspaper advertising	16	16	16
Radio	8	7	9
Magazine advertising	5	7	2
At uni/college	3	2	5
News/Current Affairs	2	2	2
CES	1	1	1
Conference on AWA	-	1	-
Don't know	10	13	6

Base: All aware of OEA in each segment

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3. The Role of the OEA

Of those who are aware of the OEA, some 44% are unsure about what the office does. 10% of those who are aware of the OEA say its role is in mediation of disputes. This translates to about 3% of the total sample.

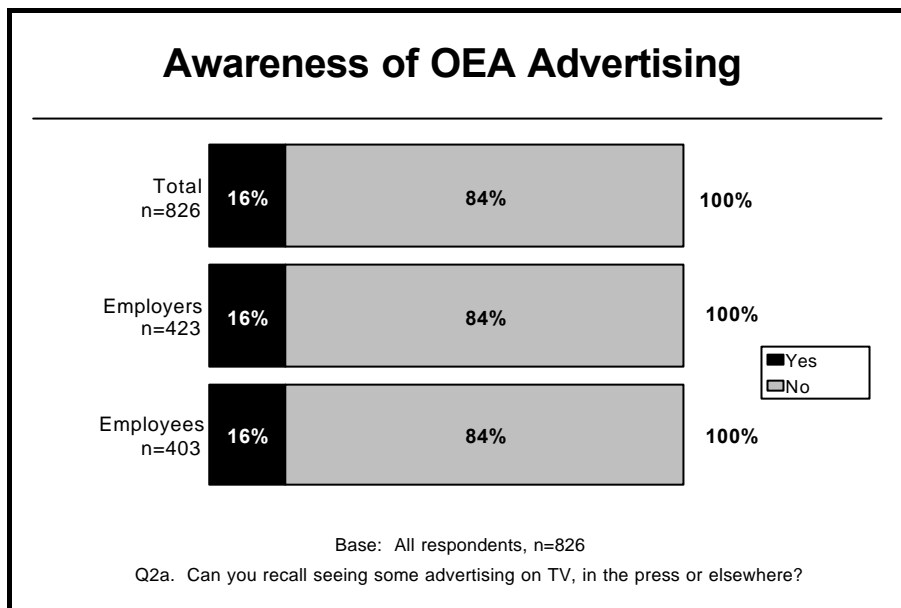
The full list of responsibilities which those who are aware of the OEA attribute to the Office is outlined in the main body of the report.



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4. Awareness of OEA Advertising

Some 16% of employers and employees in NSW and Victoria say they can recall recently seeing advertising for the OEA... the majority of employers and employees alike being unable to recall recent advertising (84%).



(A) Sources of Awareness of OEA Advertising

Eight in ten (83%) of those who claim to have seen the advertising suggest it was advertising on TV that they saw. This translates to about 13% of the total sample.

(B) Content Recall of Advertising

Those who said they had seen the advertising had trouble describing the details of the ad with 47% saying they did not know the contents. Six in ten (59%) employers did not know while one in three (36%) employees were equally uninformed.

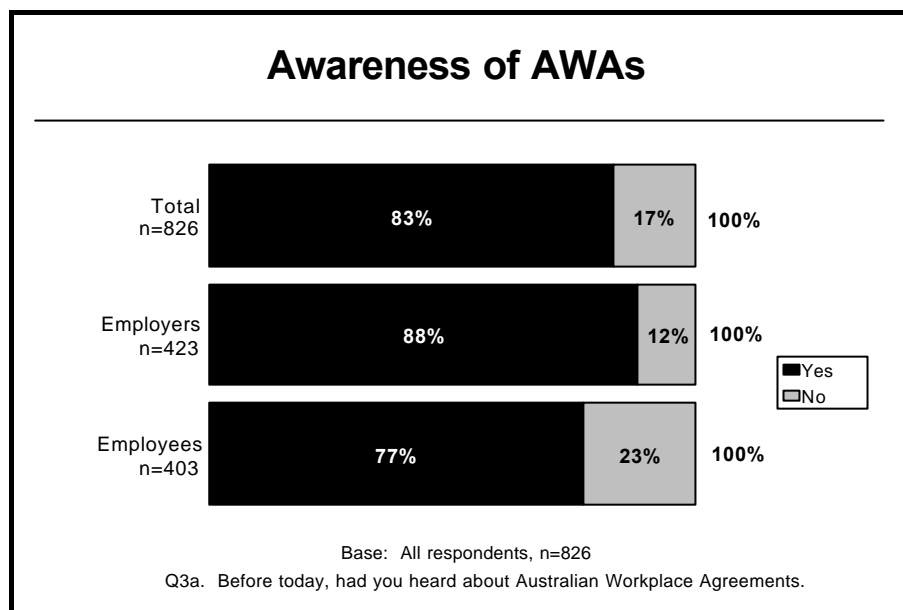
One in five (19%) of those who could recall it mentioned issues associated with having the choice to join a union. This translates to 3% of the total sample. A further 10% suggested the message relayed contacting OEA if they were being victimised. This translates to under 2% of the sample and further suggests that most of the target audience has not received the intended message.



5. Australian Workplace Agreements

(A) Awareness of AWAs

More encouragingly, a majority (83%) of those surveyed said they had heard of AWAs. More employers are aware than workers.



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Victorians (88%) have *higher awareness* than those residing in NSW (78%).

Male employees (81%) are more aware than females (73%) and younger workers are the least aware (66%). Employers in wholesale/retail business are the least aware (81%).

(B) Understanding of AWAs

As with awareness of AWAs, understanding of the meaning of AWAs is greater amongst employers with 38% saying it is an agreement between employers and employees, while one in five (22%) employees describe it as this.

(C) Benefits of AWAs

Workers and employers had trouble describing the benefits of AWAs suggesting they are not fully cognisant of the advantages. While one in ten (10%) cite mutually agreeable arrangements and a further 9% cite flexibility in the workplace, almost one in five (19%) say they do not know.



(D) Drawbacks of AWAs

As with the difficulties associated with highlighting the advantages of AWAs, so the target audience has trouble isolating disadvantages, with one in four (23%) unable to nominate any.

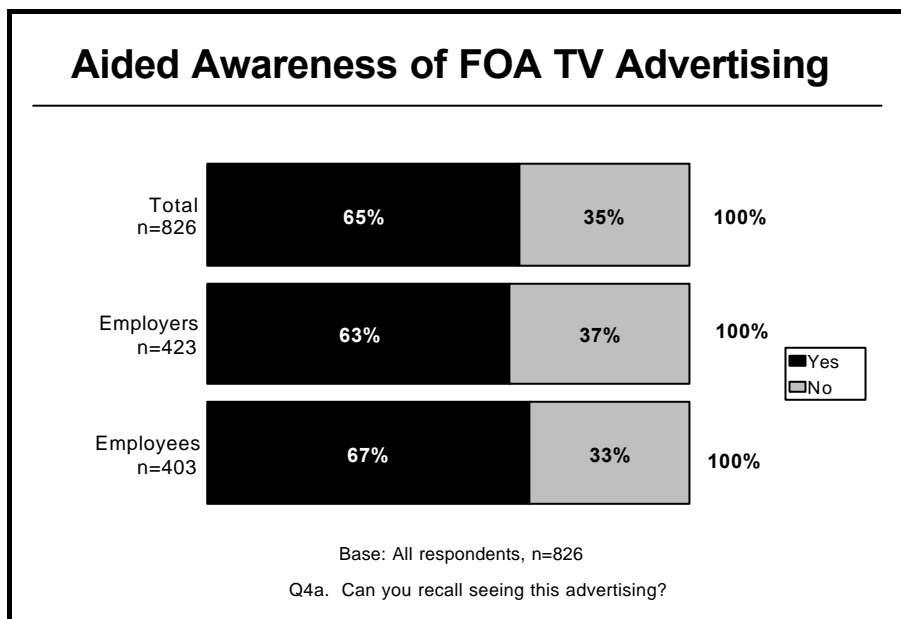
A similar proportion (26%) said there were no drawbacks to AWAs...and an even higher number of employers said this (35%) compared to employees (16%).

6. Freedom of Association

(A) Awareness of FOA TV Advertising

Prompting with a description of the recent FOA commercial results in two in three (65%) of those surveyed recognising the TVC. Slightly more employees are aware than employers.

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(B) Message Takeout

The message replayed by those who could recall the TV advertising for FOA concerned two issues...

î "You don't have to belong to a union".

ï "It's your choice, you have the right to choose".



An equal proportion of employers and workers took out the first message (39%). Employers focussed more on the right to choose (42%) than employees (34%).

Significantly more Victorians takeout the message concerning freedom of choice while significantly more NSW residents takeout that they do not have to belong to a union, perhaps reflecting different government/business attitudes between the States.

Further messages taken from the TVC are highlighted in the main body of the report.

In essence, once exposed to the TVC, most respondents do takeout the intended message of being aware of the rights to choose a union membership. However, the call to action message does not appear to have been heard by most people (11% suggesting you can call them if you are being intimidated).

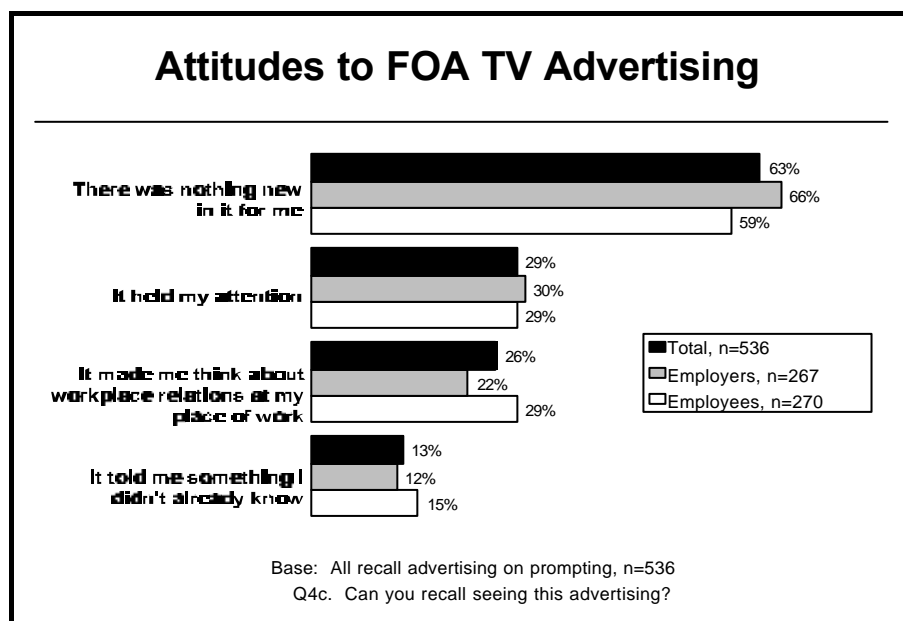
(C) Attitudes to the FOA Advertising

Broad attitudes to the FOA advertising suggest that the TVC does not appear to convey very much new or fresh information to the target audience. Moreover, employers (66%) suggest it is less newsworthy to them than employees (59%). Additionally, only 13% agreed that the ad told them something they did not already know.

About one in three (29%) agree that the ad held their attention.

More employees (29%) agreed that the ad made them think about workplace relations in their place of work which is marginally higher than employers (22%) agreement to that statement.

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7. Aided Awareness of OEA Print Advertising (Victoria only)

(A) FOA Print Advertising

On hearing a verbal description of the FOA print ad, one quarter (24%) of Victorians recognised the ad. More employees recognised the ad (29%) than employers (18%).

(B) AWA Print Advertising

Three print ads for AWAs were evaluated in the survey and all three show similar levels of recognition by the target audience.

One of the ads specifically aimed at employers which began with the headline “Hundreds of employers have entered into AWAs” was recalled by 9% of all respondents surveyed and by slightly more employees (11%) than employers (7%).

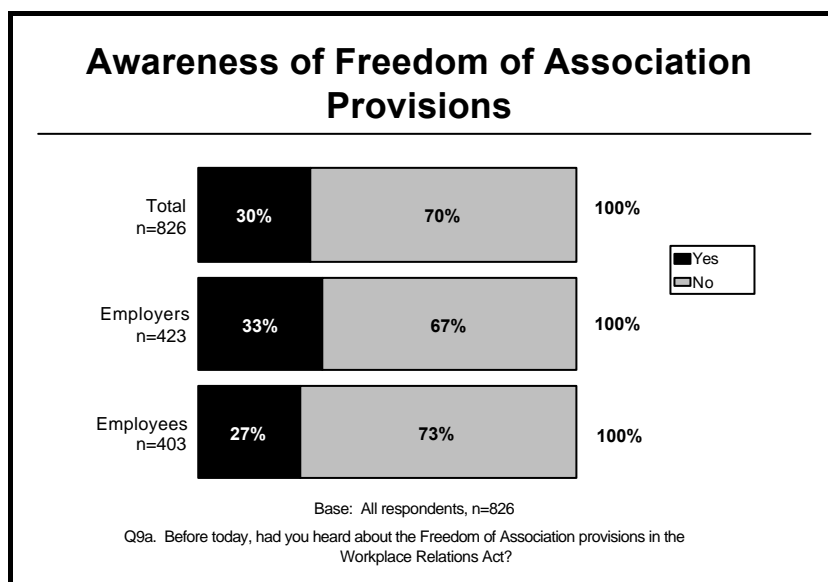
The combined employer/employee ad using two pages opposite each other was recognised by 7% of the target audience and again by more employees (11%) than employers (4%).

The other employer-specific ad which contained the three main questions on a page was recalled by 8% of those surveyed and again employees report marginally higher recognition (10%) than employers (6%).

8. Freedom of Association Provisions

(A) Awareness

Of those surveyed, three in ten (30%) say they had heard of the Freedom of Association provisions. Employers are more familiar than workers as the following shows...





(B) Understanding of the Provisions

While there is not comprehensive awareness of the freedom of association provisions, six in ten who are aware (58%) of them describe them accurately as...

"You have the freedom to join a union or not/membership is not compulsory"

This translates to 17% of the total target audience being aware of the provisions.

9. Overall Attitudes to Workplace Relations

Two statements were read out to respondents and their level of agreement to both was established.

An overwhelming majority (95%) of those surveyed agreed that...

"Workplace relations are a very important issue for ensuring the smooth running of a business"

and 75% agree strongly to this statement. Employers are more likely to agree strongly (84%) than employees (67%) with the sentiment, no doubt a reflection of employers' focus on staff management.

Secondly, two in three (66%) also agree that they...

"Think more about workplace relations than they used to "

... with employers agreeing more (71%) than employees (61%).

While it is difficult to isolate whether the OEA's advertising is responsible for this recent attention by the target audience and particularly by employers, it does suggest that, as a whole, workplace relations are a more salient issue now than in the past.



Background

The role of the Office of the Employment Advocate (OEA) is partly concerned with providing assistance and advice on *The Workplace Relations Act*, especially Australian Workplace Agreements (AWAs) and Freedom of Association (FOA).

A campaign designed to introduce the OEA and to raise understanding and awareness about its role has been developed. The campaign has a dual focus...raising awareness of both Freedom of Association and of Australian Workplace Agreements amongst both employers and employees.

The campaign consists of television, press and ethnic press which commenced in June this year.

The television campaign was launched in Victoria and was broadened to include other Australian States and Territories over a six month period.

The OEA wished to evaluate the effectiveness of the advertising campaign and therefore commissioned Brian Sweeney & Associates (now Sweeney Research) to conduct research amongst the target market of employers and employees.

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Research Aim & Objectives

The overall aim of the research may be summarised as follows...

To assess the level of awareness and understanding of the role of The OEA, Australian Workplace Agreements and Freedom of Association amongst employers and employees

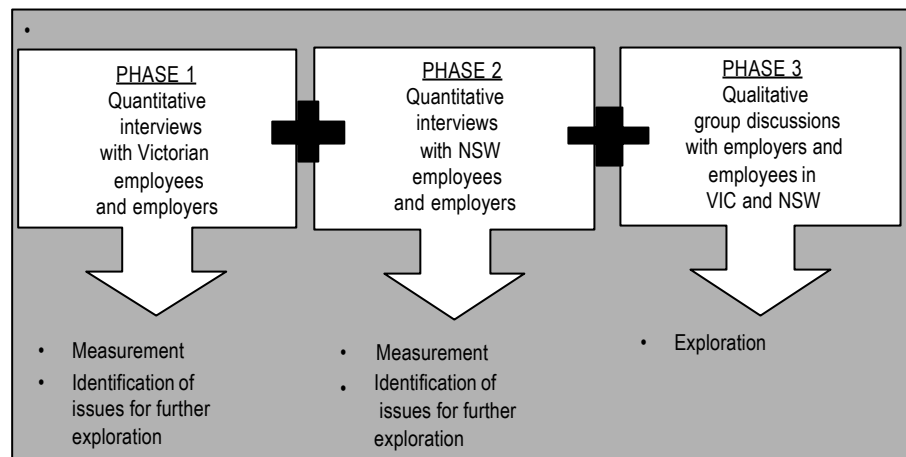
More detailed objectives of the research amongst the target audience are outlined below...

- c To assess overall awareness of the OEA
 - who is aware?
 - how did they hear (ie what sources told them of the OEA)?
 - what do they see as the role of the OEA?
 - unaided recall of any recent advertising for the OEA
- c To assess awareness of OEA advertising on Freedom of Association (FOA) in particular
 - prompted awareness of the TV and press elements
 - which components of the campaign have been seen and by whom?
 - message takeout from the TV campaign
 - attitudes to the TV campaign
- c To determine overall familiarity with FOA
 - who has heard of the provisions in the Act?
 - what is their understanding of the FOA provisions?
- c To determine awareness of Australian Workplace Agreements (AWAs) in particular
 - who has heard of them?
 - what is their understanding of them?
 - what are the perceived benefits and drawbacks?

In essence, the research is looking to isolate the impact of recent advertising on raising the profile of the OEA and explaining its role to the target audience as a whole and within the industry and occupation sectors.

Research Approach

At the outset of the project, the research was designed to include both qualitative and quantitative research techniques in three stages to encompass measurement and exploration of the OEA and its recent advertising activity. The diagram below summarises the approach...



Phase 1: A **quantitative** measurement of 400 telephone interviews (200 employees and 200 employers) in Victoria after the launch of the advertising campaign.

Phase 2: A **quantitative** measurement of 426 telephone interviews (203 employees and 223 employers) in New South Wales after the launch of the advertising campaign.

Phase 3: A **qualitative** exploration consisting of four focus groups (two in Victoria and two in New South Wales) with a group of employers and employees in each state.

This research report contains the results of the total study 826 interviews from Victoria and NSW including breakdowns across industry and occupation sectors.



Methodology

Both phases of the research were undertaken via a quantitative approach involving 826 telephone interviews with employers and employees using CATI (computer assisted telephone interviewing).

All interviews were conducted from our dedicated CATI facility in South Melbourne. The questionnaire took 10-15 minutes to complete and is contained in Appendix A of this document. Screening questions for employers and employees were asked at the beginning of the interview to establish respondents' eligibility for the survey.

Victoria was conducted in July, NSW in September 1999.

Sample

The sample was initially divided equally between employers and employees, however some modifications were made following the Victorian study. Namely, quotas on industry type for employers and gender for employees.

A broad range of businesses were included in the study.

A) Employers

For the employer sample, the interviews were conducted with the proprietor or manager of the business - those people who are responsible for the hiring and firing of staff in the organisation.

The quotas set for employers were as follows...

Quotas on size of business...

BUSINESS SIZE	Quota
Small businesses: 5-19 employees	200
Medium businesses: 20-200 employees	200

**TABLE A:
EMPLOYER SAMPLE DETAILS**

TOTAL EMPLOYERS	NO. OF INTERVIEWS (423) %	(100) %
GENDER		
Male	255	60
Female	168	40
NO. OF EMPLOYEES		
5-19	214	51
20-200	209	49
INDUSTRY		
Manufacturing	82	19
Building/Construction	79	19
Wholesale/retail	70	17
Transport/storage	50	12
Finance/property/business services	71	17
Recreational/personal/other services	71	17
NESB		
Yes	59	14
No	364	86



Quotas were also set on industry sector...

INDUSTRY TYPE	Quota
Manufacturing	80
Building/construction	80
Wholesale/retail	70
Transport/storage	50
Finance/property/business services	70
Recreational/personal and other services	70
TOTAL	420

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The chart below highlights the details of the sample...

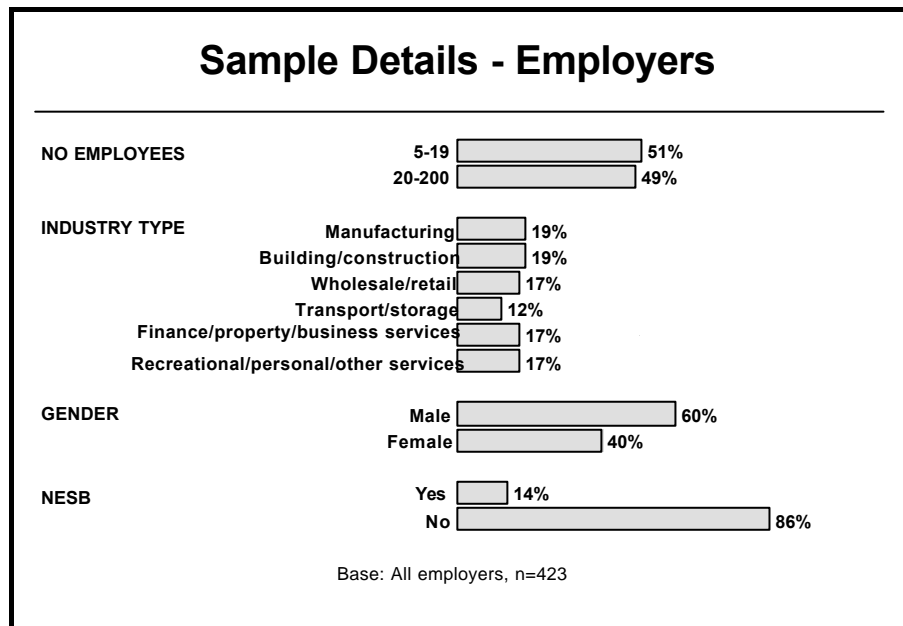


Table A opposite contains more detail on the sample of employers.

**TABLE B:
EMPLOYEES SAMPLE DETAILS**

TOTAL EMPLOYEES	NO. OF INTERVIEWS (403) %	(100) %
TOTAL EMPLOYEES		
Male	216	54
Female	187	46
AGE		
18-29 years	108	27
30-39 years	119	29
40-49 years	121	30
50+ years	56	13
OCCUPATION		
Blue collar	103	25
Tradesperson	56	14
White collar	101	25
Sales person/customer service	92	23
Para professional	51	13
NESB		
Yes	48	12
No	355	88



B) Employees

For the employee sample, the interviews were conducted with workers employed in certain occupations. At the outset of the study, people in senior management roles and certain professionals such as doctors and lawyers were excluded from the study. As with previous qualitative work carried out for the OEA, interviews were conducted with people from workplaces employing more than five people.

Additionally, the NSW sample included a gender quota of males to females (60 : 40).

The breakdown of the quotas on occupation type over the whole sample of employees was as follows...

OCCUPATION	Quota
Blue collar worker eg process workers, manual worker, building employee, driver	100
Trades person eg mechanic, plumber, carpenter, catering, hairdressing	50
White collar worker eg clerical position, supervisor of staff	100
Sales person and personal/customer service positions	100
Para professionals such as teachers and nurses	50
TOTAL	400

The chart below outlines sample details for employees...

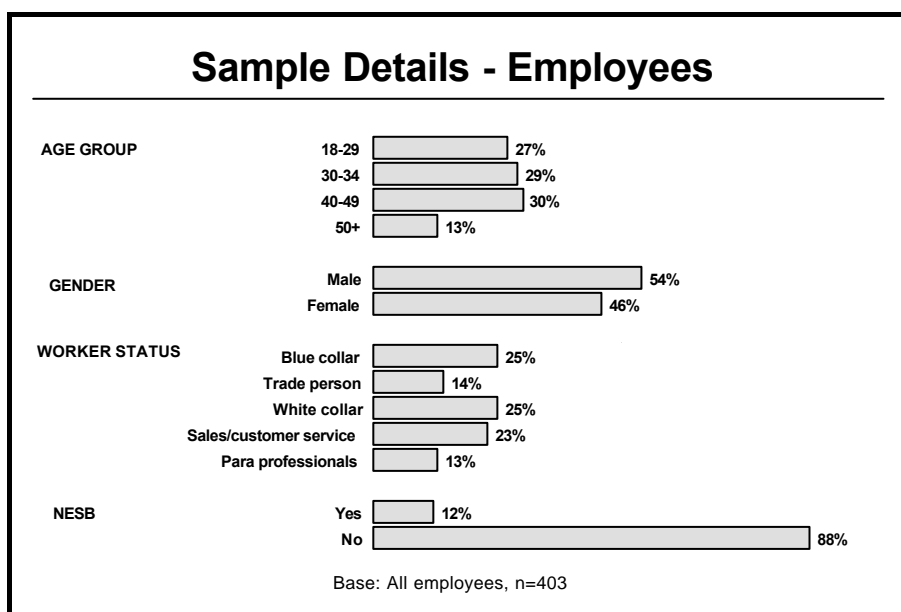


Table B on the opposite page provides a full breakdown of the sample of employees.

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Key Findings

**TABLE 1A:
AWARENESS OF OEA - EMPLOYERS**

	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
	NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD. CONST. (79) %	WHOLE- SALE/ RETAIL (70) %	TRANS -PORT STORAGE (50) %	FIN. PROP. BUSINESS SERVICES (71) %	REC PERS OTHER SERVICES (71) %
Yes	35	43	40	36	32	45	43	46	37	40	35	30
No	65	57	60	64	68	55	57	54	63	60	65	70
TOTAL (423) %												

**TABLE 1B:
AWARENESS OF OEA - EMPLOYEES**

	STATE		GENDER		AGE GROUP				OCCUPATION				
	NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 (108) %	30-39 (119) %	40-49 (121) %	50+ (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROOF (51) %
Yes	19	37	29	26	21	26	32	34	22	21	37	23	37
No	81	63	71	74	79	74	68	66	78	79	63	77	63
TOTAL (403) %													

Base: All respondents, n=826

Q1A. Have you ever heard of the Office of Employment Advocate (OEA)?

Knowledge of OEA

Awareness of OEA

A key objective of the campaign as a whole is to raise the Australian population's broad awareness and understanding of the OEA and its role. Hence, the initial questions asked in the research focussed on these issues.

The overall research results provided in the following chart show that one-third (33%) of the total population of employees and employers are aware of the OEA. Moreover, employers have *slightly higher awareness* (39%) than employees (28%)...

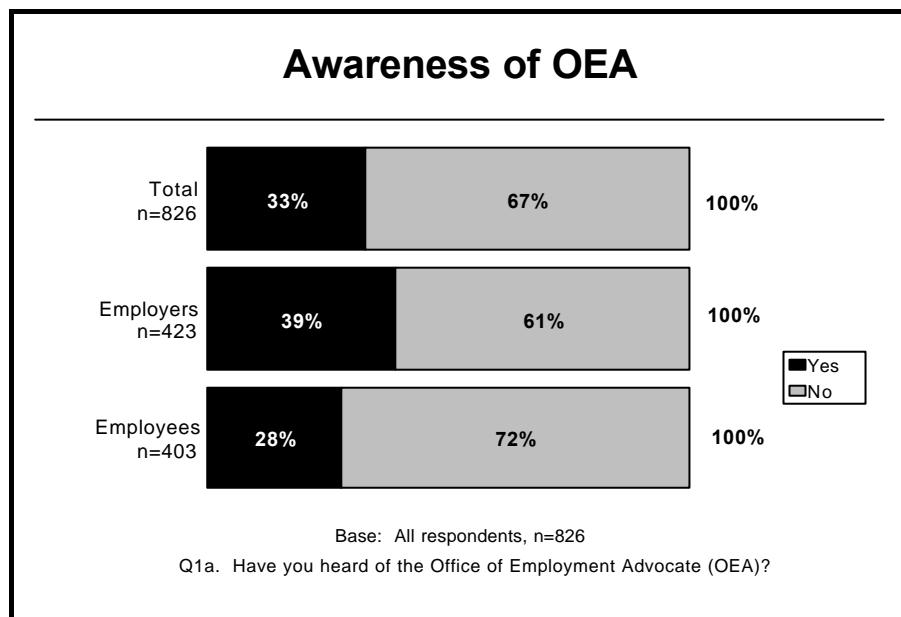


Table 1A and 1B on the page opposite show a number of interesting differences...

Employers

- c Victorian employers are *more aware* (43%) than NSW employers (35%);
- c employers in businesses with 20-200 employees are *more aware* (45%) than those with under 20 employees (32%);
- c indications are that the building and construction industry have *higher awareness* (46%), while recreational/personal/other services are *least aware* (30%);



Employees

- c similar to employers, Victorian employees are *more aware* (37%) than their NSW counterparts (19%);
- c white collar (37%) and para professionals (37%) have the *highest awareness* amongst the occupation segments.

Sources of Awareness of OEA

Those who had heard of the OEA were asked where they had heard about the Office. The results in the table below show that industry contacts (25%) and TV advertising (23%) account for most awareness of the OEA in the general population...

- c employers are *significantly more likely* (33%) than employees (14%) to have heard of the OEA from their industry contacts;
- c that said, one in four (25%) OEA-aware employees reported finding out about the office from their place of work;
- c additionally, employees report *significantly higher awareness* (32%) of the OEA from TV advertising compared to employers (17%).

SOURCE OF AWARENESS OF OEA

	TOTAL (160) %	EMPLOYERS (163) %	EMPLOYEES (112) %
Through industry/business contacts	25	33	14
TV advertising	23	17	32
At work	17	11	25
Newspaper advertising	16	16	16
Radio	8	7	9
Magazine advertising	5	7	2
At uni/college	3	2	5
New/Current Affairs	2	2	2
CES	1	1	1
Conference on AWA	-	1	-
Don't know	10	13	6

Base: All aware of OEA in each segment

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**TABLE 2A:
SOURCE OF AWARENESS OF OEA - EMPLOYERS**

	TOTAL (275) %	EMPLOYERS TOTAL (163) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY				
			NSW (77) %	VIC (86) %	MALE (103) %	FEMALE (60) %	5-19 (69) %	20-200 (94) %	MFG (35) %	BUILD CONST (36) %	WHOLE -SALE/ RETAIL (26)* %	TRANSP. STORAGE (20)* %	FIN. PROP. BUS. SERVICES (25)* %
Through industry/business contacts	25	33	32	34	31	37	26	38	44	27	10	44	48
TV advertising	23	17	17	16	20	10	17	16	3	23	25	16	10
At work	17	11	9	13	6	20	6	15	17	12	-	4	10
Newspaper advertising	16	16	16	16	18	12	14	17	19	19	20	-	5
Radio	8	7	8	7	12	-	13	3	-	4	-	16	19
Magazine advertising	5	7	8	6	6	8	9	5	8	15	10	-	-
At university/college	3	2	3	2	2	3	1	3	-	4	5	8	-
The news/current affairs shows	2	2	4	-	2	2	1	2	6	4	-	-	-
C.E.S.	1	1	1	1	-	3	3	-	-	-	5	-	5
Conference on Australian Workplace Agreements	-	1	-	1	1	-	-	1	-	-	5	-	-
Other	6	7	6	8	8	7	7	7	3	4	10	16	10
Don't know	10	13	10	15	13	13	14	12	11	15	20	8	14

Base: All aware of OEA in each segment

* Caution: small base

Q1B. Where did you hear about the Office of Employment Advocate (OEA)?



Analysis in table 2A opposite shows a number of interesting differences (although we caution the small bases in industry sub-segments)...

Employers

- c industry/business contacts is a *higher* source of OEA awareness for medium companies (38%) than those companies with under 20 staff (26%);
- c industry and business contacts appear to have been recalled *by more* employees in recreational/personal/other services (48%), building/construction (44%) and finance/property (44%) while transport/storage have *least* knowledge through this channel (10%);
- c males have *higher awareness* of the OEA through TV advertising (20%) than females (10%);
- c employers in building and construction have *least awareness* of the OEA through TV advertising (3%);
- c female employers recall hearing about the OEA at work (20%) *more than* males (6%);
- c in line with higher awareness through industry, employees of medium companies hear about the OEA through work (15%) *more than* those with less than 20 staff (6%).

Analysis in table 2B overleaf shows some differences amongst employees...

- c females (19%) are *more likely* to have heard of the OEA though industry/business than males (10%);
- c Victorian employees spontaneously cite TV advertising (39%) *significantly more so* than NSW employees (17%).

**TABLE 2B:
SOURCE OF AWARENESS OF OEA - EMPLOYEES**

	TOTAL (275) %	EMPLOYEES TOTAL (112) %	STATE		GENDER	
			NSW (38) %	VIC (74) %	MALE (49) %	FEMALE (49) %
Through industry/business contacts	25	14	15	14	10	19
TV advertising	23	32	17	39	33	30
At work	17	25	27	24	21	31
Newspaper advertising	16	16	15	16	19	12
Radio	8	9	8	9	7	12
Magazine advertising	5	2	3	1	3	-
At university/college	3	5	8	3	4	6
The news/current affairs shows	2	2	5	-	2	2
C.E.S.	1	1	-	1	2	-
Other	6	3	7	1	3	3
Don't know	10	6	14	3	7	5

Base: All aware of OEA in each segment

* Caution: small base

Q1B. Where did you hear about the Office of Employment Advocate (OEA)?

**TABLE 3A:
ROLE OF OEA - EMPLOYERS**

	TOTAL (275) %	EMPLOYERS TOTAL (163) %	STATE		GENDER		NO. OF EMPLOYEES	
			NSW (77) %	VIC (86) %	MALE (103) %	FEMALE (60) %	5-19 (69) %	20-200 (94) %
Mediate in disputes between employer & employees /negotiate between employee & employer	10	11	9	13	12	10	12	11
Employees with problems in workplace can go to them	9	8	9	7	8	8	10	6
To protect employees, make sure they are treated well	7	6	9	3	6	7	4	7
Deals with workplace agreements	7	7	5	9	5	12	4	10
Oversee any disputes that arise in workplace /industrial relations	7	7	6	8	8	7	3	11
Making sure working conditions are fair ...	6	7	9	6	8	7	7	7
Place employment for pepole	5	5	5	5	5	5	9	2
To act as an independent body/ombudsman/advisory body	5	4	5	2	3	5	3	4
Make sure employers meet legislative requirements/do what they have to	2	2	1	3	3	2	-	4
Wage control	1	-	-	-	-	-	-	-
Curb the unions	1	2	1	2	3	-	-	3
Monitoring employment conditions in general	1	1	1	1	2	-	-	2
Help with workers who have been unjustly treated	-	1	1	-	-	2	-	21
None/nothing	2	2	4	1	2	3	1	3
Others	3	2	1	2	2	2	1	2
Don't know	44	46	43	49	49	42	52	41

Base: All aware of OEA in each segment

Q1C. What does the Office of Employment Advocate do? What is their role as you see it?



Role of OEA

One of the objectives behind the current campaign is to generate understanding of the role of the OEA. The table below outlines responses from those employees and employers who reported being aware of the OEA. These results show that roughly half of all employers (46%) *did not know* the role of the OEA. This is *significantly higher* than 14% of employees who could not explain the role of the OEA.

A broad range of responsibilities is put forward to the question “What does the Office of Employment Advocate do? What is their role as you see it?”

ROLE OF OEA

	TOTAL (275)	EMPLOYERS (163)	EMPLOYEES (112)
Mediate in disputes between employer & employees . . .	10	11	8
Employees with problems in workplace can go to them . .	9	8	11
To protect employees, make sure they are treated well . .	7	6	8
Deals with workplace agreements	7	7	6
Oversee any disputes that arise in workplace/industrial	7	7	6
Making sure working conditions are fair	6	7	4
Places for people for employment	5	5	4
To act as an independent body/ombudsman/advisory body	5	4	6
Make sure employers meet legislative requirements	2	2	1
Wage control/information	1	-	4
Curb the unions	1	2	1
Monitoring employment conditions	1	1	-
Help with workers who have been unjustly treated	-	1	-
None/nothing	2	2	3
Don't know	44	46	14

Base: All aware of OEA in each segment

Table 3A on the opposite page shows that the full display of employer responses by state, gender and size of business. Bases were too small for analysis by industry on this issue.

As can be seen, few differences are in evidence, aside from those employers in businesses with less than 20 employees *reporting less knowledge* (52% don't know) of the role of the OEA compared to 41% of employers of medium business.

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**TABLE 3B:
ROLE OF OEA - EMPLOYEES**

	TOTAL (275) %	EMPLOYEES TOTAL (112) %	STATE		GENDER	
			NSW (38) %	VIC (74) %	MALE (63) %	FEMALE (49) %
Mediate in disputes between employer & employees /negotiate between employee & employer	10	8	5	9	8	8
Employees with problems in workplace can go to them	9	11	8	12	7	16
To protect employees, make sure they are treated well	7	8	6	9	7	10
Deals with workplace agreements	7	6	3	7	7	4
Oversee any disputes that arise in workplace /industrial relations	7	6	3	7	10	-
Making sure working conditions are fair	6	4	2	5	5	4
Places employment for people	5	4	11	1	4	5
To act as an independent body/ombudsman/advisory body	5	6	4	7	2	12
Make sure employers meet legislative requirements/do what they have to	2	1	-	1	2	-
Wage control/information	1	4	-	5	3	4
Curb the unions	1	1	-	1	-	2
Monitoring employment conditions in general ...	1	-	-	-	-	-
None/nothing	2	3	2	3	-	6
Others	3	4	3	4	5	2
Don't know	44	14	57	32	47	33

Base: All aware of OEA in each segment

Q1C. What does the Office of Employment Advocate do? What is their role as you see it?



Table 3B on the page opposite shows the results of state and gender employees. Bases for occupation were too small for meaningful analysis.

Few differences emerged in the research except for the fact that NSW employees reported a *higher* 'don't know' (57%) than Victorian employees (32%). Similarly, the role of the OEA is *higher* among males (47% don't know) compared to females (33% don't know).

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**TABLE 4A:
AWARENESS OF OEA ADVERTISING - EMPLOYERS**

	EMPLOYERS TOTAL (423) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
		NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD. CONST. (79) %	WHOLE- SALE/ RETAIL (70) %	TRANS PORT STORAGE (50) %	FIN. PROP. BUS SERVICE (71) %	REC PERS OTHER SERVICE (71) %
Yes	16	15	16	15	16	15	16	(24)	(27)	9	16	8	7
No	84	85	84	85	84	85	84	76	73	91	84	92	93

**TABLE 4B:
AWARENESS OF OEA ADVERTISING - EMPLOYEES**

	EMPLOYEES TOTAL (403) %	STATE		GENDER		AGE GROUP				OCCUPATION				
		NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50 + YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROF (51) %
Yes	16	15	18	16	17	14	20	17	10	(18)	11	14	15	(21)
No	84	85	83	84	83	86	80	83	90	82	89	86	85	79

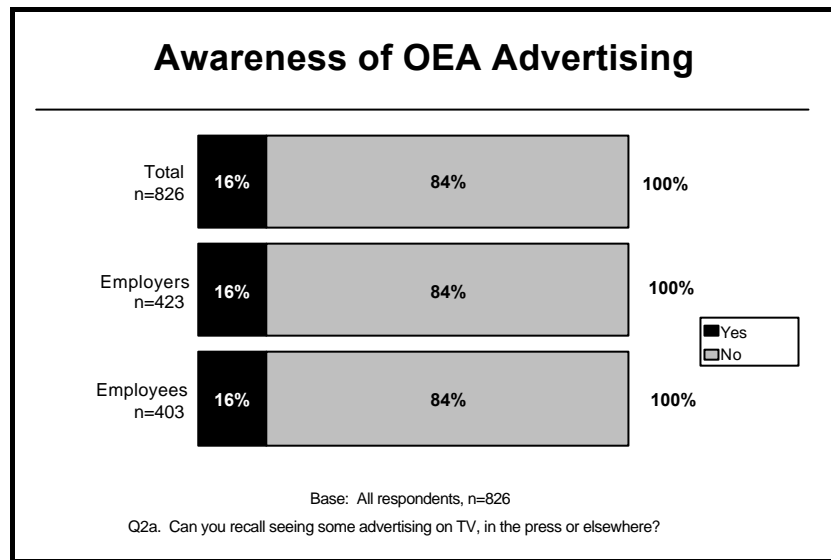
Base: All respondents, n=826

Q2A. Recently the Office of Employment Advocate (OEA) has been running some advertising about workplace relations. Can you recall seeing advertising on TV, in the press or elsewhere?

Awareness of OEA Advertising

A key aim of this study was to establish the impact of the recent OEA TV and press advertising in Victoria and NSW.

In Victoria and NSW, some 16% can recall seeing advertising for the OEA recently. The following bar graph highlights that there is *no difference* between employers (16%) and employees (16%) on this measure. The majority (84%) of employers and employees could not recall any recent advertising for the OEA.



Analysis across the sub-groups in tables 4A and 4B opposite shows a number of variations...

- c those employers in manufacturing (24%) and building/construction (27%) claim *higher awareness* than other industries;
- c although not statistically significant, blue collar workers (18%) and para professionals (21%) indicate *higher awareness* also.
- c again not statistically significant, younger (14%) and older (10%) employees have *less awareness*, while those in the core working age group (30-39 and 40-49) have *higher awareness* (20% and 17% respectively).



Sources of Awareness of OEA Advertising

Those employers and employees who reported seeing advertising for the OEA were asked where they had seen the advertising and most report having been exposed via the television (83%). This translates to 13% of the total sample...

- c a *higher proportion* of employees (86%) than employers (80%) name TV as their key source;
- c additionally, newspapers are cited by *more* employees (19%) than employers (11%);
- c however, employers are *more likely* (6%) to have seen OEA advertising in magazines than employees (0%);
- c moreover, employers also have *more difficulty* recalling the source of the advertising (6% don't know) when compared to employees (0%).

SOURCE OF AWARENESS OF OEA ADVERTISING

	TOTAL (131) %	EMPLOYERS (66) %	EMPLOYEES (65) %
TV	83	80	86
Newspapers	19	11	19
Magazines	3	6	-
Don't know	3	6	-

Base: All recall advertising in each segment

Bases were too small for any additional analysis across industry or occupation sub-groups.

The small number of people (19) who reported having seen the OEA advertising in the newspapers were asked which papers they had seen it in. The following chart contains the raw figures for responses to this question (ie actual numbers of people) and should be treated as indicative results and with caution...

NEWSPAPER ADS RECALLED IN

	TOTAL (19)	EMPLOYERS (7)	EMPLOYEES (12)
The Age	8	3	5
Herald Sun	3	1	2
Local papers	2	1	1
Sunday Telegraph	2	-	2
Sydney Morning Herald	1	-	1
Newcastle Herald	1	-	1
Don't know	3	2	1

Base: All saw newspaper ads for OEA in each segment

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**TABLE 4C:
CONTENT RECALL OF OEA ADVERTISING**

	TOTAL (131) %	EMPLOYERS			EMPLOYEES		
		TOTAL (68) %	STATE		TOTAL (65) %	STATE	
			NSW (33) %	VIC (33) %		NSW (30) %	VIC (35) %
Says you don't have to join union/your choice	19	20	27	12	19	24	14
Says if you are being victimised or a problem with employer, to ring them	10	6	6	6	14	16	11
Says you can be a member of a union if you want to	8	6	3	9	10	12	9
Safety in workplace	5	5	3	6	6	3	9
Shows people with banners/marching	4	3	3	3	5	4	6
Says know your rights about unions	2	3	-	6	2	-	3
Work care	2	2	-	3	3	-	6
None/nothing	2	-	-	-	5	-	9
Others	15	11	9	12	19	21	17
Don't know	47	59	58	61	36	37	34

Base: All recall OEA advertising in each segment

Q2D. What did the advertising say or show?



Content Recall of OEA Advertising

Those respondents who did recall advertising for the OEA were asked the following question...

"What did the advertising say or show?"

The results in table 4C opposite show that half (47%) the total sample have trouble describing the contents of the advertising. Perhaps of more concern is that one in six employers (59%) are unfamiliar with the contents of the OEA advertising which is *significantly higher* than the one-third of employees (36%) who don't know.

That said, just over one in five (19%) of the total sample suggest the OEA advertising ...

"Says you don't have to join a union/it's your choice".

...*similar proportions* of employers (20%) and employees (19%) recall this aspect.

One in ten (10%) have picked up on the victimisation message suggesting...

"Says if you are being victimised or a problem with employer, ring them"

...*more* employees (14%) than employers (6%) recall this aspect.

A further 8% of both employers and employees suggested....

"It says you can be a member of a union if you want to"



Message Takeout of OEA Advertising

Those who could recall seeing OEA advertising were also asked the message of the advertising.

Respondents had difficulty describing the message with over one in four (44%) saying they did not know... and *slightly more*, one in two (47%), employers reporting they didn't know compared to employees (40%).

MESSAGE OF OEA ADVERTISING

	TOTAL (131) %	EMPLOYERS (66) %	EMPLOYEES (65) %
You don't have to join a union/your choice	17	14	20
Freedom of choice	12	15	9
Safer workplace areas/workcover	10	11	10
They are there if you need them/if problems	8	6	9
You can join a union if you want to	5	3	6
Better relations in workplace	4	6	2
They're there for the employee	3	5	2
None/nothing	2	-	3
Don't know	44	47	40

Base: All recalled OEA advertising in each segment

Q2e. What was the main message or messages they were trying to get across?

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**TABLE 5A:
AWARENESS OF AWAS - EMPLOYERS**

	EMPLOYERS TOTAL (423) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
		NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD. CONST. (79) %	WHOLE- SALE/ RETAIL (70) %	TRANS PORT STORAGE (50) %	FIN. PROP. BUS SERVICE (71) %	REC PERS OTHER SERVICE (71) %
Yes	88	83	94	90	86	86	90	94	91	81	86	90	86
No	12	17	6	10	14	14	10	6	9	19	14	10	14

**TABLE 5B:
AWARENESS OF AWAS - EMPLOYEES**

	EMPLOYEES TOTAL (403) %	STATE		GENDER		AGE GROUP				OCCUPATION					
		NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50 + YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROF (51) %	
Yes	77	73	81	81	71	66	76	82	86	63	80	86	71	93	
No	23	27	20	19	29	34	24	18	14	37	20	14	29	7	

Base: All respondents, n=826

Q3A. Before today, had you heard about Australian Workplace Agreements?

Australian Workplace Agreements (AWAs)

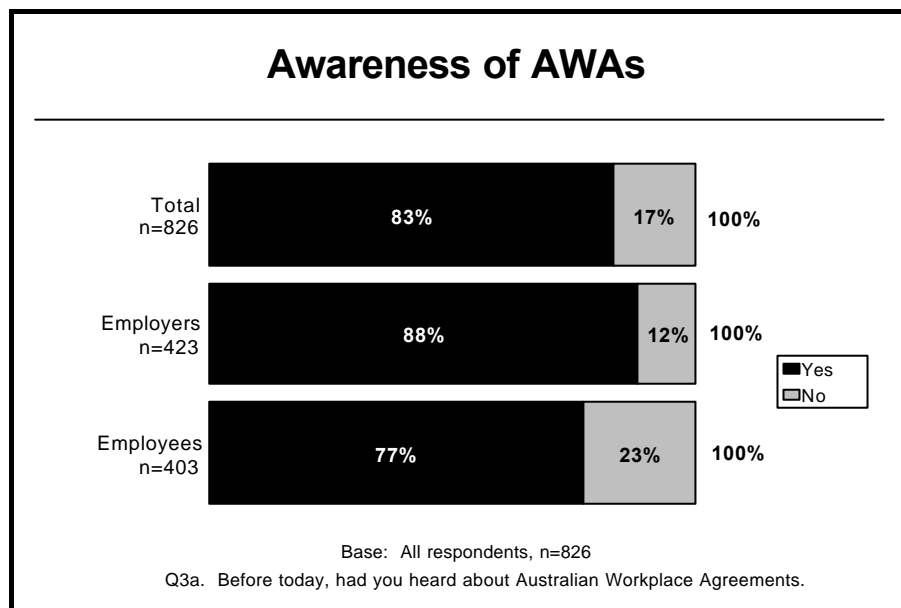
Awareness of AWAs

In addition to raising the profile of the OEA, the recent advertising is also aimed at raising awareness of Australian Workplace Agreements (AWAs).

Encouragingly, a majority (83%) of both employers and employees are aware of AWAs...

almost nine in ten (88%) employers report awareness while;

three in four (77%) employees report awareness as the chart below shows...



Analysis across the sub-groups in the tables 5A & 5B opposite shows...

- Victorian employers are *more aware* (94%) than NSW employers (83%);
- employers in the manufacturing industry are the *most aware* (94%);
- employers in wholesale/retail are *least aware* (81%);
- Victorian employees are *more aware* (81%) of AWAs than NSW employees (73%);
- male employees are *more aware* (81%) of AWAs than female employees (71%);
- younger employees (18-29 years) are the *least aware* (66%);
- blue collar workers (63%) are the *least aware* of AWAs.



Those who were aware of AWAs were asked a number of questions about them...

- C understanding of AWAs
- C perceived benefits of AWAs
- C perceived drawbacks of AWAs

The results of each of these reviewed issues are detailed in the next few pages...

Understanding of AWAs

The research shows that one in three (31%) of the total population believes that AWAs are...

"An agreement between employers and employees"

- C *Significantly more* employers have this understanding compared to just over one in five (22%) employees.

Further, a similar proportion (27%) of the total population suggest AWAs are...

"An agreement made in workplace regarding terms and conditions of employment"

UNDERSTANDINGS OF AWAs

	TOTAL (683) %	EMPLOYERS (374) %	EMPLOYEES (309) %
Agreement between employers and employees	31	38	22
An agreement made in workplace regarding terms and conditions of employment	27	26	28
Employment contract between employer & employee	10	9	12
Individual agreement between employer & employee	9	9	9
Agreements outside the award/pay conditions	8	8	7
Like an enterprise bargaining agreement	5	6	4
Unions are involved/can negotiate with them	5	3	7
Agreement made without union involvement	4	5	2
Don't know	9	7	12

Base: All aware of Australian Workplace Agreements in each segment

Q3b. What do you understand by that phrase, Australian Workplace Agreements - what does it mean to you?

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**TABLE 6A:
UNDERSTANDING OF AWAs - EMPLOYERS**

	TOTAL (683) %	EMPLOYERS TOTAL (374) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (185) %	VIC (189) %	MALE (230) %	FEMALE (144) %	5-19 (185) %	20-200 (189) %	MFG (77) %	BUILD CONST (72) %	WHOLE -SALE RETAIL (57) %	TRANSP. STORAGE (43) %	FIN PROP BUS SERVICES (64) %	REC. PERS OTHER SERVICES (61) %
Agreement between employers & employees	31	38	41	35	39	37	38	38	27	43	60	35	28	38
An agreement made in workplace regarding terms and conditions of employment	27	26	26	26	26	27	29	24	30	25	18	26	23	34
Employment contract between employer & employee	10	9	8	10	5	15	8	10	8	4	5	16	19	5
Individual agreement between employer & employee	9	9	10	8	9	9	6	6	13	13	7	9	8	3
Agreements outside the award/pay conditions	8	8	9	8	10	6	5	5	9	7	4	9	11	10
Like an enterprise bargaining agreement	5	6	9	4	8	3	5	5	8	11	4	7	6	2
Unions are involved/can negotiate them	5	3	5	2	4	3	2	5	8	3	2	-	3	3
Agreement made without union involvement	4	5	9	2	5	6	3	3	1	11	2	2	8	5
Employers & employees can discuss what they want	3	3	5	1	3	3	3	3	8	4	-	-	2	2
Collective agreements for certain classes of employees in certain industries/group agreements	3	4	4	4	4	4	2	2	4	7	4	-	5	3
Federal government legislation/rules/law effecting workplace	2	3	4	2	4	1	3	3	1	4	2	2	3	5
A safe place for employer/employee/everyone involved/safety/occupational health and safety	2	2	2	2	-	4	2	2	4	-	5	2	-	-
Trying to remove working conditions/favours employers	2	1	1	1	1	1	-	2	1	-	-	-	-	3
None/nothing	3	2	2	3	3	2	3	2	1	1	-	5	5	3
Don't know	9	7	6	9	8	6	10	5	8	6	9	12	6	7

Base: All aware of AWAs, n=350 * Note all other responses 1% or less

Q3B. What do you understand by that phrase, Australian Workplace Agreements - what does it mean to you?



Analysis across subgroups of employers in table 6A opposite reveals that employers in the wholesale/retail sector suggest an agreement between employer and employee (60%) with *higher frequency* than other sectors.

Analysis in table 6B overleaf shows that...

c employers in the age range 18-29 (13%) and trade persons (11%) suggest...

"An agreement between employers and employees".

with *lower frequency* than other age groups and occupations;

c overall, younger employees have *less understanding* (25% don't know) of AWAs;

c sales people also have *less understanding* (21% don't know) than other occupations.

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**TABLE 6B:
UNDERSTANDING OF AWAs - EMPLOYEES**

	TOTAL (683) %	EMPLOYEES TOTAL (309) %	STATE		GENDER		AGE GROUP				OCCUPATION				
			NSW (148) %	VIC (161) %	MALE (176) %	FEMALE (134) %	18-29 YRS (71) %	30-39 YRS (91) %	40-49 YRS (99) %	50 + YRS (48) %	BLUE COLLAR (64) %	TRADES PERSON (44) %	WHITE COLLAR (87) %	SALES PERSON (66) %	PARA PROF (48) %
Agreement between employers & employees	31	22	22	23	23	22	13	19	28	31	28	11	20	24	28
An agreement made in workplace regarding terms and conditions of employment	27	28	28	29	25	32	17	31	33	29	24	30	32	19	39
Employment contract between employer & employee	10	12	10	13	10	14	7	13	13	12	10	2	18	14	8
Individual agreement between employer & employee	9	9	7	10	12	4	3	10	11	11	6	12	10	4	3
Agreements outside the award/pay conditions	8	7	9	6	8	7	8	6	4	13	4	5	11	3	13
Like an enterprise bargaining agreement	5	4	6	2	4	4	1	8	4	2	4	8	5	3	2
Unions are involved/can negotiate them ..	5	7	6	8	7	8	7	9	6	8	14	5	9	3	3
Agreement made without union involvement	4	2	4	1	3	1	-	1	3	7	3	8	1	-	2
Employers & employees can discuss what they want/negotiation	3	2	4	-	3	1	3	2	2	-	3	5	1	1	-
Collective agreements for certain classes of employees in certain industries/group agreements	3	1	1	1	1	-	-	1	1	-	-	-	2	-	-
Federal government legislation/rules/law affecting workplace	2	1	1	2	1	3	5	-	1	-	2	-	-	3	4
A safe place for employer/employee/everyone involved/safety/occupational health and safety	2	2	4	1	2	3	3	2	3	2	2	3	1	3	6
Trying to remove working conditions/favours employers	2	3	4	1	4	1	1	3	2	6	5	3	1	4	-
None/nothing	3	3	3	3	3	3	6	2	2	2	7	6	1	2	-
Don't know	9	12	11	12	15	7	25	9	6	8	13	17	6	21	4

Base: All aware of AWAs, n=350

* Note all other responses 1% or less

Q3B. What do you understand by that phrase, Australian Workplace Agreements - what does it mean to you?

**TABLE 7A:
BENEFITS OF AWAs - EMPLOYERS**

	TOTAL (683) %	EMPLOYERS TOTAL (374) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (185) %	VIC (189) %	MALE (230) %	FEMALE (144) %	5-19 (185) %	20-200 (189) %	MFG (77) %	BUILD CONST (72) %	WHOLE -SALE RETAIL (57) %	TRANS. STORAGE (43) %	FIN PROP BUS SERVICES (64) %	REC. PERS OTHER SERVICES (61) %
Mutually agreeable agreement/where all are happy	10	11	11	11	13	8	12	11	10	7	12	14	15	
Gives both parties flexibility/more flexible .	9	13	12	14	13	13	9	17	9	18	16	11	10	
Greater flexibility for employees in terms of money and working hours/working conditions	9	8	10	5	8	8	6	9	9	7	7	8	7	
People know where they stand/both parties know what is expected	7	7	5	8	5	9	7	6	6	7	-	8	8	
Employers can personalise employee agreements/individual	6	8	8	8	8	8	5	11	12	9	12	9	2	
No union interference/less hassles with unions	6	8	8	8	10	3	8	7	10	11	9	8	3	
You can tailor conditions to suit needs of employer & employee	6	8	9	6	7	8	3	12	9	7	12	5	10	
Discussion between employer & employees interaction	5	5	7	2	4	5	5	4	4	2	2	8	5	
Giving better productivity	4	5	8	3	8	1	7	4	3	9	7	3	5	
Can negotiate for better pay	3	3	4	3	5	1	5	2	4	4	7	3	3	
Safeguard/security for employee	3	3	4	2	1	5	3	2	3	4	5	2	2	
Benefits the employer	3	2	3	1	2	2	2	2	4	-	2	5	-	
Creates a fair and equitable workplace ...	3	2	1	3	1	3	3	1	3	-	2	-	3	
Can override the award conditions that aren't applicable to us	3	4	5	3	3	5	3	5	3	4	5	5	2	
None/nothing	16	12	13	11	11	13	10	13	6	16	7	19	21	
Don't know	19	18	14	22	15	22	25	11	21	19	21	13	20	

Base: All aware of AWAs, n=683



Benefits of AWAs

When specifically asked to outline the benefits of AWAs, one in ten (10%) respondents focus on mutual agreements (10%) with a *greater number of* employers (11%) than employees (7%) suggesting this as a benefit. This translates to 8% of the total population being aware of AWAs benefits.

A further 9% mention “flexibility” with more employers (13%) than employees (4%) saying this.

A further 9% suggest more flexibility for employees in terms of money and hours is offered as a benefit.

Both parties being aware of where they stand and what is expected is put forward as an advantage of AWAs by 7% of the total population.

Second tier benefits as cited by employers and employees are concerned with...

- c less union interference by 6 % (noting that *slightly more* employers - (8%) say this than employees - 3%);
- c the ability to personalise employee agreements by 6% (again an *employer favoured sentiment* - 8% compared to 4% of employees);
- c the ability to tailor conditions to suit needs of both employer and employee also offered by 6% of the population;

16 % of the population (including one in ten (12%) employers and a *significantly higher*, one in five (22%) employees) say there are no benefits to AWAs. Additionally, one in five (19%) don't know.

This does suggest there is still work to be done in making the population aware of the advantages of AWAs.

The table on the next page contains all the results and further analysis across the sub-groups of the employer population in the table 7A opposite show the following differences in response...

- c employers of medium business (20-200) cite flexibility as a benefit of AWAs (17%) with *higher frequency* than smaller businesses (9%);
- c employers of smaller companies are *less aware* of benefits (25% don't know) than those with medium sized companies (11%).

**TABLE 7B:
BENEFITS OF AWAS - EMPLOYEES**

	STATE		GENDER		AGE GROUP			OCCUPATION							
	EMPLOYEES TOTAL (309) %		NSW (148) %	VIC (161) %	MALE (176) %	FEMALE (134) %	18-29 YRS (71) %	30-39 YRS (91) %	40-49 YRS (99) %	50+ YRS (48) %	BLUE COLLAR (64) %	TRADES PERSON (44) %	WHITE COLLAR (87) %	SALES PERSON (66) %	PARA PROF (48) %
	TOTAL (683) %														
Mutually agreeable agreement/where all are happy . . .	10	9	6	8	7	8	7	5	12	7	5	8	10	5	
Gives both parties flexibility/more flexible	9	2	6	4	4	4	7	3	-	-	2	8	5	2	
Greater flexibility for employees in terms of money and working hours/working conditions	9	11	9	10	9	4	12	13	7	9	5	13	10	8	
People know where they stand/both parties know what is expected	7	6	7	6	8	4	8	4	12	3	7	8	10	2	
Employers can personalise employee agreements/individual	6	4	3	4	3	2	3	6	2	3	2	5	1	6	
No union interference/less hassles with unions	6	2	4	3	3	1	2	6	2	4	2	3	3	2	
You can tailor conditions to suit needs of employer & employee	6	1	5	3	2	1	3	4	2	2	-	4	3	4	
Discussion between employer & employees interaction	5	8	4	5	7	4	6	7	6	5	4	9	9	-	
Giving better productivity	4	4	2	3	2	-	2	6	2	2	-	3	2	8	
Can negotiate for better pay	3	3	4	3	4	4	4	4	-	2	-	4	3	10	
Safeguard/security for employee	3	6	2	3	6	3	4	7	2	-	2	3	9	7	
Benefits the employer	3	4	6	5	4	2	7	3	6	2	7	4	4	7	
Creates a fair and equitable workplace	3	6	3	5	3	11	2	4	-	7	7	2	5	2	
Can override the award conditions that aren't applicable to us	3	2	1	1	1	-	3	1	-	-	3	2	-	2	
None/nothing	16	20	24	23	20	11	18	27	32	28	24	14	21	26	
Don't know	19	24	16	21	18	38	16	10	18	28	29	17	15	11	

Base: All aware of AWAs, n=683

* Note all other responses 1% or less

Q3C. What, if anything, do you see as the benefits of Australian Workplace Agreements?



BENEFITS OF AWAs

	TOTAL	EMPLOYERS	EMPLOYEES
Mutually agreeable agreement/where all are happy	10	11	7
Gives both parties flexibility/more flexible	9	13	4
Greater flexibility for employees in terms of money and working	9	8	10
People know where they stand/both parties know what is	7	7	6
Employers can personalise employee agreements/individual	6	8	4
No union interference/less hassles with unions	6	8	3
You can tailor conditions to suit needs of employer & employee . .	6	8	3
Discussion between employer & employees interaction	5	5	6
Giving better productivity	4	5	3
Can negotiate for better pay	3	3	3
Safeguard/security for employee	3	3	4
Benefits the employer	3	2	4
Creates a fair and equitable workplace	3	2	4
Can override the award conditions that aren't applicable to us	3	4	1
None/nothing	16	12	22
Don't know	19	18	20

Base: All aware of Australian Workplace Agreements in each segment

Analysis in table 7B on the opposite page shows...

- c 18-29 year old workers do not know the benefits (38%) *as well* as older workers;
- c NSW employees admit to *knowing less* about AWAs (24% don't know) than their Victorian counterparts (16% don't know);
- c those in blue collars occupations (28% don't know) and tradespeople (29% don't know) are also *less informed* about AWAs.

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Drawbacks of AWAs

Employees and employers found it difficult to pinpoint the drawbacks associated with AWAs with one in four (26%) saying there were no drawbacks and a similar number saying they didn't know (23%). Interestingly, *significantly more employers* (35%) than employees (16%) said there were no drawbacks.

Not surprisingly, the small number of drawbacks that were mentioned by employees tended to focus on the favouring of employers in AWAs as the table below illustrates...

DRAWBACKS OF AWAs

	TOTAL (683) %	EMPLOYERS (374) %	EMPLOYEES (309) %
People taken advantage of when they don't understand contracts . . .	8	6	10
Employer has upper hand/has the advantage	7	5	11
Reducing workers strength/no choice but to sign/bullied into signing	6	3	9
Creates inequality amongst different employees with similar skills/doing same work	5	4	7
Can lose benefits/can take existing entitlements away from you	5	2	8
Takes away union power/removes unions	4	2	7
Not flexible/too rigid	4	4	4
People's reluctance to do it/reluctant to commit/hard to get agreement	4	6	1
Reduced wages/pay worse for employees	3	2	4
Favours employees/get too many benefits	2	3	1
Paperwork nightmare	2	3	1
Would still have union involvement	2	2	1
Rules & regulations can make things difficult	1	2	1
Can't be implemented in all industries/not applicable to everyone/too inflexible	1	1	2
Removes security/contract employment	1	1	3
A lengthy process	1	2	1
There is no set standard	1	1	1
None/nothing	26	35	16
Don't know	23	21	26

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**TABLE 8A:
DRAWBACKS OF AWAs - EMPLOYERS**

	TOTAL (683) %	EMPLOYERS TOTAL (374) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (185) %	VIC (189) %	MALE (230) %	FEMALE (144) %	5-19 (185) %	20-200 (189) %	MFG (77) %	BUILD CONST (72) %	WHOLE -SALE RETAIL (57) %	TRANSP. STORAGE (43) %	FIN PROP BUS SERVICES (64) %	REC. PERS OTHER SERVICES (61) %
People taken advantage of when they don't understand contracts	8	6	9	4	7	6	5	8	5	4	8	5	11	5
Employer has upper hand/has the advantage	7	5	6	3	4	5	3	6	4	9	4	7	2	3
Reducing workers strength/no choice but to sign/bullied into signing	6	3	3	3	3	3	2	4	3	2	6	2	3	2
Creates inequality amongst different employees with similar skills/doing same work	5	4	4	3	3	5	4	4	3	4	1	2	6	7
Can lose benefits/can take existing entitlements away from you	5	2	2	2	1	3	2	3	1	5	-	5	2	2
Takes away union power/removes unions	4	2	3	1	2	1	3	1	3	2	3	-	-	3
Not flexible/too rigid	4	4	2	5	3	5	3	5	4	4	7	-	3	3
People's reluctance to do it/reluctant to commit/hard to get agreement	4	6	9	3	7	5	4	7	6	2	10	5	6	5
Reduced wages/pay worse for employees	3	2	3	1	1	4	1	3	3	2	1	2	3	2
Favours employees/get too many benefits	2	3	3	3	3	2	3	3	3	-	7	-	3	2
Openwork nightmare	2	3	1	4	2	3	1	4	6	-	-	-	5	3
Would still have union involvement	2	2	2	2	2	2	3	1	1	-	3	5	5	-
Rules & regulations can make things difficult	1	2	2	2	2	2	3	1	1	-	3	-	5	2
Can't be implemented in all industries/not applicable to everyone/too inflexible	1	1	-	3	1	2	1	2	-	2	4	-	2	-
Removes security/contract employment	1	1	-	1	1	-	1	-	-	-	1	-	2	-
Lengthy process	1	2	4	-	2	1	3	1	1	2	1	-	2	5
There is no set standard	1	1	2	1	2	1	1	2	3	-	1	2	2	-
None/nothing	26	35	34	35	40	27	34	35	32	46	26	49	28	34
Don't know	23	21	17	25	18	26	28	14	22	21	19	26	19	21

Base: All aware of AWAs, n=350 * Note all other responses 1% or less



Analysis across the employers segments in table 8A opposite shows that...

- c male employers see no drawbacks (40%) *more so* than their female counterparts (27%);
- c those in transport/storage (49%) and in wholesale/retail (46%) also see no drawbacks *more so* than other industries;
- c and lastly, employers in smaller businesses are *less aware* of any drawbacks (28%) than medium employers (14%).

Analysis of sub-groups of employees in table 8B overleaf shows...

- c younger employees are *less concerned* with employers having the upper hands a result of AWAs (1%) than older workers.
- c moreover, those over 50 are also *more concerned* with AWAs reducing workers' strengths/being bullied into signing agreements (25%) than younger workers;
- c *more* younger employees don't know of any drawbacks of AWAs (49%);

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**TABLE 8B:
DRAWBACKS OF AWAs - EMPLOYEES**

	TOTAL (683) %	EMPLOYEES TOTAL (309) %	STATE		GENDER		AGE GROUP				OCCUPATION				
			NSW (148) %	VIC (161) %	MALE (176) %	FEMALE (134) %	18-29 YRS (71) %	30-39 YRS (91) %	40-49 YRS (99) %	50 + YRS (48) %	BLUE COLLAR (64) %	TRADES PERSON (44) %	WHITE COLLAR (87) %	SALES PERSON (66) %	PARA PROF (48) %
People taken advantage of when they don't understand contracts	8	10	11	9	10	10	14	9	9	7	10	-	18	4	11
Employer has upper hand/has the advantage	7	11	10	11	13	8	1	11	17	10	9	15	11	7	12
Reducing workers strength/no choice but to sign/bullied into signing	6	9	10	9	10	9	2	6	10	25	7	10	12	7	10
Creates inequality amongst different employees with similar skills/doing same work	5	7	7	7	9	4	3	10	6	9	12	10	6	2	7
Can lose benefits/can take existing entitlements away from you	5	8	5	11	8	8	1	10	10	8	6	17	5	4	12
Takes away union power/removes unions	4	7	8	6	8	5	2	8	10	6	9	5	8	7	5
Not flexible/too rigid	4	4	3	5	4	5	4	5	3	6	5	8	3	6	-
People's reluctance to do it/reluctant to commit/hard to get agreement	4	1	2	-	-	2	1	-	2	-	-	2	1	1	-
Reduced wages/pay worse for employees	3	4	4	3	3	4	1	3	5	4	2	2	1	4	11
Favours employees/get too many benefits	2	1	1	1	1	1	-	2	-	-	2	-	1	-	-
Openwork nightmare	2	1	1	1	1	1	-	1	1	-	-	2	-	-	2
Would still have union involvement	2	1	1	1	1	1	1	1	-	2	-	-	-	5	-
Rules & regulations can make things difficult	1	1	1	1	1	1	3	-	1	-	2	-	1	2	-
Can't be implemented in all industries/not applicable to everyone/too inflexible	1	2	1	2	2	1	-	3	1	2	-	7	2	-	-
Removes security/contract employment	1	3	3	2	2	3	1	4	2	2	3	3	3	2	-
Lengthy process	1	1	-	1	1	-	1	1	-	-	-	-	1	2	-
There is no set standard	1	1	1	1	1	1	-	2	-	-	-	3	-	-	2
None/nothing	26	16	18	14	16	15	16	16	21	6	18	9	14	24	12
Don't know	23	26	28	25	26	27	49	24	16	18	28	32	20	31	24

Base: All aware of AWAs, n=350
* Note all other responses 1% or less



Freedom of Association Advertising

Aided Awareness FOA TV Advertising

In addition to asking respondents spontaneous recollection of advertising for the OEA in general, employers and employees were also read out a description of the recent Freedom of Association (FOA) advertising and asked whether they had seen the advertisement. The following description was read out...

"This ad starts with some footage of a large group of people walking slowly down a street in a demonstration. They are holding banners with words on them. The words on the banners are read out by a voice which says...

"Australian workers live in a free country...now you can work in one too."

"If you choose to belong to a union you can"

"If you choose not to belong, you can do that too"

"The decision is entirely up to you"

"If you are being intimidated or discriminated against, call this number...The number is written on a banner"

The ad then says...

"Freedom of Association, it's your call"

The ad finishes with the Office of Employment Advocate logo and an authorisation from the Commonwealth Government."

The results show that two in three (65%) of the total population can recall the FOA advertising on prompting with a verbal description. Two-thirds (67%) of employees recall it, while 63% of employers do.

**TABLE 9A:
AIDED AWARENESS OF FOA TV ADVERTISING - EMPLOYERS**

	TOTAL (826) %	EMPLOYERS TOTAL (423) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD. CONST. (79) %	WHOLE- SALE/ RETAIL (70) %	TRANS PORT STORAGE (50) %	FIN. PROP. BUS SERVICE (71) %	REC PERS OTHER SERVICE (71) %
Yes	65	63	64	62	69	54	64	62	70	65	61	58	61	62
No	35	37	36	38	31	46	36	38	30	35	39	42	39	38

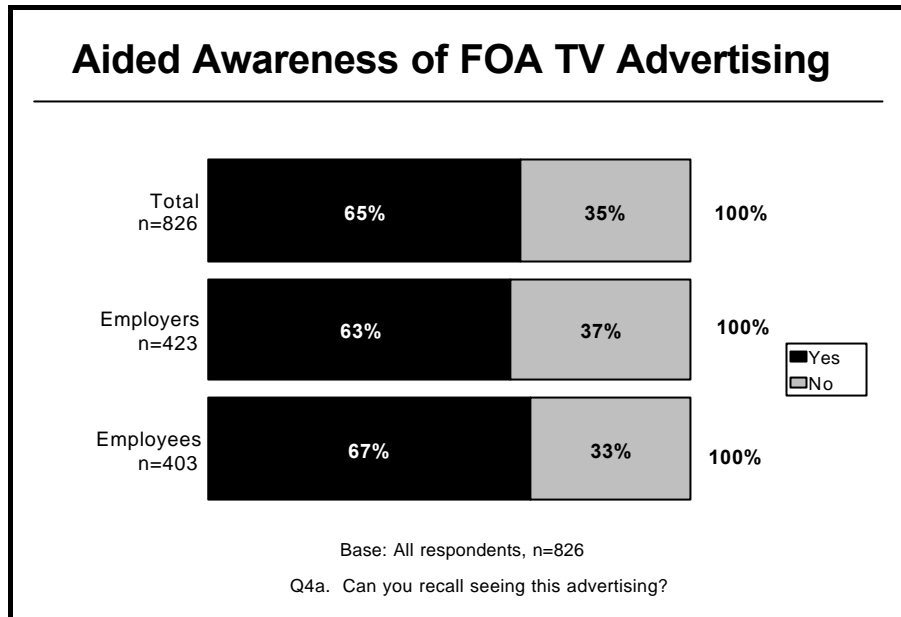
**TABLE 9B:
AIDED AWARENESS OF FOA TV ADVERTISING - EMPLOYEES**

	EMPLOYEES TOTAL (403) %	STATE	GENDER		AGE GROUP				OCCUPATION					
			NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50 + YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %
Yes	67	65	69	64	72	69	62	63	68	72	70	60	66	
No	33	35	31	35	28	31	38	37	32	28	30	40	34	

Base: All respondents, n=826

*Caution: small base

Q4A. Can you recall seeing this advertising?



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Examining responses across sub-groups in tables 9A & 9B opposite shows that most segments do recall the advertising at similar levels excepting...

- c female employers appear to have *less awareness* of FOA advertising (54%) than their male colleagues (69%);
- c younger employees report *higher* familiarity (72%) with the FOA advertising than other age groups;
- c workers in sales roles have *least* recall (60%) of FOA advertising.



Message of FOA TV Advertising

On hearing the verbal description of the advertising, almost one in four (39%) respondents can accurately replay the message as being...

"You don't have to belong to a union"

...an *equal* number of employers and employees take this message from the advertising

A further four in ten (38%) take the following message from the TVC...

"It's your choice/have the right to choose/freedom of choice"

...*slightly more* employers (42%) than employees (34%) report this take-out.

MESSAGE OF FOA ADVERTISING

	TOTAL (537) %	EMPLOYERS (267) %	EMPLOYEES (270) %
You don't have to belong to a union	39	39	39
It is your choice/have the right to choose/freedom of choice	38	42	34
Intimidation/call them if you are being harassed/they will help you	11	7	14
Unions not compulsory anymore	7	9	6
You can be a member of a union if you want to	7	6	8
Unions are looking for more members/asking you to belong to a union	4	3	5
They are trying to break unions	4	2	7
Workers have rights too/entitled to the award terms & conditions	4	2	5
Freedom of Association	2	4	1
Promoting equal rights in the workplace	2	3	2
You are free to negotiate your own agreement/conditions	1	2	1
None/nothing	1	-	2
Others	2	3	2
Don't know	6	7	5

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**TABLE 10A:
MAIN MESSAGE TAKEOUT FROM FOA TV ADVERTISING - EMPLOYERS**

	TOTAL (537) %	EMPLOYERS TOTAL (267) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (142) %	VIC (125) %	MALE (177) %	FEMALE (90) %	5-19 (137) %	20-200 (130) %	MFG (57) %	BUILD CONST (51) %	WHOLE -SALE RETAIL (43) %	TRANSP. STORAGE (29) %	FIN PROP BUS SERVICES (43) %	REC. PERS OTHER SERVICES (44) %
You don't have to belong to a union	39	39	50	27	34	49	38	41	47	41	40	31	26	45
It is your choice/have the right to choose/freedom of choice	38	42	32	52	43	39	40	43	39	43	35	52	49	36
Intimidation/call them if you are being harassed/they will help you	11	7	6	9	6	10	4	11	4	4	12	14	12	5
Unions not compulsory anymore	7	9	8	10	10	6	8	9	4	12	14	10	12	2
You can be a member of a union if you want to	7	6	11	-	5	8	7	5	7	4	5	7	7	7
Unions are looking for more members/asking you to belong to a union .	4	3	4	3	4	2	6	1	4	4	7	-	2	2
They are trying to break unions	4	2	2	2	3	-	3	1	-	4	2	-	-	5
Workers have rights too/entitled to the award terms & conditions	4	2	1	3	3	1	3	2	4	-	2	-	5	2
Freedom of Association	2	4	2	6	6	-	1	6	4	10	2	-	-	5
Promoting equal rights in the workplace . .	2	3	4	2	2	3	3	2	2	4	2	3	5	-
You are free to negotiate your owe agreement/conditions	1	2	4	-	3	-	1	3	2	-	2	3	2	2
None/nothing	1	-	-	1	1	-	-	1	-	-	2	-	-	-
Others	2	3	3	2	3	1	3	2	4	-	5	-	5	2
Don't know	6	7	6	7	5	10	9	5	12	2	5	-	9	9

Base: All recalled FOA on prompting, n=270

Q4B. What was the main message they were trying to get across?



There are a few differences between sub-groups in table 10A opposite and table 10B overleaf .

Most interesting is the State difference apparent amongst both employers and employees of Victoria and NSW, on the message takeout...

"You don't have to belong to a union"

50% for NSW employers, 46% for employees compared to *significantly less*...

27% for Victorian employers and 33% of Victorian employees.

Additionally, Victorians *focus more* on the 'choice' in the message takeout...

"It's your choice/have the right to choose/freedom of choice"

...with 52% of Victorian employers and 39% of Victorian employees compared to *significantly less* NSW employers (32%) and employees (29%) perhaps suggesting a different mindset between the two states on this issue.

**TABLE 10B:
MAIN MESSAGE TAKEOUT FROM FOA TV ADVERTISING - EMPLOYEES**

	TOTAL (537) %	EMPLOYEES TOTAL (270) %	STATE		GENDER		AGE GROUP				OCCUPATION				
			NSW (132) %	VIC (138) %	MALE (150) %	FEMALE (120) %	18-29 YRS (77) %	30-39 YRS (82) %	40-49 YRS (75) %	50 + YRS (35) %	BLUE COLLAR (70) %	TRADES PERSON (40) %	WHITE COLLAR (71) %	SALES PERSON (55) %	PARA PROF (34) %
You don't have to belong to a union	39	39	46	33	40	38	29	43	47	36	37	45	48	22	50
It is your choice/have the right to choose/freedom of choice	38	34	29	39	29	40	35	38	29	33	32	25	38	44	24
Intimidation/call them if you are being harassed/they will help you	11	14	18	12	13	16	17	12	16	10	24	-	16	12	14
Unions not compulsory anymore	7	6	6	6	8	4	3	5	9	9	3	8	10	2	9
You can be a member of a union if you want to	7	8	16	-	8	8	5	8	12	6	8	3	8	11	7
Unions are looking for more members/asking you to belong to a union	4	5	5	6	6	4	13	1	-	9	6	3	-	16	-
They are trying to break unions	4	7	6	7	6	7	5	6	9	5	10	3	3	7	11
Workers have rights too/entitled to the award terms & conditions	4	5	5	5	5	5	6	1	8	3	2	15	1	8	3
Freedom of Association	2	1	1	1	1	-	-	-	2	3	1	-	2	-	-
Promoting equal rights in the workplace	2	2	3	1	2	2	4	1	-	3	-	3	3	3	-
You are free to negotiate your own agreement/ conditions	1	1	2	-	1	1	-	-	-	6	-	-	1	-	3
None/nothing	1	2	-	4	1	3	-	2	1	6	1	-	3	2	3
Others	2	2	2	2	1	4	3	1	2	-	1	-	3	5	-
Don't know	6	5	6	4	6	3	9	5	2	3	5	11	2	5	5

Base: All recalled FOA on prompting, n=270

Q4B. What was the main message they were trying to get across?



Attitudes to FOA TV Advertising

Perhaps surprisingly, the FOA commercial does not appear to offer very much fresh information to the target population with six in ten (63%) agreeing with the statement ...

“There was nothing new in it for me”.

...and a *higher proportion* of employers (66%) offering agreement than employees (59%).

In contrast, 13% agreed that the TVC did tell them something they didn't already know (fewer employers - 12% agreed with this than the 15% of employees).

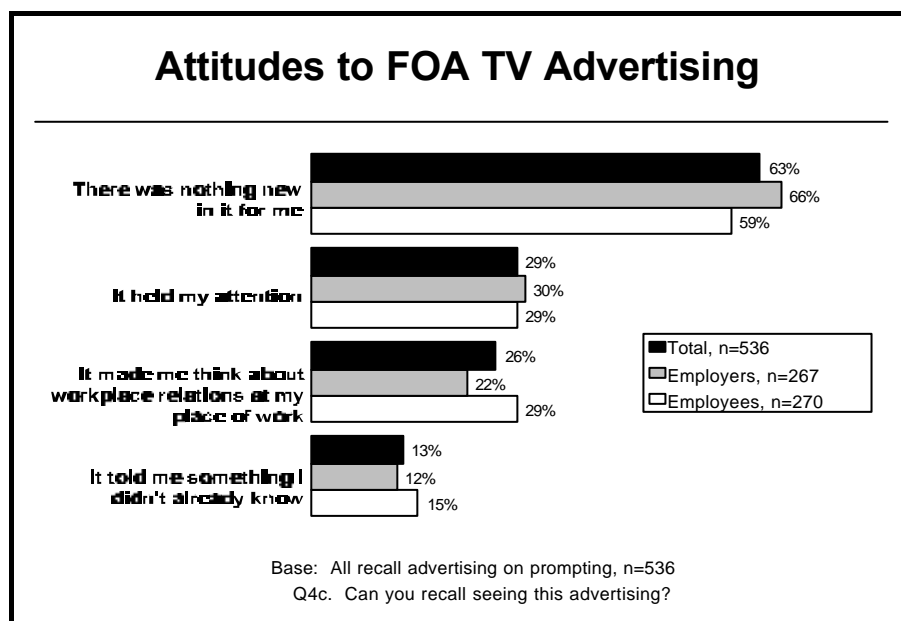
One in three (29%) of both employers and employees agreed that the TVC did hold their attention.

Just on one in four (26%) agreed that the ad...

“Made me think about workplace relations at my place of work”

...again *more* of an employee (29%) sentiment than employer (22%) as the following chart shows...

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**TABLE 11A:
ATTITUDES TO FOA TV ADVERTISING - EMPLOYERS**

	EMPLOYERS TOTAL (267) %		STATE		GENDER		NO. OF EMPLOYEES			INDUSTRY				
	TOTAL (537) %		NSW (142) %	VIC (125) %	MALE (177) %	FEMALE (90) %	5-19 (137) %	20-200 (130) %	MFG (57) %	BUILD. CONST. (51) %	WHOLE-SALE/RETAIL (43) %	TRANS. PORT STORAGE (29) %	FIN. PROP. BUS. SERVICE (43) %	REC PERS. OTHER SERVICE (44) %
Total agree with...	13	12	12	11	10	14	15	8	11	6	16	14	12	14
It told me something I didn't already know	29	30	24	36	31	27	32	27	16	39	30	31	35	30
It held my attention	26	22	18	27	22	22	24	20	23	24	21	21	23	20
It made me think about workplace relations at my work	63	66	65	66	67	64	61	71	67	75	65	62	65	59
There was nothing new in it for me ..														

**TABLE 11B:
ATTITUDES TO FOA TV ADVERTISING - EMPLOYEES**

	EMPLOYEES TOTAL (270) %		STATE		GENDER		AGE GROUP				OCCUPATION				
	TOTAL (537) %		NSW (132) %	VIC (138) %	MALE (150) %	FEMALE (120) %	18-29 YRS (77) %	30-39 YRS (82) %	40-49 YRS (75) %	50+ YRS (35) %	BLUE COLLAR (70) %	TRADES PERSON (40) %	WHITE COLLAR (71) %	SALES PERSON (55) %	PARA PROF (34) %
Total agree with...	13	15	13	17	13	17	21	12	15	6	17	15	8	15	22
It told me something I didn't already know	29	29	23	36	28	30	31	27	33	23	36	23	29	31	21
It held my attention	26	29	27	31	28	31	23	33	34	24	38	32	24	26	23
It made me think about workplace relations at my work	63	59	62	57	62	55	52	59	64	67	53	61	71	50	61
There was nothing new in it for me ..															

Base: All recall FOA advertising on prompting, n=537

Q4C. Which of the following statements apply to that ad?



Analysis in tables 11A & 11B opposite show...

- c employers of medium organisations *agreed more strongly* that there was nothing new in the TVC (71%) compared to smaller organisations (61%)
- c Victorian employers (36%) agreed it held their attention *more* than NSW employers (24%);
- c Victorian employees (36%) also *agreed more strongly* that it held their attention than NSW employees (23%);
- c manufacturing employers were *least likely* to report the ad held their attention (16%);
- c 50+ year old employees *agreed least* that it told them something they already knew (6%) while younger workers agreed most that it did have fresh information (21%);
- c fewer white collar workers thought there was fresh information (8% agreed) than other occupations;
- c blue collar workers *agreed most* that it triggered them to think about their own place of works' workplace relations (38%).

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**TABLE 12A:
AIDED AWARENESS OF FOA PRINT ADVERTISING - VICTORIAN EMPLOYERS ONLY**

ADVERTISEMENT 1

	EMPLOYERS TOTAL (201) %		GENDER		NO. OF EMPLOYEES		INDUSTRY					
	TOTAL (401) %	EMPLEYERS TOTAL (201) %	MALE (128) %	FEMALE (73) %	5-19 (103) %	20-200 (98) %	MFG (36) %	BUILD. CONST (34) %	WHOLE-SALE/RETAIL (35) %	TRANS-PORT STORAGE (25)* %	FIN. PROP. BUSINESS SERVICES (36) %	REC PERS OTHER SERVICES (35) %
Yes	24	18	23	10	17	19	14	26	23	16	14	17
No	76	82	77	90	83	81	86	74	77	84	86	83

**TABLE 12B:
AIDED AWARENESS OF FOA PRINT ADVERTISING - VICTORIAN EMPLOYEES ONLY**

ADVERTISEMENT 1

	EMPLOYEES TOTAL (200) %		GENDER		AGE GROUP						OCCUPATION					
	TOTAL (401) %	EMPLOYEES TOTAL (200) %	MALE (94) %	FEMALE (106) %	18-29 YRS (54) %	30-39 YRS (63) %	40-49 YRS (52) %	50+ YRS (31) %	BLUE COLLAR (48) %	TRADES PERSON (26)* %	WHITE COLLAR (51) %	SALES PERSON (50) %	PARA PROF (25)* %			
Yes	24	29	33	25	22	33	33	26	35	27	29	30	16			
No	76	71	67	75	78	67	67	74	65	73	71	70	84			

Base: All respondents, n=401

*Caution: small base

Q5. Can you recall seeing this advertising?



Awareness of OEA Print Advertising (Victoria only)

Descriptions of the four print advertisements for the OEA were read out to Victorian respondents. One ad was about Freedom of Association, the other three concerned AWAs. All ads were read out in rotation to negate any order effect.

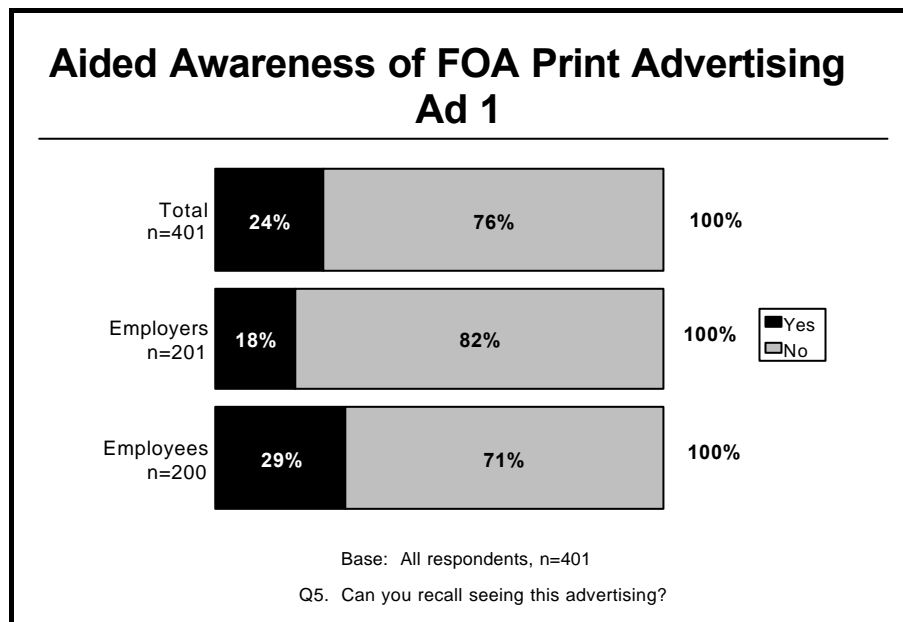
A) Awareness of FOA

The following description was read out...

This ad has a headline which says, "If you don't want to join a union, it's your call. If someone's trying to force you, call us". The ad then talks about what Freedom of Association is and what you can do if you believe your right to choose is being denied.

The research shows that just on one in four (24%) of the total population recall seeing this ad... with employees showing *greater recollection* (29%) than employers (18%), reflective of their higher familiarity with the TV advertising.

Sweeney Research



Sub-group analysis on the page opposite in tables 12A and 12B shows a few differences...

- c female employers are *less aware* (10%) of the FOA print advertising than their male peers (23%);
- c similarly, female employees are *slightly less aware* (25%) than their male co-workers (33%);
- c additionally, 18-29 year old employees are *least aware* (22%) of the FOA print advertising.

**TABLE 13A:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYERS ONLY**

ADVERTISEMENT 2

	TOTAL (401) %	EMPLOYERS TOTAL (201) %	GENDER		NO. OF EMPLOYEES		INDUSTRY						
			MALE (128) %	FEMALE (73) %	5-19 (103) %	20-200 (98) %	MFG (36) %	BUILD. CONST (34) %	WHOLE- SALE/ RETAIL (35) %	TRANS -PORT STORAGE (25)* %	FIN. PROP. BUSINESS SERVICES (36) %	REC PERS OTHER SERVICES (35) %	
Yes	9	7	9	4	11	4	8	6	12	6	12	3	6
No	91	93	91	96	89	96	92	94	88	94	88	97	94

**TABLE 13B:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYEES ONLY**

ADVERTISEMENT 2

	TOTAL (401) %	EMPLOYEES TOTAL (200) %	GENDER		AGE GROUP						INDUSTRY			
			MALE (94) %	FEMALE (106) %	18-29 YRS (54) %	30-39 YRS (63) %	40-49 YRS (52) %	50+ YRS (31) %	BLUE COLLAR (48) %	TRADES PERSON (26)* %	WHITE COLLAR (51) %	SALES PERSON (50) %	PARA PROF (25)* %	
Yes	9	11	17	6	7	19	6	10	10	12	10	10	8	
No	91	89	83	94	93	81	94	90	88	88	90	90	92	

Base: In respondents, n=401

* Caution: small base



B) Awareness of AWA Print Advertising

Three different print advertisements for AWAs were measured in rotation. Results for each are outlined below.

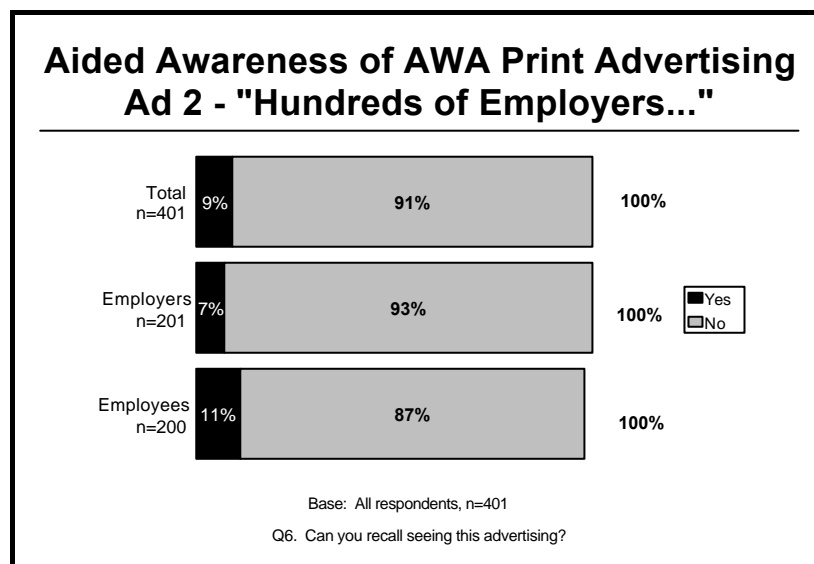
Advertisement 2

The following description was read for this ad....

This ad has a main headline which says, "Hundreds of employers have already entered into Australian Workplace Agreements" and in brackets it then says I just hope they are not your competitors. The ad then goes on to say how many Australian Workplace Agreements there are and the benefits they provide and how they are negotiated.

The results show that just under one in ten (9%) are aware of having seen this ad... *slightly more* employees (11%) than employers (7%) recall it.

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Analysis in tables 13A and 13B opposite shows results across the sub-groups...

C Amongst employers...

- those in smaller businesses appear to recall the ad *more frequently* (11%) than those in larger organisations (4%);
- those in the building/construction industry (12%) and transport/storage (12%) have *slightly higher awareness* than other sectors;

C Amongst employees...

- males report *higher awareness* (17%) than females (6%);
- those aged 30-39 are also *more aware* (19%) than other age groups.

**TABLE 14A:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYERS ONLY**

ADVERTISEMENT 3

	TOTAL (401) %	EMPLOYERS TOTAL (201) %	GENDER		NO. OF EMPLOYEES		INDUSTRY					
			MALE (128) %	FEMALE (73) %	5-19 (103) %	20-200 (98) %	MFG (36) %	BUILD. CONST (34) %	WHOLE- SALE/ RETAIL (35) %	TRANS -PORT STORAGE (25)* %	FIN. PROP. BUSINESS SERVICES (36) %	REC PERS OTHER SERVICES (35) %
Yes	7	4	5	3	3	5	6	-	6	12	-	3
No	93	96	95	97	97	95	94	100	88	100	97	97

**TABLE 14B:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYEES ONLY**

ADVERTISEMENT 3

	TOTAL (401) %	EMPLOYEES TOTAL (200) %	GENDER		AGE GROUP				INDUSTRY					
			MALE (94) %	FEMALE (106) %	18-29 YRS (54) %	30-39 YRS (63) %	40-49 YRS (52) %	50+ YRS (31) %	BLUE COLLAR (48) %	TRADES PERSON (26) %	WHITE COLLAR (51) %	SALES PERSON (50) %	PARA PROF (25)* %	
Yes	7	11	19	3	7	14	12	6	19	4	12	8	4	
No	93	90	81	97	93	86	88	94	81	96	88	92	96	

Base: All respondents, n=401

* Caution: small base

Q5. Can you recall seeing this advertising?



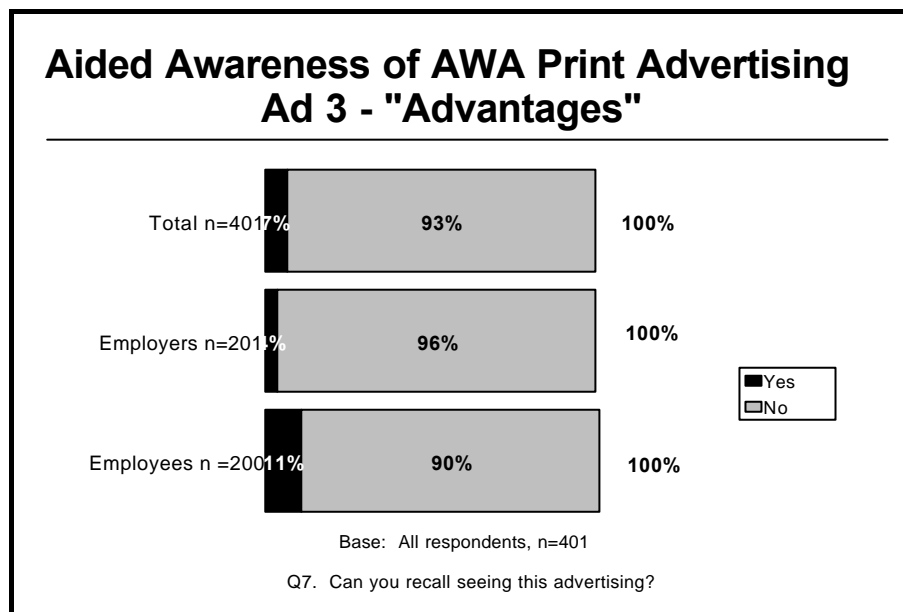
Advertisement 3

The following description was read for this ad...

This series works by having two ads, almost identical, next to each other. The headlines are slightly different on each and one says, "Australian Workplace Agreements, how they can advantage an employee . The other says how they can advantage an employer. There is then a series of bullet points about what those advantages are.

The research indicates that 7% of the total population recall this ad after hearing this description. Again it is employees (11%) who have a *higher recollection* of the ad than employers (4%).

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Sub-segment analysis in tables 14A and 14B opposite reveals...

- c employers in the transport/storage sector have *higher recall* of ad 3 (12%) than other sectors of industry;
- c male employees (19%) have *higher recall* than female employees (3%);
- c blue collar employees (19%) also have the *highest recall* of all occupations.

**TABLE 15A:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYERS ONLY**

ADVERTISEMENT 4

	TOTAL (401) %	EMPLOYERS TOTAL (201) %	GENDER		NO. OF EMPLOYEES		INDUSTRY							
			MALE (128) %	FEMALE (73) %	5-19 (103) %	20-200 (98) %	MFG (36) %	BUILD. CONST (34) %	WHOLE- SALE/ RETAIL (35) %	TRANS -PORT STORAGE (25)* %	FIN. PROP. BUSINESS SERVICES (36) %	REC PERS OTHER SERVICES (35) %		
Yes	8	6	5	7	5	7	(11)	6	6	6	8	3	3	3
No	92	94	95	93	95	93	89	94	94	94	92	97	97	97

**TABLE 15B:
AIDED AWARENESS OF AWA PRINT ADVERTISING - VICTORIAN EMPLOYEES ONLY**

ADVERTISEMENT 4

	TOTAL (401) %	EMPLOYEES TOTAL (200) %	GENDER		AGE GROUP				INDUSTRY					
			MALE (94) %	FEMALE (106) %	18-29 YRS (54) %	30-39 YRS (63) %	40-49 YRS (52) %	50+ YRS (31) %	BLUE COLLAR (48) %	TRADES PERSON (26) %	WHITE COLLAR (51) %	SALES PERSON (50) %	PARA PROF (25)* %	
Yes	8	(10)	(13)	8	6	(16)	8	10	8	8	10	10	10	(16)
No	92	90	87	92	94	84	92	90	92	92	90	90	90	84

Base: All respondents, n=401

* Caution: small base

Q5. Can you recall seeing this advertising?



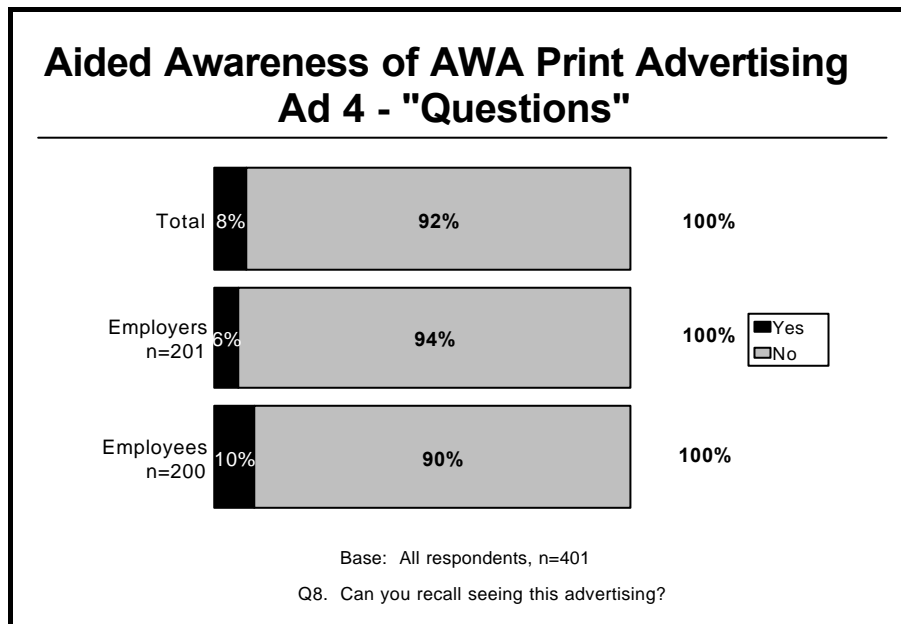
Advertisement 4

The following description was read out to respondents about this ad...

This ad has three major questions on the page. The questions are, "The award system doesn't suit my company. Can I negotiate a better deal for my employees?" And... "Can I give my employees a bonus for untaken sick leave if it helps my business run better?" And... "A valued employee just had a baby can I make it easier for both of us by letting her work from home?" The ad then talks about Workplace Agreements, what they do, how they can be negotiated and the role of the Employment Advocate in that process.

This ad has similar awareness levels as the other AWA print ads with just under one in ten (8%) recalling this ad. As with the other print ads, employees show *slightly higher familiarity* (10%) than employers (6%).

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Tables 15A and 15B opposite highlights the analysis across the sub-groups and reveals...

- c employers in manufacturing show *slightly higher recollection* of the ad (11%) compared to other sectors;
- c male employees are *more aware* (13%) than female employees (8%);
- c those employees aged 30-39 are *more aware* (16%) than other age groups;
- c para professionals also appear *more aware* (16%) than other occupations.

**TABLE 16A:
AWARENESS OF FOA PROVISIONS - EMPLOYERS**

	TOTAL (826) %	EMPLOYERS TOTAL (423) %	NSW (222) %	VIC (201) %	GENDER		NO. OF EMPLOYEES			INDUSTRY				
					MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD. CONST (79) %	WHOLE- SALE/ RETAIL (70) %	TRANS -PORT STORAGE (50) %	FIN. PROP. BUSINESS SERVICES (71) %	REC PERS OTHER SERVICES (71) %
Yes	30	33	30	36	42	18	30	35	39	41	31	28	25	28
No	70	67	70	64	58	82	70	65	61	59	69	72	75	72

**TABLE 16B:
AWARENESS OF FOA PROVISIONS - EMPLOYEES**

	TOTAL (826) %	EMPLOYEES TOTAL (403) %	NSW (203) %	VIC (200) %	GENDER		AGE GROUP			INDUSTRY					
					MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50+ YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROF (51) %
Yes	30	27	30	25	34	19	18	26	30	41	27	27	27	24	33
No	70	73	70	76	66	81	82	74	70	59	73	73	73	76	67

Base: All respondents, n=826

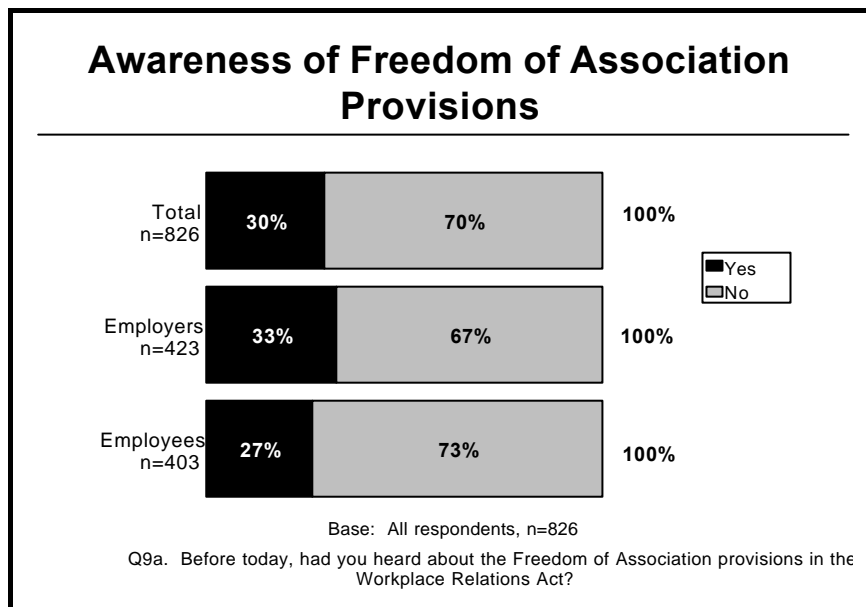
Q9A. Before today, had you heard about the Freedom of Association provisions in the Workplace Relations Act?

Awareness of FOA Provisions

The survey asked all employers and employees their awareness and understanding of the Freedom of Association provisions in the Workplace Relations Act.

Awareness of Provisions

Three in ten (30%) of the total population say they have heard of the FOA provisions in the Workplace Relations Act. Employers appear *more familiar* with just over one-third (33%) citing awareness compared to one in four (27%) of employees.



Sub-group analysis in tables 16A and 16B on the page opposite shows...

- c Victorian employers are more aware (36%) than NSW employers (30%);
- c female employers are less aware (18%) of the FOA provisions compared to male employers (42%);
- c manufacturing (39%) and building construction (41%) employers are most aware;
- c however, unlike their employers, NSW employees are more aware (30%) than Victorian employees (25%);
- c female employees are also less aware (19%) than male employees (34%);
- c 18-29 year old employees are least aware (18%) while those over 50 have highest awareness (41%).

**TABLE 17A:
UNDERSTANDING OF FOA PROVISIONS**

	TOTAL (245) %	EMPLOYERS		EMPLOYEES			
		TOTAL (138) %	STATE		TOTAL (107) %	STATE	
			NSW (66) %	VIC (72) %		NSW (61) %	VIC (49) %
You have the freedom to join a union or not/union membership is not compulsory	58	55	67	44	62	66	57
Freedom of choice/make own decision	15	17	15	19	12	9	14
You can choose which groups you belong to/work related group/any group	10	14	11	17	6	6	6
Workplace agreement/agreement with staff that suits everybody	7	7	5	10	7	5	8
Free to associate with whomever you like	5	5	9	1	4	4	4
You can't be forced into joining anything	4	4	3	4	5	2	8
They are trying to break unions	3	1	3	-	5	2	8
None/nothing	1	1	-	1	2	3	-
Others	3	3	-	3	3	2	4
Don't know	10	8	2	14	12	12	12

Base: All aware of FOA provisions in each segment, n=245

Q9A. Before today, had you heard about the Freedom of Association provisions in the Workplace Relations Act?



Understanding of FOA Provisions

Understanding of the FOA provisions is good amongst those who are aware of them... six in ten (58%) say it means...

"You have the freedom to join a union or not/union membership is not compulsory."

...with employees (62%) having slightly higher awareness than employers (55%). This translates to 17% of the total target audience accurately describing the provisions.

Similar proportions of employers and employees say the provisions are about having freedom of choice to make your own decision (15%).

Additionally, employers focus more on the aspect of being able to join whichever group you want (14%) than employees do (6%).

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UNDERSTANDING OF FOA PROVISIONS

	TOTAL (245) %	EMPLOYERS (138) %	EMPLOYEES (107) %
You have the freedom to join a union or not/union membership is not compulsory	58	55	62
Freedom of choice/make own decision	15	17	12
You can choose which groups you belong to/work related group/any group	10	14	6
Workplace agreement/agreement with staff that suits everybody	7	7	7
Free to associate with whomever you like	5	5	4
You can't be forced into joining anything	4	4	5
They are trying to break unions	3	1	5
None/nothing	1	1	2
Others	3	3	3
Don't know	10	8	12

Base: All aware of FOA provisions in each segment

The results in table 17A opposite show that NSW employers understand FOA provisions to be "your freedom to join a union" more so (67%) than Victorian employers (44%).

**TABLE 18A:
ATTITUDES TO WORKPLACE RELATIONS - EMPLOYERS**

	TOTAL (826) %	EMPLOYERS TOTAL (423) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD CONST (79) %	WHOLE -SALE RETAIL (70) %	TRANSP. STORAGE (50) %	PROP BUS SERVICES (71) %	FIN PERS OTHER SERVICES (71) %
Agree strongly	75	84	81	87	84	83	80	87	83	86	89	82	79	83
Agree a little	20	12	14	9	11	13	13	11	11	13	9	14	15	10
Agree	95	96	95	96	96	95	93	98	94	99	97	96	94	93
Neither/nor	2	2	3	1	2	2	4	-	2	-	1	-	4	4
Disagree a little	1	1	1	1	1	1	1	1	2	-	-	2	-	1
Disagree strongly	1	1	1	1	1	2	2	-	1	1	1	2	1	1
Disagree	2	2	2	2	2	3	3	1	4	1	1	4	1	3

**TABLE 18B:
ATTITUDES TO WORKPLACE RELATIONS - EMPLOYEES**

	TOTAL (826) %	EMPLOYEES TOTAL (403) %	STATE		GENDER		AGE GROUP					OCCUPATION				
			NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50 + YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROF (51) %	
Agree strongly	75	67	71	63	69	65	61	69	73	62	65	64	69	65		
Agree a little	20	28	25	32	27	29	36	26	24	27	32	28	23	26		
Agree	95	95	95	95	96	94	97	94	96	89	97	93	92	91		
Neither/nor	2	3	3	2	2	4	2	4	1	4	2	2	4	5		
Disagree a little	1	1	1	2	2	1	1	-	2	4	1	3	3	-		
Disagree strongly	1	1	1	2	1	1	-	2	-	4	-	2	1	4		
Disagree	2	3	2	4	3	2	1	2	2	7	1	5	4	4		

Base: All respondents, n=826

Q10. I am now going to read out to you two statements other people have made about workplace relations. For each one, I'd like you to tell me if you "agree strongly", "agree a little", "neither agree nor disagree", "disagree a little", or "disagree strongly"... Workplace relations are a very important issue for ensuring smooth running of a business...



Attitudes to Workplace Relations

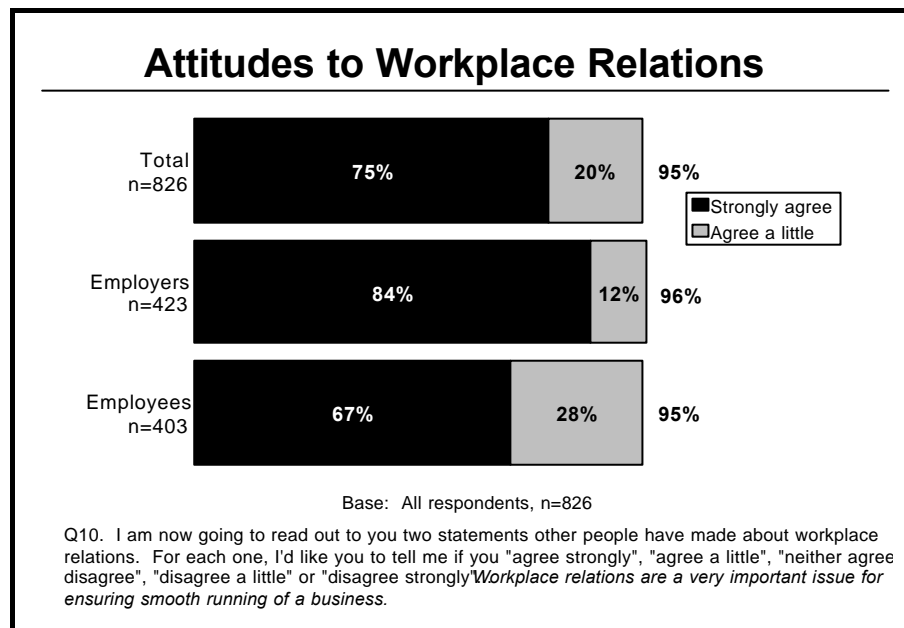
All respondents were asked their level of agreement with the following statement...

"Workplace relations are a very important issue for ensuring smooth running of a business."

The vast majority (75%) of employers and employees agree on the importance of good workplace relations to the running of a business.

However, employees are *less strong in their sentiment* with two-thirds (67%) saying strongly agree compared to over eight in ten (84%) of employers agreeing strongly.

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Tables 18A and 18B opposite show little variation across subgroups in age, gender, industry and occupation.

**TABLE 19A:
ATTITUDES TO WORKPLACE RELATIONS - EMPLOYERS**

	TOTAL (826) %	EMPLOYERS TOTAL (423) %	STATE		GENDER		NO. OF EMPLOYEES		INDUSTRY					
			NSW (222) %	VIC (201) %	MALE (255) %	FEMALE (168) %	5-19 (214) %	20-200 (209) %	MFG (82) %	BUILD CONST (79) %	WHOLE -SALE RETAIL (70) %	TRANSP. STORAGE (50) %	FIN PROP BUS SERVICES (71) %	REC. PERS OTHER SERVICES (71) %
Agree strongly	38	47	47	46	45	49	45	48	42	49	42	45	42	42
Agree a little	28	25	26	23	26	23	25	24	32	26	32	28	21	
Agree	66	71	73	70	71	71	70	72	74	74	74	73	63	
Neither/nor	13	10	10	10	13	7	12	9	8	11	8	11	14	
Disagree a little	15	11	9	12	9	13	10	11	8	10	8	7	11	
Disagree strongly	6	8	8	7	7	9	8	8	10	4	10	8	11	
Disagree	21	18	17	20	16	22	18	19	18	14	18	15	23	

**TABLE 19B:
ATTITUDES TO WORKPLACE RELATIONS - EMPLOYEES**

	TOTAL (826) %	EMPLOYEES TOTAL (403) %	STATE		GENDER		AGE GROUP					OCCUPATION				
			NSW (203) %	VIC (200) %	MALE (216) %	FEMALE (187) %	18-29 YRS (108) %	30-39 YRS (119) %	40-49 YRS (121) %	50 + YRS (56) %	BLUE COLLAR (103) %	TRADES PERSON (56) %	WHITE COLLAR (101) %	SALES PERSON (92) %	PARA PROF (51) %	
Agree strongly	38	33	26	31	27	27	28	32	30	31	26	25	35	29		
Agree a little	28	28	36	33	30	37	36	29	18	37	28	30	31	28		
Agree	66	60	62	64	57	64	64	61	48	68	54	55	66	57		
Neither/nor	13	16	16	14	17	16	14	18	12	12	20	16	13	20		
Disagree a little	15	18	20	19	18	18	18	14	32	17	23	22	16	16		
Disagree strongly	6	6	4	2	7	2	4	7	8	3	3	7	4	7		
Disagree	21	24	23	22	26	20	22	21	39	20	27	29	20	23		

Base: All respondents, n=826

Q. I am now going to read out to you two statements other people have made about workplace relations. For each one, I'd like you to tell me if you "agree strongly", "agree a little", "neither agree nor disagree", "disagree a little", or "disagree strongly"...I think more about workplace relations now than I used to...



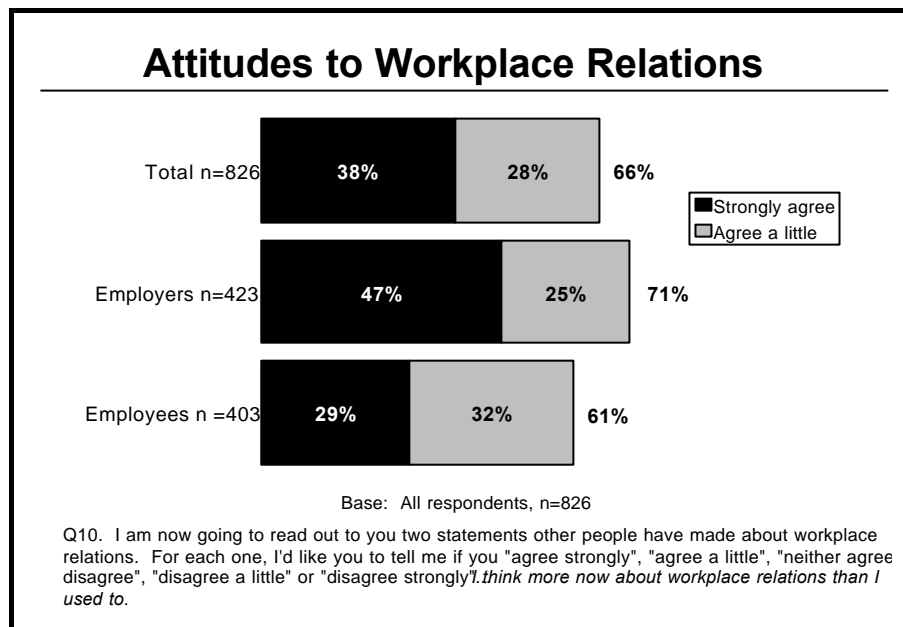
Attitudes to Workplace Relations (cont'd)

Additionally, all respondents were asked their level of agreement to the statement...

"I think more now about workplace relations than I used to."

Two-thirds (66%) agree with this statement and employers tend to agree with this sentiment (71%) *more* than employees (61%).

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Analysis in tables 19A & 19B opposite show that...

- c employers in the recreational/personal services sector *agree the least* (63%);
- c older employees *agree least* (48%).



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**APPENDIX A:
Questionnaires**



Study No. 11241

VIC QUESTIONNAIRE

20 October, 1999

SCREENING QUESTIONS FOR EMPLOYEES:

Good morning/afternoon/evening. My name is (.....) from Sweeney Research, the market research company. We are conducting a survey on workplaces today and need to speak to EMPLOYEES. Would that be you?

IF NOT ASK TO SPEAK TO ANOTHER MEMBER OF THE HOUSEHOLD WHO IS EMPLOYED - REPEAT INTRODUCTION IF NECESSARY.

In this survey, we are only interested in your opinions and we won't try to sell you anything. Can I first ask you a couple of questions about your workplace?

SQ1. How many people are employed at your place of work? (READ OUT)

(<u>TERMINATE</u>)	4 OR LESS	1
(<u>CONTINUE</u>)	OVER 4 PEOPLE	2

SQ2. What is your occupation at this place of work? (DO NOT READ OUT)

CHECK QUOTAS

TERMINATE IF CODE 6

BLUE COLLAR E.G. PROCESS WORKER, MANUAL WORKER, BUILDING EMPLOYEE, DRIVER	1
TRADES PERSON E.G. MECHANIC, PLUMBER, CARPENTER, CATERING, HAIRDRESSING	2
WHITE COLLAR E.G. CLERICAL POSITION, SUPERVISOR OF STAFF	3
SALES PERSON AND PERSONAL/CUSTOMER SERVICE POSITION	4
PARA PROFESSIONALS SUCH AS TEACHERS AND NURSES	5
SENIOR MANAGEMENT SUCH AS DOCTORS OR LAWYERS	6

SQ3. RECORD STATE:

VICTORIA	1
NSW	2

SQ4. RECORD GENDER:

MALE	1
FEMALE	2

SQ5. And into which of the following age groups do you fall? (READ OUT)

18 - 29	1
30 - 39	2
40 - 49	3
50 - 59	4
60+	5

SQ6. Apart from English, is any other language spoken at your home?

YES	1
NO	2

SCREENING QUESTIONS FOR EMPLOYERS

Good morning/afternoon/evening. My name is (.....) from Sweeney Research, the market research company. We are conducting a survey on workplaces today and need to speak to people who are responsible for HIRING employees or workers in your organisation. In this survey, we are only interested in your opinions and we won't try to sell you anything. Can I first ask you a couple of questions about your workplace?

SQ1. How many people are employed at your place of work? (READ OUT) (CHECK QUOTAS)	(TERMINATE) 4 OR LESS	1
	(CONTINUE) [5-19	2
	20-200	3
	(TERMINATE) OVER 200	4

SQ2. And what type of industry is the business involved in? (EXCLUDE LAWYERS AND DOCTORS) (CHECK QUOTAS) (READ OUT)	MANUFACTURING	1
	BUILDING/CONSTRUCTION	2
	WHOLESALE/RETAIL	3
	TRANSPORT/STORAGE	4
	FINANCE/PROPERTY/BUSINESS SERVICES	5
	RECREATIONAL/PERSONAL/OTHER SERVICES	6
	(TERMINATE) LAWYERS/DOCTORS	7

SQ3. RECORD STATE:	VICTORIA	1
	NSW	2

SQ4. RECORD GENDER:	MALE	1
	FEMALE	2

SQ6. Apart from English, is any other language spoken at your home?	YES	1
	NO	2

SECTION 1 : AWARENESS OF OEA

Q1a. Have you heard of the Office of Employment Advocate (OEA)? (ASK Q1b) YES 1
 (GO TO Q2) NO 2

1b. **IF "YES" AT Q1a ASK:** TV ADVERTISING 1
 Where did you hear about the Office of Employment Advocate (OEA)? MAGAZINE ADVERTISING 2
 NEWSPAPER ADVERTISING 3
 AT WORK 4
 THROUGH INDUSTRY/BUSINESS CONTACTS 5
 OTHER (SPECIFY)

1c. What does the Office of Employment Advocate do? What is their role as you see it? (RECORD VERBATIM)

SECTION 2 : AWARENESS OF OEA CAMPAIGN

Q2a. Recently the Office of Employment Advocate (OEA) has been running some advertising about workplace relations. Can you recall seeing advertising on TV, in the press or elsewhere? (GO TO Q2B) YES 1
 (GO TO Q3) NO 2

2b. Where did you see the advertising? (MULTIPLE RESPONSE) TV 1
 NEWSPAPERS 2
 MAGAZINES 3
 OTHER (SPECIFY)

2c. **IF NEWSPAPER ADVERTISING IN 2b ASK
OTHERWISE GO TO Q2D**

**In which newspaper/s did you see the
advertisement for the Office of Employment
Advocate (OEA)?**

NSW/ACT	
SYDNEY MORNING HERALD	1
SUN HERALD	2
SUNDAY TELEGRAPH	3
CANBERRA TIMES	4
NEWCASTLE HERALD	5
ILLAWARRA MERCURY	6
VICTORIA	
HERALD SUN	7
SUNDAY HERALD SUN	8
AGE	9
ARABIC	
AL BAIRAK	10
AN NAHAR	11
EL TELEGRAPH	12
CHINESE	
AUSTRALIAN CHINESE AGE	13
AUSTRALIAN CHINESE DAILY	14
INDEPENDENCE DAILY	15
SING TAO JIH POA	16
CROATION	
HRVATSKA VJESNIK (HERALD)	17
NOVO HRVATSKA (NEW CROATIA)	18
GREEK	
ELLINKIKOSKINKAS (GREEK HERALD)	19
NEA PATRIDA (NEW COUNTRY)	20
GREEK NATIONAL VEMA	21
NEOS KOSMOS	22
ITALIAN	
II GLOBO	23
LA FIAMMA	24
KOREAN	
KOREAN HERALD	25
MACEDONIAN	
TODAY DENES	26
POLISH	
EXPRESS WIECZORNY	27
PORTUGESE	
O PORTUGUES NA AUSTRALIA	28
SERBIAN	
NOVOSTI	29
SRPSKI GLAS	30
SPANISH	
SPANISH HERALD	31
TURKISH	
GUNES	32
YENI VATAN	33
VIETNAMESE	
CHIEU DUONG	34
TIVI TUAN SAN	35
OTHER (<u>SPECIFY</u>)	
.....	36
DON'T KNOW.....	37

2d. What did the advertising say or show? **(RECORD VERBATIM)**

2e. What was the main message or messages they were trying to get across? **(RECORD VERBATIM)**

SECTION 3 : AUSTRALIAN WORKPLACE AGREEMENTS

Q3a. Before today, had you heard about Australian Workplace Agreements? **(CONTINUE)** YES 1
(GO TO Q4) NO 2

3b. What do you understand by that phrase, Australian Workplace Agreements - what does it mean to you? **(RECORD VERBATIM)**

3c. What, if anything, do you see as the benefits of Australian Workplace Agreements? **(RECORD VERBATIM)**

3d. What do you see as the drawbacks of Australian Workplace Agreements? **(RECORD VERBATIM)**

SECTION 4 : AIDED AWARENESS OF TV CAMPAIGN

I'm going to read out to you a description of an ad you may have seen on TV and ask you a few questions about it...
(READ OUT DESCRIPTION)

This ad starts with some footage of a large group of people walking slowly down a street in a demonstration. They are holding banners with words on them. The words on the banners are read out by a voice which says...

"Australian workers live in a free country...now you can work in one too."

"If you choose to belong to a union you can"

"If you choose not to belong, you can do that too"

"The decision is entirely up to you"

"If you are being intimidated or discriminated against, call this number...The number is written on a banner"

The ad then says...

"Freedom of Association, it's your call"

The ad finishes with the Office of Employment Advocate logo and an authorisation from the Commonwealth Government.

Q4a. Can you recall seeing this advertising?	(ASK Q4b)	YES	1
	(GO TO Q5)	NO	2

4b. What was the main message they were trying to get across? **(RECORD VERBATIM)**

4c. Which of the following statements apply to that ad? (CIRCLE IF APPLIES)	IT TOLD ME SOMETHING I DIDN'T ALREADY KNOW	1
	IT HELD MY ATTENTION	2
	IT MADE ME THINK ABOUT WORKPLACE RELATIONS AT MY PLACE OF WORK	3
	THERE WAS NOTHING NEW IN IT FOR ME	4

SECTION 6 : FREEDOM OF ASSOCIATION

Q9a. Before today, had you heard about the Freedom of Association provisions in the Workplace Relations Act? (ASK Q9b) YES 1
 (GO TO Q10) NO 2

9b. What does Freedom of Association mean to you? What do you understand it to mean? (RECORD VERBATIM)

SECTION 7 : ATTITUDES TO WORKPLACE RELATIONS AND GOVERNMENT

Q10. I am now going to read out to you two statements other people have made about workplace relations. For each one, I'd like you to tell me if you "agree strongly", "agree a little", "neither agree nor disagree", "disagree a little", or "disagree strongly". (ROTATE ORDER - CIRCLE START)

	AGREE STRONGLY	AGREE A LITTLE	NEITHER/NOR	DISAGREE A LITTLE	DISAGREE STRONGLY
1. Workplace relations are a very important issue for ensuring smooth running of a business . . .	5	4	3	2	1
2. I think more about workplace relations now than I used to	5	4	3	2	1

THANK AND CLOSE.

(say) Once again my name is (.....) from Sweeney Research, the market research company. Our phone number is 1800 357739 should you need to contact us.

DATE OF INTERVIEW:

RESPONDENT'S NAME:

PHONE NUMBER:

ADDRESS (IF APPLICABLE):

"I certify that the information contained in this interview is true and accurate and was carried out in strict accordance with my instructions and the MRSA International Code of Marketing and Social Research Practice."

SIGNED:

INTERVIEWER:

