

together FAIRNESS WORKS



Canadian Labour Congress
Congrès du travail du Canada



We know the real strength of unions comes from our members and the power of solidarity. We achieve great things when we work together. We bring fairness to the workplace, raise the standard of living and improve the quality of life for working people.

Today, unions are under attack. A small, but very influential group of business lobbyists, with deep ties to the Conservative Party, and conservative politicians are leading a coordinated and determined assault aimed at destroying Canada's labour movement.

They're building their case using language rooted in basic Canadian values, not facts. In turn, our response is also built around that most Canadian of values – fairness.

Our research tells us that a majority of Canadians support the work of unions; they just need an opportunity to realize this for themselves. This disconnect is what the conservatives seek to exploit. But we already know how to turn things around. We have three million members - far more than our opponents.

Our research also shows us, quite clearly, that when union members engage themselves in an honest conversation about what they get from having a union at work, they realize the value they get from sticking together with "their" union and conclude they would be worse off without it.

So, let's get these conversations started about how unions bring fairness to the workplace. People need to rediscover the union advantage – but they need to do it based on their own values and what's happening in their own lives.

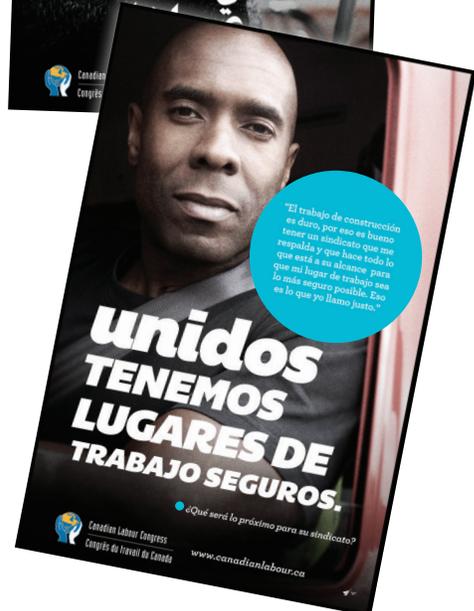
We know from the American and the Australian ordeals that simply telling union members how great their union is doesn't stick. Nor does arguing, beating them over the head with facts or history lessons about the great things unions have done. People need to rediscover the union advantage on their own terms.

That's the job **together FAIRNESS WORKS** is designed to accomplish. It's a big job, with a big campaign behind it, but it's work that must be done.

Sustained over the long term, and backed by positive paid advertising, we'll create a better climate for union organizing. It will foster the growth of union density and turn around the decline of Canada's middle class.

Together, fairness works!

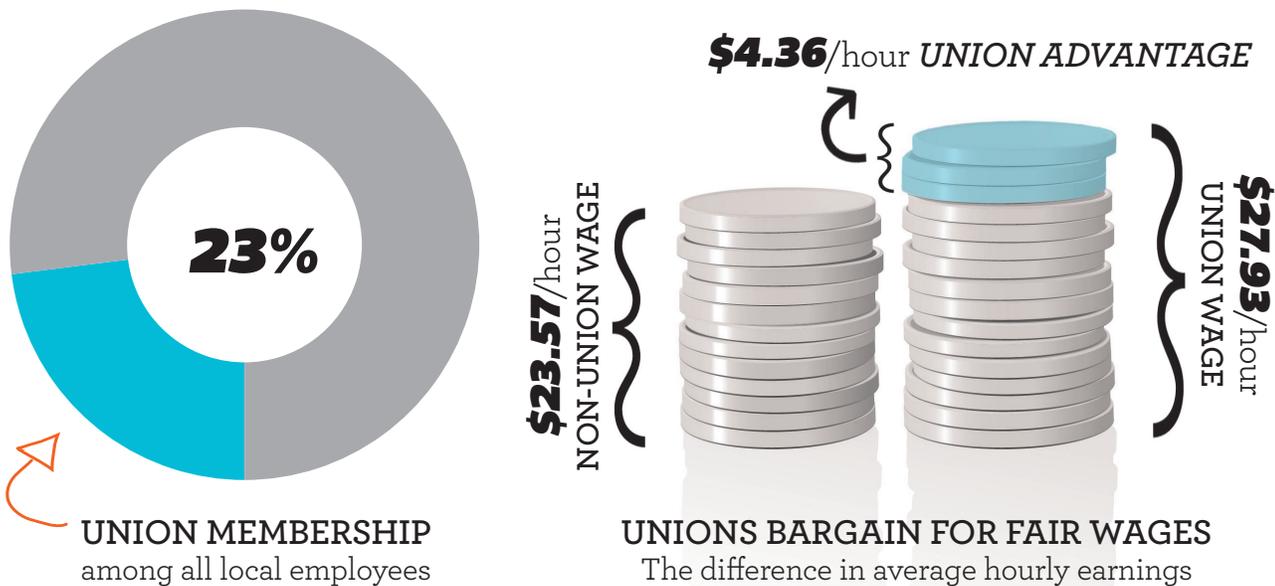
Ken Georgetti,
President, Canadian Labour Congress



Over \$90 million – every week! TORONTO'S UNION ADVANTAGE

There were **573,100 union members** working in and around Toronto in 2012. That's **23%** of all employees. Their weekly payroll of \$571 million accounted for 26% of the total for the whole community.

On average, unionized workers earned **\$4.36/hour more** than non-union employees. That union advantage translated into more than **\$90 million** every week paid into the local economy to support local businesses and community services.



Union Wage Contribution to the Local Economy *

Average hourly wage for workers with unions	\$27.93
Average hourly wage for workers without unions	\$23.57
Union Advantage	\$4.36/hour
How many workers are union members?	573,100
Union members as % of all employees	23%
Total weekly payroll for all workers with unions	\$571 million
Above as % of total community weekly payroll	26%
What the Union Advantage provides to the local economy	\$90.6 million/week

*Based on the average annual wages for 2012 in the local Census Metropolitan Area (Statistics Canada). The Toronto Census Metropolitan Area (CMA) has a population of 5.6 million, and includes the City of Toronto, communities from Ajax to Oakville along Lake Ontario, and all of Peel and York regions to the north.