

Principals' Council: Draft Campaigning Action Plan to Win an Improved Offer



PRINCIPALS LEADING
OUR SCHOOLS
OUR COMMUNITIES
OUR FUTURE

NZEI
TE RIU ROA

This document sets out the proposed escalation plan developed by the Principals' Council, taking into account feedback from members since our last campaign as well as incorporating strategic planning and legal advice. All principals will be asked whether or not to adopt this plan if the current offer from the Ministry of Education is rejected. If the plan is adopted it will be essential that we all support each other to follow the plan.

We can win a campaign if we use our professional strength and credibility acting collectively to:

- **Publicly target the government** and build community support
- **Commit** to campaign action for as long as necessary
- **Escalate** the intensity of our actions if necessary, including disrupting the education system if we need to make a point
- **Support** each other and stay committed to collective decisions acting in the shared interests of all principals.

We're keen to hear your ideas about things we can do locally and nationally to show the government why they need to listen to us. Contact details for Council members are on the NZEI Te Riu Roa website.

An Escalating Plan

A campaign of escalating intensity ensures this is sustainable over time if necessary. It also allows for the government to respond positively to us early if they are willing to.

We need to be committed to campaigning together until we get a satisfactory outcome.

As part of the ballot on whether to accept the offer you will also be asked to vote on whether you endorse this plan and are committed to participating in it. A high level of participation in the ballot as well as a strong vote to endorse the plan is an important first step in this stage of the campaign.

Remember the 'Law of Inaction': *even when you take no action or make no choice, you are in fact taking an action and making a choice – EVERYTHING has a consequence.*



Lynda Stuart (PPCA Negotiating Team Leader), Paul Johnson (Principal representative on National Executive) Ripeka Lessels (PPCA Negotiating Team Leader), and Mark Potter (Vice president/president elect) and Stephanie Madden (Principals' Council Chair - not in photo).

On behalf of the NZEI Te Riu Roa Principals' Council

The Proposed Plan in Action

Phase One December 2022

Principle	Actions
Commitment	1. Members vote on the offer and proposed campaign via online ballot 24-27 November.
Targeting the government	2. Principals' event to announce the result and next steps. 3. Principals to contact their local MPs to share the issues and campaign (resources will be provided).
Escalating our actions	4. All principals commit to prioritising hauora when deciding whether to take on any new work from the government. This could include deciding not to take on new work if there is no resourcing or staffing provided or support to manage work pressures. 5. Share information with your School Board to explain the campaign and to ask for their support (resources will be provided).
Supporting each other	6. Contact your Principals' Council rep to let them know you will be part of local activity. 7. Put the campaign on the agenda of any principals' meetings occurring over the rest of the year to make sure everyone is aware and committed to implementing it.

It is likely that negotiations will resume if the offer is rejected.

Phase Two January/February 2023

Principle	Actions
Commitment	1. Attend a union meeting to be called in term one to determine next steps.
Targeting the government	2. Participate in local actions that will be organised throughout February to target the government and draw public attention to our issues. 3. Maintain regular engagement with your MP about campaign issues. (e.g. through social media or direct correspondence).
Escalating our actions	4. Vote at the PUMs on escalating actions to disrupt the operation of the education system. This could include bans on all work and administrative tasks that are not essential to safe operation of our schools/kura. <i>This is technically strike action.</i> 5. Keep your School Board updated and ask them to demonstrate their support (e.g. sharing messages with the wider school community).
Supporting each other	6. Connect with your local Principals' Council representative. Ensure that you have developed a strong local group to plan actions. 7. Continue to include the campaign on the agenda of any principals' meetings to ensure everyone is up to date with developments. 8. Join national Zooms to have input into planning and to hear campaign updates (e.g. about negotiation progress).

Phase Three onwards

This will be determined during the meetings in term one and will be based on the principles set out above. We will set out the next actions for principals to vote on based on suggestions and ideas our term 4 2022 union meetings.

Contact **0508 Principal** or talk to your Principals' Council representative.