Using Megaphone to organise workers
(or why you should care about online petitions)
Do online petitions work?
Some don’t

Change the Australian currency name to Dollarydoos.
Ok lots don’t
But lots do
Why?

- They put pressure on decision makers
- They do brand damage
- They can change votes
- They help identify supporters to take further action
GROWING YOUR BASE OF ACTIVISTS.

90
PARTNERSHIPS

788
PETITIONS CREATED

464,069
UNIQUE MEMBERS

832,419
SIGNATURES COLLECTED
What Megaphone can do:

- Collect new, clean data
- Custom tick-boxes and custom fields
- Optimised sharing
- Embed into your website
- “Email a decision maker” tool
- Collect donations
- Inbuilt email tool with templates
- Live data flow
- Dedicated support for unions
CASE STUDY: delivery riders
To: Fair Work Commission

Stop exploitation of food-delivery riders!

Campaign created by
Alison M.

For almost a year, I was a rider with Deliveroo. I could fit the work around my other studies and enjoyed my time on my bike.

But life for riders isn’t easy. Being on the road can be unsafe, we have to cover our own insurance, ride quickly in the dark and the rain and don’t get sick pay or superannuation.

Riders deserve safety at work, a wage they can live on and basic conditions.

It's time for multinational companies, like Deliveroo, Uber Eats & Foodora to treat their riders with respect.
Best practice petitions

• Don’t necessarily need lots of signatures
• Work in coalition
• Workers to the front, even online
• Stories not complicated policy asks
• Clear target and ask, even when the issue is complicated
• Online campaign behind it – email, social media, ads
• Digital is just part of a campaign. Have a ladder of engagement plan for supporters
Identifying riders vs. supporters

• Segmenting data
• Occupation field on every petition
• Custom fields and checkboxes
## Engaging riders vs. supporters

<table>
<thead>
<tr>
<th>Action</th>
<th>Sent Rate</th>
<th>Open Rate</th>
<th>Click Rate</th>
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</thead>
<tbody>
<tr>
<td>2019 04 Uber action</td>
<td>39.2%</td>
<td>3.6%</td>
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<td>Regular - Kepla Master List</td>
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<td>2019 04 Uber IPO action - riders</td>
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<td>35.1%</td>
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Right now, 75% of delivery riders are paid below the minimum wage. Almost half of riders we spoke to have been injured at work.

That's why we're joining together and fighting back. Delivery riders and on-demand workers are standing up together to demand fair pay, respect and safety at work.

Please chip in to help us fight back against Uber, Deliveroo and Easi.

$1,745
RAISED
Do you work in the gig economy? Take our quick survey to find out more about the experiences of workers in the gig economy. Your answers will be kept entirely confidential.

Together we can make the gig economy fairer and safer for workers. Fill out the survey now.
Facebook ads

• Occupation data and lookalikes
• Tested 78 ads, average $0.86 cost per link click
• Advice from Migrant Workers Centre - target by language but still write ad copy in English
• Win voucher vs. solidarity language
Collective action
To: Jodie Auster, Manager of UberEats Australia/NZ

UberEats, how can you let this happen?

Campaign created by
UberEats riders

Our co-worker Javiera is 23 years old and works as a food delivery rider with UberEats.

While she was at work, she was badly injured in a hit and run and dragged along the road for over 100 metres. Now she cannot work or pay for her medical bills because UberEats does not provide sick leave for their riders and she cannot access workers compensation.

We have started to raise funds to support her but we want to know why UberEats isn’t supporting her and workers just like her. Javiera needs all the help she can get. Please support her and all on-demand workers.

UberEats and all on-demand companies must take responsibility and support your workers with:
- Access to sick leave and other forms of leave
- Decent and safe working conditions
- Fair pay
- Access to workers comp
Chicas Latinas en Perth

Apoyemos a Javiera Morgado Chica Chilena

Perth police are hunting a hit and run driver who left a young woman for dead overnight.

The Uber Eats delivery cyclist was dragged along the road for a hundred metres, leaving her horribly injured.
Key learnings for us:

• Workers to the front
• Digital doesn’t and can’t replace organising
• What you think will work won’t necessarily work – test and track everything
• Break data silos
• Work collectively
Get in touch:

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