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Media Release

Global Unions Call On Woolworths to Wake Up on Select Brand Paper Products

Representatives from international Trade Unions were at the unfurling of a banner demanding Woolworths ‘Wake Up to Itself’ and ‘Earn Some Real Green Credentials’ which was unfurled from the roof of the CFMEU’s building overlooking Dynon Road (a major Melbourne arterial) today.

“This marks the beginning of a billboard campaign to draw attention to Woolworths continued sourcing of its Select Brand paper products from Asia Pulp & Paper,” said Alex Millar, Secretary of the Pulp & Paper Workers’ Branch of the CFMEU at the launch.

At the banners launch were representatives from the global union federation, the Building and Woodworkers International (BWI), the National Distribution Union (New Zealand) and the Engineering Printing and Manufacturing Union (New Zealand). On the support being shown from these organizations Mr. Millar commented,

“We welcome the backing of the global union movement in this campaign. This is not simply an Australian issue. In the age of globalisation companies must take responsibility for their actions, and when they don’t global unions will call them to account,”

Bob Ramsay, Director of Wood and Forestry from the BWI which is based in Geneva with over 12 million members, said,

“Forestry workers support sustainable practices. Environmental and social issues are important in the global economy. We have a lot of common ground to support the issues and we hold companies to account for respecting workers rights and the environment equally.”

“We are aware of the poor environmental, social and fiscal record of APP and it is surprising to see a leading Australian retailer, such as Woolworths supporting such a discredited outfit.”

The banner is the opening shot in a billboard campaign, which will also see mobile billboards informing consumers about Woolworths’ hypocritical environmental and social policies. Tim Woods, spokesperson for the *Wake Up Woolworths* campaign said,

“Woolworths’ continued support of this environmentally and socially discredited company is insulting to Australian workers in the pulp and paper industries. This industry supports 7,500 jobs across Australia and is the backbone of many rural communities”.

[Note - The attached photographs may be used by media organisations]

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*Wake Up Woolworths is a campaign partly sponsored by the Pulp & Paper Workers’ Branch of the CFMEU