



PSA LINK

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PSA SHOP STEWARD NEWSLETTER

Shop stewards as PSA ambassadors

Being a PSA shop steward is more than holding a title, attending meetings or fulfilling prescribed responsibilities. It is a position of trust, leadership, and influence. Members look to shop stewards for representation, guidance, and support. The PSA, at the same time, relies on shop stewards to advance the Union's objectives, uphold the values, and strengthen the presence in workplaces.

PSA shop stewards are thus not merely a representative of the PSA – they are ambassadors whose actions, attitude, and commitment shape how the Union is perceived. PSA ambassadorship starts with ownership. It means taking pride in the Union, believing in the purpose, and accepting responsibility for its success. The PSA's strength depends heavily on the commitment of those who represent the Union every day.

Take responsibility

Accountability cannot be delegated. When a member approaches you as a shop steward with a concern, take ownership of the matter. Listen, establish the facts, provide guidance, consult the appropriate structures, and follow through. Referring a matter to the PSA Office does not end the responsibility. Keep the member informed and provide feedback. Members must experience the PSA through shop stewards who are accessible, responsive, and committed to serving their interests. Where assistance is needed, seek guidance rather than leaving members without direction.

Protect PSA reputation

Shop stewards are the face of the PSA in the workplace. Their conduct, communication, and engagement with members, management, and colleagues influence the Union's reputation. Demonstrate professionalism, integrity, and respect.

Understand the PSA's work, objectives, and achievements, and communicate accurately and confidently. Defending the PSA means addressing criticism constructively, correcting misinformation responsibly, and raising legitimate concerns through appropriate channels. It is about protecting the Union's credibility whilst contributing to improvement, not creating division or undermining the very organisation you represent.

Strengthen membership and unity

Every interaction is an opportunity to strengthen the PSA. Encourage membership by demonstrating the value of collective representation through knowledge, service, and commitment. Keep members informed, promote participation, support fellow shop stewards, and build unity. Be visible, approachable, and proactive. Take initiative, share accurate information, and contribute ideas that strengthen the PSA's workplace presence. True ambassadors do not wait for others to build the organisation - they actively contribute to its growth and future.

Responsibility starts with you

The PSA's reputation is shaped by the everyday actions of the Union's representatives. Wearing the title of shop steward is not enough. Ambassadorship must be evident in communication, service, and conduct. Take responsibility for the PSA. Defend the Union by upholding its values and protecting its credibility. Grow membership, promote unity, and contribute to the long-term sustainability of the Union of Choice.

Shop stewards are not simply speaking on behalf of the PSA – they demonstrate what the PSA stands for. Make every interaction count, inspire confidence through actions, and take pride in the responsibility entrusted to you.

Source
PSA Assistant General Manager: Organising and Structures

**Towards 2030 with resilience,
endurance, and GROWTH**

