



ACTRA takes the ICA to the Ontario Labour Relations Board

Dear ACTRA Members,

Today (May 17), ACTRA filed a complaint with the Ontario Labour Relations Board that the **Institute of Canadian Agencies (ICA), and the nine advertising agencies it represented in negotiations, bargained in bad faith** over the past year as ACTRA sought to reach an agreement on the renewal of the National Commercial Agreement (NCA).

Despite the immense efforts of ACTRA's Negotiating Committee to reach a renewal collective agreement with the ICA, we were unable to do so because of the ICA's unlawful conduct. The ICA came to the bargaining table not to reach an agreement, but with a strategy designed to destroy our long-standing bargaining relationship and to take away our members' hard-fought rights we achieved through 60-plus years of bargaining in the commercial industry. The ICA started and ended the year-long negotiations with us insisting it determines when and if it would comply with the NCA and when it would choose not to.



This demand would have resulted in a huge loss of work for ACTRA members. A loss that would have been uncontrollable and, in our opinion, would eventually lead to the commercial sector being exclusively non-union. Attacking ACTRA's existence and the scope of the work of our members is a violation of not only our labour laws here in Ontario but also across the country.

We have every confidence the Labour Board will agree.

When it does, ACTRA expects the Labour Board to require the ICA and the nine agencies that authorized it to negotiate on their behalf to return to the bargaining table—and negotiate in good faith. **We are also seeking damages** in the form of wages, benefits, and retirement contributions lost as a result of unlawfully making



non-union commercials.

As we proceed with our Labour Board case, please remember it is critical for ACTRA Members to stick together, work only under an ACTRA contract and let your union continue to protect your hard-fought rights. Good rates, retirement contributions, benefits, as well as health and safety protections while at work all depend on the continued existence of the NCA.



In solidarity,

Marie Kelly and Eleanor Noble

Missed a previous NCA Bulletin update? Catch up here:

actra.ca/stability/members/