

ACTRA Commercial Agreement BULLETIN

We have a contract and we are acting to enforce it

Dear ACTRA Members, Friends, and Allies,

Thank you again for your support and solidarity. Yesterday, eligible ACTRA members overwhelmingly voted to ratify a one-year renewal of the National Commercial Agreement (NCA), including the Local and Regional (L&R) Commercial Addendum. The Board of Directors of our partner, the Association of Canadian Advertisers (ACA), ratified it on May 2.



The renewal NCA will continue to see commercials made through a union contract. It will allow the advertisers who pay the bills continued access to top ACTRA talent, and over the next year we will work with the ACA and other interested parties to create a modernized and simplified NCA.



Together, we showed that our union will not be busted. First, with a strong strike mandate from our members and now with the ratification, we have sent an unmistakable message. Commercials have been made using union talent for almost 60 years—and we are not going anywhere.

But our fight is not over yet.

We know advertising agencies belonging to the Institute of Canadian Advertisers (ICA) – which unsuccessfully tried to bust our union – are pulling some work from performers so they can make it non-union. So now it is time to take the strength we have shown to-date and apply it in advertiser boardrooms, agencies, and casting facilities.

That is what we are doing.

This week, we filed 14 grievances in Montreal, Toronto, and Vancouver. These seek full compensation for performers who had their union contracts pulled out from under them and to cease-and-desist engaging in non-union operations in violation of the NCA.



In the days ahead, we will update you on more ways we are fighting back against the ICA's transparent attempt at union-busting. In the meantime, if you have any questions, please contact us at actra@actra.ca.



Thank you again for your support and solidarity. Together, we are going to keep making commercials using the best talent there is: ACTRA union talent.

In solidarity,
Your NCA Negotiating Committee

Marie Kelly (National Executive Director and Lead Negotiator); **Eleanor Noble** (National President and Chair of Negotiating Committee); **David Sparrow** (Past President, ACTRA National); **Sandra Beckles** (ACTRA Toronto); **David Gale** (ACTRA Toronto); **Jamaal Grant** (ACTRA Toronto); **Teneisha Collins** (ACTRA Montreal); and **Ellie Harvie** (UBCP/ACTRA).

Alternates: **Paul Dzenkiw** (UBCP/ACTRA); **Scott Farley** (ACTRA Toronto); **Keith Martin Gordey** (UBCP/ACTRA); **Ipsita Paul** (ACTRA Toronto); and **Jocelyne Zucco** (ACTRA Toronto).

Observer: **Theresa Tova** (ACTRA Toronto).

Missed a previous NCA Bulletin update? Catch up here:
actra.ca/stability/members/