

ACTRA Commercial Agreement BULLETIN



Five reasons to stick together in solidarity

Dear ACTRA Members, Friends, and Allies,

This Bulletin summarizes what's happened recently regarding the National Commercial Agreement (NCA).

BIG NEWS IN QUEBEC: The Association des agences de communication créative (A2C) in Quebec has joined ACTRA and the Association of Canadian Advertisers (ACA) in the renewal NCA. Advertising agencies in Quebec want to keep making quality commercials that get results with performances only ACTRA members can deliver. [READ MORE BELOW...](#)



FIVE REASONS TO STICK TOGETHER IN SOLIDARITY: The Institute of Canadian Agencies (ICA) is taking direct aim at your pay, benefits, retirement savings and use fees. Do we just cave in or do we stick together and fight back? Here are five reasons why we should stick together in solidarity. [READ MORE BELOW...](#)



BIG NEWS IN QUEBEC:

Advertising agencies in Quebec decided they want to compete for global business at the high end – and don't want any part of rolling back the pay, benefits, retirement contributions, safe working conditions, and use fees of the performers they need.

On June 1, ACTRA, ACA and ad agencies represented in Quebec by A2C came to terms on the NCA.

The key point of the deal is that Toronto-based agencies trying to break our agreement - while also attempting to work under it - can't use Quebec agencies to engage ACTRA performers.

Stability, continuous production, and global-quality work is what Quebec agencies have signed up for, while some other advertising agencies that have chosen to follow the poor advice and unlawful conduct of the ICA are focused on instability and a race to the bottom. Those agencies should join ACA, and A2C in the renewal NCA.

You can find the [official announcement of the Quebec agreement here](#).

Meanwhile:

- Numerous grievances and a filing with the Ontario Labour Relations Board calling out the ICA and its unlawful conduct are heading towards hearings.
- ACTRA has kept up a steady stream of communication to keep members and allies informed, and to point out the consequences of the ICA's actions.
- ACTRA National Council is meeting June 10 and 11 to consider a detailed action plan and next steps to address this crisis – we'll tell you more about the action plan after the meeting.

FIVE REASONS TO STICK TOGETHER IN SOLIDARITY:

For performers pursuing careers in the advertising industry, the ICA's attempt to cut your pay, roll back your benefits and retirement contributions, and strip you of use fees is an incredibly difficult challenge.

This sucks.

It's the kind of behaviour working people have seen from a certain kind of employer all over North America over the past 30 years – but it's still shocking when it happens to you.

This is why people have unions.

Not for the good times.

But for tough times like this.

So that you don't have to cave in when somebody decides to attack your livelihood.

You can insist on respect instead.

Remember these five points:

1. **IT'S ABOUT FAIR PAY:** The NCA sets minimum pay rates for all performers in commercials. Without it, you'll be judged not on your skill, but if you'll accept the lowest wage. Your performance is worth it, and so are you.
2. **IT'S ABOUT FAIR USE:** The NCA gives performers in commercials use and dormancy fees, so you don't have to sign your likeness and performance away for the rest of your life. When great ads make money for brands, shouldn't you as well?
3. **IT'S ABOUT YOUR FAMILY'S BENEFITS AND YOUR RETIREMENT:** Being a professional union performer provides valuable insurance and retirement benefits. We've been negotiating these via the NCA for over 60 years!

4. **THERE'S NOTHING NORMAL ABOUT WHAT THE ICA IS DOING:** We've been lied to, misled and locked out. But ACTRA members have been together in solidarity for over 60 years of the NCA, guaranteeing performers minimum rates, benefits and retirement contributions. And we're going to keep it that way.
5. **IT'S OUR TURN:** Our rights in the NCA have been negotiated thanks to the hard work of thousands of dedicated performers that came before us. Now it's our turn to stand in solidarity to ensure future generations of performers are protected.

We will soon be returning to the table to negotiate a new, better, modernized and user-friendly NCA with our partners ACA and the industry in Quebec (represented by A2C).

Agencies that are making the mistake of racing to the bottom will be paying a high price: by losing work (since they have chosen to create instability); because those who engage in unlawful conduct will be held accountable; and because in the weeks and months to come, we will be taking other steps to make this behaviour a bad business decision.

We're not going to cave in.

Because we don't have to.

And because we've got a better alternative – sticking together for a fair deal.

ACTRA members across Canada are stepping up. In Quebec, we have had a very significant victory – more will come.

Thank you for your support and solidarity.

In solidarity,
Marie Kelly and Eleanor Noble

Missed a previous NCA Bulletin update? Catch up here:

actra.ca/stability/members/

Want to know how you can help show your support and solidarity?

actra.ca/stability/solidarity/

Missed a previous *Know Your Lines* video? Watch here and help us spread the word by sharing with your social networks!

youtube.com/actranational