

ACTRA Commercial Agreement BULLETIN



Four things to say to an advertising agency that believes the ICA's misinformation

Dear ACTRA Members, Friends, and Allies,

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

WHAT'S HAPPENED THIS WEEK: ACTRA National Council begins a weekend of meetings today (June 10) – a key part of which will focus on taking stock of the NCA. A week ago today, Quebec advertising agencies represented by the Association des agences de communication creative (A2C) decided they want to focus on building a partnership and competing for global mandates at the high end. **READ MORE BELOW...**



WHAT DO YOU SAY TO AN ADVERTISING AGENCY THAT BELIEVES THE ICA'S MISINFORMATION? Many performers, agents and our industry partners have long-term relationships with people who work for advertising agencies that have, for now, chosen to believe to misinformation being spread by the Institute of Canadian Agencies (ICA). Here are four things we have to say to those agencies. **READ MORE BELOW...**



WHAT'S HAPPENED THIS WEEK?

ACTRA National Council begins a weekend of meetings today (June 10). A key focus of the meeting will be taking stock of the NCA, including how our union will address the challenge posed by the unlawful conduct of the ICA.

Proposals before Council set out a comprehensive plan — including engaging with Canadian advertisers represented by the Association of Canadian Advertisers (ACA) and with Quebec advertising agencies represented by A2C to agree on a simplified and modernized NCA.

Outreach, communications, direct action, and legal measures are also being considered to manage the conduct of advertising agencies that have, for now, chosen to believe misinformation being spread by the ICA. We continue to urge those agencies to get back to the bargaining table and join our renewal agreement.

A big win for common sense in Quebec. A week ago today, Quebec agencies represented by A2C decided they want to focus on building a partnership and competing for global mandates at the high end – not on a campaign designed to strip the performers they partner with of their pay, use fees, benefits and retirement contributions. This is why **they signed up for the renewal NCA** and decided against following the poor advice of the ICA.

This is going to work out well for Quebec agencies and earn them a big competitive advantage in the marketplace.

WHAT DO YOU SAY TO AN ADVERTISING AGENCY THAT BELIEVES THE ICA'S MISINFORMATION?

Many performers, agents and our industry partners have long-term relationships with people who work for advertising agencies that have, for now, chosen to believe the misinformation being spread by the ICA.

Here are four things we can say to those agencies:

1. Racing to the bottom puts your agency at the bottom:

While the ICA continues to position itself as a victim in this dispute, let's focus on what it's really about. It's about ICA leadership deciding to create disruption and chaos in the industry through their attempts to break our agreement.

Creating instability like this only costs your agency mandates; risks your reputation among people who might consider working for and with you; and puts your agency on a path to creating inferior, poor-quality work.

Your Quebec colleagues wisely want no part of it, and neither do your colleagues with the ACA.

2. Saying a collective agreement doesn't exist anymore because you didn't get what you want is unlawful:

What the ICA is demanding is the right to unilaterally say "there's a contract when we want one and there's no contract when we don't." When this wasn't agreed to, the ICA walked away and declared the NCA no longer exists simply because they had walked away.

This is how bad employers behaved in the 1910s and 1920s, before labour laws were enacted.

3. Instability will push work to the U.S. and to Quebec:

Agencies that believe the ICA's misinformation are setting themselves up for months or years of legal, public relations, and organizing conflict.

That puts your agency at an enormous competitive disadvantage in the global competition for mandates against U.S. and Quebec agencies that are behaving lawfully; coming to terms

without conflict with the people they partner with, as virtually all lawful employers and industries do; and are focused on competing at the high end instead of racing to the bottom.

4. The door is always open:

While the ICA's conduct is deeply troubling, lawful players in Canada know the goal must always be to reach agreement and bring stability to the industry.

ACTRA will continue to do what it necessary to defend its members in this dispute, including working with Canadian advertisers and Quebec agencies to simplify and modernize the NCA.

Agencies following the lead of the ICA have chosen to focus on creating instability in the industry. Nobody builds a business or a global brand by creating chaos — especially when their principal competitors are behaving wisely.

Here's a better idea: come back to the table and join our renewal agreement.

Thank you for your support and solidarity.

In solidarity,
Marie Kelly and Eleanor Noble

