

SUPPORT OF ACTRA'S STANCE AGAINST THE ONGOING COMMERCIALS LOCKOUT

WHEREAS thousands of ACTRA members in Canada working in the commercials sector have been locked out since April 26, 2022, by the Institute of Canadian Advertisers (ICA) who have persistently refused to engage in good faith negotiations for a staggering 520 consecutive days,

WHEREAS the commercials industry is thriving, serving reputable brands that heavily rely on professional advertising to promote their products or services and thus on performers to help them drive new customers to their business,

WHEREAS ACTRA has steadfastly fought to maintain fair conditions and high-quality working standards in the commercials sector, safeguarding the long-term sustainability of this line of work by keeping it under union-regulated terms, and has resorted to launching a nationwide boycott of all brands engaged in, supporting or tolerating union-busting activities to expose their duplicity and compel them to bear the consequences of their actions,

WHEREAS this situation mirrors a very disturbing global trend, where workers are increasingly targeted by unscrupulous corporations prioritizing profit margins and shareholders' interest at the expense of the invaluable human capital responsible for generating their prosperity,

THEREFORE, BE IT RESOLVED, that FIA and all its affiliates commit to do whatever they can to spotlight the various struggles faced by performers' unions through social media and their communications and political networks.

BE IT FURTHER RESOLVED that FIA and its affiliates reaffirm their commitment to championing the rights of performers to earn a living wage and to secure fair terms and conditions, reflecting changes in the business models and technology around the globe, and that they pledge to amplify the messaging of any affiliate taking action on behalf of its members to resist downward pressures on jobs, wages and working conditions.

BE IT FURTHER RESOLVED that FIA and its member unions from around the world continue to support ACTRA by doing everything possible to deter locking out companies from attempting to circumvent ACTRA's jurisdiction by seeking to engage talent from foreign jurisdictions for commercials intended for Canadian use.

BE IT FURTHER RESOLVED that FIA will continue to provide unwavering support to affiliates in dispute, such as ACTRA's boycott of union busting brands and invites all members [to sign on to the boycott on ACTRA's campaign page](#).