



Background on bargaining

Dear ACTRA members,

This is our fourth bulletin about the renewal of the National Commercial Agreement (NCA). Please take a few minutes to catch up on the issues and share what you learn.

Today, we would like to provide you with some background on bargaining and to brief you on what advertising agencies represented by the Institute of Canadian Agencies (ICA) demanded in negotiations. We are sharing these details with you so you can understand how we arrived at the renewal agreement with the Association of Canadian Advertisers (ACA).

During negotiations, the ICA demanded the following:

- That they have the ability to opt out of working with you, at their discretion. In other words, a direct attack on our union and agreement.
- Cut TV residual rates by 60%.
- Decrease Voiceover rates.
- Change the definition of Background Performer to gut the Silent on Camera (SOC) category.

Neither advertisers represented by the Association of Canadian Advertisers (ACA) nor ACTRA could accept these proposals because they added up to a comprehensive destruction of the NCA. Based on their proposals, it seems the ICA believes the future of the advertising industry depends on stripping the pay and benefits of performers.



Ratifying the renewal NCA provides stability and fairness—not making performers on whom the industry depends poorer.

The renewal NCA provides fair pay; continued access to health and retirement benefits; and safe working conditions. Advertisers agree. **We hope you will too and will vote Yes to ratify the renewal agreement as ACTRA recommends.**



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/