




# ACTRA Commercial Agreement BULLETIN



## Let's correct the record

Dear ACTRA Members, Friends, and Allies,

The Institute of Canadian Agencies (ICA) used its social media account to spread more confusion and misinformation about the National Commercial Agreement (NCA). This is a failing attempt to bust our union and deny ad agencies access to top talent – ACTRA performers.

1. The ICA contends the NCA is not a collective agreement. If that's the case, why does it contain benefits and retirement contributions? And why did the Ontario Labour Relations Board, which only deals with collective agreements, agree to hear ACTRA's complaint that the ICA bargained in bad faith? It is a collective agreement, and one that remains in effect thanks to the renewal agreement ACTRA negotiated with the Association of Canadian Advertisers (ACA). 
2. The ICA contends ad agencies that previously signed and honoured the NCA with ACTRA were treated less favourably than the agencies that were not signatory to the NCA. This is a red herring. ACTRA made proposals to address the issue (the few instances where third parties are used by agencies). The ICA did not respond to ACTRA's proposals but instead, left the bargaining table. ACTRA continues to be willing to negotiate to resolve this issue. 
3. To justify its union-busting – that's what allowing ad agencies to ignore the NCA's terms and conditions whenever they like is – the ICA points to ACTRA allowing some engagers to be part of the NCA when they want and not when they don't. For clarity, sometimes payroll companies act as engagers to the NCA to facilitate foreign commercials being made in Canada. If Canadian-based agencies want to use top Canadian talent, they should abide by the terms of the NCA. It's that simple. 
4. It is flatly untrue, as the ICA claims, that it did not leave the table. It did. (We note the ICA calls it "a table," a term only used in collective bargaining.) ACTRA did not agree to

the ICA's demands, and as a result the ICA stopped bargaining and, wrongly, declared the collective agreement had expired. As to negotiating "a secret deal" with the ACA, the ICA bargained with ACTRA independently. And because the ACA did not want the chaos the ICA's proposals would create, the ACA also bargained with ACTRA independently. The agreement is not secret. On the contrary, it's quite public and accessible.

5. We agree with ICA on one point. It is unfortunate its member agencies are losing top talent. This does not benefit the ad agencies or the performers and weakens the industry as a whole. To those agencies, we say one thing: Join ACTRA, the ACA, and engagers that are abiding by the renewal of the NCA. We're a big tent and you're welcome to continue to do what's worked for 60 years: make award-winning commercials that get results by working with ACTRA talent through the NCA.



In solidarity,

Marie Kelly and Eleanor Noble

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**[actra.ca/stability/members/](https://actra.ca/stability/members/)**

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

**[youtube.com/actranational](https://youtube.com/actranational)**