

ACTRA Commercial Agreement BULLETIN



Voting is open. Vote Yes.

Dear ACTRA members,

Today's Bulletin is the third in our series about the National Commercial Agreement (NCA) renewal agreement. Please take a few minutes to catch up on the issues and share what you learn.

Voting is now open to ratify the one-year NCA renewal agreement. Our partner, the Association of Canadian Advertisers (ACA), ratified it earlier this week. Now it's our turn.

If you are eligible to vote on the ratification of the renewal agreement, you should have received your online ballot via E-mail earlier today from ElectionBuddy, the third-party online voting company ACTRA engaged to conduct the vote.




Why are we asking members to vote Yes, as recommended by ACTRA's NCA Negotiating Committee and National Council?

Good question.

Here are the top five reasons:

1. **The renewal agreement delivers respect for your work.** It says something that advertisers—who pay the bills—want to keep working with ACTRA performers. They know we make commercials that get results. And they want to keep working with us, as they have for more than 40 years.
2. **Our industry needs the stability the renewal agreement provides.** Between June 1, 2022, and May 31, 2023, we will work with the ACA to simplify and modernize the NCA. And we are inviting agencies—including member agencies of the Institute of Canadian Agencies (ICA)—to join us.



3. **It rejects the ICA's attempt to bust our union.** Let's be honest. The ICA's negotiator tried hard to bust our union. He wanted agencies to work non-union at their discretion. And when ACTRA and the ACA told him no, he walked away from negotiations. Now he's spreading falsehoods the NCA has expired. By ratifying the renewal agreement, we will show him it is not only in effect but is supported by advertisers that pay the bills. 
4. **It raises rates and fees.** The renewal agreement contains a 2% increase to all rates and fees. The increase is combined with a commitment to get back to the bargaining table, which is a significant improvement over the ICA's demand we cut our TV residuals by 60%. 
5. **The renewal agreement maintains benefits that reflect our industry.** It maintains our multi-employer benefit plan because performers rarely work for just one engager long enough to join its plan. It also contains a multi-employer retirement fund to make it easier to save for a performer's retirement. 

There is a better way than the chaos the ICA is trying to create as it attempts to destroy our union and attack the benefits we have negotiated over the years. We cannot afford to lose the protections the NCA provides.

Please vote YES to ratify the renewal agreement so we can keep working with advertisers that respect and value our work.



Voting closes at 5:00 p.m. ET, Thursday, May 12.

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/