

ACTRA Commercial Agreement BULLETIN

What did you miss from last night's NCA Town Hall?

Dear ACTRA Members,

On Monday night (May 9), ACTRA National held a Town Hall for Members across the country to discuss the renewal of the National Commercial Agreement (NCA). Here's what we heard:

The renewal of the NCA provides a partner that is focused on finding creative solutions

Over the last year of bargaining, ACTRA made many constructive proposals to solve challenges in the commercial sector. Unfortunately, these went nowhere as it became clear the Institute of Canadian Agencies (ICA) did not want a renewal of the NCA. It only wanted to opt-out of working with you (i.e., produce non-union spots and hire non-members at lower rates) and the relationship that has worked for decades when they felt like it. To put it simply, the ICA's agenda was to bust our union.



But the Association of Canadian Advertisers (ACA) wants solutions—and values our performances. After the ICA walked away from negotiations, it left us with a partner that wants to work together to find creative solutions, which we will negotiate over the one-year term (June 1, 2022, to May 31, 2023) of the renewal NCA.



Members had questions about the difference between the ICA and ACA

We know the alphabet soup gets confusing—NCA, ICA, ACA—so let's break it down.

The NCA is the National Commercial Agreement through which union commercials have been made for almost 60 years.

The ACA represents Canada's principal advertisers—major companies, brands, most large banks, and governments. Its members pay the bills. And it knows ACTRA performers make commercials that deliver results—which is why it wants to keep working with top talent. The

ACA's Board of Directors has already ratified the renewal NCA.

The ICA represents some, but—crucially—not all advertising agencies. In fact, only nine agencies authorized the ICA to negotiate on their behalf. This is why we believe our recruitment campaign to get agencies to make commercials through the renewal NCA will work. (Of course, if member agencies of the ICA want to work with the best, they are welcome to work with the current and renewal NCA.)

Please take a few minutes to [learn more and catch up on the issues](#). And do what you can to share what you learn.

You're in Good Company

When we say [You're in Good Company](#) with ACTRA, we are talking to performers and advertising agencies that want to work with the best. If the NCA is ratified by ACTRA members this week – as we recommend – we will continue this campaign. We know some commercial work has been lost in the chaos caused by the ICA and we are committed to winning it back.



Another important thing to keep in mind, as we heard at last night's Town Hall, is that talent agents support us. They have been with us and the ACA throughout bargaining and their support will continue.

Can advertising agencies join the renewal NCA?

Yes. As the ACA likes to say, it's a big tent. If ratified, and once the renewal NCA takes effect, we look forward to working with advertisers and agencies throughout our industry to start modernizing and simplifying the NCA.

REMINDER: Voting on the NCA closes at 5:00 p.m. ET on Thursday, May 12, 2022.

Eligible voters received their online ballot via E-mail on Friday, May 6, from ElectionBuddy ("from" <ACTRA> invitations@mail.electionbuddy.com), the third-party online voting company ACTRA engaged to conduct the vote. For more information about the ratification vote, please [click here](#).



Thank you to all of our members who have reached out to express their support for this renewal agreement.

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/