

# ACTRA Commercial Agreement BULLETIN



## Where in the world do union members still make commercials?

Dear ACTRA Members,

Voting closes on the renewal National Commercial Agreement (NCA) ratification process tomorrow (May 12) at 5:00 p.m. ET. The ACTRA Negotiating Committee and National Council are unanimously recommending you vote Yes. If you have already voted, thank you! If you have not yet voted, please check your E-mail for your online ballot (it was sent via E-mail by ElectionBuddy “from” <ACTRA> [invitations@mail.electionbuddy.com](mailto:invitations@mail.electionbuddy.com)).



In our second-last bulletin before the vote closes, let’s be clear about what is at stake: Nothing less than continuing to be the last place in the world where union members still make commercials. Only in North America are commercials made under union contracts – which is why what we do this week is being so closely watched by SAG-AFTRA in the United States.

Commercial unions were busted in the United Kingdom and Australia. Decades after Equity U.K., our sibling union in the U.K., lost union coverage in the commercial sector, Equity Members are only just beginning to make commercials again.

### **This cannot happen here.**

Fortunately, there is a better way because we have a willing partner in the Association of Canadian Advertisers (ACA) that wants to keep using ACTRA performers to make great commercials. And they want to work with us to modernize and simplify the NCA over the term of the one-year renewal.



What does that mean?

- Stability in the sector.
- A 2% increase to rates and fees.
- Continued access to multi-employer retirement and benefit plans.
- Fair use fees for performers when commercials are re-used – or go viral.
- Commercials made under the NCA contract.

For almost 60 years, performers have enjoyed the fair pay, safe and respectful working conditions, and benefits provided through the NCA. Thanks to our agreement with the ACA, we can welcome more agencies and engagers into the NCA – and because *You're in Good Company* with ACTRA, we can make more union commercials, not less.

Where in the world do union members still make commercials?

Right here.

Please join us in rejecting union-busting tactics in the commercial sector in Canada by voting Yes to ratify the renewal NCA. For more information about the NCA ratification, including the letter to eligible voters, the Memorandum of Agreement, and a list of Frequently Asked Questions, please visit [actra.ca/referendums](https://actra.ca/referendums).



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