



## ACTRA Town Hall on the National Commercial Agreement

Dear ACTRA Members, Friends, and Allies,

This Bulletin summarizes what's happened recently regarding the National Commercial Agreement (NCA).

**WHAT HAPPENED THIS WEEK:** ACTRA National Council unanimously allocated \$1 million to an action plan to defend its jurisdiction in commercials. On Thursday, June 16, ACTRA held a Town Hall to discuss some of the issues with members. Here are key takeaways from the Member Town Hall. [READ MORE BELOW...](#)

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### WHAT HAPPENED THIS WEEK?

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#### What happened here?

We took this action after a group of advertising agencies acted on poor advice. They bargained to impasse (something that is unlawful under labour relations law) and declared our contract null and void. They then implemented deep cuts to the pay, benefits, retirement contributions, and use fees of performers – the kind of thing the worst employers do.

Canadian advertisers (represented by the Association of Canadian Advertisers (ACA)) wanted nothing to do with this, and neither did advertising agencies in Quebec. That is why the ACA negotiated a renewal agreement with ACTRA, and the Association des agences de communication créative (A2C) in Quebec is encouraging its agencies to sign on to the renewal agreement. Together we will work to modernize and simplify the agreement.

The action plan passed by ACTRA's National Council includes the following:

1. **A modernized agreement:** an open door and invitation to the industry to sit down together to improve this agreement.
2. **Relationships:** ACTRA will continue to reach out to and maintain our relationships with people of good will in the industry.

3. **Lawsuits and grievances:** ACTRA will work for accountability through proceedings in front of labour relations boards, grievances, and any other channel open to us under the law.
4. **Government outreach:** The conduct of bad employers towards gig workers is currently a top priority for governments across Canada. These issues need to be part of that conversation.
5. **Direct action:** ACTRA will deploy the tools available to unions under the law to make what these people did a bad business decision.
6. **Communications:** Finally, ACTRA will keep listening to our members and to the industry. We will keep communicating regularly to ensure members are in the loop and the industry understands the poor decisions some have made and the better choice we're offering.

**Here are some video highlights from Thursday's Member Town Hall.**

ACTRA National President Eleanor Noble sets out the issues at the Town Hall. [Here's a clip of her presentation.](#)

How are we going to get these ad agencies back to the table? [This is what our plan is about.](#)

What exactly is being litigated? [ACTRA National Executive Director and Lead Negotiator Marie Kelly details some of the issues.](#)

What are talent agents doing about this and are they being informed? [We are working closely with agents.](#)

What are the key elements of action plan? [Here are the key elements of the action plan.](#)

How long do we think this dispute will last? [This dispute will last for some time – until we win.](#)

Check out our [Know Your Lines video series](#) on many other issues.

Thank you for your support and solidarity.

In solidarity,  
Marie Kelly and Eleanor Noble

