

## MEMBER BULLETIN



NO. 14-05

DATE: May 21, 2014



### ACTRA Negotiations Set To Begin

As you might be aware, the National Commercial Agreement (NCA) expires on June 30, 2014. This Alert will serve to review preparatory activities to date, and plans moving forward.

#### Background

The NCA is a tri-partite agreement between **ICA**, **ACA** and **ACTRA**. The current NCA expires this summer and must be renegotiated. These negotiations involve representatives from each of the three bodies. ACTRA is a trade union and is well versed in the world of contract negotiation and well funded, thanks to dues charged to each of their 22,000 members. The National Commercial Agreement has been in existence since the 1960s and like many contracts, contains regulations based and built on history.

The majority of advertising agencies are signatory to this agreement and are directly responsible for compliance with this contract. That means that **all** television, radio, and new media commercials produced by a signatory agency on behalf of an advertiser must engage ACTRA talent where required to do so by the contract. In agreeing to become a signatory, the agencies commit to 100% compliance with this agreement. The majority of advertisers are NOT directly signatory to the agreement, but rather are bound to it through their advertising agency.

#### Current Situation

The industry is working cooperatively and collaboratively as we gear up for the 2014 negotiations which are slated to begin the last week of May 2014.

- Advertising agencies and producers have been canvassed and have provided input as to the key issues that need to be discussed at these negotiations. Other background information and analytics are being gathered by producers on the ICA/ACA Negotiating Team.
- The Negotiating Team have met regularly and are working cooperatively to help the industry prepare for the upcoming negotiations.

#### Recommendation

While we anticipate a successful outcome, we nonetheless believe it prudent to recommend that you take precautions to protect your business in the event of a breakdown in negotiations. Actions you may wish to consider include:

- Completing all newly planned commercial production before June 30.

- Ensuring your current commercial talent cycles are paid up-to-date. If you think there is any possibility of using the spot in the future, we recommend that you don't let your commercial talent go dormant.

**Next steps**

The ACA and ICA take the upcoming negotiations very seriously and we will work hard to achieve a successful outcome. We have engaged a broad array of stakeholders and are applying resources accordingly. We are very grateful to the many volunteers in this process who are contributing their time and energy on behalf of the industry to these important negotiations. We anticipate a successful outcome, but there will undoubtedly be much work to be done along the way. You will be kept up to date on our progress.

In the meantime, if you have any questions, comments or wish to discuss, please contact Jani Yates at [jyates@icacanada.ca](mailto:jyates@icacanada.ca).