



**For Immediate Release**

## **ACTRA AND CANADIAN AD INDUSTRY REACH TENTATIVE SETTLEMENT**

**Toronto, July 28, 2014** – ACTRA has reached terms of settlement with the Association of Canadian Advertisers (ACA) and the Institute of Communication Agencies (ICA) to renew the National Commercial Agreement (NCA). The parties to the NCA reached an accord early Saturday morning after 17 days of tough bargaining and the assistance of mediator, Reg Pearson, Assistant Deputy Minister, Ontario Ministry of Labour. The NCA is the industry standard National Commercial Agreement that governs the production of commercials in Canada. ACTRA members will vote on the terms of the new agreement in the coming weeks.

“We are pleased to have reached an agreement with the ad industry that will benefit our members and respond to the changing industry with provisions that will increase work opportunities,” said Stephen Waddell, ACTRA’s Chief Negotiator and National Executive Director.

“The advertising industry is facing some very real challenges today. I’m pleased that we have been able to come to an equitable agreement with ACTRA that recognizes the reality of commercial production in Canada and puts our members in a stronger competitive position within the industry,” said Henry Dinsdale, lead counsel for ACA/ICA.

The proposed deal includes general increases in minimum fees of 2% in each year of a three-year agreement effective upon ratification August 25<sup>th</sup>, 2014 and expiring June 30<sup>th</sup>, 2017. Over the next five weeks, eligible ACTRA members will vote on the terms of the new Agreement by means of an online voting process.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national union of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 22,000 members across Canada – the foundation of Canada’s highly acclaimed professional performing community.

The ACA ([www.ACAweb.ca](http://www.ACAweb.ca)), Canada’s only national association exclusively representing client marketers, is dedicated to helping members maximize the value of their investments in all forms of marketing communication. Members realize value through proprietary education, research and consulting services. The ACA safeguards advertisers’ right to commercial free speech and demands an advertising marketplace that is accountable for the value provided to the advertiser. The ACA represents over 200 companies and divisions that collectively account for estimated sales of \$350 billion annually.

The ICA ([www.icacanada.ca](http://www.icacanada.ca)) is the professional business association which represents Canada’s communication and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communication and advertising industry. ICA’s member agencies and subsidiaries account for over 80% of all national advertising in Canada, with an economic impact worth more than \$15 billion annually.

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