

INFO SHEET: ACTRA SOLIDARITY

ACTRA (The Alliance of Canadian Cinema, Television and Radio Artists) has asked the Ontario labour movement for urgent solidarity to help end the unlawful lockout of 28,000 ACTRA members by the Institute of Canadian Agencies (ICA).

THE CONTEXT

For more than 60 years, ACTRA performers have made commercials through a collective agreement called the National Commercial Agreement. It's a gold standard for gig workers, providing higher rates, retirement contributions, and a multi-employer benefit plan.

Now, the ICA is questioning whether the National Commercial Agreement is even a collective agreement.

During bargaining, the ICA proposed:

- A 60 per cent cut to pay rates
- No retirement contributions
- An end to the multi-employer benefit plan
- Using non-unionized labour

When negotiations failed, the ICA illegally locked out ACTRA performers on April 26, 2022, and told advertising agencies they could make **non-union commercials** instead. As a result, members have seen, on average, a 70 per cent reduction in commercial work.

This is a blatant attack on gig workers. They've been unlawfully locked out for six months. We must stand in solidarity with ACTRA as they fight for a fair collective agreement.

For more information about this unlawful lockout, please visit <https://www.actra.ca/nca/>.

THE CALL TO ACTION

1. Write a **solidarity statement** from your union leadership.
2. Provide on-the-ground support for **in-person actions**.
3. Promote their **public email campaign** with your membership and on your social media platforms.
4. Speak out when the government (or their employer) works with advertising agencies currently using **scab labour**.