



**ACTRA Toronto Celebrates *Canada's 150th***

**ACTRA**

**TORONTO**

**Operating Plan 2017-18**



## Section 1: Letter from newly elected ACTRA Toronto President Theresa Tova

I was raised in a world where one was obligated to give back. I'm not religious. Acting, singing and writing are my religion. But I still have that concept ingrained in me. I am proud to have been a part of our union's ongoing conversation to make this world a better place for artists and for humanity.

ACTRA is my second home. With over 20 years of service to my fellow performers, at all levels of our union, I know this will be an exciting but challenging two years.

We have a huge challenge ahead of us with this year's federal review of copyright but I know we can win. The long list of CRTC decisions that have hurt performers must be challenged and overturned. And, in today's anti-union environment, the time we spend meeting with SAG-AFTRA and other union leaders from around the globe has shone a light on the shared concerns we have fighting for work opportunities. These issues are global and I intend for ACTRA Toronto to be part of those conversations.

I also want to include as many of you as possible. I encourage you to get involved and contribute to the conversation instead of letting others make decisions for you that you hear of after the fact. We are a member-run organization and we need working performers involved at every level of decision-making.

I want to demystify the work of council and make sure you have the opportunity to be involved in your union's governance. This union needs your experience. It needs your ideas. It needs you. And, as your president, I need you, too. My door is open. You can always reach me at [ttova@actratoronto.com](mailto:ttova@actratoronto.com).

If we're going to continue to effectively engage the membership, the industry, our regulatory bodies and legislators to make our world a better place, we need to work together. Thank you for letting me serve. I am one very proud ACTRA member

## Section 2: List of Councillors

### **Executive Committee**

Theresa Tova, President  
Wendy Crewson, Member at Large  
David Gale, VP communications  
Art Hindle, VP External  
David Macniven, Treasurer  
Clara Pasioka, VP Member Services  
David Sparrow, Past President  
Nicole St. Martin, VP Internal

### **General Council Members**

Shereen Airth  
Heather Allin  
Rebecca Applebaum  
Maria Del Mar  
Catherine Disher  
Ferne Downey, ACTRA National President  
Shawn Doyle  
Sedina Fiati  
Dom Fiore  
Joel Keller  
Grace Lynn Kung  
Angelica Lisk-Hann  
Colin Mochrie  
Jack Newman  
Leah Pinsent  
Julian Richings

## Section 3: ACTRA Toronto Celebrates Canada's 150<sup>th</sup>

In 2016, the Canadian government launched a consultation about Canadian Content in a Digital World. Just at a time when Ontario's film, television, and digital production is contributing over \$1.5 billion to the province's economy and creating work for over 32,000 people, the government announced that the system wasn't working and needed to change. ACTRA Toronto members participated on-line and in workshops to talk about what is working and the importance of the Broadcast Act and Canadian Content (CanCon) regulations to building the screen-based industry in our country. We have a strong ecosystem here in Ontario of domestic and service production that together have resulted in steady growth and investment in the industry for the last number of years. Any change to the system must build on this success.

### **In 2017, ACTRA Toronto will:**

- Celebrate and promote ACTRA Toronto performers as part of our recognition of Canada's 150<sup>th</sup>
- Work with our industry partners on marketing Ontario and ACTRA performers who live across Ontario to co-productions, co-ventures and service providers
- Showcase our diversity, and celebrate those in the industry who are inclusive in their practices in front of and behind the camera through our ShareTheScreen initiative
- Host the best industry party in 2017: the 15<sup>th</sup> Annual ACTRA Toronto Awards
- Reach out to schools and emerging filmmakers to identify opportunities to collaborate, mentor and build the network of young creators
- Support partnerships with community and cultural film festivals
- Advocate for CanCon regulations and programs that will protect and promote Canadian content development and promotion here and around the world
- Continue to lobby governments and work with FilmOntario for stability of tax credits to attract investment in new technology, infrastructure and training
- Work with our partners at ACTRA National to participate in the 2017 review of Copyright legislation
- Build on the success of the ACTRA Toronto Day of Action by engaging performers to speak out and take action on issues that have a direct impact on our industry and work opportunities here in Ontario

### **Simplify and Streamline**

In 2017, ACTRA will enter into renegotiations of the National Commercial Agreement (NCA). Following an understanding in the last round of bargaining to simplify and streamline the residual structure in the NCA, ACTRA Toronto is working with members and agents on models that will help make the agreement easier to apply. The goal is to bargain a new agreement that is more accessible to current and potential engagers. Agencies and Advertisers know that ACTRA Toronto performers are the best but fear the complexity of the agreement and the paperwork. In order for ACTRA to be competitive in a global, on-line world of commercials, it has to be easier and faster to engage performers. ACTRAonline is a suite of tools to make it as easy to engage and pay performers as it is to make any other transaction these days

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using the internet. This is a two year project but starting with the commercial sector, we should see the introduction in 2017 of digital forms and tools to make it easier to contract ACTRA performers.

As we enter into the second year of working with the new media terms of the Independent Production Agreement, and a renewed agreement with Ubisoft, there are opportunities to explore with producers working on digital and interactive media projects.

### **In 2017, ACTRA Toronto will:**

- Work with ACTRA National to renegotiate the National Commercial Agreement with the goal of introducing simple and streamlined models to contract performers, and terms that reflect the changes, growth and value of advertising on new media platforms
- Ensure the new ACTRAonline tools and resources meet the needs of members, agents, engagers and producers so that working with ACTRA performers will be “easier, simpler, and more secure.”
- Review programs and guidelines to identify areas of improvement and opportunities for new and emerging film, television, digital and interactive media creators to work with ACTRA performers
- Support ongoing Industry Relations work to promote and access ACTRA performers in all types of voice and on-screen performance

### **Advance the ACTRA Advantage**

Promoting the benefits of ACTRA membership is everyone's responsibility. Making a commitment to “work ACTRA” is making a promise to uphold a high standard of professionalism and to support each other by always working on an ACTRA contract. As members working now on both sides of the camera and microphones, ACTRA members set an example by making sure that the performers they are working with, producing, coaching or directing are proud ACTRA members too. As some of the most precarious workers in our society, ACTRA members have a long tradition of negotiating the best and making sure there is a strong network to support performers and their families. ACTRA Fraternal Benefits Society, the Creative Arts and Savings Credit Union, the AFC and PAL are examples of organizations and services built by and for artists. The ACTRA Toronto Council, Committees and Advocates provide professional education opportunities through conferences and workshops, and encourage participation in the work and activities of the union. ACTRA Toronto performers work with our strategic alliance partners, Equity and the USW and the members of the labour movement on common fronts to ensure employment standards, and fair labour practices for all.

### **In 2017, ACTRA Toronto will:**

- Continue to support the work of Committees and Advocates in outreach and professional development activities
- Launch Performers On-line; maintain committee web pages and presence in social media
- Recognize and celebrate volunteerism
- Plan for ACTRA's 75<sup>th</sup> Anniversary in 2018

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- Participate in the Canadian Labour Congress Convention in Toronto in May
- Build our presence in the Pride and Labour Day Parades
- Review policies, practices and membership rules to ensure they are up-to-date
- Develop on-line tools and educational resources for members across Ontario: the stunt performer orientation course, financial planning workshops and on-line IPA and NCA calculators
- Host two member conferences
- With our Child Advocate, hold workshops for young performers and parents about the business and joining ACTRA
- Support Council and Committees to regularly reflect and evaluate their plans and activities
- Promote membership and services of the Creative Arts Savings and Credit Union to unions, guilds and arts organizations
- As per the ACTRA Toronto By-laws, hold Council and Stunt Committee elections; and review Advocate roles and Committee mandates

## Budget in brief

(to nearest 1000)

	<i>Actual</i> 2015-2016	<i>Projected</i> 2016-2017	<i>Budget</i> 2017-2018
<b>Revenues</b>			
Basic dues	1,723,568	1,767,500	1,767,500
Working dues	2,676,664	2,625,000	2,625,000
Other income from members	958,391	988,900	988,900
Income from non-members	1,505,346	1,593,500	1,568,500
Other sources	1,627,423	1,599,675	1,599,675
Investment income	609,219	650,000	637,500
<b>Total revenue</b>	<b>9,100,611</b>	<b>9,224,575</b>	<b>9,187,075</b>
<b>Expenses</b>			
Union democracy & advocacy	583,732	569,149	599,210
Executive director's office	314,638	328,000	322,850
Communications	631,449	628,850	633,550
Membership services & IR	610,947	711,500	678,150
Film, TV, & digital media (IPA)	1,344,518	1,376,465	1,428,700
Commercial production (NCA)	993,995	1,014,435	1,012,200
Finance & administration	959,101	942,800	979,750
Reception	212,884	221,000	223,900
Occupancy	839,378	843,045	867,073
Data processing	264,350	304,500	306,450
Affiliations	40,560	40,560	40,560
Legal fees	31,880	55,000	30,000
<b>Total expenses</b>	<b>6,827,432</b>	<b>7,035,304</b>	<b>7,122,393</b>
Operating surplus	2,273,179	2,189,271	2,064,682
Net transfer to ACTRA Nat	(2,021,202)	(2,039,650)	(2,004,938)
<b>Surplus/deficit</b>	<b>251,977</b>	<b>149,621</b>	<b>59,744</b>

## Section 4: List of Committee, Caucus Chairs and Advocates

**ACTRA Toronto Council** is made up of 24 members elected by the Toronto membership for a two-year term. Representing the interests of all 15,000 members regardless of membership or work category, Councillors work with our caucuses, committees and staff to implement our objectives. 2017 is a Council Election year. Please consider getting involved! [Theresa Tova, P]

### **Standing Committees**

**Executive committee:** Elected by your Council, this committee governs ACTRA Toronto between meetings of Council. [Theresa Tova, P]

**Awards committee:** Plans and oversees ACTRA Toronto's annual ACTRA Awards in Toronto production. [David Gale, VP / Maria Del Mar, Producer]

**Conference committee:** Plans and oversees ACTRA Toronto's Members Conferences.  
[Nicole St. Martin, VP]

**Discipline committee:** Adjudicates discipline cases brought against members by senior staff within the framework of the national discipline rules. [Theresa Tova, P / Chris Owens, Chair]

**Finance committee:** Oversees ACTRA Toronto's budget, financial statements, investments and business arrangements. [David Macniven, Treasurer]

**Magazine editorial board:** Plans and oversees *Performers' Magazine*, *Performers On Set* and other important member communications. [David Gale, VP / Joy Tanner, Editor]

**Legacy & Archives committee:** Maintains and builds a history of photographs, recorded member interviews and other important materials from ACTRA Toronto's 70+ years. [Art Hindle VP/ Joel Keller, Chair]

### **Caucuses**

**Apprentice Caucus:** Representing the issues of members of the Apprentice Membership category, they report to Council through their Chair who has voice but no vote. [David Macniven, Treasurer/Joe Doran, Chair]

**ACTRA Additional Background Performers (AABP) Caucus:** Representing the issues of members of the AABP membership category, they report to Council through their Chair who has voice but no vote. [David Macniven, Treasurer / Les Williams, Chair]

### **Advocates**

**ACTRA Toronto Ombudsperson:** A trusted and experienced member selected by Council to provide an avenue for members to mediate issues within ACTRA Toronto. [Karen Ivany]

**Agents Liaison:** Meets with TAMAC, EIC, TTAA and other associations provides a forum for ACTRA Toronto to connect with and communicate with the agent community. [Theresa Tova, P]

**Child Advocate:** Outreach to minors, young performers (under 18) and their parents. [Christina Collins]

**Diversity Advocate:** Addresses specific concerns and initiatives on behalf of physically and culturally diverse performers. Promotes inclusion, equality and an industry that better reflects society on both sides of the camera. [Jani Lauzon, VP]

### **Stakeholder Committees**

**Act Your Age:** Support and advocacy for senior members. [David Gale, VP/ Jennifer Higgin, Chair]

**Diversity Committee:** Promotes diversity on our screens and opportunities for physically and culturally diverse members. [Theresa Tova, P / Farah Merani, Sedina Fiati, Co-Chairs]

**Full Member Background Committee:** discusses issues of concern to those Full Members who work as background performers. [David Macniven, Treasurer/ Donal Hansman, Constantine Meglis, Co-Chairs]

**Member Service Committee:** identifies health and safety issues, benefit concerns to be addressed with AFBS and member education needs that can be addressed on-set. [Clara Pasieka, VP]

**Stunt Committee:** Elected by the stunt community to represent stunt performers. [Wendy Crewson, VP / Robert Racki, Alicia Turner, Co-Chairs]

**Toronto ACTRA Women's Committee (TAWC):** Promoting gender equality and the advancement of women in the industry. [Nicole St. Martin, VP / Nicole St. Martin & Freya Ravensbergen, Co-Chairs]

**Voice Committee:** Promotes increased work opportunities for ACTRA Toronto Voice Performers, best practices in the industry and improved working terms & conditions for voice performers working under ACTRA's collective agreements. [Theresa Tova, P / Linda Ballantyne and Shauna MacDonald, Co-Chairs]

**Young Emerging Actors' Assembly (YEAA):** ACTRA Toronto members who play 17-30. [Clara Pasieka, VP / Clara Pasieka, Christina Esposito, Co-Chairs]

**Parade Committee:** Organizes and encourages member involvement in Labour Day and Pride Parade Events. [Clara Pasieka, VP / John Nelles, Chair]

## Section 5: A year in review - ACTRA Toronto 2016-17 Operating Plan

The theme of last year's Operating Plan was "Performance Matters." From our work in reaching out to new Producers and Engagers to fighting the good fight for more Canada on our screens, we increased the engagement and participation of ACTRA members. Here are just some of the highlights:

### Advancing the ACTRA Advantage

- We met with members, agents, casting directors, producers, engagers and government partners about promoting professional ACTRA performers, and launched ACTRAgrams to directly reach advertising agency creative personnel
- We celebrated ACTRA Toronto performers and Sarah Gadon, the 2016 recipient of the Award of Excellence and at our annual ACTRA Awards
- ACTRAonline launched with the renewed and updated performer databases: voice.ACTRAonline, diversity.ACTRAonline, background.ACTRAonline, stunts.ACTRAonline
- Working with the Voice Committee, we developed projects to pursue work opportunities in Audiobooks, e-learning and narration as well as supporting a resurgence in audio drama
- Through Industry Relations, we followed up on casting calls and breakdowns for non-union work; and introduced Producers to the advantages of working with ACTRA Toronto performers
- Further to the understanding reached in the last negotiation of the Commercial Agreement, we have been looking at models to simplify and streamline the residual system
- We promoted a simplified way to contract performers for radio commercials
- We reached out to schools and performer programs to talk about working with ACTRA performers
- A workshop was held for digital producers to highlight the new terms in the Independent Production Agreement for web series and new media productions
- Outreach to video game producers has been successful in creating work opportunities
- We worked with Equity on live to broadcast efforts with the National Ballet, Stratford and Soulpepper

### Champion Inclusivity:

- The Diversity Committee launched the #SharetheScreen video and initiative at TIFF to celebrate filmmakers and production companies that reflect diversity and inclusivity in their productions
- With leadership from our Diversity Advocate, ACTRA Toronto entered into partnership with community and cultural film festivals: imagineNATIVE, Reel Asian, MISAFF (South Asian Film Festival), Toronto International Deaf Film, Toronto Black Film Festival, Caribbean Tales Film Festival, Reel World, Toronto Short Film Festival, Regent Park Film Festival and Reel Abilities
- The Women's Committee (TAWC) presented the Nell Shipman Award to Jennifer Podemski, produced TAWCies, and continued for the 4<sup>th</sup> year to sponsor Toolkit sessions to help women learn and apply filmmaking skills
- YEAA launched YEAA Creates to provide professional experience in filming of short scenes

- YEAA for the 5<sup>th</sup> year produced and screened short films to a capacity audience at Reelworld; and held a successful networking session at TIFF
- The Full Member Background Committee hosted a workshop with background casting directors
- Act Your Age (AYA) promoted Misconceptions, a film developed by AYA to challenge ageism, and held practical workshops and events throughout the year including the end of year cabaret to help raise funds for PAL and the AFC
- Our new ACTRA Toronto Child Advocate and National Child Advocate hosted two sessions for parents of minors as well as organizing workshops at the fall conference for parents and young performers
- ACTRA Toronto and the DGC Ontario continued to advance inclusivity and to challenge discrimination on prohibited human rights grounds as well as membership and work categories through Respect on Set and Set Etiquette workshops

### **Speak out for Canadian Content:**

- Over 1000 performers and allies participated in our Day of Action: sending e-mails, visiting with Councillors, MPPs and MPs about the need for stability of tax credits to attract investment; and steps the government can take to better support CanCon and Canadian performers. We trended on Twitter and were quoted in the news
- ACTRA Toronto participated in Ontario's Cultural Strategy Consultations, recommending measures to develop and support the entertainment industry and its workers
- Through the federal government's Canadian Content in a Digital Age consultations, ACTRA Toronto Council and members spoke out about how the Canadian government with regulations and supports can help to build on the success of the screen-based industry to ensure our competitiveness in the global entertainment market
- The Toronto Film, Television and Digital Media Board invited ACTRA Toronto to appear and make a presentation about our position on the CRTC decision regarding the Certified Independent Production Fund
- We made submissions to the Ontario government's Changing Workplace Review on extending labour rights and employment standards to performers
- ACTRA Toronto continued to support FilmOntario and through FilmOntario participated in the Advisory Committee to the Minister of Tourism, Culture and Sport, established by the Minister in the Cultural Strategy

### **Educate and Motivate Activism:**

- ACTRA Toronto hosted two conferences, each attended by over 400 members, offering workshops and panel discussions
- The Member Services Committee launched gif gal and gif guy to bring attention to ACTRA's messaging
- ACTRA Toronto's full member course was updated and revised
- The Stunt Committee developed an orientation course for new stunt performers

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- There was a great turn-out of ACTRA members for the Pride and Labour Day parades
- ACTRA Toronto continued to promote the Creative Arts Savings and Credit Union
- The ACTRA Additional Background Committee held a session to help performers upload their profiles to [background.ACTRAonline.ca](http://background.ACTRAonline.ca)
- Toured Northern Ontario to meet with members and industry partners and participated in the Northern Ontario Film and Television Symposium