



National Commercial Agreement Negotiations - Update

Sept 5, 2008 - ACTRA and the ICA/ACA met September 3rd and 4th to try and hammer out a new National Commercial Agreement (NCA). Despite the help of government conciliators no agreement was reached, though further negotiation dates are being planned. After 17 months of bargaining and as a result of demands by the engagers that ACTRA is unwilling to accept we must now increase our pressure on the advertising industry to come to a fair agreement. In coming weeks, all members who are eligible to vote on the NCA will receive a very important document from ACTRA outlining what our options are and asking you to make an important decision. Please read the document and continue to support your negotiating committee. Our collective strength will enable us to achieve a fair deal.

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