

ACTRA TORONTO

**Protect
Promote
Advance**

ACTRA Toronto Operating
Plan 2025-2026

ACTRA Toronto Operating Plan (2025-2026)

The 2025/26 ACTRA Toronto Operating Plan sets a bold and forward-looking course toward recovery, resilience, and renewal. Rooted in the lived realities of ACTRA Toronto members and the evolving landscape of screen-based work, this plan builds upon ACTRA Toronto's long-standing pillars of protection, promotion, and advocacy. It reflects our deep commitment to resolving ongoing challenges—particularly around commercial jurisdiction and member trust—while proactively shaping an inclusive, future-ready union. With a focus on enforceable equity, AI governance, stronger contract protections, and transparent financial planning, this plan is both a roadmap and a call to action for all members, staff, and industry partners to shape the next chapter together.

Protect, promote, and advance

the rights and interests of performers through:

- Collective Bargaining
- Workplace Protections
- Advocacy and Lobbying
- Enforcement of Contracts
- Benefits and Retirement Security
- Professional Development & Training for Performers
- Cultural and Industry Promotion

Key Focus Areas

Protect:

- Organizing Union (external and internal campaigns)
- Contract Administration
- Enforcement of existing agreements
- Wage stability
- Benefits and Retirement Security
- AI advancements
- Defend advancements in Equity, Diversity, Indigeneity, Inclusion, Accessibility (EDIIA)
- Lobbying/Advocacy

Promote:

- Organizing Union (campaign-based)
- Awards (ongoing union advocacy)
- Lobbying/Advocacy
- Cultural and Industry Promotion

Advance:

- Organizing Union (campaign-based, growing the jurisdiction)
- Collective Bargaining (future)
- Workplace Protections
- Further advancements in EDIIA
- Professional Development and Training for Performers

1. Collective Bargaining Agenda Strategy

Objective: Secure a renewal of the NCA and regain lost jurisdiction, stabilizing work opportunities for members. Advance proactive and coordinated bargaining strategies across all ACTRA agreements, including digital-focused agreements, to better reflect member realities and evolving industry standards.

Why this matters:

The commercial lockout has fractured member trust, limited work opportunities, and weakened ACTRA's jurisdictional footing. Resolving the NCA dispute and regaining lost ground is essential, not only for economic stability but for reaffirming ACTRA Toronto's leadership role in collective bargaining and future-proofing performers' rights in the evolving advertising ecosystem. While the NCA has dominated headlines, multiple upcoming negotiations will shape the next generation of work for ACTRA members. Embedding AI protections, equity enforcement, and emerging digital work standards into every agreement ensures the union is not only reacting to change but leading it.

Key Actions:

- Task Force coordination: Clarify status and next steps for the NCA Task Force, defining key milestones, deliverables, and accountability measures to track progress.
- Strategic role of Toronto: Establish Toronto's role in bargaining alongside ACTRA National, ensuring alignment in negotiations while leveraging local influence.
- AI Policy Framework: Develop an AI governance strategy for discussions with agencies, addressing ethical use, mitigating misuse, and establishing industry benchmarks.
- Transparent Governance Structures: Strengthen governance around bargaining decisions to enhance transparency, accountability, and stakeholder engagement.
- Develop a bargaining calendar and internal briefing process to prepare for each upcoming agreement renewal.
- Formalize member consultation structures (town halls, surveys, targeted focus groups) for bargaining prep across agreements.
- Embed AI clauses and digital rights protections in all agreements.

- Create a cross-branch “Bargaining Watch Group” to support inter-branch strategy alignment.

Implementation Strategy and Measurable Outcomes:

- Mediation and negotiation reporting to Toronto Executive: Provide regular updates on mediation progress, independent negotiation efforts, and emerging opportunities for jurisdictional expansion.
- AI Governance Framework: Define and document industry-standard principles for advertising and performance work, ensuring alignment with technological advancements and labour protections.
- Accountability and review mechanisms: Implement structured review checkpoints to evaluate bargaining effectiveness and governance integrity.
- Increased member participation in pre-bargaining consultations.
- AI and digital protections are reflected in each new or renewed agreement.
- Reduced reactive negotiations by setting proactive timelines and terms.

2. EDIIA (Equity, Diversity, Indigeneity, Inclusion, Accessibility)

Objective: Strengthen EDIIA efforts with measurable actions across membership engagement, casting, and organizational policies, ensuring equity remains at the core of decision-making processes.

Why this matters:

A union’s strength lies in its ability to represent all members equitably. Embedding EDIIA and accessibility into every layer of union work ensures that historically marginalized performers are not only seen but supported, empowered, and included in decisions that shape the industry. This is foundational to ACTRA Toronto’s legitimacy and longevity.

Key Actions:

- Equity Task Force leadership: Define the role of the newly established Equity Task Force, ensuring a structured approach to monitoring progress, advising on policy changes, and driving accountability.
- Accessibility audits and Implementation: Conduct accessibility audits for union events, resources and communications, establishing concrete action plans to remove barriers.
- Integration of EDIIA principles: Embed EDIIA values into all communications, educational initiatives, and public-facing materials to foster cultural and systemic change.
- Workforce expansion and representation: Develop mentorship programs and career development pathways for underrepresented groups, strengthening access to professional opportunities.
- Negotiation strategy for EDIIA integration: Identify key opportunities within bargaining agreements to establish enforceable EDIIA measures, ensuring fair access and equitable representation in all aspects of work.

Implementation Strategy and Measurable Outcomes:

- Equity Task Force Reporting Framework: Establish structured reporting mechanisms for the Equity Task Force to track policy advancements, engagement success, and impact assessments.
- Accessibility Audit completion and action plan: Deliver a comprehensive audit report with prioritized recommendations for improving accessibility in events and resources.
- Casting standards committee activation: Ensure the committee is operational with defined protocols for casting equity, representation goals and industry partnerships.
- EDIIA integration in negotiations: Document measurable EDIIA-related commitments included in bargaining agreements to track tangible progress.

3. Membership Engagement and Education

Objective: Expand member engagement through education, governance transparency, and inclusivity while reinforcing opportunities for new and underrepresented members.

Why this matters:

Informed, engaged members are empowered members. By investing in education, communication, and inclusion efforts—particularly for new and underrepresented performers—ACTRA Toronto ensures that its membership is equipped to participate fully in union life, understand their rights, and shape the direction of their professional community.

Key Actions:

- Direct member engagement and office hours for meetings with Councillors.
- Continue to offer and update Respect on Set programming. Ensure new workshops are mindful and rooted in EDIIA principles.
- Minors Committee activation: With the formation of this new committee, work toward ensuring protections, education and advocacy efforts for young performers.
- New member engagement meetings: Continue structured sessions to connect with new members upon joining, providing mentorship, union education, and networking opportunities.
- Centralized member event calendar: Further populate an accessible internal calendar for workshops, EDIIA events, and union meetings, ensuring streamlined member participation.
- Website and social media renewal, and accessibility and engagement enhancement: Improve website functionality, optimizing navigation and usability to ensure members actively utilize union resources.

Implementation Strategy and Measurable Outcomes:

- Workshop and town hall attendance metrics: Track engagement growth, ensuring consistent participation and value-driven programming.
- Website engagement analytics: Monitor user interaction data, identifying improvements for accessibility and information dissemination.
- Minors Committee deliverables: Further clarify objectives for the committee, ensuring measurable improvements in support structures for young performers.

- New member integration success: Track participation rates in introductory meetings and long-term retention indicators for new members.

4. AI, Digital Rights and Performer Protections Initiative

Objective: Establish ACTRA Toronto as a national leader in performer AI protections by developing and enforcing clear policies around consent, compensation, and control of digital likeness, voice, and data use.

Why this matters:

AI is here. ACTRA performers navigate AI voice models, synthetic likenesses, and unregulated data use every day. As technology advances faster than policy and law can keep up, the union needs to take the lead. Without enforceable AI protections, every performer's livelihood is at risk.

Key Actions:

- Formalize ACTRA Toronto's AI Framework based on "Consent, Compensation, Control."
- Develop collective agreement clauses and model language for AI across all agreements.
- Establish industry education campaigns and advocacy tools to inform members of AI risks and rights.
- Advocate for legislative changes at the provincial and federal levels to reflect performers' digital rights.
- Partner with other unions and coalitions (e.g., SAG-AFTRA, DGC, WGC) on cross-sector strategies.

Measurable Outcomes:

- Adopted AI clauses in at least two upcoming agreements.
- Member education metrics (attendance, views, downloads of AI materials).
- Inclusion of AI principles in lobbying meetings or government submissions.

5. Internal Stability Strategy

Objective: Strengthen the union's internal framework and financial sustainability to enhance stability and long-term viability.

Why this matters:

Financial transparency and structural clarity are prerequisites for institutional trust. By addressing internal governance reforms, modernizing its bylaw framework, and establishing sustainable dues strategies, ACTRA Toronto secures its capacity to advocate effectively for members and operate with long-term resilience.

Key Actions:

- Member-led dues strategy: ACTRA Toronto Executive will develop research-backed proposals for sustainable funding.
- Financial accountability measures: Implement policies that promote responsible resource allocation and efficient use of dues.

- Governance transparency and operational updates: Increase visibility by publishing financial reports and operational updates, reinforcing member trust and accountability.

Measurable Outcomes:

- Clear and actionable timeline for dues strategy revisions.
- Strengthened internal support and engagement around proposed financial reforms.
- Increased transparency and trust in union financial decisions.

6. Financial Stability and Leadership Strategy

Objective: Ensure ACTRA Toronto maintains financial sustainability while fostering transparency and informed financial decision-making.

Why this matters:

A financially stable union is a strong union. With increased scrutiny around expenditures and value for dues, ACTRA Toronto must demonstrate accountability while pursuing smart growth. Clear financial leadership, member education, and efficient spending ensure the union can continue delivering core services while adapting to new challenges.

Key Actions:

- Regular treasurer meetings: ACTRA Toronto will hold quarterly “Treasurer Talk” meetings to keep members informed about financial status, budget updates, and strategic fiscal planning.
- Cost-saving measures: Identify efficiencies that sustain as many core initiatives as possible.
- Revenue growth strategies: Expand funding opportunities through partnerships and industry advocacy.

Measurable Outcomes:

- Financial updates are clearly communicated through treasurer meetings.
- Revised budget addressing financial stability needs.
- Established framework for external financial guidance, if deemed beneficial.
- Increased member confidence in ACTRA Toronto’s financial management.