

# INDUSTRY RELATIONS

SUMMER 2018 UPDATE

The main objective of the Industry Relations department is to encourage producers to engage ACTRA performers on various types of productions in recorded media.

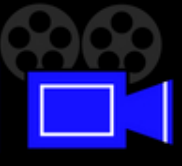
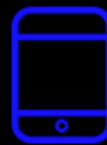
By pursuing work opportunities on behalf of the membership and educating potential engagers on the value of employing union talent, ACTRA Toronto is more accessible to those who may have otherwise produced their project with non-union performers.



Industry Relations connects with content creators by corresponding with productions that are casting, hosting workshops, attendance at industry events and being introduced through ACTRA members or other industry contacts.

Taking the time to speak with producers who have not worked with ACTRA demystifies the process and ensures hiring union performers is easy for first-time union engagers.

**ACTRA**  
TORONTO



# COMMERCIALS

When the current **National Commercial Agreement** was ratified in 2017, a new pilot program was launched to combat non-union digital-only commercials.

The **ACTRAOnline Opportunity Pilot Program** is a way to organize digital commercials to ensure ACTRA performers are working on this type of content. Since September 2017, over 50 AOPP commercials were produced in ACTRA Toronto's jurisdiction. This is a huge success!

The branch has also been promoting working with ACTRA voice talent on radio commercials via our radio-all-in contract.

ACTRA is also promoting union performers for commercial productions through search engine optimization.

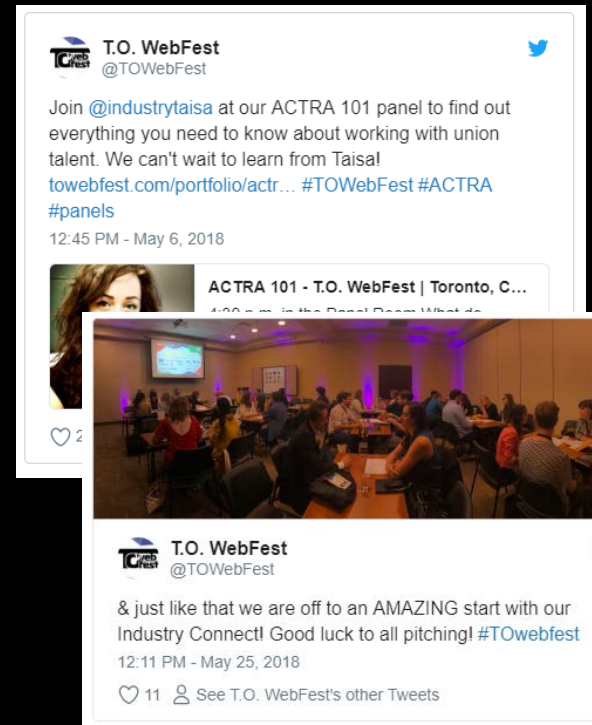


# FILM, WEB SERIES & VIDEO GAMES

Industry Relations spoke with filmmakers at the **National Screen Institute Features First** program to discuss working with union performers on their features.

We also hosted an **“ACTRA 101”** workshop at TO Web Fest 2018 to introduce digital content creators to working with professional performers on web series productions.

Women in Film & Television – Toronto (WIFT-T) invited ACTRA Toronto to speak with their Scripted Digital Series Incubator program to educate attendees about contracting performers for new media productions.



# FILM, WEB SERIES & VIDEO GAMES

In May, we hosted an information session for video game developers about engaging union performers on interactive digital media productions.

Outreach to Interactive Digital Media creators is important, as Canada has the third-largest video game industry in the world. ACTRA wants to encourage work opportunities for union performers in this jurisdiction.

ACTRA Toronto routinely reaches out to video game companies that receive funding from the Canada Media Fund and Ontario Media Development Corporation.



# AUDIO PRODUCTIONS

Outreach to radio commercial producers, eLearning companies, video game developers, and audiobook producers all share the same goal: educating audio content creators of the benefits of hiring professional voice performers.

A major success in audio outreach is the proliferation of audiobook production. From January 2017 to June 2018, 92 audiobooks were produced with ACTRA narrators. In comparison, only 5 audiobooks used ACTRA talent in 2016. ACTRA Toronto is excited to be working with Canadian publishers in this emerging sector.

ACTRA Toronto has negotiated a Letter of Understanding with the Canadian National Institute for the Blind so members can volunteer to narrate materials for the charity. For more information on our partnership with the CNIB, please visit <https://www.actratoronto.com/audiobooks/>

# POST SECONDARY OUTREACH

Since January 2018, we have spoken with over 190 post-secondary performance students to educate them about ACTRA and the benefits of belonging to the union.

Encouraging emerging artists to join ACTRA via the New Graduate Credit helps to increase membership in the union, and educates the next generation of performers on the importance of being protected by a collective agreement.

We also reach out to film production students to encourage them to engage ACTRA members on their student films, and to inform them of our accessible low budget film agreements. This way, film grads enter the industry with a familiarity of ACTRA and the importance of hiring professional performers who can bring any script to life.



# EVENTS

Through attendance at industry events and conferences, ACTRA networks with potential engagers to educate them about working with ACTRA performers in all types of recorded media.

ACTRA Toronto sponsors various events in screen-based industries throughout the year to ensure members are recognized and celebrated as a vital part of the industry.





# INDUSTRY RELATIONS

We measure success through relationship building and maintaining positive brand management. ACTRA Toronto lets producers know our doors are always open, with the goal of procuring more work opportunities for the membership.

If you have questions about Industry Relations, or you want to get in touch about organizing a production, please contact us.

Taisa Dekker – Industry Relations – [tdekker@actratoronto.com](mailto:tdekker@actratoronto.com)

Holly Gray – Administrative Assistant – [hgray@actratoronto.com](mailto:hgray@actratoronto.com)

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