

Cathy Domanico

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Sent: January 30, 2025 7:28 PM
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Cc: Cathy Domanico
Subject: BULLETIN #06-25 2025 Messaging Update
Attachments: 2025.01.30_CECCO_Communications_Update 1-30-25.pdf

BULLETIN #06-25

Attached please find our 2025 Negotiations Communication Update.
If you have any questions or concerns please give me a call.

Wayne

Wayne Peterson
Executive Director
Construction Employers Coordinating Council of Ontario

CECCO

CECCO – COMMUNICATIONS UPDATE

January 30, 2025

Dear Members –

I wanted to take an opportunity to reiterate some of the communications discussions that took place at our Sober Second Thoughts meeting and provide some further updates.

As you know, the election was called yesterday. Premier Doug Ford had his official campaign launch in Windsor, surrounded by tradespeople. In addition, there is a tradesperson photo on the side of his campaign bus. I think it is appropriate to interpret this as reinforcing his commitment to construction, and construction unions.

Coming out of the meeting, one of the things we heard was the need to make sure that contractors and those on the front lines with union members are aware of bargaining and have some speaking points ready. With that in mind, we will be distributing a document called “Talking About Facts”, that EBAs can share with your contractors. The facts we will provide will be very simple, but will provide some talking points for your contractors/employers. You can expect the first notice next week. (Special thanks to Caitlin from EPSCA for the phrase “Talking About Facts”).

As a reminder, there is a “Members Only” section on the CECCO website where you will find a resource library including communications templates. Follow this link to the Members Only section and a reminder your password to log-in is **cec765-co**. As mentioned, Gordon Strategy is available to help you with customized bargaining communications, which is part of the package with Karen and Kristen. This includes a range of communications support from announcements, to signage, to Q & As, to speaking points that can be used during collective bargaining.

Another item we discussed was momentum. Specifically, how we can start to create momentum by celebrating our successes. This allows us to get the message out that we are achieving agreements and manage the expectations of union members and contractors as other EBAs complete their bargaining.

We are slowly building our social media accounts. Please follow and if there are accounts of particular interest in your sector, please email them to Karen and Kristen so they can follow.

Please follow our social media accounts:

- LinkedIn: Construction Employers Coordinating Council of Ontario
- Instagram @cecco_ici: https://www.instagram.com/cecco_ici/
- X @cecco_ici: Construction Employers Coordinating Council of Ont

We have launched our **Meet our Members** series on all platforms, so your EBA will soon be featured. Gordon Strategy welcomes any interesting photos you have, to be used in social media posts. Both MCAO and OEA – #1 and #2 in CECCO's Meet our Members series – provided some great photos! Thanks!

As always, should you have any questions, please do not hesitate to reach out.