



Construction Employers Coordinating Council of Ontario

April 11, 2024

BULLETIN #11-24

Reference: 2025 Negotiation Messaging

Good day,

After the 2022 negotiation I know we all saw the impact an erroneous message in the media and that tied with the rank-and-file union members use of social media severely impacted our timely securing unionized industry friendly collective agreements.

Messaging for the 2025 negotiations is extremely important and relating to this, the Council agreed that we would commit \$150,000 from our reserves for 2025 negotiation coordination with the majority of this being used on messaging to the contractor community, labour leaders and the union membership.

Our Media Relations Committee has met with media consultants exploring the messaging assistance we need. The committee agrees that they can provide the expertise we need but it is at a cost significantly higher than CECCO's financial position allows.

With this, we are asking our members if they individually would be prepared provide additional funding to support a negotiation messaging plan. Please consult your boards emphasizing the importance of this messaging requirement and advise if additional funding is available.

Thank you for taking this to your Boards. If you have any questions or concerns, please give me a call.

Thank you.

A handwritten signature in black ink, appearing to read 'Wayne Peterson', is positioned above the printed name.

Wayne Peterson
Executive Director