

Cathy Domanico

From: Cathy Domanico <cathy.domanico@gmail.com>
Sent: October 11, 2024 9:17 AM
To: Cathy Domanico
Subject: Fwd: Bargaining Communications - Bulletin #17-24
Attachments: CECCO_Background.pdf; Bargaining101.pdf; Collective Bargaining Committee DOs and DON'Ts.pdf; Media101.pdf

----- Forwarded message -----

From: **Wayne Peterson** <wpeterson@cecco.org>

Date: Fri, Oct 11, 2024 at 8:38 AM

Subject: Bargaining Communications - Bulletin #17-24

To: Chris Robinson <crobinson@pcl.com>, holaco@holaco.ca <holaco@holaco.ca>, David St Louis <david.st.louis@opcatrusted.ca> <david.st.louis@opcatrusted.ca>, David St. Louis <david@ttmgo.org>, donmarks@ontarioroofing.com <donmarks@ontarioroofing.com>, dstubbs@canadamasonrycentre.com <dstubbs@canadamasonrycentre.com>, Geoff Kinney <gkinney@cflra.ca> <gkinney@cflra.ca>, Jack Mesley <jack@ontarioerectors.com>, Jeff Murray <jmurray@stringerllp.com> <jmurray@stringerllp.com>, Jim Vlahos <jvlahos@gcsection.com>, Jodi Travers <jtravers@ecao.org>, John Pilat <John@sarniaconstruction.ca>, Margaret Taylor <mtaylor@oadc.ca> <mtaylor@oadc.ca>, Marty Albright <malbright@bcacanada.ca> <malbright@bcacanada.ca>, National Elevator & Escalator Association <neea@bellnet.ca> <neea@bellnet.ca>, Noel Marsella <noel@agmca.ca>, Pat Cimek <pat.cimek@esfox.com>, Paul Wrigley <pwrigley@orac.ca>, ppenney-rouzes@amcontario.ca <ppenney-rouzes@amcontario.ca>, tfanelli@clrao.ca <tfanelli@clrao.ca>, Tony Bombini <tony@tri-krete.com>, Wayne Peterson <wpeterson@cecco.org>, jeff@mcao.org <jeff@mcao.org>, lmullaly@bcacanada.ca <lmullaly@bcacanada.ca>, Mark Agius <mark.agius@flynncanpanies.com>, Mark Chiarelli <mark.chiarelli@neea.ca> <mark.chiarelli@neea.ca>, Mauro Brancaleoni <mauro.b@advancedprecastinc.com> <mauro.b@advancedprecastinc.com>, rgaitken@ecao.org <rgaitken@ecao.org>, Tony Mammoliti <tmammoliti@ambientmechanical.ca>, Tracy Oliveira <info@agmca.ca>, alolua@epsca.org <alolua@epsca.org>, Andrew Pariser <pariser@rescon.com> <pariser@rescon.com>, Brian Butler <BButler@pipeline.ca>, derek@waccaottawa.ca <derek@waccaottawa.ca>, jcampbell@aecon.com <jcampbell@aecon.com>, Karman Jiri <kjiri@pipeline.ca>, Margaret Taylor <mtaylor@uca.on.ca>, Patrick McManus <patrick.mcmanus@oswca.org> <patrick.mcmanus@oswca.org>, Raly Chakarova <rally@tarba.org>, Rick Logozzo <rlogozzo@gipi.com>, Robert@aquacontracting.ca <Robert@aquacontracting.ca>, Alexis Mantello-Clement <amantellocllement@ellisdon.com>, Andrew Kinney <andrew@cflra.ca>, Bill Patterson <w_patterson@cogeco.ca>, Dave Holek <dholeck@lekter.net> <dholek@lekter.net>, jckeyes11@gmail.com <jckeyes11@gmail.com>, jeff@isca.ca <jeff@isca.ca>, Jim Lyons <jlyons@wca.on.ca>, Paul Gunning <pgunning@aao-online.ca> <pgunning@aao-online.ca>, ron@isca.ca <ron@isca.ca>, sscott@bcacanada.ca <sscott@bcacanada.ca>, Tim Pullyblank <tim@thermec.ca>
CC: Cathy Domanico <cathy.domanico@gmail.com>, Karen Gordon <karen@gordonstrategy.ca>, Kristen Hamilton <Kristen@gordonstrategy.ca>

Good morning.

Welcome to collective bargaining communications!

As you are aware, over the course of the past few months, we have been working on a communications plan and program to work in conjunction with the collective bargaining being undertaken by CECCO's 22 EBAs. This is a collaborative effort between the EBAs, CECCO and Gordon Strategy. We invite you to visit our website at cecco.org, where we now have a BARGAINING UPDATE button, and a BARGAINING header which links to our UNION PROUD positioning.

We welcome all feedback and any information that you have been provided to date, and we are hopeful you will continue to share information you receive. Working collaboratively will make our communications much more effective.

Attached to this email and below within the email you will find:

- Backgrounder – this information appears on the bargaining website, and can be used as background for your social media or in response to any questions you may receive;
- Bargaining 101 and DOs & DONTs – a refresher; quick tips for your bargaining teams
- Media 101 – what to do when you receive calls or emails from media asking questions and seeking comments, as well as a standard response;
- A link to the new EBA Resource Library, where you'll find helpful templates for your bargaining communications – these are generic templates, intended to be customized to your negotiations (please ensure your legal counsel reviews your document before you finalize/push out to your members). The attached PDFs are also included in the EBA Resource Library, and the library will continue to grow as new templates are required and created, throughout the course of bargaining.

What we are asking of you, please:

- Provide any social media accounts that are of interest – either the unions, bargaining unit members or relevant stakeholders.
- Provide your EBA's social media, if you are active on social media.
- Advise us when you receive a media request or are actively engaging media – we're here to help!
- Advise us of points of interest in your bargaining, so we can provide background support, messaging, etc.
- Share information that may be helpful: industry stats, opinion leader content, insights from past bargaining, relevant reddit (subreddits and subgroups), etc.
- When using the templates, if you revise them to add your content, please have your legal counsel review before posting – the templates are guidelines only.

These communications templates have been drafted to provide you with a starting point and content for any communications you may require throughout the negotiations process. To access them, please visit the Members Only area of the CECCO website and enter your password.

You will find the new **EBA Resource Library** as a new dropdown menu within the Members Only area under the COMMUNICATION tab <https://www.cecco.org/bulletins/members-only>. **Members only access – cec765-co**

In the coming weeks, CECCO will be softly launching some social media accounts (Instagram and X) and we will be providing you with links to access, or to drive your followers to on your own social media channels. We will also provide draft content for your social media accounts to share.

As always, we welcome any feedback you may have. We're here to provide you with individual assistance as needed. Should you have any questions, please do not hesitate to reach out to me directly.

Kind regards,



Wayne Peterson

Executive Director

Construction Employers Coordinating Council of Ontario



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The logo for the Construction Employers Coordinating Council of Ontario (CECCO). It features the letters "CECCO" in a bold, red, three-dimensional sans-serif font. The letters have a slight shadow beneath them, giving them a floating appearance.

COLLECTIVE BARGAINING UNDERWAY IN THE INDUSTRIAL-COMMERCIAL-INSTITUTIONAL CONSTRUCTION SECTOR

Twenty-five employer bargaining agencies commence bargaining for 8,000 contractors and 80,000 workers.

Across Ontario, 25 Employer Bargaining Agencies (EBAs), representing contractors who employ over 80,000 workers in the industrial-commercial-institutional (ICI) construction sector have commenced collective bargaining, aimed at achieving 25 renewal collective agreements.

Over the coming months, the EBAs will meet with their union partners to negotiate and achieve renewal collective agreements. These agreements will reflect the critical role of unionized trades in Ontario, the state of infrastructure economy and will be fair to all parties, including contractors and workers.

Every day in Ontario, employers and workers in the ICI sector help build this province. Workers range from mechanical to electrical, crane operators to drywallers to plumbers, and work on projects including schools and hospitals, government buildings and other key pieces of infrastructure. The success of the sector is directly related to the partnerships between contractors, workers and unions. These partnerships will help achieve negotiated agreements across the board.

Unions representing ICI workers include:

- International Brotherhood of Boilermakers
- International Union of Bricklayers & Allied Craftworkers
- Brick & Allied Craft Union of Canada
- Carpenters' Regional Council
- International Union of operating Engineers
- International Union of Elevator Constructors
- International Brothers of Teamsters – Construction Council of Ontario
- International Association of Heat and Frost Insulators & Allied Workers
- Operative Plasterers', Cement Masons, and Restorative Steeplejacks International Association
- United Association of Journeymen & Apprentices of the Plumbing and Pipe Fitting Industry
- Millwrighting Regional Council of Ontario
- International Brotherhood of Electrical Workers
- International Association of Bridge Structural, Ornamental & Reinforcing Ironworkers
- International Union of Painters & Allied Trades Ontario Council
- Sheet Metal Workers' International Association Ontario Sheet Metal Workers' & Roofers' Council
- Labourers' International Union of North America Ontario Provincial District Council

CECCO was established in 1979 by the unionized construction industry to coordinate collective bargaining on behalf of designated Employer Bargaining Agencies responsible for the negotiation of province-wide single-trade agreements applicable to the ICI sectors of the construction industry.

CECCO's 22 Employer Bargaining Agency member representatives can be found [here](#).
For the latest information on ICI bargaining, please visit www.cecco.org

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BARGAINING 101

Many CECCO EBA bargaining team members have extensive experience in collective bargaining, and other members are new to collective bargaining. As a reminder to our experienced members, and to help our new members, we thought it would be helpful to provide some key information on bargaining in Ontario.

Collective bargaining for the ICI sector in Ontario is governed by the provincial government, through the [Labour Relations Act, 1995](#) and is overseen by the Ontario Ministry of Labour.

There are a number of steps to the bargaining process:

- Expiry of the Current Collective Agreement*
- Notice to Bargaining*
- Bargaining*
- Provincially-Appointed Conciliation*/Mediation
- No Board Notice*
- Strike Vote*
- Strike/Lockout
- Tentative Agreement
- Ratification Vote
- Return to Work (in the event of a strike/lockout)

**steps required must be completed before a legal strike/lockout can occur.*

Others steps that can occur:

- Appointment of a private mediator
- Parties agree to binding arbitration
- Back to work legislation

You can read more about these steps on the [Ministry of Labour](#) website.

COLLECTIVE BARGAINING COMMITTEE DOs AND DON'Ts

It is very easy and an often-used tactic for the union to allege an "unfair labour practice" (ULP), which can provide the union with an opportunity to attack the EBA's credibility with workers, the public, and officials, and can derail collective bargaining.

DO:

- Get to know members of the union's bargaining team (name, background, history)
- Read the current collective agreement (or at least the highlights)
- Thoroughly understand the proposals from your bargaining team
- Determine beforehand who is the EBA bargaining team spokesperson, and then speak only when addressed by the spokesperson – don't interrupt your own team!
- Keep your cool, be patient, and leave the room if your frustration level is high
- Act like everything is being taped (as it probably is) and don't say anything you wouldn't want repeated to your workers, media, family, etc.

DON'T:

- Never let them see you sweat – keep bargaining team politics and disagreements to the caucus room
- Bargain directly with the bargaining unit members/workers – no 'deals' to be made with individual workers
- Negotiate against yourself... bargaining takes time and often can't be rushed
- Threaten or give ultimatums to bargaining unit members/union "if you don't accept this... I will close my operations"
- Joke or be sarcastic.... Not everyone understands or shares your sense of humour, and in high-pressure situations, jokes and humour and even your tone of voice can easily be misinterpreted
- Forget your Code of Conduct and values – even when you're in bargaining, the Code of Conduct, and all other human rights and employment legislation are in effect.

MEDIA 101

Through the course of collective bargaining, as you get close to your strike deadline, or at key pivotal points (such as a strike vote), you may receive calls or emails from media asking questions and seeking comments.

What to do:

- Find out who you are talking to – name of journalist and outlet. Ask their deadline and who else they have been speaking to.
- If the matter relates to another EBA, please refer the question to them (and give the EBA a head's up).
- If the matter relates to a union that works with multiple EBAs, please provide the other EBAs with a head's up.
- If the matter relates to province-wide bargaining, please refer media to Wayne Peterson at CECCO.
- If you decide to proceed with providing a comment or answering their questions, please take time to consider your answer, and (perhaps) speak with legal counsel and your bargaining team. CECCO can provide you with key messages to help prepare you for and assist with your answers.
- If you decide not to answer or engage in details, please use the opportunity to provide a generic message about valuing employees and being committed to achieving a ratified agreement vs a "no comment". Please feel free to use the template below:

Template:

Thank you for your question. We value our unionized workers and we're proud of what we have achieved in the sector working together.

We will leave the bargaining and specific proposal details to the bargaining table.

We are committed to achieving a negotiated collective agreement which reflects the important roles our workers play, while at the same time respecting the state of the infrastructure economy and remaining fair to all parties.