



INSTITUTE OF
COMMUNICATION
AGENCIES

NEWS RELEASE

ICA SUPPORTS THE CANADIAN CREATIVE INDUSTRIES CODE OF CONDUCT

The association advocates for immediate action & change within agency sector

TORONTO / MARCH 8, 2018 — The Institute of Communication Agencies (ICA), the professional business association representing Canada’s communication & advertising agencies, is strongly advocating the use of [The Canadian Creative Industries Code of Conduct](#) which was issued today by the Alliance of Canadian Cinema, Television & Radio Artists (ACTRA).

The ICA is one of 23 organizations or screen industry stakeholders that have signed the code. The code is being adopted to help prevent & respond to harassment, including sexual harassment, discrimination, bullying & violence. It represents a commitment by engaged stakeholders to shift the culture, to prevent & respond to harassment & to ensure every workplace is one where safety, respect & professionalism are the norm.

“The Canadian Creative Industries Code of Conduct is an important call to action,” says [Scott Knox](#), president & CEO of the ICA. “ICA is committed to a collective approach with its membership to advance this initiative & provide guidance & resources to address workplace harassment issues. Our goal is to protect & transform the agency sector of the marketing communications industry.

“I would like to thank ACTRA for taking a leadership role in developing the code of conduct & for collaborating with the ICA & other industry stakeholders in the creative sector.”

The ICA was one of the 16 organizations from across the Canadian screen industry that gathered on November 24, 2017 with ACTRA to discuss ways to curb sexual harassment & commit to a plan that included enacting an industry-wide code of conduct to define expectations of appropriate & inappropriate behavior, enforcement & consequences.

The ICA also staged the Industry Sexual Harassment Summit on November 17, 2017 that brought together over 20 marketing communications organizations & stakeholders, including ACTRA, to discuss the issue. One of the most significant agreements to come out of this summit was the industry-wide decision to recognize, assist, & amplify the mission of NABS Canada & its existing helpline. NABS Canada is a not-for-profit charity specifically designed to support the health & well-being of all individuals in the media, marketing & communications industry.

Other initiatives or agreements about sexual harassment, discrimination, bullying, & violence spearheaded by the ICA include:

- Amplifying the industry message & showcasing the NABS Hotline through branding, signage at all industry social events, materials, & story-telling
- Creating an employment contract addendum, to detail a zero-tolerance policy & procedure
- Facilitating the development of training to deal with sexual harassment & bullying
- Creating a central resource of policy & procedures materials incorporating those already available & supported in law

Additionally, the ICA has fielded the communication & advertising industry's first ever Diversity & Inclusion Survey to collect data from employees in agencies across Canada. The findings of this study will provide benchmarks about diversity & inclusion in the agency workplace & insights into harassment & discrimination.

ABOUT THE ICA

The [Institute of Communication Agencies](#) (ICA) is a non-profit association representing Canada's advertising, marketing, media, & public relations agencies. Revitalized & under new leadership, the ICA's mission is to positively amplify, protect, & transform the agency sector of the marketing communications industry. Advancing thought leadership, higher standards & best practices, the ICA serves its membership as a progressive source of information, advice, training, & advocacy. ICA member agencies account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. Follow the ICA on Twitter [@ICACanada](#).

ASSOCIATED LINKS

Canadian Creative Industries Release New Code of Conduct

<http://www.actra.ca/press-releases/2018/03/canadian-creative-industries-release-new-code-of-conduct/>

Canadian creative industry stakeholders galvanize to end sexual harassment

<http://www.actra.ca/press-releases/2017/11/canadian-creative-industry-stakeholders-galvanize-to-end-sexual-harassment/>

Ad industry group calls for resources for victims of sexual harassment

<https://www.theglobeandmail.com/report-on-business/industry-news/marketing/ad-industry-group-calls-for-resources-for-victims-of-sexual-harassment/article36882787/>

Canadian ad industry ready to talk harassment

<http://strategyonline.ca/2017/11/13/canadian-ad-industry-ready-to-talk-harassment/>



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- 30 -

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March 8, 2018

Canadian Creative Industries Release New Code of Conduct

TORONTO - A new Canadian Creative Industries Code of Conduct has been adopted to help prevent and respond to harassment including sexual harassment, discrimination, bullying and violence.

The Code represents a commitment by engaged stakeholders to shift the culture, to prevent and respond to harassment including sexual harassment, discrimination, bullying and violence and to ensure every workplace is one where safety, respect and professionalism are the norm.

The Code reinforces the concepts of zero tolerance, proportional consequences, consent-based interactions and no retaliation. It calls on signatories to encourage good-faith reporting and timely investigations. The Code demonstrates our commitment to action and is intended to be a living document that will be regularly informed by best practice.

The Code follows from work launched last year at a creative industries round-table collaborating on an industry-wide response to harassment, discrimination, bullying, and violence of all kinds. In addition, other industry groups are working to create more effective reporting mechanisms, and on multi-level education and training programs.

The following organizations have agreed to the Code and others will join as they review the document within their own organizations:



Media Contact: Carol Taverner, ACTRA Public Relations Officer, tel: 416.644.1519, ctaverner@actra.ca

Attached you will find **The Canadian Creative Industries Code of Conduct to Prevent and Respond to Harassment, Discrimination, Bullying and Violence**. The Code represents a commitment by engaged stakeholders to shift the culture, to prevent and respond to harassment including sexual harassment, discrimination, bullying and violence and to ensure every workplace is one where safety, respect and professionalism are the norm.

On November 23rd, 2017 industry stakeholders committed to zero tolerance for these harmful behaviours and established working groups to explore the development of a Code of Conduct, safer reporting measures and industry-wide education and training. Since that time, many organizations have met with survivors, engaged in anti-harassment training exercises for staff and members, held policy reviews and hosted focus groups to learn more and to move these initiatives forward.

This Code of Conduct is only the first step in achieving these goals. Working together, we have attempted to be broad in application, inclusive and specific in addressing concerns raised by the brave people who came forward with their experiences of harassment of all kinds. We hope to hear soon from the reporting and education working groups so our industry-wide efforts can continue.

The Code of Conduct reinforces the concepts of zero tolerance, proportional consequences, consent-based interactions and no retaliation. It calls on signatories to encourage good-faith reporting and timely investigations. It better defines workplace and work-related activities and identifies gender equality and diversity as paths to changing behaviour. The Code demonstrates the industry's commitment to shared action and is intended to be a living document that will be regularly informed by best practice.

The industry is pleased to take this positive step forward, especially as we all celebrate International Women's Day and Canadian Screen Week. We all look forward to working in a more equal, respectful and professional creative industry.

Sincerely,

The Canadian Creative Industries

On November 23rd, 2017, the industry released a statement committing to zero tolerance for harassment, discrimination, bullying and violence and established working groups to explore the development of a Code of Conduct, safer reporting measures and industry-wide education and training. This Code of Conduct is only the first step in achieving these goals. Working together, we have attempted to be broad in application, inclusive and specific in addressing concerns raised by the brave people who came forward with their experiences of harassment of all kinds.

Canadian Creative Industries Code of Conduct to

Prevent and Respond to Harassment, Discrimination, Bullying and Violence

The Canadian Creative Industries Code of Conduct confirms our commitment to safe and respectful workplaces and to an industry free of harassment including sexual harassment, discrimination, bullying and violence.

Harassment can take many forms including unwanted sexual attention, inappropriate jokes or texts, threats, and other unwelcome verbal, written, visual or physical communication or conduct.

Everyone has a responsibility to build safe and respectful workplaces.

Harassment, discrimination, bullying and violence can affect individuals at every level of the industry. Promoting increased gender equality and diversity is one way to break down barriers and reduce or eliminate these behaviours.

The principles espoused in this Code are applicable to all work and work-related environments. These can include but are not limited to, auditions or casting meetings, job interviews, industry events, festivals, awards, company functions, production studios and sets (whether local or remote), offices and rehearsal and performance venues.

Signatories to this Code will lead by example by upholding the highest standards of respect, encouraging the good-faith reporting of complaints concerning harassment, discrimination, bullying and violence and cooperating in the investigation of such complaints.

In adhering to this Code of Conduct, Signatory organizations agree to take the following steps as applicable to identify and address harassment including sexual harassment, discrimination, bullying and violence:

- Enact policies and procedures that maintain zero tolerance for harassment, discrimination, bullying and violence;
- Designate people in the workplace to receive complaints of harassment, discrimination, bullying and violence;
- Provide a timely process for the investigation and resolution of complaints;
- Implement proportional consequences for violations; and
- Protect from retaliation or reprisal those individuals who in good faith allege violations of anti-harassment, discrimination and violence policies and procedures.

In implementing the above, Signatories will take the following steps, as applicable:

- Ensure everyone in the workplace is aware of anti-harassment, discrimination and violence policies and procedures;
- Encourage people to set and respect personal boundaries and engage in consent-based interactions;
- When work requires physical contact or scenes of nudity, intimacy or violence, adhere to applicable respectful workplace policies and collective agreement obligations;
- Provide safe places where work may be performed for example, by not requiring individuals to attend meetings alone or in spaces such as private hotel rooms, etc.; and
- Encourage instructors, teachers, coaches and those providing training in the industry to adhere to this Code and share its principles with their students.

Signatories to this Code of Conduct agree to take all applicable steps to quickly address substantiated complaints of workplace harassment including sexual harassment, discrimination and violence. Such steps may include the following:

- Requiring remedial action such as counselling and/or training;
- Disciplinary action (as per collective agreements and individual organization, union, guild and workplace policies) including restrictions, suspension or termination of employment and/or membership; or
- Legal action as per applicable laws including human rights legislation.