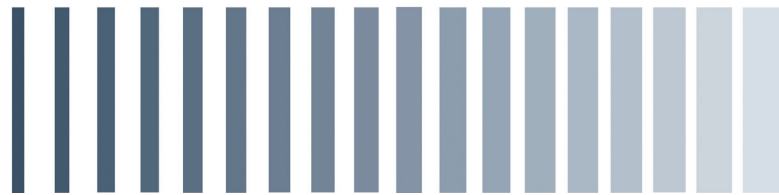


**GUILDE DES MUSICIENS
ET MUSICIENNES DU QUÉBEC**



Activity Report 2012–2014



Message from the President



Luc Fortin, President

Dear members of the Québec Musicians' Guild, we are pleased to present you with our first activity report. It brings an end to our **2012-2014 three-year plan**, which was adopted following consultations with members during two strategy meetings held in 2011. We are proud of our achievements to date and remain highly motivated to serve our members during implementation of the next three-year plan.

Subsidized Productions

For many years the **GMMQ** has deplored the fact that subsidized companies do not always respect the minimum hiring conditions established in collective agreements as well as our own minimum standards. This is a major issue for those in the performing arts sector and the GMMQ has been working hard on it in collaboration with the Union des artistes (UDA), the Société professionnelle des auteurs et des compositeurs du Québec (SPACQ), the Alliance québécoise des techniciens de l'image et du son (AQTIS), the Société des auteurs de radio, télévision et cinéma (SARTEC) and the Association des réalisateurs et réalisatrices du Québec (ARRQ). We are conducting a campaign to ensure that the granting of subsidies is conditional on respect for the minimum working conditions established by legally recognized associations of artists. In this regard we have held meetings with the previous government's Minister of Culture, Maka Kotto, and with the current Minister of Culture and Communications, Hélène David. We are working closely with our partner associations of artists to urge the Minister of Culture and Communications to issue clear directives to the various government departments responsible for granting funds to production companies.

Copyright

On the copyright front, more specifically rights for performers, the GMMQ belongs to DAMIC (Droit d'auteur/Multimedia-Internet/Copyright) and the CAMI (Coalition des ayants droit musicaux sur Internet), two umbrella groups representing several associations of artists and copyright management agencies for authors and performers. DAMIC has played an active role in the debate on copyright, which is under federal jurisdiction, and has been busy meeting with representatives of the major federal political parties in the context of the election in October. Among other things, DAMIC is requesting that the next government modify the **Copyright Act** in order to establish a genuine balance between authors and those who use their works.

Film Scores

We have noticed all too often that orchestra recordings for film scores are done abroad to minimize production costs. These production companies hire firms in London, Prague or Paris who offer low-priced turnkey solutions that include copyist, printing of sheet music, technical support, contracting and even lodging. These jobs should remain here, especially for films that are subsidized with our tax dollars. Better yet, we should be able to attract foreign producers to come here. Given our advantageous tax credits and the current exchange rates, production costs could be very interesting for them without our having to make concessions on our working conditions. Here in Québec we have all that's needed to make these companies competitive: musicians of the highest calibre, recognized world-wide, top quality technical equipment, and a stimulating working environment that offers the best of both North American and European cultures. The GMMQ is actively engaged in trying to get the Ministry of Culture and Communications to set up a fact-finding committee that will seek solutions designed to create the optimum conditions here to welcome – or at least keep – as many productions as possible.

In this respect, the GMMQ has filed a memorandum with the Commission d'examen sur la fiscalité (Godbout Commission) which includes a series of recommendations to the Québec government aimed at optimizing its investments before it considers curtailing expenditures in the music sector. Our recommendations were aimed more specifically at film scores, an area largely neglected in the current fiscal reforms, but one that could prove very promising. We have recommended among other things that any recordings of original sound tracks for film, television and video games should be performed by musicians living in Québec in order to be eligible for subsidies and tax credits. Another one of our proposals is that the work of composers and musicians on video game sound tracks should be eligible for the tax credit for companies in the multimedia sector.

Taxes

As we have said, the Guild, along with its partner associations of artists, took an active part in the public consultations held by the Commission d'examen sur la fiscalité. Our umbrella group of six associations filed a joint memorandum that called for maintaining tax credits for artistic production, and even returning them to the level prior to the 2014 budget. We were very pleased to learn that our demands were heard and clearly understood, as evidenced by the 2015 Leita budget, whereby these credits were restored to the level they were at in 2013.

Music Conservatories

The GMMQ has also made representations promoting Québec music conservatories, which were threatened by major budget cuts in the Fall of 2014. Fortunately, the Minister of Culture and Communications has upheld the status of conservatories in all regions of Québec.

Affiliation

Lastly, an update on the situation concerning our contract of affiliation with the American Federation of Musicians (AFM). The members we consulted during our strategy sessions in 2011 asked us to negotiate better terms of affiliation that would enable us to serve them more effectively in the unique legal, cultural and economic context of Québec. After years of effort, we found it impossible to get the AFM to recognize our autonomy (established under Québec law) and adjust our affiliation fees on the basis of services provided by the AFM that are of any real use in Québec. In June 2014 we submitted the following question to our members during a referendum: "Do you agree that the Québec Musicians' Guild should no longer be affiliated with the American Federation of Musicians of the United States and Canada?" A majority of participants in the referendum (53.4%) voted "yes." Since the AFM refused to recognize the results of the vote we had to file a request in Québec Superior Court for a declaratory judgement establishing our rights and clarifying the scope of the general by-laws of AFM in Québec, particularly with respect to the provincial Act respecting the Status of the Artist as well as both the Québec and Canadian charters of rights and freedoms. The GMMQ will maintain the status quo with the AFM until its request for a declaratory judgement is settled by the Court. The results of this process won't be known for several months, but in the meantime the Guild's management team will make sure as always to act in the best interests of our members. We will also pursue our lobbying efforts with various government authorities while continuing our actions on the ground.



Action Plan 2012–2014

Development of the 2012–2014 Action Plan was an ambitious response to a variety of obstacles. The GMMQ relies on a small team that has to cover a large territory in which there are a great number of musical performances. However, thanks to our committed and determined personnel we have managed to set in motion several projects designed to help our members exercise their profession under better conditions while providing greater structure for the organization. Below are some of our achievements within the framework of the action plan.

1

Creation of Separate Organizations and a Large-Scale Project

- Creation of a solidarity cooperative, **lagamme.mu**, enabling the general public to hire musicians for various events. Lagamme.mu was officially launched on April 8, 2015.
- Creation of the **Jean-Carignan Fund**, which enables us to quickly come to the aid of professional musicians in need. Thanks to seven benefit concerts we have raised over \$50,000 and are beginning to provide assistance to musicians.
- Obtainment of the 4th edition of the International Convention of Symphony Orchestras of the International Federation of Musicians (FIM), which will take place in Montreal in May 2017.

2

Training

- Establishment of courses and workshops specific to our sector of activity: awareness of decibel levels, taxation for musicians, collective bargaining, and the financial analysis of orchestras are some of the themes covered.
- Consolidation of partnerships with other organizations (Regroupement pour la formation en audiovisuel du Québec, Conseil québécois de la musique, Fédération des travailleurs et travailleuses du Québec) in order to provide training for professional musicians at reduced prices.

3

Development of New Services to Members

- Agreement with **Juripop** enabling members to obtain a free one-hour consultation session with a lawyer, as well as legal services at a reduced cost (\$65 per hour).
- Creation of a private teaching contract that will contribute to the Musicians' Pension Fund of Canada.
- Placing GMMQ contracts filed by producers online so that all members can consult them.
- Placing online, on the GMMQ website, an electronic contract and a calculator for determining minimum standards for ambient and stage music.
- Information session for new members regarding the mission of the GMMQ and its services.



4

Representations and Lobbying

- Attendance by GMMQ representatives at over a hundred events, as well as lobbying efforts with various organizations, including:
 - Appearances before music students
 - Handing out of prizes during festivals
 - Attendance at numerous galas
 - Participation in various Boards of Directors (Fonds d'investissement de la culture et des communications, Regroupement pour la formation en audiovisuel du Québec, Bureau du cinéma et de la télévision du Québec, Musicians' Rights Organization Canada, Fonds Capital Culture Québec)
 - Representations to officers of the Fédération des travailleurs et travailleuses du Québec
 - Meetings with Québec's Ministers of Culture and Communications
 - Meetings with department heads under the Minister of Culture
 - Meetings with members of the federal government

5

Monitoring System

- Integration into our accounting system of a monitoring system that can find contracts not filed by producers. By following up with claim notices and grievances, this system has allowed us to recuperate thousands of dollars in pension fund contributions, annual vacations and work dues.



Key Financial Data

This activity report would not be complete without a look at the GMMQ’s financial data. The tables below cover the main areas and include some financial and operational statistics for the periods indicated.

Financial Data

| | 2014 | 2013 | 2012 |
|-------------------------------------|-------------|-------------|-------------|
| Annual Dues | \$600,553 | \$599,540 | \$614,201 |
| Work Dues | \$835,647 | \$828,743 | \$861,417 |
| Remittances to AFM | \$303,923 | \$256,640 | \$266,942 |
| Pension Collected on GMMQ Contracts | \$2,292,011 | \$2,217,695 | \$2,271,603 |
| Annual Vacation Pay | \$110,868 | \$105,066 | \$113,636 |

Statistical Data

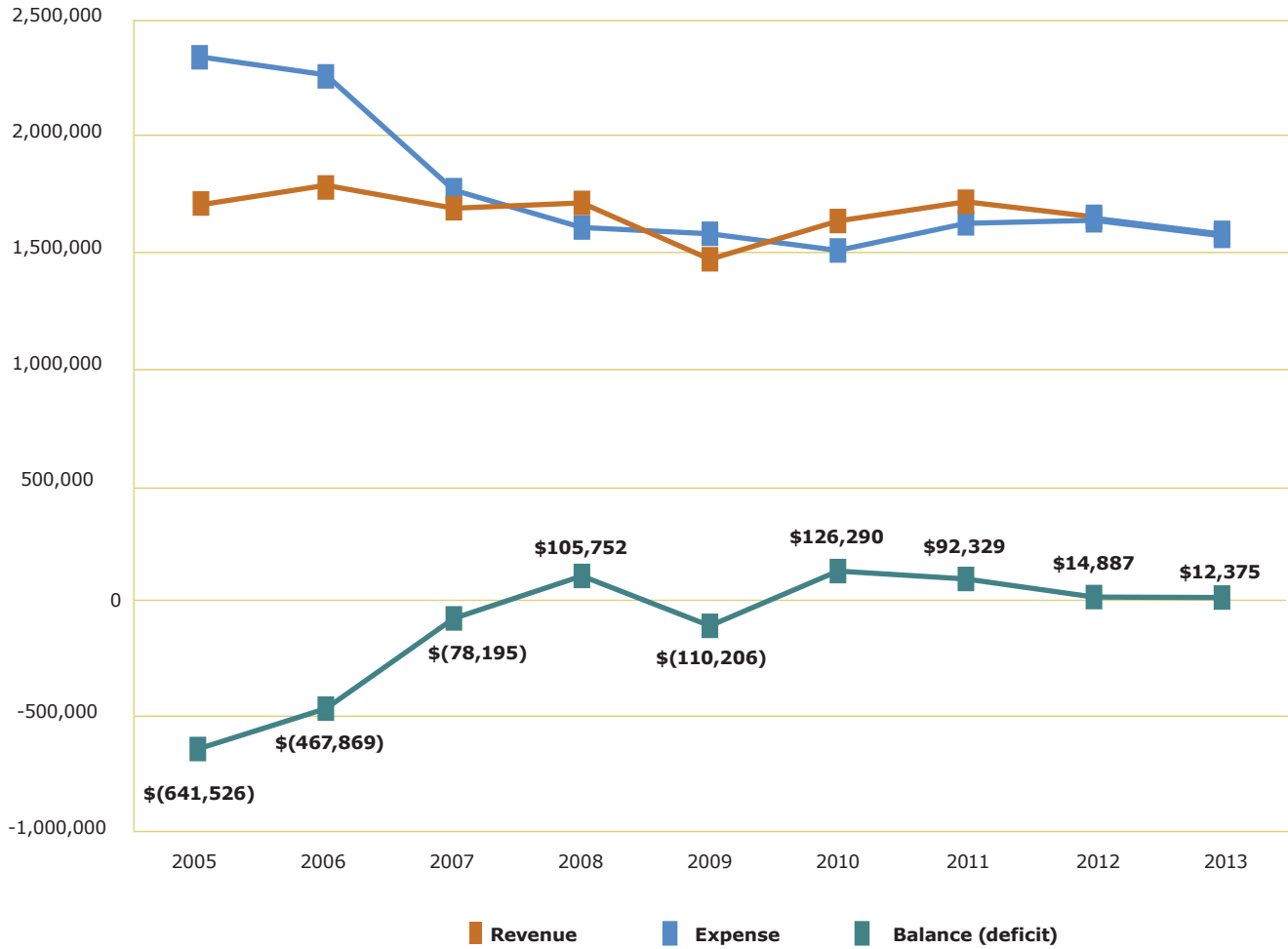
| | 2014 | 2013 | 2012 |
|--|-------|-------|-------|
| Number of Contracts Processed | 4,488 | 4,503 | 5,346 |
| Average Number of Musicians Per Contract | 6.02 | 5.97 | 5.71 |
| Number of Producers | 304 | 299 | 312 |

Number of Members as of December 31st

| | 2014 | 2013 | 2012 |
|-------------------------------|--------------|--------------|--------------|
| Regular and student members | 2,993 | 2,986 | 3,026 |
| Lifetime and honorary members | 196 | 190 | 204 |
| "Golden" members for life | 23 | 26 | 17 |
| Total members | 3,212 | 3,202 | 3,247 |



Comparative annual results 2005–2013



* Financial statement for 2014 not approved yet



Labour Relations

The mandate of the labour relations department includes negotiating collective agreements, monitoring the application of existing collective agreements and taking measures to recover amounts due under these agreements. Here is the list of all the negotiations that have been complete since 2012.

Completed Negotiations (2012–2014)

1. Les Violons du Roy

Signed on April 17, 2012 for a period of four years (2011–2015).

2. Orchestre symphonique de Longueuil

Signed on July 4, 2012 for a period of seven years, including retroactive payments (2008–2015).

3. Orchestre Métropolitain

Signed on July 24, 2012 for a period of five years, including a retroactivity provision (2010–2015).

4. Orchestre de chambre I Musici de Montréal

Signed on September 24, 2012 for a period of four years (2011–2014).

5. Appassionata, orchestre de chambre de Montréal

Signed on October 22 for a period of one year (2012–2013).

6. Orchestre symphonique de Lévis

Signed on November 22, 2012 for a period of four years, including retroactivity (2012–2015).

7. Orchestre symphonique de Sherbrooke

Agreement expired on August 31, 2012. Negotiations commenced in December 2012. The renewal was signed on April 24, 2013 for a period of five years (2012–2017).

8. Les Jeunesses Musicales du Canada (JMC)

Negotiations started in December 2012 in anticipation of and August 31, 2013 expiry date. The renewal was signed on August 20, 2013 for three years (2013–2016).

9. Orchestre symphonique de Trois-Rivières

Agreement expired on August 31, 2012. Negotiations started in June 2012. The renewal was signed on September 20, 2013 for a period of five years (2012–2017).

10. Sinfonia de Lanaudière

Agreement expired on August 31, 2013. Negotiations commenced in February 2013. The renewal was signed on November 27, 2013 for a period of three years (2013–2016).

11. Appassionata, orchestre de chambre de Montréal

Negotiations started in July 2013 in anticipation of an August 31, 2013 expiry date. The renewal was signed on November 6, 2013 for a period of three years (2013–2016).

12. Société philharmonique de Montréal

New collective agreement. Signed on January 16, 2014 for a period of two years (2014–2016).

13. Arion Orchestre Baroque

New collective agreement, signed on April 9, 2014 for a period of one year (2014–2015).

14. Festival du Domaine Forget

Meetings with the negotiating committee began in December 2013 in anticipation of an August 31, 2014 expiry date. The renewal was signed on June 1, 2014 for a period of three years (2014–2017).

15. Orchestre symphonique de Laval

Agreement expired on August 31, 2012. Meetings with the negotiating committee commenced in January 2013. The renewal was signed on June 10, 2014 for a period of five years (2012–2017).

16. Orchestre symphonique du Saguenay–Lac–Saint-Jean

Agreement expired on April 30, 2014. Meetings with the negotiating committee commenced in December 2013. The renewal was signed on June 10, 2014 for a period of four years (2014–2018).

17. Orchestre symphonique de l'Estuaire

Agreement expired on August 31, 2014. Meetings with the negotiating committee commenced in May 2014. The renewal was signed on September 3, 2014 for a period of five years (2014–2019).

18. Orchestre symphonique de Montréal

Agreement expired on August 31, 2014. The meetings with the negotiating committee began in December 2013 and the signing of the four-year agreement is scheduled for May 2015.



Labour Relations

Pending Negotiations (2012–2014)

| Producer | Sector | Number of meetings |
|------------------|-----------------------------|--------------------|
| ADISQ | Sound recording | 21 |
| ADISQ | Stage | 7 |
| AQPM | Television | 7 |
| APTP | Theatre, comedies, musicals | 13 |
| TVA | Television | 3 |
| Cirque du Soleil | Stage | 2 |

Completed Negotiations (2012–2014)

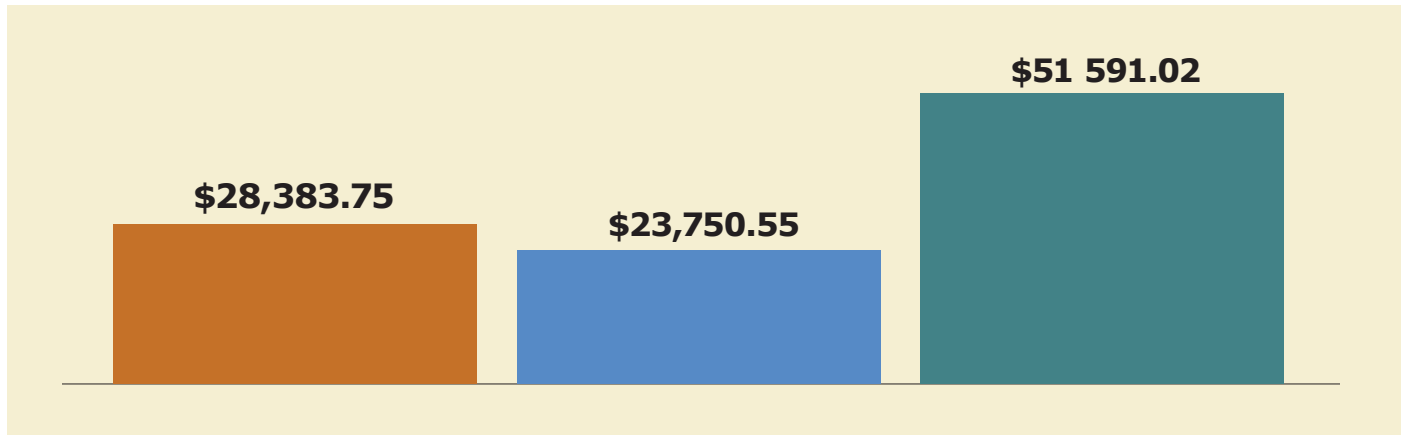
| Producer | Sector | Number of meetings |
|---|------------|--------------------|
| Just for Laughs | | |
| <i>Chantons sous la pluie</i> 2012 | Stage | N/A |
| <i>Hairspray</i> 2013 | Stage | 5 |
| <i>Sister Act</i> 2014 | Stage | 4 |
| <i>La mélodie du bonheur</i> 2014 | Stage | 20 |
| Fête du Canada 2012–2014 | Stage | 16 |
| Télé-Québec – La Fabrique culturelle | Internet | 11 |
| Société professionnelle des auteurs et compositeurs du Québec | Courses | 2 |
| 321 Productions inc. – Émission <i>Fidèle au poste</i> | Television | N/A |
| Les Violons du Roy | Stage | 2 |
| Orchestre symphonique de Longueuil | Stage | 9 |
| Orchestre Métropolitain | Stage | 9 |
| Orchestre de chambre I Musici de Montréal | Stage | 6 |
| Appassionata, orchestre de chambre de Montréal (2012) | Stage | 4 |
| Orchestre symphonique de Lévis | Stage | 3 |
| Orchestre symphonique de Sherbrooke | Stage | 5 |
| Les Jeunesses Musicales du Canada (JMC) | Stage | 3 |
| Orchestre symphonique de Trois-Rivières | Stage | 15 |
| Symphonia de Lanaudière | Stage | 5 |
| Appassionata, orchestre de chambre de Montréal (2013) | Stage | 4 |
| Société philharmonique de Montréal | Stage | 2 |
| Arion Orchestre Baroque | Stage | 2 |
| Festival du Domaine Forget | Stage | 10 |
| Orchestre symphonique de Laval | Stage | 15 |
| Orchestre symphonique du Saguenay–Lac-Saint-Jean | Stage | 3 |
| Orchestre symphonique de l'Estuaire | Stage | 3 |
| Orchestre symphonique de Montréal* | Stage | 28 |

* signature renewal scheduled May 2015.



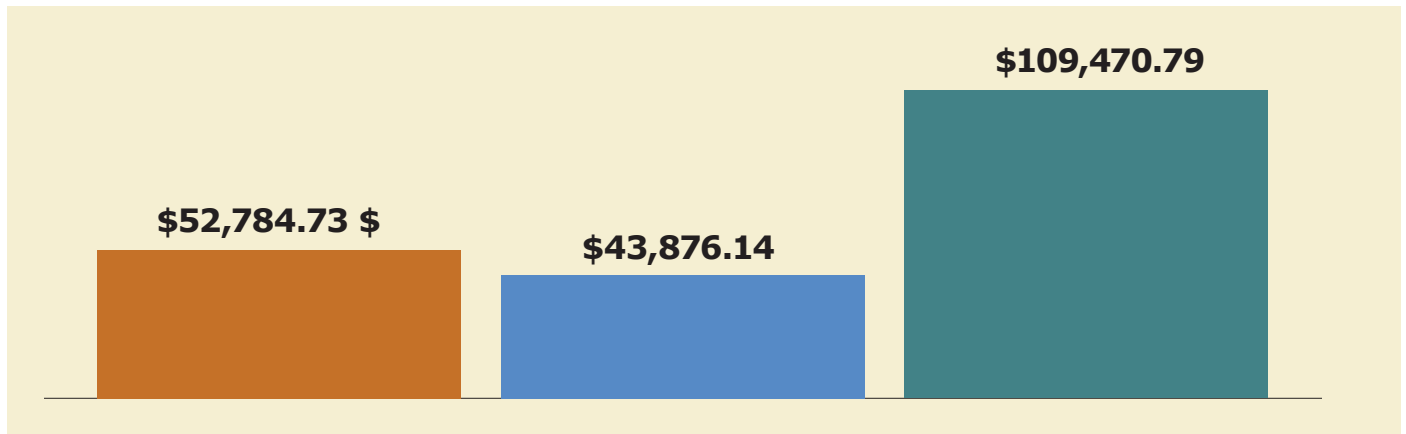
Monitoring System Results

2013 – May to December¹



| Work Dues | Annual Vacation | Pension Fund | Total |
|-------------|-----------------|--------------|--------------|
| \$28,383.75 | \$23,750.55 | \$51,591.02 | \$103,725.32 |

2014



| Work Dues | Annual Vacation | Pension Fund | Total |
|-------------|-----------------|--------------|--------------|
| \$52,784.73 | \$43,876.14 | \$109,470.79 | \$206,131.66 |

- Work Dues
- Annual Vacation
- Pension Fund

1. Monitoring system implemented in May 2013



Communications

Over the last three years the GMMQ has focused on the development of communications tools designed to keep members better informed. Certain issues attracted considerable attention from the media, which confirmed to the Guild that it was providing good media coverage.

Communications with Members

Extracts

- Winter 2014–2015
- Fall/Winter 2013–2014
- Spring/Summer 2013
- Fall/Winter 2012–2013
- Spring 2012

Cyberbulletin

| 2014 | Number of recipients | Percentage of emails opened |
|----------|----------------------|-----------------------------|
| January | 2,756 | 37% |
| February | 2,866 | 37% |
| March | 2,840 | 37% |
| July | 2,717 | 52.6% |
| August | 2,572 | 53.7% |
| October | 2,497 | 47.1% |
| November | 2,848 | 65.2% |

| 2013 | Number of recipients | Percentage of emails opened |
|-------------|----------------------|-----------------------------|
| January | 2,961 | 37% |
| February | 2,989 | 40% |
| March | 2,947 | 40% |
| April | 2,454 | 41% |
| May | 2,626 | 40% |
| June | 2,656 | 39% |
| July/August | 2,722 | 36% |
| September | 2,759 | 37% |
| October | 2,680 | 39% |
| November | 2,759 | 35% |
| December | 2,747 | 40% |

| 2012 | Number of recipients | Percentage of emails opened |
|-------------|----------------------|-----------------------------|
| January | 2,871 | 40% |
| February | 2,903 | 39% |
| March | 2,945 | 40% |
| April | 2,927 | 40% |
| May | 2,578 | 41% |
| June | 2,673 | 42% |
| July/August | 2,670 | 44% |
| September | 2,709 | 43% |
| October | 2,777 | 38% |
| November | 2,858 | 36% |
| December | 2,939 | 38% |



Communications

Special Notices to Members

2014 – 10 Special Notices

2013 – 2 Special Notices

2012 – 1 Special Notice

Public Relations

2014

- 3 Consultations
- 16 Media Releases
- 20 Articles, Mainly in Québec Major Newspapers *La Presse* And *Le Devoir*
- 5 Articles Disseminated on Web Platforms
- 5 Radio Broadcasts
- 1 Press Conference

2013

- 1 Media Release

2012

- 1 Letter to Political Parties

Social Media

|  | 2014 | | 2013 | | 2012 | |
|---|-------------|----------------------|----------------------------|--|-------------|----------------------|
|  | 17 January | 600 friends | 6 February | 438 friends | 31 August | 381 friends |
| | 12 March | 635 friends | 9 April | 490 friends | 16 November | 413 friends |
| | 14 November | 951 friends | 5 September 14 November | 556 friends 581 friends | | |
|  | 12 March | 226 followers | 5 February | 167 followers | 28 August | 138 followers |
| | 14 November | 283 followers | 9 April | 179 followers | 16 November | 155 followers |
| | | | 5 September 14 November | 194 followers 207 followers | | |