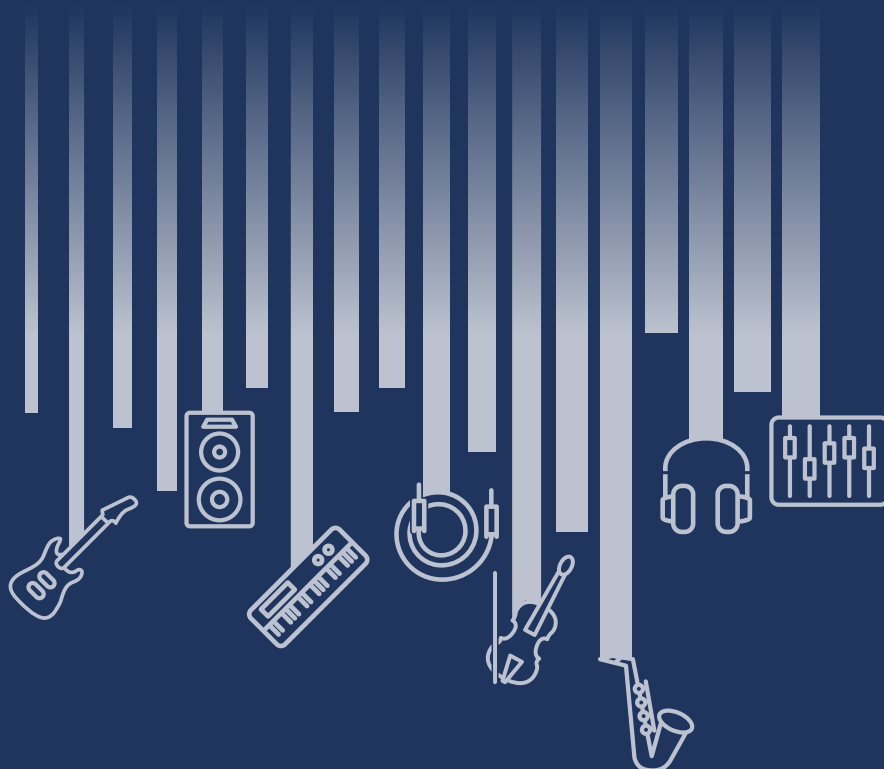


# GUILDE DES MUSICIENS ET MUSICIENNES DU QUÉBEC



**ANNUAL  
REPORT  
2015**

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# MESSAGE FROM THE PRESIDENT

**Dear GMMQ members, we're pleased to present the GMMQ Activity Report for the year 2015.**

After a busy 2014, marked by a referendum on the disaffiliation of the AFM and the subsequent legal proceedings aimed at resolving the resulting dispute, the year 2015 saw a gradual return to political and financial stability. In fact, starting in the summer of 2015, the dialogue with the American federation gradually resumed, after the GMMQ President and Executive Director attended the annual Canadian conference of AFM locals in Windsor, Ontario. While the Federation's initial offers aimed at producing a settlement fell well short of the result we were seeking, there were no subsequent interruptions in the dialogue. Thanks to the willingness of both parties to put an end to our disagreement and find a solution that would satisfy each party, an agreement in principle was drafted at the very end of 2015, then finalized in early 2016, thus ensuring a better financial and political future for our association ([gmmq.com/sites/www.gmmq.com/files/13points\\_AFMagreement.pdf](http://gmmq.com/sites/www.gmmq.com/files/13points_AFMagreement.pdf)) Our thanks go out to President Ray Hair and Canadian Vice-President Alan Willaert for their openness during the course of the negotiations leading to the historic agreement, which brings an end to 20 years of litigation.

The year 2015 was also marked by an election to the GMMQ's board of directors. Two new directors, Maxime Lalanne and Philippe Turcotte, were thus

added. Their undeniable experience as professional musicians on stage and on television, in a variety of sectors, will be an invaluable asset to our association. Maxime's solid involvement on several negotiation committees also bears mentioning.

From the perspective of government policies, the federal election in October 2015 signalled the end of a long period of cultural austerity under the Conservative government in Ottawa. The new Liberal government wasted no time in fulfilling its election promises to the cultural community by significantly increasing the budgets allocated to the Société Radio-Canada and Canadian Heritage, and reinstating cultural programs that had been cut by the Harper government, including Prom'Art and Routes commerciales.

The rapid evolution of digital technologies has brought about a swift and irreversible transformation of the music industry's economic model. Musicians are the first victims of this upheaval. In the classical music field, the situation is so dire that concerts broadcast on traditional media – radio and television – are all but a thing of the past. Further, Quebec's Web presence is limited and more often than not provides no remuneration. How can we strike a fair balance that results in artists being paid while allowing broadcasters to



Luc Fortin, president

offer diversified and affordable programming? Are there solutions in place elsewhere in the world? With support from Conseil québécois de la musique (CQM) president Robert Leroux and ICI-Musique (Radio-Canada) music director Josée Bellemare, in 2015 we established an issue table on the broadcasting of concert music. We consulted musicians, directors of small and large musical ensembles, managers, and so forth, and the discussions will continue in 2016. The establishment of a fair business model for all stakeholders in the digital economy has emerged as a major cultural issue in this early part of the 21st century. Rest assured that we will address this issue again in the GMMQ's next annual report. On that note, happy reading!



# REPORT ON REPRESENTATIONS IN 2015



Luc Fortin, Hélène David, Mylène Cyr

■ **January 15, 2015:**

Meeting with Minister Hélène David



Jacques Bourget, Louis Larouche (teacher) and Johanne Truchon

■ **February 5, 2015:**

Presentation given to arts management students at the Notre-Dame-de-Foy Campus by Jacques Bourget, vice-president, Quebec region, and Johanne Truchon, collective agreement management officer.

■ **March 17, 2015:**

Meeting with Stéphane Laroche of the CALQ

■ **March 26, 2015:**

Lunch to mark the presentation of the Grand Prix by the Conseil des Arts de Montréal

■ **March 30, 2015:**

Meeting with Manon Gauthier, the Ville de Montréal executive committee member responsible for culture

■ **April 8, 2015:**

Launch of lagamme.mu at l'île Noire

■ **May 27, 2015:**

Reception to mark the 10<sup>th</sup> anniversary of the UNESCO Convention on the Protection and the Promotion of the Diversity of Cultural Expressions



Ray Dillard (president of the Toronto local), Mylène Cyr, Luc Fortin, Mike Brown and Mark Ferris (directors of the Vancouver local)

■ **July 13, 2015:**

Interview with President Luc Fortin on ICI Radio Canada concerning the art competitions staged as part of the Olympic Games. These competitions were cancelled in 1948.

■ **August 7, 8 and 9, 2015:**

Canadian Conference of Musicians and presentation of the GMMQ

■ **September 22, 2015:**

10<sup>th</sup> presentation of the Fondation SPACQ awards

■ **October 10, 2015:**

Presentation of the François Marcaurrelle Award at the OFF Festival de Jazz de Montréal

■ **December 8, 2015:**

Presentation given to students at the Université de Montréal

# MESSAGE FROM THE EXECUTIVE DIRECTOR

The first activity report published in 2015 covered activities presented as part of the 2012-2014 action plan. We feel it is important to offer our members a look back at the activities staged by our association. On the heels of this first report, we agree, however, that issuing a report on an annual basis would be that much more appropriate.

The year 2015 will be remembered as a difficult one, set against a backdrop of economic austerity whose impacts we were able to measure in the form of decreased membership and union dues. And while the number of contracts processed remained more or less the same for the years 2014 and 2015, we noted that the number of musicians appearing on each of these had decreased, along with the overall value of each contract. What's more, in a context of economic restraint, our membership numbers were also down, with more and more musicians leaving the profession because they were unable to earn a living from it.

Given this scenario, which had already begun to play out by mid-year, we immediately made the difficult decision to impose cuts to human resources and certain services. The decision was made that much more agonizing by the fact that all our resources were stretched to the fullest, on what was already a skeleton staff. We resolved to eliminate one position and limit work hours for two others. We also decided to publish only one issue of *Entracte* per year.

In spite of this situation, we realize that we must continue to invest our energies in the development of our association. A new action plan (2015-2017) was thus put forward in order to heighten the *Guilde's* influence and public profile on several levels, including with our members, political authorities and public partners. This exercise allowed us to review our mission and thus expand the scope of our actions with the objective of further recognizing the indispensable contribution of professional musicians as well as the inherent value of music itself.

## LAGAMME.MU

We forged ahead with projects that had been initiated in previous years, therefore, the most important of which was probably the official launch of the activities of the cooperative *lagamme.mu* and its website on April 8, 2015. Mr. Normand Brathwaite agreed to serve as honorary president of the launch, and our event enjoyed widespread media coverage. More than 60 musicians have since become members, and about 100 offers have been submitted to our members, resulting in the presentation of close to 40 performances for a total of roughly \$20,000 in fees distributed to the musicians. While marketing and advertising efforts are constantly being deployed, one of the greatest challenges facing the cooperative still lies in raising its public profile. Like the *GMMQ*, *lagamme.mu* has also had to contend with major and sudden government cutbacks in the order of more than \$26,000. This radical change gave rise to its fair share of obs-



Mylène Cyr, Executive Director



Jacques Bourget (vice-president, Quebec region), Normand Brathwaite, Mylène Cyr

tacles during our first year of existence, with the result that we're actively working to develop other sources of financing. In spite of it all, the creation of this cooperative has been extremely well received, notably by event organizers and venues. The visibility lagamme.mu has enjoyed at the various events we attend remains an outstanding vehicle for promoting professional musicians.

## FILM MUSIC RECORDING

While this file has been a leading priority for several years, the year 2015 was truly marked by some significant advances. The GMMQ gathered various stakeholders from the film music community around the same table in order to discuss the issues and the potential for developing this activity sector in Quebec. We quickly understood that we have all the necessary elements – not least the talent of our world renowned musicians – but that it was more of a question of establishing the infrastructure required to develop it. The arrival of an important player – QFTC Managing Director and National Commissioner Pierre Moreau – was instrumental in highlighting the importance of this file with elected officials. Several major players understand the value of this file and fully intend to support it.

In a similar vein, a committee of representatives from the CFM's three most important local associations (province of Quebec, Toronto and Vancouver) met at the end of 2015 in order to discuss a Canadian agreement on film music recording. They talked about the necessity of stemming the overseas flight of recording contracts due to a lack of competitive conditions. The committee is slated to meet again in order to discuss the issue with their American counterparts.

## JEAN-CARIGNAN FUND

Our assistance fund continues to carry out fundraising initiatives as part of its "Coup de chapeaux" activities. Over and above our participations with the OSM and the OM, the year 2015 allowed us to forge a new collaboration with the Orchestre Symphonique de Québec, which received us with warmth and enthusiasm. A "Coup de chaleur" activity was also held at Domaine Forget. The Fund responded positively to a few requests for assistance. Since its creation, the Jean-Carignan Fund has raised more than \$60,000 and is now distributing assistance to musicians in need.



## INTERNATIONAL ORCHESTRA CONFERENCE (IOC)

Preparations for the 4<sup>th</sup> edition of the International Orchestra Conference are well underway. Orchestras Canada and the Montreal International Music Competition have confirmed their intention to share activities for the duration of the conference, which runs from May 11 to 14, 2017. In general, the activities held as part of the conference will take place at the Delta Hotel on Président Kennedy Street, and a block of rooms will also be reserved at the Travelodge Hotel on René-Lévesque Boulevard. In the months ahead, the GMMQ will be busy preparing applications for financing and partnerships, and developing its programming. Given the enthusiasm shown by the stakeholders who have been solicited to date, we believe this event will be a great success.

# KEY FINANCIAL DATA

## FINANCIAL DATA

	2015	2014	2013	2012
Annual membership fees	596,456 \$	600,553 \$	599,540 \$	614,201 \$
Service contributions	794,190 \$	835,647 \$	828,743 \$	861,417 \$
Various remittances to the AFM	295,040 \$	303,923 \$	256,640 \$	266,942 \$
Pension fund for GMMQ contracts	2,189,124 \$	2,292,011 \$	2,217,695 \$	2,271,603 \$
Vacation pay	96,210 \$	110,868 \$	105,066 \$	113,636 \$

## STATISTICAL DATA

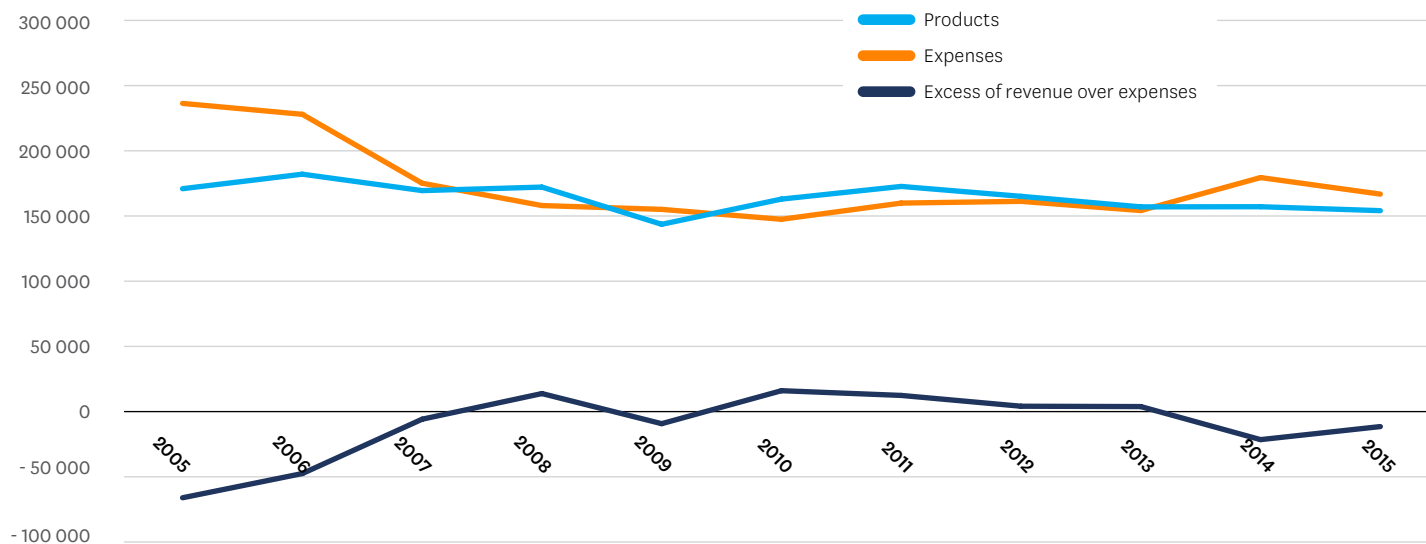
	2015	2014	2013	2012
Amount of contracts processed	4,495	4,490	4,400	5,194
Average amount of musicians per contract	5.85	6.02	5.97	5.71
Amount of producers	304	304	299	312

## NUMBER OF MEMBERS AS OF 31 DECEMBER

	2015	2014	2013	2012
Regular and student members	2,969	2,993	2,986	3,026
Lifetime and honorary members	164	196	190	204
GOLD Lifetime members	24	23	26	17
Total members	3,157	3,212	3,202	3,247



# COMPARATIVE STATEMENT FOR ANNUAL RESULTS 2013-15



YEAR	PRODUCTS	EXPENSES	EXCESS OF REVENUE OVER EXPENSES
2005	1,703,079 \$	2,344,605 \$	(641,526) \$
2006	1,798,100 \$	2,265,969 \$	(467,869) \$
2007	1,690,640 \$	1,768,835 \$	(78,195) \$
2008	1,713,635 \$	1,607,883 \$	105,752 \$
2009	1,470,114 \$	1,580,320 \$	(110,206) \$
2010	1,635,046 \$	1,508,756 \$	126,290 \$
2011	1,718,018 \$	1,625,689 \$	92,329 \$
2012	1,653,167 \$	1,638,280 \$	14,887 \$
2013	1,584,196 \$	1,571,821 \$	12,375 \$
2014	1,585,115 \$	1,809,716 \$	(224,601) \$
2015	1,559,364 \$	1,690,335 \$	(130,971) \$





# LABOUR RELATIONS 2015

## 1. NEGOTIATIONS CONCLUDED

### a. Collective agreements – symphony orchestras

- **Orchestre Symphonique de Montréal:** Signed on May 5, 2015 for a period of four years (2014-2018).
- **I Musici de Montréal:** Signed on June 30, 2015 for a period of four years (2014-2018).
- **Orchestre Philharmonique du Nouveau Monde:** Agreement signed on August 31, 2011. Negotiations began in August 2014. The new agreement signed on November 2, 2015 covers a period of three years (2014-2017).
- **Orchestre Symphonique de Drummondville:** Agreement expired on August 31, 2015. Negotiations began in November 2015. The new agreement was ratified by the musicians and the management in December 2015 and signed on January 27, 2016. The agreement covers a period of five years (2015-2019).
- **Les Violons du Roy:** Agreement expired on August 31, 2015. Negotiations began in November 2015. The new agreement was ratified by the musicians and the management in January 2016. The agreement covers a period of five years (2015-2020).

PRODUCERS	SECTOR	NUMBER OF MEETINGS
Juste pour rire: Grease	Stage	5
XS Musique: Hommage à Beau Dommage	Stage	4
Donald K. Donald: Canada Day	Stage and television	3
Datsit (in Montreal) & Télé Québec and PR3 Média (in Quebec City): Fête du Québec	Stage and television	2
Orchestre Métropolitain: Agreement to record a CD	Sound recording	3



## 2. NEGOTIATIONS IN PROGRESS

ORCHESTRAS/PRODUCERS	SECTOR	EXPIRATION OF THE AGREEMENT	NUMBER OF MEETINGS
Orchestre symphonique de Longueuil	Symphonic	July 31, 2011	2
ADISQ phono	Recording	1998	9
ADISQ stage	Stage	2009	5
AQPM*	Television	1 <sup>st</sup> collective agreement	5
SRC	Television	2015	2
Troublemaker Productions	Film music	1 <sup>st</sup> collective agreement	n/d

\* File in mediation

## 3. MONITORING RESULTS

	MEMBERSHIP DUES	PENALTIES	VACATIONS	MEMBERSHIPS	PERMITS	RÉGIE	PENSION	TOTAL
<b>2013</b>	26,543.75 \$	- \$	23,750.55 \$	200.00 \$	1,640.00 \$	- \$	51,951.02 \$	<b>104,085.32 \$</b>
<b>2014</b>	53,094.33 \$	42.48 \$	45,419.16 \$	400.00 \$	1,055.00 \$	- \$	112,685.95 \$	<b>212,696.92 \$</b>
<b>2015</b>	44,262.27 \$	1,088.38 \$	43,518.03 \$	500.00 \$	2,221.60 \$	154.58 \$	94,334.26 \$	<b>186,079.12 \$</b>
<b>Total</b>	<b>123,900.35 \$</b>	<b>1,130.86 \$</b>	<b>112,687.74 \$</b>	<b>1,100.00 \$</b>	<b>4,916.60 \$</b>	<b>154.58 \$</b>	<b>258,971.23 \$</b>	<b>502,861.36 \$</b>



# COMMUNICATIONS

In 2015, the GMMQ continued to make the most of the communications tools developed to better inform its members. For financial reasons, *Entracte* magazine will only be published on an annual basis.

## COMMUNICATION TO MEMBERS

**Entracte:** Fall 2015

## MEDIA COVERAGE

### 2015

- 8 meetings
- 7 presentations
- 4 interviews
- 1 press release

### 2014

- 3 consultations
- 16 press releases
- 20 articles, including in the provincial dailies *La Presse* and *Le Devoir*
- 5 articles posted on Web platforms
- 5 radio programs
- 1 press conference

### 2013

- 1 press release



## Newsletter

	CIRCULATION			OPEN AND CLICK RATES		
	2015	2014	2013	2015	2014	2013
January	2 837	2 756	2 961	43 %	37 %	37 %
February	-	2 866	2 989	-	37 %	40 %
March	2 866	2 840	2 947	42 %	37 %	40 %
April	2 870	-	2 454	41 %	-	41 %
May	2 895	-	2 626	40 %	-	40 %
June	2 900	-	2 656	38 %	-	39 %
July	2 912	2 717	2 722	39 %	52,6 %	36 %
August	2 933	2 572	2 759	39 %	53,7 %	37 %
September	2 947	-	2 680	40 %	-	39 %
October	2 967	2 497	2 759	40 %	47,1 %	35 %
November		2 848	2 747		65,2 %	40 %
December	2 967	-	2 837	38 %	-	32 %

## Social media networks

	2015		2014		2013	
	-	-	January 17	600 friends	February 6	438 friends
	May 29	1,044 friends	March 12	635 friends	April 9	490 friends
	November 14	1,112 friends	November 14	951 friends	November 14	581 friends
	May 29	338 followers	March 12	226 followers	April 9	179 followers
	November 14	376 followers	November 14	283 followers	November 14	207 followers

## GMMQ.com Website

### 2015

- 11,365 visitors to the site
- 1:50 min per session (average)
- 3.16 pages viewed per visit to the site
- 56% new visitors

### 2014

- 11,433 visitors to the site
- 1:50 min per session (average)
- 3.32 pages viewed on the site
- 53% new visitors

## GUILDE DES MUSICIENS ET MUSICIENNES DU QUÉBEC



[www.gmmq.com](http://www.gmmq.com)

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