GMMQ

Section locale 406 de l'AFM



# ANNUAL REPORT

2024















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# POLITICAL REPRESENTATIONS

Prepared by:
Catherine Audet-Ménard,
Assistant to the Executive Director

## A Word from the President

Hello dear GMMQ members and welcome to our 2024 Annual Report.

This report is a valuable source of information that allows our members to properly evaluate their association's performance in terms of finances, labour relations, communications, community life, and political representation.

First and foremost, we must rejoice for the year 2024, which was excellent in terms of the number of contracts filed and membership dues revenue. The GMMQ collected $1.914 million in revenue in 2024—a record high. In terms of membership, as of December 31st, the GMMQ had 3,170 members.

The year 2024 was marked by a great wind of change for the GMMQ. The appointment of our Executive Director, Guy Bernard, in February, and the election of a new Board of Directors in June, laid the foundation for new ways to better serve and represent Quebec musicians. I would like to warmly thank my predecessor, Luc Fortin, for his 18 years of loyal service to the province's artists.

From the moment I took office, I made the mental health of our artists one of our top priorities. I was able to develop a close partnership with the *Association québécoise de prévention du suicide (AQPS)* and the *Centre psychologique pour artistes (CPPA)*.

We continued our collaboration with our industry partners in the inter-union group, namely:

- The *Association des réalisateurs et réalisatrices du Québec* (ARRQ)
- The Directors Guild of Canada (DGC) – Quebec Chapter
- The *Société des auteur.e.trice.s de radio, télévision et cinéma* (SARTEC)
- The *Union des artistes* (UDA)

We have also begun working on a single membership fee to allow members with dual GMMQ-UDA status to pay only one annual membership fee, a process that will be completed in 2025.

As in previous years, we participated in the annual meeting of *Compétence Culture*, the sectoral committee for the cultural workforce. This is the permanent forum for consultation and action that brings together the largest number of cultural associations, groups, and regional councils in Quebec.

It was during this event that I officially met Jon Weisz, Executive Director of *Scènes de musique alternatives du Québec (SMAQ)*, with whom we are still working on the issue of concert venues closing due to noise complaints.

By participating in the Annual General Meeting of *Culture Montréal*, I was able to meet their Executive Director Emmanuelle Hébert and their Administrator David Lavoie, two important people working on the social safety net for artists and the artistic development of the city.

The fall of 2024 saw the birth of the *Front commun pour les arts*, a coalition of more than 15 associations and organizations, including ours, which fought for increased funding for culture in Quebec. This fight ended in victory with the announcement of the budget in March 2025, with total funding for the *Conseil des arts et des lettres du Québec* now standing at $220 million.

The GMMQ also participated in several meetings of the *Grande mobilisation des arts du Québec (GMAQ)* to find ways to improve the working and living conditions of artists.

As for political representation, the GMMQ, with the support of its colleagues from other professional artists' associations, has continued its groundwork at both the provincial and federal levels to represent the voices and demands of all musicians in Quebec.

Enjoy your reading.

Vincent Seguin, President of the GMMQ



## A Word from the CEO

Dear members,

An attentive eye may notice that this report is being published well into 2025.

Indeed, 2025 is a very busy year at the GMMQ, so much so that the preparation and layout of the 2024 report had to be postponed until the end of the summer.

We will, of course, take a look back at all the events of 2025 once we have turned the last page of the calendar.

It will come as no surprise to anyone that 2024 was also an eventful year, marked by an election campaign that led to the formation of the current Board of Directors.

First and foremost, we would like to highlight all the work accomplished by our outgoing president, Luc Fortin, during his 18 years at the helm of the GMMQ, including more than 7 years as president and CEO. His extensive knowledge of our industry (in both the pop and classical sectors), his political savvy, and his strong union stance served the interests of our association during periods sometimes troubled by economic and political (we could add pandemic and post-pandemic) uncertainty.

I would also like to highlight the work of Jacques Bourget and Geneviève Plante as vice-presidents, as well as all the members of the outgoing Board of Directors for their support, knowledge, and professional contribution to a plethora of issues.

In June 2024, a new Board of Directors was formed and quickly sprang into action, bringing a promising vision to our office.

Composed of new members, veterans, and musicians from the pop and classical sectors, this new Board quickly mandated our office to organize a general assembly to survey its members and establish its priorities and objectives for the coming years.

The new Executive Board is now composed of Vincent Seguin as President, Annie Vanasse and Maxime Lalanne as Vice-Presidents, and Éric Lefebvre as Secretary and Treasurer. Since March 2024, a new CEO, yours truly, has also joined this Executive Board.

In terms of labour relations, I would like to commend the work of the negotiating committee that handled the important issue of renewing the Adisq-GMMQ agreement in the performing arts sector, which was signed in September.

I would also like to highlight the expertise of the labour relations department, which has conducted several important negotiations while remaining proactive in cases that have sometimes received significant media attention.

A change in role within the federation—leaving the position of AFM Symphony Services representative vacant—meant that our office had to quickly review part of its internal operations in order to continue negotiations at various tables, while ensuring the representation of members in court and in grievance arbitration.

We salute the hard work of the GMMQ administrative team, whose extensive corporate knowledge and unfailing collegiality made this report possible. Day after day, this team provides service to members, offers information and advice on both collective and individual work relationships, listens to and supports members in situations that are sometimes very sensitive and sometimes very complex, while providing operational support at board meetings and general assemblies, as well as for events (cocktails in Montreal and Quebec City, recognition evenings, etc.).

Our members can count on a dedicated team.

In solidarity,

Guy Bernard, CEO of the GMMQ



## Public Events:

*Public or collective events at which the GMMQ was present:*

- February 4, 2024: Opus Awards Gala
- March 5: Research Laboratory on Discoverability and Transformations in Cultural Industries in the Age of E-commerce (LATICCE) – Discoverability and Cultural Sovereignty in Quebec in the Digital Age
- April 18: Major demonstration for the performing arts
- April 24, 2024: CORIM luncheon talk featuring Pascale St-Onge at the Fairmont Le Reine Elizabeth
- April 29: Internal meeting with GMMQ members regarding the resumption of arbitration in the AQPM case
- May 8: Meeting – Major demonstration for the arts in Quebec (GMAQ)
- May 10: Meeting with the *Regroupement des orchestres du Québec*
- May 16: Major demonstration for the performing arts
- June 3, 2024: Participation in the CQM Reflection Day
- June 17: AQPS AGM
- August 7, 2024: GMMQ presentation at the FICG, the Festival International de la Chanson de Granby
- September 17-18: *Compétence Culture* annual meeting
- October 2: Participation in the *Front commun* press conference
- October 29: 2024: Québec Awards (Prix du Québec) 2024 Ceremony in Québec City
- October 30: 2024: Federal Government Relations Breakfast in Montreal, Humanity Hotel
- October 30: 2024: Attendance at the Premier gala ADISQ
- November 3: Attending the Adisq gala
- November 28: Presentation on the Quebec music ecosystem (GMMQ, UDA, Adisq, APEM, etc.)

## Coalitions:

The GMMQ is involved in multiple coalitions in order to present a united front on issues affecting several professional associations.

In 2024, it participated in numerous meetings with the following coalitions:

- Inter-union meetings, coordinated by the TACT agency, with the ARRQ, the UDA, and the SARTEC. This coalition is one of the most active. The meetings focus on major common issues in culture, such as the provincial budget, copyright, the new federal law on online streaming, artists' working conditions, the social safety net, etc.
- The GMMQ also sits on the board of directors of the *Fonds d'investissement de la culture et des communications* (FICC).
- Eight meetings with the MetaMusic project, in which GMMQ secretary-treasurer Eric Lefebvre participates, both on the board of directors and on the finance committee. See metamusic.ca.
- Two GMAQ demonstrations, on April 18 and May 16.
- Communication is ongoing throughout the year with our counterparts at the UDA, SPACQ, UNEQ, ARRQ, SARTEC, CQM, FAMEQ, TRACE, APASQ, ACTRA, SCGC, and AJIQ, to name a few.









## Presentations to Students:

The GMMQ has given several presentations to music students. Presentations have resumed since the pandemic, both in person and virtually. Virtual presentations are a format that still works well for many teachers.

**Presentations:**







Two presentations on the music industry ecosystem in Quebec were also given in collaboration with APEM, SPACQ, Adisq, and UDA, on March 7th and November 28th. These training sessions, open to artists, broadcasters, cultural managers, and agents, were intended to provide an overview of the important entities in the industry and the people they represent. The collecting societies Artisti, SOCAN, and SOCAN DR were also presented. In this context, the GMMQ, together with the UDA, represented the college of performing artists.

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# COMMUNITY LIFE

Prepared by:
Geneviève Gauthier, Administrative Officer

# Community Life

## Members Cocktail:

In addition to organizing general meetings, the GMMQ regularly holds themed cocktails to bring its members together and listen to their views on various topics related to our industry.

### ***Les rendez-vous*, Opera and Classical Music Events**

On February 21, the GMMQ and the UDA invited opera and classical artists to a happy hour in order to hear their concerns and take note of their reality on the ground. This event was organized jointly with the aim of bringing the two associations closer together around common goals. The event took place at the GMMQ and UDA offices. The invitation was extended to non-members.




### Diversity Networking Evening, with Guest Cendrine Despax



On May 2, the CAFID committee held a happy hour event. The goal was to discuss the different realities faced by musicians from diverse backgrounds. For the occasion, the GMMQ welcomed violinist Cendrine Despax as our guest.

The event was free and open to members and non-members and took place at the GMMQ offices. The format allowed for networking with snacks and drinks, as well as subcommittee discussions on the theme.

### Members Cocktail in Quebec City

On June 6, at the *Noctem Artisans Brasseurs* pub in Quebec City, the GMMQ held an informal happy hour where members were able to share their experiences on the ground. Guy Bernard, executive director, and Catherine Forget, lawyer and labour relations officer, were in attendance.

## Annual General Meetings:

In 2024, the GMMQ held three general meetings in hybrid mode (in person and virtual – via Zoom), which allowed a larger number of members to participate.

- **AGM and AMEC on April 16:** 28 members present
- **GA on October 29:** 32 members present
- **AGM on December 16:** 34 members present

The quorum is set at 21 people according to the regulations. Overall and in-person participation rates are slightly down compared to 2023. All minutes of the general meetings are available on the GMMQ website, in the member area.



*GM on October 29th, in hybrid mode*

## Board of Directors:

In 2024, the GMMQ held six board meetings at regular intervals.

Elections were held on June 2.

*See Appendix 1: Attendance Record of Administrative Members at Board Meetings and General Assemblies.*



*Photo credit: Olivier Savoie Campeau, member of the GMMQ*

**Members of the GMMQ Board of Directors for 2024-2027:** Line Deneault, Jean-François Langevin, Marie Josée Simard, Vincent Seguin (president), Daphnée Sincennes Richard, Gabrielle Gélinas, Eric Lefebvre (secretary-treasurer), Annie Vanasse (vice-president, Quebec City), Marie-France Mathieu, Marie-Josée Arpin. Absent from the photo: Maxime Lalanne (vice-president, Montreal), Emmanuelle Caplette, Claude Soucy (Quebec City).

## American Federation of Musicians (AFM) and Canadian Federation of Musicians (CFM):

Our office also organized the Canadian Conference (i.e., the annual meeting of all Canadian local union administrations), which took place in June at the Delta Hotel in Montreal. This operation proved to be a success, but also required careful budgetary planning and sustained mobilization of internal resources.

Vincent Seguin, newly elected president of the GMMQ, and Eric Lefebvre, secretary-treasurer, were the two delegates representing Local 406.






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# KEY FINANCIAL DATA

Prepared by:
Mario Lacoursière,
Director, Finance and Member Services

## Financial Data

| | 2021 | 2022 | 2023 | 2024 |
|---|---|---|---|---|
| **Annual contributions received** | $489,165 | $558,815 | $594,306 | $623,794 |
| **Fiscal year contributions received** | $670,872 | $947,550 | $1,023,338 | $1,126,726 |
| **Various donations to AFM** | $250,786 | $303,265 | $323,220 | $341,279 |
| **Pension fund – employer contributions** | $1,980,439 | $2,748,862 | $2,952,275 | $3,302,287 |
| **Annual leave allowance (holidays 4%)** | $47,957 | $118,325 | $129,155 | $121,468 |

## Statistical Data

| | 2021 | 2022 | 2023 | 2024 |
|---|---|---|---|---|
| **Number of contracts processed** | 3,138 | 3,323 | 3,393 | 3,368 |
| **Average number of musicians per contract** | 8.58 | 8.61 | 8.73 | 9.1 |
| **Total number of paid services under Guild contract** | 26,924 | 28,611 | 29,620 | 30,649 |
| **Number of producers** | 210 | 253 | 268 | 264 |

## Total Members on December 31st

| | 2021 | 2022 | 2023 | 2024 |
|---|---|---|---|---|
| **Regular and Student Members** | 2,362 | 2,731 | 2,681 | 2,768 |
| **Life and Honorary Members** | 243 | 256 | 274 | 269 |
| **Gold Life Members** | 104 | 125 | 130 | 133 |
| **Total Members** | 2,709 | 3,112 | 3,204 | 3,170 |

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# LABOUR RELATIONS

Prepared by:
Louis Leclerc,  Director of Labour Relations

# Summary by Louis Leclerc, Director of Labour Relations

The purpose of this summary of activities is to present the results obtained following various interventions by the Labour Relations Department and to provide an overview of the main changes that have taken place within the department's human resources.

**Revenues and Sector Context**

In 2024, revenues from membership dues and the application of negotiated collective agreements grew, exceeding 2023 levels. Despite last year's recovery in the performing arts and background music sectors following the pandemic, these areas remain fragile. Issues persist, particularly with regard to subsidies granted to producers in the performing arts and television production sectors. This situation could continue over the next few years, with the remaining challenge to find solutions and alternatives that will ensure employment opportunities with acceptable working conditions for our members.

**Human Resources**

The year was relatively stable within the department in terms of staff turnover. Following the retirement of President and CEO Luc Fortin, our labour relations advisor Guy Bernard was appointed as CEO of the GMMQ on February 27. Fortunately, Guy will continue his work in negotiating agreements. As a complement, a position opened in the department and was filled on April 22 by Joanna Simoens, who was hired as a labour relations officer.

**Negotiations and collective agreements**

In the area of negotiations, new agreements and renewals were concluded this year. Among these agreements, I would like to highlight two: the Adisq agreement (performing arts sector) and the agreement with the Quebec Philharmonic Orchestra (OPQ), formerly known as the Longueuil Symphony Orchestra.

The Adisq agreement differs from the previous one in that it adds a minimum fee scale, thereby allowing producers to contribute more to the pension plan for the benefit of our members. In addition, the automatic deduction of service fees (permits) from the fees of non-member musicians, made via the remittance form and paid to the GMMQ by producers, is a significant gain for the GMMQ, which had been experiencing difficulties in recovering these amounts.

As for the OPQ, the renewal of the agreement, signed in September, made it possible to follow up on certain actions planned in the mediation success plan launched in 2023, particularly with regard to improving labour relations. The agreement also provides for the creation of committees within the orchestra, including a labour relations committee and a programming committee.

Louis Leclerc, Director of Labour Relations at GMMQ



## Yield 2024

| Indicator | 2024 Targets | 2024 Results | 2023 Results | 2022 Results |
|---|---|---|---|---|
| **Contributions** | $965,000.00 | $1,126,726.00 | $1,023,338.00 | $947,550.00 |
| **Cumulative permits** | $28,000.00 | $28,595.00 | $32,728.00 | $34,059.00 |
| **Penalties** | $19,000.00 | $19,678.00 | $19,214.00 | $14,709.00 |
| **Management fees** | $17,000.00 | $17,720.00 | $38,212.00 | $14,709.00 |
| **Non-cumulative permits** | $20,000.00 | $20,339.00 | $23,372.00 | $23,757.00 |

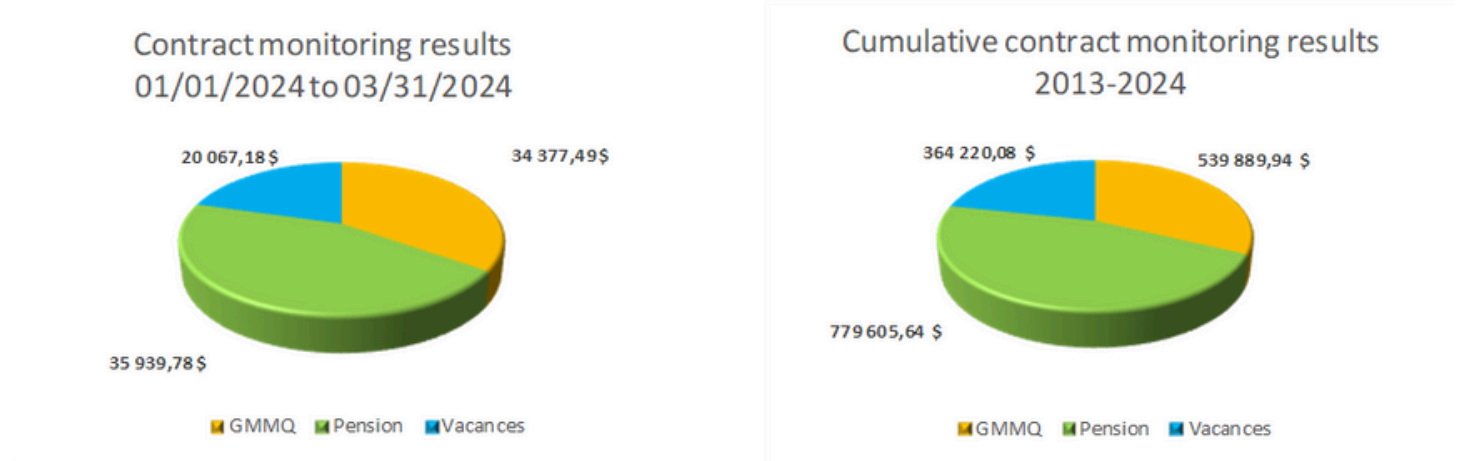
## Monitoring Results (2013–2024)

| Year | Membership fees | Penalties | Vacation | Membership | Permits | Contract service fees | Pension | Totals |
|---|---|---|---|---|---|---|---|---|
| **2013-15** | $125,446.61 | $5,615.12 | $114,219.50 | $1,100.00 | $15,205.77 | $1,591.15 | $261,291.81 | $524,469.96 |
| **2016** | $44,778.39 | $13,795.29 | $36,983.29 | $800.00 | $2,805.00 | $1,312.60 | $95,670.10 | $196,144.67 |
| **2017** | $42,930.18 | $8,875.00 | $37,606.60 | $ - | $1,637.68 | $1,434.87 | $90,860.71 | $183,345.04 |
| **2018** | $22,355.39 | $10,449.59 | $23,959.85 | $100.00 | $878.70 | $992.99 | $47,147.73 | $105,884.25 |
| **2019** | $40,000.98 | $14,387.62 | $46,535.94 | $ - | $300.00 | $2,018.86 | $85,017.83 | $188,261.23 |
| **2020** | $22,537.56 | $8,842.35 | $26,152.47 | $100.00 | $1,325.00 | $1,728.12 | $47,275.82 | $107,961.32 |
| **2021** | $11,683.70 | $8,898.38 | $11,056.25 | $600.00 | $1,925.00 | $2,925.11 | $19,349.15 | $56,437.59 |
| **2022** | $18,736.32 | $13,917.43 | $18,339.53 | $400.00 | $1,085.00 | $2,358.01 | $33,332.48 | $88,168.77 |
| **2023** | $31,778.19 | $11,404.17 | $28,806.39 | $500.00 | $3,075.00 | $2,136.60 | $62,857.34 | $140,557.69 |
| **2024** | $19,910.31 | $8,725.83 | $20,067.18 | $700.00 | $1,630.65 | $3,410.70 | $35,939.78 | $90,384.45 |
| **Totals** | **$380,712.35** | **$105,000.78** | **$364,220.08** | **$4,400.00** | **$29,867.80** | **$19,909.01** | **$779,605.64** | **$1,683,715.66** |

### LABOUR RELATIONS DASHBOARD

**At December 31, 2024**

**Sums recovered by the contract monitoring**

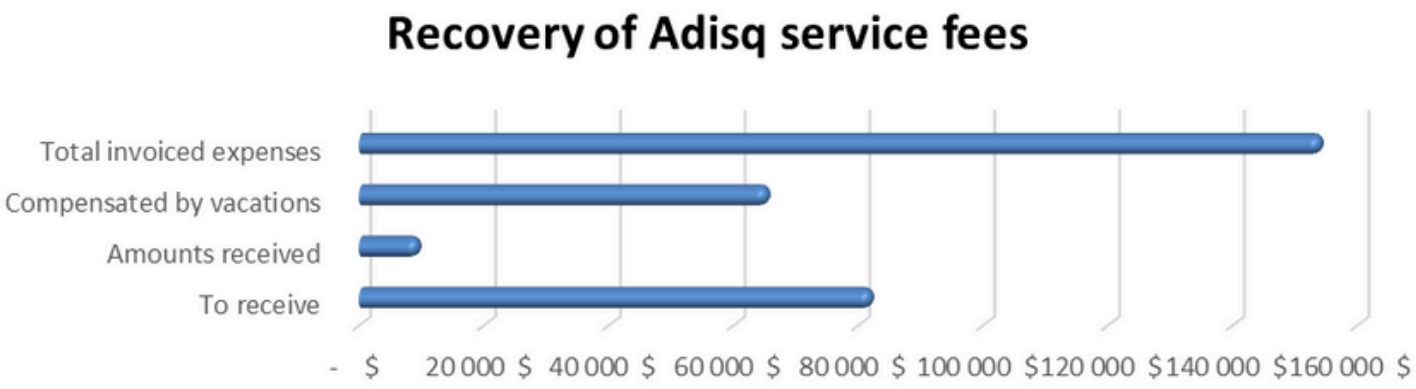



***Total amount recovered in 2024: 90 384,45 $**

**Total amount recovered from 2013-2024: 1 683 715,66 $**

## Recovery of Live Performance Service Fees

| 2014 to 2024 | Service fees charged | Compensated with vacation time | Paid by the musicians | Expenses receivable | Total fees collected |
|---|---|---|---|---|---|
| Total | $154,252.05 | $65,402.05 | $9,450.00 | $79,400.00 | $74,842.05 |

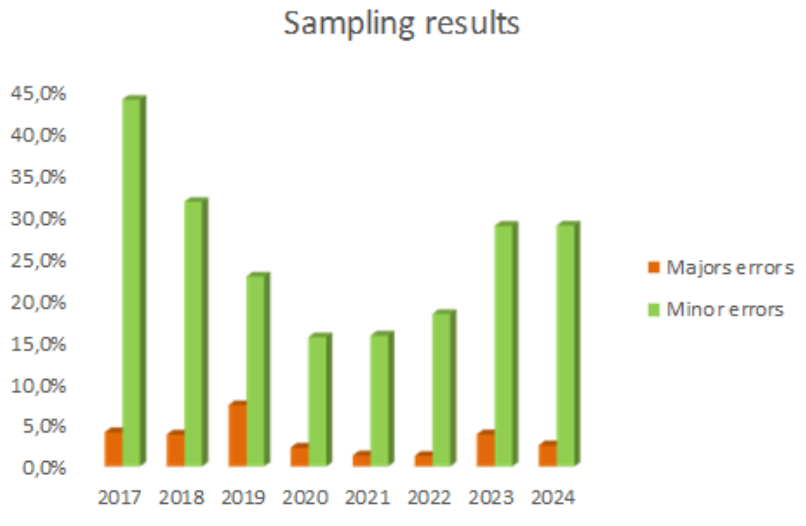



## Sampling Results

| | Contracts received | Verified contracts | Major errors | Minor errors |
|---|---|---|---|---|
| **2013 to 2015** | 13,302 | 2,371 | 79 | 753 |
| **2016** | 3,959 | 661 | 27 | 290 |
| **2017** | 3,478 | 815 | 31 | 258 |
| **2018** | 3,320 | 858 | 63 | 195 |
| **2019** | 3,476 | 892 | 20 | 138 |
| **2020** | 2,766 | 530 | 7 | 83 |
| **2021** | 3,026 | 866 | 11 | 158 |
| **2022** | 3,021 | 990 | 38 | 285 |
| **2023** | 3,342 | 1,065 | 27 | 307 |
| **2024** | 3,409 | 984 | 17 | 243 |
| **Total** | **43,126** | **10,032** | **320** | **2,710** |

## Conctract verification

| Year | Number of contracts | |
|---|---|---|
| | Received | Verified |
| 2013-15 | 13 332 | 2 371 |
| 2016 | 3 958 | 661 |
| 2017 | 3 478 | 815 |
| 2018 | 3 318 | 858 |
| 2019 | 3 476 | 892 |
| 2020 | 2 766 | 530 |
| 2021 | 3 026 | 866 |
| 2022 | 3 021 | 990 |
| 2023 | 3 342 | 1 065 |
| 2024 | 3 409 | 984 |
| Total | 43 126 | 10 032 |




## Jean-Carignan Fund – Total: $500.00

| Derogation | Organization | Amounts received |
|---|---|---|
| DE-316 | Attraction Image | $500.00 |

Fonds Jean-Carignan

## Music Promotion Fund – Total: $543.23

| Derogation | Organization | Amounts received |
|---|---|---|
| DE-313 | OSQ | $543.23 |

Fonds de promotion de la musique
Music Promotion Fund

## Notice of Negotiation

| Producer / Employer | Date | Comment |
|---|---|---|
| AD LITTERAM | Feb 8, 2024 | Stage sector |
| SINFONIA DE LANAUDIÈRE | May 2, 2024 | Renewal |
| I MUSICI | May 2, 2024 | Renewal |
| ORCHESTRE DE LAVAL | May 29, 2024 | Renewal |
| ORCHESTRE DE L'ESTUAIRE | Sep 11, 2024 | Renewal |
| GROUPE NDM | Dec 12, 2024 | Stage sector and TV |

## Renewed and New Agreements

| Producer / Employer | Agreement targeting... | Attendees at the negotiation | Period | Date of signature |
|---|---|---|---|---|
| OSS | Addition of 2 regular positions | Bernard LeBlanc | Term of the agreement | Jan 11, 2024 |
| NEM | Musicians aged 71 and over | Louis Leclerc | Term of the agreement | Jan 11, 2024 |
| OSM | Musicians aged 71 and over | Louis Leclerc | Term of the agreement | Jan 15, 2024 |
| Adisq (live performance sector) | All productions | Luc F., Catherine F., Éric L. | 2024-2026 | Sep 6, 2024 |
| OPQ | All productions | Guy Bernard, Catherine Forget | 2024-2028 | Oct 28, 2024 |
| OSL | Extension of a season | Bernard LeBlanc | Term of the agreement | Jan 22, 2024 |
| Gestev Inc. | Les Producteurs | Catherine F., Louis L., Guy B. | 2024 edition | Mar 12, 2024 |
| Domaine Forget | All productions | Bernard LeBlanc | 2024-2026 | Apr 2, 2024 |

| | | | | |
|---|---|---|---|---|
| Conservatoire de musique de la Montérégie | All productions | Catherine F. | 2024 | Apr 4, 2024 |
| Centre Segal | Titanique | Louis Leclerc | 2024 | May 2, 2024 |
| Les Productions d'Albert | All productions | Louis Leclerc | 2024 edition | May 3, 2024 |
| Festival de Lanaudière | All productions | Louis Leclerc | 2024 edition | May 15, 2… |
| Festival Classica | All productions | Louis Leclerc | 2024 edition | May 15, 2… |
| Opération Enfant Soleil | Telethon | Louis Leclerc | 2024-2025 | May 16, 2… |
| Productions Nia | Replay « Feu de camp » | Catherine Forget | 2024 | Jun 1, 2024 |
| Les Violons du Roy | Remuneration procedure | Louis Leclerc | Term of the agreement | Jun 10, 2024 |
| Jean-Michel Blais | Broadcast on YouTube | Catherine Forget | 5 years | Jun 6, 2024 |
| OSQ – Société Radio-Canada | Use of a concert excerpt | Catherine Forget | 1 year | Jun 10, 2024 |
| Les compagnons baroques | Projet Souplesse | Catherine Forget | Compliance with standards | Jun 11, 2024 |
| Pamplemousse Média | Distribution hommage JP Ferland | Catherine Forget | 2024 | Jul 23, 2024 |
| Adisq | Gala Adisq | Louis Leclerc | 2024 edition | Aug 5, 2024 |
| SRMR-BIC | Distribution of capsules | Catherine F., Louis L. | Term of the agreement | Sep 3, 2024 |
| OSM-Film La Tribu | Charlebois symphonique | Louis Leclerc | Term of the agreement | Sep 4, 2024 |
| OSS | Placement of supernumeraries | Catherine Forget | Term of the agreement | Sep 10, 2… |
| OSM-Tangerine | Bruno Pelletier symphonique | Louis Leclerc | 7 years | Sep 15, 2… |
| PPS Danse | All productions | Catherine F., Louis L. | 2024 edition | Sep 30, 2… |
| OSM-GSI | Rush symphonique | Louis Leclerc | To be determined | Nov 13, 2… |
| OSM-GSI | Les Beaux Blonds symphonique | Louis Leclerc | To be determined | Nov 13, 2… |
| La Sinfonia de Lanaudière | Renewal | Bernard LeBlanc | 2024-2026 | Sep 26, 2… |
| BOP – Ballet Opéra Pantomime | Compliance with standards | Catherine F., Louis L. | 2024 edition | Sep 30, 2… |

| | | | | |
|---|---|---|---|---|
| OSS | Addition of new positions | Bernard LeBlanc | Term of the agreement | Oct 3, 2024 |
| Télé-Québec (Fabrique culturelle) | 10th Anniversary Special Broadcast | Catherine F., Louis L. | 2024 | Oct 7, 2024 |
| SMCG | Renewal | Catherine Forget | 2024-2025 | Aug 14, 2024 |
| OM – Canadiens de Montréal (CH) | Broadcast season opening 2024 | Catherine F., Louis L. | 2024 | Oct 8, 2024 |
| Arion | Renewal | Catherine F., Bernard L. | 2024-2025 | Oct 15, 2024 |
| Bach Académie | Renewal | Catherine Forget | 2024-2025 | Nov 8, 2024 |
| Chœur du Vallon | All productions | Joanna S., Louis L. | 2024-2025 | Nov 25, 2024 |
| SMCQ | Projet 4 : 4 | Joanna S., Louis L. | Feb 2025 | Nov 27, 2024 |
| Ensemble Constantinople | Renewal | Louis Leclerc | 2023-2025 | Dec 9, 2024 |
| OSQ | Rebroadcast Britten/CN | Catherine Forget | 2024 | Dec 16, 2024 |

## Total of Renewed and New Agreements

| | 2024 | 2023 | 2022 | 2021 | Total over 4 years |
|---|---|---|---|---|---|
| New agreements | 15 | 17 | 18 | 15 | 65 |
| Renewals | 16 | 13 | 10 | 7 | 46 |

## Grievances

| Number of grievances | Unresolved grievances | Closed grievances |
|---|---|---|
| 21 | 16 | 5 |

## Music Performance Trust Fund (MPTF)

| Producer | Product | Amount requested | Amount received |
|---|---|---|---|
| Congress of Italian-Canadians | Don Pasquale Opera | $15,106.25 | $7,553.13 |
| Orchestre Métropolitain | Various outdoor concerts | $124,390.75 | $62,195.38 |
| Orchestre symphonique Côte-Nord | Various concerts | $26,343.91 | $13,171.96 |
| Quatuor Cobalt | Various concerts | $8,268.58 | $4,134.29 |
| Espace Culturel Cookshire-Eaton | Cocktail concerts | $7,559.20 | $3,779.60 |
| Les concerts du Bic | Concerts Envol musical | $8,547.44 | $4,273.72 |
| Orchestre symphonique de Montréal | Outdoor concerts | $91,680.39 | $45,840.20 |
| Quasar quatuor de saxophones | Concerts in the alleys | $20,280.69 | $10,140.35 |
| Orchestre symphonique de Lévis | 40th Anniversary concert | $1,129.70 | $564.85 |
| Concerts Valois | Various concerts | $7,484.51 | $3,742.26 |
| Ensemble Obiora | Culture Days | $3,885.22 | $1,942.61 |
| Orchestre Philharmonique de la relève | Various concerts | $25,051.08 | $12,525.54 |
| Orchestre symphonique de Québec | Various concerts | $72,515.73 | $36,257.87 |

| Number of subsidized organizations for a total of 86 services | Total amount of claims filed by organizations | Total amount granted to organizations |
|---|---|---|
| 13 | $412,243.46 | $206,121.73 |

Annual Report 2024

# COMMUNICATIONS AND EVENTS

Prepared by:
Geneviève Gauthier, Administrative Officer

## Newsletter

The GMMQ Cyberbulletin is the association's monthly newsletter. It features industry news and events you won't want to miss.

In 2024, 9 newsletters were sent in French and English to GMMQ members, as well as to anyone who had subscribed to the newsletter via the website, for a total of approximately 3,600 people.

## L'Entracte

L'Entracte is the GMMQ's 100% digital magazine. It is published twice a year. It offers in-depth coverage of the association's activities and ongoing negotiations, analysis of certain hot media topics, and an inspiring portrait of a GMMQ member.

L'Entracte is distributed to members by email and on social media. It is also available on the GMMQ website and in print upon request.

**The 2024 Editions:**






## Special Communications

In 2024, 37 special communications were sent by email to GMMQ members.

These communications are sent to Cyberbulletin subscribers and include information relating to important news that may be of interest to them, or invitations to participate in special events, surveys, special projects, or votes.

Members can unsubscribe at any time. However, the GMMQ encourages them to stay connected through this channel in order to quickly receive important communications related to their field of practice.

## Social Media

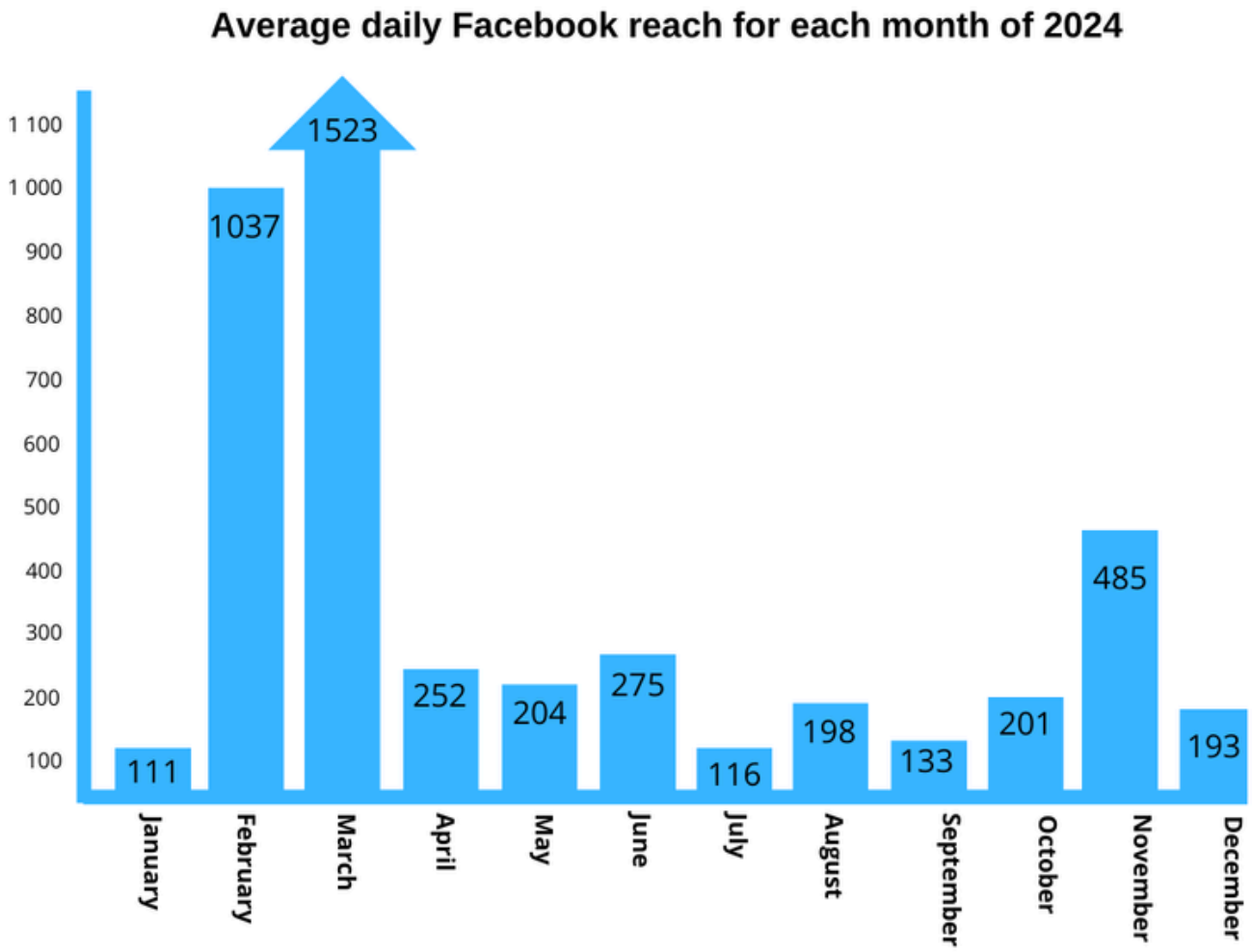
**Total Subscribers Per Year:**

| Social media review | 2024 | 2023 | 2022 | 2021 | 2020 | 2019 |
|---|---|---|---|---|---|---|
| **Facebook** | 4,451 | 4,280 | 4,169 | 3,915 | 3096 | 2,267 |
| **Instagram** | 1,426 | 1,310 | 1,225 | 1,121 | 948 | 570 |
| **Twitter / X** | 478 | 496 | 503 | 590 | 546 | 504 |
| **LinkedIn** | 429 | 371 | | | | |

Since the last annual report, the number of subscribers to the GMMQ Facebook page has increased by 4%. As for the Instagram account, subscriptions are up by 9%. In 2023, we began compiling statistics for the LinkedIn platform, for which we have seen an increase of 16%.

**Like, share, comment!** Let's grow our online community and build a strong network of professional musicians using the hashtag **#TeamGMMQ**.

Here is a graph showing the reach of our Facebook page in 2024 (average number of people per day viewing our page or related content, analyzed on a monthly basis).




Peaks in traffic on the Facebook page coincide with the association's activities (job offers, appointment of Guy Bernard as CEO, and political news in Quebec's cultural sector).

## Media Presence

### Press Releases (in French)

**June 3:** The Quebec Musicians' Guild welcomes its new board of directors

The new board of directors of the Quebec Musicians' Guild (GMMQ) was unveiled on June 2. Among the 13 elected members, the board includes several new faces, including 9 women.

**June 25:** New collective agreement between the Quebec Musicians' Guild and Adisq for the production of shows

After nearly two years of negotiations, the Quebec Musicians' Guild (GMMQ) and Adisq reached a tentative agreement on May 10, 2024, with the aim of concluding a new collective agreement covering the retention of musicians' services in the context of show production. This agreement in principle was ratified by the members of both associations on June 10, 2024.

**July 9:** Public consultation: brief on the legislative framework for the discoverability of French-language cultural content

The legislative framework for the discoverability of French-language cultural content is central to Quebec culture and the success of the artists who have long been its driving force. These consultations will lay the groundwork for the main measures to be considered in the changes that the government wishes to bring about in Quebec's cultural sector, at a time when foreign players are increasingly influencing the products consumed and the way works are created.

**December 2:** Working Group on the Future of Audiovisual Media in Quebec – Fair funding and better working conditions for local creators, artists, and artisans

As part of the consultation organized by the Working Group on the Future of Audiovisual Media in Quebec, five associations representing nearly 20,000 artists—the *Association des réalisateurs et réalisatrices du Québec* (ARRQ), the Directors Guild of Canada–Quebec Council (GCR Quebec), the Quebec Musicians' Guild (GMMQ), the Society of Radio, Television and Film Authors (SARTEC), and the *Union des artistes* (UDA)—are joining forces to call for fairer funding and better working conditions for their members.

## Press Review

In 2024, there were 35 occurrences of the GMMQ in the media directly concerning the GMMQ as an organization or resulting from our work in coalition with other associations.

The GMMQ's lobbying efforts include interventions in the media. The press review presented in Appendix 2 of this report compiles articles that directly mention the GMMQ. Some articles concerning our coalition work sometimes only mention the name of the coalition (without naming the specific organizations involved).

# Events

## National Suicide Prevention Week




Every year, the GMMQ joins forces with the Quebec Association for Suicide Prevention (AQPS).

The 34th Quebec Suicide Prevention Week (SPS) took place from February 4 to 10, under the theme ***Better safe than sorry. Dare to talk about suicide.***

Suicide prevention is carried out through several collective actions: sharing suicide prevention resources on social media during SPS, learning to recognize the signs of distress that a person with suicidal thoughts may exhibit, or simply learning more about the subject by visiting daretotalkaboutsuicide.com.

## Journées de la culture

On Saturday, September 28, we celebrated music with the public through two family-oriented educational concerts featuring the Obiora Ensemble string quartet.




The first took place at 1 p.m. in Pointe-Saint-Charles, at Share the Warmth's premises, with 28 people registered.

The second took place at 5:45 p.m. in the borough of St-Michel, at the Lasallian Center of St-Michel, with 44 people registered.

This wonderful event was made possible thanks to funding from the Music Performance Trust Fund and the participation of musicians from the Obiora Ensemble, Canada's first classical music ensemble composed primarily of professional musicians from culturally diverse backgrounds: Tanya Charles and Ladusa Chang-Ou on violin, Troy Stephenso on viola, and Luis Almeida on cello.

During these concerts specially created for young audiences, participants discovered classical music works written by composers of African descent. Based on the principles of diversity, discovery, and dissemination, the Obiora Ensemble strives to bring a new and diverse breath of fresh air to classical music in Canada, to create a sense of belonging in underrepresented communities, and to inspire the next generation of classical musicians.

**Conference: *Artists' Mental Health: Understanding Its Specificities***




On March 20, the *Centre psychologique pour artistes* (CPPA), in collaboration with the GMMQ, presented the conference "Artists' Mental Health: Understanding Its Specificities", led by musician, songwriter, and doctoral candidate in psychology Florence Khoriaty. She discussed the unique realities of the artistic ecosystem, common challenges faced by artists, and strategies to promote mental well-being within this environment.

Mental health has been a key priority for our president, Vincent Seguin, since his election.

Annual Report 2024

# TRAINING COURSES

Prepared by:
Geneviève Gauthier, Administrative Officer

## Continuing Education, in Partnership with CQM

For the sixth consecutive season, the GMMQ has offered training courses in partnership with the *Conseil québécois de la musique* (CQM). These courses are funded by the *Ministère de l'Emploi et de la Solidarité sociale* (MESS) as part of the *Intervention-Compétences* program of the *Fonds de développement régional des compétences de la main-d'œuvre* (FDRCMO).

These training courses are given by experts in their field and are intended for professional musicians and cultural managers to support career development. For the 2024-2025 season (September 2024 to June 2025), 23 training courses were given to 222 participants and 19 coaching sessions were offered (in French only).

**Winter 2024:**

- Coaching en développement artistique et stratégique
- Réalisation vidéo : valorisez votre œuvre musicale
- Aisance et communication scéniques
- Gérez votre trac : préparation mentale à la performance scénique
- *Storytelling* et image de marque à l'ère numérique
- Droits de l'auteur, répartition des revenus et intermédiaires en musique

**Spring 2024:**

- Fiscalité pour travailleur.ses autonomes
- Du concept à la scène : créez votre spectacle
- Les réseaux de diffusion et mon positionnement
- Logiciel Dorico
- Stratégie d'exportation des arts de la scène
- Djing intermédiaire

**Autumn 2024:**

- *Storytelling* et image de marque à l'ère numérique
- À la rencontre de l'écosystème musical québécois
- Écrire pour convaincre : l'art de la communication promotionnelle
- Faites participer vos publics : la médiation de la musique
- Autoroute de la notoriété : présence web du musicien
- Découvrabilité : musique de niche et plateformes numériques

# Annual Report 2024

Fonds Jean-Carignan

**Prepared by:**
**Catherine Audet-Ménard,**
**Assistant to the Executive Director**

Fonds Jean-Carignan

In 2024, the Jean-Carignan Fund helped **14 members of the GMMQ**, distributing a total of **$12,000**. That means 14 people were able to get some financial relief in a tough situation, and that is priceless. Remember that the fund provides one-time financial assistance to professional musicians in need. It is a last resort, used in emergencies and crises.

We have now reached a total of **100 musicians assisted** since our founding in 2011.

This year, individual donations—your donations—enabled us to raise $22,087, divided among 94 donations. Most donations are made by members themselves when they renew their membership. A big THANK YOU! **With your support, solidarity within our community takes on real meaning.**

The **OSM Musicians' Association (AMOSM)** renewed its annual donation of $4,000. Its support for the fund now totals $45,000 since 2011, making it the largest corporate donor to the Jean-Carignan Fund. A special thank you to the OSM musicians who have shown such great solidarity within our community. The GMMQ extends its sincere gratitude to them.

ASSOCIATION DES MUSICIENS
de l'Orchestre symphonique
de Montréal

** We would like to emphasize that all activities of the Jean-Carignan Fund are carried out on a volunteer basis by the entire team. No fees are charged to the Fund by the GMMQ. Only 2.24% of our proceeds are allocated to the management fees of our investments, which are managed by the* Fondation des artistes du Québec *in a separate silo.*

Annual Report 2024

# TEAM

Prepared by:
Catherine Audet-Ménard,
Assistant to the Executive Director

## The GMMQ Executive Board until June 16, 2024:

**Luc Fortin**
President

**Éric Lefebvre**
Secretary-Treasurer

**Jacques Bourget**
Vice-President, Quebec City

**Geneviève Plante**
Vice-President, Montreal

## The Board of Directors of the GMMQ until June 16, 2024:

**Muhammad Abdul Al-Khabyyr**
Director

**Elisa Boudreau**
Director

**Line Deneault**
Director

**Marc Fortier**
Special Advisor

**Jean Fernand Girard**
Director

**Maxime Lalanne**
Director

**Marie Josée Simard**
Director

**Claude Soucy**
Director, Quebec City

**Daniel Tardif**
Director, Quebec City

**Annie Vanasse**
Director, Quebec City

## The GMMQ Executive Board as of June 17, 2024:

**Vincent Seguin**
President

**Éric Lefebvre**
Secretary-Treasurer

**Annie Vanasse**
Vice-President, Quebec City

**Maxime Lalanne**
Vice-President, Montreal

## The GMMQ Board of Directors as of June 17, 2024:

**Marie-Josée Arpin**
Director

**Emmanuelle Caplette**
Director

**Line Deneault**
Director

**Gabrielle Gélinas**
Director

**Jean-François Langevin**
Director

**Marie-France Mathieu**
Director, Quebec City

**Daphnée Sincennes Richard**
Director

**Marie Josée Simard**
Director

**Claude Soucy**
Director, Quebec City

# The GMMQ Administrative Team:

HEAD OFFICE – MONTREAL

**Guy Bernard**
CEO

**Amélie Bissonnette-Théorêt**
Assistant to the CEO

**Louis Leclerc**
Director of Labour Relations

**Catherine Forget**
Lawyer and Labour Relations Officer

**Joanna Simoens**
Labour Relations Officer

**Floriane Barny**
Director of Communications

**Mario Lacoursière, CPA**
Director, Finance and Member Services

**Catherine Audet-Ménard**
Member Service Agent, P2
Permits and Visas

**Anne-Carmen Hubert**
Accounting Assistant

**Sébastien Aumont**
Intermediate Clerk | Operations Support

**Geneviève Gauthier**
Administrative Officer

**Samuel Hogue**
Scanning Clerk

Annual Report 2024

# APPENDICES

Prepared by:
Catherine Audet-Ménard,
Assistant to the Executive Director

# APPENDICES

## Appendix 1: Attendance Record of Governance Members at Board Meetings and General Assemblies

**Attendance of board members at general meetings and board meetings**

**Period from January 1st to December 31th, 2024**

| | BOD | Special BOD | Special BOD | BOD | BOD | AGM | | | | | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MEMBERS: | 22-Jan | 12-Feb | 4-Mar | 21-Mar | 11-Apr | 16-Apr | | | | | |
| Luc Fortin | X | X | X | X | X | X | | | | | 6 |
| Éric Lefebvre | X | X | X | X | X | X | | | | | 6 |
| Geneviève Plante | X | X | X | X | X | X | | | | | 6 |
| Jacques Bourget | X | X | ABS | X | X | X | | | | | 5 |
| Annie Vanasse | X | X | X | X | X | ABS | | | | | 5 |
| Line Deneault | X | X | ABS | X | X | ABS | | | | | 4 |
| Maxime Lalanne | X | X | X | ABS | X | ABS | | | | | 4 |
| Élisa Boudreau | X | X | X | X | ABS | ABS | | | | | 4 |
| Muhammad Abdul Al-Khabyyr | X | X | X | X | ABS | ABS | | | | | 4 |
| Claude Soucy | X | X | ABS | X | ABS | ABS | | | | | 3 |
| Daniel Tardif | ABS | X | ABS | X | ABS | ABS | | | | | 2 |
| Jean-Fernand Girard | ABS | ABS | ABS | ABS | X | ABS | | | | | 1 |
| Marie Josée Simard* | | | | X | ABS | ABS | | | | | |
| *Took office on March 4, 2024, replacing Vincent Seguin | | | | | | | BOD | BOD | GM | GM | |
| MEMBERS: | | | | | | | 27-Jun | 13-Sep | 29-Oct | 16-Dec | TOTAL |
| Vincent Seguin | | | | | | | X | X | X | X | 4 |
| Annie Vanasse | | | | | | | X | X | X | ABS | 3 |
| Maxime Lalanne | | | | | | | X | ABS | X | X | 3 |
| Éric Lefebvre | | | | | | | X | X | X | X | 4 |
| Claude Soucy | | | | | | | X | X | X | X | 4 |
| Gabrielle Gélinas | | | | | | | X | X | X | X | 4 |
| Marie-Josée Arpin | | | | | | | ABS | X | X | X | 3 |
| Line Denault | | | | | | | ABS | X | X | X | 3 |
| Emanuelle Caplette | | | | | | | X | ABS | X | X | 3 |
| Jean-François Langevin | | | | | | | X | X | X | X | 4 |
| Marie Josée Simard | | | | | | | X | X | X | X | 4 |
| Marie-France Mathieu | | | | | | | X | X | X | X | 4 |
| Daphnée Sincenne Richard | | | | | | | ABS | X | X | X | 3 |

| | |
|---|---|
| ABS = Absent | BOD = Board of Directors |
| X = Present | AGM = Annual General Meeting |
| | GM = General Meeting |

# Appendix 2: Press Coverage

- January 17: Review of the show "Pub Royal", Billet | Où sont les musiciens ? | La Presse
- January 27: Open letter, Pour que notre industrie musicale préserve son caractère unique | La Presse
- February 26: Les artistes remettent en question la distribution de l'argent public en culture | Le Devoir
- February 26: Attribution des fonds publics | Le milieu culturel demande à Québec de revoir ses mécanismes | La Presse
- February 26: Press release on cultural funding published on news.dayfr.com
- February 27: Interview with Luc Fortin, president of the GMMQ, on QUB radio's morning show, at 7:37 a.m., regarding the press release on cultural funding, Alexandre Dubé | QUB | QUB radio
- March 8: Mariana Gianelli & Kyria Kilakos | Entrevue : Faire rayonner les femmes en musique avec le répertoire de Women in Music Canada – Le Canal Auditif
- March 14: Budget provincial : des investissements importants dans le secteur de l'audiovisuel – Le Lien MULTIMÉDIA: le portail des professionnel·le·s du numérique au Québec (qfq.com)
- April 3: Jean-Philippe Baril Guérard a créé une chanson avec l'IA sur Patrick Lagacé – 98.5 Montréal (985fm.ca), Eric Lefebvre, secretary-treasurer of the GMMQ, quoted regarding AI
- April 23: La culture, vecteur de notre identité, est-elle une priorité? | Le Devoir, letter written in coalition (*Front commun pour les arts et les lettres*, with the CQM)
- June 4: La Guilde des musiciens et musiciennes du Québec accueille son nouveau conseil d'administration – Presse-toi à gauche! Une tribune libre pour la gauche québécoise en marche (pressegauche.org)
- June 5: La Guilde des musiciens et musiciennes du Québec accueille son nouveau conseil d'administration (myscena.org), La Scena Musicale
- June 5: Les associations professionnelles des artistes applaudissent la décision du CRTC – Le Lien MULTIMÉDIA / Qui fait Quoi (qfq.com)
- June 6: Les services de diffusion en continu devront financer du contenu canadien, tranche le CRTC | Radio-Canada
- June 7: Loi sur la diffusion continue en ligne : le RPICQ ne recevra rien des 200 millions de dollars de redevances d'Ottawa | Le Devoir
- June 20: Le Courrier du Sud | Négos à l'Orchestre philharmonique du Québec : les offres déposées vendredi
- June 21: Orchestre philarmonique du Québec : le DG quitte en raison de «divergences» avec Alexandre Da Costa - La Relève (lareleve.qc.ca)
- June 21: Le Courrier du Sud | Orchestre philarmonique du Québec : le directeur général quitte en raison de «divergences» avec Alexandre Da Costa
- June 22: Le PDG part en raison de «divergences» avec Alexandre Da Costa (dayfr.com)
- September 23: Entrevue avec NousTV Baie-Comeau
- October 2: Un Front commun pour les arts québécois – « Notre culture mérite mieux que d'être fauchée », CNW
- October 2: Front commun pour les arts – Presse-toi à gauche! Une tribune libre pour la gauche québécoise en marche
- October 2: « Notre culture mérite mieux que d'être fauchée » – M105 – FM 104,9 – Station de radio de Granby
- October 2: Le Front commun pour les arts se mobilise | « Notre culture mérite mieux que d'être fauchée »
- November 6: L'Orchestre philharmonique s'entend avec ses musiciens | La Presse
- November 6: L'OPQ et ses musiciens signent une entente collective de cinq ans, Lanauweb.info
- November 7: Nouvelle entente entre l'Orchestre Philharmonique du Québec et ses membres, FM 103,3
- November 7: L'Orchestre Philharmonique s'entend avec ses musiciens, News Day FR

## Appendix 2: Press Coverage

- December 2: Avenir de l'audiovisuel : les artistes veulent un financement plus équitable | JDM
- December 2: Avenir de l'audiovisuel au Québec | Des associations veulent des changements | La Presse
- December 2: L'ARRQ, la GCR Québec, la GMMQ, l'UDA et la SARTEC déposent un mémoire commun au Groupe de travail sur l'avenir de l'audiovisuel au Québec - Qui fait Quoi / Lien MULTIMÉDIA
- December 2: Le groupe de travail sur l'avenir de l'audiovisuel au Québec demande un financement plus équitable et de meilleures conditions de travail | CTVM
- December 2: Avenir de l'audiovisuel au Québec : des associations veulent des changements – Le Reflet du Lac
- December 2: Avenir de l'audiovisuel : les artistes veulent un financement plus équitable | TVA Nouvelles
- December 21: Aides financières liées à la pandémie : Des artistes traités en « fraudeurs » par l'ARC – Une situation jugée « très préoccupante » | La Presse

GMMQ
Section locale 406 de l'AFM

**HEAD OFFICE – MONTREAL**

5445 De Gaspé Avenue, suite 1005
Montreal, Quebec H2T 3B2

514 842-2866
1 800 363-6688

**QUEBEC CITY OFFICE**

520 Saint-Vallier Street East
Quebec City, Quebec G1K 9G4
At the UDA offices in Quebec City

1 800 363-6688