



casting directors association

a: 1st Floor, 59 Charlotte Street, London, W1T 4PE e: info@castingdirectorsassociation.com w: castingdirectorsassociation.com

CDA AGM 10th May 2017

Date: Wednesday 10th May
Time: 6.15pm or 6.30pm start
Location: Beach Casting, 405 Strand, London WC2R 0NE

1. Apologies & members voting by proxy

Attendees: Amanda Tabak, Andrea Clark, Brendan McNamara, Claire Toeman, Francesca Greene, Jody Furlong, Kate Evans, Nikki Meadows, Shakyra Dowling, Sue Odell, Greg Kyle, Emma Ashton. Leanne Flinn

Apologies: Camilla Arthur, Chris Snode, Claire Catterson, Hannah Birkett, Hannah Simons, Heather March, Lou Clouter, Maddy Hinton, Nikki Topping, Paul De Freitas, Suzy Korel

2. Voting in the board

Counted - yes to all - 23
No vote SD - 2
Did not vote - 6

Board is voted in:

Emily Tilelli	WEBSITE
Shakyra Dowling	SECRETARY
Tree Petts	CHAIR
Kate Evans	FINANCE
Amanda Tabak	AWARDS
Andrea Clarke	PUBLICITY
Hannah Birkett	ADVICE

3 Finance

Kate gave breakdown of what CDA spent our money on last year. Accounts available if anyone wants a copy.

Website is a very BIG spend.

Biggest expenses are googlemail, antivirus, jot forms + Andy Lartice (website designer)

Awards, what did it cost us:

Discussion of Beach Blanket Babylon

We are currently taking them to Court - they owe us £1000 as they cancelled our booking. Cost us £60. Tree explains the major problems that we had with them cancelling on us. Went to TA and realised it was DODGY.



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Awards

Kate Evans - Spend £9333. £8900 - Budget. Over by £433.

£2000 - Sponsorship from Casting Networks

£4000 - Sponsorship from Spotlight

SD - Spotlight gave a lot of time and people, next year they have proposed more MONEY rather than using their staff's time.

Biggest expense was the venue hire - £1600 + DJ (£350)

AT - Future - it is possible to trim down and spend less on 'frills' and now we know what to spend more/less on.

5 Website

What changes/improvements do we want to see in the next year

Idea from Hannah Birkett: Name and shame in private section- actors/agents/production companies/Ad Agencies who are have been difficult or let people down etc.

TP - Website will be changing. The logo is potentially changing to the one used for the awards ceremony. **TP** asks CDA members to look at the website and asks for Feedback and fine tuning suggestions.

Remove the constant 'downloading' of PDF's. Things need to be a 'click away'. This is the general consensus.

Sue Odell wants to be able to add things to CDA profiles and wants to be able to make it easier to change and modify.

6 Awards

Amanda Tabak to talk about the results of the Survey Monkey.

Thoughts for 2018 Awards:

- First awards definitely raised the profile, to some degree, of the CDA. Big success on the whole. Costing wise - it's positive and excellent considering we only 'spent' over £400. General congrats to Board. Thanks to attendees and board.
- One Survey Monkey has gone out - 19 out of 32 responses. Good useful comments which we will incorporate. Looking at the categories, the voting process and the way we submit things. It would be good if those who didn't attend could contribute.
- A point is made that quite a few members who didn't come started filling out the questionnaire but stopped mid way through as the questions weren't relevant. Nothing put people off attending specifically, more that people were unavailable.



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- Amanda suggests those who didn't attend could send an email to her with further thoughts. She needs to collate the awards from last year and see what we have learnt/how to make it easier.

NEXT YEAR'S AWARDS:

1. **TP** says that for the next awards the CDA want's to aim for getting industry pro's to attend - not actors.
2. We need a bigger venue with a bigger capacity as it went so well. Perhaps aim for 200 rather than 100. We need it to be pushed to production companies, in house prod companies, ad agencies, producers etc.

The question is raised - can members invite producers etc as comp. It is agreed that we cannot afford to do this as we would run at a loss however there will be different prices for members and non members next year.

The board agree that next year that those nominated should be encouraged to bring people, and that in general all from the CDA should pull together to sell tickets so it is not reliant on them.

The idea of 'buying a table' is floated but no specific yes/no decision is reached.

SUBMISSIONS FOR AWARDS:

SD - explains there will be changes to the way submissions are made that will make it easier for those submitting, and more beneficial to those taking the submissions

TP - The CDA is primarily commercials however it would be good for next year to expand the categories, for example online drama etc so as to draw in more submissions and also submissions from a younger crowd.

AC - Music videos was not a category this year due to not enough submissions however **AC**, Publicity and Press, says for Publicity that would be a very strong category so it will be reconsidered for this years awards.

It is suggested that 'Retro categories' or 'MY BEST JOB EVER' might be a good category.

AC - Main problem with the awards categories is that there were too many commercial categories otherwise the BBC would have been interested. We were supposed to be on Front Row BBC 4 - we were dumped because we don't have enough drama/comedy etc. Should we consider changing/adding these.

Local press is good to get involved. Big commercials etc mean we can get local press involved.



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7 Press and Publicity - Twitter etc.

What are we doing as an ongoing strategy to raise the profile of the CD.

The CDA are keen to open up to new members and attract future generations of CDA's. Acceptance of associate members has begun - this is for people who've not had 3 years solo CD experience - and it is a great way to open up to the new generations. It gives them the same legal uses, they just can't submit submissions etc for awards for themselves.

Member **Claire Toeman** suggests getting an add in at BRANDFEST which is full of producers, ad companies and other publicity outlets. It is also suggested we get someone on a panel (AT)

Raising the profile of CDA through Publicity is a key for the coming year.

8 Any other business

8.1 Rates - update:

Recall fee - usually £673 APA rate with no prep day fee. **Hannah Birkett** - what if they want to see more than 10 or new people?

Recall fee is standard £673 to see, for example, 5 people. However some castings take longer than a day prepping so it is discussed whether more should be charged?

TP suggests that members should be aware of their client, if they can pay it - charge them.

ET says there are no confirmed foreign recall fees etc for 1 four hour session and a prep day so that has to be at member discretion.

There is a conversation regarding the Brexit backlash and whether it will make casting more difficult and expensive in the future.

Discussion about casting Brit actors in Europe - how is it going to work with visas? How will affect financially? No firm conclusion however it is clear companies don't want to spend there money yet until they know what's going to happen.

Mark Summers - Let's start talking to companies and getting them to the UK. Laugh Brexit off. The pound is so low that they can make more money. Diversity etc. We are cheaper than Aus, South Am etc because they oversaturated themselves. Let's get people here because there is enough work for EVERYONE. We don't want to lose to other countries. Mark Summers suggests getting a euro or dollar account as that works in our favour financially.



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AT - If there is a new session called as well as recalling previous submissions combined then charge a prep day too

8.2 Contractual work:

Hannah Birkett - what should we charge - as time consuming eg. Foreign jobs- pre contract agreements

AT - Think about how much extra to add to the job for this work, maybe an extra prep day should the job happen?

KE - Spent a day sorting out sub-par contracts at £500 a day as it was 60 contracts that needed signing that weren't up to scratch.

AT - explains she is often sent as good as a contracts that people have to sign pre casting and ask should we include it as an additional charge?

It is decided if there is negotiation on behalf of client or talent that the work should be charged for as it is time consuming.

It is agreed 'in perpetuity' should be limited to 5 years maximum, however if anything is uploaded to facebook/youtube then it is out of CDA control.

AC -wording for online promotion:

"The spot will be actively promoted online for 1 year. However, the spot may remain as 'back catalogue' thereafter but will NOT be actively promoted beyond the 1 year term."

AT - In perpetuity on client websites but not active promo.

8.3 Assistants

the idea of the 'mother CD'. References from other CDs. Members only section list: verified by Hannah Birkett.

TP - explains that there are a certain number of assistants that are being shared which is fine until you need your assistant and they are already booked by someone else. The discussion is opened to the floor.

Anna Stark explains the guideline she has with her assistant. She is happy for them to work for others if she doesn't need them however they always tell whoever they are working for that they have a two day get out clause if she does then need them.



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This discussion met with equal agreement and disagreement by CDA members at the meeting.

Conclusion: It is agreed there needs to be a level of communication as this is key. Everyone be mindful of everyone and perhaps if a certain CD needs their assistant back they should provide alternative assistants, or come to some sort of agreement to make things easy for everyone but it is definitely personal to the CD in question.

8.4 USAGE FEES -

INTERNET FEES:

Established worldwide fees: 400% in tandem with a TVC or if a spot is only for internet it is 600% worldwide (Equity & APA guideline)

US - Every 13 weeks - SAG rate - 300% every quarter (**Mark Summers** quote) However Equity & APA guideline is 300% for the year.

UK - 600% of £350 WORLDWIDE INTERNET ONLY USAGE FOR ONE Year (if spot is for only for internet-

Car/Mobile phone - you need to pay more for that because that means people can't work in other car commercials regardless if it is used only for a month but bought for a year.

Worldwide buyout is 5 years and price depending - between 5k and 12k on the product and the different platforms on which it will be used -for ex youtube only 600% but if they want banners, YouTube, Facebook.

Jody Furlong - I'm not sure what we can do about it but is there any way we can discuss the phenomenon of basically doing people budgets for them !!! spend more time now putting together budgets for clients who have no idea what they want or what it's going to cost than I doing the actual casting, if it happens.

There is a discussion regarding the changing description of 'CASTING DIRECTOR' and how it is changing to include budgeting, contracts, liaising etc. However some CD's suggest that things like budgeting and pre-casting should be charged.

ET - says she charges £250 per package per role for reference.

It is asked 'should we charge for the advice we give re: fees for talent. .

Conclusion: No definitive answer is decided upon.

8.5 Studios

It was discussed that there are a lot of studios running at the moment

Redbrick studio - offer:



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15% CASH BACK - on every Full Day | Full Hire casting (8 hours | 10am - 6pm)

10% CASH BACK - on every Half Day | Full Hire casting (4 hours)

All CDA deals will be up on the website in the members only section.

8.6 CHILDREN'S CASTING:

8.6.1 Licences - International

Mark Summers - ANITA Allsorts - sorting licenses international and regular easily. Various people mentioned for £200 rather than £350

Children licensing section on website/members section - pricing for everyone to have access to.

8.6.2 Audition fees

Do we pay child audition fees? Quite a few don't. No definitive yes or no.

8.7 More CDA Membership:

TP asks current CDA members to suggest to current associates or senior assistants who are good and strong that they apply to become 'CDA Associate Members'.

We want new members, so let's open CDA up to CDG. This way we can attract younger members with a new perspective of what is going on in the industry. It helps everyone/benefits everyone because it helps young people but gives a new view.

8.8 Advice

Hannah Birkett - This is the person to go to if you need any advice or have any grievances

Code for Board Members:

TP - Tree Petts

SD - Shakyra Dowling

ET - Emily Tilleli

AT - Amanda Tabak

AC - Andrea Clarke