My presentation will analyze how the Canadian version of the Wagner Act-model of union representation and collective bargaining has shaped, and continues to shape the possibilities for the growth and development of unionism in Canada. Critics of the PC 1003 model agree that Canadian collective bargaining law and policy (with its greater restraints on voluntarism and deep commitment to decentralized bargaining) is more managerialist in purpose and form than its American counterpart; some critics also point to the model’s built-in male bias. In my opinion, these features have combined, in the context of Canada’s political economy, to facilitate unionization in capital-intensive industry and government employment while blocking it in labour-intensive manufacturing and service industries. These forces have also produced a labour movement dominated by an expectation of high and ever-increasing wages that is not a good fit for today’s economy and work force. I will argue that there must be some re-thinking of union policy and practice, and the discourse of entitlement that underpins this approach, if the labour movement wishes to again make a significant contribution to economic fairness and equality.