



Culture Ireland Cultúr Éireann

Strategy 2017-2020

This document sets out the overall mission, strategies and priorities of Culture Ireland taking into account the Department's Statement of Strategy 2016-2019, the Government's cultural policy, and the shifting global, political and cultural environment.

Mission Statement

Culture Ireland promotes and advances Irish arts worldwide, strengthening Ireland's cultural profile and global reputation and increasing career opportunities for Irish artists globally.¹

Strategic Priorities

1. Provide support for Irish artists and arts organisations in all their diversity for the presentation of their work internationally.
2. Develop diverse international markets for Irish arts.
3. Encourage Irish artists to collaborate with global partners and support the presentation of collaborative work.
4. Play a role in the delivery of the Global Strand of the Creative Ireland Programme, which recognises that culture is an integral part of Governmental international promotion.
5. Foster close and complementary relationships with both the Arts Council to develop the global appreciation of Irish arts and the Irish Film Board to promote global appreciation of Irish film.
6. Build reciprocal relationships with relevant Government Departments and State agencies for mutual advantage and unify Ireland's global reputation.

¹ The arts are as defined in the Arts Act, 2003 - ``arts'' means any creative or interpretative expression (whether traditional or contemporary) in whatever form, and includes, in particular, visual arts, theatre, literature, music, dance, opera, film, circus and architecture, and includes any medium when used for those purposes.

7. Ensure the work of Culture Ireland reflects the aims of Culture 2025 Eire Ildánach – A Framework Policy to 2025.

Geographic Priorities

Culture Ireland has a global remit which respects artists' individual and collective autonomy, and will continue to offer a diverse range of resources including funding, expert information, and communication supports on a global basis.

However, in line with international experience, clear geographic and/or art form priorities are necessary for a proactive approach to international arts promotion in order to maximise and extend the impact of available resources.

It is proposed to focus on:

- European Union (including candidate states);
- English-speaking countries with established Irish diaspora communities in particular USA, Canada, Australia and New Zealand and Great Britain which has been designated as a focus country in 2018;
- Developing substantial new audiences and helping to promote Ireland's visibility in Asia;
- Other geographical countries as may be recommended by the Expert Advisory Committee from time to time having regard to emerging priorities from *Ireland Connected*².

Actions

1. Provide resources including funding, expert advice and other promotional supports to enable the presentation of Irish arts events at significant international festivals, venues, and various platforms.
2. Arrange curated showcases, unique showings of Irish artists and networking opportunities at key global festivals and markets, and in Ireland, to significant international programmers/presenters.
3. Work with resource organisations and Ireland's key international cultural centres on an annual funding basis to deliver key Culture Ireland objectives.

² *Ireland Connected* provides an overarching framework, aimed at building on our trade and investment success to date to deliver greater visibility for Ireland overseas and economic impact and job creation at home

4. Maximise the cultural impact of the Government's international promotion strategy through special initiatives in key markets, Government and State visits and trade missions, and the strengthening of Ireland's cultural networks abroad.
5. Advise and assist the Minister and work in tandem with Creative Ireland and other stakeholders across Government to maximise the impact of Government investment and promote wider interests of the country.
6. Continue to research new global opportunities for the promotion of Irish arts including the fostering of partnerships, reciprocity and co-productions.
7. Expand the global footprint of Culture Ireland by developing a meaningful digital presence in target markets.

Appendix A

For reference or discussion as appropriate, a more detailed breakdown of tasks to deliver on Actions is included here.

Action 1

Provide resources including funding, expert advice and other promotional supports to enable the presentation of Irish arts events in significant international festivals, venues, and various platforms.

1A	Ensure the open-access grants programmes are responsive to the needs of different artforms
1B	Publicise funding programmes to maximise awareness among emerging artists and potential applicants
1C	Ensure clarity of criteria and efficiency, fairness and transparency of decision-making procedures
1E	Ensure ease of application and reporting requirements are proportionate to the scale of grant
1F	Work with other funders to ensure complementarity of grant programmes
1G	Integrate the range of available supports for artist-initiated projects: financial, informational, promotional and representational
1H	Maintain high-quality web and social media presence for projects

Action 2

Arrange curated showcases, unique showings of Irish artists and networking opportunities at key global festivals and markets and in Ireland, to significant international programmers/presenters.

2A	Research and strengthen Irish participation in key promotional, showcase and networking events
2B	Encourage coordination and sharing of information and expertise across artforms
2C	Work with partners to curate and manage Irish representation at major festivals
2D	Support international presentation of artform-specific showcases where appropriate and provide visible and active support on the ground during these events
2E	Ensure effective promotion
2F	Facilitate media partnerships to add value to showcasing events
2H	Support inward showcases and networking to coincide with leading Irish festivals, inviting leading international programmers and promoters
2I	Facilitate cultural strand for inward foreign media visits
2J	Maximise cultural showcase potential of St Patrick's Day events abroad
2K	Track and evaluate the outcome of showcase programme to inform future participation

Action 3

Work with resource organisations and Ireland's key international cultural centres, on an annual funding basis, to deliver key Culture Ireland objectives.

3A	Partner and support First Music Contact to present the Music from Ireland/ Irish Music Export initiative showcasing new Irish talent at music events at showcase events
3B	Support Irish Film Institute International to ensure the cultural dissemination of Irish cinematic work and to use its worldwide network of connections with sales agents, distributors, festival programmers, educators, production companies and filmmakers to broker relationships between these groups to ensure exposure for Irish cinema to a broad range of audiences
3C	Support and work with Literature Ireland to bring the best of Irish literature in translation to readers around the world through the award of translation grants to publishers, the hosting of literary translators in Ireland and by representing Irish writers at international showcases, book fairs and festivals
3D	Support Centre Culture Irlandais, Paris, to present the best of Irish Culture across all artforms to a French and International audience in Paris, to build the profile and appreciation of contemporary Irish arts in France and to provide Irish artists with opportunities to make and develop work in an international context
3E	Support the Irish Arts Centre, New York, to build community with artists and audiences, forge and strengthen cross-cultural partnerships, and present a strong and diverse multi-disciplinary programme
3F	Work with resource bodies with global reach including Irish Theatre Institute, Dance Ireland and Music Network to further opportunities for Irish artists worldwide

Action 4

Maximise the cultural impact of the Government's international promotion strategy through special initiatives in key markets, Government visits and trade missions, and strengthen Ireland's cultural networks abroad.

4A	Coordinate closely with the Department of Foreign Affairs and Trade, including the core resource represented by the Department's Embassy network
4B	Ensure consistent information flow and service provision between Culture Ireland and Irish Embassies and work with Irish Embassies and Tourism and Enterprise agencies towards promotion of culture events overseas with clear and coherent cultural messaging
4C	Engage with Government-supported cultural centres abroad and with Irish cultural foundations and associations
4D	Deliver culture programmes for international visits by President and members of Government
4E	Explore proactively future opportunities for major emblematic events, exchange programmes, festivals and initiatives, taking account of strategic, artistic and geographic priorities and oversee curation and delivery of such events/programmes
4F	Support artists' presentation as part of transnational cultural networks and associations
4G	Advance the priorities as identified in the <i>Ireland Connected</i> policy
4G	Apply the experience gained in programme activity to enrich Ireland's policy contribution to multilateral cultural organisations and other international fora

Action 5

Advise the Minister for Arts, Heritage, Regional, Rural and Gaeltacht Affairs and work in tandem with other stakeholders across Government to maximise the impact of Government investment.

5A	Advise the Minister on international arts and cultural affairs, contributing to cultural analysis to the Government's international strategic planning
5B	Participate in the Global Reputation strand of the <i>Creative Ireland</i> programme
	Participate in coordination, planning and information networks with Departments and State Agencies with international promotion remit to maximise impact of cultural events abroad for Ireland
5D	Ensure close coordination with the Arts Council, including on grant programmes and funding for effective international promotion of the arts
5E	Work with National Cultural Institutions in developing major exhibitions in an international setting
5F	Through core activity, assist the development of trade, tourism and economic relationships through deeper cross-cultural understanding and higher public awareness of Ireland, coordinating with the relevant Departments and bodies
5H	Advise the Departments of Arts, Heritage, Regional, Rural and Gaeltacht Affairs and Foreign Affairs and Trade on Intergovernmental Cultural Agreements and Memoranda of Understanding, and the utility of specific proposals

Action 6

Continue to research new global opportunities for the promotion of Irish arts including the fostering of partnerships, reciprocity and co-productions.

6A	Attend a broad range of international cultural industry events to monitor developments and trends
6B	Actively engage with all incoming international delegates funded through the See Here scheme to maintain knowledge of international contexts across artforms and follow up with these delegates individually
6C	Measure and evaluate audience attendance to inform future funding programmes
6D	Ensure Culture Ireland remains connected into relevant international thinking and is future orientated
6E	Work to input into and deliver EU strategy for international cultural relations
6F	Foster and support work involving international partners, including co-productions and reciprocal arrangements
6G	Liaise with international counterparts and networks including EUNIC and UNESCO on international policy and joint initiatives
6H	Encourage projects involving reciprocity and support co-productions as appropriate

Action 7

Expand the global footprint of Culture Ireland by developing a meaningful digital presence in target markets

7A	Benchmark and develop Culture Ireland's digital footprint
7B	Research international comparators for digital engagement amongst similar funding organisations
7C	Through enhanced targeting of digital communication, develop new audience for Irish arts and culture
7D	Encourage Culture Ireland funded artists and organisations to promote events and raise awareness through social media