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Crafts Council of Ireland Strategic Plan 2010 - 2012

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STRATEGIC PLAN 2010 - 2012



Comhairle Ceardaíochta na hÉireann

bPlean Straitéiseach 2010 - 2012

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Foreword

The Government's Smart Economy Framework and the Report of the Innovation Taskforce¹ outlines a vision for sustainable economic renewal, by building on the strengths of the enterprise economy and utilising the innovation or "ideas" component of this economy present in the knowledge, skills and creativity of people. It outlines the need to support enterprises and to encourage an education system, which fosters independent thinking, creativity and innovation. It also identifies the need to promote Ireland as a leading centre of innovation and creativity.

The crafts industry in Ireland has a role to play in contributing to sustainable economic renewal. It is an innovative industry with 55% of craft enterprises deriving revenue from new products in the last three years and 31% relying exclusively on new products for their sales.² It is an important contributor to employment and its potential contribution to tourism and to the brand of Ireland internationally, is significant.

Ireland's economy is facing considerable challenges at present. These challenges are being met by businesses and individuals across the country. A key part of addressing these challenges is the support and development of indigenous industry and Small & Medium Enterprises (SMEs), including the craft sector. Employment in the craft sector is estimated at 5,771, with a potential to increase this to 7,589 and as such it is a significant contributor to our economy.³

Many craftmakers are entrepreneurs and entrepreneurship is highlighted in the Report of the Innovation Taskforce as fundamental to Ireland's future development. 51% of craft enterprises are located in rural areas. As local entrepreneurs they are, therefore, well placed to provide employment and value to their communities and to contribute further to the local economy.

At the Global Economic Forum held in Farmleigh in Dublin last year, Ireland's culture was identified as an area of strategic advantage and one which should be developed further. Craftmakers, in addition to being entrepreneurs and innovators, are instrumental in protecting, preserving and enhancing our national heritage. Their exports are valued at €124.5m.⁴ They have a significant role to play in promoting an innovative and creative Ireland and have the potential to contribute significantly to the tourism industry.

The Crafts Council of Ireland works closely with my Department and other government departments and organisations in ensuring that the role of the crafts industry in Ireland as a contributor to economic growth is recognised and supported.

This Strategic Plan outlines a range of actions, which will be implemented in support of this overall goal. It involves working with craftmakers and across a range of private and public sector organisations to drive business growth. While its strategic aim, in keeping with the remit of the Crafts Council of Ireland, is to develop and grow the crafts industry in Ireland, it is ultimately about driving overall economic growth, creating employment and contributing to the ongoing development of our country at a national and international level.

Batt O'Keeffe T.D.

Minister for Enterprise, Trade and Innovation

July 2010

¹ Report of the Innovation Taskforce, 2010

² Research on the Craft Industry in the Republic of Ireland, The Research Perspective, 2010

³ Economic Significance and Potential of the Crafts Sector in Ireland, Indecon International Economic Consultants, 2010

⁴ Economic Significance and Potential of the Crafts Sector in Ireland, Indecon International Economic Consultants, 2010

Réamhfhocal

Soláthraíonn Creat an Gheilleagair Stuama agus Tuarascáil an Tascfhórsa Nuálaíochta¹ de chuid an Rialtais breac-chuntas ar fhís le haghaidh athnuachana geilleagraigh inbhuanaithe, trí láidreachtaí an gheilleagair fhiontraíochta a fhorbairt agus úsáid a bhaint as gné nuálaíochta nó “smaointe” an gheilleagair seo atá le fáil i bhfeasacht, i scileanna agus i gcruithaitheacht na ndaoine. Léirítear an gá atá ann tacú le fiontair agus spreagadh a thabhairt do chóras oideachais, a chothaíonn smaointeoireacht, cruthaitheacht agus nuálaíocht neamhspleách. Aithnítear freisin an gá atá ann Éire a chur chun cinn mar lárionad nuálaíochta agus cruthaitheachta.

Tá ról ag an gceardtionscal in Éireann i gcur le hathnuachan geilleagrach inbhuanaithe. Tá sé thar a bheith nuálach le 55% d'fhiontair cheardaíochta ag díorthú ioncaim ó tháirgí nua le trí bliana anuas agus 31% acu ag brath go heisiatach ar tháirgí nua dá gcuid díolachán.² Is ranníocóir tábhachtach é freisin maidir le fostaíocht agus tá a ranníocáíocht fhéideartha do thurasóireacht agus do bhranda na hÉireann go hidirnáisiúnta, suntasach go maith.

Tá geilleagar na hÉireann ag tabhairt aghaidh ar dhúshláin suntasacha faoi láthair. Tá gnóthaí agus daoine aonair ar fud na tíre ag tabhairt faoi na dúshláin seo. Cuid lárnach i leith díriú ar na dúshláin seo ná tacú agus forbairt an tionscail dúchasaí agus na bhFiontar Beag agus Meánmhéide (SME), lena n-áirítear an earnáil cheardaíochta. Meastar go bhfuil 5,771 duine fostaíthe san earnáil cheardaíochta in Éirinn, le cumas aige seo méadú chuig 7,589 agus mar sin cuireann sé go mó lenár ngeilleagar.³

Is fiontraíthe iad mórán ceardaithe agus i dTuarascáil an Tascfhórsa Nuálaíochta aibhsítear tábhacht na fiontraíochta i leith forbairt na hÉireann amach anseo. Tá 51% d'fhiontair cheardaíochta lonnaithe i gceantair tuaithe. Chuige sin, mar fhiontraíthe áitiúla tá siad go maith in ann fostaíocht agus luach a sholáthar dá bpobail agus cuir sa bhreis leis an ngeilleagar áitiúil.

Ag an bhFóram Eacnamaíoch Domhanda a tionóladh i Farmleigh, Baile Átha Cliath anuraidh, aithníodh cultúr na hÉireann mar réimse le buntáiste straitéiseach agus ceann gur chóir breis forbartha a dhéanamh uirthi. I dteannta le bheith ina bhfiontraíthe agus nuálaithe, tá ról ríthábhachtach ag ceardaithe freisin i gcosaint, i gcaomhnú agus i bhfeabhsú ár gcuid oidhreacht náisiúnta. Is ionann luach a gcuid onnmhairí agus €124.5m.⁴ Tá ról suntasach acu i leith Éire nuálaíoch agus cruthaitheach a chur chun cinn agus tá sé de chumas acu cur go mór leis an tionscal turasóireachta.

Oibríonn Comhairle Cheardaíochta na hÉireann go dlúth le mo Roinn féin agus le heagraíochtaí agus ranna rialtais eile i gcinntiú go n-aithnítear agus go dtacaítear le ról an cheardtionscail in Éirinn mar ranníocóir don fhás geilleagrach.

Tugann an plean straitéiseach seo breac-chuntas ar réimse gníomhartha, a gcuirfear i bhfeidhm chun tacú leis an sprioc foriomlán seo. Is éard atá i gceist leis ná obair i dteannta le ceardaithe agus thar réimse leathan eagraíochtaí de chuid na hearnála poiblí agus príobháidí chun fás gnó a spreagadh. Cé gurb í an aidhm straitéiseach, de réir téarmaí tagartha Chomhairle Cheardaíochta na hÉireann, ná an ceardtionscal in Éirinn a fhorbairt agus a fhás, i ndeireadh na dála baineann sé le fás geilleagrach foriomlán a thiomáint, fostaíocht a chruthú agus cur le forbairt leanúnach ár dtíre ar leibhéal náisiúnta agus idirnáisiúnta araon.

Batt O'Keeffe T.D.

Aire Fiontar, Trádala & Nuálaíochta

Iúil 2010

- 1 Tuarascáil an Tascfhórsa Nuálaíochta [Report of the Innovation Taskforce], 2010
- 2 Taighde ar an gceardtionscal i bPoblacht na hÉireann [Research on the Craft Industry in the Republic of Ireland], The Research Perspective, 2010
- 3 Tábhacht agus Cumas Geilleagrach na hEarnála Ceardaíochta in Éirinn [Economic Significance and Potential of the Crafts Sector in Ireland], Indecon International Economic Consultants, 2010
- 4 Tábhacht agus Cumas Geilleagrach na hEarnála Ceardaíochta in Éirinn [Economic Significance and Potential of the Crafts Sector in Ireland], Indecon International Economic Consultants, 2010

Introduction

The economic environment in Ireland has changed significantly since the development of our last Strategic Plan. Craft enterprises, in common with other enterprises, have been affected by the decline in the economy and in consumer spending. Many have taken measures to ensure they survive the changing circumstances and can continue to make a living from craft. Now more than ever, the role of the Crafts Council of Ireland (CCol) in enabling an appropriate climate within which Irish craft can flourish, is important.

Recent research carried out on behalf of the Crafts Council of Ireland by Indecon International Economic Consultants has estimated the value of output of Irish craft enterprises at €498m. It estimates that the sector employs 5,771 with domestic sales of €373.5m and exports of €124.5m.⁵ Their report also highlights significant potential in the sector. Indecon suggests that employment could increase to 7,589 with domestic sales and exports growing to €527.6m and €175.8m respectively. The potential value of output of Irish craft enterprises could be in the region of €703.5m. There is therefore a major opportunity for people working in craft to realise their goal – making work they want to make and making a living as well. We are currently in discussion with our funding partners on how best this potential can be realised.

The Strategic Plan which follows outlines, at a high level, a range of actions which will take place over the next three years. These actions are based on current levels of funding.

Developing and growing craft in Ireland is the main focus of CCol's Strategic Plan over the 2010 – 2012 period. This will be achieved by:

- developing a range of channels to market;
- supporting craft enterprises in selling to their target audiences;
- developing the next generation of craftmakers;
- raising awareness of Irish craft, with a particular emphasis on *2011 Year of Craft* and;
- strengthening member organisations.

The implementation of this Plan in cooperation with key public and private partners in education, enterprise, tourism, culture, and at local and government level will ensure that the craft sector with its inherent ability to innovate, combined with its contribution to Irish culture and tourism, can assist in growing our economy. In common with other sectors, the craft sector needs the appropriate supports to sustain and develop it further. With these in place we believe this will ultimately lead to a stronger crafts industry for future generations to enjoy.

Crafts Council of Ireland Board of Directors, July 2010

Laura Magahy, Chairman

Sheila Ahern, Jean Byrne, Tina Byrne, Christine Charlton, Carmel Creaner, Sarah Daly, Jim Dunne, Anna Foy, Paddy Hopkins, Emmet Kane, Beth Moran, Loretta O'Brien, Alison Ospina and Peter Pollock

5 Economic Significance and Potential of the Crafts Sector in Ireland, Indecon International Economic Consultants, 2010

Réamhrá

Tá athrú suntasach tagtha ar an timpeallacht gheilleagrach in Éirinn ón uair a forbraíodh ár bPlean Straitéiseach deireanach. Tá an meath sa gheilleagar agus i gcaiteachas tomhaltóra imithe chun feidhme ar fhiontair cheardaíochta, sa chaoi céanna le fiontair eile. Tá bearta curtha ar bun ag go leor díobh chun a chinntiú go dtagann siad slán as na cúinsí athraitheacha agus gur féidir leo leanúint ar aghaidh ag maireachtáil óna gcuid ceardaíochta. Tá an ról atá ag Comhairle Cheardaíochta na hÉireann (CCol) i leith aeráid oiriúnach a chruthú inar féidir le rath teacht ar cheardaíocht na hÉireann ríthábhachtach, anois níos mó ná riamh cheana.

Mheas taighde úrnua a rinne Indecon International Economic Consultants ar son Comhairle Cheardaíochta na hÉireann gurb ionann luach aschuir na bhfiontar ceardaíochta in Éirinn agus €498m. Meastar go bhfostaíonn an earnáil 5,771 duine, le díolacháin intíre de €373.5m agus onnmhairí ar luach de €124.5m.⁵ Sa bhreis air sin aibhsíonn an tuarascáil cumas suntasach san earnáil. Molann Indecon gur cheart d'fhostaíocht méadú go 7,589 le díolacháin intíre agus onnmhairí ag méadú go €527.6m agus €175.8m faoi seach. D'fhéadfadh luach ionchais na n-aschur ceardaíochta d'Éire a bheith suite ag thart ar €703.5m. Dá bhrí sin tá deis ollmhór ann do dhaoine atá i mbun ceardaíochta a gcuid spriocanna a bhaint amach – ag déanamh na saothar ar mian leo a dhéanamh, agus ag maireachtáil uirthi chomh maith. Táimid i mbun díospóireachta lenár bpáirtithe maoinithe faoi láthair i leith conas is fearr ar féidir an cumas seo a réalú.

Tugann an Plean Straitéiseach a leanann breac-chuntas, ar ardleibhéal, ar réimse gníomhaíochtaí a chuirfear chun feidhme i gcaitheamh na trí bliana atá le teacht. Tá na gníomhaíochtaí seo bunaithe ar leibhéil reatha mhaoinithe.

An príomhaidhm atá ag Plean Straitéiseach CCol don tréimhse 2010 – 2012 ná an cheardaíocht a fhorbairt agus a fhás in Éirinn. Bainfear é seo amach trí:

- réimse cainéal a fhorbairt le margáil;
- tacú le fiontair cheardaíochta dul i mbun díolacháin lena gcuid sprioc-chustaiméirí;
- an chéad ghlúin eile de cheardaithe a fhorbairt;
- feasacht ar cheardaíocht na hÉireann a mhúscailt, le béim ar leith ar Bhliain na Ceardaíochta 2011, agus;
- balleagraíochtaí a neartú.

Cinntoidh cur chun feidhme an Phlean seo, i gcomhar le príomh-chomhpháirtithe poiblí agus príobháideacha san oideachas, fiontar, turasóireacht, cultúr, agus ar leibhéal áitiúil agus rialtais gur féidir leis an earnáil cheardaíochta, lena cumas dúchasach a bheith nuálaíoch, i dteannta leis an gcaoi a bhfuil curtha go mór aici le cultúr agus turasóireacht na hÉireann, cabhrú chun ár ngeilleagar a fhás. Ar bhonn coitianta le hearnálacha eile, tá na tacaíochtaí cuí de dhíth chun í a choinneáil agus a fhorbairt níos mó. Leo seo i bhfeidhm creidimid go n-eascróidh ceardtionscal níos treise ar mhaithe le glúine na toadhcháí.

Bord Stiúrthóirí Chomhairle Cheardaíochta na hÉireann, Iúil 2010

Laura Magahy, Cathaoirleach

Sheila Ahearn, Jean Byrne, Tina Byrne, Christine Charlton, Carmel Creaner, Sarah Daly, Jim Dunne, Anna Foy, Paddy Hopkins,

Emmet Kane, Beth Moran, Loretta O'Brien, Alison Ospina agus Peter Pollock

⁵ Tábhacht agus Cumas Geilleagrach na hEarnála Ceardaíochta in Éirinn [Economic Significance and Potential of the Crafts Sector in Ireland], Indecon International Economic Consultants, 2010



A selection of tools used at CCol's Ceramics Design and Skills Course, Thomastown, Co. Kilkenny.

About the Crafts Council of Ireland

→ Our Role

The Crafts Council of Ireland (CCol) is the national design and economic development organisation for the crafts industry in Ireland, which has an estimated output of €498m. CCol is responsible for fostering the growth and commercial strength of the crafts industry in Ireland, communicating its unique identity and stimulating quality design, innovation and competitiveness. Based in Kilkenny, the Crafts Council of Ireland has over 60 member organisations and over 2,000 registered craft enterprises. Its activities are funded by the Department of Enterprise, Trade and Innovation via Enterprise Ireland.

→ Our Vision

That Irish craft is recognised and valued worldwide for its excellence and innovation in design, making and presentation to market; that craft represents a significant part of the Irish economy; and that working in Irish craft provides a viable and attractive living.

→ Our Mission

To promote and stimulate the creative and commercial viability of the Irish craft sector, through the delivery of programmes targeted to deliver our vision.



'Shakudo bowl' (gold/copper alloy) by metalsmith Cólín Ó'Dubhghail.

2007 – 2009 Strategy Highlights

The 2007 – 2009 Strategy identified four main work streams:

1. Stimulating market-led craft
2. Making crafts accessible to consumers
3. Developing craft enterprises and raising awareness of Irish craft at 1st, 2nd and 3rd level
4. Positioning Irish craft as an attractive and valued alternative for the consumer and as an expression of contemporary Ireland

From 2007 to 2009 substantial progress was made in each of these areas. Highlights include:

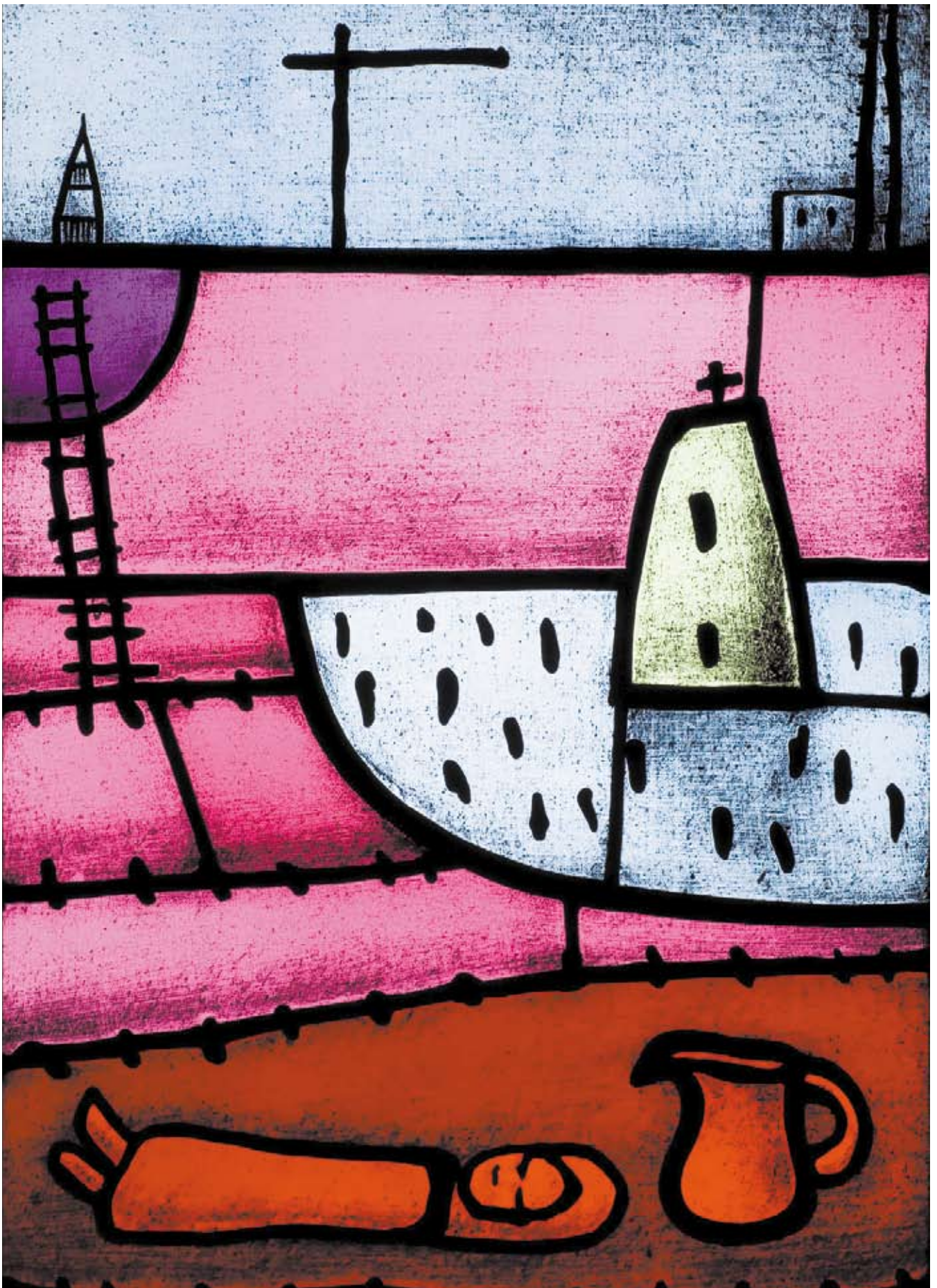
- A major review of the Showcase international trade fair in order to increase the presence of Irish designed craft and craftmakers and the number of retail buyers at Showcase.
- Opening of the CORE regional outlet in Ballinahown, Co. Westmeath.
- 'Buy Irish Craft', a new national campaign to promote Irish craft, was launched with over 300 makers benefitting from increased consumer awareness of Irish craft.
- Creation of a craft area at Bloom, Ireland's premier consumer show celebrating garden life in 2008 and 2009.
- Continuation of the exhibition and touring programmes, including stands at SOFA (Sculpture Objects & Functional Art), Chicago in 2007 and 2008; COLLECT, London in 2009 and the National Craft Gallery's national and regional programme with over 200,000 members of the public visiting over the three years of the Plan.
- Production of the first comprehensive review of craft education and training in Ireland, culminating in a report – *'Creative Pathways - A Review of Craft Education & Training in Ireland'*. This report highlighted the importance of provision of education and training programmes for craft and identified next steps in order to inform CCol and Government policy.
- Enterprise development programmes such as *'Getting Your Product to Market'* in conjunction with the County & City Enterprise Boards.
- Restructuring of the Crafts Council of Ireland's activities for third level students including new initiatives such as Student Awards, Student Grants and Practitioner Grants with a total value of €25,000 annually.

- Partnership with the RDS National Crafts Competition; with Designyard on “Best New Designer Award” and “Best Product Award”; and with the Hallward Gallery on the “Crafts Council of Ireland Excellence in Making Award.” Sponsorship of the House and Home/Crafts Council of Ireland Student Design Awards.
- “Craft in the Classroom” - a national programme involving teachers and makers aimed at primary level to increase awareness of the skills involved in making. Over 2,000 students and 77 craftmakers have participated in the programme to date.
- Launch of the “Emerging Maker Award” and the “Critical Writing in Irish Craft Award” with Irish Arts Review.
- Increased activity to promote consumer awareness of Irish craft. Major coverage was achieved for craft in broadcast and print media, including The Late Late Show, TV3, Nationwide, The Irish Times, The Irish Independent, The Examiner, Irish Arts Review, House and Home and others.

Partnership Development/Networking

A major focus in the 2007 – 2009 period has been to grow and develop partnerships to enable the delivery of enhanced craft enterprise services nationwide and abroad. Key development partners include Enterprise Ireland, the County & City Enterprise Boards, FÁS, the Education Centres, the Department of Foreign Affairs, the National Museum of Ireland, Fáilte Ireland and Tourism Ireland.

In addition, the Crafts Council of Ireland conducted a number of regional networking events in 2008 and 2009 for the purposes of obtaining views and inputs from a variety of key stakeholders including retailers, educators, craftmakers and government bodies.



'Oileán' by stained glass artist Peadar Lamb.



'Silk sphere wrap blouse and floral tulle flared skirt' by fashion designer Jennifer Rothwell.

Key Irish Craft Industry Statistics 2009

In November 2009, the Crafts Council of Ireland appointed Indecon International Economic Consultants to conduct an independent research project to evaluate the economic significance of the craft industry in Ireland.

As part of their methodology, Indecon utilised a range of different sources including data on the Crafts Council of Ireland Register of craft enterprises and also new survey work as well as official statistics. Indecon has produced a number of new estimates on key economic indicators for the craft sector, including employment, gross value added and productivity. These figures indicate that the craft sector makes an important contribution to the Irish economy.

This research project has resulted in a report from Indecon – *Economic Significance and Potential of the Crafts Sector in Ireland* – which will be released by the Crafts Council of Ireland in the summer of 2010.

Some key estimates for 2009 are outlined below.

→	Employment in the craft sector	5,771
→	Value of output of craft enterprises	€498m
→	Value of exports	€124.5m
→	Value of domestic sales	€373.5m



'Sligo 1' Irish oak chair by furniture makers Yaffe Mays Furniture.

Craft in Ireland

Craft in Ireland covers the specialisms of textile making & clothing, pottery & ceramics, jewellery, glass, woodworking & furniture, metalworking & blacksmithing, graphic crafts (including paper working, calligraphy, lithography, printmaking, bookbinding & graphic design), stonemaking, heritage & rural crafts, and basketmaking amongst others.

The crafts industry in Ireland, as in other countries, represents a range of diverse businesses and activities across a spectrum of industrial classifications. It is predominantly made up of micro-enterprises (defined as enterprises with less than 10 employees) which form an important part of many rural and local economies. In addition to the craft micro-enterprises, there are also some craft enterprises of scale and both are relevant to the evaluation of the economic impact and potential of the sector.

During 2009 and early 2010, research on the craft sector in Ireland was conducted on behalf of the Crafts Council of Ireland and these reports indicate that the sector makes a significant contribution to national and local economic development in Ireland.

Indecon International Economic Consultants, on behalf of the Crafts Council of Ireland, undertook an independent economic evaluation of the craft industry in Ireland. Key findings from *Economic Significance and Potential of the Crafts Sector in Ireland*, Indecon International Economic Consultants, 2010 include the following:

- Indecon estimates that there are over 5,771 persons employed in the craft sector in Ireland.
- They estimate that Gross Value Added in the craft sector in Ireland amounted to over €178 million in 2009.

The Research Perspective, on behalf of the Crafts Council of Ireland, conducted research on craft enterprises, craft suppliers, retailers and purchasers. Key findings from *Research on the Craft Industry in the Republic of Ireland, The Research Perspective*, 2010 include the following:

- While a high proportion (43%) of craft enterprises are run on a part-time basis, craft is the sole source of income for 57% of owners/managers of craft micro-enterprises.
- A majority of craft retailers and businesses that supply craft enterprises are also micro-businesses.
- In common with other enterprises in Ireland, craft enterprises have been affected by the economic downturn with 48% reporting a decline in sales over the past year, increasing to 58% among craft enterprises with employees.
- The level of business skills training among craft enterprises is low with 52% of owner/managers undertaking no business skills training.
- Creativity and innovation are strong within the crafts sector, with 31% of enterprises reporting that all of their sales come from products introduced in the last three years.
- 41% of enterprises claim they export while of those not exporting, 46% wish to do so in the future.

- Channel management and selection is important in facilitating growth in the industry - a large proportion of craft enterprises focus on their own shop or workshop as a primary channel which is a significant limiting factor in business growth as the channel is used by only 11% of craft purchasers.
- 40% of craft purchasers find it hard to locate stockists of Irish crafts and 38% of retailers rate sourcing of craft products as a challenge.
- Craft purchasers tend to be middle class (87% of all craft buyers correspond to the ABC1 classification), urban based and at 54% most are educated to 3rd level and above.
- Craft purchasers spend on average €248 per year on Irish craft and the main reason for their purchase is to buy Irish craft as a gift.
- Of these purchasers, 61% state they always try to give Irish craft products, with 42% stating they only considered Irish craft for their purchase, highlighting a lost opportunity due to a lack of availability at point of purchase of an appropriate Irish craft.

The findings of these research studies highlight a number of areas of focus, which have been incorporated into this Strategic Plan. Both reports will be launched by the Crafts Council of Ireland in the summer of 2010.



'18ct. Gold hoop earrings – freshwater pearls' by jewellery designer Inga Reed.



'Raku Owl Jar' by Oriain Pottery (Highly Commended - New Product Awards Showcase 2010).

2010 – 2012 Strategy

While developing the Strategic Plan for the period 2010 to 2012 the Crafts Council of Ireland consulted widely with member organisations, craft enterprises, the CCol board members and executive team, and other key stakeholders. The information gathered throughout this process, together with the recent significant economic changes nationally and internationally, have all served as inputs into this Strategic Plan.

The Strategic Plan has four main strategic themes.

- **Theme 1: Developing the Market for Irish Craft**
- **Theme 2: Building the Next Generation of Craftmakers**
- **Theme 3: Raising Awareness of Irish Craft**
- **Theme 4: Strengthening the Member Organisations**

Theme 1: Developing the Market for Irish Craft

The Crafts Council of Ireland is committed to developing market opportunities for Irish craft, through two strands of activity within this Plan; *Developing Market Channels* and *Developing Craft Enterprises*.

In *Developing Market Channels* CCol will focus on growing the opportunities for makers selling their craft through retail shops, direct sales channels and fine craft galleries. The organisation will use its resources to create clear and exciting marketing platforms designed to help forge strong connections between makers and their clients. CCol also intends to partner with tourism bodies to expand the opportunity for Irish craft experiences within the cultural tourism space.

In *Developing Craft Enterprises* the Crafts Council of Ireland will work to help makers learn the necessary skills to grow their businesses through the provision of a range of supports including mentoring, skills training and information sharing.

High-level actions within this theme are outlined below.

Developing Market Channels

1. **Expand the retail channel for Irish craft**
 - 1.1 Develop Showcase as 'Ireland's Creative Expo'
 - 1.2 Continue to deepen commercial relationships with retailers
 - 1.3 Work with regional craft outlets in order to increase awareness and sales of Irish craft
 - 1.4 Increase export opportunities for Irish craft
 - 1.5 Grow the corporate market for Irish craft

2. **Increase direct selling opportunities for Irish craft**
 - 2.1 Explore on-line opportunities for craftmakers to sell direct
 - 2.2 Offer point-of-sale material and branded packaging for craftmakers who sell direct
 - 2.3 Increase opportunities for craftmakers to sell at direct selling shows

3. **Develop the tourism market for the benefit of Irish craft**
 - 3.1 Put in place an integrated craft tourism plan aligned to the cultural tourism plans of Tourism Ireland and Fáilte Ireland
 - 3.2 Collaborate on an ongoing basis with key bodies which support tourism enterprises e.g., County & City Councils, County & City Enterprise Boards (CEBs), LEADER Rural Development Networks etc.
 - 3.3 Initiate a framework and relevant supports for craft tourism promotion nationwide

4. **Develop the commercial gallery and exhibitions channel for Irish craft**
 - 4.1 Further develop the activities of the National Craft Gallery (NCG)
 - 4.2 Expand the NCG touring programme
 - 4.3 Offer Education & Outreach activities linked with the NCG programme
 - 4.4 Provide for an external exhibitions fund
 - 4.5 Grow commercial ties with galleries
 - 4.6 Enhance relationships with collectors
 - 4.7 Work with partners e.g. Culture Ireland, Arts Council, National Museum of Ireland and regional museums

Developing Craft Enterprises

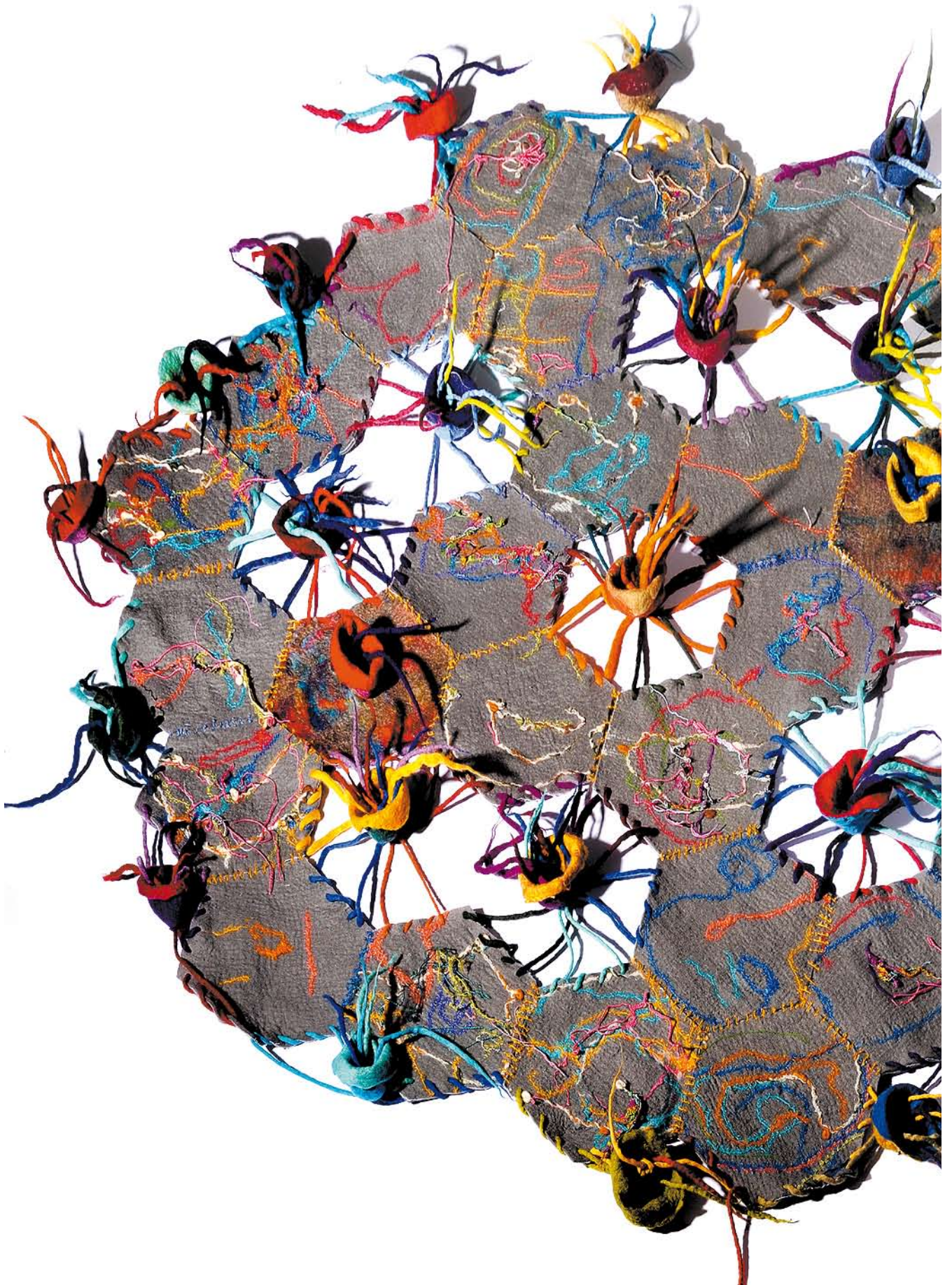
5. **Deliver a range of supports for craft enterprises through a comprehensive CCol mentoring service**
 - 5.1 Deliver a comprehensive CCol mentoring service to meet the support requirements of craft enterprises
 - 5.2 Put in place a CCol panel of business and craft mentors
 - 5.3 Make a mentor panel listing available to other bodies (e.g. CEBs) via the CCol website
6. **Deliver skills training initiatives addressing specific industry needs**
 - 6.1 Develop and launch a series of regional workshops focused on sales, marketing, new product development, packaging and revenue generation for craft businesses
 - 6.2 Implement a range of Craft Business Development programmes in conjunction with relevant national partners (e.g. CEBs)
 - 6.3 Provide a Continuing Professional Development (CPD) Fund for clients
7. **Create craft business support information for CCol member organisations and craft enterprises**
 - 7.1 Create on-line sources of information on business support, training and national and international awards for craft businesses
 - 7.2 Explore opportunities for work placement in craft businesses addressing potential job creation, knowledge transfer and commercial growth in the craft industry
8. **Develop relationships with national and international partners to increase training and development in Irish craft**
 - 8.1 Grow relationships with FÁS, other cultural organisations and other EU and international bodies
9. **Identify and influence opportunities for teacher education for craftmakers**
 - 9.1 Represent the crafts industry in the changing context of teaching qualifications at third level
 - 9.2 Provide a web-based service for makers who want to teach
 - 9.3 Develop a database of craftmakers who teach – linked to the ‘learn-to’ tourism market

Theme 2: Building the Next Generation of Craftmakers

The Crafts Council of Ireland believes that building the next generation of craftmakers through a range of education initiatives is critical to the future of the Irish craft industry.

In order to achieve this goal, CCol's education strategy for the period 2010 to 2012 will concentrate on six key areas, high-level details of which are outlined below.

1. **Increase national awareness of craft as a career**
 - 1.1 Launch 'Future Makers' to third level and further education colleges
 - 1.2 Manage and support national award programmes with partners e.g. House and Home, RDS, Irish Arts Review
2. **Deliver a National Primary Level Initiative in support of the national curriculum**
3. **Deliver an Education & Outreach programme targeted at second level to increase awareness of careers in craft**
4. **Initiate targeted programmes for teacher and craftmaker development**
 - 4.1 Develop a craft education resource on the CCol website for teachers at primary & second level
 - 4.2 Identify future national and international partners for co-funded craft and creativity initiatives
5. **Ensure the future of the skills provided by the Ceramics & Jewellery Schools**
6. **Grow relationships with national bodies to contribute to education policy in craft education**



'Felt Wall Hanging' from CCol's Craft in the Classroom programme 2009, made by 2nd class primary school students from Scoil Carmel, Firhouse, Dublin, under the tuition of textile artist Gina Faustino.

Theme 3: Raising Awareness of Irish Craft

The Crafts Council of Ireland aims to raise awareness of Irish craft in order to encourage interest in and demand for Irish craft products. This Strategic Theme works closely with all aspects of the Strategic Plan and specifically with Theme 1, Developing the Market for Irish Craft, where it aims to ensure that purchasers can appreciate, find and buy Irish craft.

The Crafts Council of Ireland has designated 2011 as *Year of Craft* when Ireland will host the Annual General Assembly of the World Crafts Council – Europe. 2011 also marks the 40th anniversary of the establishment of the Crafts Council of Ireland. During 2011 a comprehensive calendar of events will be run throughout Ireland in order to heighten public awareness of the wealth of craft that Ireland has to offer and to promote craft as a rewarding and commercially viable profession.

High-level actions for Theme 3 include:

1. **Adopt a focused approach to promoting Irish craft to various audiences**
2. **Redevelop the CCol website and targeted communications based on the requirements of the agreed identified audiences**
3. **Generate interest in Irish craft through the 2011 *Year of Craft* programme**
 - 3.1 Develop and implement a national year-long events programme to celebrate *2011 Year of Craft* with CCol member organisations, clients and partners throughout Ireland
 - 3.2 Grow craft tourism
 - 3.3 Explore opportunities to establish a consistent venue for display of Irish craft in Dublin and other regions to create awareness of Irish craft
4. **Increase exposure to Irish craft through media and strategic partnerships**
5. **Conduct research to facilitate market intelligence on all aspects of the Irish craft sector**



Leather designer Úna Burke, winner of the Irish Arts Review/Crafts Council of Ireland 'Emerging Maker Award 2010'.

Theme 4: Strengthening the Member Organisations

The member organisations of the Crafts Council of Ireland play an important role in enhancing the awareness of Irish craft and the skills of craftmaking. They contribute to Irish crafts and to Irish culture through their protection and nurturing of our craft heritage, the sharing of ideas and knowledge, and through the passing on of craftmaking skills to others.

This Strategic Theme recognises this contribution and outlines the Crafts Council of Ireland's strategy of working closely with the member organisations for the overall benefit of craft in Ireland. High-level actions include:

1. Enhance the linkages between the member organisations and the Crafts Council of Ireland
2. Strengthen member organisations' ability to contribute to the craft sector by empowering them through targeted funding
3. Increase the presence of all member organisations on the CCoI website
4. Work with the member organisations in preserving Ireland's craft heritage
5. Create opportunities for craft awareness by utilising the expertise of the member organisations



'Amber - Tan stablehide leather bag' by Inti Leathers of Louth Craftmark Designers Network - one of CCol's member organisations.



Michael Budd, a member of the Irish Artist Blacksmiths Association (IABA), demonstrating the art of blacksmithing at Bloom in the Park 2009.

Measurement and Effectiveness

The measurement of Crafts Council of Ireland activities and the attainment of targets is carried out on a quarterly basis and reported on an annual basis. A Strategic Review Panel will be put in place for the purposes of formal ongoing reviews. In addition a final review will be undertaken in 2012 to ensure the organisation's goal of fostering the commercial strength and growth of the crafts industry in Ireland is sustained.

Measurement will be carried out by reference to achievement of key deliverables, targets and lessons learnt. The annual industry surveys will be a key indicator of performance of the industry. This will also be evaluated in the context of CCoI's strategic aim of working with other organisations in Ireland in order to further the awareness of craft in Ireland and internationally.



Series of small stoneware vessels by ceramicist Jack Doherty at his solo exhibition in the National Craft Gallery during Kilkenny Arts Festival 2009.



Acknowledgements

→ Contributors

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