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CRAFTS COUNCIL OF IRELAND

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introduction and background to the Crafts Council of Ireland

The Crafts Council of Ireland (CCoI) is the national design and economic development organisation for the craft industry in Ireland. Its activities are funded by the Department of Enterprise, Trade and Employment via Enterprise Ireland.

HISTORY OF CRAFTS COUNCIL OF IRELAND

In 1970 the World Crafts Council Conference was brought to Ireland, organised by the Irish Society for Design and Craftwork, Dr Muriel Gahan, the Royal Dublin Society and Blanaid Reddin among others. It was an event which inspired many, and which resulted the following year in the formation of the Crafts Council of Ireland as a voluntary body under the chairmanship of Frank Sutton, with a committee of honorary officials. The R.D.S. provided office facilities and subscriptions were raised by members.

In 1976 the Council became a Limited Company, was given a statutory function by the Minister for Industry and Commerce, Justin Keating, and was funded by the Industrial Development Authority to employ a staff of two at Thomas Prior House, Ballsbridge. Its brief was to work for the improvement of standards in craft and the welfare of craftspeople, and to act as advisors to the Government in matters concerning crafts.

From 1973 to 1983, a Management Committee of fifteen people was elected by ballot at the Council's Annual General Meeting to devise policy and oversee its implementation by the Secretariat. In 1983, however, the Articles of Association were amended to allow the Minister for Industry and Commerce to nominate five members of the Management Committee, while the remaining ten members continued to be elected by the Council members. Elections are held annually, when the three longest serving elected members retire by rotation. Ministerial appointments are for a period of three years.

Over the years, the aims and objectives of CCoI have evolved and developed to meet the needs of the industry and to ensure its growth and development. CCoI's recently published second Strategic Plan 2004 – 06 builds on the successes of the first plan and maps out the activities for the coming three years.

CCol is based in Kilkenny, with a sub-office in Dundalk, Co. Louth. It employs 13 people full time and a number of part time / temporary contractors and project managers. It has over 60 Member Organisations, over 1,500 registered craftspeople and in 2004 operated with a budget of €2,786,367.

THE CRAFT INDUSTRY

The major sectors within the Irish craft industry are pottery, glass, jewellery, textiles (particularly knitwear) and furniture. Irish craft businesses are characteristically small in scale and are geographically widespread, but taken nationally the industry is a significant employer, while also providing viable, sustainable enterprises in all areas, including those isolated rural communities ignored as unsuitable by other manufacturing sectors.

Furthermore, the crafts industry also has significance beyond its economic importance as an employer (both direct and indirect: Irish crafts have an obvious synergy with tourism, for example).

One of the Crafts Council's founding tenets was that Irish crafts have a cultural and social significance. Irish crafts are beautiful – they are also distinctively Irish, and the industry which produces them is a custodian of part of our Irish cultural identity.



Inti Leathers

list of network services

BUSINESS DEVELOPMENT

Business Mentoring
Business Skills Training
Craft Fair Support
Network Support
Project Support

CLIENT SERVICES

Registration
Stoppress
Publications
Image Bank
Information Services
Insurance Scheme
Photography Scheme
Website – www.ccoi.ie

EVENTS

CCol Christmas Presence at the National Craft Fair
Retail Fair – December
Showcase Ireland
International Trade Fair – January

EXHIBITIONS

National Craft Gallery Exhibitions
CCol Exhibitions and National and International visiting exhibitions
Regional Exhibitions
CCol Touring exhibitions

DESIGN DEVELOPMENT

Product Design Development, Design Source On-Line,
Design Seminars and Workshops



MARKET AND PRODUCT DEVELOPMENT

Market Development (Ireland):
'Meet the Buyer' Workshops
Promotions to buyers - Showcase

Market Development (Overseas):
Preparation and participation at
International events and trade shows
Promotion to press and to buyers
at events
Research into new opportunities
Research missions to events

Product Development:
CARDmarket
Sector promotion
(and International Marketing)

Clinics with experts
Made for America Award
Sector promotion
(and International Marketing)

Photoshoots

Tabletop

Education:

Pottery & Jewellery Skills Training
1st, 2nd & 3rd Level Education Programmes



PUBLICATIONS

- Business Information Guide
- CCoI Annual Reports
- CCoI Strategic Plans
- Doing Business At Showcase
- Internet Training Publications:
 - *Craftperson's guide to the internet*
– *beginners guide*
 - *How the internet work for me*
– *28 case studies from Irish Craftspeople*
 - *Irish Craft on the Internet*
– *who buys Irish craft on-line, when and why?*
 - *Marketing and selling on-line*
– *the craftspersons guide*
- Irish Craft Industry Report
Summary
- Making An Exhibition for Yourself
- National Craft Gallery
Programmes/Catalogues
- Short Course Guide
- Showcase Catalogue
- Showcase Statistics
- Stopress CCoI newsletter
– *6 issues per year*
- Successful Craft Entrepreneurship
– *Start Up*
- Successful Craft Entrepreneurship
– *Developing Business*
- Service Information Sheets
- Irish Craft Market Report
- National Craft Gallery Review 2004

*Many publications are available
to download free at
www.ccoi.ie/publications*

SKILLS TRAINING

Graduate Exhibition

Jewellery Skills Training:

Full-time Course

Short Courses

Pottery Skills Training:

Full-time Course

Short Courses



Elisabetta Ravarino-Healy

structure

of the Crafts Council of Ireland

AN ORGANISATION OF ORGANISATIONS

The Crafts Council of Ireland is a limited company. The Council's shareholders are represented by member organisations and institutions, which share the Council's aims and objectives and are involved in the promotion of contemporary and traditional craft.

Members are:

- The subscribers to the Memorandum of Associations (founders).
- Corporate bodies (institutions).
- Individual persons whom the Board of CCol shall from time to time decide to admit to membership.
- Persons nominated by the Board of CCol to represent unincorporated associations upon which the Board may wish to confer the benefit of membership (guilds and trade associations).

Organisational membership confers:

- The right at an AGM to question the Council's Board on their presentation of the Council's activity and financial accounts of the previous year.
- The right to nominate any candidate to the Board of Directors.
- The right to vote candidates onto the Board of Directors.



Laura Mays

REGISTER OF CRAFT ENTERPRISE AS OF 2004

This is a database of craftspeople who are, in essence, the clients of CCol – and to whom all projects, services and activities are tailored.

There were 1,538 craftspeople registered as at 30th December 2004. Registration is dependent on the fulfilment of certain CCol criteria including:

- Applicants must be a craftsperson as recognised by CCol, that is ‘one who – possessing and using the skills, including the design skills necessary – exercises direct control over the shaping, fashioning and use of material and over the development and application of design and who then offers these objects for sale’
- Design led applicants must be either a designer/maker, designer/manager or designer
- Applicants must be resident in Ireland, or else an Irish citizen living within the EU
- Applicants must practice a craft discipline recognised by CCol (*more details are available on CCol application form*).

Registration confers:

- Access to all CCol services and activities.

THE DIFFERENCE BETWEEN BEING A ‘MEMBER ORGANISATION’ AND BEING ‘REGISTERED WITH’ CCOI

Member organisations are represented by individuals who monitor CCol, particularly its strategic and financial activity, on behalf of the whole craft industry. Their main opportunity to comment on CCol performance comes at the Annual General Meeting. (The Board of CCol have the option open to them of creating individual members of the company who do not represent any organisation. The criteria for exercising this option is under review).

Registered craftspeople do not have voting rights at the AGM, or a formal monitoring role of Council strategy – however, their views, when correlated by independent research, have significant influence on CCol policy development.



Mary Jo Coates



Astrid Tomrop Hofmann

list of board members

The Board of Directors of the Crafts Council of Ireland is made up of 5 Ministerial nominees and 10 elected members. The warrant of appointment issued by the Minister of Enterprise, Trade and Employment lasts for 3 years, exactly the same term as the craft representatives elected at the AGM by member organisations.

CRAFTS COUNCIL OF IRELAND BOARD MEMBERS AS AT 31ST DECEMBER 2004

MINISTERIAL NOMINEES

Martin Walsh
Chairman

Cathy Honan

Giles O'Neill
(reappointed on 15/05/2004)

Jean Byrne

ELECTED REPRESENTATIVES

David Shaw-Smith

Emmet Kane
(re-appointed on 13/05/2004)

JP Donnelly

Laura O'Hagan
(re-appointed on 13/05/2004)

Peter Pollock

Loretta O'Brien

Anne Montgomery

Mike Weerakoon

Sarah Daly
(appointed on 13/05/2003)

Gerry Macken
(resigned December 2004)

FOUNDING MEMBERS

Patsy Duignan

Mary Mullin

Blanaid Reddin

Betty Searson

list of member organisations

CRAFTS COUNCIL OF IRELAND BOARD MEMBER ORGANISATIONS AS AT 31ST DECEMBER 2004

Association of City & County Enterprise Boards	Federation of Jewellery Manufacturers of Ireland (FJMI)	Quilters Guild of Ireland
Cavan - Monaghan Art & Craft Network	Fusion – Limerick	Royal Dublin Society
Clare Association of Artists & Craftworkers	Guild of Irish Lacemakers	Sculptors Society of Ireland
Clewbay Craft & Design Group	Handweavers Guild of Cork	Society of Cork Potters
Comeragh Crafts Group	Homethrown	South East Regional Craft Centre
Contemporary Tapestry Artists	Institute of Designers in Ireland	Spiddal Craft Centre
Conway Street Community	Irish Artists Blacksmiths Association	St. Catherine's College of Home Economics
Cork Textiles Network	Irish Basketmakers Association	Tallaght Community Arts Centre
Country Markets Limited	Irish Countrywomen's Association	Tower Design Guild
County Down Crafts	Irish Guild of Embroiderers	TÚS – Galway Association of Artists & Craftspeople
Craftmark	Irish Guild of Weavers, Spinners & Dyers	Tyrone Guthrie Centre at Annaghmakerrig
Craft Potters Society of Ireland	Irish Knitwear Exporters' Guild (IKEG)	University of Ulster
Crann	Irish Patchwork Society	Weaving Works
Crawford College of Art & Design	Irish Woodturners Guild	West Cork Arts Centre
Crawford Municipal Art Gallery	Kilkenny Crafts Guild	West Cork Craft & Design Guild
Department of Enterprise, Trade & Employment	Leitrim Design House	West Kerry Crafts Guild
Donegal Creative Crafts Guild	Limerick College of Art & Design	Wecraftnet Ltd.
Embroidery Artists	National College of Art & Design	Wexford Craftworkers Association
Enterprise Ireland	Network of Craft Development Officers	
Feltmakers	North Dublin Craftworkers	
Fire Station Artists Studio	Northern Ireland Patchwork Guild	
	Peannairi	

list of staff

AS AT 31ST DECEMBER 2004

CHIEF EXECUTIVE OFFICER

Leslie Reed

Emer Ferran,

Business Development Manager

Mary Whelan,

Business Development Co-ordinator

Nicola Whelan,

Communications Manager

Caroline O'Riordan,

Communications Officer

Mary O'Shea / Emma Briscoe,

*Communications Assistant
(Job-sharing)*

Breda Butler,

Communications Assistant

Cornelia McCarthy,

Programme Manager

Helen Lynch,

Projects Manager

Nuala McGrath,

Administration Officer

Amanda Fenelon,

Administration Assistant

Mary Blanchfield,

Finance Officer

Julie Jackman,

Accounts Assistant

Anke McKernan

list of service contractors

AS AT 31ST DECEMBER 2004

Jane Huston,
Jewellery Trainer

Gus Mabelson,
Pottery Trainer

Vincent O'Shea,
Exhibitions Manager

Gavin Lynch,
Web Manager

Fintan Blake Kelly,
IT Systems Manager

Janice Stevenson,
CARDmarket Project Manager

Catherine Jordan / Deirdre Gallagher,
Showcase

Ann Dack,
CCol Service Contractor

Hilary Morley,
Contemporary Ceramics

breakdown of register of craft enterprise

AS AT 31ST DECEMBER 2004

by discipline

Basketry	38
Bookmaking	4
Candlemaking	17
Ceramics	292
Flytying	1
Fresco Painting	1
Furniture Making	102
Glass Making	110
Horology	5
Jewellery	189
Leatherworking	15
Lettering	6
Metal Working	74
Mixed Media Constructing	50
Musical Instrument Making	13
Paper Working	61
Printing	14
Silversmithing/Holloware	14
Soap Making	3
Spinning	1
Stoneworking	37
Textile Making	321
Thatching	4
Toymaking	4
Woodworking	162
Total	1,538

by county

Antrim	48
Armagh	8
Carlow	23
Cavan	16
Clare	50
Cork	184
Derry	18
Donegal	54
Down	92
Dublin	266
Fermanagh	16
Galway	103
Kerry	68
Kildare	33
Kilkenny	68
Laois	16
Leitrim	24
Limerick	23
Longford	8
Louth	37
Mayo	34
Meath	29
Monaghan	15
Offaly	28
Roscommon	19
Sligo	24
Tipperary	37
Tyrone	22
Waterford	40
Westmeath	19
Wexford	42
Wicklow	66
Total	1,530
England	5
Germany	1
Norway	1
Wales	1
Total	8

chairman's report

2004 saw the Crafts Council of Ireland launch a new strategy for the Irish craft industry. Profound changes had taken place in the marketplace over the previous four years and our new Strategic Plan reflects that - it is a new plan for a new era.

Sweeping market changes have impacted on all Irish manufacturing. Everyone has been affected - from the craft industry's many micro-enterprises to the largest factory-based manufacturers. With this in mind the new plan focuses on five higher goals – Design, Marketing, Education, Knowledge and Recognition.

The year 2000 may have seen the largest sales ever recorded for Irish craft of over €100 million. But just one year later we saw the biggest ever decline, with Irish craft sales dropping to €76 million. The Crafts Council worked in close partnership with the industry during the term of our previous Strategic Plan (2000 – 2003) and we can now report that in 2004 sales are estimated to have climbed back up to €96 million.

While this recovery is welcome, following such a severe reversal, there is still much for the industry and the Council to achieve in dealing with the transformed market for Irish craft. This transformation had several causes: A post 9/11 disruption in the export market for Irish craft to the United States. A fall in the numbers of American tourists visiting Ireland also led to parallel damage to our "indirect" exports, or sales to these tourists. Another factor was the increase in well-designed and cheaply priced goods from China and other low cost economies. This has had a more long-term impact, as these goods continue to compete directly with Irish craft for retail shelf space.

Irish craft must raise its game if it is to protect its core business following such shocks to the system. We also need a further commitment to improve standards if 90s growth levels are to be seen once more. To achieve both objectives, the main area of progress must be in design. It is no coincidence that in the list of higher Goals in the new Strategic Plan for 2004 – 06, it is the Design Goal that heads them.

Today's generation of craftspeople, like every one that preceded it, puts a premium on the production skills and the quality of materials they use. But the stakes are now higher as recently imported consumer goods from low cost economies are no longer the cheap derivative substitutes of the 90s, with poor production and material values that Irish craft could easily out-compete. Today's imports can be as well made

as their Irish counterpart and are likely to cost less. If there is no room for Irish craft to compete on its labour and materials costs, then we must have a higher quality of materials, production and design to justify higher prices. Design is an essential driver in that process.

How far the game in design has to be raised by Irish craft becomes evident when looking at the quality of its imported rivals. These goods are frequently designed and specified by European companies with a keen sense of trends in consumer taste and preference. In this context, Irish craft cannot merely be satisfied by becoming a byword for quality in design but on becoming a byword for the best in design.

No strategy that includes such a challenging objective can be achieved independent of the marketplace. From the consumer who wants to buy functional and distinctive goods for the home, to the collector, who buys for investment as well as pleasure - matching products to customers is critically important. Over the period of the new plan, our Marketing Goal will require that considerable efforts are made to ensure that Irish craftspeople become familiar with new national and international markets, both niche and mainstream, as well as trying to re-invigorate established ones.

As an example, 2004 marked the first Irish venture into the \$30 billion contemporary craft market in the USA. Twenty six craft companies sponsored by the Council attended the Philadelphia Museum of Art Craft Fair, one of the two most prestigious fairs serving the US collectors' market. The Irish exhibitors were competing alongside 170 leading American peers and, as a consumer event, the Fair was a success with very healthy Irish sales figures. But the true measure of their success was that Irish craftspeople demonstrated their capacity to compete in the world's largest market for contemporary craft. The fact that Irish craft was represented at this event, and successfully so, gains respect and credibility for the whole of the industry and its future in the American and other craft markets.

The Crafts Council is a long-standing provider of high quality and internationally respected craft training. But the Education Goal creates a new challenge for the Council in that it demands a dialogue with providers and policy makers in the areas of first, second and third level education. In developing this goal, the Council recognised the dependence of Irish craft's future on the effective education of a new generation of craft entrepreneurs and the visually literate consumers they must serve. The national curriculum needs to be properly resourced in the areas of art, craft and

design at first and second level, as do craft and design under graduate and post graduate programmes at third level. Through dialogue, the Council hopes to make these resources an important state objective. Not only would it benefit the craft industry, it would also help support design and quality in all Irish manufacturing industries.

In 2004, the Crafts Council took the first essential steps in influencing that expenditure by establishing its credibility and bona fides as a policy partner with education bodies. To that end, the Council has contributed to the policy forums of the new accreditation body FETAC (The Further Education and Training Awards Council) as it established the framework for an awards system that will influence the future development of vocational craft training and education post second level. The Council's input, underpinned by its experience in vocational training and its understanding of market demand, was welcomed by FETAC.

The central role of research and its impact on Council policy is vital. The Knowledge Goal will maintain the impetus developed in our first Strategic Plan (2000 – 2003) in the collation of design trends and the evaluation of markets for Irish craft. Of particular note under this goal has been the success of the Council's relationship with the media. We have established ourselves as a 'one-stop' source of knowledge on the Irish craft industry. Over 160 pieces on radio, television, local and national newspapers and magazines were independently recorded in 2004 as being the direct result of the Council's new media service.

Our Recognition Goal is factored on shifting public perception of craft from the traditional concept of the artisan to that of the creative entrepreneur. Creative in two senses; firstly in the strong sense of design which drives the use of craft skill, and secondly, as a creative industry where culture and commerce find a natural meeting place. This is also a new goal and, alongside Education, one which requires a longer lead-in time to measure our success in achieving it. However, as a goal, it will also benefit from the Crafts Council's success in design, marketing and education. This was already evident in 2004 and will give additional support to increasing society's valuation and appreciation of the role of contemporary crafts in the Irish economy.

The 2004 Annual Report shows how active the Crafts Council of Ireland has been in framing and running the projects which will deliver these higher Goals. On behalf of the Board of the Crafts Council of Ireland I would like to thank the staff for the commitment and energy they have invested in the new strategy.

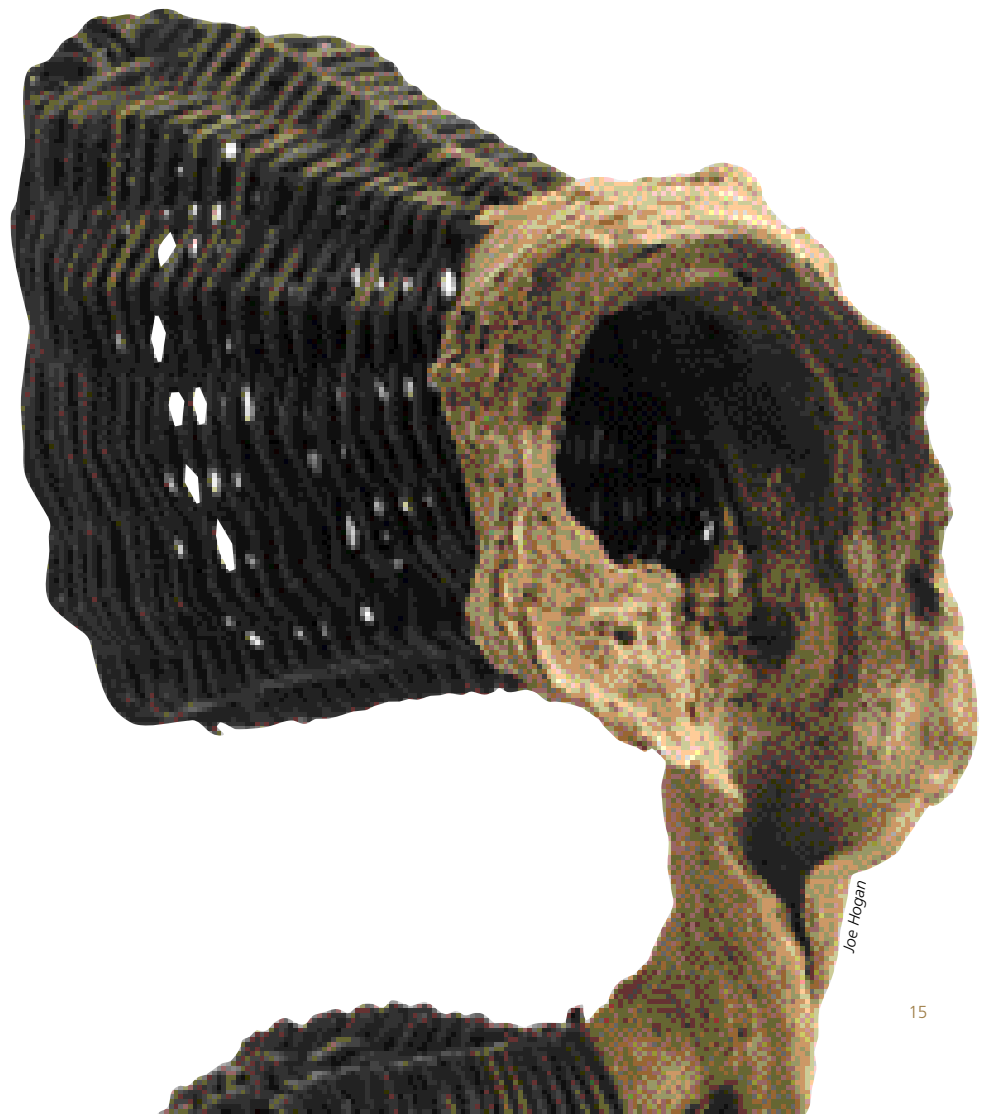
We are also encouraged by the positive response from the industry. This is demonstrated in the high level of participation in the work of the Crafts Council of Ireland and its projects by craftspeople throughout the island of Ireland.

Once again I wish to acknowledge, on behalf of the crafts industry, the excellent support provided by Enterprise Ireland (Dept of Enterprise, Trade and Employment), and thank the Ministers of DETE 2004, an Tánaiste Mary Harney and Minister Micheál Martin TD, and welcome the promise of continuing support.

Finally, I would like to thank the Board for their time and energy in developing the Strategic Plan and for their support of the craft industry.

Martin Walsh

Chairman



Joe Hogan

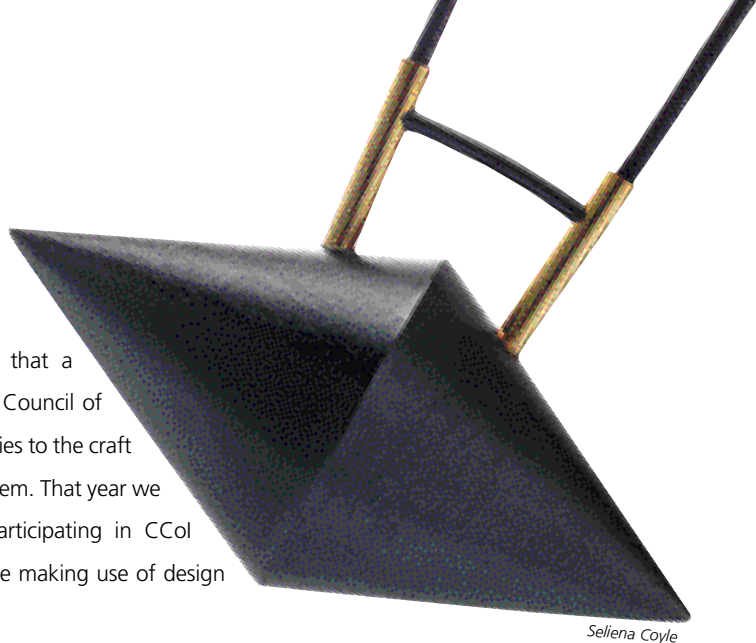
chief executive officer's report

In the Council's 2003 Annual Report I wrote that a significant measure of the success of the Crafts Council of Ireland (CCol) in offering development opportunities to the craft industry was the participation level achieved by them. That year we were looking at over 1,000 clients in total participating in CCol projects and schemes offered, of which 400 were making use of design or market-led services.

In 2004 we are looking at a 30% increase in total participant numbers to nearly 1,300. Given the centrality of the Design and Marketing goals in the Strategic Plan 2004 – 06, it was inevitable that CCol would increase activity to serve them, and that this emphasis was reflected in the 700 clients who made use of design and marketing led activity over the year - an increase of 75% over 2003. These levels of increase in participation coupled with the three quarters of CCol clients who detected an increase in service standards in the first year of the new Strategic Plan (independently measured in the annual industry survey) are cause for real satisfaction to the Council, and an early indicator that the plan is in step with the industry's needs.

Nonetheless, in the research conducted in 2004, many owners of craft micro-enterprises identified what they regard as a missing 'offering' in the Council's projects and schemes – a promotion of a "Handmade in Ireland" brand – to help define their products from factory produced imports made in China and other low cost economies. It was a view that was so consistently reported in 2004 industry feedback that it merits comment in the Council's Annual Report, particularly in light of the fact that it was most strongly held by craft exhibitors in our annual international trade fair, Showcase, many of whom felt that buyers were being misled by products that look "Irish" in terms of design and material but which were not made in Ireland.

In contrast, leading marketeers report that their research identifies the importance of 'authenticity' in promoting goods and services to the current generation of consumers. This valuation of the authentic – the genuine and the original – by consumers can be closely met by craft which by definition involves the skillful making of distinctive and individual goods by hand. Therefore, it is very likely that the Irish craft industry could find that their use of a country of origin brand that highlighted 'handmade' would give a positive focus on its presence in retail outlets by emphasising its natural authenticity.



Selena Coyle

There can be no role for CCol in this option because EU regulation prevents the Council from investing any state funding in such a brand's administration or operation. This is due to the European courts which have held that no member state should fund a country of origin brand which persuades its consumers to purchase indigenous products over those of other member states. While there is no regulation preventing any individual company or trade group implementing a 'Handmade in Ireland' brand, it would certainly have to be fully funded and managed by the private sector.

While accepting that this brand would make a contribution to craft marketing, and acknowledging that in the absence of regulation it is likely that the Council would facilitate its creation, the central reason why craft will maintain its current and future place in the marketplace is the authenticity found in the craft product itself, not in its labelling. The Council's focus on Design in its strategy and the encouragement of creative innovation in craft manufacture is based on it being an absolute necessity to the long-term future of the industry. Innovation in design will consolidate craft's natural market advantage with those consumers seeking an alternative to mass produced goods. Going back to the industry's increased participation levels in our design-led development projects with which I started this report, there is an obvious recognition that the main arena for combating low cost competition is in the quality of Irish product design. A key part of our activity as 2004 closed was the scoping of new projects for launch in 2005 which will further increase options for product development amongst our client base.

The two Strategic Plans that have guided the Council since 2000 have demanded organisational change from it, as well as the operational change needed to deal with a fast evolving craft market. The Chairman thanked the CCol staff for the commitment and energy shown in making the current plan operational in 2004. I would like to join him in thanking them, and commend their flexibility and productivity when adopting the new team and project management systems needed to match the demands of the current Strategic Plan.

Leslie Reed

Chief Executive Officer

summary of 2004 programmes/activities

design page 25

GOAL, OBJECTIVES & SUPPORTING ACTIONS

design-related activities

- Seminars, Workshops & Trend Days
- Promotion & Accessing Information
- Collaboration on Product Development
- Irish & International Exhibition Programmes
- Design Commentary

knowledge page 33

GOAL, OBJECTIVES & SUPPORTING ACTIONS

knowledge-related activities

- Information & Distribution
- Data Management
- Researching Market Trends
- Website
- Knowledge Commentary

marketing page 39

GOAL, OBJECTIVES & SUPPORTING ACTIONS

marketing-related activities

- Research
- Promotion
- Showcase
- Marketing Commentary

education page 43

GOAL, OBJECTIVES & SUPPORTING ACTIONS

education-related activities

- Skills & Accreditation
- Schools & Colleges
- Education Commentary

recognition page 47

GOAL, OBJECTIVES & SUPPORTING ACTIONS

recognition-related activities

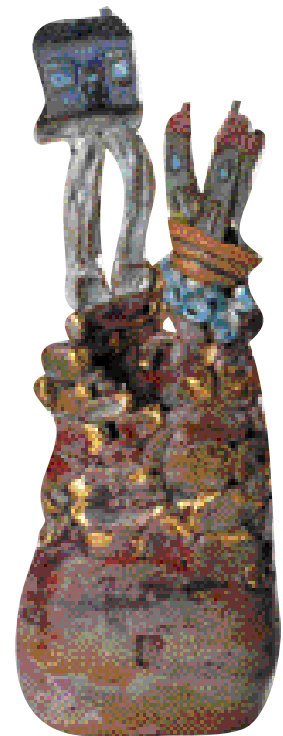
- Awards & National Collections
- Media Profiles
- Recognition Commentary

organisational page 51

GOAL, OBJECTIVES & SUPPORTING ACTIONS

organisational-related activities

- Communications
- Personnel
- Auditing, Risks & Service Charter
- Organisational Commentary



01 design



GOAL

To work to enhance the standard and quality of design in contemporary and traditional Irish Crafts, and to promote and broaden an appreciation of design in craftwork across society as a whole.

OBJECTIVES

- (1.1) To support craftspeople in developing their skills and raising the standard of design.
- (1.2) To stimulate and support best practice in Irish contemporary and traditional design.
- (1.3) To promote an understanding of design in craft among the public.

SUPPORTING ACTIONS

CCol's actions in supporting these objectives included running seminars, workshops and 'trend days' for craftspeople, to provide a dependable first port of call for those wishing to improve design; assisting craftspeople in accessing published sources of information on design, such as photographic libraries and other sources of information, and including both Irish and international colleges of design; and creating opportunities for designers and craftspeople to work together. It also included further developing CCol's exhibition programme to feature both Irish and international craft design, and forging links with other cultural institutions on the island of Ireland to promote design in craft.



design-related activities in 2004...

SEMINARS, WORKSHOPS AND TREND DAYS

DESIGN IN USE (OCTOBER 2004)

This seminar examined the impact of design on craft businesses. One aspect of the seminar was an exploration of the potential revenue streams of craftspeople who design for industry. Another equally important aspect addressed was the potential for designers to support new product development in small craft enterprises.

147 people attended the seminar. This included 45 third level students, mainly from the National College of Art & Design and the University of Ulster College of Art & Design.

DISPLAY SEMINARS

'Source' is a new CCol display initiative, a promotional area at the international Showcase event. It was designed to improve both the standard of product and display at the event. Seminars were held to promote the benefits of better display.

4 regional seminars were held to promote 'Source'. In all, 68 craft businesses attended these seminars.

FACILITATION

The CCol was active in facilitating a large number of network meetings over the course of the year, which identified critical design and marketing development issues for those attending.

In total, 230 individual craft businesses benefited from CCol facilitation.

MENTORING CLINICS

CCol collaborated with several regional 'partner' agencies (Leitrim County Enterprise Board (CEB), Donegal CEB and Strabane District Council, Tipperary North CEB) to mentor craft businesses throughout the year.

The resulting one-day business mentoring clinics were attended by 45 craft businesses.

CCol DESIGN AND INNOVATION CLINICS, AND ENTERPRISE IRELAND TREND DAYS

CCol held regional design and innovation clinics in Tullamore, Killarney and Dublin. These clinics concentrated on current design and future trends, and were tailored specifically to the needs of craft businesses. In cooperation with Enterprise Ireland a further 3 trend events were promoted to CCol clients.

In total, 29 people attended the CCol design and innovation clinics in Tullamore, Killarney and Dublin.

BUSINESS, DESIGN, NETWORK DEVELOPMENT (NOVEMBER 2004)

CCol ran a Networks seminar for trade and regional guilds and network groups identifying key design development issues.

In all, 20 representatives of the trade and regional guilds and network groups participated.

MADE FOR AMERICA AWARD, (SEPTEMBER 2004) AND MEET THE CELTIC BUYER (JULY 2004)

These CCol projects constitute a design-specific market opportunity and a workshop. During stage one, craftspeople keen to exploit the American market for Celtic crafts were introduced to key buyers from the North American Celtic Buyers Association (NACBA). They were rewarded with product feedback in a clinic-style workshop. During stage two, the winner and runners-up for the Made for America award attended the Celtic Marketplace trade fair in Chicago.

20 craft businesses attended the initial workshop, 4 of whom exhibited their products at Celtic Marketplace.

MAKE THE LEAP LICENSING WORKSHOP, AND MEET THE CARD BUYER WORKSHOP (OCTOBER 2004)

CCol ran 2 design-specific market workshops, aimed at those who design, make and license their work. Leading buyers and suppliers in the greeting card industry gave advice to attendees on current design and market trends. The licensing event illustrated and explained how to add extra income streams to craft business by selling design.

In all 35 people attended the 2 workshops.

NETWORK SUPPORT SCHEME

This scheme enables trade or regional craft associations to undertake specific design or market-led projects, with up to 50% financial support provided by CCol. The scheme was successful in encouraging subsidiarity and ownership of development policy amongst representative bodies. Based on the analysis of results from 2004, CCol will expand the scheme to include budgeting and financial management workshops in 2005.

Network Support scheme beneficiaries included:

	Awarded €	Actual Spend €
Irish Artists Blacksmiths	2,475	1,057
Weaving Works	1,050	973
National College of Art & Design	3,000	3,000
Donegal Creative Crafts	3,200	3,200
Irish Furniture Designers Network	8,780	-
Spiddal Craft Network	14,750	8,520
Craft Potters Society	11,169	10,551
West Cork Craft Guild	1,235	1,235
Laois Crafts Group	3,530	2,830
Marley Craft Group	5,466	5,466
Wexford Craft Net	5,481	3,563
Total	60,136	40,395

PROMOTION AND ACCESSING INFORMATION

Design Source on-line and Stopress editorial policy on design: In 2004, an editorial strategy was adopted which saw a series of design-related articles commissioned from a specialist panel of journalists and writers.

In addition, research began in 2004 to facilitate access to design resources via the CCol website. Design Source will provide easy-to-find links to relevant design resources in Ireland and is due to go on-line in 2005.

Stopress is distributed to all CCol's registered craft members, and is also available on-line. Over 1,900 copies of Stopress were distributed per month. 4 key articles were published in 2004.

COLLABORATION ON PRODUCT DEVELOPMENT

Avantcraft design collaboration (Atlantic Interreg IIIB project): The Avantcraft initiative will see craftspeople and designers from four EU countries collaborating on new product development. The programme aims to have 12 craft companies and six designers from each country working in cooperation, sharing 'best practice' norms and methodology between participants. Following a feasibility assessment, CCol submitted a joint funding application in December 2004 with a view to becoming part of this European initiative.



IRISH AND INTERNATIONAL EXHIBITION PROGRAMMES; LINKS WITH OTHER CULTURAL INSTITUTIONS

The National Craft Gallery (NCG) was set up by CCol in December 2000. NCG runs a dynamic national and international exhibitions programme.

2004 was the fifth operational year for the CCol Exhibition Programme. NCG was established to stimulate quality, design, innovation and competitiveness in the craft sector.

EXHIBITIONS –

NATIONAL CRAFT GALLERY (NCG) 2004 PROGRAMME FEATURED

- **Create** – an exhibition of contemporary Irish furniture.
- **Jerwood Glass** – an award-winning British Crafts Council touring exhibition.
- **Lithuanian Applied Art** – this exhibition of contemporary crafts marked Lithuania's EU accession.
- **FEAST** – an exhibition of wares from the West Cork Craft & Design Guild.
- **CCol Graduate Exhibition** – featuring work from CCol's Pottery Skills and Design course.
- **Norwegian Contemporary Jewellery**
- **Collectors Exhibition** – a multi-disciplinary exhibition of Irish and Norwegian ceramics, jewellery, wood and textiles.

- **New Irish Ceramics, A Journey** – this exhibition was also brought to Lithuania.

- **Rudolf Heltzel and Sonja Landweer** – an exhibition featuring the work of two of Ireland's most established and celebrated jewellers.

The National Craft Gallery was visited by c. 69,000 people in 2004.

EXHIBITIONS –

REGIONAL, TOURING

CCol supported a range of regional touring exhibitions across the island of Ireland during 2004, including:

- **Outside In** – at the MyHome.ie Spring House & Garden Show, RDS, Dublin. This exhibition featured craft's potential in both house interior and garden settings. This outdoor garden exhibition was later transferred to the Crescent, Kilkenny.
- **Christmas Presence** – showed a selection of designs from exhibitors whose works featured earlier in the year at the National Craft Fair of Ireland, Dublin.

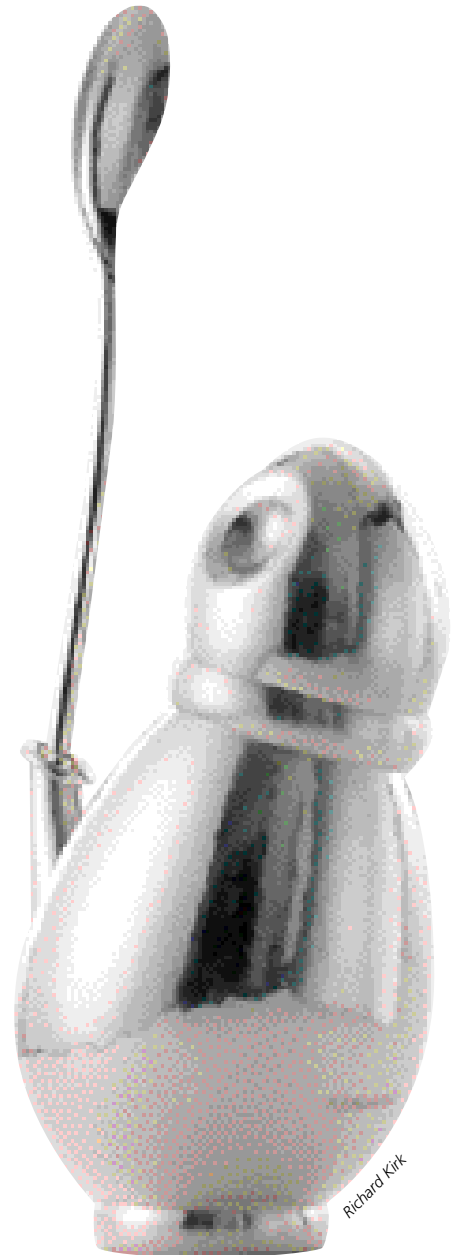
4 regional exhibitions were attended by an estimated 119,000 visitors.

EXHIBITIONS – INTERNATIONAL

2004 saw CCol actively support the exhibition of Irish crafts at international crafts and design events, including:

- **Loot** – at the Museum of Arts & Design, New York – the largest American jewellery collectors event. Irish representation at this event was particularly strong, with 13 Irish jewellers taking part.
- **Irish Basketmaking: Tradition Today** – this international touring exhibition featured in the National Museum of Ireland, the Work House Museum in Derry, Callander House in Scotland, Craft in the Bay in Cardiff, the National Vlechtmuseum in The Netherlands, and at the Philadelphia Museum of Art Craft Show in the USA.
- **Colour in Craft** – this exhibition completed its three year tour on St. Patrick's Day 2004, in Georgia, USA.
- **Collaboration** – this exhibition toured to Dublin, Portstewart and Derry.

In all, some 62,000 people visited these four CCol exhibitions.



DESIGN COMMENTARY

In 2004, the Council's 4 primary design-related activities supported the objectives outlined in the strategic plan.

The seminar programme stimulated awareness of the growing importance of design in craft amongst the craft community. Workshops allowed discussion on design, but also gave specific guidance in design-specific areas/markets. These were not limited to individual craftspeople themselves - trade and regional associations were also involved, allowing them in turn to develop policy-oriented projects. CCol aims to improve on the uneven take-up of funds in the Network Support Scheme through activity in 2005.

The Council also worked towards building ongoing working relationships with several regional development bodies. International collaboration allowed an examination of best practice in design-led product development in EU partner countries.

Over the course of the year, the Council also worked to establish and develop relationships with appropriate media figures, as well as producing its own on-line and print resources, facilitating craftspeople's access to more comprehensive design information and resources.

2004 was the fifth operational year for the CCol Exhibition Programme. It promoted the importance of creative design to both craft manufacturers and their consumer audience. In 2004 it reached a far wider audience than any previous year, the programme was more comprehensive, and the national and international touring element was more extensive. In addition to sending Irish exhibitions abroad to The Netherlands, Scotland, Wales, the USA and Lithuania, the NCG welcomed incoming touring exhibitions from Britain, Lithuania and Norway. The increasing status of the exhibition programme facilitated new links with; the Philadelphia Museum of Art, the Museum of Art and Design in New York, as well as our own National Museum (the National Craft Collection), to the benefit of Irish craft in terms of sales and reputation.

In accordance with the 2004 -06 Strategic Plan, CCol will continue design-related activity in 2005 -2006.



02 knowledge

GOAL

To deliberately position the Crafts Council as an easily accessible knowledge and information resource that will provide craftspeople with readily available solutions to queries relevant to practice and business in the crafts sector.

OBJECTIVES

- (2.1) To strengthen its Knowledge Management capacity in order to serve as the first and principal reference point for craftspeople and others seeking information.
- (2.2) To act as a clearing house, distributing information between craftspeople, buyers, and the media and other interested parties.
- (2.3) To extend its research in market trends and amongst consumers.

SUPPORTING ACTIONS

During 2004, CCol consulted craftspeople and others to identify their particular needs, to better target information on forthcoming events and activities. To this end, it reviewed its database management system and the information it contained.

It also acted as a disseminator of information between craftspeople, buyers, and the media and other interested parties. A structured relationship management process was introduced for buyers and the media, the content and profile of Stopress was developed, and the Council's links with national and local media were strengthened.

Elsewhere the Council extended its research into market trends and amongst consumers, seeking insights of possible commercial relevance for the crafts sector.

The Council also continued to improve its website, to facilitate ready access by craftspeople and others interested in Irish craft, the aim being to create a 'virtual network' of improved information exchange.



Robin D'Eath

knowledge-related activities in 2004...

INFORMATION AND DISTRIBUTION

PUBLISHING – PERIODICALS

Part of the CCol's 2004 information programme included an extensive publishing programme. Included in this was Stopress, the CCol newsletter, which was distributed to all CCol registered craftspeople and a range of interested parties including industry figures and media opinion formers.

Over 1,900 copies of Stopress were distributed per issue.

PUBLISHING – OTHER PUBLICATIONS

The CCol also published and distributed a variety of industry-specific publications and CCol information sheets, plus several statistical reports and summaries. The publishing programme also included some larger works, such as Doing Business at Showcase, Annual Report 2003, and Strategic Plan 2004 – 06.

In conjunction with the Information Management System, an accurate monitoring system will be put in place in 2005, to measure distribution of publications.

PUBLISHING – ON-LINE

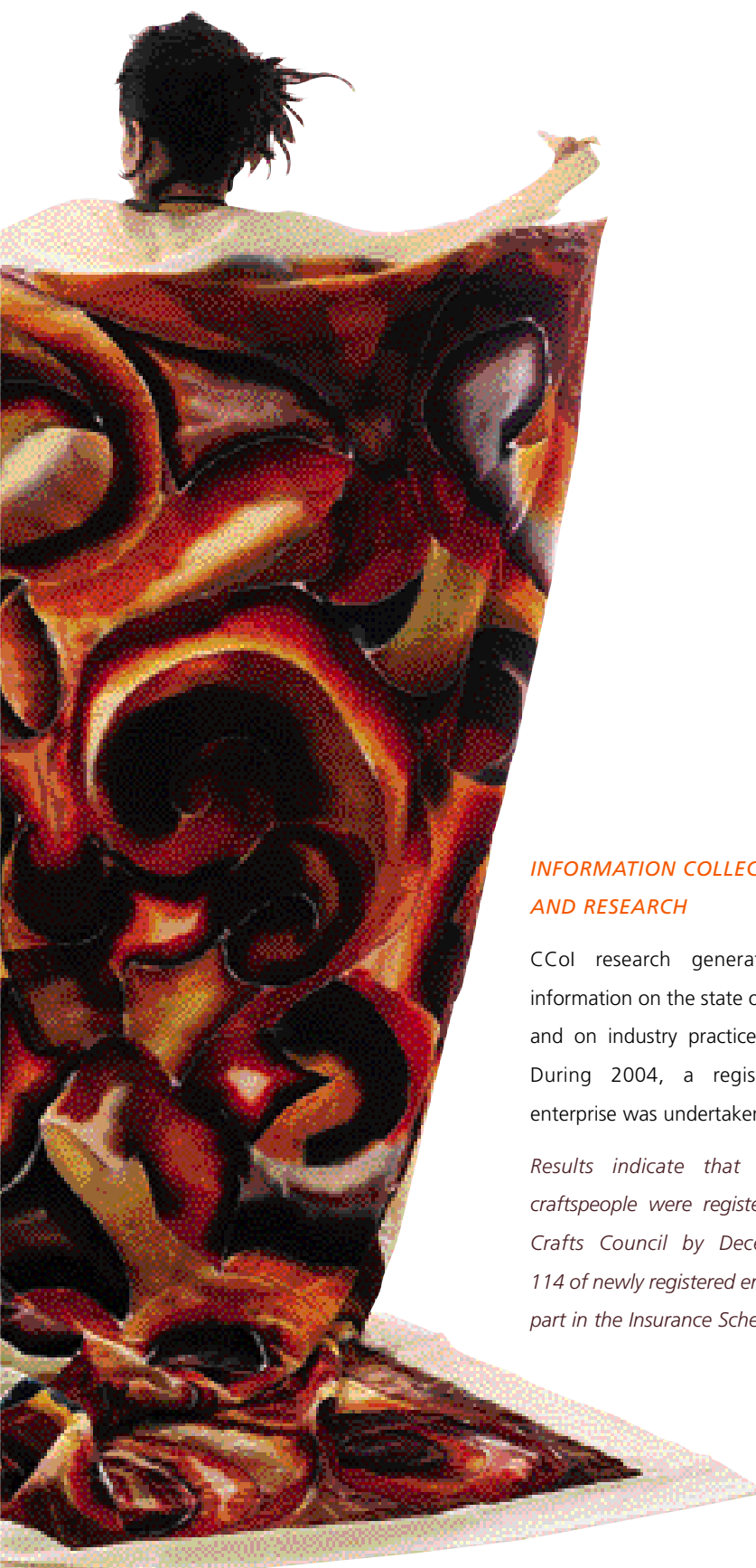
All CCol's 2004 publications were made available in downloadable pdf format from the publications section of the CCol website. Back issues of Stopress are also available to download.

PRESS OFFICE, INFORMATION AND IMAGE MANAGEMENT

Another aspect of CCol's programme was facilitating other publishers, including press and craftspeople enquiries. The Council managed and disseminated information from its own databases and, where appropriate, made it available to interested media and other parties. This media support extended to image management, sourcing and making images available to both craftspeople and media.



Renata Brickley



INFORMATION COLLECTION AND RESEARCH

CCol research generated valuable information on the state of the industry, and on industry practices and norms. During 2004, a register of craft enterprise was undertaken.

Results indicate that some 1,538 craftspeople were registered with the Crafts Council by December 2004. 114 of newly registered enterprises took part in the Insurance Scheme.

IMAGE COLLECTION

Recognising the importance of picture libraries in facilitating both marketing and press office functions, CCol photography schemes continued to enhance the Council's digital image archive, Imagebank.

During 2004, 49 people took part in the schemes, generating 164 new images for Imagebank.

INFORMATION DISSEMINATION AT SHOWCASE, RDS, DUBLIN

The CCol's annual trade fair Showcase is a superb platform from which to disseminate information to a large number of CCol stakeholders (craftspeople, media, influencers and buyers). The CCol manned a heavily visited information stand on all its services and activities, and media and buyers were given one-to-one advice and support.

Over 1,000 craft-related publications were distributed. CCol distributed over 50 PR packs which included press images.

DATA MANAGEMENT

NEW INFORMATION MANAGEMENT SYSTEM

In 2004 CCol commissioned and began development on a new information management system. The aim was to improve CCol's knowledge management capacity, and enable target-specific services for craftspeople, researchers, the media, buyers and 'opinion formers'. Some features of the system, due to go live in 2005, include:

- An increased ability to store, search, retrieve and analyse data on clients and the industry.
- The ability to provide target-specific services; this will help identify opportunities for its clients.
- Provision of an on-line PR resource to the media, featuring CCol's registered clients.
- 'Customer Service' and 'Freedom of Information' recording feature.
- Development of an advanced version of Imagebank, CCol's on-line library of digital images.
- Facilitating the development of CCol's off-line image archive.
- Improving search facilities and other on-line services on the CCol website.

ARCHIVING

Many of CCol's images, which date back to the 1970s, are of significant historical importance. Recognising this, CCol conducted an initial pilot archive project in 2004. Phase 1 involved sorting, identifying and conserving. Beginning in 2005, Phase 2 will involve digitally recording the data onto the new information management system.

Over 3,000 images were sorted, identified and conserved as part of Phase 1.



RESEARCHING MARKET TRENDS

STATISTICAL RESEARCH

Accurate statistical research is an integral part of the planning process both for CCol and the industry as a whole. The aim of such research is to produce a specific range of independent and reliable statistics to inform decision-making, and provide accurate and consistent data and statistics to craftspeople, the media, funding bodies and influencers. During 2004, a number of research reports were commissioned and produced. These included the Craft Industry Report, a comprehensive survey of the state of the industry by Platinum Consulting Group, and a Showcase 2004 Buyers Survey conducted by Landsdowne Research.

WEBSITE

WEBSITE REVIEW

The current CCol website was launched in January 2003 and has expanded continually since that date. In December 2004, CCol commissioned an independent review by Ennis Information Age (EIA), which will guide the 2005 development of the site, with a view to:

- Focusing on improving content and usability.
- Introducing a variety of new sections (some reflecting editorial improvements in Stopress).
- Improving the design of sections, for example, 'Exhibitions'.
- Increasing the number of images held on craftspeople's pages by about 40%.
- Adding downloadable application forms for opportunities where possible.

- Including a comprehensive publications section with downloadable pdf files for every CCol publication.
- Improving usage monitoring.
- Preparing CCol's image database for its introduction to the site in fully integrated and searchable form (by craftspeople, product or discipline).

The above catalogue of website enhancements is aimed at increasing access and take up of Irish crafts information for a worldwide audience. However, current monitoring of the site demonstrates a steady increase in visitor numbers month on month, as the site has become an important source of information for craft opportunities and news.

Hit rates peaked at 612,531 in November 2004, compared to an estimated 237,000 in January 2004.

Brenda Harris

Ester Kelly



KNOWLEDGE COMMENTARY

The knowledge goal of the 2004–06 Strategic Plan is at the centre of policy and operational planning. Effective action requires good information gleaned from analysis of both consumer trends and the general business environment, both of which impact on the craft industry. Research conducted in 2004 covered both the current state of the industry and a snapshot of probable drifts in consumer preferences. Both will inform CCol's 2005 activities.

The knowledge goal also encompasses a reflective aim, and this was strongly represented in the year's activities. Not only was research conducted on industry and consumers, it was also directed at CCol's own operations. The specification and design was completed for a new information management system to hold this data, in turn, which will enable more effective analysis of craft industry statistics. Trends will be identified earlier and more easily and appropriate action taken sooner.

The website review highlighted important recommendations, which will be implemented in 2005.

03

marketing

GOAL

To promote Irish Craft and work with craftspeople to assist them in understanding market requirements and behaviour and in identifying and exploiting market opportunities so as to underpin their commercial success.

OBJECTIVES

- **(3.1)** To support craftspeople in developing a better understanding of new markets and to help them to take advantage of new opportunities in those markets.
- **(3.2)** To raise the profile of Irish Crafts among potential buyers.
- **(3.3)** To strengthen relationships with targeted groups and professions.
- **(3.4)** To promote craft among the corporate community.
- **(3.5)** To work to promote an inclusive approach to the development of craft across the island of Ireland.

SUPPORTING ACTIONS

CCol adopted several approaches to market research. It worked closely with relevant bodies on research and then provided craftspeople with information on marketing opportunities in current and emerging markets. It also enabled craftspeople to visit these markets, meet key personnel or contacts, and then make assessments on the sector themselves. The Council also cultivated linkages between craftspeople and retailers, and encouraged and supported craftspeople in developing direct routes to market.

Another key activity in meeting the marketing objectives was in developing the profile of Irish crafts among the wider public. This was the main aim of the Council's enhanced 2004 media relations programme. Improved media relations were also evident in the high profile given to Showcase, part of the redesign of which included better media facilities.

marketing-related activities in 2004...

RESEARCH

RESEARCH MISSIONS

CCol supported an extensive programme which enabled craftspeople to attend and assess for themselves overseas markets. This provided the triple benefit of attendees getting exposure to new design, insight into potential new markets, and assessment of trends and potential competitors in those markets. Events and venues visited included:

- Collect, London
- Maison et Objet, Paris
- Tendence, Frankfurt
- IJL, London
- Harrogate Bridal
- Top Drawer, London
- 100% Design, London
- Premiere Vision, Paris
- Sculptural Object Functional Art (SOFA), Chicago
- Chelsea Craft Show, London
- Milan Furniture Fair
- International Contemporary Furniture Fair, New York

25 people attended these events in 2004.

PHILADELPHIA MUSEUM OF ART CRAFT SHOW (PMACS)

CCol were invited by PMACS to facilitate an Irish presence at their annual show in November 2004. 23 Craftspeople, plus an exhibition of 8 basket makers, exhibited at the prestigious craft show alongside 195 selected American craftspeople. Excellent sales and extensive PR opportunities contributed to a very successful show. A major highlight was Ireland's leading silversmith Seamus Gill winning the overall award for 'Excellence in Metal'. CCol obtained funding from the Arts Council of Northern Ireland (ACNI) and so was able to include craftspeople from Northern Ireland, thereby facilitating a group presence from the island of Ireland.

Total sales from the event of the 24 Irish stands was \$158,494.

CARDMARKET

(See also workshops under DESIGN). 2004 activities included ongoing dissemination of briefs/calls for designs to members, and an active presence at Showcase 2004.

Over the year, Cardmarket activities included:

- Business, design and market research through Research Missions.
- Mentoring and guidance on new market opportunities.
- Research missions to Ireland by international curators and buyers.
- Identification of niche markets, e.g. the 'Celtic' market, and the printed and licensing design areas.

In 2004, the Council commissioned a best practice guide - Getting into Card-making and Licensing your Designs.

FRENCH MARKET RESEARCH

The Council put considerable resources into researching the French market in 2004. Identification of galleries and retail outlets relevant to Irish crafts was undertaken, and mentoring and guidance was given to companies wishing to access this market. This resulted in direct opportunities, such as the forthcoming CCol exhibition at VIA, a Parisian exhibition centre promoting contemporary furnishings.

CCol were invited to host an exhibition at the prestigious VIA centre on Innovation in Irish Craft and Design.

PROMOTION

MEDIA RELATIONS

Media relations incorporates public relations, CCol subsidised photography scheme, CCol's on-line Image Bank and photographic library, Stopress newsletter, and CCol website. CCol are fostering relationships with key business, lifestyle, education and cultural media to ensure an increase in the profile of Irish craftspeople and Irish crafts at home and abroad. In particular 2004 saw:

- A marked increase in the level of PR activity: 8 campaigns plus the Strategic Plan launch were handled in-house; a further 9 exhibitions were handled by outside agents.
- 6 photo shoots were conducted under the subsidised photography scheme, generating 164 product and model shots.

- Over 400 press shots were generated at CCol events.
- Approximately 120 articles appeared in national, regional and trade publications, all generated directly through CCol involvement. A further 40 were facilitated through CCol, either by assisting craftspeople or responding to press enquiries. (Estimates based on an external press cutting service).
- CCol worked with Irish Arts Review to develop an ongoing feature, 'Standard Setters', recognising and promoting excellence in Irish craft.
- Stopress is now a 20-24 page bi-monthly periodical, containing feature articles by prominent journalists, Craft-IT, News and Reviews and Opportunities, with a circulation of c.2000.
- During 2004, CCol hosted delegations from Italy, Finland and Australia, to promote Irish craft. The Council also gave presentations at a European Craft Conference in Bilbao, outlining Irish craft sector activity and developments.



Jim Turner

MARKETING COMMENTARY

2004 undoubtedly saw a significantly raised profile for crafts, craftspeople and an increase in Crafts Council marketing activities, both nationally and internationally.

CCol relaunched Showcase as Ireland's foremost crafts event, achieving the aims of meeting not just buyer but also media approval. Additionally CCol's comprehensive media relations programme saw national, local and specialist media showing an unprecedented interest in Irish craft. This was matched by extensive press office support, which included the distribution of high quality photographic images and specific media-friendly services offered at Showcase.

CCol's Research Missions programme gave craftspeople the opportunity to visit potential markets abroad, meeting buyers and seeing goods against which they would be competing. The invitation from Philadelphia Museum of Art Craft Show was undoubtedly the highlight of the year in terms of international marketing opportunities. A very successful show in terms of sales and exposure, it demonstrated that the US market for contemporary craft is accessible to Irish makers, and a commercially viable international market.

CCol also facilitated incoming mentoring sessions by inviting curators and buyers to assist craftspeople under programmes such as Cardmarket, Made for America and Design for Industry.

Furthermore, 2004 saw the Council engage in extensive research on the French market, identifying galleries and retail outlets and guiding companies wishing to access the market. This culminated in securing an exhibition in 2007 at the prestigious VIA centre on Innovation in Irish Craft and Design.

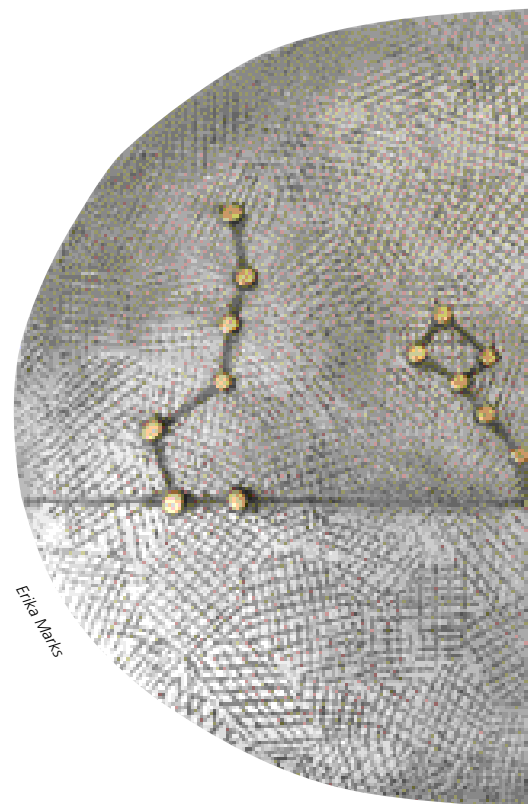
SHOWCASE

SHOWCASE REPOSITIONED

Showcase 2004 was relaunched as the primary flagship of Irish craft for the retail sector. In 2004, Showcase:

- Provided specific / tailored services to media to raise the profile of CCol exhibitors at the show.
- Provided information, listings and images of CCol exhibitors to buyers.
- Branded all CCol activity at the show so that exhibitors, buyers and media were aware of CCol involvement.

The 'new look' Showcase was launched in January 2004 and was met with strong buyer and media approval.



Eilika Marks

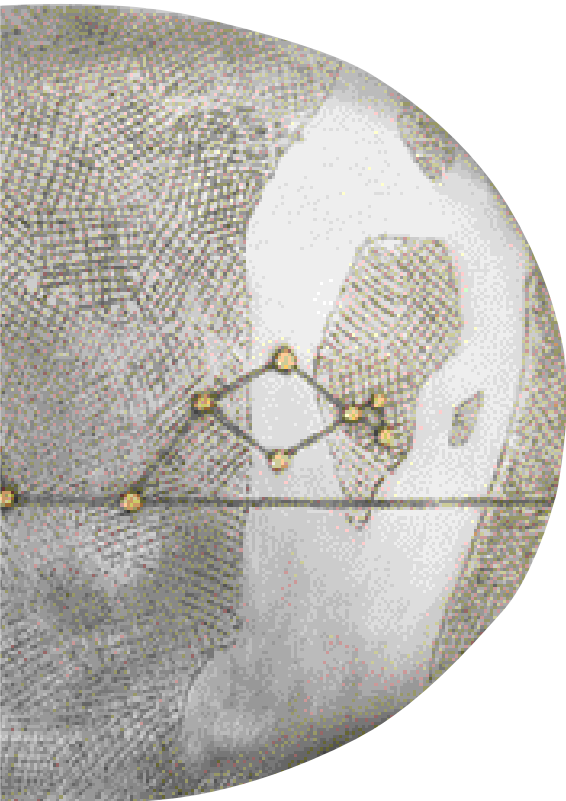
04 education

GOAL

To work both as an independent service provider, and together with other service providers to facilitate the development of education and training programmes to meet the emerging needs of the crafts sector. The Crafts Council will seek to expand and strengthen access of craftspeople to these programmes.

OBJECTIVES

- **(4.1)** To pursue a policy of mixed training provision, with both direct and indirect delivery of training.
- **(4.2)** To seek to become a recognised partner in developing the content of educational programmes as they relate to crafts in primary, secondary and third level education.
- **(4.3)** To identify clear learning paths for craftspeople to develop their craft and business skills.
- **(4.4)** To act as a broker between craftspeople and education/training providers to ensure that their key learning needs are met.
- **(4.5)** To support craftspeople in securing appropriate teaching qualifications to allow them teach and promote an appreciation of their craft.



SUPPORTING ACTIONS

CCol continued to provide highly regarded direct training services for the pottery and jewellery sectors.

The Council also developed a liaison programme for primary schools, promoting the concept of design in craft.

The Council worked at tertiary level in a pilot scheme with the National College of Art and Design, to identify and promote opportunities for further research, to promote 'mastership' in crafts and enhance understanding of both crafts and the crafts sector.

Also in 2004, CCol intended to undertake a needs analysis of the craft sector to identify the key learning needs of the sector. However, following the annual update of the main economic indicators for the industry, which did not raise any critical concerns amongst craftspeople regarding training requirements, CCol decided to re-focus its actions so that it could support the development of a new accreditation system being prepared by the Further Education and Training Awards Council (FETAC).

education-related activities in 2004...

SKILLS AND ACCREDITATION

SKILLS TRAINING PROGRAMME

This programme represents CCol's direct skills training. It consists of two strands; a pottery, and a jewellery skills course. Pottery and jewellery are the two largest and most commercially significant Irish craft sectors.

The courses' current international standing and reputation has been achieved because they maintain strong links with their respective sectors, and have always focused on the skills demanded for successful employment in today's marketplace. In order to provide the most effective workforce possible, training must always reflect rapidly evolving markets. To this end, the courses have been independently reviewed, so that long-term policy can be drafted up to 2010.

An examination of the skills programme for 2004 produced the following information:

- Of the 35 applicants interviewed for the 2004–06 CCol pottery course, 12 were accepted.
- Of the 11, 2003–04 pottery course graduates, 8 found full-time employment in commercial potteries. 1 was accepted to a ceramics degree course in Belfast.
- A review of both courses - including research into current training demands in the sector - was completed in 2004, and will be presented to the CCol Board in 2005.

ACCREDITATION OF CRAFT TRAINING

Throughout 2004, representatives of CCol attended and contributed to the working forums organised by FETAC. These dealt with the key issues relating to accreditation and standards as the new system evolved.

SCHOOLS AND COLLEGES

PRIMARY SCHOOLS

In 2004, CCol initiated a project to bring craft into primary school classrooms in 2005. A National School pilot project dubbed 'Craft in the Classroom' was developed, to enable craftspeople to work directly with County Cork National Schools and their pupils and staff.

The project generated significant interest.

In all, 131 schools and 38 craftspeople requested information on the pilot with, respectively, 52 and 24 of these confirming a wish to participate. Following selection, 15 schools and 15 craftspeople will participate in the project, starting in January 2005.

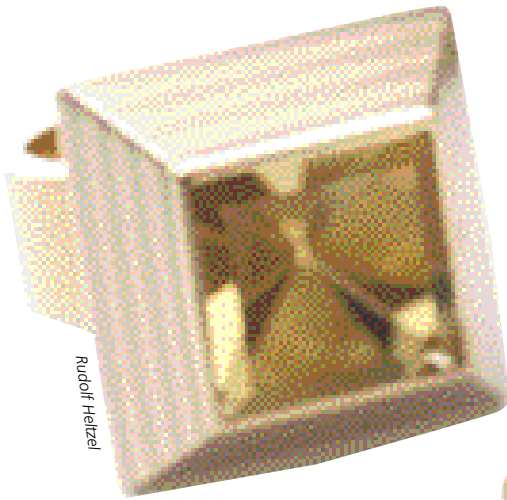
THIRD-LEVEL COLLEGES

2004 saw a craft-inspired pilot project completed at the National College of Art & Design. The project offered research awards to final year students for design studies. In 2005, the project will be expanded to an island-wide award scheme for studio practice at undergraduate and postgraduate level.

A total of 4 awards were made as part of the pilot scheme.



Roger Bennett



EDUCATION COMMENTARY

The Council is ideally positioned to offer its support in the framing of a new national accreditation system because of its role in the commercial marketplace and its experience as a provider of high-quality training for nearly 20 years. The Council can have a positive impact on the standards, modules and quality assurance needed to effectively meet the key learning needs of the crafts industry. This will be achieved by contributing to the work of FETAC.

Developing a profile within the education sector will be a long-term endeavour. Practical projects which promote the appreciation and practice of craft in schools, such as 2004's National School pilot, help to establish the Council's bona fides, and lend credibility to any future recommendations it may make regarding the national curriculum.

In 2004, emphasis was placed on establishing better communication with third level colleges, which represent the State's largest investment in design and art-led craft. By developing closer ties with the most talented students at third level, CCoI facilitates their progress to professional careers in the industry. In turn, this ensures the industry's continued vitality and capacity to deliver goods with high creative values, thereby justifying higher margins.

05

recognition

GOAL

To raise the profile of Irish craft in Ireland and internationally. The Crafts Council will also ensure that those who demonstrate consistent mastery in their craft receive appropriate public recognition.

OBJECTIVES

- **(5.1)** To promote excellence in Irish Craft.
- **(5.2)** To promote the concept of standard setting in Irish Craft.
- **(5.3)** To seek to work with cultural and educational organisations throughout the island to ensure that craftspeople working in Northern Ireland can access any arrangements that emerge to support the recognition framework.

SUPPORTING ACTIONS

Throughout 2004, CCol sought to create a structure in which full and proper recognition would be accorded to those craftspeople attaining the highest professional standards. Part of this effort has been to increase the profile of these craftspeople in the national and international media. CCol also sought to build relationships with cultural institutions throughout the island of Ireland with a view to developing fresh ways to recognise excellence in Irish craft and its practitioners.

recognition-related activities in 2004...

AWARDS AND NATIONAL COLLECTIONS

BURSARY AWARD

This new project will provide a maximum €20,000 award towards the costs of an outstanding example of creative development in commercial practice. Following research on best practice in managing award schemes of this type, the project was given final approval by the Board in December 2004 for 2005 delivery.

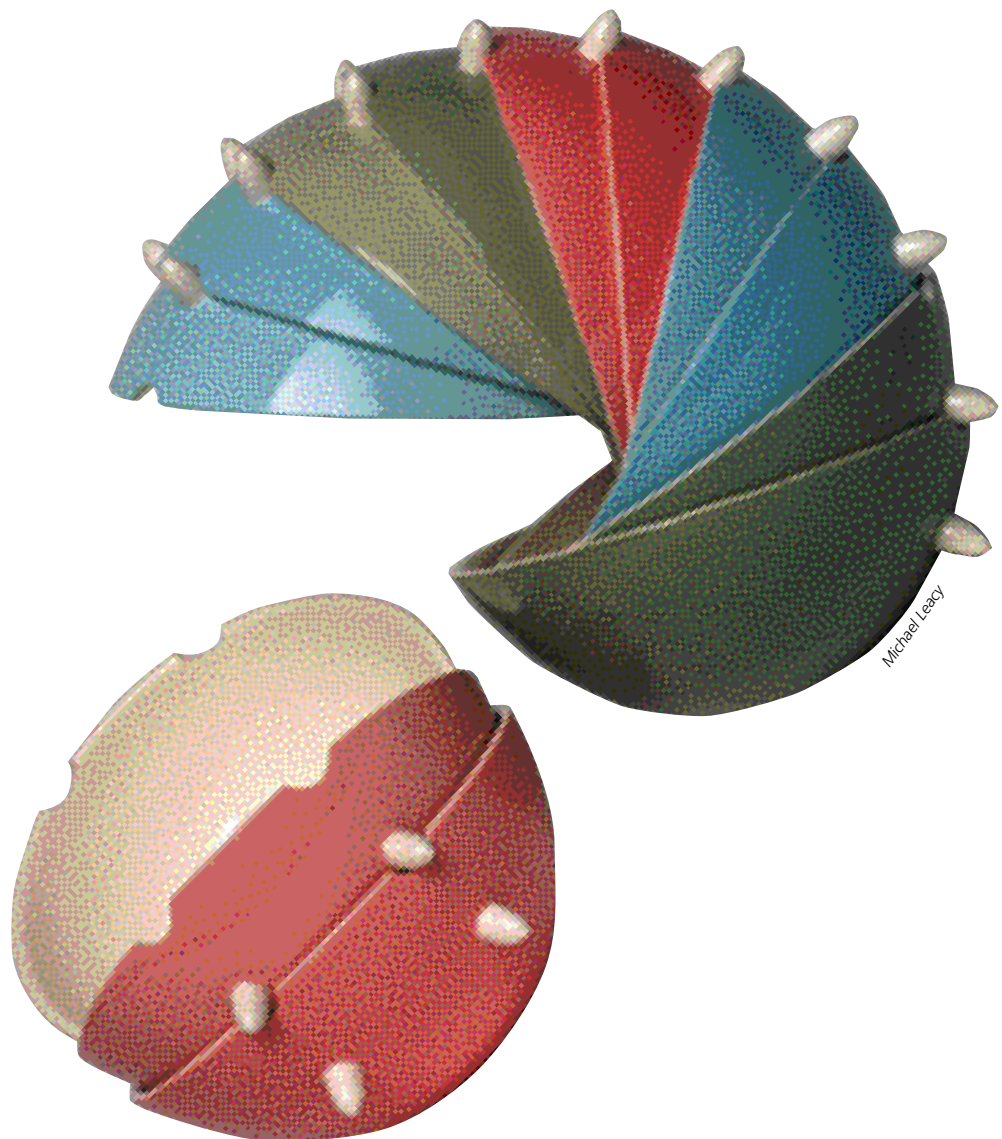
NATIONAL COLLECTIONS

The first purchases were made in 2004 for the new National Craft Collection, co-funded by CCol and the National Museum of Ireland. Discussions with the Department of Foreign Affairs in regard to commissioning craft for consulates and embassies led to the first purchases for the Department of Foreign Affairs Craft Collection. Commitment was made by the Department of Foreign Affairs and CCol to co-fund €30,000 of craft to furnish Irish embassies and consulates over the period 2005–08.

In 2004, €34,119 of work made by Ireland's leading craftspeople was purchased to initiate these prestigious new collections.



Paul Devlin



MEDIA PROFILES

STANDARD SETTERS

CCol actively promotes the importance of design in Irish craft to members of mainstream media, and through them to the general public. In addition to supporting and facilitating the work of interested journalists, CCol also contributed directly by sponsoring a new, regular feature in the Irish Arts Review, one of Ireland's leading arts magazines.

This feature, dubbed 'Standard Setters', highlights the work of craftspeople whose work is aimed at a collectors market.

3 Standard Setters features of an ongoing series were published in 2004.



RECOGNITION COMMENTARY

The recognition goal intends to raise Irish craft profiles both within Ireland and internationally, which makes the National Museum's and Department of Foreign Affairs' involvement particularly apposite. Building on the success of establishing these collections, CCol is confident that future recognition initiatives will be achieved in partnership with other agencies and institutions.

In developing the bursary, the Council was conscious that, in addition to the financial award, the recipient also receives significant media attention and public recognition.

Appropriate public recognition, as mentioned in the Strategic Plan, has also been generated by profile raising projects such as the Irish Arts Review features. Such recognition establishes the credibility of craft in the collectors market.



06

organisational

GOAL

Although not presented as a higher goal in the 2004 – 06 Strategic Plan, the Council recognises that effective delivery of its strategy is dependent on developing as a best-practice organisation, characterised by the excellence with which it delivers services for the benefit of craftspeople and other stakeholders.

OBJECTIVES

- **(1)** To strengthen its communications with clients and other stakeholders with a concern about the future of Irish craft.
- **(2)** To develop the skills and confidence within the organisation to deliver a quality service.
- **(3)** To review and develop all its business systems and processes so that they enable the Crafts Council to deliver a quality service to its clients.
- **(4)** To develop benchmark standards against which to test its performance.

SUPPORTING ACTIONS

The Council took several steps towards its organisational objectives in 2004. It developed its communications with clients and other stakeholders who shared a mutual concern about the future of Irish craft.

It worked to develop its skills and confidence to deliver a quality service. CCoI business systems and processes were reviewed, and appropriate action taken where necessary to improve on service delivery.

organisational activities in 2004...

COMMUNICATIONS

SEGMENTING COMMUNICATIONS

While Stopress is the main communications tool for news and opportunities for craftspeople, the Council also introduced more targeted communication through print and email flyers. Specific groups drawn from the client database (the Register of Craft Enterprise) are now targeted with specific communications outlining appropriate projects or schemes.

PERSONNEL

STAFF TRAINING

In 2004, all CCol staff undertook training courses to improve the CCol approach to management and delivery of activities arising from the goals outlined in the strategic plan. Particular emphasis was placed on project management training for all staff grades. Other courses included health and safety, IT skills, and risk management. In addition, to meet the challenge presented by the Official Languages Act, eight staff (over half the total) undertook Irish language training.

As a result, all CCol staff took part in at least two training courses (excluding Irish language courses) during 2004.

BOARD TRAINING:

In 2004, all new directors were offered training courses on the role of company directors in an era of increased responsibility, following substantial change in governance practice.

The full Board also undertook a tailored training module on changes in the corporate environment and implications for CCol directors.

PERFORMANCE MANAGEMENT DEVELOPMENT

While 2005 is the target year for the introduction of performance management development (PMD) within the CCol, preparatory work with staff was carried out in 2004 as part of a commitment to quality assurance in the delivery of services. PMD is seen as an essential step in driving staff training and managerial development in the last half of the Strategic Plan.

Two workshops were held with full staff attendance, to familiarise them with best practice in the adoption and usage of PMD systems.



Kathleen Mc Auiffe

AUDITING, RISKS AND SERVICE CHARTER

INTERNAL AUDIT

The Board of CCol adopted an internal audit charter in 2004, the first step towards implementing an internal audit system in line with current best practice in governance.

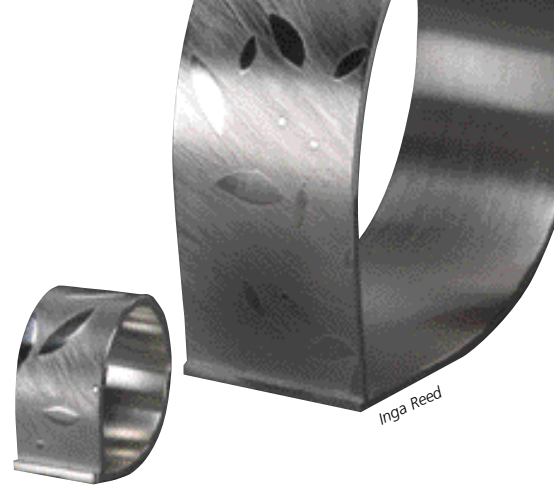
Three Board members were appointed to the CCol Internal Audit Committee.

RISK REGISTER

As part of the Council's commitment to best practice in corporate governance, some senior managers undertook risk management training. A risk register will be undertaken and completed in 2005.

CLIENT SERVICE CHARTER

Part of the design of the Council's new Information Management System includes a tracking component for all client complaints, and CCol staff responses and response times. This service will become fully operational in 2005.



ORGANISATIONAL COMMENTARY

The goals outlined in the 2004 – 06 Strategic Plan can only be achieved by skilled, competent, and confident staff. The 2004 training programme included not just every staff member, but every Board member. Each person within the Council was empowered to fulfil not only his or her own role, but also his or her part in the Council's overall strategy. Each specific Council need, such as risk management, corporate governance, or health and safety issues, was addressed by both the training programme and by assigning resources to fulfil the required roles.

Organisational changes within the CCol, such as the introduction of a project management approach to CCol activities, also mean more effective resourcing. These organisational initiatives will help to reduce any risk of complacency and enhance service delivery.

crafts council of Ireland -
 client participation
 in projects and schemes
 by county in 2004

	CARDMARKET		CRAFT DESIGN INDUSTRY LIAISON		NEW IRISH CERAMICS		MADE FOR AMERICA & MEET THE CELTIC BUYER SEMINAR		PHILADELPHIA MUSEUM OF ART PROMOTION		TABLETOP		RESEARCH MISSIONS AND TREND DAY EVENTS		SEMINAR PROGRAMME	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Carlow							1						1			
Cavan								1								
Clare							2									2
Cork					1	1	1	2	1	1			3	1	10	
Donegal								1								1
Dublin	10	2		1		1	4	3	6	4	2	1	10	2	50	18
Galway	1						1							1		
Kerry																1
Kildare											1		2		2	
Kilkenny	1		1			1			1				1		8	5
Laois														1		
Leitrim							1						1			
Limerick							1		1	1						
Longford																1
Louth	1		2						1	1	1		1	1	5	
Mayo						1			2	1						
Meath							2									2
Monaghan																
Offaly					1					2						
Roscommon																
Sligo									1							
Tipperary									1				1			1
Waterford																1
Westmeath																
Wexford												1			3	2
Wicklow						1			1						2	1
TOTAL Rol	13	2	3	1	2	5	13	7	15	10	4	2	20	6	85	30
Antrim	4														24	10
Armagh									1						1	
Derry															1	
Down	1								3	1					6	
Fermanagh															2	1
Tyrone																
TOTAL NI	5	0	0	0	0	0	0	0	4	1	0	0	0	0	34	11

SHOWCASE EXHIBITOR SUPPORT	NETWORK PROJECT OR SCHEME SUPPORT		FACILITATION AND MENTORING		GROUP INSURANCE SCHEME		SUBSIDISED PHOTO SCHEME		REGISTRATION		TOTAL		TOTALS		
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	F & M		
		4	2	4		1		1		3	4	15	6	21	Carlow
	1	1	2				1	1		1	1	3	6	9	Cavan
1		4	5		1		1	1		4	4	14	11	25	Clare
2	7	44	19	11	5	4	5	2	1	16	14	95	56	151	Cork
1	1	30	13		1	3	1	2		7	3	44	20	64	Donegal
13	2	63	58	66	30	10	6	9	4	22	7	265	139	404	Dublin
3	4	11	6	18	5	2	3	2	2	12	3	50	24	74	Galway
3	3	4	3	9	3	4		2		6	3	28	13	41	Kerry
1	1	1	2	5	1	2	3	2		4	2	20	9	29	Kildare
2	1	7	8	2	1	3	2	4	2	4	1	34	21	55	Kilkenny
	1	8	3			1		1		1	1	11	6	17	Laois
	1		1	2		1	1	2			2	7	5	12	Leitrim
		3	1	1	1	3	1			5		14	4	18	Limerick
						2	1			4		7	1	8	Longford
3	1	1		1	3	5		2	1	5		28	7	35	Louth
2		2	5	1	2					4	2	11	11	22	Mayo
	1	1	6	24	1	4	6		1	6	4	37	21	58	Meath
	1		1		1							0	3	3	Monaghan
	2	2	1	9	4	2	1		1	1	2	15	13	28	Offaly
		1				1		1		1		4	0	4	Roscommon
2	1	2	3	2	1	1	1	2		2	3	12	9	21	Sligo
1	1	3	7			1	2			3	1	10	12	22	Tipperary
		2	1		1			1		6	2	10	4	14	Waterford
			2			1	2			2	3	3	7	10	Westmeath
1	1	13	5	8	2	2			1	6	1	33	13	46	Wexford
2	1	15	8	3	1	1	2		1	4	4	28	19	47	Wicklow
37	31	222	162	166	64	54	39	35	14	129	67	798	440	1238	TOTAL Rol
														38	Antrim
														2	Armagh
														1	Derry
														11	Down
														3	Fermanagh
														0	Tyrone
0	0	0	0	0	0	0	0	0	0	0	0	0	0	55	TOTAL NI

director's report

The directors present their report together with audited financial statements for the year ended 31 December 2004.

DIRECTORS' RESPONSIBILITIES FOR FINANCIAL STATEMENTS

Irish company law requires the directors to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:-

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

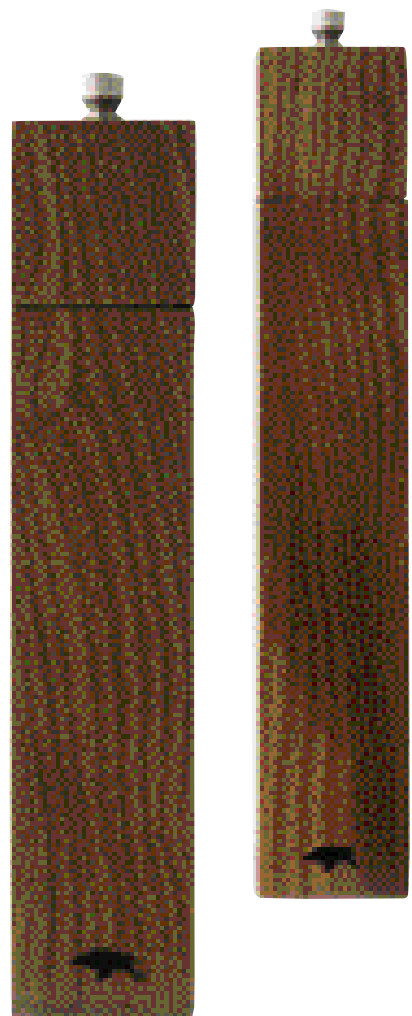
The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2003. The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Legislation in Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The maintenance and integrity of the Crafts Council of Ireland web site is the responsibility of the directors.

BOOKS OF ACCOUNT

The measures taken by the directors to secure compliance with the company's obligation to keep proper books of account are the use of appropriate systems and procedures and employment of competent persons. The books of account are kept at Castle Yard, Kilkenny.



DIRECTORS

The names of the persons who were directors at any time during the year ended 31 December 2004 are set out below. Except where indicated, they served for the entire year.

M Walsh (*Chairperson*), M Weerakoon, D Shaw-Smith, E Kane, J P Donnelly, G Macken (*resigned 11 November 2004*), C Honan, L Scott (*resigned 13 May 2004*), G O'Neill, L O'Hagan, J Byrne, A Montgomery, L O'Brien, P Pollock, S Daly (*appointed 13 May 2004*),

PRINCIPAL ACTIVITIES AND FUTURE DEVELOPMENT

The principal activities of Crafts Council of Ireland is the development of the Irish craft industry through programmes in marketing, exhibition, information services and training, which promote the highest standards of excellence in design and marketing throughout the sector.

HEALTH AND SAFETY

It is the policy of the company to ensure the health and welfare of its employees by maintaining a safe place and system of work. This policy, which is set out in the safety statement required by the Safety, Health and Welfare at Work Act, 1989, was fulfilled during the year.

PROMPT PAYMENT OF ACCOUNTS ACT

Section 12 of the Prompt Payment of Accounts Act 1997 requires a statement of payment practice. Crafts Council of Ireland's payment practice is to pay suppliers within the prescribed payment date as defined by S.I. No. 388 of 2002 (late payment in commercial transactions).

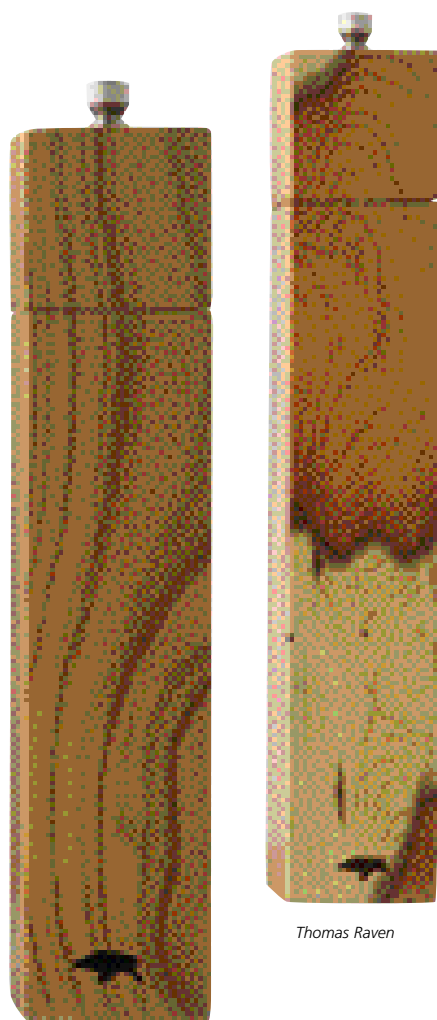
AUDITORS

The auditors, PricewaterhouseCoopers, will be re-appointed in accordance with section 160(2) of the Companies Act, 1963.

On behalf of the board

M Walsh

L O'Brien



Thomas Raven

auditor's report

Independent auditors' report to the members of Crafts Council of Ireland Limited (Limited by Guarantee)

We have audited the financial statements which comprise the profit and loss account, the balance sheet, the cashflow statement, the statement of total recognised gains and losses, and the related notes.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS

The directors' responsibilities for preparing the directors' report and the financial statements in accordance with applicable Irish law and accounting standards generally accepted in Ireland are set out in the statement of directors' responsibilities.

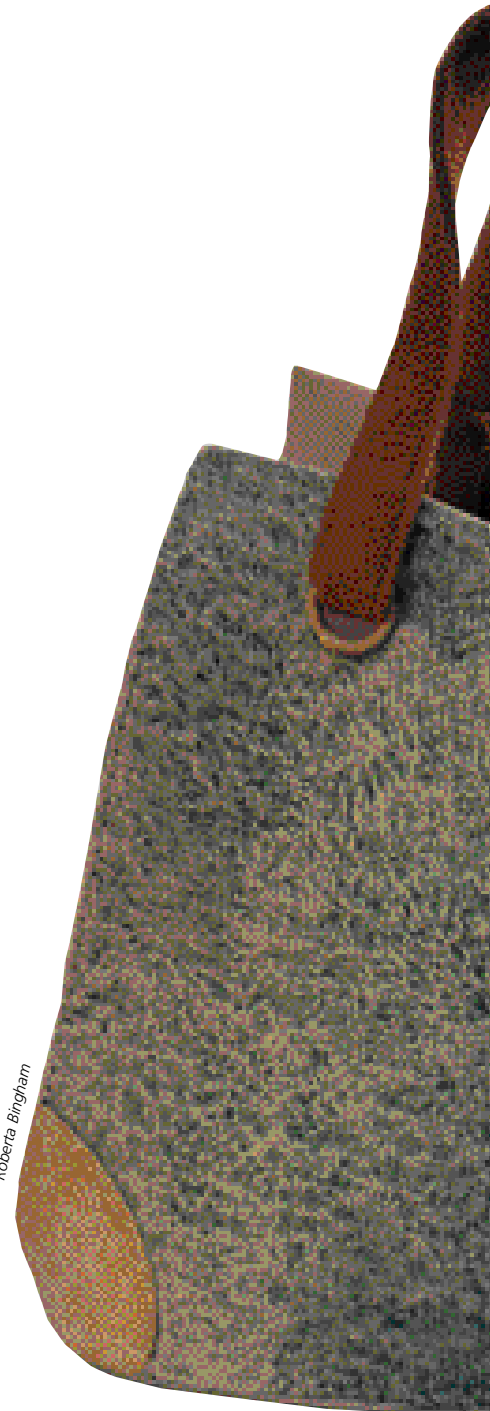
Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and auditing standards issued by the Auditing Practices Board applicable in Ireland. This report, including the opinion, has been prepared for and only for the company's members as a body in accordance with section 193 of the Companies Act 1990 and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.


We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2003. We state whether we have obtained all the information and explanations we consider necessary for the purposes of our audit and whether the financial statements are in agreement with the books of account. We also report to you our opinion as to:

- whether the company has kept proper books of account;
- whether the directors' report is consistent with the financial statements.

We also report to you if, in our opinion, information specified by law regarding directors' remuneration and transactions is not disclosed.

Roberta Bingham





We read the other information contained in the annual report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. The other information comprises of; the Chairman's report, the Chief Executive Officer's report, the operational programme summary, a breakdown of the key Crafts Council of Ireland's activities and the Directors' report.

BASIS OF AUDIT OPINION

We conducted our audit in accordance with auditing standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

OPINION

In our opinion the financial statements give a true and fair view of the state of the company's affairs at 31 December 2004 and of its surplus and cashflows for the year then ended and have been properly prepared in accordance with the Companies Acts, 1963 to 1983 and 1990 to 2003.

We have obtained all the information and explanations we consider necessary for the purposes of our audit. In our opinion proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report is consistent with the financial statements.

PricewaterhouseCoopers

Chartered Accountants and Registered Auditors, 20 Patrick Street, Kilkenny,

9 May 2005

balance sheet 31 december 2004

	€	€
	2004	2003
	-	-
FIXED ASSETS		
Tangible assets	94,120	78,119
Investments	1	1
	94,121	78,120
CURRENT ASSETS		
Debtors	667,585	664,256
Cash at bank and in hand	890,604	643,520
	1,588,189	1,307,776
CREDITORS - amounts falling due within one year	(1,302,488)	(1,057,358)
NET CURRENT ASSETS	285.701	250,418
TOTAL ASSETS LESS CURRENT LIABILITIES	379,822	328,538
REPRESENTED BY		
Revenue surplus	379,822	328,538

On behalf of the board

cash flow statement

31 december 2004

	€ 2004	€ 2003
	-	-
NET CASH INFLOW FROM		
OPERATING ACTIVITIES	309,261	164,121
Returns on investment and servicing of finance	-	-
Taxation	(821)	352
Capital expenditure and financial investment	(65,380)	(40,448)
CASH INFLOW BEFORE USE OF LIQUID		
RESOURCES AND FINANCING	243,060	124,025
Financing	(1,008)	(1,356)
INCREASE IN CASH	242,052	122,669

detailed income and expenditure account

31 december 2004

	€	€
	2004	2003
INCOME		
Enterprise Ireland	2,436,162	2,213,742
OTHER INCOME		
Showcase trade fair income	291,726	262,044
Short courses and consultancy	14,310	14,943
Sundry revenue	972	1,968
Council member subscriptions	5,619	5,716
Publication sales	1,412	2,123
Pottery shop	3,333	5,325
Rental income	-	7,900
Craft industry contributions	82,692	56,867
National craft fair income	-	15,801
Invest Northern Ireland	-	9,600
Enterprise Board programme	-	15,000
Bank interest earned	1,425	65
	<hr/> 2,837,651	<hr/> 2,611,094
EXPENDITURE		
Administration	660,591	544,005
Craft development and information services	93,551	70,008
Craft product and business development course	238,352	214,825
Pottery skills course	167,436	164,298
Jewellery skills course	171,928	153,825
Training administration	317,190	258,528
PR initiative	96,581	49,353
IT development	155,817	134,599
Regional networks	83,606	151,811
Regional exhibition programme	374,343	294,859
Development co-operatives - Northern Ireland	4,500	10,091
Quality accreditation	17,689	28,654
Statistical research	106,256	63,086
Mentoring courses	84,291	25,515
E Business development	-	174,870
Craft design liaison with industry	72,162	134,146
National crafts fair	79,356	94,352
Enterprise Board programme	-	13,616
Schools Liaison Programme	25,540	-
Craft Commission – Public Bodies	37,178	-
	<hr/> 2,786,367	<hr/> 2,580,441
Net surplus for year	<hr/> 51,284	<hr/> 30,653