





# TABLE OF CONTENTS

	Chairman's Report	4
	Chief Executive's Report	6
	<b>OUR INDUSTRY</b>	<b>30</b>
	Year of Craft 2011 Summary	32
	Consumer Perceptions Survey 2011	38
	<b>OUR BUSINESS</b>	<b>54</b>
	The History of the Crafts Council of Ireland	56
	Key Client Statistics	57
	Client Programmes & Supports 2011 at a Glance	59
	Key Programme Statistics 2011	60
	Update on Strategic Plan 2010 – 2012	61
	<b>OUR GOVERNANCE</b>	<b>64</b>
	Governance Update 2011	66
	Our Board Members	67
	Our Team	68
	Our Members	69
	Our Committee & Taskforce Members	71
	<b>OUR ACCOUNTS</b>	<b>74</b>
	Directors & Other Information	77
	Report of the Directors	78
	Statement of System of Internal Financial Controls	80
	Independent Auditors' Report	81
	Statement of Accounting Policies	83
	Income & Expenditure Account	84
	Balance Sheet	85
	Cash Flow Statement	86
	Notes to the Financial Statements	87
	Detailed Income and Expenditure Account	94
	<b>APPENDIX</b>	<b>96</b>
	Acknowledgements	96

# 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.



## CHAIRMAN'S REPORT

With Ireland becoming more interconnected and globalised, there is paradoxically a growing appreciation and understanding of the importance of cultural authenticity and the value of locally produced, well designed crafted objects.



In addition to its importance to our culture, our heritage and our national identity, Ireland's dynamic craft sector makes a significant contribution to our economy, with those people working in craft and design generating local, sustainable employment throughout the island of Ireland. The Crafts Council of Ireland is committed to its role in championing the appropriate climate within which Irish craft can flourish and in promoting the craft and design sector on behalf of our member organisations and clients.

The designation of 2011 as Year of Craft by the Crafts Council of Ireland and Craft Northern Ireland saw a year-long celebration of craft across the island of Ireland and internationally. Over 2,000 makers participated in more than 800 craft events, more than one million people interacted with Irish craft throughout the year and by December 2011 the immediate impact of the initiative was reflected in the fact that awareness and appreciation of Irish craft was at an all time high. We were privileged to have President Mary McAleese as Patron of Year of Craft 2011, and we were very grateful for the support we received from Enterprise Ireland and the Department of Jobs, Enterprise and Innovation in promoting the initiative.

The collective enthusiasm of clients, members and partner organisations ensured the real success of Year of Craft and confirmed its place as a very significant event in Ireland's national creative calendar for 2011. The initiative demonstrated the success that can be achieved when partner organisations unite and work together in achieving a common goal. A lasting legacy from Year of Craft 2011 is the strong links we have forged with our partners, thus firmly embedding a consciousness of the value of craft at all levels across our society

A critical element of our partner engagement was the inaugural Year of Craft event when we hosted a Craft Summit at Farmleigh, to discuss the potential of the Irish craft sector with policy makers from various Irish support agencies and government departments, and in some instances, to introduce those present to the valuable economic and job creation potential that craft offers to the country. This resulted in exciting and practical ideas being identified for job creation in, and support for, the craft

sector in Ireland. A number of actions proposed at the Craft Summit were undertaken in 2011 and CCoI will continue to pursue these during 2012 and beyond.

- *Exploring how to align supports for the craft sector between the enterprise agencies*
- *Analysing gaps in craft skills training provision, and agreeing with partners how best these can be met*
- *Developing closer links between heritage, arts and crafts in order to raise the profile and economic importance of the creative sector with a view to developing job opportunities*
- *Developing a closer relationship between design and craft*

We were particularly delighted that the World Crafts Council – Europe accepted our invitation to host their Annual General Assembly in Dublin in June to mark Year of Craft 2011. This event took place in Dublin Castle in partnership with the Office of Public Works whose support for this event and others throughout 2011 was invaluable and very much appreciated. The General Assembly was attended by representatives of craft organisations across Europe and led to establishing important international contacts and links with our European counterparts, which we intend to develop in the coming years.

We are extremely grateful to our colleagues in Enterprise Ireland, and in the Department of Jobs, Enterprise and Innovation, who fund our work and support the role that our organisation plays in developing this important sector. I would like to thank Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD and Minister for Small Enterprise, John Perry, TD for their support during the year.

In addition to sincerely thanking our members and clients for their enthusiastic involvement in our programmes, I would like to thank my fellow Board members and the team of the Crafts Council of Ireland for their work during 2011. Special thanks to our retiring Board members Loretta O'Brien, Peter Pollock and Christine Charleton, who showed huge commitment and contributed greatly to the Crafts Council of Ireland during their term on the Board.

I was delighted to welcome Dermott Rowan who joined the Board in January 2011 and Michael Hanley, Sonya Lennon and Derek McGarry who joined in June 2011. Each brings invaluable knowledge and experience to the direction of the organisation.

It is a great privilege to serve as Chairman of the Crafts Council of Ireland, working with all our Board members and staff in developing and promoting the Irish craft and design sector on behalf of Ireland's craft makers.



**Laura Magahy**  
Chairman



■ Mid Century Sligo, Irish Cherry, Shellac Finish, by Yaffe Mays Furniture

## CHIEF EXECUTIVE'S REPORT

Year of Craft 2011 was a year that firmly established the importance of craft across the island of Ireland. In a year when the recession continued to severely impact many craft enterprises, the craft sector fought back and showed that indigenous enterprises in Ireland are resourceful, talented, creative and of critical importance to the recovery of the Irish economy.



Across the length and breadth of the country, craft makers stood together to showcase Ireland's creative and entrepreneurial talent in many imaginative ways, from acclaimed exhibitions to innovative pop-up shops to world class conferences and talks. Ireland's heritage in craft and design cannot be denied and there is a pride, confidence and excellence in what we can create as a nation, which underpins Ireland's determination to survive and thrive despite the current economic climate.

The upsurge in awareness that was demonstrated at retail level in the run up to Christmas showed that the Irish public want to buy Irish, buy local, and buy good quality crafted and designed products, as reflected in our consumer research at the end of the year. Appreciation and understanding of Irish craft and design has significantly increased and the Crafts Council of Ireland is committed to embedding that change for the good of the craft sector over the coming years.

Year of Craft 2011 coincided with the 40th anniversary of the Crafts Council of Ireland but the year was not about celebrating the organisation; it was about promoting and celebrating the vibrancy and talent of the craft sector in Ireland. The aim was to raise awareness of the important contribution that craft makes to the economy of Ireland and to promote opportunities for working in craft. This could not have been achieved without the incredible passion and enthusiasm from our clients, members and partners throughout Year of Craft 2011.

This annual report and our supplementary Year of Craft 2011 Report provide a flavour of the activities and events that were delivered. Very importantly all the activities were overlaid on our existing programmes and carried out in tandem with our current Strategic Plan 2010 – 2012, therefore ensuring that the legacy of Year of Craft 2011 will live on. Indeed the long-term benefits of the some of the partnerships developed during 2011 may not be immediately evident but they are sure to have an enduring legacy.

Details on each of our programmes throughout 2011 are set out below. However these only document the activities

that the Crafts Council of Ireland has been involved in so it would be remiss of me not to mention that in addition to these programmes, there is excellent work, which is often unacknowledged, taking place in every city, town and village in the country every year, sustaining and growing Ireland's craft sector.

### MARKET DEVELOPMENT

The Market Development team is focused on creating commercial and reputation enhancing opportunities for makers who wish to sell their work directly or through galleries or retail shops. Our programmes are designed to help grow trade, consumer and collector demand for Irish craftwork in Ireland and internationally.

#### 1 - COLLECTOR MARKET

##### Irish Craft Portfolio

The 'Irish Craft Portfolio 2011' publication was launched in March showcasing the work of 35 selected makers across a wide range of disciplines. These makers were selected by an international expert panel for the quality and execution of their work. Irish Craft Portfolio exists to encourage, identify and reward excellence in the making of fine craft by Irish makers producing work to an international exhibition standard.

The initiative led to a number of exhibitions during 2011. In Ireland, the Irish Craft Portfolio exhibition was opened on the 18th March in the National Craft Gallery by Yvonna Demczynska. A capsule show took place in Farmleigh Gallery, Phoenix Park from May to July and the inaugural Irish Craft Portfolio selling show which was opened by Gemma Tipton, Art Critic and Writer, took place in the Royal Hibernian Academy, Dublin in November. Irish Craft Portfolio was also the basis for the selection of makers for two exhibitions in the New Ashgate Gallery, UK; "Showcasing Irish Craft" in September and "Winter Contemporary Craft" in November.

Eight makers (including six from the Irish Craft Portfolio programme) were selected to exhibit at COLLECT, the annual fair for contemporary applied arts at London's Saatchi Gallery, 6th – 9th May 2011. The selected makers were Derek Wilson, ceramicist; Róisín de Buitléar, glass

artist; Marcus O'Mahony, ceramicist; Sara Flynn, ceramicist; Yaffe Mays, furniture makers; Nest Design, furniture makers; Karl Harron, glass artist and Jack Doherty, ceramicist. Participation at the fair was preceded by a presentation of Irish Craft Portfolio at the Irish Embassy in London. 15 makers (who were not showing at COLLECT) were awarded travel vouchers to attend the fair.

In 2011 it was decided to change the programme from a one-year to a two-year cycle in order to align better with makers' needs and to broaden its reach and relevance. The new programme will be rolled out in 2012.

### Craft Collections

The Crafts Council of Ireland is committed to raising the profile and reputation of makers. In this endeavour, CCol has developed a strong partnership with the National Museum of Ireland to co-fund the purchase of Irish craft objects that have significance in the context of a National Collection as determined by a panel and the curators of the National Museum of Ireland. In 2011 the collection partners purchased work for the following collections: Ceramics and Glass: Frances Lambe, Róisín de Buitléar, Alison Kay, Marcus O'Mahony and Catherine Keenan; Textiles: Ceadogán Rugs; Furniture Collection: Roger Bennett, Emmet Kane and Zelouf+Bell; and Silver: Michael McCrory.

### National Craft Gallery Exhibitions Programme

The National Craft Gallery saw a dramatic rise in visitor numbers in 2011, with Kilkenny figures reaching over 44,000 (an increase of over 25% on 2010), and with overall audience figures for Kilkenny, Touring, Capsule and International exhibitions, of over 159,000. Seventeen shows were produced and the work of 162 makers was represented. Work also began on development of a brand identity and website, as part of the strategic development of the National Craft Gallery as a cultural venue and visitor destination, with the support of Fáilte Ireland.

### Jerwood Contemporary Makers

21st January 2011 - 8th March 2011

The Jerwood Contemporary Makers exhibition showcased work by a new generation of UK makers in a fresh and unexpected way. Selected by renowned iconoclastic

practitioners Hans Stofer, Richard Slee and Freddie Robins, the exhibition investigated the notion of making, by bringing together a broad range of work from across craft and the visual arts.

### Irish Craft Portfolio

18 March 2011 - 11 May 2011

The Irish Craft Portfolio 2011 exhibition in the National Craft Gallery was curated by Yvonna Demczynska of Flow Gallery in London and showed a range of work from CCol's Irish Craft Portfolio programme. Demczynska's selection emphasised the links to nature and landscape present within much of the work, focusing on colours and forms that create a tranquil and contemplative environment.

### Bruce Metcalf

20th May 2011 - 6th July 2011

This exhibition was a rare opportunity to experience a solo show by the iconic US jeweller, curator and critic of contemporary craft. In 2010 Metcalf co-authored the definitive 'Makers - A History of American Studio Craft' with Janet Koplos.



■ Soda Fired Porcelain Bowl by Jack Doherty

### 21st Century Icons

10th June 2011 – 28th July 2011

This exhibition saw established and emerging Irish jewellers and designers re-interpret the iconic forms of celtic neckpieces, torcs and lunulas for the 21st Century. Visitors had a unique opportunity to see neckpieces designed to convey contemporary Ireland to the world. The exhibition was curated by Ann Mulrooney.

### Crafts Council of Ireland Jewellery & Goldsmithing Skills & Design Course

15th July 2011 - 28th July 2011

This graduate exhibition featured work by the students graduating from the Crafts Council of Ireland Jewellery & Goldsmithing Skills & Design Course. It featured a selection of work completed by the students using gold, silver and precious stones, offering the public an opportunity to meet with these emerging designers.

### Modified Expression

6 August 2011 – 12 October 2011

Modified Expression invited an exciting mix of emerging and established artists whose work is inspired by the written word, or by the physical structure of the book form, to respond to the work of authors participating in the literature strand of the Kilkenny Arts Festival. Curated by Angela O’Kelly, the exhibition featured calligraphic text, deconstructed books, intricately hand-cut paper, and recycled and re-sculptured materials.

### Modern Languages

21st October 2011 – 11 January 2012

Modern Languages explored the relationships between indigenous craft and contemporary, international creative practice in a time of globalisation. Five artists and designers, coming from Ireland, Scotland, Canada and Japan, were invited to respond to traditional Irish craft idioms. The exhibition featured work by Ciara Phillips, Nao Matsunaga, Laura Mays, Barbara Ridland and Deirdre Nelson and was a co-production between the National Craft Gallery and Galway Arts Festival.

### Touring Programme

In 2011 the National Craft Gallery Touring Programme ensured that National Craft Gallery exhibitions went on to seven other national venues with an audience of almost 90,000 people. These were:

#### The Narrative Line (National Craft Gallery 2010)

Island Arts Centre, Lisburn

13th February 2011 – 12th March 2011

Market Arts Centre, Dungarvan

19th May 2011 – 25th June 2011

#### Irish Craft Portfolio (National Craft Gallery 2011)

The Motorshed, Farmleigh, Dublin

31st May 2011 – 24th July 2011

#### Modern Languages (National Craft Gallery 2011)

Galway City Museum - as part of Galway Arts Festival

11th July 2011 – 24th July 2011



■ 'Vicarious' (detail) by Thurle Wright, Modified Expression

**Modified Expression (National Craft Gallery 2011)**

Tallaght Library, Dublin

17th October 2011 – 26th November 2011

**21st Century Icons (National Craft Gallery 2011)**

Rathfarnham Castle, Dublin

20th November 2011 – 15th April 2012

**International and Capsule Exhibitions****National Craft Gallery at COLLECT London 2011**

6th - 9th May 2011

The National Craft Gallery presented the work of eight makers at COLLECT 2011, Europe's premier event for collectors of applied art.

**SOFA Santa Fe**

4th – 7th August 2011

The National Craft Gallery worked with Culture Ireland and Flow Gallery, London, to bring three makers to exhibit at SOFA Santa Fe 2012. Exhibitors were selected by Flow Gallery.

**Future Makers****Showcase, RDS, Dublin:** 23rd – 26th January 2011

This was a capsule of selected work from the Future Makers Awards and Grants programme 2010.

**CIT Wandersford Quay Gallery, Cork:** 14th October – 4th November 2011

This exhibition presented new work by 21 of the 24 students and recent graduates selected for the Crafts Council of Ireland Future Makers Awards and Grants programme in 2011.

**2 - RETAIL CHANNELS****Showcase 2011**

The 35th Showcase took place in the RDS, Dublin, 23rd - 26th January. The annual trade show is the largest international fair in Ireland and has become an important means of developing market opportunities for Irish craft businesses. The 2011 event attracted 4,927 buyers from over 17 countries including North America, continental Europe and Japan throughout the four days and the energy of the event showed that despite the recession, Ireland was definitely open for business.

For the second year running Showcase presented "Creative Island" – a space dedicated to beautifully crafted products Imagined, Designed and Made in Ireland. The 75 craftspeople in Creative Island were chosen by an independent jury for their creativity, innovation and craftsmanship and the area was supported with a Creative Island catalogue featuring a selection of work by the makers.



Several County & City Enterprise Boards participated in Showcase by supporting many first-time exhibitors at special County Enterprise Stands.

Free retail seminars in development, merchandising and trends forecasting were presented. Speakers included Niall O'Farrell, Dragon's Den investor, who has previously invested in two Showcase exhibitors, Button & Co Goldsmiths and Karen Morgan Ceramics. The schedule of events also included several networking opportunities allowing exhibitors and buyers to mingle in a relaxed atmosphere. A seminar presenting a trends forecast, specially commissioned for Showcase, was also delivered to provide inspiration for retailers interested in interiors and fashion on what to look out for in 2011 and was supported with a dedicated trends display area.

Showcase included an exciting Awards Programme. The Craftsmanship Award went to Woolcore and the Creative Island Award went to Susannah Grogan Designs. Solvar received the Exporter of the Year award. The Top 50 New Product Awards 2011 were chosen by an independent panel of retailers and were displayed in a specially designed area in the centre of the Main Hall. Winners in the four categories were Tom Callery Ceramics - Craft and Gift; Edel MacBride - Fashion, Knitwear and Accessories; Klickity Design - Tabletop and Interiors; and By Yvonne - Jewellery. By Yvonne also scooped the overall Top New Product Award.

### Consumer Campaigns

As part of Year of Craft 2011, the Market Development team delivered a number of consumer campaigns in conjunction with retailers of Irish craft throughout the country. The objective of these campaigns was to grow understanding of disciplines, awareness of individual maker brands and sales of Irish craft, and the number of retailers taking part in our campaigns grew throughout 2011. The campaigns were supported through the dedicated website [www.giveirishcraft.com](http://www.giveirishcraft.com) which showcases a range of gift ideas from both established names and emerging businesses. The site also features a directory of craft stockists throughout the country.

### June: Celebrating Irish Ceramics

CCoI celebrated Ireland's ceramics in June with the launch of National Ceramics Month and encouraged Irish people and summer visitors to take the time to experience the beautiful work of Ireland's talented ceramicists and to recognise the cultural and economic contribution of ceramic artisans and designers all over Ireland. The Promoting Irish Ceramics campaign was rolled out to 46 stores nationally, including Arnotts, House of Fraser, Meadows and Byrne amongst many others, with all stockists promoted through [www.giveirishcraft.com](http://www.giveirishcraft.com).

The campaign included several exciting and high profile events such as an exhibition at Kilkenny Shop, Dublin featuring both everyday functional-ware and sculptural decorative objects by 10 leading ceramicists; Bloom in the Park where ceramics formed the centrepiece of 'The Irish Craft Garden' and exhibitions at Farmleigh which featured ceramic design such as Irish Craft Portfolio and Ceramics Ireland's exhibition transFORM.

### September: Celebrating Ireland's Designer Makers

The Royal College of Physicians of Ireland played host to a pop-up lunch in September to celebrate and showcase contemporary Irish design to key Irish media. This once-off dining experience took place to launch our "Celebrating Ireland's Designer Makers" campaign which highlighted beautiful craft products designed and made in Ireland and the talented people behind them. The campaign focused on furniture, interiors, fashion and accessories and was promoted in 60 retail outlets around Ireland, in makers studios and through the [www.giveirishcraft.com](http://www.giveirishcraft.com) website.

The aim of the campaign was to give Irish designers a voice, to help their remarkable work to be seen and appreciated and bought by consumers in Ireland and overseas. Reflecting the diversity of contemporary Irish craft and design, the makers featured in the campaign included Noel Whelan Furniture Design, Cushendale Woollen Mills, Jerpoint Glass, Ana Faye leather bags and Edmund McNulty knitwear. As part of the campaign, CCoI supported a group of designers in exhibiting at TENT London during the London Design Festival.

### November: Celebrating Ireland's Jewellery Makers

CCol's third consumer campaign focused on jewellery and was launched at Dublin Airport with a unique Irish jewellery exhibition at Terminal 2 (T2) in collaboration with the Dublin Airport Authority and House of Ireland. Showcasing Irish jewellery design to the hundreds of thousands of holiday travellers passing through the busy hub over the Christmas period, the exhibition featured 16 of Ireland's top jewellery designer-makers and reflected the diversity of contemporary Irish design. The makers held jewellery-making demonstrations, allowing passengers to appreciate the craftsmanship behind the pieces on display.

The jewellery designers featured at the T2 exhibition included well established jewellers such as Alan Ardiffe, Angela O'Kelly, Rachel Swan, Inga Reed, Geraldine Murphy

and Filip Vanas and work was available to purchase at the House of Ireland shop in T2. Other craft retailers throughout the country also participated in the campaign. A selection of work from the T2 exhibition subsequently travelled to Munich in Germany to appear at a major international trade fair, Inhorghenta, in Munich in February 2012.

### December: Christmas Campaign promoting Irish craft

In the lead up to the busy Christmas period, CCol once again promoted Irish craft as an ideal Christmas gift. We asked shoppers to be extra conscious of supporting Irish makers and no matter how small, to make at least one Irish craft purchase. Almost 120 Irish retail shops took part in supporting our Christmas campaign, an increase of over 100% on the previous year. More than 300 Irish designers



Jewellery Exhibition at Terminal 2, Dublin Airport

and craft makers were represented through in-store point-of-sale material in retail outlets throughout Ireland, combined with an advertising, poster and online campaign. Consumers were able to easily identify genuine Irish craft through the “Imagined, Designed and Made in Ireland” symbol on in-store displays at participating retailers.

**Curated Craft**

CCoI launched the ‘Curated Craft’ initiative to encourage, support and promote individuals and groups in developing innovative retailing projects to mark and celebrate Year of Craft 2011. Applicants were assessed on the basis of their business plan for a new and innovative channel to consumers, or a new way of approaching an existing channel while not conflicting with existing craft retail. CCoI offered selected projects a small level of financial assistance, advice, support and promotion. Successful projects included:

- Makers & Brothers – web site and pop up
- The Irish Design Shop – pop up and exhibition
- Westport House Craft Fair
- The Potters Market – at Galway Arts Festival

**Regional Craft Outlets**

The Crafts Council of Ireland continued to work with the regional craft outlets including CORE Crafted Design, Louth Craftmark, Leitrim Design House, Cahir Craft Granary and An Clachán, to encourage ideas and information sharing to grow sales and visibility of Irish craft. Additionally, the five regional outlets were provided with point of sale materials and were financially supported for local

marketing initiatives, such as local radio campaigns, local press, directional signage, public relations and promotional events.

**3 - EXPORT MARKET**

**International Fair Fund**

As part of the Crafts Council of Ireland export strategy, we launched an International Fair Fund in 2011. This fund was developed to assist makers in reaching key export markets through trade and consumer fairs during 2011 and provided match funding to attend trade fairs abroad. This initiative enabled 15 makers selected through an application process to reach 21 consumer and trade events across five countries. Based on the success of this initiative and feedback from the participants, CCoI intends to further develop this initiative in 2012.

**TENT, London**

Coinciding with our consumer campaign celebrating Ireland’s designer makers in September, CCoI supported 12 of the country’s top designers in exhibiting at TENT London, a prestigious, cutting-edge and progressive trade exhibition during the London Design Festival. TENT featured over 200 international exhibitors showing the very latest in contemporary interior products - furniture, lighting, ceramics, textiles, materials and accessories. Exhibiting under the name “Design Island – the Cream of Irish Design”, the group of Irish craftspeople at TENT included Shane Holland Design Workshops, Stephen O’Brian Furniture, Dunleavy Bespoke and textile designer Sinéad Mitchell. With over 19,000 international visitors



■ Retail Stand, Bloom



■ Creative Island Product Display, Showcase

from 44 different countries during the four days, TENT provided the participating Irish craftspeople with a unique opportunity to promote their work to a discerning international audience.

#### 4 - DIRECT SELLING

As part of Year of Craft 2011, the Crafts Council of Ireland created dedicated craft areas at four national events. Two events were large consumer shows, where the Crafts Council of Ireland developed craft villages or showcases incorporating craft retail spaces, workshops and demonstrations. The other two events were existing craft or design events, and the Crafts Council of Ireland created display or exhibition spaces highlighting and promoting Irish craftspeople.

##### Bloom 2011 – Ireland's Largest Garden Festival, 2nd – 6th June, Phoenix Park, Dublin

The Irish Craft Showcase at Bloom was created around the Irish Craft Garden, designed by award winning garden designer Fiann O'Nualainn, featuring over 70 pieces from 31 makers. 20 craft exhibitors took part in the retail area, throughout the five days of the event which saw almost 90,000 visitors.

##### Tall Ships Race, Waterford, 30th June – 2nd July, Waterford City

CCol developed an Irish Craft Village in the heart of the Tall Ships Race Festival in Waterford. It included 32 craft retail stands, seven workshop tents with free workshops for children, craft demonstrations and a craft installation.



■ President Mary McAleese and Martin McAleese at the Irish Craft Garden, Bloom

CCol worked closely with craftspeople based in Kite Design Studios in Waterford regarding demonstrations and Shaws Department Store, Waterford, featured a craft window display for the event.

##### Interior Design and Art Fair, 13th – 15th May, RDS, Dublin

CCol styled an entire room at the Interior Design and Art Fair, using work from craftspeople exhibiting at the event, and focusing on excellence.

##### National Crafts & Design Fair, 4th – 8th December, RDS, Dublin

As one of the key consumer craft events in the run up to Christmas, the National Crafts & Design Fair plays an important role for both consumers and craftspeople. In 2011 CCol developed an exhibition/display area at the centre of the show, highlighting the work from over 200 registered craftspeople. This initiative was accompanied by a gift guide, focused on highlighting craft gift ideas to consumers.

##### Irish Craft Tourism

CCol and Fáilte Ireland conducted a national audit of 130 studios for inclusion in the "Craft Studio Experience" pages on [www.discoverireland.com](http://www.discoverireland.com). Approved studios are those who offer a quality craft experience to local and non-local visitors. They comprise craft studios open to visitors on a full-time basis and craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker. This scheme will launch in late 2012.



■ Imagined, Designed, Made in Ireland Display, National Crafts & Design Fair

Seminar, Showcase



## 5 - ENTERPRISE DEVELOPMENT

Both the Market Development team and the Enterprise Development team work closely on enterprise development initiatives.

### Continuing Professional Development

#### Training & Workshops

In 2011 this series of workshops for developing craftspeople and delivered in their own areas has increased the accessibility of key enterprise business and design skills to registered craft businesses. Workshops were offered in Cork, Dublin, Limerick and Donegal, with 120 businesses participating. The workshops were run during spring and autumn and focused on the following business areas:

- Branding and packaging your craft product
- Developing retailer relationships
- Advanced sales techniques for craft
- Business acumen & craft sales
- Photographing craft work

### Continued Professional Development Fund

CCoI's Continued Professional Development (CPD) Fund, which was established in 2010, continued in 2011 and total spend on the fund was €31,147. The CPD Fund was set up to ensure that makers have access to suitable professional development of their craft and provides assistance to participate in workshops, training courses, master classes, conferences, symposiums etc. or to research trade events/fairs.

### Building Crafts Enterprise Programme

#### Making it in Business (2011 – 2012)

In 2011 thirteen businesses across a wide variety of disciplines were offered a place on this highly competitive programme. The objective of the programme is to optimise sales in the Retail and Collector market through a concentration on Business Development and Social Networking as a development and sales platform. The first phase of the programme delivered in autumn 2011 concentrated on branding and packaging product, social media, marketing and business planning.

### The Mentoring Programme

During 2011 there were 56 craft businesses that directly benefited from this initiative. The Mentoring Programme provides craft businesses with tailored professional development support in design, production, business, marketing and branding. This takes place through one to one mentoring sessions (up to five sessions awarded) with key craft business people to help develop potential in both the Collector and Retail market. Through 2011 and beyond the primary concentration has been on design, product development, production capacity, and optimisation of social media as a craft development tool.

### Showcase Creative Island Mentoring

Developed as a new initiative in 2010, this comprised a series of workshops and mentoring interventions specific to agreed targeted clients. It has been seen as proving successful in assisting Creative Island participants to display their full potential at Showcase 2011. The key elements of this initiative include Product Development, Merchandising, Branding and PR, Business Acumen and Optimisation of Social Media.

## EDUCATION, TRAINING AND DEVELOPMENT

During the year a clear focus was given to the development of some critical work areas, including consultation and consolidation of solutions relating to accreditation, curriculum policy development for the CRAFTed programme in primary schools and a diverse range of education outreach activities to assist in raising the awareness of craft during Year of Craft 2011.

### 1 - FIRST LEVEL

The CRAFTed: Learning Skills for Life Primary Schools Programme 2010 - 2011, in partnership with six education centres, completed all craft projects in schools by May 2011. The 2010 -2011 programme culminated with the six individual Education Centres holding exhibitions to showcase the creative process facilitated by the programme, and the outstanding quality of the final pieces created by the children. All the children involved were invited to visit the events to review and respond to the craftwork.

CRAFTed 2010 - 2011 took place in 47 schools and involved 47 craftspeople, 50 teachers and 1,410 children. Feedback from craftspeople, teachers, and Education Centre Directors emphasised the success of the pilot programme. Based on the positive evaluation, the CCol Education Team devised a proposal to further extend the programme into a nationwide programme for the academic year 2011 - 2012.

The CRAFTed Programme is based on developing good collaborative practice between craftspeople and teachers. It focuses on how craft and design skills support

Children's workshop, Kilkenny Arts Festival



integrated learning methodologies, with an emphasis on underpinning numeracy and literacy skills.

CRAFTed 2011 - 2012 is delivered in partnership with all 21 full-time Education Centres in Ireland. The programme is taking place in 128 schools nationwide, involving 135 teachers, 98 trained craftspeople and circa 3,800 children.

### 2 - SECOND LEVEL

#### Creative Crafts Skills CPD Training for 2nd Level

A pilot project in partnership with the Professional Development Service for Teachers (PDST) took place in second level schools in six regions around Ireland. The project, which commenced in February 2011, provided training for teachers and students in specific craft strands. Outcomes and learning from the six projects were disseminated to a wider group of second level teachers through a series of workshops in autumn 2011.

### 3 - THIRD LEVEL

During 2011, CCol part funded the Irish Ceramics in Education (ICE) Lecture Series. ICE is a collaborative initiative between the Crafts Council of Ireland and the Schools of Art and Design in Belfast, Galway, Limerick, Dublin, Kilkenny and Cork which aims to facilitate access to international expertise in a range of craft disciplines through a series of public lectures, demonstrations and masterclasses. Artists selected must be practicing contemporary artists with an international reputation and proven exhibition profile, to be exceptional in their



Cloak by Scoil Mhuire, Monaghan, CRAFTed

field, and have a broad appeal. In 2011 lectures were delivered by Glenn Adamson, Dublin; Peter Ting, Cork; Barnaby Barford, Limerick; Josie Walters, Kilkenny; and Clare Curneen and Andrew Livingstone, Galway.

### Future Makers

Future Makers represents a significant investment by the Crafts Council of Ireland in the future development of the next generation of makers in Ireland. Worth €30,000, the Future Makers Awards and Grants provide assistance in a range of areas including further training, research and development, studio set-up and exhibition assistance. Awards are assessed on the basis of creativity, innovation, skill and craftsmanship, and are intended to reward and benchmark excellence. Recipients of support through the Future Makers Awards & Grants are listed below.



■ Muireann Walshe, Future Makers Student Award Winner

In 2011 the Future Makers Student Award winner, who received €2,500, was Muireann Walshe, a metal design student at NCAD and the Future Makers Special Judges Award winner, who received €1,000 was Theresa Burger, a jewellery student at NCAD.

**Future Makers Student Grants** were awarded to students from the National College of Art & Design (NCAD), Limerick School of Art and Design, the Crafts Council of Ireland Jewellery & Goldsmithing Skills & Design Course and to an Irish student studying abroad at Rochester IT.

**Materials Grants** were awarded to Anna West (Metalwork), Eimear O'Connor (Glass), Miriam Wade (Metalwork), Muireann Walshe (Metalwork), Ruth Power (Ceramics), Theresa Burger (Jewellery) and Daniela Cardillo (Jewellery).

**Networking Grants** were awarded to Claire O'Sullivan (Fashion Design) and Karen Donnellan (Glass).

**Residency and Training Grants** were awarded to Charlene McFarland (Glass), Natasha Rollinson (Jewellery) and Yvonne Ross (Jewellery).

**Future Makers Practitioner Grants** were awarded to successful applicants to assist them in showcasing their work at international fairs, to undertake specialised training and to purchase equipment to help them in the development of studio space.

The Future Makers Practitioner Award winner, who received €5,000, was Claire-Anne O'Brien (Textiles/Knitting).

The Future Maker Special Judges Award winner, who received €1,300 was Michelle Kinsella (Textiles/Fashion).

Bridget O'Gorman (Multi-disciplinary) received a Special Commendation.

**Practitioner Grants** were awarded to Claire McAlister (Jewellery), Filip Vanas (Jewellery), Lisa Ryder (Textiles), Serena O'Neill (Textiles), Fergal Costello (Furniture Making), Laura McNamara (Ceramics), Samantha Hamilton (Metalwork/Jewellery Design), Bridget O'Gorman

(Multi-disciplinary), Sarah McEvoy (Glass), Michelle Kinsella (Textiles/Fashion) and Alison Lowry (Glass).

Future Makers is supported through a dedicated website [www.futuremakers.ie](http://www.futuremakers.ie) which is developed and enhanced to make it a valuable resource for students and recent graduates. The website provides ongoing information on upcoming opportunities such as seminars, masterclasses, competitions, grants and exhibitions.

Coinciding with the announcement of the Future Makers recipients, the winner of the House and Home/ Crafts Council of Ireland Student Design Award was also announced. Tom Sweeney, a student of GMIT Letterfrack, was the overall winner of the award and received a cheque for €1,000, a trip to a design fair and a contemporary trophy designed by Rachel McKnight of Rachel MCK.

#### Future Makers Exhibition at CIT Wandesford Quay

Work by the recipients of the Crafts Council of Ireland's Future Makers 2011 Awards and Grants was showcased at an exhibition in the CIT Wandesford Quay Gallery in Cork during October and November 2011. The exhibition was hosted in partnership with CIT Crawford College of Art and Design as part of Year of Craft 2011 activities. Featuring work by over 20 makers, the exhibition featured cutting edge designs from furniture and tableware to fashion and jewellery. As part of the exhibition, a 'Life in the Craft Lane' Seminar took place on 3rd November, Daniel Charny, curator of the Power of Making at the Victoria and Albert Museum in London was the keynote speaker. Presentations by previous Future Makers Grants and Awards recipients highlighted their career paths to date.

#### 4 - EVENTS AND PROJECTS MARKING YEAR OF CRAFT 2011

##### Launch of [www.learncraftdesign.com](http://www.learncraftdesign.com).

In October 2011, CCol launched a new digital resource to support learning through and about craft for children of all ages nationally. The platform [www.learncraftdesign.com](http://www.learncraftdesign.com) provides information for teachers at primary, second and third level, and for craftspeople delivering creative education programmes, reflecting CCol's commitment to ensuring that children and educators have ready access to craft based skills and expertise.

The launch of Learn Craft Design, which took place during the Baboró International Arts Festival for Children, was a significant development in craft education, providing easy access to a range of lesson plans, design concepts, a searchable database of craftspeople, image galleries and information about the core education programmes delivered by the Crafts Council of Ireland.

#### Year of Craft 2011 Public Conference

To coincide with the General Assembly of the World Crafts Council – Europe in Dublin in June 2011, CCol organised and hosted a public conference as one of the key public events for Year of Craft 2011. Craft Conscious: Re-shaping Global Futures in the Innovation Age took place on 9th June in Dublin Castle and was attended by over 280 people from Ireland and across Europe. The Crafts Council of Ireland was honoured to have President Mary McAleese, Patron of Year of Craft 2011, address the conference.

The conference agenda included many celebrated international speakers and was facilitated by journalist and writer Fintan O'Toole. Following a keynote address from Edmund de Waal, ceramic artist and author, presentations were delivered by Edna dos Santos-Duisenberg, Chief - Creative Economies and Industries Programme at the United Nations; Brian Keaney of Tonfisk Design; Leonardo Bonanni, a world leader in sustainable design of products and supply chains; and Finbarr Bradley, economist and lecturer.

The evening before the conference, Edmund de Waal made his first appearance in Ireland since his best selling book 'The Hare with Amber Eyes' was published, with a sold-out public reading and interview.

#### Craftitecture

In June 2011 the Crafts Council of Ireland and the Irish Architecture Foundation announced the winners of Craftitecture, a competition organised by the Crafts Council of Ireland and the Irish Architecture Foundation, in association with the Electric Picnic, Greencrafts and Cultivate. The competition was to design a pavilion for Electric Picnic 2011 to celebrate and highlight Year of Craft 2011.

President Mary McAleese with Year of Craft 2011 Conference Speakers



The winning team was Bucholz McEvoy Architects and Jim Horgan, master boat builder with the Galway School of Boat Building. Their innovative design featured a dynamic space constructed using the form of currachs, creating a unique and engaging performance space. "Cruth Curach" hosted several events during Electric Picnic in September, and subsequently toured to Open House Dublin and the University of Limerick campus later in the year.

#### 5 - OTHER INITIATIVES

##### EU Leonardo Mobility Programme

In June 2009 the Crafts Council of Ireland was awarded Leonardo Mobility funding through Léargas. This funding enabled CCoI clients to avail of fully funded work placements in Norway. This was a partnership between the Crafts Council of Ireland and Norske Kunsthandvereke. In 2010 placements were awarded to Sinead Mitchell, Tiernan Roe and Anke Eckardt. The programme was completed in 2011.

##### RDS National Crafts Competition supported by the Crafts Council of Ireland

In 2011 the RDS National Crafts Competition supported by the Crafts Council of Ireland awarded a prize fund of €28,000 to some of Ireland's most talented and promising craft makers. The competition's 20 categories were adjudicated by an independent international panel of judges selected by the RDS.

Major awards in 2011 included the RDS Award of Excellence which went to glass artist Karl Harron and the RDS New Entrants' Prize which went to felt artist Kate Ramsey. The Crafts Council of Ireland's Purchase Award was shared between Úna Burke, Mark Campden, Catherine Keenan, Elvie Miller, Michael Ray and Mary Shields.

#### 6 - EDUCATION AND OUTREACH

Throughout 2011 the Education and Outreach team continued to design, coordinate and deliver a dynamic and engaging programme of events to complement the annual

exhibitions programme at the National Craft Gallery. As well as organising events and activities to support each of the on-site exhibitions in Kilkenny, the team was also actively involved in delivering many off-site initiatives.

The varied programme of activity included gallery tours, artists and curators' talks, seminars, children's workshops, public engagement events, continued professional development and the production of education resource materials. Following the positive reaction to the monthly late night openings at the National Craft Gallery, which were initiated in 2010, informal 'Late Date' events continued throughout 2011. A number of applied studio talks with National Craft Gallery makers in support of the National Craft Gallery exhibitions were also held.

The Education & Outreach team was also actively involved in the preparation of materials for the Learn Craft Design website, which included "Take a Closer Look", a new second level career pack.

The information below illustrates the wide-ranging activities coordinated during the year. Further information on Education and Outreach initiatives in 2011 is available in the Year of Craft 2011 Report.

#### Craft Workshops at Public Events

The Education & Outreach team coordinated a series of free workshops for children at large-scale public events, introducing an additional and exciting activity element to the programming of those events. Highlight events include the following:

**Big Day Out, March:** Irish craft was included in Saint Patrick's Festival for the first time in 2011 with over 300 children participating in CCol's free workshops across four disciplines and over 700 members of the public involved in the 'Flags of Intention' installation in Merrion Square, Dublin, on Sunday 20th March.

**Bloom, June:** CCol ran an education space at the centre of the Irish Craft Showcase which included the Irish Craft Garden designed by award winning garden designer Fiann O'Nualáin. Using the Irish Craft Garden as a stimulus, 430

children participated in the free craft workshops. Visitors also had the opportunity to interact with members of the craft guilds who were giving demonstrations and to learn more about skills and craftsmanship.

**Tall Ships Race, Waterford, July:** As part of the Irish Craft Village, the Education and Outreach team set up seven workshop tents with free workshops for children, craft demonstrations and an installation. An estimated 2,400 children were actively involved in craft through a series of free workshops over the three days.

#### Programming Partnerships

Education and Outreach also developed a number of programming partnerships with other national cultural organisations as part of the National Craft Gallery's audience development strategy for 2011. Crafternoon Tea was a series of craft workshops for active retirement groups in Kilkenny in partnership with the Bealtaine Festival celebrating creativity in older age. A public engagement and workshop programme also took place for National Drawing Day in partnership with the National Gallery of Ireland. This was preceded with 'Keep Sketch', the first week-long residency of an artist at the National Craft Gallery with textile artist Mick Minogue, which included daily workshops with the artist.

A strong emphasis on public engagement resulted in Castle Yard being once again a hive of activity in August during Kilkenny Arts Festival. A three-day Paper Craft Laboratory with 300 children was facilitated by artists at the National Craft Gallery and Rachel Hazel, one of the artists exhibiting in Modified Expression was onsite for three days of the festival engaging in paper art with families, based on the Kilkenny Census. CCol also participated in the Rhythm and Roots festival programme, hosting a tour of the Irish Craft Portfolio and a musical performance in the gallery.

For the second year, the National Craft Gallery participated in the national Culture Night initiative, in partnership with Kilkenny Arts Office and Temple Bar Cultural Trust. This event saw the National Craft Gallery transform into a cultural hub for Crafted Cabaret, an eclectic and eccentric mix of music, performance and making. The gallery

welcomed over 600 visitors who enjoyed guided tours of the Modified Expressions exhibition, paper-making workshops along with the musical performances late into the night.

In partnership with Dublin Fringe Festival the Education & Outreach team coordinated The Sock Exchange with artist Jonnet Middleton. This five day public engagement craft project saw 500 visitors and received significant media coverage as part of the festival programme.

As part of the National Design Week programme an illustrated talk and workshop was hosted at the National Craft Gallery with textile artist Deirdre Nelson. The Education and Outreach team also supported 'TALKShop', a series of presentations by designer makers at The Malthouse Design Centre in Dublin.

CCoI also partnered with the National College of Art & Design on a number of initiatives including "Expanding the Decorative", a talk with iconic jeweller Bruce Metcalf which was attended by NCAD students and the public.

#### Intern and Volunteer Programme

Delivering the extensive programme of activity during Year of Craft 2011 would not have been possible without the enthusiasm and involvement of the many interns and volunteers who supported the Education and Outreach team. Having developed an intern and volunteer policy and programme for CCoI in 2010, the links established with third level colleges proved invaluable in coordinating teams of volunteers for everything from craft workshops at public events to onsite tradeshow support at Showcase.

#### Resource Materials

Education and Outreach developed a number of resources such as a DVD of interviews with Irish Craft Portfolio makers to coincide with the exhibition. These were also presented as a learning resource on CCoI web platforms and National Craft Gallery social media forums. A number of audio podcasts of curator masterclasses were also produced during the year and the interpretive area in the National Craft Gallery was also used throughout 2011.

## 7 - SKILLS TRAINING

CCoI runs two skills and design courses which have both established an international reputation. The courses in ceramics and jewellery operate on an intensive two year, continually assessed cycle, resulting in a very high standard of work being achieved.

#### Ceramic Skills & Design Course

The CCoI Ceramics Skills & Design Course in Thomastown saw the 2010 students successfully complete their first year in July 2011 with an end of year show in the Grennan Mill Craft School.

The professional practice and workshop development modules of the course included a complete refurbishment of the entrance/display area. All of the work was carried out by the students and gave them an invaluable insight into the design and construction of display units, the importance of lighting and the use of promotional material. There was also some modernisation of the glaze research and adjoining areas.

In June a group of the students hosted workshops and demonstrations at Bloom in the Park and also gave day-long workshops in primary and secondary schools in Kilkenny.

The students attended all of the Irish Ceramics in Education (ICE) lectures throughout the year. In May a study trip to London included visits to COLLECT, the British Museum and the Victoria & Albert Museum (V&A) and in July the students attended the three day International Ceramics Festival at the University of Wales, Aberystwyth where over 30 ceramic artists gave workshops, demonstrations and lectures. Other events attended were the Year of Craft Public Conference in Dublin Castle and a lecture by Fullbright scholar Judith Schwartz.

During 2011, alumni from the course, Derek Wilson, Adam Buick and James Hake, were selected to show their work at COLLECT and Ceramic Art London, two highly prestigious and competitive fairs.

### Jewellery & Goldsmithing Skills & Design Course

The CCol Jewellery & Goldsmithing Skills & Design course replicates traditional jewellery and goldsmithing practices and has established an international reputation. The course content is structured to challenge and inspire students while working in traditional materials like precious metals and gemstones. The course curriculum is constantly updated to ensure the content is in line with current industry trends, practices and standards. CCol invested in new technologies and upgrading existing equipment in 2011 to ensure students' skills are relevant to current industry needs within the jewellery sector.

The 2011 graduates all completed work placements in some of the top jewellery houses in Ireland, England, and North America. This continued relationship with high profile enterprise within the jewellery industry helps to ensure an awareness of the sector and this cross dissemination of experiences amongst the students is invaluable. Two students, Yvonne Ross and Natasha Rollinson, both received Future Makers Awards in 2011 to pursue further training.

In February, French Master Goldsmith Franc Hechude from Paris, who has worked for world recognised jewellery houses such as Cartier, Tiffany and Louis Vuitton during his career, taught a two-week workshop in fine jewellery techniques. The students produced a challenging apprentice piece under Franc's instruction which was in the style of these fine jewellery houses. Also in February, the students travelled to Munich on a research trip to visit Inhorgenta, the annual international jewellery fair which is the largest jewellery fair in Europe. This greatly enhanced the students' knowledge of the commercial aspects of a craft based business, following their own participation in the National Crafts & Design Fair in December 2010.

In the summer of 2011 CCol finalised the accreditation submission documents with the National University of Ireland, Maynooth. The successful conclusion of this process through 2011 supports the ongoing development of the CCol jewellery course at a national level in its role as a training facility working to meet the direct needs of the jewellery craft sector in Ireland.

In 2011 three students completed the practical element of the Diamond Grading Diploma through the Gemmological Association of Great Britain. This is a world-recognised qualification and was not previously available in Ireland until CCol started offering the course in Kilkenny in 2010.

A high quality of craftsmanship and individuality in design was on display at the Graduate Exhibition at the National Craft Gallery in July 2011. There were over 120 pieces on display and the exhibition, which was opened by Minister Phil Hogan, was very well received.

All 12 of the 2011 graduates are now working within the jewellery trade in Ireland and abroad.



■ 'Punk Rocker' by Yvonne Ross, 2011 Graduate

**PUBLIC AFFAIRS & COMMUNICATIONS**

The activities of the Public Affairs & Communications team support the delivery of all programmes and events across the organisation through promotion and publicity. Many of the communications elements of initiatives delivered by the Market Development and Education, Training & Development teams have been referred to in the previous sections of this report. Further information and additional programmes are outlined below.

**Media Partnerships & Relationship Building**

Throughout 2011, CCoI continued to develop relationships with media partners such as House and Home, Irish Arts Review and other consumer magazines, national and local radio and national and regional newspapers. Maintaining these partnerships resulted in a strong presence of Irish craft across a number of media channels throughout 2011.

CCoI was delighted to secure The Irish Times as a media partner for the Year of Craft 2011 programme. This media partnership resulted in a schedule of regular advertisements throughout the year promoting Year of Craft 2011 events and activities, both those organised by CCoI and by our partners. In addition to regular coverage and features on craft, a particular highlight of the partnership was a 32 page

Special Supplement on Irish craft which included articles contributed by a range of journalists. The supplement was published and distributed with copies of The Irish Times on 9th June to coincide with our Year of Craft 2011 public conference at Dublin Castle. The supplement was funded by both CCoI and Fáilte Ireland.

We were also very appreciative of RTÉ’s involvement as a media partner for Year of Craft 2011. This partnership resulted in CCoI securing advertising through the RTÉ Supporting the Arts scheme. CCoI commissioned a 20 second advert to promote Year of Craft 2011 and featured the popular disciplines of ceramics, jewellery and wood as well as the ‘Imagined, Designed, Made in Ireland’ identity. The advert aired 50 times during a seven day period commencing on Monday 23rd May, the date of President Obama’s visit to Ireland.

Regular communication with the team at RTÉ’s Nationwide continued in 2011 and significant, ongoing coverage was secured for CCoI clients throughout the country following suggestions and pitches from the Public Affairs & Communications team. We were particularly delighted to secure a full programme on Showcase 2011, which aired during the trade show, and Nationwide also dedicated a full programme to the art of blacksmithing with footage



■ Sonya Lennon with Craft Master Finalists

recorded at the Irish Artist Blacksmiths Association's International Forge-in in Monaghan in June.

In line with CCol's strategy for increasing exposure for Irish crafts on television, CCol worked in collaboration with Big Mountain Productions on the six part TV series Craft Master. Craft Master was commissioned by the RTÉ Lifestyle programming department to celebrate Year of Craft 2011 and received funding through the Broadcasting Authority of Ireland (BAI). This was in response to a proposal submitted to BAI by Big Mountain Productions in consultation with the Crafts Council of Ireland and with the support of RTÉ. The show featured 15 people from varying backgrounds and experience on a creative journey in ceramics, glass blowing, wood turning, textile weaving and metalwork under the guidance of experienced mentors: Colm de Rís (ceramics), Róisín de Buitléar (glass), Glenn Lucas (woodturning), Beth Moran (weaving) and Michael Budd (metalwork). The sixth episode was the grand final when Edward Cook (metalwork) and Caoimhe Woods (ceramics) were selected as the joint winners.

Following suggestions and recommendations from CCol, a new "Made in Ireland" series was aired on the Pat Kenny radio show during the autumn of 2011. Recorded by Ella McSweeney and Athena Media, the series focused on traditional skills and featured several craft disciplines and interviews with individual craftspeople. The series featured 20-minute segments covering 13 different disciplines including craft disciplines such as leatherworking, stained glass making, furniture making, weaving and musical instrument making.

In May, An Post launched a special issue of five craft stamps to celebrate Year of Craft 2011. Each stamp featured one image to represent the five disciplines of glass, ceramics, wood, jewellery and textiles. The stamps themselves, as well as the first day cover and prestige booklets, were very well received.

### Media Coverage

Throughout 2011 CCol continued to provide information, images and content to various publications, which resulted in strong coverage across all media for Year of Craft 2011.

An evaluation of all coverage during 2011 showed that the Year of Craft 2011 programme secured an Advertising Value Equivalent (AVE) of over €6 million.



 Crafts Council of Ireland

Some highlights of coverage during 2011 are outlined below:

- A three-page feature with photographs and maker profiles in The Irish Times magazine on Saturday 28th May and a segment on TV3's Ireland AM highlighting CCol's "Celebrating Irish Ceramics" campaign.
- Promotion of the Year of Craft 2011 celebrations at public events such as a feature in The Sunday Business Post on "The Irish Craft Garden" and craft activities at Bloom, and a two-page spread on the Irish Craft Showcase at Tall Ships Race, Waterford in a special supplement on the event produced with The RTÉ Guide.
- Several pieces of international coverage from a feature in ELLE Canada on Irish craftspeople working in the area of fashion to a segment on craft trails in Ireland and the Year of Craft 2011 programme on The Breakfast Show on New Zealand's TVNZ.
- A feature in The Irish Times Special Supplement in August on careers in craft and the creative industries and several national and radio interviews following the announcement of the Leaving Cert results and CAO places.
- Several segments on RTÉ One's Six One news covering stories such as the participation of Irish craftspeople at TENT during London Design Festival and the Craftitecture Pavilion at Electric Picnic 2011.
- Extensive exposure for the "Celebrating Ireland's Designer Makers" consumer campaign including an interview on The Last Word with Matt Cooper on Today FM and two segments – on fashion and on furniture/interiors - on TV3's Ireland AM, and for the "Celebrating Ireland's Jewellery Makers" campaign with a four-page feature in Irish Tatler magazine.
- Significant coverage of exhibitions at the National Craft Gallery such as Modern Languages which included a five page feature in The Sunday Business Post's Agenda magazine, a one hour special on RTÉ Radio One's Arts Tonight with Vincent Woods, a preview in Crafts (the Crafts Council UK's magazine), a segment on RTÉ One's The View, all in November, and a half-hour Christmas special covering Modern Languages, Irish Craft Portfolio and Year of Craft 2011 on TG4's Imeall.

## Communication Tools

### Website

CCol continued to maintain the corporate website [www.ccol.ie](http://www.ccol.ie) during 2011 while also promoting the Year of Craft 2011 programme through [www.craftinireland.com](http://www.craftinireland.com) which was developed and launched during 2010 in order to provide a more consumer friendly information resource. The site featured an online listing and searchable database of craft events happening throughout the island of Ireland and invited partner organisations hosting craft events to submit information online for addition to the programme. The site also links to other CCol sites including [www.giveirishcraft.com](http://www.giveirishcraft.com), [www.nationalcraftgallery.ie](http://www.nationalcraftgallery.ie), [www.irishcraftportfolio.com](http://www.irishcraftportfolio.com), [www.learncraftdesign.com](http://www.learncraftdesign.com) and [www.futuremakers.ie](http://www.futuremakers.ie). The Public Affairs & Communications team also commenced work on integrating our websites with a new customer relationship management (CRM) tool to be rolled out in 2012.

### Year of Craft 2011 Event Guides

The Public Affairs & Communications team worked closely with the Year of Craft 2011 Project Manager, other CCol process teams, Craft Northern Ireland and the communications teams of our partner organisations in promoting the programme of activities during 2011. Quarterly event guides providing a flavour of the exciting range of events and experiences happening all over the country were developed and printed copies were distributed through a network of tourist offices, hotels and visitor attractions in order to reach a broad audience.

### Information Events

During 2011, CCol participated in a number of selected events in order to promote the work of its members and clients and the Year of Craft 2011 programme. This included information stands at events such as the Interior Design & Art Fair, Bloom in the Park and the National Crafts & Design Fair where CCol supported and promoted registered clients exhibiting at the events and provided them with CCol's Imagined, Designed, Made in Ireland point of sale materials.

### E-Communications

During 2011 the Crafts Council of Ireland produced regular ezines including CRAFTlink, an interactive online newsletter distributed to our clients, members and subscribers of the ezine as well as a Year of Craft 2011 ezine to clients and members of the general public interested in craft in Ireland. These communications vehicles provide us with a valuable means of distributing industry news and sharing notices received from the wider craft audience with the newsletters' subscribers.

### Images and Archive

The number of programmes during 2011 such as the consumer campaigns, exhibitions and public events generated a large volume of images of Irish craft and craftspeople. CCol continued to expand its library of professional images for the purposes of promoting to press, use in publications and on websites, and general archiving. These images were centrally held so that CCol could respond efficiently to a variety of media requests from both national and international media.

### Research and Surveys

#### Consumer Perceptions Research

At the end of each year the Crafts Council of Ireland commissions a survey to explore the public perception of Irish craft and to gauge growing interest and awareness in Irish craft. The survey was conducted by Millward Brown Lansdowne on behalf of the Crafts Council of Ireland in December 2011 with a nationally representative sample of the Irish population. As the fifth wave of research, comparisons could be drawn with previous years to show changes in perceptions and awareness.

This annual survey of consumers is an important source of information in informing the direction of programmes and activities for promoting craft in Ireland and in developing relationships with partners in order to ensure that Irish craft is accessible and available to consumers.

#### Member organisation and client online poll

As part of our consultation with our member organisations and clients regarding the proposal to amend the name of

the Crafts Council of Ireland to include the word 'Design', we conducted an online poll to provide members and clients with an opportunity to submit their thoughts and feedback on the proposal. Based on discussions with our members and the outcome of the poll conducted at the end of 2011, the proposed name amendment did not proceed. The Public Affairs & Communications team will be exploring options regarding the introduction of a tag line for the organisation in the future to reflect CCol's remit in promoting craft and design in Ireland.

### MEMBER ORGANISATIONS & CLIENT SERVICES

The member organisations of the Crafts Council of Ireland, both corporate bodies and GANS (Guilds, Associations, Networks, Societies), are an important group for CCol as they represent the backbone of the Crafts Council of Ireland's craft activities and supports in Ireland.

CCol facilitated two GANS meetings in Kilkenny during 2011. These meetings provided member organisations with an opportunity to network, share best practice and discuss challenges and opportunities for promoting Irish craft. The meetings also proved to be an important forum for exchanging information, ideas and feedback on involvement in the Year of Craft 2011 initiative.

The first meeting took place on 31st March and was attended by 30 participants representing 25 member organisations. The agenda included presentations on the nominations process for the CCol Board in advance of the AGM, plans for the Craft Master TV series from Big Mountain Productions, the experience of being on Dragons Den from Elaine-Sarah Comerford of Button & Co and an overview of Year of Craft 2011 activities for the first half of 2011. The afternoon session was a photography workshop with a professional photographer.

The second GANS meeting took place on 16th September and attracted 30 attendees representing 20 member organisations. The agenda included a presentation on Year of Craft 2011 events organised by GANS, a discussion on Heritage Crafts, feedback on lobbying the Government on issues relating to GANS /craftspeople such as signage, VAT and FÁS placements, and a discussion on the proposal to amend the name of the Crafts Council of Ireland.

As an outcome of discussions at several previous GANS meetings, a Craft Heritage Association was set up in September 2011. The aims of the Heritage Crafts Association are to:

- Identify heritage crafts that are at risk in Ireland
- Execute studies/audits of Irish Heritage Crafts
- Promote the preservation of traditional craft skills at risk in Ireland
- Promote the archiving of heritage crafts
- Liaise with the Crafts Council of Ireland, the Heritage Council of Ireland and Heritage Officers through the City and County Councils (and any other bodies identified by the Executive Committee) to promote the aims of the Association

#### Network Support Scheme 2011

CCoI's Network Support Scheme part funds marketing, exhibitions and training initiatives and the fund was increased for 2011 to assist GANS in participating in the Year of Craft 2011 initiative. The 2011 scheme was administered in two tranches with application deadlines of 30th November 2010 and 31st March 2011 in order to allow member organisations to plan their 2011 activities in advance or early in the year.

In the first round 19 GANS applied of which 17 were successful in securing funding and in the second round of applications 24 GANS applied of which 22 were successful in securing funding. The total amount of Network Support Funding allocated during 2011 was €87,810.

The Irish Artist Blacksmiths Association (IABA) received the largest allocation of funding for the International Forge-in, which took place in Monaghan in June and included lectures, exhibitions, demonstrations and classes with international master blacksmiths. The event was one of the highlights of Year of Craft 2011 and a huge success in promoting the art of blacksmithing, attracting over 200 blacksmiths from all over the world.

A breakdown of 31 member organisations which received financial support during 2011 is set out below:

#### Network Support 2011

Membership Organisation	Allocation €
Bridge Street Studios	2,500
Ceardlann, Spiddal Craft & Design	3,000
Ceramics Ireland	5,600
CIT Crawford College	2,000
Clare Crafts	2,250
Contemporary Tapestry Artists Ireland	1,000
Cork Textiles Network	6,000
DLR Jewellery	4,000
Donegal Designer Makers	2,000
Estate Yard Printers	1,450
Feltmakers Ireland	2,000
Fire Station Artists Studios	1,260
Irish Artist Blacksmiths Association	18,500
Irish Basketmakers Association	1,000
Irish Guild of Embroiders	1,000
Irish Patchwork Society	1,250
Louth Craftmark Designers Network	3,000
MADE in Kilkenny	1,500
Made in Sligo	3,000
Na Píobairí Uilleann	4,000
Offaly Crafty	2,000
Peannairí - Irish Calligraphers	3,000
Print Block	1,000
Society of Cork Potters	2,500
The Craft Granary	2,000
The Design Tower	1,500
The Leitrim Design House	2,000
The Quilters Guild of Ireland	2,000
West Cork Craft & Design Guild	2,000
Westmeath Craft & Design Group	1,500
Workhouse Design Studios	2,000
<b>TOTAL</b>	<b>87,810</b>

■ 5 Irish Craft Stamps Issued by An Post to Celebrate Year of Craft 2011. L-R: Deirdre McLoughlin, Róisín de Buitléar, Helen McAllister, Liam Flynn, Inga Reed



### Year of Craft 2011 Counties Initiative

In order to support craft activities throughout Ireland in 2011, CCol established a Counties Initiative for the year, which saw 21 counties directly involved in Year of Craft 2011. In total, €117,386 of funding was allocated to support those counties in delivering dedicated craft programmes as part of Year of Craft 2011 and resulted in a national spread of high octane, high quality craft activity. These programmes included Designer Dublin, Cork Craft Month, Laois Year of Craft, Galway Craft Month and Craftfest Northwest. Further details on the Counties Initiative are available in our Year of Craft 2011 Report.

### Seascapes

The Crafts Council of Ireland was delighted to co-ordinate the second exhibition of textiles in conjunction with our GANS members at the Knitting & Stitching Show at the RDS in Dublin, 10th - 13th November 2011. The theme of the exhibition was the sea and the underwater world; its colour, texture, pattern and force. Work took the form of a literal or abstract interpretation. 23 textile artists exhibited with over 28 pieces of work on display at the RDS throughout the Knitting & Stitching Show. Reflecting the positive response to the exhibition, plans were put in place for Seascapes to travel to the Craft Granary in Cahir for February and March 2012.

### Client Register

During 2011 CCoI's register of client enterprises increased from 2,240 to 2,562 and associate membership grew from 953 to 1,026.

### Craft Demonstrations by GANS at Public Events

Demonstrations by the member organisations to showcase the wealth of skills amongst craftspeople living and working in Ireland proved extremely popular with members of the public throughout 2011. CCoI was delighted to work with our member organisations in coordinating craft demonstrations at a number of high profile public events during Year of Craft 2011.

### Bloom in the Park, Dublin:

As part of CCoI's Irish Craft Garden at Bloom, demonstrations throughout the five days of the event were provided by the Irish Basketmakers Association, The Irish Patchwork Society, Ceramics Ireland, Feltmakers Ireland, the Irish Guild of Weavers, Spinners and Dyers and the Irish Woodturners Guild.

### Tall Ships Race, Waterford:

In CCoI's Irish Craft Village located just off the quay in Waterford, demonstrations throughout the Tall Ships Race were provided by the Irish Woodturners Guild, the Irish Basketmakers Association, the Irish Patchwork Society and the Irish Guild of Weavers, Spinners and Dyers.

### National Crafts & Design Fair, Dublin:

Due to the overwhelming response to the demonstrations areas at other events during 2011, a demonstrations area was incorporated into CCoI's craft display area at the National Crafts & Design Fair, 30th November – 4th December. Once again, the demonstrations were very well received by the public. Exhibitors who had the opportunity to demonstrate their craft included:

- Woodturning - Joe Laird, Kieran Higgins and Fred O'Mahony
- Pottery - Helen Ennis, Adrian Wistrich and Colm de Rís
- Weaving - Beth Moran and Liz Christy

### THANK YOU TO EVERYONE INVOLVED IN YEAR OF CRAFT

There are so many to thank and to applaud; no attempt at a list will succeed in reflecting everyone involved. As an organisation we have a profound respect for all our clients, members and partners whose involvement made this remarkable year happen. Sincere thanks to all who took up the mantle and exhibited and promoted their work across the length and breadth of the country; thank you to our membership organisations who aligned their activities to show Ireland what is happening in the guilds, associations, networks and societies across the country; thank you to all of the retailers and galleries who gave Irish craft a significant presence during 2011.

We were especially proud to have President Mary McAleese as our Patron of Year of Craft 2011. Her understanding of the importance of craft and design both culturally and economically impressed all that met her at the Craft Summit, the Year of Craft 2011 Public Conference and the other events throughout the year which the President kindly supported.

During 2011 we partnered with over 70 organisations, which ensured that a significant number of new audiences were exposed to the extraordinary skill, variety and standard of Irish craft and design during Year of Craft 2011 and into the future. The enthusiasm and professionalism of our partners was very much appreciated.

Our thanks to the team at Craft Northern Ireland for partnering with us on this initiative and enabling this to be an island of Ireland event. Following the Craft Summit held in Farmleigh in January, both the County & City Enterprise Boards and the Leader Development Companies actively got behind Year of Craft 2011 and more importantly are committed to the development of craft at a local and regional level going forward. This invaluable support is very much appreciated.

I would like to especially praise Maureen Kennelly, our Year of Craft Project Manager, for her unwavering conviction to the delivery of the programme and to Aideen Lynch, our Year of Craft Project Assistant. A sincere thank you to our craft champions and craft ambassadors throughout

the country who assisted in the planning and promotion of Year of Craft 2011 and who played an outstanding role in ensuring awareness of the initiative at a regional level. I would like to also pay tribute to the many interns and volunteers amongst our members, clients and associates who contributed so generously of their time and expertise.

I would like to acknowledge and thank the CCol team in Kilkenny whose passion and commitment to the craft sector has very proudly come to the fore during this exciting year. I would like to welcome Ciara Garvey who joined CCol during 2011 and to express my thanks to those who left the team: Úna Parsons, Des Doyle and Leslie Ryan. I am indebted to Úna Parsons, my predecessor, whose vision it was to have a Year of Craft in 2011.

Finally, I would like to thank the Board of Directors of the Crafts Council of Ireland and Chairman Laura Magahy for their support, commitment and hard work during 2011. Each has given generously of their time and attention to ensuring the success of the Year of Craft 2011 programme through their encouragement and direction. I am also very grateful to the members of the Year of Craft 2011 Steering Committee whose initial guidance in developing the programme of activities showed incredible foresight.

2012 will continue to be a year of challenge for the crafts industry and for Ireland in general, and the success of Year of Craft 2011 will only truly be delivered when strong and continued sales are generated, and job creation within the craft and design sector firmly takes hold. Achieving these goals will only be possible through continuing to work together on joint initiatives, ensuring that we encourage innovation and develop the skills to deliver on opportunities that arise at home and internationally.

I look forward to working with our clients, member organisations, Board members, partners and the team in Kilkenny on our ambitious plans to ensure that the craft sector in Ireland is well positioned to avail of these opportunities as they present themselves in the coming years.

  
**Karen Hennessy**  
Chief Executive



■ 'Cois Farraige' by Sheila Jordan

# OUR INDUSTRY



## YEAR OF CRAFT 2011 SUMMARY & HIGHLIGHTS

The Crafts Council of Ireland (CCol) and Craft Northern Ireland (Craft NI) designated 2011 as Year of Craft on the island of Ireland as a celebration of the richness and vitality of Irish craft and design. Ireland's unique craft heritage and the authentic work of makers using both traditional skills and cutting edge contemporary techniques provided the inspiration for this year long programme. 2011 also marked the 40th anniversary of CCol, which was founded in 1971 following a visit by the World Crafts Council to Ireland the previous year.

The overall aim of this partnership initiative was to promote and celebrate the outstanding talents of craftspeople living and working throughout the island of Ireland in order to sustain and grow this economically significant sector. CCol was particularly delighted to have Mary McAleese, President of Ireland, as Patron of Year of Craft 2011. The President's support was a resounding endorsement of the importance of craft in Ireland to our culture and our society, as well as its contribution to the Irish economy, both historically and in contemporary Ireland.

Together with its partners, CCol delivered an exciting programme of craft events and activities right across the country throughout 2011, as well as internationally. This included exhibitions, workshops, talks, demonstrations and children's events, providing something for everyone. Consumers and event attendees had the opportunity to interact with craftspeople and learn about the talented makers behind the beautiful craft that is *Imagined, Designed and Made in Ireland*.

The programme of activities was promoted both nationally and internationally by CCol, Craft NI and its network of partner organisations, through a dedicated media campaign and through a comprehensive web presence at [www.craftinireland.com](http://www.craftinireland.com), supported by social media.

CCol commenced the Year of Craft 2011 initiative by hosting its first ever Craft Summit at Farmleigh, which was attended by over 120 policy makers from various support agencies to discuss the future of the Irish craft sector and resulted in many tangible outcomes, which were explored and executed throughout 2011 and have been included in proposals and plans for the future.

CCol was particularly delighted that the World Crafts Council – Europe accepted an invitation to host their Annual General Assembly in Dublin in June to celebrate the designation of 2011 as Year of Craft. The event was attended by 16 representatives of craft organisations across Europe and led to international contacts and links with European counterparts.

To coincide with the WCC Europe visit, CCol held an

■ Irish Craft Garden, Bloom



international public conference 'Craft Conscious: Re-Shaping Global Futures in the Innovation Age' in Dublin Castle to discuss the future of craft. The event was attended by 281 delegates and included an address by Year of Craft 2011 Patron President Mary McAleese. The conference agenda included many celebrated international speakers and was facilitated by journalist and writer Fintan O'Toole. Following a keynote address from Edmund de Waal, ceramic artist and author, presentations were delivered by Edna dos Santos-Duisenberg, Chief - Creative Economies and Industries Programme at the United Nations; Brian Keaney of Tonfisk Design; Leonardo Bonanni, a world leader in the sustainable design of products and supply chains; and Finbarr Bradley, economist and lecturer.

CCol supported 31 Guilds, Associations, Networks and Societies (GANS) to present innovative and appealing work specifically for Year of Craft 2011– this included the Irish Artist Blacksmiths Association’s highly successful International Forge-In in Monaghan which was attended by 200 blacksmiths from all over the world.

21 counties delivered dedicated craft programmes as part of Year of Craft 2011, which saw high octane, high quality craft activity take place throughout the country. These programmes include Designer Dublin, Cork Craft Month, Laois Year of Craft, Galway Craft Month and Craftfest Northwest.

The planning of a new national craft trail commenced as a direct result of CCol’s work with Fáilte Ireland on the Year of Craft 2011 programme and during 2011 the number of county craft trails expanded from 7 to 12.

The contents below provide an overview of some of the key highlights of Year of Craft 2011. This is by no means an exhaustive list but these landmark events and key projects provide an overview of the range of activity and the resulting impact.

## HIGHLIGHTS OF YEAR OF CRAFT 2011

### Large Scale Public Events:

- Irish craft was included in Saint Patrick’s Festival for the first time in 2011 with over 300 children participating



■ ‘Cruth Curach’, Electric Picnic

in CCol’s free workshops across four disciplines and over 700 members of the public involved in the ‘Flags of Intention’ installation in Merrion Square, Dublin, on Sunday 20th March.

- The Tall Ships Race in Waterford, 30th June – 3rd July, which attracted an estimated 500,000 visitors, featured the Irish Craft Village and provided 60 craftspeople with an opportunity to sell directly to the public through 32 retail stands and saw 2,400 children get actively involved in craft through a series of free workshops.
- Bloom in the Park, which attracted almost 90,000 visitors to the Phoenix Park over five days, 2nd – 6th June, featured the Irish Craft Garden, which had a prime location and showcased the work of 30 craftspeople in a specially designed wander space. The CCol area also included 21 retail stands providing some makers with one of their most successful direct selling events, gave 430 children the opportunity to participate in free craft workshops and allowed the public to learn more about skills and craftsmanship through craft demonstrations.
- New this year to Electric Picnic, 2nd – 4th September, was Cruth Curach, the Craftitecture pavilion, a fusion of dynamic architectural design and skilled Irish craftsmanship, designed by Bucholz McEvoy Architects and hand built by the Galway School of Boat Builders. Cruth Curach was commissioned by CCol and the Irish Architecture Foundation through an open competition in celebration of Year of Craft 2011.



■ Sabrina Meyns, Brian McGee and An Taoiseach Enda Kenny with Karen Hennessy CEO CCol

■ 'Chaotic Rabbits (No. 1-5)' by Sharon Hay, Crafted Creatures



Headline Exhibitions/Events with Partners:

CCoI actively sought out new partners and worked with them closely to introduce craft to their programmes - for many craft was an entirely new strand. The intention was to reach new audiences who might be surprised to find craft at events such as Electric Picnic and Dublin Fringe Festival.

- CCoI co-presented a seven week long craft exhibition called **Crafted Creatures** with The Ark - A Cultural Centre for Children from 15th February to 3rd April, which reached an audience of over 4,600 and was accompanied by a comprehensive workshop programme and a specially created craft trail through Dublin city centre.

New partnerships were brokered with festivals and galleries such as:

- **Dublin Fringe Festival**, 'The Sock Exchange' by Futuremenders, 22nd – 25th September.
- **Baboró International Arts Festival** for Children, 17th – 23rd October, introduced craft in a significant way to their programmes in 2011 with the support and involvement of Year of Craft 2011.
- **Irish Craft Portfolio** exhibition at **The RHA Gallery**, Dublin, 24th – 28th November.
- **Galway Arts Festival**, with the exhibitions *Material Poetry* and *Modern Languages*, 11th – 14th July.

Aidan Dunne's comment in his review of the **Galway Arts Festival** visual programme in *The Irish Times* on 22nd July

2011 bears out the success of this approach: *"There are also craft shows, rightly presented side by side with all manner of fine art practices."*

CCol sought to intersect other worlds with craft:

- **Literature** - most strikingly through the presentation of Edmund de Waal's sold out public reading and the Modified Expression exhibition at the National Craft Gallery in Kilkenny.
- **Fashion** - Joe Hogan's collaboration with Irish designer Joanne Hynes seen at London Fashion Week and subsequently in Ireland.
- **Architecture** through Craftitecture presented at Electric Picnic and at Open House Dublin.
- **Sport** through Culture Night at Culture Box where Dublin's All-Ireland win was celebrated in the "Craft Your County Colours" workshop with textile artists Angela O'Kelly and Liadain Butler.

#### Key promotion of Irish Craft

- An Post released a special issue of five stamps featuring Irish craft to celebrate Year of Craft 2011.
- In collaboration with CCol, Big Mountain Productions produced *Craft Master*, a new 6 part television series to coincide with Year of Craft 2011 which aired on RTÉ One in the autumn of 2011 to wide acclaim.
- Following input from CCol, Athena Media produced the radio segment *Made in Ireland* for RTÉ Radio 1's Today with Pat Kenny programme which included several craft features.
- Enabled by the *RTÉ Supporting the Arts Scheme*, CCol produced and screened a new and highly acclaimed television advertisement promoting Irish craft during high profile slots coinciding with the week of President Obama's visit to Ireland, reaching an enormous audience.
- As well as regular segments on **Irish television** on programmes such as RTÉ One's Six One News and Nationwide, and TV3's Ireland AM, CCol secured exposure for Irish craft on international television, such as The Breakfast Show on TVNZ in New Zealand.
- As a direct result of Year of Craft 2011 initiatives, craft had a significant presence in retail outlets through its high profile consumer campaign promoting craft **Imagined, Designed, Made in Ireland**. Three discipline-specific

■ Year of Craft 2011 Television Advert



campaigns took place during the year – Celebrating Irish Ceramics, Celebrating Ireland's Designer Makers and Celebrating Ireland's Jewellery Makers – in addition to expanding the number of retail outlets promoting Irish craft as Christmas gifts and continually developing CCol's dedicated consumer site [www.giveirishcraft.com](http://www.giveirishcraft.com).

- On 14th November, CCol launched an exhibition of Irish jewellery at The Loop in Dublin Airport's Terminal 2 for the busy Christmas holiday period, with pieces of Irish jewellery available to purchase from the House of Ireland outlet at The Loop.
- CCol created an exhibition space featuring Irish craft gift ideas at the National Crafts & Design Fair, RDS (30th November – 4th December).

#### Irish Craft on the international stage during Year of Craft 2011

- The National Craft Gallery presented an exhibition of the work of eight contemporary Irish makers at COLLECT, which took place at The Saatchi Gallery in London, in May. Six of the makers were from the Crafts Council of Ireland's Irish Craft Portfolio - Sara Flynn, ceramicist; Jack Doherty, ceramicist; Karl Harron, glass artist; Nest Design, furniture designers; Marcus O'Mahony, ceramicist; and Yaffe Mays, furniture designers. Also included in the exhibition were glass artist Róisín de Buitléar, recipient of the 2010 Crafts Council of Ireland Irish Craft Bursary and ceramicist Derek Wilson, previous recipient of the Crafts Council of Ireland Student Award.

- Through the Year of Craft 2011 programme, CCoI supported 12 Irish designer makers in attending TENT London, one of the largest design trade shows taking place during the London Design Festival, where they received wide acclaim and valuable exposure for their work.
- Material Poetry and dubh - dialogues in black were also supported by the Crafts Council of Ireland and attracted significant exposure at the American Irish Historical Society, New York, 7th October – 13th November.

Demonstrations/Workshops/Education Programmes

- In all, over 12,000 children had a direct engagement with craft through specially devised workshops at a range of public events during 2011, including Big Day Out at St. Patrick's Festival, Bloom in the Park, Tall Ships Race Waterford and Kilkenny Arts Festival.
- [www.learncraftdesign.com](http://www.learncraftdesign.com), a comprehensive new digital resource for first and second level education, was developed as one of the legacies of Year of Craft 2011 and was launched during the Baboró Festival in Galway.
- The above list is merely a snapshot of some key highlights. The full breadth of the programme reflects the health and vitality of Ireland's craft sector and bodes well for the future of this important industry.

Delivering the comprehensive programme of events and activities, generating excitement for Irish craft and maintaining momentum throughout the year long programme would not have been possible without the enthusiastic and dedicated involvement of CCoI's member organisations and clients, strategic partners, event planners, retailers, educators and the general public as well as the craft champions, craft ambassadors and the many volunteers who supported craft events in 2011. CCoI would like to express its sincere gratitude to all those who participated in the Year of Craft 2011 programme.

While the impact of the Year of Craft was felt immediately on many levels, the legacy of the initiative for the craft sector in Ireland will evolve over the coming years. CCoI looks forward to maintaining many of the partnerships initiated during 2011 and is committed to sustaining and growing Ireland's dynamic craft and design sector into the future.



■ Tom Joyce (USA), International Blacksmithing Festival, Monaghan



■ Joe Hogan, Karen Hennessy, Maureen Kennelly, Galway Arts Festival



# Year of Craft 2011



Crafts Council of Ireland



#### KEY PARTNERS:



An Roinn Post, Fiontar agus Nuálaíochta  
Department of Jobs, Enterprise and Innovation



#### MEDIA PARTNERS:



## CONSUMER PERCEPTIONS SURVEY 2011

More people than ever are purchasing Irish crafts, reflecting a growing desire from consumers to buy Irish and support local enterprises, according to the results of new research commissioned by the Crafts Council of Ireland in 2011. The survey of a nationally representative sample of 800 participants also shows that over half of the population (51%) is interested in buying and owning Irish crafts.

### Background to the research:

The research was conducted as a telephone survey in December 2011 by Millward Brown Lansdowne on behalf of CCol. This was the fifth wave of research, allowing for comparison with results of surveys conducted between 2006 and 2010 where relevant.

The 2011 and previous studies are fully nationally representative of the Irish population (by gender, age, social class and region) and allow for like-for-like comparison of results. The previous three waves were also conducted in December of each year, coinciding with a number of key activities typically organised pre-Christmas by CCol.

The key objectives of the research were to understand the following:

- Which products the public perceive as craft
- The public's interest in buying and owning Irish craft products
- Perceptions of Irish craft
- Purchasing behaviour
- Barriers to purchasing
- Public awareness of activity around the Year of Craft 2011



Imagined, Designed, Made in Ireland Display, National Crafts & Design Fair

## KEY FINDINGS FROM THE SURVEY

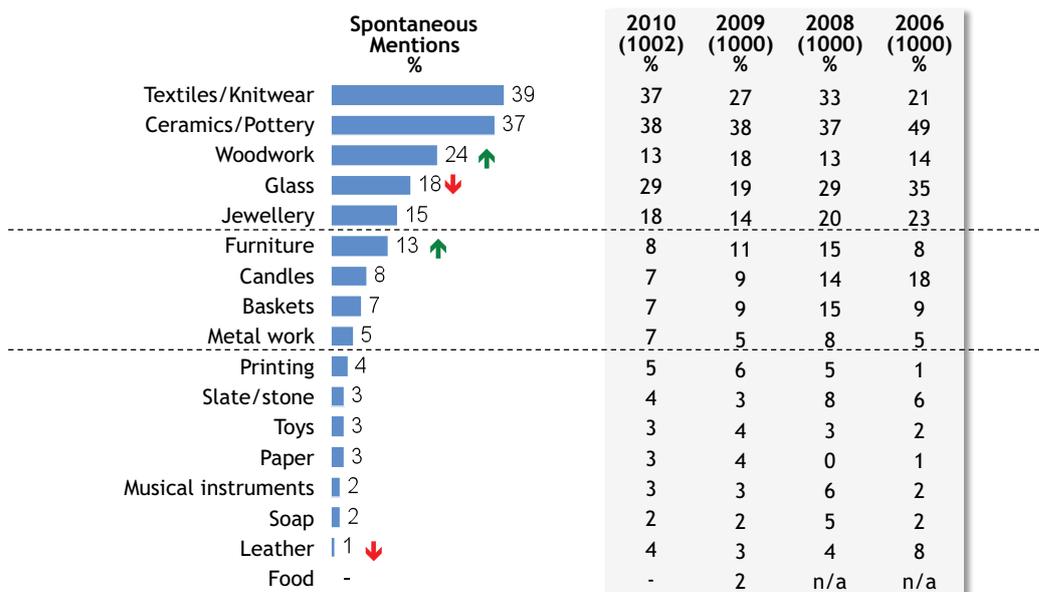
### 1 - What are crafts? Perception of product categories

Respondents were asked to think about Irish made and designed crafts - hand made products, both functional and decorative – and which products or items come to mind:

## Top of mind craft categories



(Base: All adults 15+, n=800)



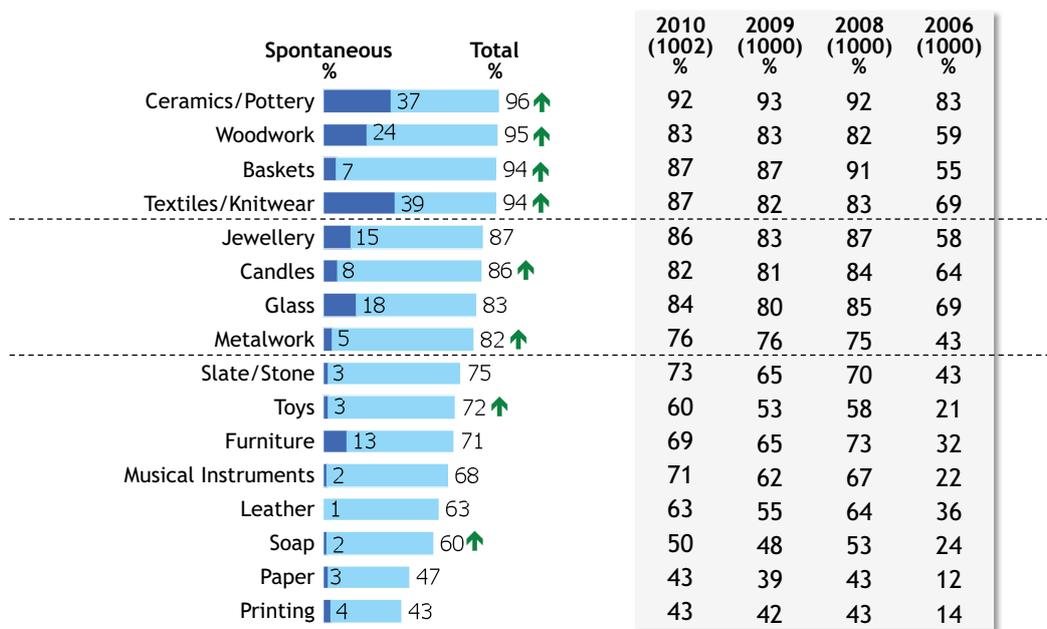
- Textiles and ceramics/pottery are still top of mind amongst consumers when thinking of crafts
- Awareness of woodwork and furniture has grown, but there has been a decline for glass
- Textiles/knitwear are at their highest level of mention to date at 39%
- The top five product categories remain unchanged; however mentions for woodwork have increased significantly
- Top-of-mind mentions for glass have decreased significantly
- 28% of those interviewed mentioned other types of crafts, including items such as paintings, Christmas decorations and needlework

A number of items and products were then read out to respondents. For each one, the respondent was asked whether or not they considered them to be crafts.

### Prompted endorsement of craft categories



(Base: All adults 15+, n=800)



- Prompted endorsement of products as crafts has increased significantly across a number of categories

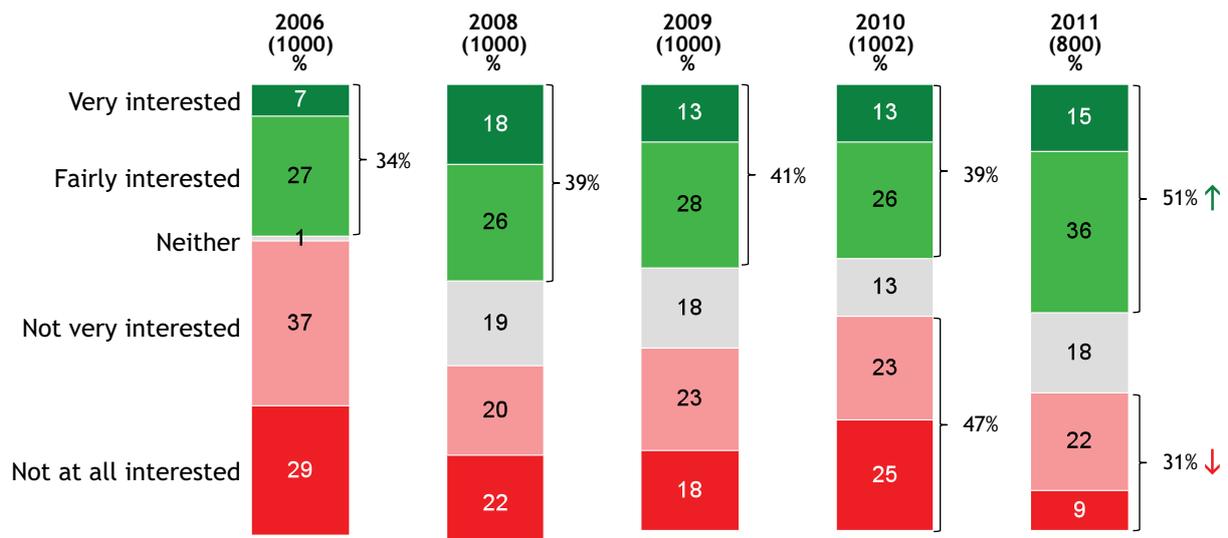
## 2 - Interest in and attitudes towards crafts

Respondents were asked to what extent they would say they were interested in buying and owning crafts.

### Interest in buying and owning craft



(Base: All adults 15+, n=800)



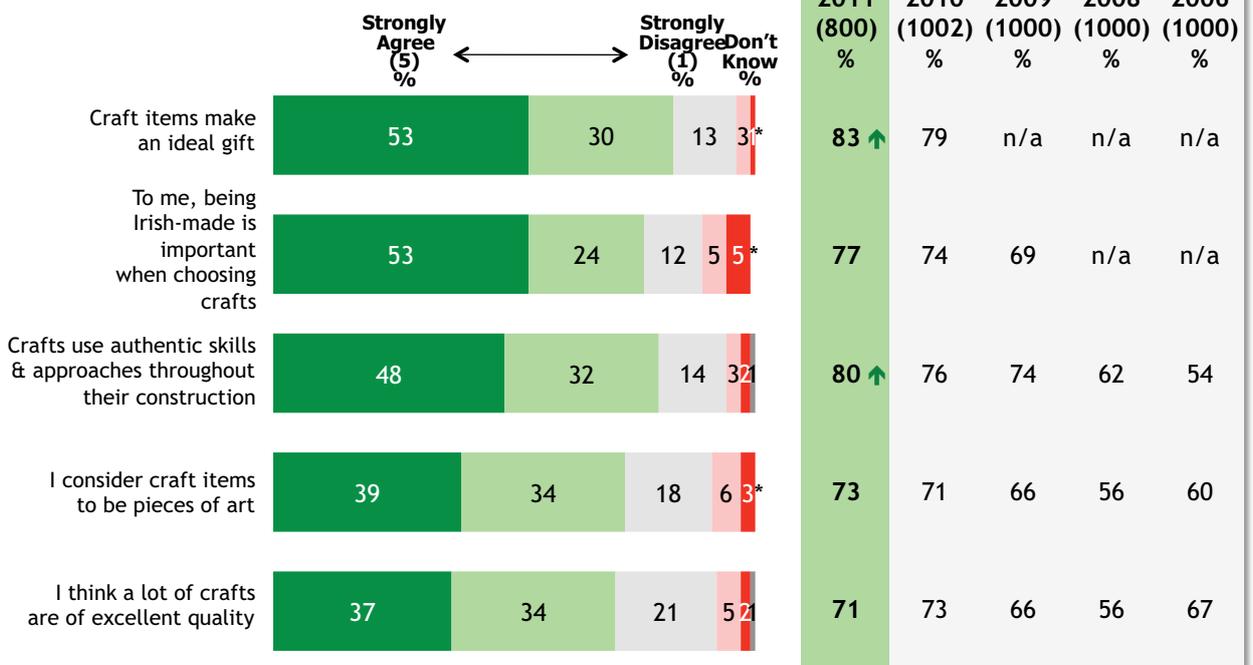
- Levels of interest in buying and owning craft products have increased significantly since 2010
- The increase is driven by women, those aged 35+ and in the higher socio-economic groups

Respondents were asked to generally think about crafts and on a scale of 1 to 5 (5 being Strongly Agree and 1 being Strongly Disagree) to indicate to what extent they would agree or disagree with a series of statements.

### Perceptions of Irish craft



(Base: All adults 15+, n=800)

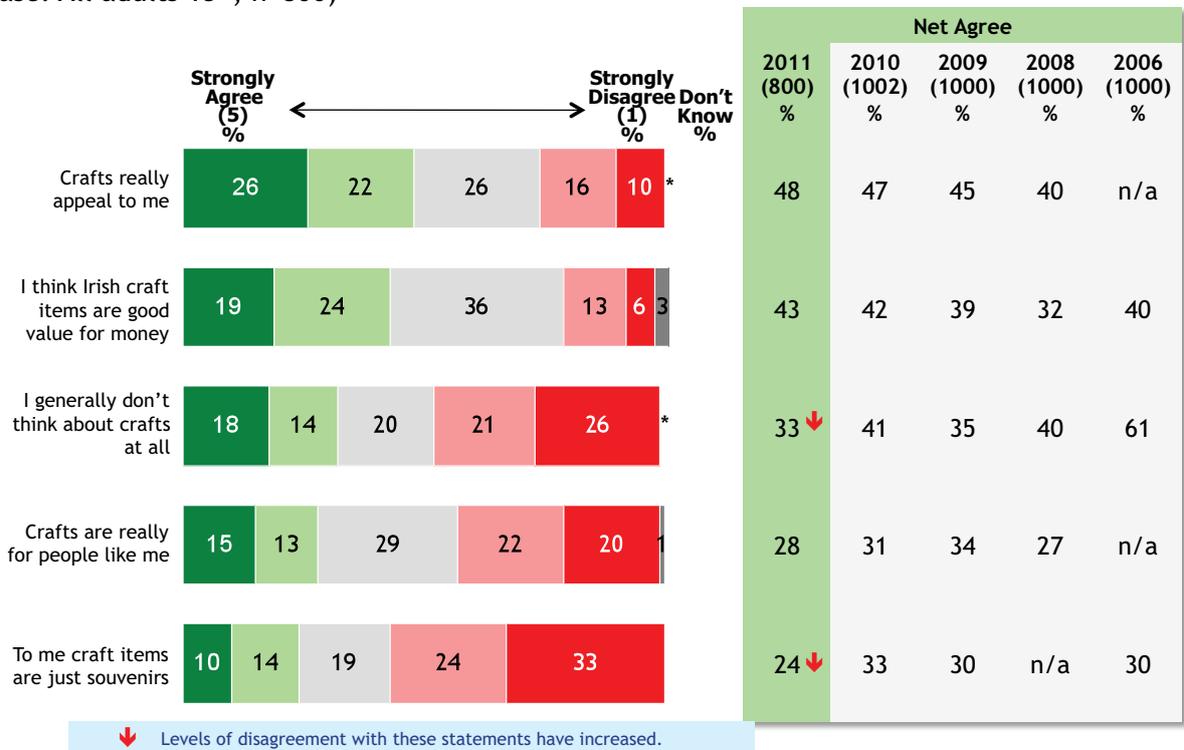


- Craft items now more than ever are perceived as an ideal gift, and recognition of the authenticity of their construction is growing

## Perceptions of Irish craft (2)



(Base: All adults 15+, n=800)



- There has been a decline in numbers claiming not to think about crafts at all, and fewer now claim to consider them “just souvenirs”
- Females, the older demographic and those who have bought Irish craft are its strongest advocates
- Those who have already purchased craft are far more likely to endorse it, particularly in terms of its suitability as a gift or as art. They also value it on merits such as quality and appeal.

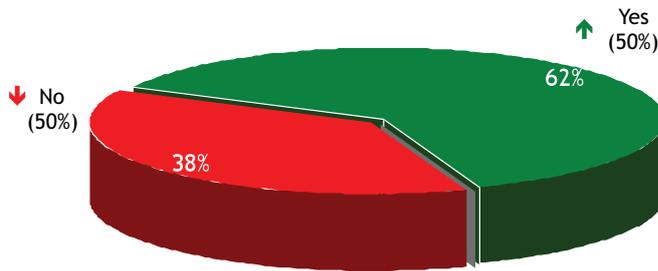
3 - Purchasing Crafts – incidence, location and barriers

Respondents were asked whether or not they had purchased a craft item (or items) in the previous 12 months.

**Craft purchase in previous 12 months**



(Base: All Adults 15+, n=800)



	2009 (1000) %	2010 (1002) %	2011 (800) %
<b>Sex</b>			
Male	41	43	53
Female	57	57	70
<b>Age</b>			
15-24	40	38	55
25-34	47	44	60
35-49	53	57	65
50-64	55	54	65
65+	46	55	60
<b>Social Class</b>			
ABC1	56	52	68
C2DE	45	49	60
F	41	47	42
<b>Region</b>			
Dublin	50	51	69
Rest of Leinster	55	44	62
Munster	40	53	60
Conn/Ulster	52	52	53

Figs in ( ) = 2010 Catibus (n=1002)



- Significantly more claim to have purchased a craft item in the past 12 months, compared to 2010
- Females, ABC1s and those based in Dublin are significantly more likely to have purchased a craft item in the past 12 months

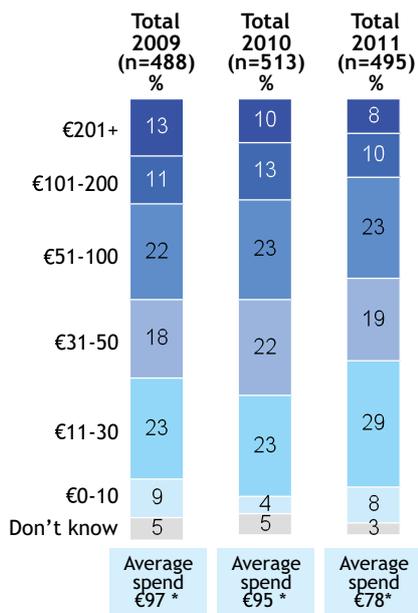
Those who had purchased craft in the past 12 months:

Respondents were asked approximately how much did they spend on their last purchase of craft(s)

## Average spend on craft



(Base: All who purchased Craft item in past 12 months, n=495)



	2010 €	2011 €
<b>Total</b>	95	78
<b>Type of product</b>		
Ceramics/Pottery	101	82
Candles	45	50
Glass	116	79
Jewellery	84	108
Furniture	122	159
Textiles knitwear	186	77
Artwork, paintings and sculptures	439	122
<b>Type of Store</b>		
Department	92	79
Craft fair stall	65	54
Local craft shop	97	83
Gift shop	92	68

(\*Note: outliers who spent more than €1,000 excluded from average.)



- There has been a decline in the average spend on craft since 2010, reflecting similar reductions in spend across other product categories
- Those in Connacht/Ulster and those aged 50-64 are spending more than average
- Spend on artwork has fallen since 2010, and there has been a decrease in spend across most categories. However candles, jewellery and furniture are bucking this trend.

Those who had purchased craft in the past 12 months:  
 Respondents were asked what items did they purchase on that occasion.

## Items purchased



(Base: All who purchased Craft item  
 in past 12 months, n=495)



- Ceramics /pottery remain the most commonly purchased items

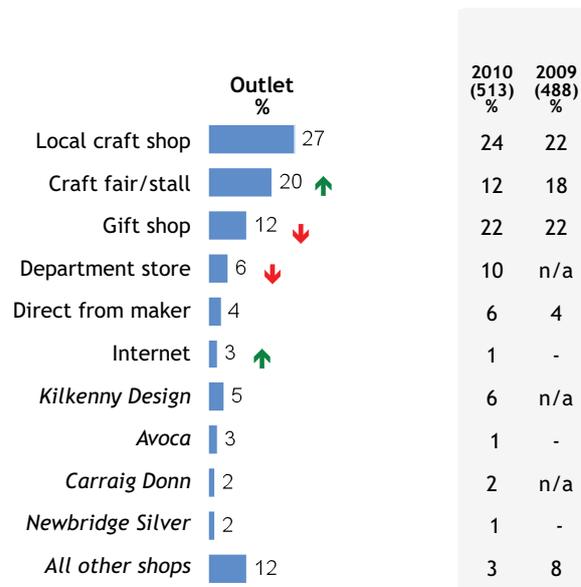
Those who had purchased craft in the past 12 months:

Respondents were asked in which type of outlet they had purchased the crafts items and if possible to include the name. (For example, if they purchased in a gallery, department store, gift shop, local craft shop etc, and to give the specific name of the outlet.)

## Craft purchase location

 Crafts Council of Ireland

(Base: All who purchased Craft item in past 12 months, n=495)



 MillwardBrown  
Lansdowne <sup>9.</sup>

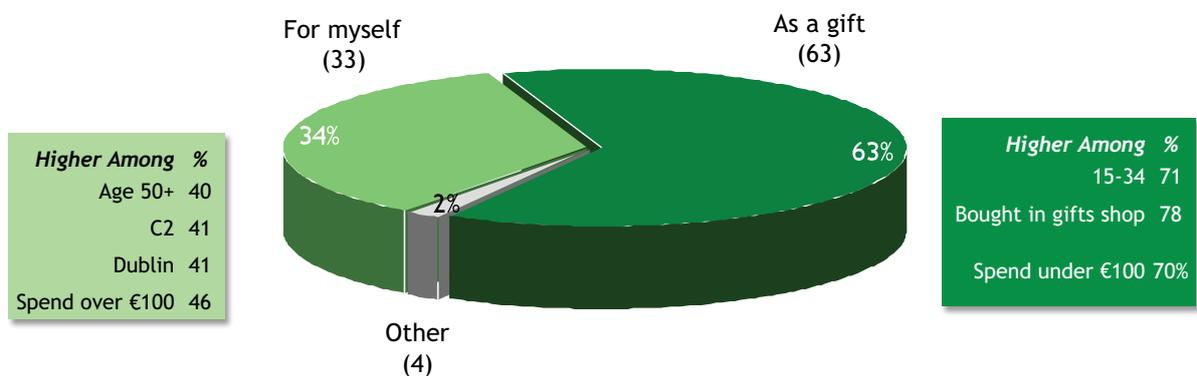
- A significant increase in purchase at craft fairs is evident since 2010

Those who had purchased craft in the past 12 months:  
 Respondents were asked if their last craft purchase was for themselves or was it a gift for someone else.

### Purchase for self or as a gift



(Base: All who purchased Craft item in past 12 months, n=495)



Figs in ( ) = 2010 Catibus (n=513)



- Crafts are predominantly bought as gifts, but a sizeable proportion are buying for themselves

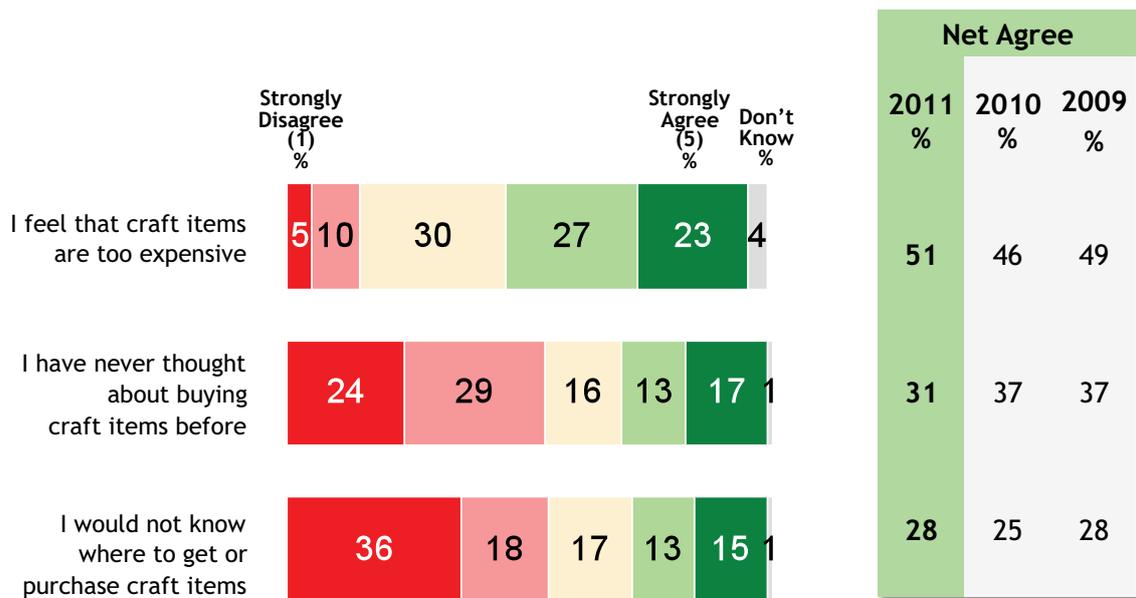
Those who had NOT purchased craft in the past 12 months:

Respondents who had not purchased craft items in the past 12 months were asked on a scale of 1 to 5 to agree or disagree with a series of statements.

### Barriers to purchase



(Base: Those who have not bought craft item in last 12 months, n=305)



- Cost is the main barrier to craft purchase
- Males are less likely to have considered buying crafts before
- For over 1 in 2, the perceived expense of craft is a barrier to purchase
- 3 in 10 have never considered buying craft items; however this number has decreased slightly
- Over 1 in 4 claim to be unaware of craft purchase points
- Similarly to 2010, females are more cost-conscious, but are more likely to have considered craft purchases than males
- Awareness of where to purchase is higher among ABC1s

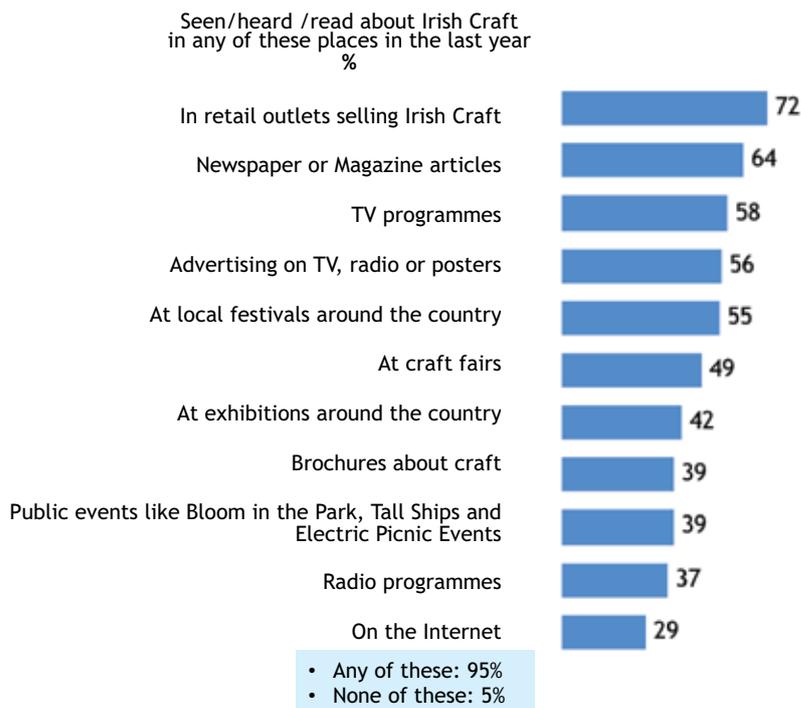
4 - Year of Craft 2011

Respondents were asked if they had seen, heard or read anything about Irish craft in a list of places during 2011.

Seen/heard/read about Irish Craft



(Base: All adults 15+, n=800)



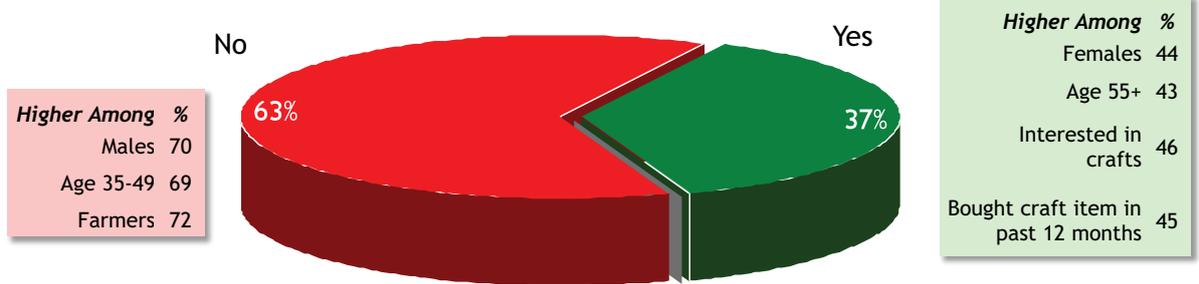
- These high level of awareness reveal the positive impact of initiatives such as the “Imagined, Designed, Made in Ireland” identity on point of sale materials in retail outlets and craft fairs, and the six part TV series Craft Master aired on RTÉ One in autumn 2011.

Respondents were asked if they had noticed an increased level of activity around Irish craft during 2011.

### Activity around Irish craft in 2011



(Base: All adults 15+, n=800)



- Over a third claim to have noticed an increased level of activity around Irish craft in 2011

### Summary and Conclusions

- Measures of spontaneous awareness of craft show few changes in the top 5; with woodwork and furniture gaining significantly more mentions than in 2010. Top-of-mind awareness of craft is generally higher among women, higher socio-economic groups and older people.
- Levels of interest in owning and buying craft products has increased significantly since 2011, and disinterest has plummeted. This is driven by women, those aged 50+ and ABC1s.
- 8 in 10 recognise the value of giving craft as a gift, and over 7 in 10 recognise the benefits such as artistic merit, Irishness, authenticity and quality, particularly among females and those who have purchase craft within the past year. This amounts to a strong endorsement of Irish craft and builds on a solid, credible foundation from which Irish craft can continue to grow.
- Negativity towards Irish craft has diminished, with evidence that the public is considering craft more than in the past, and not just as souvenirs.
- Spend has decreased, particularly in the top brackets; however incidence of claimed purchase has increased significantly, with nearly two-thirds of the public now saying they have bought an item of craft within the past year. There is evidence that consumers are buying more products but at a lower price point.
- There has been an increase in purchase of textiles/knitwear; however ceramics/pottery remain the most commonly purchased items. Craft fairs are now an increasingly popular point of purchase.
- Craft is predominantly perceived as a gift – the public is twice as likely to buy for others. It is still prudent to bear in mind that one in three buy craft for themselves, however.
- Over half of non-purchasers feel that expense is a barrier to purchase. However there is evidence that the public is starting to become more conscious of craft.
- 95% of those interviewed have seen, heard or read something about Irish craft in the past year, with 72% having noticed something in retail outlets. Irish craft was noticed in the media, with newspapers/magazines, TV programmes and TV advertising featuring strongly.
- It is positive and encouraging that over a third noticed increased activity levels around Irish craft throughout the Year of Craft 2011 initiative.
- Overall, the higher awareness levels and positive engagement with Irish craft indicate openness to future communication, with the potential for further growth.



# OUR BUSINESS



## THE HISTORY OF THE CRAFTS COUNCIL OF IRELAND

The Crafts Council of Ireland is the national design and economic development organisation for the craft industry in Ireland. Its activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland. It is a membership based organisation which works with clients registered as craft enterprises or as associates.

The Crafts Council of Ireland was founded in 1971 following a visit by the World Crafts Council (WCC) the previous year. Bringing the WCC General Assembly to Ireland was organised by the Irish Society for Design and Craftwork, Dr Muriel Gahan, the Royal Dublin Society (RDS) and Blanaid Reddin among others. It was an event which inspired many and which resulted 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 RDS provided office facilities and met all secretarial expenses. Subscriptions were raised by members.

In 1976 CCol became a limited company. Funding was received from the Minister for Industry and Commerce, Justin Keating and from the Industrial Development Authority and it employed 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. In 1977, Showcase began as the National Crafts Trade Fair with 34 exhibitors.

From 1973 to 1983, a Management Committee of 15 people was elected by ballot at CCol'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 10 members continued to be elected by CCol member organisations. Elections were held annually, when the three longest serving elected members retire by rotation. Ministerial appointments were for a period of three years.

In 1986, the HQ in Powerscourt Townhouse Centre in Dublin city centre became home to the Crafts Council of Ireland's central administration, a large exhibition gallery and retail shop. The venue hosted many selected and themed exhibitions showing Irish and international work. Crafts Council of Ireland business and skills training, initiated in Kilworth, Co. Cork in 1981, moved to the former Kilkenny Design Workshops in Castle Yard, Kilkenny in 1989.

In 1997 the retail activity ceased and reduced gallery activities were put in place from DesignYard in Temple Bar for about a year. All administration activity transferred permanently to Kilkenny.

The opening of the National Craft Gallery in 2000 marked a new era for the Crafts Council of Ireland, providing a new and permanent exhibition space for craft in Ireland.

In 2010 the Articles of Association were amended to reduce the size of the Board of Management from 15 to 12 Directors (four ministerial appointees and eight elected representatives of the member organisations) and to restrict the length of time that any Board Director can serve to a maximum of two periods of three years each.

Over the years, the aims and objectives of the Crafts Council of Ireland have evolved and grown to meet the needs of the industry and to ensure its continued growth and development. CCol's fourth Strategic Plan 2010 – 2012 was launched in 2010. A key initiative in that plan was the designation of 2011 as Year of Craft to celebrate the outstanding talents of craftspeople living and working throughout the island of Ireland in order to sustain and grow the sector. In partnership with Craft Northern Ireland and a network of strategic partners, CCol delivered an exciting program of craft events throughout 2011, both nationally and internationally.

### KEY DATES IN OUR HISTORY

- 1971 Crafts Council of Ireland set up in Dublin under the auspices of the RDS
- 1976 Became a limited not-for-profit company
- 1977 Showcase Ireland Trade Fair started
- 1986 Moved to Powerscourt Townhouse Centre, Dublin
- 1990 Started the Ceramics Skills & Design Course
- 1993 Started the Jewellery & Goldsmithing Skills & Design Course
- 1997 Moved from Dublin to Castle Yard, Kilkenny
- 2000 Opened National Craft Gallery, Kilkenny
- 2011 40th anniversary of the organisation. CCol designated 2011 as Year of Craft to celebrate craft on the island of Ireland

## KEY CLIENT STATISTICS

Breakdown of register of craft enterprises by county as at 31st December 2011.  
Registration confers access to all CCol services, programmes and activities.

### REGISTER BY COUNTY

Dublin	469
Cork	309
Galway	137
Wicklow	114
Kilkenny	112
Kerry	95
Mayo	93
Waterford	84
Wexford	84
Kildare	80
Clare	79
Donegal	78
Louth	63
Meath	61
Tipperary	61
Westmeath	51
Limerick	49
Sligo	49
Laois	41
Offaly	39
Carlow	38
Leitrim	38
Monaghan	27
Cavan	22
Roscommon	18
Longford	12
<b>TOTAL</b>	<b>2,303</b>
<b>Northern Ireland</b>	
Down	81
Antrim	62
Tyrone	34
Derry	21
Fermanagh	14
Armagh	12
<b>TOTAL</b>	<b>224</b>
<b>International</b>	<b>35</b>
<b>OVERALL TOTAL</b>	<b>2,562</b>



## ASSOCIATE MEMBERSHIP

Students	522
Hobbyists	340
Craft Lecturers	90
Temporarily Inactive/Retired	43
Employees of Registered Craftspeople	24
Partner	7
<b>TOTAL</b>	<b>1,026</b>

## REGISTER BY DISCIPLINE

Textile Making	599
Ceramics	429
Jewellery	409
Woodworking	242
Glass Making	195
Furniture Making	172
Metal Working (including Blacksmithing)	92
Stoneworking	68
Mixed Media Construction	62
Paper Working	62
Basketry	37
Candlemaking	31
Printing	28
Musical Instrument Making	25
Leather Working	23
Toymaking	20
Silversmithing/Holloware	17
Soapmaking	14
Bookmaking	8
Paper Making	8
Lettering	6
Spinning	4
Mosaics	3
Thatching	3
Fresco Painting	2
Horology	2
Flytying	1
<b>TOTAL</b>	<b>2,562</b>

## CLIENT PROGRAMMES & SUPPORTS 2011 AT A GLANCE

### Developing Craft Enterprises

- Give Irish Craft website and Consumer Campaigns
- Irish Craft Portfolio Programme
- Showcase - Ireland's Creative Expo
- Creative Island at Showcase
- International Fair Fund
- Curated Craft programme
- Consumer shows: Bloom, Tall Ships Race Waterford, Interior Design & Art Fair and National Crafts & Design Fair
- Regional Craft Outlet supports
- National Collection Purchases, in association with the National Museum of Ireland and the Department of Foreign Affairs
- Business and Product Development – Training, Workshops, Seminars, Mentoring & Support
- Building Craft Enterprise - Making it in Business two-year programme
- Assistance in CCol Educational & Outreach projects

### Industry Research & Information

- Industry Statistics – Consumer & Retailer Research
- Trend & Industry Seminars
- Online Information Resource: CCol websites: [www.ccoi.ie](http://www.ccoi.ie), [www.craftinireland.com](http://www.craftinireland.com), [www.irishcraftportfolio.com](http://www.irishcraftportfolio.com), [www.giveirishcraft.com](http://www.giveirishcraft.com), [www.futuremakers.ie](http://www.futuremakers.ie), [www.learncraftdesign.com](http://www.learncraftdesign.com), [www.showcaseireland.com](http://www.showcaseireland.com)
- Publications: *Creative Island 2011*, *Irish Craft Portfolio 2011*, *National Craft Gallery exhibition catalogues*, *Year of Craft 2011* quarterly event guides, consumer campaign brochures
- CRAFTlink ezine

### Education

- CRAFTed: Learning Skills for Life Primary Schools Programme
- 3rd level & Future Makers Programme
- Talks Programme
- Master Class Lecture Series in partnership with Irish Ceramics in Education (ICE)
- Education & Outreach Programme
- Ceramics & Jewellery – Design & Skills Training, Kilkenny

### Awards & Assistance

- Future Makers Awards & Grants
- Student Design Awards in association with House and Home
- Year of Craft 2011 Counties Initiative
- Year of Craft 2011 Network Support Scheme and workshops
- RDS National Crafts Competition supported by the Crafts Council of Ireland
- EU Leonardo Mobility Programme - Craft Skills Work Placement Programme
- Showcase Awards
- Continued Professional Development Fund

### National Craft Gallery, Castle Yard, Kilkenny

- National Craft Gallery Exhibitions Programme
- External Exhibitions Fund & Programme
- Gallery Outreach Programme

## KEY PROGRAMME STATISTICS 2011

As part of the Year of Craft 2011 celebrations, CCoI delivered a number of additional initiatives and increased funding for some programmes for 2011. The information below highlights some of the key programmes – both ongoing and specifically established for 2011 – which were delivered and the number of makers who participated in and benefited from CCoI's activities during 2011. This is for indicative purposes and is not intended as a comprehensive list. Further details on these programmes are available in the Chief Executive Report contained within this document.

### PROGRAMME AREA

#### Retail

Craft clients at Showcase	172
Creative Island clients	74
Consumer campaigns delivered	4
Makers supported through the consumer campaigns	800

#### Direct Selling

Large Direct Selling Shows for Makers	4
---------------------------------------	---

#### Tourism

Number of studios audited for new national craft trail initiative	130
---	-----

#### Gallery and Exhibitions

Makers involved in the Gallery & Exhibition Programme	162
External Exhibitions supported	13

#### Enterprise Development

Clients receiving mentoring	56
Participants on the Building Craft	13
Enterprise - Making it in Business Programme	
Makers awarded funds through the Continuing Professional Development (CPD) Fund	70
Client participation in workshops (including CPD workshops)	212
Creative Island participants who received specific mentoring	39

#### Network Funding

Membership organisations supported with network funding	31
---	----

#### Counties Initiative

County participation in the Year of Craft 2011	21
Counties Initiative	

## UPDATE ON STRATEGIC PLAN 2010 – 2012

The Crafts Council of Ireland's Strategic Plan 2010 – 2012 sets out an ambitious and challenging programme of activity, especially given the current economic environment. Working with existing partners and developing strategic partnerships with organisations, agencies and other bodies throughout Ireland is central to delivering on the goals contained within the Plan.

Based on the objectives of the Strategic Plan, CCol set out to engage and consult with a number of key support agencies in January 2011 as part of the Year of Craft 2011 Craft Summit. The outputs of the Craft Summit provided strategic focus as the organisation set about delivering on the second year of the three year plan for 2010 – 2012.

Building on the progress made during 2010, brief updates on the programme of activities across the organisation during 2011 are set out below, with more detail available in the Chief Executive's Report contained within this document and in the Year of Craft 2011 Report.

All activities across the organisation are planned and implemented in line with the objectives of the Strategic Plan. Therefore all proposals and opportunities that arise are evaluated on a case by case basis and will only proceed if a project will assist in the delivery of CCol's strategic goals and can be implemented through existing programmes.

The main focus of the Strategic Plan is on developing and growing the craft industry in Ireland. Four main strategic objectives were identified, each with associated areas of focus. An operational plan was developed in tandem with the Strategic Plan to map out activities across all programme teams.

The four main strategic objectives of the Strategic Plan 2010 – 2012 are as follows:

- Developing the Market for Irish Craft
- Building the Next Generation of Craftmakers
- Raising Awareness of Irish Craft
- Strengthening the Member Organisations

### Objective 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: Developing Market Channels and Developing Craft Enterprises. The key aims are:

##### *1a: Developing the Market Channels*

- To expand the retail channels for Irish craft
- To increase direct selling opportunities for Irish craft
- To develop the tourism market for the benefit of Irish craft
- To develop the commercial gallery and exhibition channels for Irish craft

##### *1b: Developing Craft Enterprises*

- To deliver a range of supports for craft enterprises through a comprehensive CCol mentoring service
- To deliver skills training addressing specific industry needs
- To create business support information for CCol member organisations and craft enterprises
- To develop relationships with national and international partners to increase training and development in Irish craft
- To identify and influence opportunities for teacher education for craftmakers

### UPDATE:

Expanding the retail channels for Irish craft was a central component of the Year of Craft 2011 initiative. During the year CCol launched and supported four strong consumer marketing campaigns to grow understanding of disciplines, awareness of individual maker brands and sales across various channels. These campaigns were supported through the expansion of the [www.giveirishcraft.com](http://www.giveirishcraft.com) website. In addition to growing ties with major retailers, CCol encouraged innovative retailing initiatives through the launch of the "Curated Craft" programme as part of Year of Craft 2011.

CCol also leveraged Showcase to connect with international retailers. As part of the organisation's plans

for continually developing the annual show, CCoI expanded the Creative Island area at Showcase 2011 and put plans in place for the launch of a new Fashion Show at Showcase 2012. In order to increase opportunities for direct sales, CCoI exhibited at four major direct-sales events: Bloom in the Park, Tall Ships Race Waterford, the Interior Design & Art Fair and the National Crafts & Design Fair, while also supporting numerous smaller direct selling shows such as pop-up shops.

The National Craft Gallery expanded both its programme of exhibitions in Kilkenny and the touring programme. CCoI created an external exhibitions fund and also supported numerous makers to show abroad. Relationships were strengthened with exhibition partners and a new show was launched at the Royal Hibernian Academy (RHA) featuring work from Irish Craft Portfolio. Throughout 2011, CCoI also worked with Fáilte Ireland to visit and audit 130 craft studios in preparation for the roll out of a national craft trail initiative in 2012.

The Enterprise Development Team hosted eight days of specialist workshops as part of the Building Craft Enterprise - Making it in Business programme, 56 enterprises received mentoring, and 70 businesses were awarded funds through our Continuing Professional Development (CPD) fund. 150 enterprises attended the Continuing Professional Development workshops and a regional delivery plan was implemented to make the service available to a wider audience.

### Objective 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 the key aims are:*

- To increase national awareness of craft as a career
- To deliver a National Primary Level Initiative in support of the national curriculum
- To deliver an Education & Outreach programme targeted at second level to increase awareness of careers in craft

- To initiate targeted programmes for craftmaker and teacher development
- To ensure the future of the skills provided by the Ceramics and Jewellery Schools
- To grow relationships with national bodies to contribute to education policy in craft education

### UPDATE:

Existing education programmes were enhanced and new initiatives announced during Year of Craft 2011. CRAFTed, CCoI's craft education initiative for primary schools, was delivered as a nationwide programme in partnership with Education Centres and a new dedicated online learning resource for teachers [www.learncraftdesign.com](http://www.learncraftdesign.com) was developed and launched as a legacy of Year of Craft 2011. The Future Makers Awards & Grants programme was maintained and the accompanying website was redeveloped.

The Education & Outreach team coordinated visitors to the National Craft Gallery on gallery tours (primary, secondary, third level and special interest groups) and developed support materials for the exhibitions and talks as part of the National Craft Gallery exhibition programme. New partnerships were established with the outreach teams of other cultural centres and festivals, and over 12,000 children participated in craft workshops around the country through the Year of Craft 2011 programme.

### Objective 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. To enable this, the key aims are:*

- To adopt a focused approach to promoting Irish craft to various audiences
- To redevelop the CCoI website and targeted communications based on the requirements of the agreed identified audiences
- To generate interest in Irish craft through the Year of Craft 2011 Programme
- To increase exposure to Irish craft through media and strategic partnerships

- To conduct research to facilitate market intelligence on all aspects of the Irish craft sector

#### UPDATE:

The Year of Craft 2011 initiative was promoted throughout the year with all events, promotional campaigns and activities across all process teams supported through national and local media, online and social media. Key coverage was achieved across TV, radio and both national and regional print media, including several pieces of TV and print media coverage internationally.

An Post launched a series of five stamps promoting Irish craft to mark Year of Craft 2011. The media partnerships established for Year of Craft resulted in a series of adverts and a 32 page special supplement on Irish craft in The Irish Times, and the airing of a specially created TV advert through the RTÉ Supporting the Arts Scheme. Relationships were also maintained and established with other key media throughout the country and internationally. CCol worked in collaboration with Big Mountain Productions on a six-part TV series Craft Master which was aired on RTÉ One in autumn 2011.

To support the level of activity for the Year of Craft 2011 programme, a new website [www.craftinireland.com](http://www.craftinireland.com) was launched, allowing visitors to search for activities by location, date and type. As part of CCol's ongoing web developments, the implementation of a new, comprehensive CRM system commenced, to be rolled out in 2012.

CCol's annual Consumer Perceptions Survey was conducted by Millward Brown Lansdowne in December 2011 and the outcomes were very encouraging for the initial impact that the Year of Craft 2011 initiative had on consumers.

#### Objective 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. 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 Irish craft. Key aims for achieving this are:*

- To enhance the links between the member organisations and the Crafts Council of Ireland
- To strengthen member organisations' ability to contribute to the craft sector by empowering them through targeted funding
- To increase the presence of all member organisations on the CCol website
- To work with the member organisations in preserving Ireland's craft heritage
- To create opportunities for craft awareness by utilising the expertise of the member organisations

#### UPDATE:

During 2011 the Guilds, Associations, Networks and Societies (GANS) took part in and provided craft demonstrations at numerous events across the country such as Showcase, Bloom, Tall Ships Race Waterford, Electric Picnic and the National Crafts & Design Fair to name just a few. As part of Year of Craft 2011, the Network Supports Scheme was extended and 31 GANS participated with an exciting array of activities and CCol coordinated a Counties Initiative, which saw 21 counties directly involved in the Year of Craft programme.

As a result of discussions at the GANS meetings that took place in 2011, a Craft Heritage Association was set up in September 2011 in order to focus on maintaining the heritage of some traditional crafts.

#### NEXT STEPS:

Following the progress that was made during a very busy year in 2011, an operational plan was developed for the organisation to map out the activities for 2012, which will bring the current Strategic Plan to a close. During 2012 the next Strategic Plan for 2013 – 2015 will also be developed and launched before the end of the year.

# OUR GOVERNANCE



## GOVERNANCE UPDATE 2011

### GOVERNANCE UPDATE

Following the Governance Review conducted in 2010, the findings were presented to the Board of Directors in January 2011 and an action plan prepared and executed. An evaluation of the Chairman also took place in January 2011.

The CCoI Corporate Governance Manual continued to be updated as applicable. This manual was distributed to all members of the Board.

The five new Board members appointed/elected in 2011 all received a full induction on the activities of the organisation and their responsibilities as Board members.

## OUR BOARD MEMBERS

FOR 2011

### MINISTERIAL APPOINTEES:

**Laura Magahy**  
*Chairman*

**Paddy Hopkins**

**Pat Hughes**

**Dermott Rowan**  
*(Appointed 28th January)*

### ELECTED REPRESENTATIVES:

**Sheila Ahern**

**Tina Byrne**  
*(Re-elected 15th June)*

**Christine Charlton**  
*(Up to 15th June)*

**Carmel Creaner**

**Michael Hanley**  
*(Elected 15th June)*

**Sonya Lennon**  
*(Elected 15th June)*

**Derek McGarry**  
*(Elected 15th June)*

**Beth Moran**

**Loretta O'Brien**  
*(Up to 15th June)*

**Alison Ospina**  
*(Re-elected 15th June)*

**Peter Pollock**  
*(Up to 15th June)*

## OUR TEAM

### FOR 2011

**Úna Parsons** (up to 4th April)  
**Karen Hennessy** (from 13th May)  
*Chief Executive*

**Mary Dunne** (part-time up to 13th September)  
**Mary Dunphy** (part-time up to 13th September, before resuming full-time role)  
*Executive Assistant*

#### EDUCATION, TRAINING & DEVELOPMENT

**John Tynan**  
*Head of Education, Training & Development*

**Emer Ferran**  
*Business Development Programme Manager*

**Louise Allen**  
*Education & Innovation Manager*

**Leslie Ryan** (up to 18th November)  
*Education & Outreach Officer*

**Amanda Walsh**  
*Education, Training & Development Administrator*

**Gus Mabelson** (Independent Contractor)  
*Ceramic Skills Course Manager*

**Eimear Conyard**  
*Jewellery Skills & Design Manager*

#### MARKET DEVELOPMENT

**Brian McGee**  
*Head of Market Development*

**Nicola Doran**  
*Retail Programme Manager*

**Emma McGrath**  
*Trade Development Manager*

**Ann Mulrooney**  
*Manager & Curator, National Craft Gallery*

**Brian Byrne**  
*Exhibitions Assistant*

**Des Doyle** (up to 4th February)  
**Ciara Garvey**  
*Development Manager, Collector & Tourism Programmes*

#### PUBLIC AFFAIRS & COMMUNICATIONS

**Susan Brindley**  
*Head of Public Affairs & Communications*

**Catherine Phibbs**  
**Caroline O'Riordan** (maternity leave)  
*Communications & Marketing Manager*

**Emma Briscoe** (part-time)  
*Communications Assistant*

#### OPERATIONS

**Karen Hennessy** (up to 12th May)  
*Head of Operations*

**Mary Blanchfield**  
*Finance & Operations Manager and Company Secretary*

**Julie Jackman**  
*Finance Assistant*

**Nuala McGrath**  
*HR & Corporate Services Manager*

**Mary Dunne** (part-time up to 5th October)  
**Breda English** (part-time)  
*Customer Service Assistant*

**Mary Whelan**  
*Client Liaison Officer*

**Mary Rhatigan** (part-time)  
*Client Services Administrator*

#### PROJECT TEAM: YEAR OF CRAFT 2011

**Maureen Kennelly** (Independent Contractor)  
*Project Manager Year of Craft 2011*

**Aideen Lynch** (Independent Contractor)  
*Project Assistant Year of Craft 2011*

**Anastasia Dack** (Independent Contractor)  
*GANS Co-ordinator Year of Craft 2011*

## OUR MEMBERS

### FOR 2011

The Crafts Council of Ireland is a limited company. It comprises member organisations and institutions that share CCol's aims and objectives and are involved in the promotion of contemporary and traditional craft.

#### Members:

- Four subscribers to the Memorandum of Association (founders)
- Fifty-three persons nominated by the Board of the Crafts Council of Ireland to represent unincorporated associations upon which the Board may wish to confer the benefit of membership (Guilds, Associations, Networks, Societies - GANS)
- Fifteen corporate bodies (institutions, partners)
- Individual persons whom the Board of the Crafts Council shall from time to time decide to admit to membership

#### Changes to Membership 2011

The Crafts Council of Ireland is delighted to welcome the following members who joined during 2011:

- Contemporary Tapestry Artists
- Design Island – The Cream of Irish Design
- Irish Local Development Network
- National University of Ireland, Maynooth (NUIM)
- PrintBlock
- School of Art, Design & Printing at Dublin Institute of Technology
- St. Angela's College, Sligo
- Workhouse Studios

One organisation applied to be removed in 2011:

- Art and Craft Collective @ Sulis Design Centre



■ 'Wishes' by Celtic Roots Studio

## OUR MEMBERS

List of 72 members as at 31st December 2011

### 26 GANS MEMBERS – BY CRAFT DISCIPLINE

- Ceramics Ireland
- Contemporary Tapestry Artists (joined in 2011)
- Design Island – The Cream of Irish Design (joined in 2011)
- DLR Jewellery Designers
- Dunbrody Textile Academy
- Estate Yard Printmakers
- Federation of Jewellery Manufacturers in Ireland (FJMI)
- Feltmakers Ireland
- Filament
- Glass Society of Ireland
- Guild of Irish Lacemakers
- Handweavers' Guild of Cork
- Institute of Designers in Ireland (IDI)
- Irish Artist Blacksmiths Association (IABA)
- Irish Basketmakers Association (IBA)
- Irish Chairmakers
- Irish Guild of Embroiders
- Irish Guild of Weavers, Spinners & Dyers
- Irish Network of Papermakers & Paper Artists
- Irish Patchwork Society
- Irish Woodturners' Guild
- Letter Carvers Guild of Ireland
- Peannairí
- PrintBlock (joined in 2011)
- Quilters Guild of Ireland
- Society of Cork Potters

### 27 GANS MEMBERS – BY REGION

- Association of CEOs of City & County Enterprise Boards
- Bridge Street Studios, Dundalk
- Cavan Monaghan Art & Craft Network
- Ceardlann, Spiddal Craft & Design Studios
- Clare Crafts
- CORE, Co. Offaly
- Cork Art & Design (CAD)
- Cork Textiles Network Group
- Craft & Design Collective, Co. Down
- Craft Granary, Co. Tipperary
- Donegal Craft Village Network Group
- Donegal Designer Makers
- Groundworks Studio, Co. Galway
- Louth Craftmark Designers Network
- MADE in Kilkenny

- Made in Sligo
- Network of Craft Development Officers
- Offaly Crafty
- South Wexford Craft Network
- The Design Tower, Dublin
- The Leitrim Design House
- Waterford Designer Makers
- West Cork Arts Centre
- West Cork Craft & Design Guild
- West Kerry Craft Guild
- Westmeath Craft & Design group
- Workhouse Studios (joined in 2011)

### 15 CORPORATE MEMBERS

- CIT, Crawford College of Art and Design
- Country Markets Limited
- Crawford Art Gallery
- Irish Countrywomen's Association
- Irish Local Development Network (joined in 2011)
- Limerick School of Art & Design
- Na Píobairí Uilleann
- National College of Art & Design
- National University of Ireland, Maynooth (NUIM) (joined in 2011)
- Ros Tapestry
- Royal Dublin Society
- School of Art, Design & Printing at Dublin Institute of Technology (joined in 2011)
- St. Angela's College, Sligo (joined in 2011)
- The Fire Station Artists' Studios, Dublin
- University of Ulster

### 4 FOUNDING MEMBERS

- Patsy Duignan
- Mary V. Mullin
- Blanaid Reddin
- Betty Searson

# OUR COMMITTEE & TASKFORCE MEMBERS

FOR 2011

## AUDIT & FINANCE COMMITTEE

**Mary Blanchfield**

*CCol Finance & Operations Manager and Company Secretary*

**Christine Charlton**

*CCol Board Member (up to 15th June)*

**Michael Hanley**

*CCol Board Member (from 14th September)*

**Karen Hennessy**

*CCol Head of Operations & Company Secretary*

*CCol Chief Executive (from 13th May)*

**Paddy Hopkins**

*Committee Chairman and CCol Board Member*

**Pat Hughes**

*CCol Board Member*

**Úna Parsons** (up to 4th April)

*CCol Chief Executive*

**Peter Pollock**

*CCol Board Member (up to 15th June)*

## RENUMERATION COMMITTEE

**Paddy Hopkins**

*CCol Board Member*

**Pat Hughes** (from 25th January)

*CCol Board Member*

**Laura Magahy**

*Committee Chairman and CCol Chairman*

## NOMINATIONS COMMITTEE

**Sheila Ahern**

*CCol Board Member*

**Tina Byrne**

*CCol Board Member*

**Carmel Creaner**

*Committee Chairman and CCol Board Member*

**Laura Magahy**

*CCol Chairman*

**Beth Moran** (up to 14th September)

*CCol Board Member*

## CRAFT HERITAGE TASKFORCE

(From 19th October)

**Sheila Ahern**

*Taskforce Chairman and CCol Board Member*

**Carmel Creaner**

*CCol Board Member*

**Beth Moran**

*CCol Board Member*

## YEAR OF CRAFT 2011 TASKFORCE

**Laura Magahy**

*CCoI Chairman*

**Úna Parsons** *(up to 4th April)*

*CCoI Chief Executive*

**Karen Hennessy**

*CCoI Head of Operations and Company Secretary*

*CCoI Chief Executive (from 13th May)*

**Susan Brindley**

*CCoI Head of Public Affairs & Communications*

**Brian McGee**

*CCoI Head of Market Development*

**John Tynan**

*CCoI Head of Education, Training & Development*

**Maureen Kennelly**

*Year of Craft 2011 Project Manager*

**Alison Ospina**

*CCoI Board Member*

**Tina Byrne**

*CCoI Board Member*

**Helena Boyce**

*Marketing Specialist*

**Sarah Daly**

*(CCoI Board Member up to 9th July, 2010)*

**Anna Foy**

*(CCoI Board Member up to 12th September, 2010)*

**Jim Dunne**

*(CCoI Board Member up to 12th September, 2010)*

**OUR JOINT VENTURE COMPANY**  
**Showcase Ireland Events Ltd. Board**

**Laura Magahy**

*Showcase Ireland Events Ltd Chairman & CCol Chairman*

**Úna Parsons** *(up to 4th April)*

*CCol Chief Executive*

**Karen Hennessy**

*CCol Head of Operations & Company Secretary*

*CCol Chief Executive (from 13th May)*

**Sonya Lennon** *(from 17th November)*

*CCol Board Member*

**Gerry Murphy**

*Management Services*

# OUR ACCOUNTS

**CRAFTS COUNCIL OF IRELAND LIMITED**

(A company limited by guarantee  
and not having a share capital)

Year ended 31 December 2011



# CRAFTS COUNCIL OF IRELAND LIMITED

(A company limited by guarantee and not having a share capital)  
Reports and accounts for the year ended 31 December 2011

CONTENTS	PAGE
DIRECTORS AND OTHER INFORMATION	77
REPORT OF THE DIRECTORS	78
STATEMENT OF SYSTEM OF INTERNAL FINANCIAL CONTROLS	80
REPORT OF THE AUDITORS	81
STATEMENT OF ACCOUNTING POLICIES	83
INCOME AND EXPENDITURE ACCOUNT	84
BALANCE SHEET	85
CASH FLOW STATEMENT	86
NOTES TO THE FINANCIAL STATEMENTS	87
DETAILED INCOME AND EXPENDITURE ACCOUNT	94

## DIRECTORS AND OTHER INFORMATION

### DIRECTORS:

Laura Magahy (Chairperson)  
Sheila Ahern  
Tina Byrne  
Sonya Lennon  
Carmel Creaner  
Patrick Hopkins  
Patrick Hughes  
Elizabeth Moran  
Michael Hanley  
Alison Ospina  
Derek McGarry  
Dermott Rowan

### SECRETARY AND REGISTERED OFFICE:

**Mary Blanchfield**  
Crafts Council of Ireland  
Castle Yard  
Kilkenny

### AUDITORS:

**Horwath Bastow Charleton**  
Chartered Accountants and Registered Auditors  
Marine House  
Clanwilliam Court  
Dublin 2

### BANKERS:

**Allied Irish Banks plc**  
Bank Centre Branch  
Ballsbridge  
Dublin 4

**Bank of Ireland**  
Parliament Street  
Kilkenny

**Allied Irish Bank**  
St Helens  
1 Undershaft  
London EC3A 8AB

### SOLICITORS:

**Beauchamps Solicitors**  
Riverside Two  
Sir John Rogerson's Quay  
Dublin 2

# REPORT OF THE DIRECTORS

For the year ended 31 December 2011

## THE DIRECTORS SUBMIT THEIR REPORT TOGETHER WITH THE AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2011.

### DIRECTORS RESPONSIBILITIES

The directors are responsible for the preparation of the financial statements in accordance with applicable law and accounting standards issued by the Accounting Standards Board and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland). The directors are also required to prepare the financial statements on a going concern basis which give a true and fair view of the state of affairs of the company and of the income and expenditure of the company for the year. In preparing the financial statements, the directors are required to select suitable accounting policies and then apply them consistently and to make judgements and estimates that are reasonable and prudent. The directors confirm that they have complied with the above requirements in preparing the financial statements.

The directors are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to ensure that the financial statements comply with the Companies Acts 1963 to 2009. To ensure that proper books and accounting records are kept in accordance with Section 202 Companies Act, 1990, the company has employed appropriately qualified accounting personnel and has maintained appropriate accounting systems. The books of account are located at the company's office at Castle Yard, Kilkenny. 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.

### BUSINESS REVIEW AND FUTURE ACTIVITIES

The Crafts Council of Ireland, which is headquartered in Kilkenny, is the main champion of the craft industry in Ireland, fostering its growth and commercial strength, communicating its unique identity and stimulating quality design, innovation and competitiveness. Crafts Council of Ireland's activities are funded by the Department of Jobs, Enterprise and Innovation via Enterprise Ireland. Crafts Council of Ireland currently has over 72 member organisations and over 2,500 registered clients.

The directors are satisfied with the company's performance during the year.

## RESULTS, DIVIDENDS AND RETENTIONS

	Year ended 31 December 2011	Year ended 31 December 2010
	€	€
The results and appropriations are summarised as follows:-		
Deficit for the year, after taxation	(288,267)	(13,230)
Decrease in capital account	(4,277)	(12,108)
Accumulated funds at beginning of year	538,598	563,936
Accumulated funds at end of year	246,054	538,598

## STATE OF AFFAIRS AND EVENTS SINCE THE BALANCE SHEET DATE

In the opinion of the directors, the state of the company's affairs is satisfactory and there has been no material change since the balance sheet date.

## TAXATION STATUS

The company is a close company within the meaning of Part 13, Taxes Consolidation Act 1997.

## DIRECTORS AND THEIR INTERESTS

The present membership of the board is set out on page 77.

On the 15 June 2011, Loretta O'Brien, Christine Charlton and Peter Pollock retired as directors.

On the 15 June 2011, Michael Hanley, Sonya Lennon and Derek McGarry were appointed as directors.

In accordance with the Articles of Association, the directors retire by rotation.

## AUDITORS

Horwath Bastow Charleton are eligible and have expressed their willingness to continue in office in accordance with Section 160(2) of the Companies Act 1963.

## ON BEHALF OF THE BOARD :

**Laura Magahy**  
Director

**Patrick Hopkins**  
Director

Date: 16 May 2012

# STATEMENT OF SYSTEM OF INTERNAL FINANCIAL CONTROLS

For the year ended 31 December 2011

The Board of Directors acknowledges its responsibility for the Crafts Council of Ireland Limited's system of financial control. It also recognises that any system of financial control can only give a reasonable and not absolute assurance against any material errors. The internal financial controls in operation within the Crafts Council of Ireland Limited during 2011 are detailed as follows.

The key procedures, which have been put in place by the Executive Management Team, designed to provide effective financial control are:

## CONTROL ENVIRONMENT

- All staff members have been supplied with financial procedures manual, including procurement, debtor and creditor procedures.

## IDENTIFICATION OF BUSINESS RISKS AND FINANCIAL IMPLICATIONS

- The Crafts Council of Ireland Limited is primarily grant funded by the Department of Jobs, Enterprise and Innovation through Enterprise Ireland. Any major change to this funding is a business risk.

## INFORMATION SYSTEMS

- The Crafts Council of Ireland Limited's information systems include an integrated professional financial and management accounting package AccountEdge. There are integrated financial control modules for income, expenditure, debtors, creditors and fixed assets on the system.
- The Crafts Council of Ireland Limited uses a computerised payroll package.

## PROCEDURES FOR MONITORING EFFECTIVENESS OF FINANCIAL CONTROL

- The Finance Team monitors income and expenditure transactions to ensure compliance for accuracy, validity and appropriate programme attribution. Monthly management accounts are prepared, comparing budgeted income and expenditure with that actually incurred.
- The Board of Directors have established an Audit and Finance Committee. The Terms of Reference of this Committee are agreed by the Board of Directors.
- The Audit and Finance Committee reviews the management accounts, with an examination of the underlying transactions and activities to ensure completeness and accuracy. A financial update from the Audit and Finance Committee is given at each Crafts Council of Ireland board meeting.
- There is an annual budgetary process whereby each process team produces a detailed direct expenditure budget, which is then reviewed by the Audit and Finance Committee and approved by the Board of Directors.
- The Board of Directors monitoring and review of the effectiveness of the system of internal financial control is informed by the work of the Internal Auditor, the Audit and Finance Committee, the External Financial Auditor and the Executive Management Team within the Crafts Council of Ireland.

## ON BEHALF OF THE BOARD:

**Laura Magahy**  
Director

**Patrick Hopkins**  
Director

Date: 16 May 2012

# INDEPENDENT AUDITORS REPORT TO THE SHAREHOLDERS OF CRAFTS COUNCIL OF IRELAND LIMITED

We have audited the financial statements of Crafts Council of Ireland Limited on pages 83 to 93 which have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

## RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITORS

As described on page 78 the company's directors are responsible for the preparation of the financial statements in accordance with applicable law and the accounting standards issued by the Accounting Standards Board and promulgated by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland).

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, and are properly prepared in accordance with the Companies Acts, 1963 to 2009. We also report to you whether in our opinion: proper books of account have been kept by the company and whether the information given in the directors' report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit and whether the company's financial statements are in agreement with the books of account.

We also report to the members if, in our opinion, any information specified by law regarding directors' remuneration and directors' transactions is not given and, where practicable, include such information in our report.

We read the directors' report and consider the implications for our report if we become aware of any apparent misstatement within it.

## BASIS OF OPINION

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) 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, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company's affairs as at 31 December 2011 and of its deficit and cashflows for the year then ended and have been properly prepared in accordance with the Companies Acts, 1963 to 2009.

We have obtained all the information and explanations that 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 on pages 78 and 79 is consistent with the financial statements.

**George Kennington**

Date: 1 June 2012

for and on behalf of

**Horwath Bastow Charleton**

Chartered Accountants and Registered Auditors

Marine House

Clanwilliam Court

Dublin 2

## STATEMENT OF ACCOUNTING POLICIES

The following accounting policies are applied consistently in dealing with items which are considered material in relation to the company's financial statements :

### BASIS OF ACCOUNTING

The financial statements have been prepared in accordance with accounting standards generally accepted in Ireland and the Companies Acts 1963 to 2009. Accounting Standards generally accepted in Ireland in preparing financial statements giving a true and fair view are those published by the Institute of Chartered Accountants in Ireland and issued by the Accounting Standards Board.

### INCOME AND EXPENDITURE

Income and expenditure is recognised when earned or incurred and is dealt with in the financial statements of the year to which it relates.

### TANGIBLE FIXED ASSETS AND DEPRECIATION

Tangible fixed assets are stated in the balance sheet at cost less accumulated depreciation.

Depreciation is provided on leasehold improvements, office equipment and computers and equipment and machinery, so as to write off the cost less estimated residual value of each asset over its expected useful economic life on a straight line basis at the following annual rates:

Leasehold improvements	-	16.67% Straight Line
Office equipment and computers	-	33.3% Straight Line
Equipment and machinery	-	20% Straight Line

### PENSIONS

The pension costs charged in the financial statements represent the contribution payable by the company during the year. The regular cost of providing retirement pensions and related benefits is charged to the income and expenditure account as it is incurred.

### DEFERRED TAXATION

Full provision is made for deferred tax liabilities arising from timing differences between the recognition of gains and losses in the financial statements and their recognition in a tax computation. Timing differences are temporary differences between surpluses as computed for taxation purposes and surpluses as stated in the financial statements. Deferred tax assets are recognised only where they are regarded as recoverable. Deferred tax is measured on a non-discounted basis.

### GOVERNMENT GRANTS

Grants are credited to deferred revenue. Grants towards capital expenditure are released to the income and expenditure account over the expected useful life of the assets. Grants towards revenue expenditure are released to the income and expenditure account as the related expenditure is incurred.

## INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2011

	Notes	Year ended 31 December 2011 €	Year ended 31 December 2010 €
<b>INCOME</b>		3,850,795	3,321,114
Transfer from capital account		4,277	12,108
		<hr/>	<hr/>
		3,855,072	3,333,222
ADMINISTRATIVE EXPENSES		(4,143,339)	(3,342,751)
		<hr/>	<hr/>
<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>			
	1	(288,267)	(9,529)
TAXATION	3	-	(3,701)
		<hr/>	<hr/>
<b>DEFICIT ON ORDINARY ACTIVITIES AFTER TAXATION</b>			
	9	(288,267)	(13,230)

All of the income and results arise from continuing operations. The company has no recognised gains or losses other than the result for the year and the movement in the capital account as set out in note 10 both of which have been calculated on an historical cost basis.

The financial statements were approved and authorised for issue by the board of directors on 16 May 2012 and signed on its behalf by:

**Laura Magahy**  
Director

**Patrick Hopkins**  
Director

# BALANCE SHEET

As at 31 December 2011

	Notes	Year ended 31 December 2011 €	Year ended 31 December 2010 €
<b>FIXED ASSETS</b>			
Tangible assets	4	254,830	259,107
Financial assets	5	1	1
		<hr/> 254,831	<hr/> 259,108
<b>CURRENT ASSETS</b>			
Debtors	6	110,806	66,311
Cash at bank and in hand		327,737	1,063,786
		<hr/> 438,543	<hr/> 1,130,097
<b>CREDITORS (amounts falling due within one year)</b>	7	(447,320)	(850,607)
NET CURRENT (LIABILITIES) ASSETS		<hr/> (8,777)	<hr/> 279,490
<b>TOTAL NET ASSETS</b>		<hr/> 246,054	<hr/> 538,598
<b>ACCUMULATED FUNDS</b>			
Income and expenditure account surplus	9	(8,777)	279,490
Capital account	10	254,831	259,108
<b>TOTAL ACCUMULATED FUNDS</b>		<hr/> 246,054	<hr/> 538,598

The financial statements were approved and authorised for issue by the board of directors on 16 May 2012 and signed on its behalf by:

**Laura Magahy**  
Director

**Patrick Hopkins**  
Director

## CASH FLOW STATEMENT

For the year ended 31 December 2011

	Notes	2011 €	2010 €
Net cash (outflow) inflow from operating activities	13	(689,273)	419,214
Returns on investments and servicing of finance	14	16,208	14,805
Taxation paid		-	(3,534)
Capital expenditure and financial investment	14	(62,984)	(52,481)
(Decrease) Increase in cash for the year		(736,049)	378,004
<b>RECONCILIATION OF NET CASH FLOW TO MOVEMENTS IN NET FUNDS</b>			
(Decrease) Increase in cash for the year	15	(736,049)	378,004
Net funds at beginning of year	15	1,063,786	685,782
Net funds at end of year	15	327,737	1,063,786

# NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

## 1. OPERATING DEFICIT

Operating deficit is stated after charging (crediting) :

	2011	2010
	€	€
Directors remuneration		
Fees as directors	103,868	91,529
Depreciation of tangible assets	67,261	112,976
Auditors' remuneration	8,000	8,000
Amortisation of government grants	-	(48,387)

## 2. STAFF AND STAFF COSTS

The average number of persons employed during the financial period was as follows:

	2011	2010
Director	12	13
Staff	28	28

The average number of persons employed above includes both full time and part time staff. The average number of full time equivalent staff employed during the financial year was 22 (2010 20).

The aggregate amounts paid to or on behalf of employees (including directors) were as follows:

	2011	2010
	€	€
Wages and salaries	1,367,616	1,284,173
Social welfare costs	116,189	124,640
Other pension costs	40,653	-
	1,524,458	1,408,813

During the year the directors were reimbursed €11,283 in relation to travel and accommodation expenses incurred in attending meetings during the year.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

### 3. TAXATION

	2011	2010
	€	€

#### Current Taxation:

Corporation tax @ 12.5%	-	3,701
-------------------------	---	-------

	2011	2010
	€	€

Deficit on ordinary activities before taxation	(288,267)	(9,529)
Taxation at standard rate of 12.5%	(36,033)	(1,191)

#### Factors affecting charge:

Higher tax rate on passive income	-	1,851
Loss relief carried forward	36,033	3,041
	-	3,701

### 4. TANGIBLE FIXED ASSETS

	Leasehold improvements	Office equipment and computers	Equipment and machinery	Investment collection	Total
	€	€	€	€	€

#### COST

At 1 January 2011	511,620	256,095	212,647	19,481	999,843
Additions	5,171	24,970	28,021	4,822	62,984
At 31 December 2011	516,791	281,065	240,668	24,303	1,062,827

#### DEPRECIATION

At 1 January 2011	352,189	202,649	185,898	-	740,736
Charge for the year	35,989	19,357	11,915	-	67,261
At 31 December 2011	388,178	222,006	197,813	-	807,997

#### NET BOOK VALUE

At 31 December 2011	128,613	59,059	42,855	24,303	254,830
At 31 December 2010	159,431	53,446	26,749	19,481	259,107

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

### 5. FINANCIAL ASSETS

	2011 €	2010 €
Investment in associated undertaking at cost	1	1

Name and registered office	Nature of business	% Shareholding	Relevant Share Capital
Showcase Ireland Events Limited Castle Yard, Kilkenny	Trade Fair	50%	€1.269738 ordinary shares

	€
Profit for the year ended 30 April 2011	8,998
Net assets at 30 April 2011	57,068

Details of transactions and balances between Crafts Council of Ireland and Showcase Ireland Events Limited are set out in note 17 to the financial statements.

### 6. DEBTORS

	2011 €	2010 €
Trade debtors	97,129	46,840
Value added tax	7,101	-
Prepayments	6,576	19,471
	110,806	66,311

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

### 7. CREDITORS (amounts falling due within one year)

	2011 €	2010 €
Trade creditors and accruals	331,539	417,021
Payroll taxes	66,309	59,632
Value added tax	-	2,639
Pension	19,077	10,929
Deferred income	30,395	314,824
Deposits	-	45,562
	<u>447,320</u>	<u>850,607</u>

Deferred income relates to funding from Fáilte Ireland and Enterprise Ireland in relation to the "Year of Craft 2011". Some of the funding was spent during 2010 laying the groundwork and preparing for the Year of Craft. The Crafts Council of Ireland has entered into commitments to spend the balance of this advance funding in 2012.

The deposits in 2010 related to an advance from Showcase Ireland Events Limited. This advance arose from booking deposits for the 2011 Showcase Trade Fair.

### 8. DEFERRED GRANTS

	2011 €	2010 €
At 1 January 2011	-	48,387
Released in year	-	(48,387)
At 31 December 2011	<u>-</u>	<u>-</u>

Grants are credited to deferred revenue. Grants towards capital expenditure for the Jewellery & Goldsmithing Skills Course relocation in 2005 are released to the income and expenditure account over the expected useful life of the assets. Grants towards revenue expenditure are released to the income and expenditure account as the related expenditure is incurred.

### 9. INCOME AND EXPENDITURE ACCOUNT

	2011 €	2010 €
Accumulated surplus at beginning of the year	279,490	292,720
Deficit for the year	(288,267)	(13,230)
Accumulated (deficit) surplus at end of year	<u>(8,777)</u>	<u>279,490</u>

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

### 10. CAPITAL ACCOUNT

	2011 €	2010 €
Balance at 1 January	259,108	271,216
Transfer from Income and Expenditure Account		
Funds allocated to acquire fixed assets	62,984	52,481
Amortised in line with asset depreciation	(67,261)	(112,976)
Amortised in line with deferred grants	-	48,387
	(4,277)	(12,108)
Balance at 31 December	254,831	259,108

### 11. PENSION COSTS

On 15 December 1986 the then Minister for Industry and Commerce established the Crafts Council of Ireland Limited Staff Superannuation Scheme 1986 and on 11 April 1990 the then Minister for Industry and Commerce established the Crafts Council of Ireland Limited Spouses' and Children's Contributory Pension Scheme 1990.

These two pension schemes are now closed to new members. These two schemes are contributory unfunded defined benefit schemes. Contributions deducted from the payroll of staff up to 31 March 2003 were forwarded to Enterprise Ireland. Contributions deducted from staff since April 2003 are used to fund ongoing pension liabilities.

The directors believe that the State has a responsibility to the company and the members of the scheme to meet the obligations of the Scheme as they arise.

The directors believe that the company has an asset of an equal amount to any unfunded deferred liability for pensions on the basis of the assumptions detailed below and a number of past events. These events include the statutory basis for the establishment of the superannuation schemes and the policy and practice currently in place in relation to funding public service pensions including contributions by employees to the annual estimates process. The company has no evidence that this funding policy will not continue to meet such sums in accordance with current practice.

Based on the above the company has accounted for the contributions as if it were a defined contribution scheme.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

Details of the pensions deducted from employees and the benefits paid to former employees during the year are as follows:

	2011 €	2010 €
Pensions contributions due to the schemes at 1 January 2011	10,929	21,411
Pensions contributions deducted from employees during the year	18,088	22,933
Employer Pension Contributions	33,414	-
Benefits paid to members of the schemes	(43,354)	(33,415)
Pensions contributions due to the schemes at 31 December 2011	19,077	10,929

In addition to the above the company operates defined contribution pension schemes (PRSA) in respect of employees not eligible to enter the above scheme. The assets of the PRSA schemes are held separately from those of the company in independently administered funds. The pension costs represent contributions payable by the company to the fund and amounted to €7,279. The amount outstanding at the year end was €Nil.

### 12. RECONCILIATION OF MOVEMENTS IN SHAREHOLDERS' FUNDS

	2011 €	2010 €
Deficit for the year	(288,267)	(13,230)
Movement in the capital account for the year (note 10)	(4,277)	(12,108)
Net deduction from members' funds	(292,544)	(25,338)
Opening members' funds	538,598	563,936
Closing members' funds	246,054	538,598

### 13. CASH FLOW STATEMENT

#### RECONCILIATION OF DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION TO NET CASH (OUTFLOW) INFLOW FROM OPERATING ACTIVITIES

	2011 €	2010 €
Deficit on ordinary activities before taxation	(288,267)	(9,529)
Increase in capital account	(4,277)	(12,108)
Depreciation	67,261	112,976
Amortisation of grants	-	(48,387)
(Increase) decrease in debtors	(44,495)	24,958
(Decrease) increase in creditors	(403,287)	366,109
Interest received	(16,208)	(14,805)
Net cash (outflow) inflow from operating activities	(689,273)	419,214

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2011

### ANALYSIS OF CASH FLOWS FOR HEADINGS NETTED IN THE CASH FLOW STATEMENT

#### 14.1 RETURNS ON INVESTMENTS AND SERVICING OF FINANCE

	2011 €	2010 €
Interest received	16,208	14,805
	<u>16,208</u>	<u>14,805</u>

#### 14.2 CAPITAL EXPENDITURE

	2011 €	2010 €
Purchase of tangible fixed assets	(62,984)	(52,481)

### 15. ANALYSIS OF CHANGES IN NET FUNDS

	2010 €	Cash flows	Non-cash movements	2011 €
Cash at bank and in hand	1,063,786	(736,049)	-	<u>327,737</u>

### 16. OPERATING LEASES

At 31 December 2011 the company had annual commitments under non-cancellable operating leases in relation to land and buildings as set out below:

	2011 €
Operating leases which expire Within one year	<u>19,000</u>

### 17. RELATED PARTY TRANSACTIONS

During the year ended 31 December 2011, Crafts Council of Ireland Limited received income of €129,938 (2010: €112,155) from Showcase Ireland Events Limited, an associated company.

### 18. BOARD MEMBER INTERESTS

There were no transactions of any significance in the year in relation to the Board's activities in which a Board Member had any beneficial interest.

## DETAILED INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2011  
(not covered by the report of the auditors)

	2011 €	2010 €
<b>INCOME</b>		
Enterprise Ireland	2,919,000	2,919,000
Enterprise Ireland - Year of Craft	661,456	200,176
Year of Craft Sponsorship	31,671	-
<b>Operations and Membership Organisations</b>		
Sundry revenue	22,256	15,586
Council member subscriptions	8,219	8,316
<b>Education, Training and Development</b>		
Training courses	11,809	12,727
Seminars and workshops	6,182	6,833
Leargas - Leonardo EU programme	7,801	2,856
<b>Market Development</b>		
Programmes and gallery exhibitions	52,463	43,465
Showcase trade fair income	129,938	112,155
Transfer from (to) capital account	4,277	12,108
	3,855,072	3,333,222

	2011	2010
	€	€
<b>EXPENDITURE</b>		
<b>Operations and Membership Organisations</b>		
IT costs	45,897	37,537
Corporate services	113,540	135,667
Membership and registration	22,000	61,689
Depreciation and amortisation	67,261	64,589
<b>Education, Training and Development</b>		
Skills training	219,427	231,065
Enterprise development programme	79,118	45,280
Education and awareness	159,820	90,637
Staff costs	447,426	419,691
Administration costs	119,050	132,825
<b>Market Development</b>		
National exhibition programme	222,768	263,223
Collector programme	106,774	77,770
Retail programme	215,386	166,890
Tourism programme	21,592	-
Staff costs	692,789	616,857
Administration costs	158,573	195,225
<b>Craft Awareness</b>		
Communications	175,302	234,046
Staff costs	303,095	280,736
Administration costs	71,314	88,848
<b>Year of Craft</b>	902,207	200,176
	4,143,339	3,342,751
<b>DEFICIT BEFORE TAXATION</b>	(288,267)	(9,529)

# APPENDIX

## Acknowledgements

### CONTRIBUTORS

Laura Magahy, CCoI Chairman

CCoI Team

The Crafts Council of Ireland's member organisations

#### Design

*RedLemonade Creative*

#### Photographers

*An Post/Maxwells Photography, Maija Daujate,  
Willie Dillon, Trevor Hart, Colm Hogan, Neil Hurley,  
Rob Lamb, Marina Levitina, Bernie McCoy,  
Pat Moore, Rory Moore, Gerry Morgan,  
Roland Paschhoff, Paul Sherwood  
and Thurle Wright.*

### CONTACT DETAILS

Crafts Council of Ireland  
Castle Yard, Kilkenny, Ireland

t. +353 (0)56 776 1804

f. +353 (0)56 776 3754

e. [info@cco.i.ie](mailto:info@cco.i.ie)

w. [www.ccoi.ie](http://www.ccoi.ie)

w. [www.craftinireland.com](http://www.craftinireland.com)



ISBN: 978-1-906691-26-4

Crafts Council of Ireland  
Castle Yard  
Kilkenny  
Ireland

t. +353 (0)56 776 1804  
f. +353 (0)56 776 3754  
e. [info@ccoi.ie](mailto:info@ccoi.ie)  
w. [www.ccoi.ie](http://www.ccoi.ie) [www.craftinireland.com](http://www.craftinireland.com)