

© Crafts Council of Ireland



Annual Report
2006

Kevin O'Dwyer, Portfolio

**The Crafts Council
of Ireland's**



That the Crafts Council of Ireland will be 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.

The Crafts Council of Ireland's

VISION

Geeskemaria Harnett, Avantcraft

That Irish craft be recognised and valued worldwide for its excellence and innovation in design and production.

1 Crafts Council of Ireland

Introduction and Background

List of Services and Activities

Structure of the Crafts Council of Ireland

List of Board Members

List of Member Organisations

List of Staff

List of Services

Contractors

Register of Craft Enterprise by County

2 Reports

3 Operational Programme

4 Beneficiaries

5 Financials

CONTENTS

Joseph Walsh, Portfolio

INTRODUCTION



Jerpoint Glass, Avantcraft



Lyndsey McGonigle, Photo Scheme

HISTORY OF THE CRAFTS COUNCIL OF IRELAND

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

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

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

From 1973 to 1983, a Management Committee of fifteen people was elected by ballot at the Council's Annual General Meeting to

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

Over the years, the aims and objectives of CCol have evolved and developed to meet the needs of the industry and ensure its growth and development. CCol's second Strategic Plan 2004 – 06 clearly outlines the policy objectives and maps out the activities until the end of 2006. The Strategic Plan 2007-2009 was developed during 2006.

CCol is based in Kilkenny and employs 13 people full time and a number of part time / temporary contractors and project managers. It has over 1,300 registered craftspeople and in 2006 operated with a budget of €2,978,000.

Enibas, Avantcraft

THE CRAFT INDUSTRY

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

Furthermore, the crafts industry also has significance beyond its economic importance as an employer (both direct and indirect: Irish crafts have an obvious synergy with tourism, for example). One of the Crafts Council's of Ireland founding tenets was that Irish crafts have a cultural and social significance. Irish crafts are beautiful – they are also distinctively Irish, and the industry which produces them is a custodian of part of our Irish cultural identity.



LIST OF SERVICES 2006

Celtic Roots, Avantcraft

Business Development

- Business Mentoring
- Business Skills Training
- Network / Project Support

Client Services

- Registration
- Image Bank
- Information Services
- Insurance Scheme
- Media /Photography Scheme
- Media Relations including Standard Setters
- Website – www.ccoi.ie

Collections

- National Museum Collection
- Department of Foreign Affairs Collection

Education

- Goldsmithing and Jewellery Design and Skills Training
- Pottery Design and Skills Training
- Graduate Exhibition
- Accreditation of Craft Training
- Craft In The Classroom
- 3rd Level Awards Scheme
- Adaptive Craft

Events

- Showcase Ireland International Trade Fair – January
- Setting the Agenda for Change a conference looking at issues affecting the Craft sector

Exhibitions

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

Design Development

- Avantcraft
- 50% Scheme – design and product development
- Design Source On-Line
- Design Seminars and Workshops

Market and Product Development

- Trend Events (with Enterprise Ireland)
- Meet the French Buyer
- Consumer and retailer behaviour market research workshops (Avantcraft)
- Commissioning & the Corporate Gift Market
- Doing Better at Showcase workshops
- Network Information Day
- Research Missions
- Portfolio
- Bursary Scheme

Publications – printed and / or on-line

- Service Information Sheets
- Business / Marketing / Design Resource Listings
- Business Guides
- Irish Craft Industry Reports: 2000 / 2001 /2002 / 2003 / 2004 & 2005

- Showcase 2006 Catalogue
- Strategic Plan 2004 – 2006
- CCol Annual Report 2002 / 2003 / 2004 / 2005
- Stoppress
- Research documents – Irish Consumer Market, US Collectors Market
- CCol National Craft Gallery Programmes/Catalogues
- National Craft Gallery Review 2004
- Designing Ireland - Book

Publications are available to download at: www.ccoi.ie/publications
Certain publications are also available to download in Irish

Research & Information

- Industry Statistics
- Consumer Research
- On-Line Resource – Design, Marketing & Business

An organisation of organisations

The Crafts Council of Ireland is a limited company.

The CCol shareholders are represented by member organisations and institutions, which share the CCol aims and objectives and are involved in the promotion of contemporary and traditional craft.

Members are:

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

Organisational membership confers:

- The right at an AGM to question the CCol Board on their presentation of the CCol activity and financial accounts of the previous year.
- The right to nominate any candidate to the Board of Directors.

- The right to vote candidates onto the Board of Directors.

Register of craft enterprise as of 2006

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

There were 1,347 craftspeople registered as at 30th December 2006.

Registration is dependent on the fulfilment of certain CCol criteria including:

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

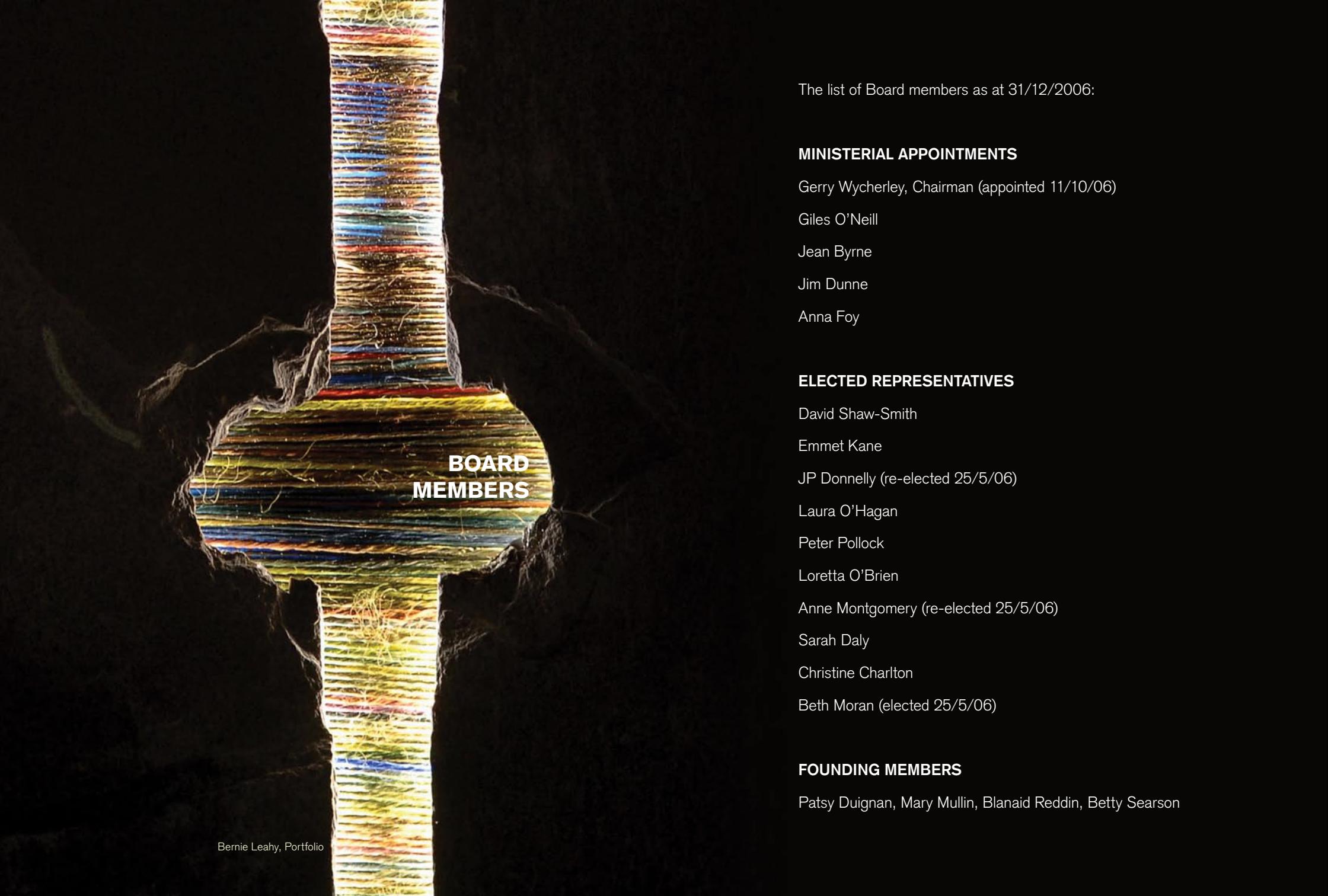
Registration confers:

Access to all CCol services and activities.

The difference between being a 'member organisation' and being 'registered with' CCol

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

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



**BOARD
MEMBERS**

The list of Board members as at 31/12/2006:

MINISTERIAL APPOINTMENTS

Gerry Wycherley, Chairman (appointed 11/10/06)

Giles O'Neill

Jean Byrne

Jim Dunne

Anna Foy

ELECTED REPRESENTATIVES

David Shaw-Smith

Emmet Kane

JP Donnelly (re-elected 25/5/06)

Laura O'Hagan

Peter Pollock

Loretta O'Brien

Anne Montgomery (re-elected 25/5/06)

Sarah Daly

Christine Charlton

Beth Moran (elected 25/5/06)

FOUNDING MEMBERS

Patsy Duignan, Mary Mullin, Blanaid Reddin, Betty Searson



**Crafts Council of
Ireland Membership
List as at 31st
December, 2006**

Association of CEO's of City &
County Enterprise Boards

Cavan - Monaghan Art & Craft
Network

Clare Association of Artists &
Craftworkers

Country Markets Limited

County Down Crafts

Craftmark

Ceramics Ireland

Crawford College of Art & Design

Crawford Municipal Art Gallery

Embroidery Artists

Feltmakers Ireland

Fire Station Artists Studio

Federation of Jewellery
Manufacturers of Ireland (FJMI)

Guild of Irish Lacemakers

Handweavers Guild of Cork

Institute of Designers in Ireland

Irish Artists Blacksmiths Association

Irish Basketmakers Association

Irish Countrywomen's Association

Irish Guild of Embroiderers

Irish Guild of Weavers, Spinners &
Dyers

Irish Knitwear Exporters' Guild
(IKEG)

Irish Patchwork Society

Irish Woodturners Guild

Leitrim Design House

Limerick College of Art & Design

National Committee for Science
and Engineering Commemorative
Plaques

Na Piobairi Uilleann

National College of Art & Design

Network of Craft Development
Officers

Peannairi

Quilters Guild of Ireland

Royal Dublin Society

Society of Cork Potters

Spiddal Craft Centre

Tower Design Group

TÚS Craft Network

University of Ulster

Weaving Works

West Cork Arts Centre

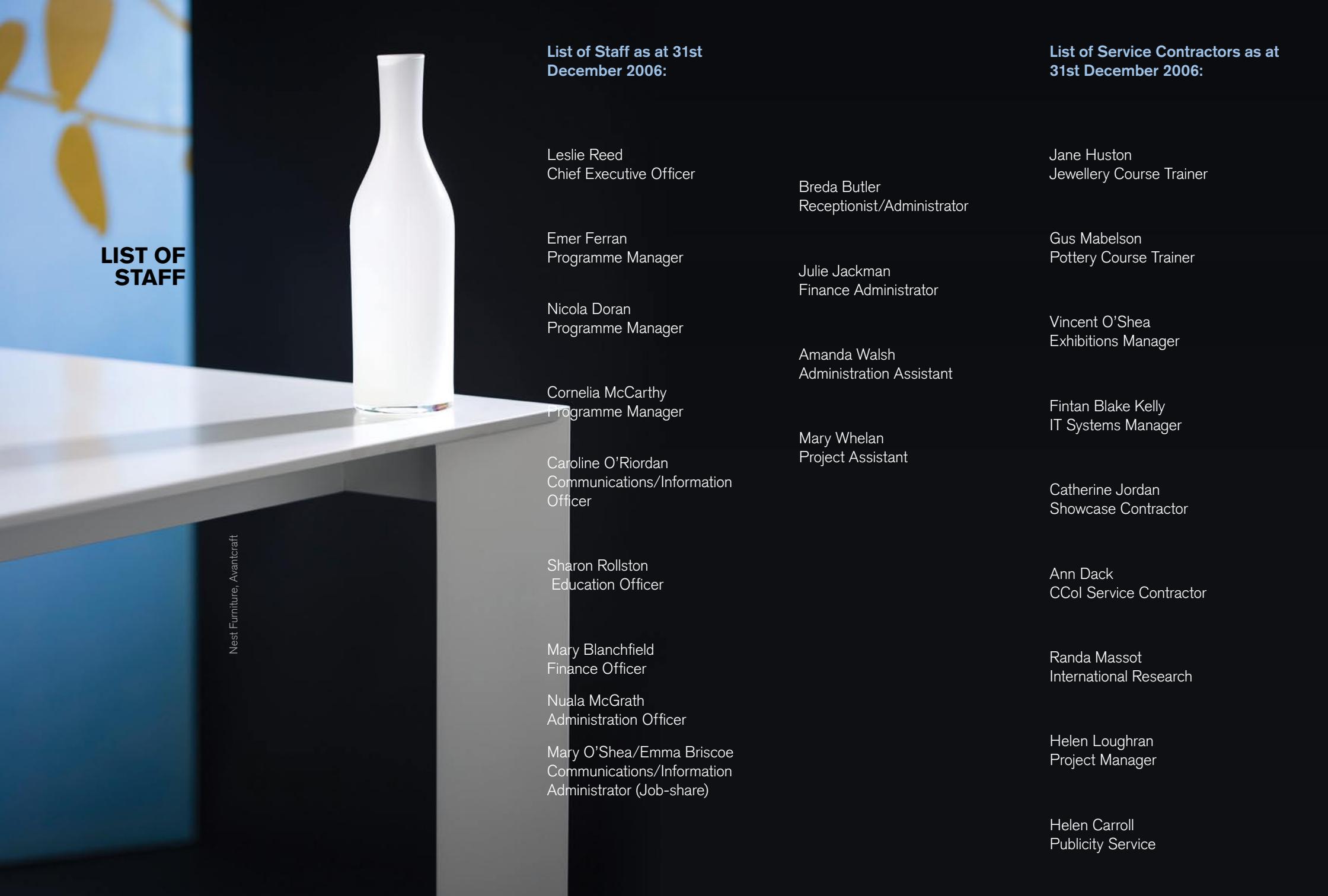
West Cork Craft & Design Guild

West Kerry Crafts Guild

Wexcrafternet Ltd.

Craft in the classroom

**MEMBER
ORGANISATIONS**



**LIST OF
STAFF**

**List of Staff as at 31st
December 2006:**

Leslie Reed
Chief Executive Officer

Emer Ferran
Programme Manager

Nicola Doran
Programme Manager

Cornelia McCarthy
Programme Manager

Caroline O'Riordan
Communications/Information
Officer

Sharon Rollston
Education Officer

Mary Blanchfield
Finance Officer

Nuala McGrath
Administration Officer

Mary O'Shea/Emma Briscoe
Communications/Information
Administrator (Job-share)

**List of Service Contractors as at
31st December 2006:**

Jane Huston
Jewellery Course Trainer

Breda Butler
Receptionist/Administrator

Gus Mabelson
Pottery Course Trainer

Julie Jackman
Finance Administrator

Vincent O'Shea
Exhibitions Manager

Amanda Walsh
Administration Assistant

Fintan Blake Kelly
IT Systems Manager

Mary Whelan
Project Assistant

Catherine Jordan
Showcase Contractor

Ann Dack
CCol Service Contractor

Randa Massot
International Research

Helen Loughran
Project Manager

Helen Carroll
Publicity Service

BREAKDOWN OF REGISTER OF CRAFT ENTERPRISES

BY DISCIPLINE		BY COUNTY	
Basketry	24	Antrim	38
Bookbinding	4	Armagh	10
Candlemaking	17	Carlow	20
Ceramics	267	Cavan	11
Fly Tying	0	Clare	48
Fresco Painting	1	Cork	160
Furniture Making	92	Derry	11
Glass Making	103	Donegal	45
Horology	2	Down	62
Jewellery	187	Dublin	226
Leather Working	11	Fermanagh	10
Lettering	3	Galway	77
Metal Working	54	Kerry	58
Mixed Media Constructing	30	Kildare	29
Musical Instrument Making	11	Kilkenny	69
Paper Working	43	Laois	17
Paper Making	7	Leitrim	23
Printing	21	Limerick	22
Silversmithing	11	Longford	7
Soap Making	4	Louth	36
Spinning	1	Mayo	42
Stone Working	35	Meath	30
Textile Making	280	Monaghan	14
Thatching	3	Offaly	31
Toymaking	6	Roscommon	8
Woodworking	130	Sligo	27
		Tipperary	34
Total	1,347	Tyrone	17
		Waterford	39
		Westmeath	18
		Wexford	43
		Wicklow	54
		UK	10
		Denmark	1
		Total	1,347

Breakdown of register of craft enterprises as at 31st December 2006



Cheryl Brown, Portfolio



Kevin O'Dwyer, Portfolio

CHAIRMAN'S REPORT

2006 saw a period of change not only for the Crafts Council of Ireland, but for the craft industry in general. For the sector the reality of the marketplace was increased competition from lower-cost economies, shifts in consumer behaviour and purchasing patterns and continued rises in overheads. These issues were not confined to the craft sector – but affected the economy as a whole.

These fundamental changes in the marketplace meant that there was an even greater need to understand the consumer and the reasoning behind their purchasing decisions – and so the Crafts Council of Ireland undertook its most ambitious consumer research study ever in the first quarter of 2006. The vital information that this study provided helped inform craftspeople as to the realities of the marketplace and it influenced the strategic planning process that was underway by mid-2006. This process resulted in a new three year Strategic Plan 2007 - 2009 that put the consumer at the centre of CCol policy and has set clear goals to raise craft turnover by 42% and to increase the number of craftspeople registered with CCol by 29% by the end of 2009 as well as improving the income of crafts people.

As the final year in a 3 year Strategic Plan (2004 – 2006), 2006 was a year in which many of

the activities and policies started in 2004 and developed through 2005 came to fruition. Great strides were made across all 5 high level goals – Design, Marketing, Knowledge, Education and Recognition.

On behalf of the Board of the Crafts Council of Ireland I would like to thank the staff for the commitment and energy they have invested in the delivery of the Strategic Plan 2004 – 2006 and for their input in the development of the new Strategic Plan.

2006 also saw a period of internal change for CCol. Martin Walsh (who had been Chairman of the Crafts Council of Ireland since May, 2003 and a board member since 1997) completed his tenure at the AGM in May, 2006. Martin was a central figure in the development of the CCol and the craft sector over the past 9 years. I wish to thank him for his valuable contribution to sector. Our new Strategic Plan is built on the excellent foundation that he and the Board of the Crafts Council have laid in recent years.

2006 also saw the last full year in office of Leslie Reed who stepped down as CEO of the CCol on completion of the Strategic and Business Plan in January 2007, after 10 and a half years in the post. Les made an outstanding contribution to the development of craft in this country – as a

ceramicist, a lecturer, a CCol Board member, a CCol Educational Officer and finally, and perhaps most influentially, as CEO. I would like to take this opportunity to congratulate him on his success in the sector, to thank him for his contribution and to wish him all the best in the future.

I would also like to acknowledge, on behalf of the crafts industry, the excellent support provided by Enterprise Ireland and the Department of Enterprise Trade and Employment – and to thank Minister Micheál Martin for his continued interest in and support of this vibrant sector.

Finally, I would like to thank the Board for their tireless dedication to the sector and in particular for the time and effort they each invested in the development of the Strategic Plan 2007- 2009 during the year.

Gerry Wycherley
Chairman



CHIEF EXECUTIVE OFFICER'S REPORT

As Interim Chief Executive Officer of the Crafts Council of Ireland reporting on activity in 2006, I must firstly acknowledge the work and commitment of our former Chief Executive, Leslie Reed, who was still in the post throughout that year. Les steered the organisation through 2006, balancing the need to complete the period of one strategic plan with the pressing demands of assisting in developing strategic goals for the Crafts Council of Ireland and the Irish craft industry for the period 2007 – 2009.

As the final year in a three-year strategic plan cycle, 2006 saw a firm bedding-in of key strategic projects for the Crafts Council of Ireland:

- Portfolio was expanded to include 48 designer-makers, and a strong partnership with the Irish Arts Review ensured comprehensive distribution of the CD and catalogue to the key target market for these craftspeople
- Avantcraft and the 50% Scheme secured further co-investment in new product development, enabling craft producers to respond to retailers' and consumers' desire for more contemporary design in Irish craft. Styled and visually stunning photography resulted in high profile media coverage for new products developed as a result of these programmes.

Geoffrey Healy, Avantcraft

Commitments made in 2005 to conduct further consumer research were honoured with extensive quantitative and qualitative research undertaken into consumer spending, consumer attitudes and behaviour vis a vis pricing versus buying decision-making.

This research showed that, at consumer and retail level, craft is becoming less relevant. Between 2000 and 2004, sales of craft as a percentage of overall consumer spending declined from 0.28% to 0.19%. The market into which craft has been selling is changing fast, and craft needs to catch up quickly.

There are still significant opportunities to grow the sector, both creatively and commercially, and to make craft available to a wider, increasingly discerning Irish and international audience. To realise these opportunities, craftspeople need to understand their target markets better, and then use their creative abilities to develop products with compelling consumer appeal. However, the relationship between consumer and craft is complex: craftspeople can make their personal story central to their product, and thus can stimulate, rather than simply reflect, consumer preferences.

If the Irish craft sector can build on its strengths it can capitalise on these opportunities to convert an emotional response into direct sales. The value of the potential giftware market could be as much

as €1,26 billion per annum, which Irish craft could tap into to increase from the actual consumer spend on Irish craft in 2005 of around €85 million. Key target markets to achieve such an increase in sales have been identified as Irish 25 – 34 year olds and the Irish and US collector market.

The goals set out in the 2004-06 Strategic Plan – design, knowledge, marketing, education and recognition – are still valid, and will continue to set the overall direction for the Crafts Council of Ireland's work for the next three years, however four issues have been identified during 2006 as having the potential to yield greatest results for effort and resources expended: repositioning the image of Irish craft; stimulating the creation of market-led craft; increasing access to craft for consumers and working with craftspeople to facilitate the growth of their businesses in a way that fulfils their creative and commercial ambitions.

The work done in 2006 to comprehensively understand Irish craft's position in the market place and to plan strategically for its future will begin to bear fruits during the next three years. I would like to thank my fellow Board members and the staff of the Crafts Council of Ireland for their continued efforts to secure a vibrant successful Irish craft industry.

Sarah Daly
Interim Chief Executive Officer

A silver candlestick with two lit candles is positioned on the left side of the frame. The candlestick has a decorative, wavy base that extends across the bottom of the image. The background is a solid, deep blue color. The text 'PRO-GRAMME' is centered in the upper half of the image, rendered in a white, outlined, sans-serif font. The text is overlaid on a faint grid of white lines.

PRO-GRAMME

Seamus Gill, Portfolio

Summary of 2006 projects/services

DESIGN

Design Related Activities
– Seminars, Facilitation/Mentoring,
Network Support

Collaboration on Product
Development – Avantcraft & 50%
Scheme

Promotion and Accessing
Information – Design Source On-
Line

Exhibition Programme and National
Craft Gallery – NCG Shows,
Regional Touring Exhibitions &
International Exhibitions

KNOWLEDGE

Information & Distribution

Data Management

Segmenting Communications

Researching Market Trends

Website

MARKETING

Research – French Market
Research, Portfolio & Research
Missions

Promotion – Media Relations

Showcase

EDUCATION

CCol Design & Skills Training
Programme

Accreditation of Craft Training

Primary Schools – National School
Pilot Project

3rd Level College – Award

Adaptive Craft

RECOGNITION

Bursary Award

National Collections

Standard Setters

ORGANISATIONAL GOAL

Personnel – Performance
Management Development

Organisational Development -
Auditing, risks and service charter

DESIGN

(1) DESIGN GOAL

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

DESIGN OBJECTIVES

(1.1) To support craftspeople in developing their skills and raising the standard of design

(1.2) To stimulate and support best practice in Irish contemporary and traditional design

(1.3) To promote an understanding of design in craft among the public

2006 Supporting Actions

2006 saw the further development of many of the supporting actions instituted in 2004 and run in 2005, such as running seminars, workshops and 'trend days' for craftspeople. However, as the Strategic Plan 2007-09 was being written in 2006, the CCol used these seminars to listen carefully to its constituency on key issues affecting the industry. The Design Resource continued to expand and provide a dependable first 'port of call' for those wishing to learn more about design by assisting craftspeople in accessing published sources of information on design, such as photographic libraries and other sources of information, and including both Irish and international colleges of design. Other actions included creating opportunities for designers and craftspeople to work together – through the Avantcraft project – and the further development of the CCol exhibition programme - featuring both Irish and international craft design and forging links with other cultural institutions on the island of Ireland, to promote design in craft.

Design-related activities in 2006: Seminars, workshops and trend days

Discipline specific events in conjunction with the National Craft Gallery exhibition programme:

Setting the Agenda for Change

Best Practice in Commissioning

220 attendees

Design development events with a focus on a key market/ consumer

Trend events (with Enterprise Ireland).

Consumer and retailer behaviour market research and identity (Avantcraft) workshops.

Scoping sessions with industry experts on designing for manufacture.

Information giving events relating to CCol activity in key areas

International Opportunities - Preparation for showing in the US and France at exhibitions.

Network Information Day.

Facilitation and Mentoring

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

Best practice models in retailing co-operatively in Ireland. These investigations are continuing and will be supported by presentation of current research on consumer and retailer behaviour.

9 craftspeople, representing groups/networks, participated in research into this area.

Network Support scheme:

This scheme enables trade or regional craft associations to undertake specific design or market-led projects, with up to 50% financial support provided by CCol. The scheme was successful in encouraging subsidiarity and ownership of development policy amongst representative bodies. New submission date allows funding for the forthcoming year's activity. The network information day in September assisted groups in seeing best practice from other networks and also encouraged a better standard of application to the selection panel.

13 networks received support for annual activity in 2006.

Design-related activities in 2006

Collaboration on product development

Made for America award

Breda Haugh of Orna Jewellery, the winner of the Made for America award was presented with her award at Showcase 2006. Also as part of the award, Breda attended the Ireland Show, Secausus, New Jersey, USA in April 2006.

Avantcraft design collaboration (Atlantic Interreg IIIb project)

The Avantcraft initiative matches craft enterprise and designers to work together on new product.

4 EU countries are collaborating on sharing best practice on this – France, Spain, Portugal and Ireland. The programme has 12 crafts companies in Ireland, who have been matched with designers specialising in the design needs of the participating companies. All have participated in a very holistic approach to product development. They have been presented consumer and retailer behaviour research and have met with packaging and identity experts as well as having a designer to work with them on their new ranges. All receive back up support from a Design Project Manager. The highlight of the participants' year was an invitation to show their work at the Habitat Dublin store in August. This opportunity came about directly as a result of a

workshop at which the Marketing Manager in Habitat invited the companies to show.

A highly successful photoshoot resulted in many product shots being in a substantial feature, including the cover, of the Irish Times Weekend magazine in August.

12 participating companies, 8 designers.

50% scheme – Product Development Co-Investment

Researching, designing and making product for named events, the CCol supports the designer/maker with 50% of the costs (up to a max. subsidy of €4,000). Awardees make work for events such as Showcase, trade events and significant exhibitions.

23 companies supported in 2006.

2006 Promotion and Accessing Information

On-line Design Resource

The aim of the On-line Design Resource is to provide craftspeople with an easily accessible directory of design resources on the CCol website. Design Resource went on-line during 2005 and was updated in 2006 with new resources. It is part of a new General Information Resource on the website and also

includes Marketing and Business resources.

As the 31st December 2006, Design Resource contained the following listings

International Design Museums

International Design Galleries

Design websites

Inspiration in Design – resource List

Library Listing with design resources

Irish and International Exhibition Programmes

The National Craft Gallery (NCG) was established by CCol in December 2000, and in 2005 it doubled in size with the opening of Gallery 2 located opposite the original gallery. This additional space provides CCol with an even greater opportunity to present dynamic and groundbreaking exhibitions from at home and abroad. Gallery 2 enhances the opportunity at the National Craft Gallery to present work celebrating innovation and excellence from Irish and international makers.

2006 was the seventh operational year – and the busiest to date with 17 NCG exhibitions (3 from overseas and 6 touring shows visiting UK, Northern Ireland and USA).

NCG 2006 Programme featured:

Designing Ireland - A look back at the ground-breaking Kilkenny Design Workshops. This exhibition was a stunning retrospective of the birth of contemporary design in Ireland.

Tracing the Line

Seven renowned makers who have helped shape woodturning in Ireland.

Lifestyle

A stunning showcase highlighting how contemporary craft can bring any room to life.

Forty Shades of Green

Groundbreaking work that pushed the boundaries of craft and art.

Crafts Council of Ireland Pottery Skills and Design Course

Featured the work of 11 graduates of the Crafts Council of Ireland's Pottery Design and Skills Course.

Ceramics Ireland International Festival

Featured the work of some of today's most important ceramic artists, who have inspired artists and collectors worldwide.

Emerging Ceramics

Showcasing the diverse energies of 16 emerging Irish and Welsh ceramic artists. This event was part of Feile Clai, a joint initiative between Ireland and Wales.

Silver Connections

Celebrated the work of acclaimed silversmiths and applied artists Michael McCrory, Deirdre McCrory and their daughter Cara Murphy.

Collectors Event @ NCG

Following on the success of the 2005 show, this show presented a selection of stylish and desirable craft from Ireland, the UK, Denmark and Poland.

Irish Contemporary Ceramics

Showing the skills of 34 leading practitioners, this major event displayed the variety, versatility and vocabulary of clay.

The National Craft Gallery was visited by c.73,000 people in 2006.

Regional Touring Exhibitions

CCol supported a range of regional touring exhibitions across the island of Ireland during 2006 including:

CCol Feature Garden at MyHome.ie

Spring House and Garden Show, RDS, Dublin. A breathtakingly wild garden. designed by Oliver and Liat Schurmann, incorporated some of the best examples of contemporary Irish craft.

Forty Shades of Green

Travelled to Farmleigh Gallery, Dublin, Millennium Court, Portadown and Flowerfield Arts Centre, Portstewart.

Collectors at the Hunt Museum

Limerick was part of a series of exhibitions for discerning collectors, featured at Ireland's premier private museum

In all over 70,500 people visited these CCol regional exhibitions in 2006.

International Exhibitions:

During 2006 CCol actively supported the exhibition and promotion of Irish craft abroad by bringing the following shows to the key events and locations:

St. Patricks Presence, Leicester Square, London

A stunning collection of the very best of contemporary Irish craft was on display as part of the London's St Patrick's Day celebrations.

Forty Shades of Green

Travelled to Chicago and occupied a prominent position at the 13th Annual International Exposition of Sculpture Objects & Functional Art (SOFA).

NCG @ SOFA, Chicago

NCG played host to 15 of Irelands leading craftspeople at the 13th Annual international Exposition of Sculpture Objects & Functional Art (SOFA).

In all, almost 40,000 people visited these CCol exhibitions abroad.

KNOWLEDGE (2) KNOWLEDGE GOAL

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

KNOWLEDGE OBJECTIVES

(2.1) To strengthen its Knowledge Management capacity in order to serve as the first and principal reference point for craftspeople and others seeking information.

(2.2) To act as a clearing house, distributing information between craftspeople, buyers, and the media and other interested parties.

(2.3) To extend its research in market trends and amongst consumers.

Supporting actions

2006 was an intensive year of collation, analysis and dissemination of sector specific knowledge and information. The seeds for this enlarged knowledge-based service had been set in 2004 and saw consistent development and expansion. Consumer-based knowledge became central to activity and the consumer research

undertaken early in the year was a key source of information for craftspeople, retailers and members of the media alike. It, along with the results from the Annual Industry Report and input from craftspeople and stakeholders, informed the strategic planning process which took place from mid-2006 onwards and resulted in the Crafts Council of Ireland's Strategic Plan 2007 – 2009.

Re-structuring and development of the web site allowed for easier access to industry specific information, broken down into 3 key areas for craftspeople, buyers and press. The enhanced web facilities ensured that key information was easier to find and to download.

Knowledge-related activities in 2006: Information and Distribution

Publishing

The CCol's 2006 Publications programme resulted in the production of a number of printed and electronic publications, including: Corporate and Industry Reports, Periodicals, Exhibition Catalogues, and general Information Publications.

Periodicals

Stopress, is the CCol newsletter and is the primary communication tool covering all major industry news and project opportunities. A hard-copy is distributed to all CCol registered craftspeople and a select range of industry figures and media opinion formers. It is also available to download from the CCol website.

In 2006, 6 bi-monthly issues of Stopress were published and distributed. Key improvements in 2006 to improve delivery, quality and efficiency included changing printers and sorting mailing list into postal areas to ensure cost effective delivery.

Over 2200 copies of Stopress were distributed bi-monthly in 2006.

Exhibition and gallery catalogues

National Craft Gallery (NCG) publications in 2006 included exhibition catalogues, posters, and invitations, for each exhibition and included 'Tracing the Line', 'Wild Geese', 'Ceramics International Festival/Emerging Ceramics' and 'Silver Connections' exhibition catalogues – in hardback, book format.

Publishing – online

All CCol publications (with the exception of gallery catalogues) produced in 2006 were made available on-line in PDF format. CCol also published a variety of information sheets, business listings and guides on-line, as part of the new Information Resource on the CCol website.

Multimedia Publications

In 2006 two multimedia CDs, relating to specific CCol projects were produced. Their purpose was to provide key information on craftspeople and quality images of their work for promotion and press purposes.

CCol Multimedia CD's included - 5000 Portfolio CD's (distributed with Irish Arts Review and at international events), 120 Showcase Image CD's.

Press office, and information and image management

Encouraging, responding to and handling press enquiries is key to the promotion of craft, craftspeople and the Crafts Council of Ireland and during 2006 CCol built on the developments started in 2005 for improving media relationships and encouraging positive press coverage.

Again the CCol database was one of the main sources of information along with press releases on projects, exhibitions and events. In addition, coverage generated through the use of CCol images was substantial.

The result has been an increase in the number of press enquiries successfully handled and an improved relationship with members of the media.

Image Distribution

In 2006 there were c. 200 emails sent from the CCol offices in response to image requests by press, with over 1,000 images sent.

In addition promotional images are:

Distributed on a regular basis via the National Craft Gallery press campaign and service.

Distributed to media through press packs and at events such as Showcase.

Published in CCol publications such as the Annual Report, Stoppress, Strategic Plan, NCG publications, promotional material and fliers and on the CCol website.

Over 1000 press quality craft images were requested by and distributed to key publications and media including:

Magazines: Irish Arts Review, IT Magazine, Circa Art Magazine, Select Architecture, Irish Homes and Interiors, RTE Guide, House and Home, Whazon, The Irish World, Showcase Times, The Gloss, Pembroke Publishing, BBC Home and Antiques Magazine, Accessory Merchandising Magazine.

Newspapers: Sunday Times, Sunday Independent, Sunday Tribune, Irish Examiner, Irish Times.

Television: Nationwide, TG4, Stirling TV, The Late Late Show.

Image collection

Recognising the importance of picture libraries in facilitating both marketing and press office functions, CCol photoschemes continue to enhance the Image Directory - which stores, catalogues, and archives images generated by CCol. The Image Directory also has an on-line facility called Imagebank, that members of the press can search. This facility has been enhanced to enable images to be ordered on-line.

During 2006, 3 Photo Schemes took place with 38 participants, generating 129 new images for the Image bank and additional images were generated through the exhibition programme – all of which were strongly promoted to members of the press. Over 1,000 images were requested by and distributed to the press during the year.

Information dissemination at Showcase, RDS, Dublin

Showcase – the CCol's annual trade fair which takes place in the RDS every January, and which plays host to over 180 craft exhibitors and over 8,000 buyers –continues to provide an ideal opportunity to disseminate key information to craftspeople, buyers, the media and key stakeholders.

In 2006 the CCol stand was again located in the lobby area of the

Concert Hall – offering greater meeting space, IT and storage facilities. In addition to offering these advantages it was felt that locating the stand at the entrance to the Enterprise Hall would draw more people to the area where the craft group stands are located.

Over 800 craft related publications were distributed, along with over 70 press packs and over 120 CD's of CCol press images. In addition, each CCol registered craftsperson received an exhibitor pack with key exhibitor information.

Knowledge-related activities in 2006 - Data Management

Information management system

A Procedures Manual for the new Information Management System (IMS) was drawn up, outlining the roles and responsibilities for transfer of skills and knowledge. Staff training was completed for the Information Management System (IMS) which has greatly empowered CCol's knowledge capacity and its ability to store, search, track and disseminate information through to the CCol website.

Knowledge-related activities in 2006 - researching market trends

Consumer and Statistical Research

Building on the valuable consumer research initiated in the latter part of 2005, CCol undertook an extensive quantitative study measuring consumers' behaviour and attitudes regarding craft in January 2006. This indepth study examined consumers attitude to craft, their current buying behaviour and their projected purchases. It examined the potential of each sector and broke down the type of consumer likely to purchase craft.

The results of the research were given to craftspeople, buyers and media and it became one of the tools used to inform the strategic planning process.

Consumer and Statistical Research: continued

1024 consumers were surveyed, providing a statistically robust sample that is representative of the views of the population as a whole. The study was completed in February 2006 and the results were published in Stopress and on the web site and were presented at several seminars, conferences and workshops during the year.

Statistical research, in the form of the Annual Industry Report (AIR), was also undertaken during 2006 and continues to form an integral part of the CCol planning process – providing invaluable information on market size, turnover, export sales, routes to market, employment levels, gender analysis, geographic breakdown, training etc. It allows us to draw comparisons with the previous years results and measure progress. And again this also fed into the strategic planning process during 2006.

In 2006, the AIR (which was conducted by independent analysts Platinum Consulting) included a rating of CCol services for the second year. Stopress and the Insurance Scheme again performed very well with 95% and 92% respectively of craftspeople being Very Satisfied or Satisfied – up on the previous year of 88% and 76%.

Both the standard and range of services supplied by the Crafts Council of Ireland were rated highly by respondents. 92% of NI and 71% of ROI respondents stated that

the standard of services was either “Very Good” or “Good”.

Knowledge-related activities in 2006: Website enhancement

Website Development

In 2006 the CCol website was given a ‘new look’ and went live at the end of June. It is directly linked to the Information Management System, which means the content can be easily managed and up-dated. It is a more user friendly and effective communications tool and easier to navigate.

Some new features include:

A user friendly, easy to use navigation system – with a ‘bread crumb feature’.

Adaptable front page which can be used to market CCol activity, awards and promotions.

A dedicated section for craftspeople, buyers and press.

Enhanced content (news section) and image features (labelling).

More advanced search facilities.

Ability to e-mail / print pages.

Sophisticated / Intelligent back-end.

Increased ability to strategically monitor website usage and statistics.

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

Hit rates peaked to 459,368 in November 2006.

Segmenting Communications:

The CCol Information Management System (IMS), launched in 2005, was specifically designed to enable CCol to manage, search, analyse and interpret its data. Part of the IMS includes the mailing lists that are now controlled by designation (eg. Registered Craftsperson, Influencer, Buyer etc.). This segmented approach to managing communications has greatly empowered CCol’s capacity to direct key information quickly and effectively to target audiences by mail-shot and e-mail.

MARKETING (3) MARKETING GOAL

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

MARKETING OBJECTIVES

(3.1) Supporting craftspeople in developing a better understanding of new markets and help them to take advantage of new opportunities in those markets.

(3.2) Raise profile of Irish Crafts among potential buyers.

(3.3) Strengthen relationships with targeted groups and professions.

(3.4) Promote craft among the corporate community.

(3.5) To work to promote an inclusive approach to the development of craft across the island of Ireland.

Supporting actions

CCol continued its policy of providing several approaches to market research – through providing practical research and information on specific markets, through facilitating market research missions to a variety of key events and venues and by providing access to buyers through events such as Showcase. 2006 saw the introduction of trend seminars

at Showcase along with the development of the Lifestyle Area which depicted the trends using Irish craft available at the show.

Another activity that continued to be central to meeting the CCol marketing objectives was raising the profile and awareness of Irish crafts among the wider public. Coverage was achieved across a range of key media including national television, national press, consumer magazines and regional press – all of which strengthened the profile of craft and craftspeople.

Marketing-related activities in 2006: Research

Portfolio

A digital catalogue of work from some of Ireland's leading design and art led Designer/Makers, Portfolio is selected annually by an experienced international advisory panel. With the valuable partnership of the Irish Arts Review, 13,000 were distributed with their Spring (2006) issue. Portfolio has become the source from which selection for Irish representation at prestigious shows such as SOFA will be selected.

38 designer/makers were selected to be part of Portfolio 2006.

Research missions

The CCol supported an extensive programme of enabling craftspeople to attend and assess for themselves

overseas markets. This provided the triple benefit of attendees getting exposure to new design, insight into potential new markets, and assessment of trends and potential competitors in those markets.

Events and venues visited included:

Collect, London

Maison et Objet, Paris

IJL, London

Top Drawer, London

100% Design, London

Premiere Vision, Paris

Sculptural Object Functional Art (SOFA), Chicago

Origin (formerly Chelsea Craft Show) London

Milan Furniture Fair

80 people attended these events in 2006.

French market research

identification of galleries and retail outlets relevant to Irish crafts was continued and mentoring and guidance was given to companies wishing to access this market. This resulted in direct opportunities, such as the 'Seomra' exhibition planned for the SEMA gallery and various group shows in commercial galleries.

Promotion Media Relations

2006 was another year of proactive relationship building with key media. Solid coverage was gained in a variety of media including key magazines such as: House and Home, Ireland's Homes Interiors and Living, Irish Arts Review, Select Magazine and Ireland of the Welcomes.

Coverage was also regularly achieved in a variety of national newspapers including the Sunday Tribune, Sunday Times, Irish Independent (in particular the Saturday supplement) and the Irish Times (again in particular the Saturday supplement where a CCol Avantcraft image was featured on the front cover along with an extensive article and images within the magazine).

On television there was a 10 minute piece featuring Portfolio makers on The Late Late Show (RTE 1) and there were three pieces on Nationwide (RTE 1). In total 92 articles were published, 11 in national media, 63 in regional media and 18 in magazines during 2006.

Over 129 images were generated for 38 participants under the Subsidised Photography Scheme and additional images were generated through the exhibition programme – all of which were strongly promoted to members of the press. Over 1,000 images were requested by and distributed to the

press during the year.

Showcase 2006

Showcase 2006 built on the developments made over the previous years and new services and activities were included, aimed at improving the show both for buyers and for exhibitors.

New developments included:

Trend seminars

One seminar aimed specifically at buyers and the other tailored to the needs of exhibitors. They focused on the global marketplace, examining how craft can sit in the retail mix and developments in directional retailing globally. In particular the seminars – which were delivered by UK based trend forecasters Triple Dee – identified 5 key themes/'stories' that would be evident in the retail sector over the coming months. These were Cote Sud, Minimalist, Retro Chic, Coast and Rustic.

The CCol Lifestyle Area

This was an area located at the end of the SOURCE Aisle which depicted the 5 key themes outlined above using Irish craft available at the show. This area was extremely successful with buyers and members of the media.

Other activity included: The second year of the SOURCE aisle – a strongly branded, eye-catching focal point of the show. SOURCE exhibitors were selected by a panel of international buyers for their suitability to market and professionalism in production and presentation. 37 craftspeople were selected and promoted strongly to buyers and media and the reaction was extremely positive.

The continuation of INDEX

Although changed to the Top 50 products (it was formerly the top 100) at the show. INDEX is sponsored and run by Showcase Ireland Events Ltd. and it boasts a very high percentage of craft winners and is a resounding success with buyers.

Reaction from buyers and media to the Trend Seminars, Lifestyle Area and Source Aisle was very positive, as was the reaction to the improved PR services for Media and the Media and Buyers meeting areas on the CCol stand.

EDUCATION (4) EDUCATION GOAL

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

EDUCATION OBJECTIVES

(4.1) To pursue a policy of mixed training provision, with both direct and indirect delivery of training.

(4.2) To seek to become a recognised partner in developing the content of educational programmes as they relate to crafts in primary, secondary and third level education.

(4.3) To identify clear learning paths for craftspeople to develop their craft and business skills.

(4.4) To act as a broker between craftspeople and education/training providers to ensure that their key learning needs are met.

(4.5) To support craftspeople in securing appropriate teaching qualifications to allow them teach and promote an appreciation of their craft.

Supporting actions

CCol's training programmes in Ceramics and Jewellery, established in 1990 and 1993 respectively, continued to equip students for successful careers in the fields of Goldsmithing and Ceramics, aiming to raise the standard of design and craftsmanship in Ireland.

On a national level CCol continued to contribute to the work of the Further Education and Training Awards Council (FETAC) in moving towards a common accreditation system for craft training in the FE sector.

At primary level, phase one of the CCol pilot primary school programme – promoting craft as central to the primary visual arts curriculum - was completed and phase two initiated.

At tertiary level, 2006 saw the successful launch of CCol's 3rd Level Awards Scheme, designed to support those students demonstrating most potential to progress to professional craft practice. This project reflects the CCol desire to establish closer relations with colleges of art and design, and marks the beginning of its growing commitment to emerging makers – crucial to the long term health and well being of the craft sector.

The relationship with the DCU/UCD based Adaptive Information Cluster came to fruition in 2006

with the Adaptive Craft initiative, an innovative research project combining textiles and sensor technology.

Education-related activities in 2006 - Design & Skills Training and Accreditation

Design & Skills Training Programme: This programme represents the CCol direct training provision, and consists of two strands: a ceramics and a jewellery design and skills course. Ceramics and jewellery are the largest Irish craft sectors.

The courses both enjoy a healthy international reputation, due to their strong links with their respective sectors, and primary focus on the skills that ensure success in today's demanding marketplace. In tandem with rapidly changing markets, the courses are constantly evolving - after a substantial period of curriculum development, the new two-year curriculum document for the Ceramics Course was completed, in anticipation of submission for national accreditation at level 7 (ordinary degree standard) on the National Framework of Qualifications. Extensive work was also carried out on developing the CCol Quality Assurance Policies and Procedures in relation to its training programme.

A review of activity in 2006 highlighted the following:

All 11 Ceramics Course students successfully graduated, the first cohort to complete the new two-year course. Of these, 4 set up their own ceramics businesses, 3 took up employment in established potteries and 2 entered teaching in the sector.

The new curricular emphasis on creativity and design, and the students' resulting capacity to produce well designed and made work of appeal to the mainstream market was ably demonstrated by graduate Karen Morgan, who won the 2006 Habitat/House and Home Student Design Awards, a national high profile competition. Consequently, she was also awarded the Student Designer of the Year Award at the RDS Interior Design Show 2006.

Karen continued to attract accolades throughout the year – being selected for the National Craft Gallery's Emerging Ceramics Show which also toured to Wales, awarded Ceramics Ireland's Peter Brennan Award for pioneering ceramics and one of three emerging makers to be nominated for the World Crafts Council's 'Emerging European Makers' stand at Artifact 2007, a prestigious contemporary craft fair in Bruges.

The Ceramics Graduate Show was exhibited in the National Craft Gallery for several weeks in July/

August, attracting visitor numbers of almost 9,000, practically doubling the figures of the previous year.

Graduates from the 2003/5 Goldsmithing and Jewellery Design and Skills course continued to work in placements in Sweden, Germany, Canada, Scotland and England, with the remainder in Ireland. Placements abroad enable our graduates to access the highest level of training worldwide, returning with enhanced skills giving them competitive advantage.

8 of the 12 jewellery course graduates of 2005 reached round two of the RDS National Craft Competition. Two of the graduates went on to win five awards between them totalling €8k: Jerome McCann won the RDS Award of Excellence and 1st prizes in the Jewellery - Precious Metals category and the Company Of Goldsmiths Of Dublin Awards, while Helena Malone won 1st prize in the Gold, Silver And Other - Precious Metals category and 2nd prize in the Company of Goldsmiths of Dublin Awards.

The RDS also gave recognition to 2004 Ceramics Course graduate Elaine Riordan who was awarded the Muriel Gahan Scholarship/Development Grant in the competition.

Both courses held open days, giving prospective applicants the opportunity to engage with tutors and students and learn at first hand what the training entails.

Numerous study trips were undertaken throughout the year. The ceramics students attended Collect 2006, the Art, Craft and Design Fair at the Victoria and Albert Museum, London, and Showcase. One of the students was also selected to represent Ireland at an International Ceramics Conference in Bornholm, Denmark.

Jewellery students visited London's annual Goldsmiths' Fair, Origin Craft Fair, Jewels of the Raj and Bejewelled by Tiffany exhibitions, Showcase, and Bronze Art Foundry in Dublin, CAD CAM training in Birmingham, and closer to home, undertook 3 weeks silversmithing training at Grennan College in Thomastown.

All 12 jewellery students also sat and passed external GIA (Gemmological Institute of America) gemmology exams (an accredited professional qualification).

Accreditation of Craft Training:

The Council continued to work with the Further Education Training and Awards Council, actively contributing to policy development as FETAC progressed the new common award system for the further education sector. The Council looks forward to the establishment of FETAC's Standards Advisory Board in 2007, following which the Council will be in a position to create the sectoral Standards Development Group for craft, which will play a pivotal role in setting standards to ensure craft training provision of industry and market relevance.

Education-related activities in 2006 - Schools and colleges

Primary School

Phase 1 of Craft in the Classroom, the CCol pilot residency scheme for bringing craft into primary schools, culminated in a review day which gave 2005/6 participants the opportunity to share and celebrate their achievements, and to influence the planning process for phase 2. Selected work was exhibited in the RDS National Craft Competition Exhibition in August and attracted much positive publicity.

The CCol ran a Craft in the Classroom information day in September 2006, after which a further 14 craftspeople were selected for phase 2 of the pilot

scheme, bringing the total number of craftspeople benefiting from the initiative to 29. Following interview by an independent specialist panel, the 14 craftspeople were paired with primary schools in counties Kilkenny, Tipperary and Waterford, and underwent joint training, with teachers, in design and delivery of the primary visual arts curriculum using craft as a tool to unlocking creativity. By the end of 2006, all participants had completed the training and planning phase of the project, ready to commence residencies in early 2007.

Third Level Colleges

2006 saw the successful roll out of year one of its annual 3rd Level Awards Scheme, designed to support final year undergraduates and postgraduates demonstrating most potential to progress to craft-based practice beyond their current studies.

The scheme was developed in 2005 in consultation with key colleges; this helped to ensure it was as relevant as possible to the needs of their students. The stipulation that applicants must be nominated by a craft tutor ensured quality control and resulted in 16 nominations of a very high standard from all 5 participating colleges being put forward in 2006.

Two awards of €2,500 were made following interviews of all nominees

by an independent selection panel: the postgraduate award was made to Sharon Ferguson, MA Textiles graduate of the National College of Art and Design, while the undergraduate award went to Marieke de Wit, graduate of the University of Ulster's BA Fine and Applied Arts Programme, specialising in Silversmithing and Jewellery.

The CCol also visited the main 3rd level colleges north and south, giving students presentations on its activities and opportunities of relevance to them, as well as attending end of year degree shows and engaging with staff and students there.

Adaptive Craft

The Adaptive Craft initiative emanated from a Crafts Council and Dublin City University/ University College Dublin based Adaptive Information Cluster (AIC) partnership established in late 2005. The common goal was a desire to bring craft and science together in the creation of prototypes for industry.

This innovative project offered a designer maker the opportunity to work with the AIC team for a six-month period in 2006 on the research and development of 'smart textiles'.

Textile designer Tara Carrigy's

winning 'smart yoga wear' proposal earned her the award, and she spent an intensive period working with a team of AIC researchers in bringing her vision to fruition, with the aim of showcasing the end-

result in the Kilkenny Arts Festival in August.

Hair raising acrobatics, Brazilian beats and an evocative fantasy narrative combined to create the perfect backdrop for Tara's visually stunning wearables in the form of Jacare Jungle, an interactive children's show - both performances of which were an early sell out for the festival. Consequently, Jacare Jungle was invited to Young at Art children's festival in Northern Ireland in Spring 2007, with Kilkenny Arts Festival also committed to developing a new production with Tara for August 2007.

Tara was also invited to present the project and exhibit her wearables at New Craft, Future Voices, a prestigious international conference in Scotland (July 2007).

RECOGNITION (5) RECOGNITION GOAL

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

RECOGNITION OBJECTIVE

(5.1) To promote excellence in Irish Craft

(5.2) To promote the concept of standard setting in Irish Craft

(5.3) To seek to work with cultural and educational organisations throughout the island to ensure that craftspeople working in Northern Ireland can access any arrangements that emerge to support the recognition framework.

Supporting actions

Relationships with organisations such as the National Museum, the Department of Foreign Affairs and Irish Arts Review enabled CCol to recognise, promote and reward excellence across a variety of projects and to reach a wide and varied audience.

The Bursary Award which was first launched in 2005 provided a platform through which CCol could recognise and reward excellence – providing the winners with the

opportunity to develop and hone their creative and technical skills and create exciting and groundbreaking new work.

Recognition-related activities in 2006: Awards and national collections

Bursary award: two craftspeople were awarded Bursaries in 2006, Joe Hogan, Basket maker and Denis Brown, Calligrapher. The Bursary has been created to support professional craftspeople in creative development that will lead to new opportunities in commercial practice. The purpose of the funding is to release recipients from their usual commitments so they can invest in the creative development of their craft. The Bursary winners met President Mary McAleese in December where she congratulated them on receiving their awards.

The Department of Foreign Affairs Collection:

Co-funded by CCol and the Department of Foreign Affairs this collection will lead to the decoration of Ireland's overseas embassies with a selection of the best contemporary craft being produced. Work in ceramic, textile, silver, turned wood, glass and basketry was purchased for the Department of Foreign Affairs Collection from the following designer makers and applied artists in 2006 :

Laura Mays, Co. Galway – Woodworking

Rob Monaghan/Ann Marie Sheridan, Co Galway – Ceramics

Frieda Rupp, Co Waterford – Ceramics

Theresa Cullen, Co Wexford – Ceramics

Frances Lambe, Co Louth – Ceramics

Joe Hogan, Co Galway – Basketry

Jim Turner, Co Cork – Ceramics

Michael Ray, Co Cork – Glass

Michael McCrory, Co Down – Silversmithing

Cara Murphy, Co Down – Silversmithing

Glenn Lucas, Co Carlow – Woodturning

Angela O'Kelly, Co Dublin – Textiles

Karl Harron, Co Down – Glass

Ciaran Forbes, Co Limerick - Woodturning

The pieces collected in 2006 will be displayed in the Irish embassies in Belfast and Berlin.

The National Museum Collection

Co-funded by the National Museum Collection and CCol, the purpose of this collection is to ensure that a representative body of craft is built up, to show present and future generations the international standards being achieved by Irish Designer/Makers at the beginning of a new millennium. Craftspeople selected for inclusion during 2006 were:

John Ffrench, - Ceramics

Emer Conyard, Co Louth - Jewellery

Michael Bell, Co Laois - Furniture

Rob Monaghan & Ann Marie Sheridan, Dublin - Ceramics

Ann Marie Robinson, Co Armagh - Ceramics

Caroline Madden - Glass

Freda Rupp, Co Waterford - Ceramics

Joseph Walsh, Co Cork - Furniture

Roisin DeButleir - Glass

Killian Schurmann, - Glass

Denis Brown, Dublin - Calligraphy

Laura Mays, Co Galway - Furniture

Nuala Jamison, Co Cork - Jewellery

Maria Van Kestren – Woodturning

Recognition-related activities in 2006 Media profiles

Standard Setters:

2006 saw the third year of the Standard Setters Promotion in conjunction with Irish Arts Review. Over the course of the year 4 CCol registered craftspeople, selected for consistency in design excellence, were featured – 1 in each issue of the magazine. This close working relationship with Irish Arts Review has been central in raising awareness of craft. The 2006 Standard Setters were:

Spring 2006 - Seamus Gill

Summer 2006 - Peadar Lamb

Autumn 2006 - Robert Lee

Winter 2006 - Roger Bennett

Irish Arts Review also expanded its regular feature entitled Design Portfolio which over the course of the year featured over 80 mentions of craftspeople or CCol exhibitions and which, coupled with the Standard Setters feature, has helped to raise the profile of craft amongst this key collectors / art-led audience.

ORGANISATIONAL (6) ORGANISATIONAL GOAL

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

ORGANISATIONAL OBJECTIVES

6.1 Strengthen its communications with clients and other stakeholders with a concern about the future of Irish craft.

6.2 Develop the skills and confidence within the organisation to deliver a quality service.

6.3 Review and develop all its business systems and processes so that they enable the Crafts Council of Ireland to deliver a quality service to its clients.

6.4 Develop benchmark standards against which to test its performance.

Supporting Actions

The CCol through 2006 has evaluated its structures, processes and systems to optimise delivery and outputs.

Organisational activities in 2006 - Performance Management

Development: In 2006 each staff member has implemented his or her individual Performance Plan. This has ensured that each individual plan is intrinsically linked to the Strategic and Business plans. The staff receive the required professional and personal training to increase competencies and capacity. The outcome is a more strategic, structured and effective organisation.

Organisational activities in 2006 - Auditing Risk and Service charter and Freedom of Information

Throughout 2006 the CCol staff have worked to achieve exemplary standards in this area and have engaged an Internal Auditor to ensure its success.

All CCol projects and activities are scoped, developed and implemented with risk management to the fore in the planning and implementation of projects.

The CCol came under Fol regulations in May 2006.

In all its activities the CCoI is compliant and adheres to the highest standards of Corporate Governance and organisational development.

Liz Nilson, Portfolio

BEN
GARTES



**Crafts Council of Ireland - Client participation in
CCol Projects & Schemes by County in 2006**

	Sofa/portfolio/ standard Setters		50% Scheme/ avantcraft		Research Missions		Seminars 06		Craft In The Classroom		Showase Exhibitor Support		Network Support/ seminar/ facilatition		National Craft Gallery		Photo Scheme		Registration		Total	Total	Totals
	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F&M
Carlow		2	2	1	4	1	3	1				2		3	2		1	1	1		15	9	24
Cavan								1			1							1	1		2	2	4
Clare	1		2				6	2	1		2	1	2	4	1	3		4	3		24	8	32
Cork	1	3	5	9	8	6	10	20	13	2	4		37	16	14	10	2	1	8	6	102	73	175
Donegal					1		3			0	4	2	4	4	2		1				15	6	21
Dublin	6	10	6	6	21	6	23	11	2		8	3	6	11	22	19	7	3	15	9	116	78	194
Galway	1	2	1	1	1	1	9	4			2	1	20	15	2	3	2	2	1	3	39	32	71
Kerry			1	2	1		6	3			1	1	3		1		1		1	1	15	7	22
Kildare			3	2	4	2	7	7			3	1	2	2	4		2		1	1	26	15	41
Kilkenny	2	0	5	0		1	9	8	5	0	2		5	5	12	4	4	2	5	1	49	21	70
Laois							1						5	4	1				1		7	5	12
Leitrim	2		1		1		3				1				8	3	6	1	1	1	23	5	28
Limerick		1	2			1	4	1	2		5	1	2	1	4	3		1	2	2	21	11	32
Longford								1			1	1		1					1	1	2	4	6
Louth	1		3	4	5		8	1			1	1	2	1	8	4	1		3	3	32	14	46
Mayo		1	1	0		1	1	2	1	0		1		1	0		0		1	1	5	7	12
Meath	1	0		2	2	1	3	1			1			4	1	1			2	0	10	9	19
Monaghan				3	3			1				1		1					2		5	6	11
Offaly		1	1				4	1			1		1	1		5		1	3		10	9	19
Roscommon											1			1							1	1	2
Sligo			1								1	1		1					1	4	3	6	9
Tipperary		1			3		4		1				1	3	4	2			3		16	6	22
Waterford				2	1		7	6	1					1	1			1	3	3	13	13	26
Westmeath			2	1			7				2	1	1		1				3	4	15	7	22
Wexford			1	1	1		3	1					1	3	3	2			3	3	12	10	22
Wicklow		1	2	2	4		2	4				1	3	1	4	1			1	2	16	12	28
Total Rol	15	22	39	36	60	20	123	76	26	2	41	16	96	79	99	61	29	13	66	51	594	376	970

McKEMAN
SCARVES



McKeman Scarves, Avantcraft

DIRECTORS' REPORT

Laurence Kinsella, Photo Scheme

The directors present their report together with audited financial statements for the year ended 31 December 2006.

Directors' responsibilities for financial statements

The directors are responsible for preparing the annual report and financial statements in accordance with applicable law and generally accepted accounting practice in Ireland including the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland.

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

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

The directors confirm that they have complied with the above requirement in preparing the financial statements.

The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2006. 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Books of account

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

The books of account are kept at Castle Yard, Kilkenny.



Directors

The names of the persons who were directors at any time during the year ended 31 December 2006 are set out below. Except where indicated, they served for the entire year.

M Walsh (Chairperson resigned 25 May 2006)

M Weerakoon (Retired 25 May 2006)

D Shaw-Smith

E Kane

J P Donnelly

G O'Neill

L O'Hagan

J Byrne

A Montgomery

L O'Brien

P Pollock

S Daly

C Charlton

J Dunne

A Foy

G Wycherley (Chairperson appointed 11 October 2006)

B Moran (Appointed 25 May 2006)

Principal Activities

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

Prompt Payment of Accounts Act

Section 12 of the Prompt Payment of Accounts Act 1997 requires a statement of payment practice. Crafts

Council of Ireland's payment practice is to pay suppliers within the prescribed payment date as defined by S.I. No. 388 of 2002 (late payment in commercial transactions).

Auditors

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

On behalf of the board

G Wycherley

S Daly

Auditors' Report

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

We have audited the financial statements which comprise the income and expenditure account, balance sheet, cash flow statement and related notes. These financial statements however have been prepared under the accounting policies set out in the statement of accounting policies.

Respective responsibilities of directors and auditors

The directors' responsibilities for preparing the Annual Report and the financial statements in accordance with applicable Irish law and the accounting standards issued by the Accounting Standards Board and published by the Institute of Chartered Accountants in Ireland (Generally Accepted Accounting Practice in Ireland) are set out in the Statement of Directors' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland). This report, including the opinion, has been prepared for and only for the company's members as a body in accordance with Section 193 of the Companies Act, 1990 and for no other purpose. We do

not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, and are properly prepared in accordance with Irish statute comprising the Companies Acts, 1963 to 1983 and 1990 to 2006. We state whether we have obtained all the information and explanations we consider necessary for the purposes of our audit, and whether the financial statements are in agreement with the books of account. We also report to you our opinion as to:

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

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



Basis of audit 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 2006 and of its deficit and cash flows for the year then ended; and
- have been properly prepared in accordance with the requirements of the Companies Acts, 1963 to 1983 and 1990 to 2006.

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

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

PriceWaterhouse Cooper
Chartered Accountants and
Registered Auditors

Leggettsrath Business Park
Dublin Road Kilkenny

May 2007



BALANCE SHEET
31 DECEMBER 2006

BALANCE SHEET
31 December 2006

	2006 €	2005 € €
Fixed assets		
Tangible assets	281,331	322,018
Investments	<u>1</u>	<u>1</u>
	281,332	322,019
Current assets		
Debtors	335,114	930,735
Cash at bank and in hand	<u>932,549</u>	<u>702,987</u>
	1,267,663	1,633,722
Creditors - amounts falling due within one year	<u>(1,294,023)</u>	<u>(1,378,624)</u>
Net current (liabilities)/assets	<u>(26,360)</u>	<u>255,098</u>
Total assets less current liabilities	254,972	577,117
Creditors - amounts falling due after more than one year	<u>(145,014)</u>	<u>(193,334)</u>
	<u>109,958</u>	<u>383,783</u>
Represented by		
Revenue surplus	<u>109,958</u>	<u>383,783</u>

Karen Morgan, Pottery skills graduation



CASH FLOW STATEMENT **Year ended 31 December 2006**

	2006 €	2005 € €€
Net cash inflow/(outflow) from operating activities	282,582	(153,674)
Taxation	-	-
Capital expenditure and financial investment	<u>(53,020)</u>	<u>(28,911)</u>
Cash inflow/(outflow) before use of liquid resources and financing	229,562	(182,585)
Financing	-	-
Increase/(decrease) in cash	<u>229,562</u>	<u>(182,585)</u>



Jane Murtagh, Photo Scheme

DETAILED INCOME AND EXPENDITURE ACCOUNT

Year ended 31 December 2006

	2006 €	2005 €
Income		
Enterprise Ireland	3,055,655	2,970,485
Less income received in advance	<u>-</u>	<u>(317,655)</u>
	3,055,655	2,652,830
Other income:		
Showcase trade fair income	276,539	275,385
Short courses and consultancy	9,600	22,766
Sundry revenue	15,353	11,502
Council member subscriptions	4,119	5,019
Craft industry contributions	33,429	93,419
Arts Council Northern Ireland	25,666	29,900
Atlantic Interreg IIIB	<u>110,677</u>	<u>82,027</u>
	3,531,038	3,172,848

Sharon Ferguson, 3rd Level Awards



	2006 €	2005 €
Expenditure		
Administration	759,640	713,573
Stoppress	69,954	51,918
Information management system	24,759	28,389
50% scheme co investment	110,982	74,580
Avant Craft	198,992	110,664
Publications	86,811	101,104
Pottery skills course	194,732	181,302
Jewellery skills course	190,419	185,157
Training administration	357,477	335,799
PR initiative	95,805	80,076
Content management system	-	2,540
IT development	136,869	124,619
Regional networks	-	38,050
National exhibition programme	493,860	497,742
Mainstream marketing	156,439	-
Excellence Media Programme	33,682	31,173
Statistical research	76,518	72,273
Seminars and mentoring	83,376	130,671
Direct routes to market	238,369	153,485
Showcase	117,652	106,827
Corporate	165,844	41,140
Schools liaison programme/ curriculum development	68,927	71,845
National collections	29,793	35,960
Write off of European Social Fund grant receivable	<u>113,963</u>	-
	<u>3,804,863</u>	<u>3,168,887</u>
Net (deficit)/surplus for year	<u>(273,825)</u>	<u>3,961</u>

"The accounts for the year show a deficit of €273,825. The biggest item on the deficit is a write off of European social funds receipts which had been in the accounts for a number of years. It is now considered that this amount will not be received. The remaining items concerns expenditure which had not been budgeted for in relation to the Strategic Plan, improved internal controls and SOFA Chicago. The deficit has no adverse impact on the operations of the organisation."



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NDP
NATIONAL DEVELOPMENT PLAN