

annual report

2005

 Crafts Council of Ireland





THE CRAFTS COUNCIL OF IRELAND'S MISSION STATEMENT

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.



PHOTOGRAPHY

Trevor Hart

Roland Paschhoff

Estelle Barrett Morgan

Gillian Buckley

Frank Fernandez

Dylan Vaughan

Tom Russell

SPECIAL THANKS:

To CRAFTMARK for the contribution of images by photographer Tom Russell from their exhibition 'Piece'

Work featured on front cover by Eimear Conyard, Piece

DESIGN

Trigger Communication

www.trigger.ie

PRINT

FX Press



Castle Yard, Kilkenny.

T: +353 (0)56 7761804

F: +353 (0)56 7763754

E: info@ccoie.ie

W: www.ccoie.ie





Jewellery Skills Graduates 2005 pictured with trainer Jane Huston and the Apprentice Shield.



THE APPRENTICE SHIELD

Designed and made by the students on the Crafts Council of Ireland's Jewellery Skills Course in 2005 "The Apprentice Shield" is large – 320mm / 24 inch in diameter (plus the turned and textured wooden border) and made of Hallmarked sterling silver. It weighs over 7 kilos (15lbs) and is one of the largest pieces of its kind to be hallmarked in the Republic of Ireland.

The shield comprises all of the skills acquired during the students' time on the course – design, layout, piercing, engraving, enamelling, chasing, casting & mould-making, gemstone setting (bezel and pave), CAD CAM, photo-etching, texturing and gold plating. And not least of all, project management and team working.

Literature and music are central to the piece through the use of words by some of Ireland's leading lights, along with quotes from 'Amergin', the oldest poetry known in Ireland and an old Irish saying which roughly translated means 'You won't appreciate it until it is gone'.

Input came from Nobel literature laureates Seamus Heaney and WB Yates, poet Eavan Bland, theologian Herbert O'Driscoll and pop star/poverty campaigner Bob Geldof – all of whom gave permission for the use of their work.

This unique and beautiful piece is the culmination of months of planning, inspiration and creativity by the 11 trainees and the various trainers who offered advice and support along the way. The names of all of the students who worked on the piece, along with the names of all of the graduates and trainers who have been through the course are embedded in the piece as a lasting memory of their contribution.



Orla Havlin – Showcase

THE CRAFTS COUNCIL OF IRELAND'S

VISION

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



Michael Bell

table of contents

1

CRAFTS COUNCIL OF IRELAND

Introduction and Background	06
List of Services and Activities	08
Structure of the Crafts Council of Ireland	10
List of Board Members	12
List of Member Organisations	13
List of Staff	14
List of Service Suppliers	14
Register of Craft Enterprise by County	15

REPORTS

2

Chairman's Report	18
Chief Executive Officer's Report	22

OPERATIONAL PROGRAMME

3

Summary of 2005 Programmes / Activities	26
Design	27
Knowledge	35
Marketing	45
Education	49
Recognition	55
Organisation	59

4

BENEFICIARIES

CCol Client Participation in Projects & Schemes by County in 2005	66
---	----

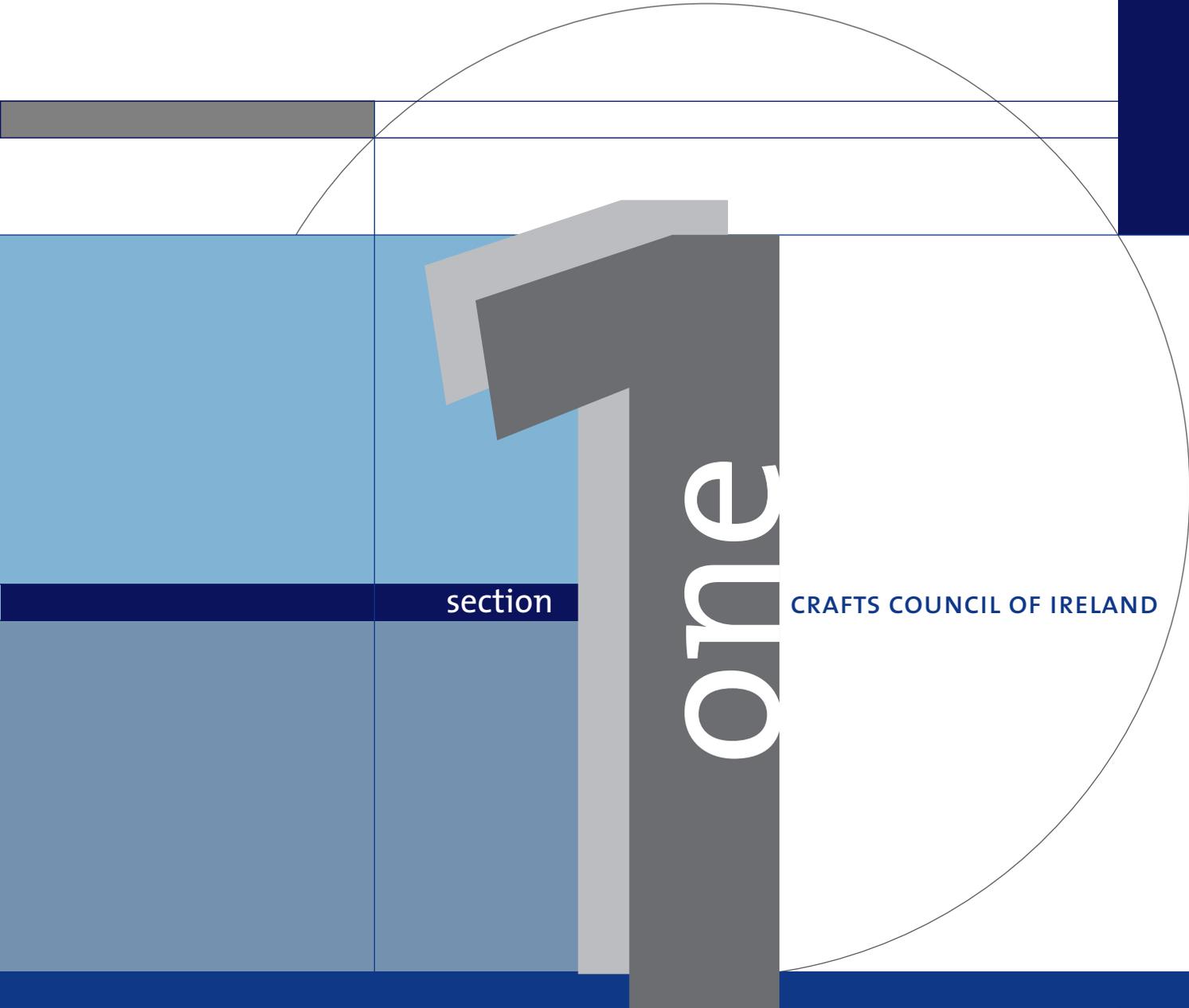
FINANCIALS

5

Director's Report	70
Auditor's Report	72
Accounts	74



Mark Oliver – Christmas Presence



section

CRAFTS COUNCIL OF IRELAND

introduction and background

to 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.

HISTORY OF THE CRAFTS COUNCIL

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.

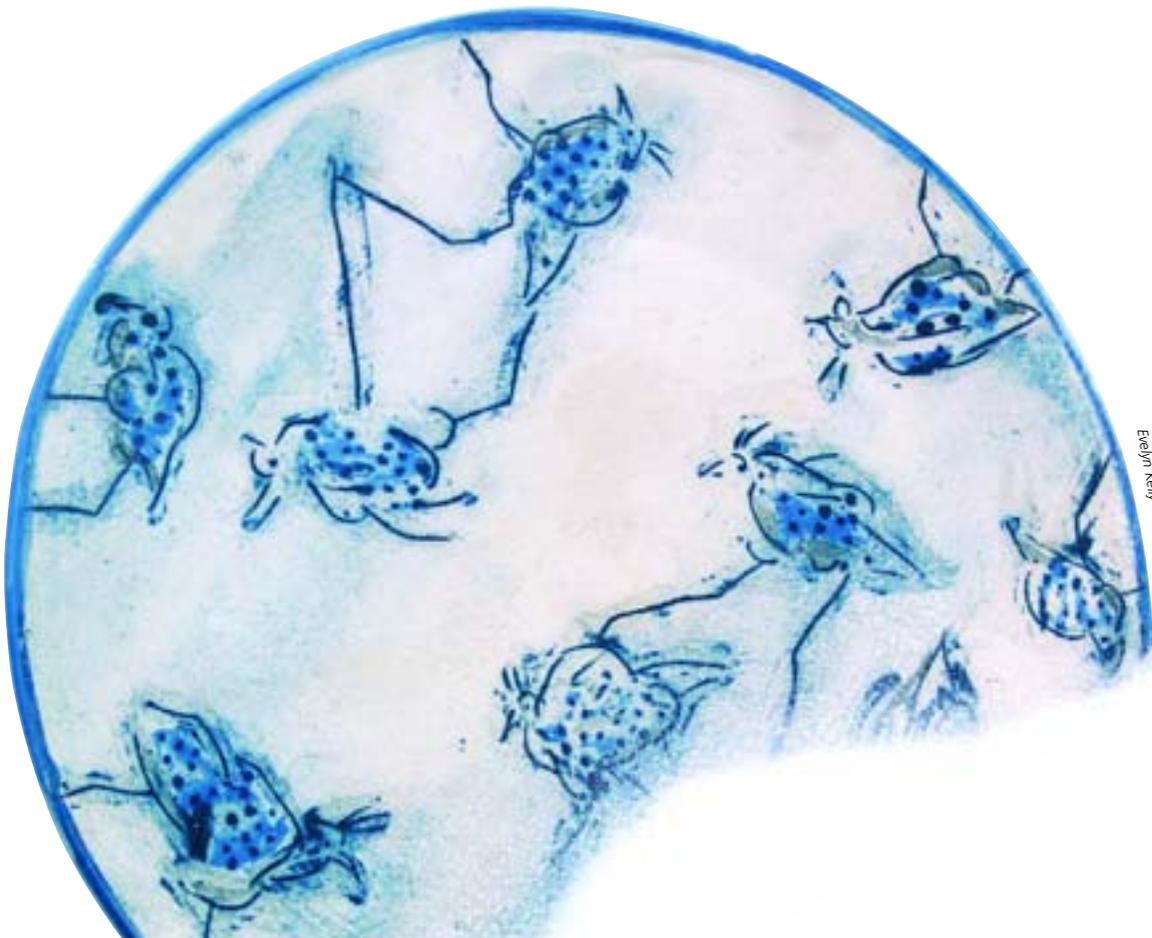
Over the years, the aims and objectives of CCol have evolved and developed to meet the needs of the industry and ensure its growth and development. CCol's second Strategic Plan 2004–06 clearly outlines the policy objectives and maps out the activities until the end of 2006.

CCol is based in Kilkenny and employs 13 people full time and a number of part time / temporary contractors and project managers. It has 65 Member Organisations, over 1,600 registered craftspeople and in 2005 operated with a budget of €3,168,887.

THE CRAFT INDUSTRY

The major sectors within the Irish craft industry are ceramics, 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 deemed unsuitable by other manufacturing sectors.

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



Evelyn Kelly - Christmas Presence

list of services 2005

CLIENT SERVICES

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

- Accreditation of Craft Training
- Graduate exhibition
- Jewellery Skills Training
Full Time 2 Year Course
Short Courses
- Ceramic Skills Training
Full Time 2 Year Course
Short Courses

- 1st Level Pilot Programme –
Craft In The Classroom
- DCU / UCD Fellowship –
Adaptive Craft

EVENTS

- CCol Christmas Presence
Retail Fair - December
- Showcase Ireland
International Trade Fair – January

EXHIBITIONS

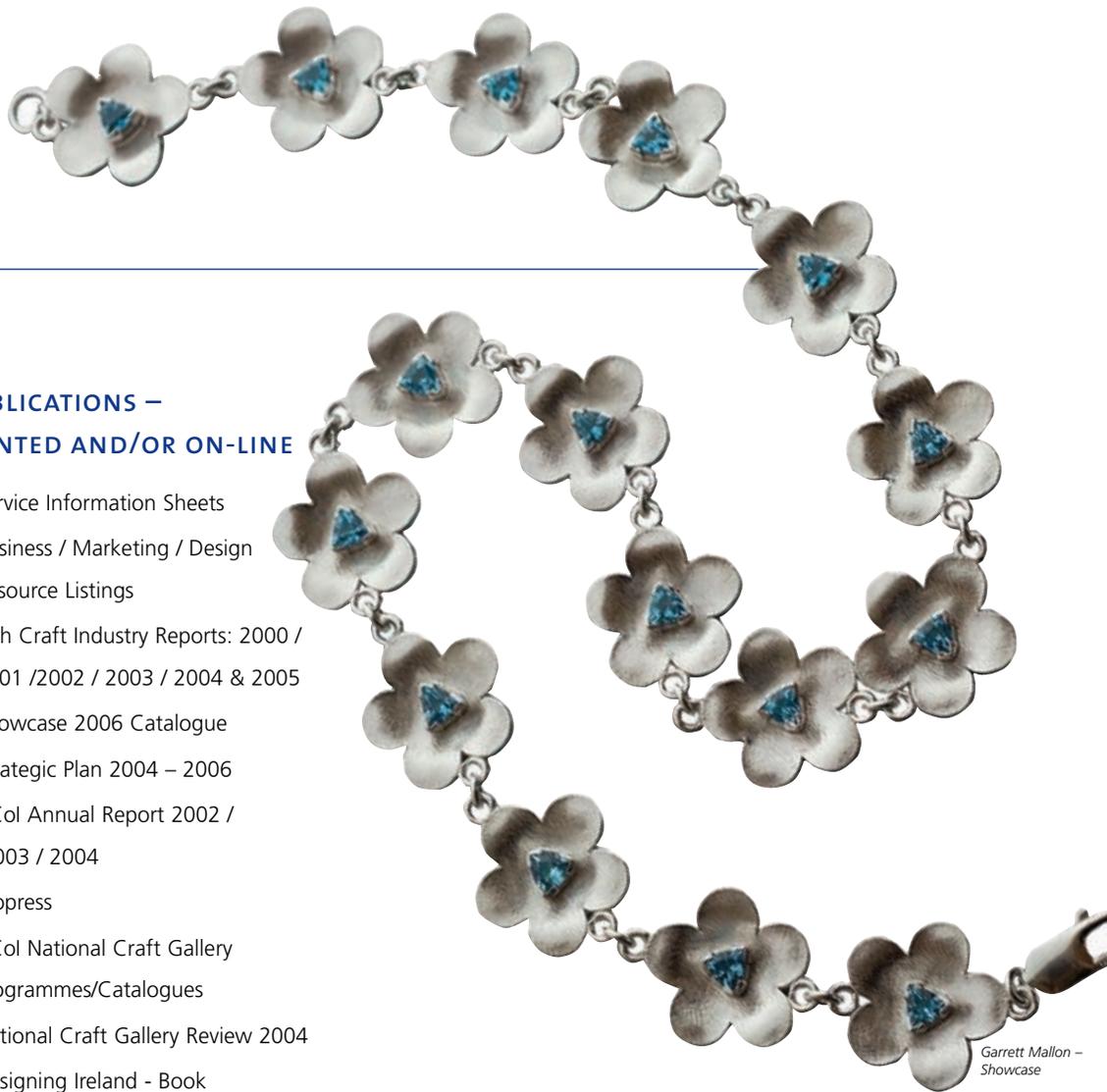
- National Craft Gallery Exhibitions
CCol Exhibitions and National and
International visiting exhibitions
- Regional Exhibitions CCol
Touring exhibitions

DESIGN DEVELOPMENT

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

MARKET AND PRODUCT DEVELOPMENT

- Norwegian Ceramics Lecture
- Fibre Conference
- Art Craft Science Day
- Trend Events (with Enterprise Ireland)
- Packaging Event –
Wrapped and Packed
- Meet the Celtic Buyer
- Meet the French Buyer
- Furniture Innovation Seminars
- Consumer and retailer behaviour
market research workshops
(Avantcraft)
- International Opportunities Event
- Network Information Day
- Research Missions
- Portfolio
- Bursary Scheme



PUBLICATIONS – PRINTED AND/OR ON-LINE

- Service Information Sheets
- Business / Marketing / Design
Resource Listings
- Irish Craft Industry Reports: 2000 /
2001 /2002 / 2003 / 2004 & 2005
- Showcase 2006 Catalogue
- Strategic Plan 2004 – 2006
- CCol Annual Report 2002 /
2003 / 2004
- Stopress
- 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

structure

of the crafts council of ireland



AN ORGANISATION OF ORGANISATIONS

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

Members are:

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

Organisational membership confers:

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

REGISTER OF CRAFT ENTERPRISE AS OF 2005

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 1,605 craftspeople registered as at 30th December 2005. Registration is dependent on the fulfilment of certain CCol criteria including:

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

Registration confers:

- Access to all CCol services and activities.

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

Member organisations are represented by individuals who monitor CCol, particularly its strategic and financial activity, on behalf of the whole craft industry. Their main opportunity to comment on CCol performance comes at the Annual General Meeting. (The Board of CCol have the option open to them of creating individual members 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 Council strategy – however, their views, when correlated by independent research, have significant influence on CCol policy development.



list of
board members as at 31 december 2005

MINISTERIAL NOMINEES

Martin Walsh *Chairman*

Giles O'Neill, Jean Byrne (*re-appointed on 10/05/2005*),

Jim Dunne (*appointed on 10/05/2005*), Anna Foy (*appointed on 09/02/2005*)

ELECTED REPRESENTATIVES

David Shaw-Smith (*re-elected on 02/06/2005*), Emmet Kane, JP Donnelly,

Laura O'Hagan, Peter Pollock (*re-elected on 02/06/2005*), Loretta O'Brien (*re-elected on 02/06/2005*),

Anne Montgomery, Mike Weerakoon, Sarah Daly, Christine Charlton (*elected on 02/06/2005*)

FOUNDING MEMBERS

Patsy Duignan, Mary Mullin, Blanaid Reddin, Betty Searson



list of member organisations

Crafts Council of Ireland Membership List as at 31 december 2005

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

list of service suppliers

as at 31 december 2005

Jane Huston

Jewellery Training

Gus Mabelson

Ceramics Training

Vincent O'Shea

Exhibitions / National Craft Gallery

Michael Quinn

Web Management

Fintan Blake Kelly

IT Systems Support

Catherine Jordan

Showcase

Ann Dack

Portfolio / National Collections

Joanna Quinn

Information Management System

Randa Massot

International Research

Helen Lynch

NI Liaison / various CCol projects

list of staff

as at 31 december 2005

Leslie Reed

CHIEF EXECUTIVE OFFICER

Emer Ferran

Programme Manager

Mary Whelan

Projects Assistant

Nicola Whelan

Programme Manager

Caroline O'Riordan

Communications Officer

Mary O'Shea / Emma Briscoe

Communications Assistant (Job-sharing)

Breda Butler

Communications Assistant

Cornelia McCarthy

Programme Manager

Sharon Rollston

Education Development Officer

Nuala McGrath

Administration Officer

Amanda Fenelon

Administration Assistant

Mary Blanchfield

Finance Officer

Julie Jackman

Accounts Assistant



Theresa Cullen



breakdown of
register of craft enterprise as at 31 december 2005

BY DISCIPLINE

Basketry	45
Bookbinding	4
Candlemaking	21
Ceramics	224
Fly Tying	1
Fresco Painting	1
Furniture Making	117
Glass Making	124
Horology	5
Jewellery	219
Leather Working	15
Lettering – Calligraphy	7
Metal Working	75
Mixed Media Constructing	49
Musical Instrument Making	15
Paper Working	69
Printing	21
Silversmithing	15
Soap Making	3
Spinning	1
Stone Working	42
Textile Making	349
Thatching	4
Toymaking	5
Woodworking	174
Total	1,605

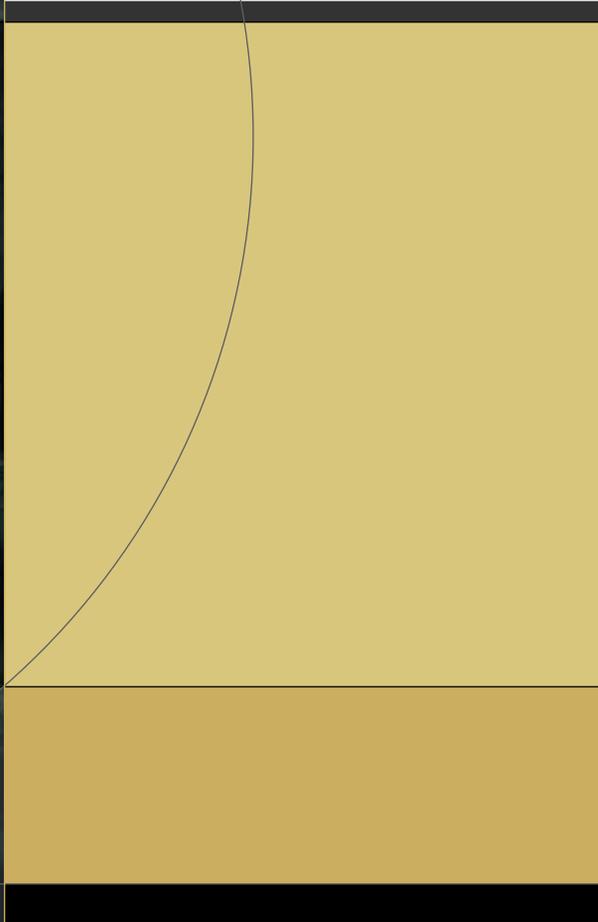
BY COUNTY

Antrim	50
Armagh	12
Carlow	25
Cavan	18
Clare	53
Cork	209
Derry	18
Donegal	58
Down	92
Dublin	280
Fermanagh	15
Galway	105
Kerry	71
Kildare	38
Kilkenny	75
Laois	18
Leitrim	29
Limerick	23
Longford	9
Louth	40
Mayo	41
Meath	32
Monaghan	15
Offaly	34
Roscommon	17
Sligo	25
Tipperary	43
Tyrone	24
Waterford	44
Westmeath	22
Wexford	12
Wicklow	48
England	6
Germany	1
Norway	1
Wales	1
Denmark	1
Total	1,605





Martha Gillan - Showcase



reports REPORTS



Peter Scroope



section

REPORTS

two

chairman's report



The craft sector is experiencing a period of fast-paced market change. The industry faces both threats and opportunities as a result of new consumer behaviour, increased competition, high overheads, tight margins, increased globalisation and a reduced profile in high street /department stores and shopping centres.

The consumer has high expectations in terms of quality, style and value. The current marketplace offers more choice and variety than ever before. Thus the craftspeople must place emphasis on adding value - creating items of beauty that the consumer will identify with, admire and purchase.

The Crafts Council of Ireland recognises the current pace of change and has focused not only on identifying the key issues but also in making sure that the craft sector has the skills available to respond to this dynamic market.

In bringing market intelligence to the sector the Council facilitates the development of more cohesive responses, enabling craftspeople to focus on the opportunities which our consumer research indicates are available. This is a constant evolution – the Council will continue to research and develop the information necessary for the sector to plan and tap into the potential of this consumer-led market.

The challenge for the craft sector (as indeed for many other sectors of the Irish economy at present) is to respond coherently and effectively to this change. Given that we live in a country where the cost of living is high, it is essential that craftspeople adapt to the market in a way that will enhance profitability and provide a sustainable income. This requires an acceptance of the need to change and a commitment to address it – and for some businesses this is easier than for others.

Choosing to make craft items may be either a creative, artistic choice or a lifestyle choice. Whatever the reasoning behind the business, the reality is that, it must be economically sustainable and able to compete in the market. Indigenous items that are labour intensive and do not offer the consumer any genuine added value are competing directly with low-cost imports from abroad – and this is not a viable choice. For craft businesses the challenge is to present authentic items, that offer added value, are well designed, well produced and have a unique ‘story’ behind them. This invites the consumer to connect with craft and appreciate why it costs more than a mass produced item.

This challenge of creating a differentiating factor is at the heart of marketing and brand management. Large conglomerates spend millions developing brands that are ‘compelling’ and ‘truthful’ – so that the modern consumer can connect with them and choose them over a competitor.

Craft does not have to work quite as hard because the combination of creative design process with bespoke manufacture give it inherent value. By its very nature craft is ‘compelling’. It has integrity, authenticity and is unique - each handmade piece has its own idiosyncrasies. It also bears the imprint of the creator’s personality – thus imbuing each item with a sense of character that cannot be achieved through the mass manufacturing process. For the consumer, constantly trying to find those unique products and experiences in a market full of near-identical offerings, craft can provide all the essential values they are looking for.

The Council will ensure, through the projects and services it offers and the intelligence it provides, that the sector is in a position to recognise these key opportunities and to act on them.

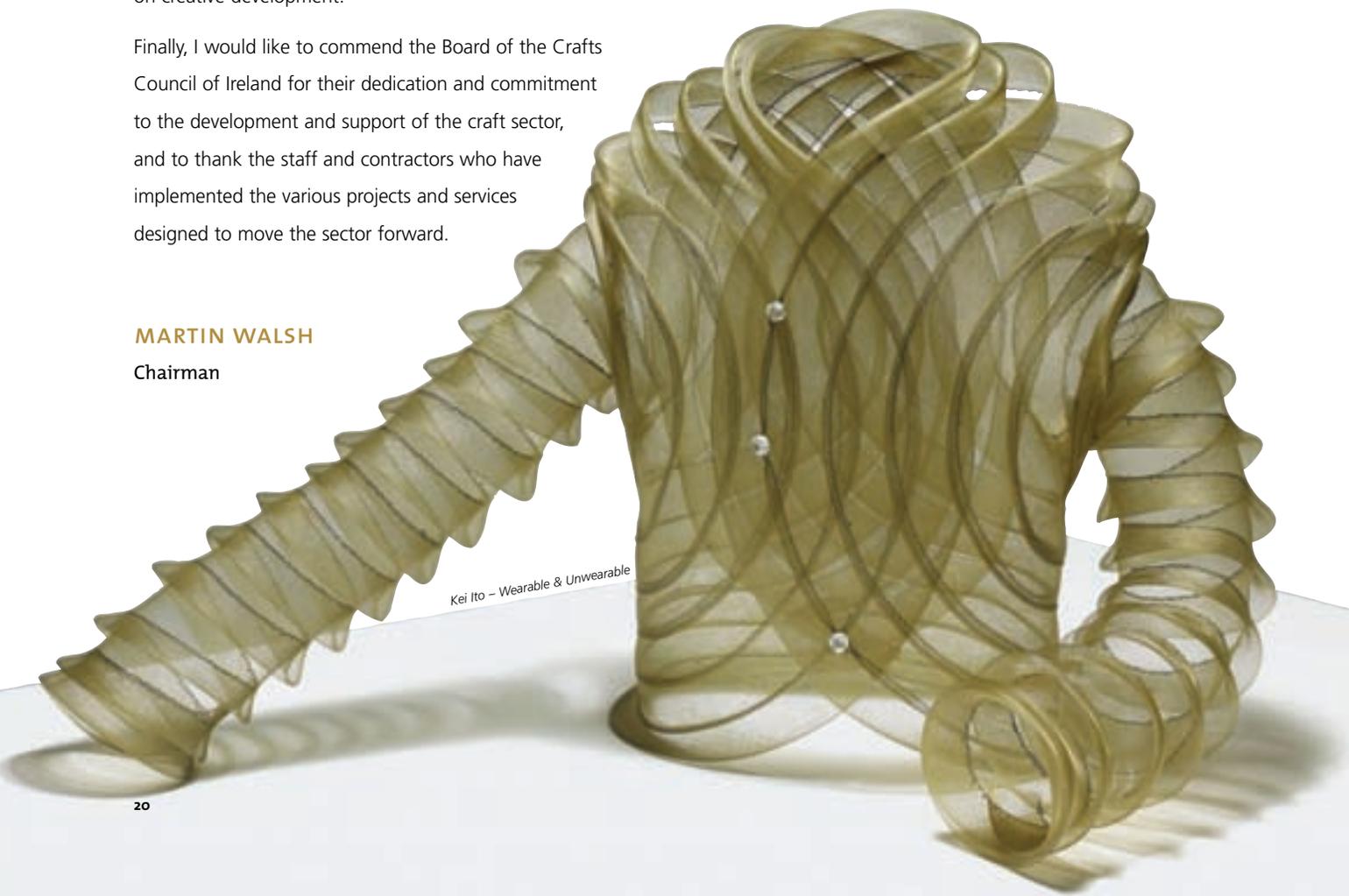


Once again, I would like to acknowledge, on behalf of the craft sector as a whole the vital support provided by Enterprise Ireland through the Department of Enterprise Trade and Employment and in particular the support of Minister Michael Martin. In a speech at the opening of '40 Shades of Green' (a Crafts Council exhibition that was one of the highlights of the Cork City of Culture 2005 programme) in January 2005, Minister Martin commented that 'craft is the meeting place of culture and commerce' – his recognition and acknowledgment of craft's unique place in Irish society has been of huge significance and enables the sector to pursue economic growth while also focusing on creative development.

Finally, I would like to commend the Board of the Crafts Council of Ireland for their dedication and commitment to the development and support of the craft sector, and to thank the staff and contractors who have implemented the various projects and services designed to move the sector forward.

MARTIN WALSH

Chairman



chief executive officer's *report*

2005 saw the completion of the second year of operational activity under the Strategic Plan 2004 – 2006 and the full implementation of the operational programme designed to deliver it. A mid-term review of the plan allowed for assessment of programme activity and of the commercial environment impacting on the industry. This in turn will enable appropriate adjustments and re-prioritisations in light of our findings.

From 2000, the year of our first formal strategic plan, the key industry performance indicator measured each year was the income generated by the micro-enterprises that dominate Irish craft manufacture. While this was effective as a starting point in the economic assessment of an industry that had never been measured before, it is too one-dimensional and does not take into account the attitudes and spending power of Irish consumers who are the final arbiters on the current (and future) commercial success of Irish craft.

Therefore, in 2005 CCol integrated consumer research into its analysis of industry performance. This approach clearly highlighted the increasing importance of direct sales, i.e. via workshop outlets and consumer fairs, to the industry.

Direct sales of craft by producer to consumer rose by nearly 50% between 2003 and 2005 to €77.4 million. In the same period, indirect sales, i.e. via a retailer, only grew by 16% to €54.4 million, and sales growth between 2004 and 2005 was almost static at 1%.

DOMESTIC CRAFT EXPENDITURE	2003	2004	2005
Value of Direct Sales <i>€ Million</i>	51.9	72.9	77.4
Value of Indirect Sales <i>€ Million</i>	46.7	53.9	54.4
Value of Domestic Direct & Indirect Sales <i>€ Million</i>	98.6	126.8	131.7
Total Domestic Consumer Spending <i>€ Million</i>	65,227	68,540	71,282
Spending on Craft as a % of Consumer Spending	0.15%	0.19%	0.18%

(Figures drawn from the CCol Industry Report and Central Statistics Office)

To understand why craft is not increasing its share of consumer spending in a period of record growth, the Crafts Council commissioned independent surveys of consumer groups as well as a number of high profile retailers. There were a number of key findings – perhaps most obvious of which was the fact that retail shelf space has been conceded by Irish craft to imported goods which immediately hits potential sales.

This impact is compounded by the fact that most consumers, particularly those in the 25-35 age group, do not shop outside of the major retailers such as high street shops, department stores and shopping centres. Travelling to studio outlets to purchase craft is not attractive to consumers who are “cash rich” but “time poor”. This is of special concern in regard to younger consumers whose recruitment as customers is critical to a sustainable future for the Irish craft industry.

There is also a perception amongst Irish consumers that craft is for tourists and so irrelevant to their purchasing needs. However, examples of craft products, which were seen to be design-driven and that addressed the needs of a contemporary lifestyle, were well regarded by surveyed consumers. The possibility of converting ‘regard’ or ‘appreciation’ into ‘actual purchase’ was limited by consumers’ lack of access to the products. They are not currently available in the department stores and specialist gift shops where consumers predominantly shop – a classic Catch 22.

Nonetheless, identifying the inhibitors to growing craft sales is the first step in enabling both the Council and the industry to work to overcome them. In conducting a mid-term review of the current Strategic Plan and its capacity to meet that challenge in mid-2005, the Council could see that in many areas policy was well adapted to the commercial landscape revealed by the new research.



Gail Kelly – Showcase

This is particularly true of projects initiated under the Design goal, such as the 50% Scheme and Avantcraft, which are ensuring that there are increased numbers of design-led crafts available to match consumer needs. In terms of the Marketing goal, CCol must reassess its programme and look at ways to develop retail access to craft goods for mainstream consumers in 2006. As a part of this, the Council must create a new and more functional relationship with Irish retailers, particularly at our Showcase trade fair.

The introduction of consumer research was a commitment made under our Knowledge goal, in recognition that policy must be flexible and driven by credible and up to date analysis. The Crafts Council is committed to making the industry fully aware of the research outcomes and to working with the sector to identify the best strategic response. Certainly, 2006 will see further independent consumer surveys on the commercial potential of different market segments in both high-end mainstream and collector/commissioning markets. This will enable priorities to be established, and where necessary, adjustments can be made to activity to reflect the newly identified needs.

Finally, I would like to thank the staff of the Crafts Council of Ireland for their work in making the Strategic Plan accessible to so many clients in 2005 and creating new highs in client evaluation of CCol's projects and services.

LESLIE REED

Chief Executive





Oisín Kelly – Designing Ireland





Celine Taylor - Piece

OPERATIONAL PROGRAMMES



section

three

operational programme OPERATIONAL PROGRAMME operational programme OPERATIONAL PROGRAMME operational programme OPERATIONAL PROGRAMME

summary of programmes/activities

design

- Design-Related Activities
Seminars, Facilitation/Mentoring,
Network Support & Made for
America
- 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 Skills Training Programme
& Apprentice Shield
- Accreditation of Craft Training
- Primary Schools –
National School Pilot Project
- 3rd Level Colleges –
Award Scheme
- Adaptive Craft

recognition

- Bursary Award
- National Collections
- Standard Setters

organisation

- Personnel – Performance
Management Development
- Organisational Development –
Auditing, risks and service charter



goal

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

OBJECTIVES

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

SUPPORTING ACTIONS

2005 saw the further development of many of the supporting actions instituted in 2004 such as running seminars, workshops and 'trend days' for craftspeople. 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 CCoI 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 2005

seminars, workshops and trend days

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

- Norwegian Ceramics Lecture
- Fibre Conference
- Art Craft Science day

240 attendees

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

- Trend events (with Enterprise Ireland)
- Packaging event 'Wrapped and Packed'
- Meet the Celtic Buyer
- Meet the French Buyer
- Furniture Innovation seminars (2)
- Consumer and retailer behaviour market research (Avantcraft) workshops

261 attendees

Information-giving events relating to CCol activity in key areas:

- International Opportunities
- Network Information Day

172 attendees

FACILITATION AND MENTORING

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.

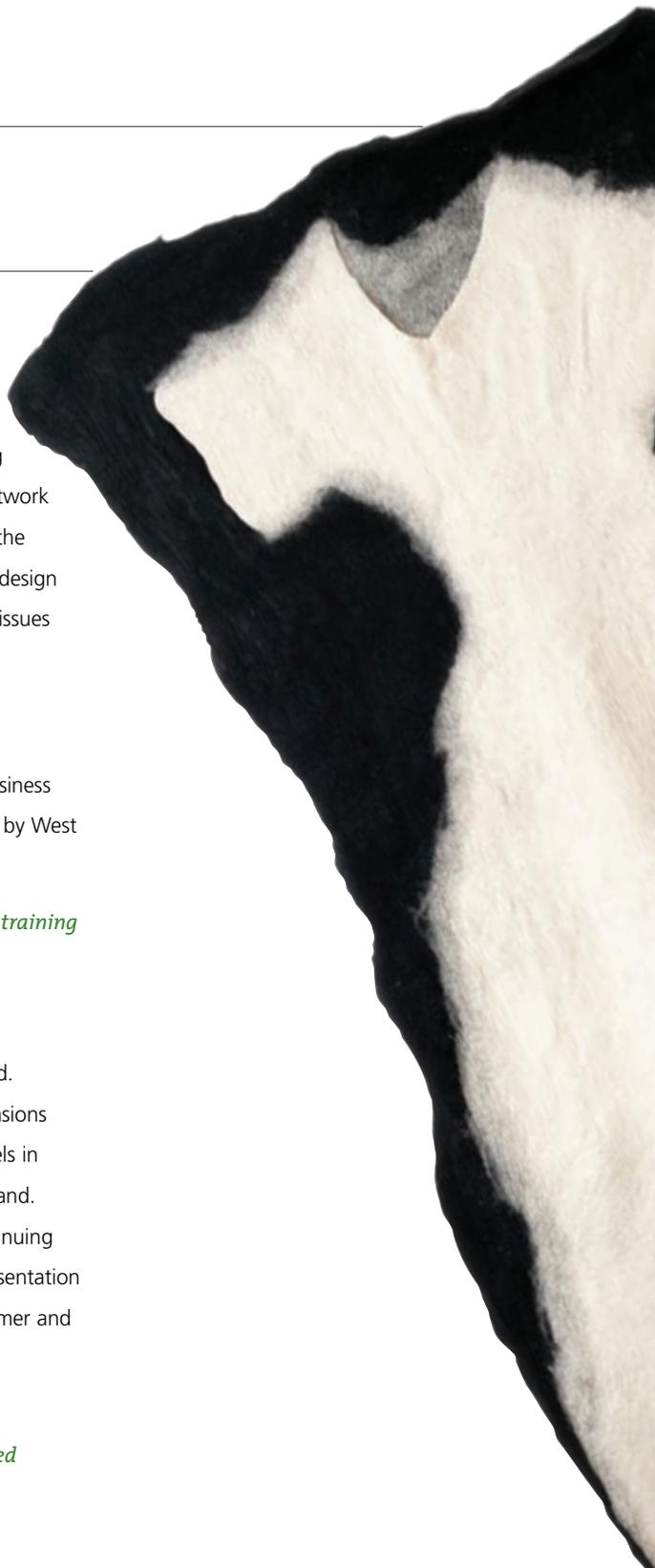
89 participants

A dedicated 8-week CCol business development course was run by West Cork Leader.

12 companies completed the training

Following a research mission to Stockholm, co-ops run by designer/makers where visited. A focus group met on 4 occasions to look at 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





Heather Secher - Wearable & Unwearable

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. The new submission date facilitates better timing of funding for the forthcoming year's activity. The network information day in July assisted groups in seeing best practice from other networks and also encouraged a better standard of application to the selection panel.

9 networks received support for annual activity

MADE FOR AMERICA AWARD, AND MEET THE CELTIC BUYER

These CCol projects constitute a design-specific market opportunity and a workshop. During stage one, craftspeople keen to exploit the American market for Celtic crafts were introduced to key buyers from the North American Celtic Buyers Association (NACBA) and the manufacturing partner in the 2005-6 award, TJH (The Jewellery House). They also received product feedback in a clinic-style workshop. During stage two, Breda Haugh of Orna Jewellery, the winner of the Made for America award was presented with her prize, and visited the US on a research mission.

design-related activities in 2005
collaboration and product development

**AVANTCRAFT DESIGN
COLLABORATION (ATLANTIC
INTERREG IIIB PROJECT)**

The Avantcraft initiative matches craft enterprise with designers to work together on developing new product. Four 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 their design needs. 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 work with them on their new ranges. All receive back up support from a design project manager.

*12 participating companies,
8 designers*

**50% SCHEME –
PRODUCT DEVELOPMENT
CO-INVESTMENT**

Researching, designing and making product for named events, 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 or significant exhibitions.

20 companies supported in 2005



design-related activities in 2005
promotion and accessing information

**STOPRESS EDITORIAL POLICY
ON DESIGN**

During 2004 an editorial strategy was adopted for Stopress, which saw the beginning of a series of design-related articles commissioned from a specialist panel of journalists and writers. This policy continued throughout 2005 and a series of interviews on current CCol product / design related projects were conducted and published, which served to reinforce the importance in investing time and money in research, design and product development.

In 2005, 3 key design articles and 4 interviews were published. Stopress is distributed to all CCol's registered craftspeople and key influencers. It is also available on-line. An average of 2,200 issues are disseminated bi-monthly.

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. This resource is part of a new General Information Resource on the website and also includes Marketing and Business resources. This facility will grow and expand and become more sophisticated as the website technology improves in 2006.

As of the 31st December 2005, Design Resource contained the following listings:

- *International Design Museums*
- *International Design Galleries*
- *Design websites*
- *Inspiration in Design – resource List*
- *Library Listing with design resources*

Rachel McKnight – Piece

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 even greater opportunity to present dynamic and groundbreaking exhibitions from at home and abroad. It meets the remit of running a dynamic and thought-provoking national and international exhibition programme.

2005 was the sixth operational year – and the busiest to date with 15 NCG exhibitions (3 from overseas and 7 touring shows visiting 4 countries).

■ NCG 2005 PROGRAMME FEATURED:

- **Figures in Norwegian Contemporary Ceramics** – a fantastic world created by Norway's top ceramicists
- **Homelands** – stunning examples of contemporary fibre art from Wales
- **00-04 REVIEW** - Marking the publication of the NCG Review, major figures from the exhibitions programme of the past four years were selected to exhibit in this showcase of the very best Ireland has to offer
- **Graduate Jewellery** – graduates from CCol's Jewellery Design & Production Skills Course presented their work. The standard and quality of the pieces presented reflects the international reputation earned by the course over the past 13 years
- **Fibre: A New World View** – Rick and Ruth Snyderman of the Snyderman-Works Gallery, Philadelphia curated this snapshot of a significant group of new textile works from the USA
- **Collectors Event @ NCG** – following on from the success of the 2004 show, the 2005 show presented a selection of stylish and desirable craft from Ireland, the UK, Denmark and Poland
- **Playthings** – an exhibition by a selection of Irish craftspeople designed to bring out the child in you, in association with Draiocht Arts Centre, which ran in NCG during Kilkenny Arts Festival
- **Wearable and Unwearable** – a group of Irish and International makers blurred the boundaries between fashion, textiles, sculpture and jewellery
- **Piece** - new work made in response to the words Piece and Peace is presented by craftspeople from Northern Ireland
- **Christmas Presence** – a selling exhibition of stylish, contemporary and tempting work by a variety of Irish craftspeople

The National Craft Gallery was visited by c. 67,000 people in 2005.



Fiona Keir

REGIONAL TOURING EXHIBITIONS

CCol supported a range of regional touring exhibitions across the island of Ireland during 2005 including:

- **Forty Shades of Green** – CCol presented at the Glucksman Gallery one of the opening shows at Cork 2005 European Capital of Culture, featuring groundbreaking work that pushed the boundaries of craft and art
- **Irish Basket Making: Tradition Today** – was on show at venues including Tralee and the St Patrick's Day Festival, Dublin
- **CCol Feature Garden** – at MyHome.ie Spring House and Garden Show, RDS, Dublin, featured a garden designed by Chelsea silver-medal winner Paul Martin, working closely with a selection of Irish craftspeople
- **LOOT!** - an exhibition of Jewellery that opened in the Museum of Art and Design New York in 2004 toured to the Irish Visions – St Patrick's Day Festival, Dublin
- **Playthings** - an exhibition by a selection of Irish craftspeople designed to bring out the child in you featured in Draiocht Arts Centre, Blanchardstown, Dublin
- **Christmas Presence** – stylish and contemporary work presented at the National Crafts Fair, RDS, Dublin

- **Designing Ireland** – also featured in the Cork 2005 European Capital of Culture programme. A major CCol exhibition examining the evolution of the Irish craft industry from the early days of the Kilkenny Design Workshops
- **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 102,000 people visited these CCol regional exhibitions in 2005.

INTERNATIONAL EXHIBITIONS

During 2005 CCol actively supported the exhibition and promotion of Irish craft abroad by bringing the following shows to the key events and locations:

- **Forty Shades of Green** - toured to the Dixon Gallery during the Memphis in May Festival, Memphis USA and to Gallery Arka, Vilnius Lithuania
- **Irish Basket Making: Tradition Today** – toured to Liverpool and Spain
- **LOOT!** - Jewellery exhibition toured to Bluecoat Gallery, Liverpool

In all almost 25,000 people visited these CCol exhibitions abroad.

Building on the initiatives established in 2004 – that focused on fulfilling the Design objectives in the Strategic Plan – 2005 was a year of consolidation and expansion in the area of Design. Participation rates at the various design related seminars, workshops and information days were very strong with over 673 people availing of these events. Topics covered varied from the very specific – such as the ‘Fibre Conference’ – to the more general – such as the International Opportunities day. The common thread through all was encouraging craftspeople to understand the importance of design and to develop their skills in design.

Facilitation and mentoring enabled participants to take this a stage further and get specific advice on critical design and marketing issues. Building relationships with other key bodies and service providers encouraged even greater uptake of service – for example the 8 week course that was run in conjunction with West Cork Leader. Facilitating craftspeople to access design information was also key – and the Design Resource on-line enabled people to progress their knowledge at their own pace.

Collaboration with international bodies also continued to play an important role in the development of service – both through the exhibition programme and through visits such as the Co-operative Retailing mission to Stockholm. The Avantcraft project is another example of this – working with other countries under the umbrella of the Atlantic Interreg 111b project – to develop an initiative whereby CCoI craftspeople can work directly with designers both from at home and abroad.

Avantcraft not only facilitated this collaboration but also resulted in the development of new product for the participants and the acquisition of new skills. Another product development project – the 50% Scheme – enabled craftspeople to identify markets they wanted to target and supported them financially in developing new, design-led products for these markets.

The Exhibition Programme went a long way in generating interest in and recognising the importance of design through the shows – both Irish and International - that featured in the National Craft Gallery. Touring CCoI exhibitions regionally and internationally to key venues also helped to identify Ireland as a premier source for ground-breaking and design-led craft. Shows such as Forty Shades of Green – which was an integral part of the Cork: European City of Culture 2005 programme – blurred the boundaries of craft and art encouraging positive debate from makers and visitors alike. And the Designing Ireland retrospective encouraged us all to consider where we have come from in the design spectrum and appreciate the wealth of talent that exists in this country.

2005 was a busy and productive year for addressing the Design Goal in the second year of the CCoI 3-year Strategic Plan - and the progress achieved provides an excellent foundation for initiatives in 2006 and beyond.

02 *knowledge*

goal

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

OBJECTIVES

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

SUPPORTING ACTIONS

In 2005 a new registration process was put in place to capture up-to date and key information on CCol's clients and industry. In addition a new Information Management System was developed which has resulted in critical improvements in how information is captured, retained, analysed and disseminated to craftspeople, buyers, media and other interested parties: thereby strengthening the knowledge management capacity of CCol.

A structured relationship management process was introduced for buyers and the media, the content and profile of Stopress was developed, and CCol's links with national and local media were strengthened. In addition, CCol extended its research into market trends and amongst consumers, seeking insights of possible commercial relevance for the crafts sector.

During the year CCol also continued to improve and develop its website information service for registered craftspeople and made its on-line craft search facilities more comprehensive.

knowledge-related activities in 2005

information and distribution

PUBLISHING

CCol's 2005 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 CCol's newsletter and is the primary communication tool covering all major industry news and project opportunities.

In 2005, 6 bi-monthly issues of Stopress were published and distributed to all registered craftspeople and a select range of industry figures and media opinion formers. Key improvements in 2005 included enhanced branding, design, layout and editorial policy - which resulted in 23 articles by prominent contributors on relevant and topical subjects.

Over 2,200 copies of Stopress were distributed bi-monthly in 2005

CORPORATE AND INDUSTRY REPORTS

CCol industry-specific publications included the '2004 Annual Report' and the Annual Industry Survey and summaries. All corporate publications produced in 2005 were also published on the CCol website in PDF format, and Irish translations were made available where appropriate.

2004 Annual Report – 2,300 disseminated to key industry stakeholders.

Industry Report Summary, 2003/04 – published in PDF format on-line.

EXHIBITION AND GALLERY CATALOGUES

National Craft Gallery (NCG) publications in 2005 included exhibition catalogues, posters and invites for each exhibition as well as the NCG programme brochure. A major publication in 2005 was the Designing Ireland (DI) exhibition catalogue – in hardback, book format. This publication was co-funded by CCol and Cork: European City of Culture 2005.

50,000 National Craft Gallery 2005 programmes disseminated to key venues in Ireland.

5 exhibition catalogues / books produced.

PUBLISHING – ONLINE

All CCol publications (with the exception of gallery catalogues) produced in 2005 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.

10 PDF's published online

MULTIMEDIA PUBLICATIONS

In 2005 a variety of multimedia CDs relating to specific CCol projects or events were produced. Their purpose was varied and included:

- recording information at events - which could then be distributed to craftspeople who missed the event
- providing key information on craftspeople and quality images of their work for promotion and press purposes

*CCol Multimedia CDs included –
Fibre Conference CD, AvantCraft CD,
Portfolio CD, Showcase Image CD.*

INFORMATION AND IMAGE MANAGEMENT

Encouraging, responding to and handling press enquiries is key to the promotion of craft, craftspeople and the Crafts Council – and during 2005 much work was undertaken to streamline and improve systems used to handle press enquiries. Using the new CCol database as the main source of information – which holds data provided by craftspeople on their registration forms and on their participation in projects (in particular the Subsidised Photography Scheme) CCol were able to greatly improve the response times to media and in particular to provide more accurate and pertinent information and images.

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



Emma Tinkler – Showcase



IMAGE DISTRIBUTION

In 2005 there were c. 200 e-mails 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, Stopress, Strategic Plan, NCG publications, promotional material and fliers and on the CCol website

Over 1,000 press quality craft images were requested by and distributed to key publications including:

- Magazines:

Dromoland Castle Magazine, Garden Heaven, Gift Focus Magazine, House of Fraser, Interiors, Irish Arts Review, Irish Homes, House and Home, Munster Interiors, Northern Ireland Craft, Northern Woman, Select, Village Magazine

- Newspapers:

Independent Newspaper, Sunday Times, Sunday Tribune, Irish Times



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 Image Bank, that members of the press can search. This facility will be enhanced in 2006 in line with website technological advancements.

During 2005, 4 Photo Schemes took place with 62 participants, generating 176 new images for Image Bank.

In addition a styled shoot took place for the Christmas issue of one of Ireland's leading style and interiors magazine 'House and Home' generating 23 images.



INFORMATION

DISSEMINATION AT SHOWCASE, RDS, DUBLIN

Showcase – 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 – offers a unique opportunity to disseminate key information to craftspeople, buyers, the media and key stakeholders.

2005 saw the relocation of the CCol stand to the lobby area of the Concert Hall – offering greater meeting space, IT and storage facilities. While this area was not as widely visited as the Main Hall stand in previous years it was felt that it offered excellent opportunities to give one-to-one advice to buyers, journalists and CCol exhibitors. And the additional IT facilities increased both the imaging and information services to media.

Over 1,000 craft related publications were distributed, along with over 60 press packs and over 100 CDs of CCol press images. In addition each CCol registered crafts person received an exhibitor pack with key exhibitor information.

knowledge-related activities in 2005 researching market trends

CONSUMER AND STATISTICAL RESEARCH

In 2005, research on consumer trends and preferences was commissioned by CCol for the first time. The findings present challenges but also opportunities for the Irish craft industry.

The most pressing challenge the study highlighted was the limited access consumers have to craft goods. Over the past six years there has been a shift to direct sales to the consumer - via workshop outlets, consumer fairs etc. – resulting in fewer unit sales but with higher profit margins. This can be seen as a highly attractive development within the industry but it has led to a lower profile for craft in the retail sector.

And the research shows that the majority of consumers still rely on retail outlets to meet their purchase needs for gifts, homeware, accessories, furniture, jewellery and fashion. This means that potential sales of craft to meet consumer needs in each of these market segments are being missed.

Consumers surveyed, when presented with a range of contemporary craft matched to their purchase needs, were open to considering craft as a potential purchase, particularly where they

perceived it as design-led and contemporary. The potential to grow sales is clear and further research will be undertaken in 2006 to validate these first findings, and to value the market segments with the maximum potential for growing craft sales.

Statistical research, in the form of the Annual Industry Report, was also undertaken during 2005 and continues to form an integral part of CCol's 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. For the first time, in 2005, the report (which is conducted by independent analysts Platinum Consulting) included a rating of CCol services. Stoppress and the Insurance Scheme were both very highly rated with 88% and 76% of craftspeople respectively being Very Satisfied or Satisfied. Indeed, most of the services supplied by CCol received higher satisfaction ratings than in previous years and the proportion of dissatisfied responses also decreased.



knowledge-related activities in 2005

website enhancement

WEBSITE DEVELOPMENT

A major website development in 2005 was the introduction of a Content Management System (CMS), which will be completed in Summer 2006. The purpose of this technology is to allow information on the site to be managed easily, thereby making it a more effective communications tool for CCoI staff, core clients, and worldwide users. A second major development was the launch of an improved 'search for craft/person' facility which now holds up to date details (as of Summer 2005) as well as commercial and business information, press statements and images of craftspeople on the CCoI register. The development work carried out in 2005 has laid the foundations for a much improved information website, to be launched in Summer 2006.

Major website development work in 2005 consisted of:

- Re-developing the back-end of the website to enable it to communicate directly with the new CCoI Information Management System
- Developing the search craft on-line facility for its 1,136 registered members as at December 2005

- Introduction and development of a Content Management System, resulting in an advanced knowledge based, client focused, user-friendly website by Summer 2006
- Introduction of a new information section – 'on-line Resources' which holds Design, Marketing and Business listings
- Increase in the number of PDF documents, on-line application forms and images.
- Building on a comprehensive publications section – making PDFs of publications available
- On-going up dates, including project news and opportunities

The above catalogue of website enhancements is 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 at 472,189 in November 2005, compared to 225,538 in May 2005



Michelle Hannan

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.

2 mail-shots delivered via the IMS

8 group e-mails sent via the IMS

(recording began in November 2005)



COMMENTARY

2005 was an intensive year of activity under the Knowledge goal – with great strides being made in the acquisition, development, storage, segmentation and dissemination of key craft sector information. The main purpose of all of this activity is to provide the Crafts Council, craftspeople and indeed the wider craft sector with the relevant information and data to plan more effectively for the future.

One of the key elements facilitating this process is the Information Management System that was developed with this purpose in mind. It enables CCol to gather, track and disseminate the right information to the right audience at the touch of a button. This system is linked to the website – enabling greater provision of information. And this, coupled with developments on the content management of the website, have resulted in a more efficient and user-friendly on-line experience.

Structured distribution of the information captured by CCol takes a variety of forms including physical publications (such as Stoppress and gallery catalogues), downloadable PDFs, on-line information, multi-media CDs etc. Facilitating others to publish information on craft, craftspeople and CCol is also key and 2005 saw increased facilities in offering accurate and relevant information and images to members of the press and other influencers – which resulted in a higher profile for the sector.

The one area that was completely new under the Knowledge goal and which will undoubtedly influence all areas of activity within the craft sector was the Consumer Research. The results collated through the research will enable the sector to put the consumer at the heart of all activity moving forward.

Overall a lot of progress was made under the Knowledge goal during 2005 which will enable CCol and the craft sector as a whole to access relevant and pertinent information and to make informed decisions for the future.



Helena Malone, Jerome McCann & Eimear Looney
– Jewellery Skills Graduates 2005

goal

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

OBJECTIVES

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

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. This was the main aim of the Council's enhanced 2005 media relations programme and improved media relations were also central in the high profile given to Showcase, part of the redesign of which included better media facilities.

marketing-related activities in 2005 research

FRENCH MARKET RESEARCH

The Council put considerable resources into researching the French market in 2005. Identification of galleries and retail outlets relevant to Irish crafts was undertaken, and mentoring and guidance was given to companies wishing to access this market. This resulted in direct opportunities, such as the CCol exhibition 'Ecology, Mythology, Technology' at VIA, a Parisian exhibition centre promoting contemporary furnishings. 22 companies will be participating in this show, many of whom attended information workshops provoking questions as to how we will live and what will surround us in the next 10 years.

CCol were invited to host an exhibition at the prestigious VIA Centre on Innovation in Irish Craft and Design. 22 designer/makers are working on this project with Curator, Brian Kennedy.

Elisabetta Ravarino Healy



PORTFOLIO

A digital catalogue of work from Ireland's leading design and art led designer/makers, Portfolio is selected twice yearly by an experienced international advisory panel. With the valuable partnership of the Irish Arts Review, 13,000 portfolio CDs and supplements 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 have been selected to be part of Portfolio

RESEARCH MISSIONS

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

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

118 people attended these events in 2005.

marketing-related activities in 2005

promotion

MEDIA RELATIONS

2005 was a year of pro-active relationship building with key media, and foundations laid early in 2005 began to come to fruition as the year progressed. 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).

On television there were 2 features on TV3's Ireland AM and three pieces on Nationwide (RTE 1). In total 134 articles were published, 66 in national media, 10 in regional media and 58 in magazines during 2005.

Over 176 images were generated for 62 participants under the Subsidised Photography Scheme and an additional 884 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 (see Knowledge Goal for further information).

SHOWCASE 2005

Following on from the changes made to Showcase in 2004, 2005 saw further development of specific promotions aimed at raising the profile of the show and the craft exhibitors at the show to buyers and media. This included:

- The launch of the SOURCE aisle – which replaced the village area. This was 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. 38 craftspeople were selected and promoted strongly to buyers and media and the reaction was extremely positive.

- The continuation of the INDEX Top 100 products at the show – which boasted a very high percentage of craft winners and was a resounding success with buyers.
- A new location for the CCol stand – the lobby of Hall J, the Concert Hall. This facilitated more craft exhibitors in the Main Hall and provided CCol with improved meeting and storage space as well as better on-line facilities for buyers and media.
- Online PR information – all CCol exhibitors were offered the opportunity to submit show specific PR information which was held on-line at the CCol Stand and which was distributed to members of the media, along with images and CCol information.

Reaction from buyers and media to the SOURCE aisle was very positive, as was the reaction to the improved on-line PR services for Media and the Media and Buyers meeting areas on the CCol stand.



marketing-related activities in 2005

COMMENTARY



Edmund McNulty – Showcase

2005 was again a year of development in the area of Marketing – foundations established in 2004 were built on and developed, particularly in the areas of market research, profile raising and access to markets.

Information on the French Market led to the development of 'Ecology, Mythology, Technology', an exhibition which will take place in VIA, a key Parisian exhibition venue in 2007. 22 companies have been planning and developing product for this event during 2005 and will continue to do so during 2006. In addition key market information was provided to any craftspeople considering breaking into the French market.

The Portfolio project developed and evolved into a vehicle through which the 38 selected craftspeople could be marketed to the very specific collectors market at home and abroad. And indeed initiatives like these help to significantly raise the profile of Irish craft – which is of course the main aim of the Media Relations Programme. Through greater and more timely access to key information and the development of strong links with key members of the media, 2005 saw a greater level of media exposure for Irish craft, craftspeople and CCoI exhibitions and initiatives.

Practical research missions enabled craftspeople to identify markets they would like to know more about and then visit. The added benefit for all those involved was greater exposure to international trends in design, insight into the standards of design and production in these markets and inspiration (not only from the craft events / outlets but also from the cities and locations visited).

Improvements at Showcase, with initiatives such as the SOURCE aisle, resulted in more focused marketing to buyers. And the on-line PR and image facilities ensured greater services to media – resulting in increased coverage for both the show and individual participants.

The combination of services providing information on and access to specific markets has enabled craftspeople to take a more informed approach to marketing themselves to potential buyers. This coupled with the structured media campaign to raise the profile of craft, craftspeople and the craft sector ensures a constant focus on the objectives outlined in the Marketing goal.

04 education

goal

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

OBJECTIVES

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



Noel Forde

SUPPORTING ACTIONS

CCol continued to provide highly regarded direct training services for the ceramics and jewellery sectors. Throughout 2005, CCol also continued to provide support towards the development of a new accreditation system being prepared by the Further Education and Training Awards Council (FETAC).

The Council rolled out a liaison programme for primary schools, promoting craft as a vehicle for fulfilling the aims and objectives of the Visual Arts Curriculum. At tertiary level, in 2005 CCol further progressed its relationship with colleges of art and design following the 2004 pilot awards scheme delivered in conjunction with the National College of Art and Design. Following on from this, it developed and launched a new awards scheme designed to facilitate students' progression towards a professional career

in the craft industry, and so contribute to its continued vitality.

CCol was also represented at the various end-of-year degree and postgraduate shows in June/July.

A relationship was established with the Adaptive Information Cluster (AIC) a research facility spanning Dublin City University (DCU) and University College Dublin (UCD). This created an opportunity to develop a joint initiative for 2006.



design & skills training and accreditation

DESIGN & SKILLS TRAINING PROGRAMME

This programme represents CCol's direct training provision. It consists of two strands: a ceramics and a jewellery design & skills course. Ceramics and jewellery are the two largest Irish craft sectors.

The courses' current international standing and reputation has been achieved because they maintain strong links with their respective sectors, and have always focused on the skills demanded for successful employment in today's marketplace. In order to provide the most effective workforce possible, training must always reflect rapidly evolving markets. Following an independent programme review in 2004, which included research into current training demands in the sector, both courses entered a period of curriculum development in 2005 with a view to achieving national accreditation at level 7 (ordinary degree level). In the latter part of 2005, work also commenced on formalising Quality Assurance Policies and Procedures in relation to training, in line with the Higher Education & Training Awards Council's (HETAC'S) requirements for training provider registration.

A review of the skills programme for 2005 highlighted the following:

- All 11 2003-2005 jewellery students successfully graduated, and all subsequently secured employment in the sector.
- The Graduate show in the National Craft Gallery attracted 4,640 visitors.
- Demand for training continues to rise: 72 individuals applied to the 2005-2007 jewellery course, an increase of 26 on 2003 applications.
- The jewellery workshop was re-located to the 1st floor of the Crescent Building. This required substantial refurbishment works to be carried out.
- The ceramics course's new two year-cycle was successfully implemented, bringing it in line with the jewellery course.
- Curriculum development has placed increased emphasis on developing design ability, better equipping graduates to engage effectively with changing markets.
- The courses received separate visits from HETAC and FETAC Officers. Both parties acknowledged the intensive nature of the training, and confirmed that the resulting standard being achieved was of a level 7 or ordinary degree standard.

ACCREDITATION OF CRAFT TRAINING

Throughout 2005, representatives of CCol continued to actively contribute to the Standards Forum organised by FETAC, dealing with the key issues relating to accreditation and standards as the new system evolved throughout the year. Following a written request from CCol seeking greater representation in the standards development process, FETAC Officers travelled to Kilkenny in July to meet and discuss CCol's role as Standards Setter for the Crafts Sector.

As a result of the growing relationship with FETAC, CCol is working towards establishing the Standards Development Group for the crafts sector in 2006/7. This is a significant acknowledgement of CCol's role in accreditation.



education-related activities in 2005

schools and colleges

PRIMARY SCHOOLS

In 2005, the Council brought craft into primary school classrooms across County Cork. The 'Craft in the Classroom' project enabled craftspeople to work creatively with pupils and staff in 15 national schools. Following a series of joint teacher/craftsperson training workshops in the Spring, 12 week craft residencies were devised and delivered during the autumn term.

15 craftspeople received training in the delivery of the Primary Visual Arts Curriculum and in the planning and delivery of community education projects. All have now acquired additional skills and are equipped with the means to access an additional income stream that is complementary to their craft practice. Participating teachers developed a much more creative approach to integrating craft into the curriculum, while the 400 children involved – consumers and potential practitioners of the future – also benefited from a very positive experience of craft. Added value elements, such as school visits to craft studios, and exhibition openings engaging local communities served to enhance the project's impact.

THIRD LEVEL COLLEGES

CCol's new 3rd Level Awards Scheme was developed and launched in 2005 in consultation with key personnel from Colleges of Art and Design. An island-wide initiative open to final year honours degree undergraduate and final year postgraduate students, the scheme aims to support those students demonstrating most potential to develop craft-based practice beyond their current studies.

Two awards were made available in the 2005/6 academic year, each of €2,500. Subject to applicants' satisfactory meeting of selection criteria, the awards will be made in June 2006.

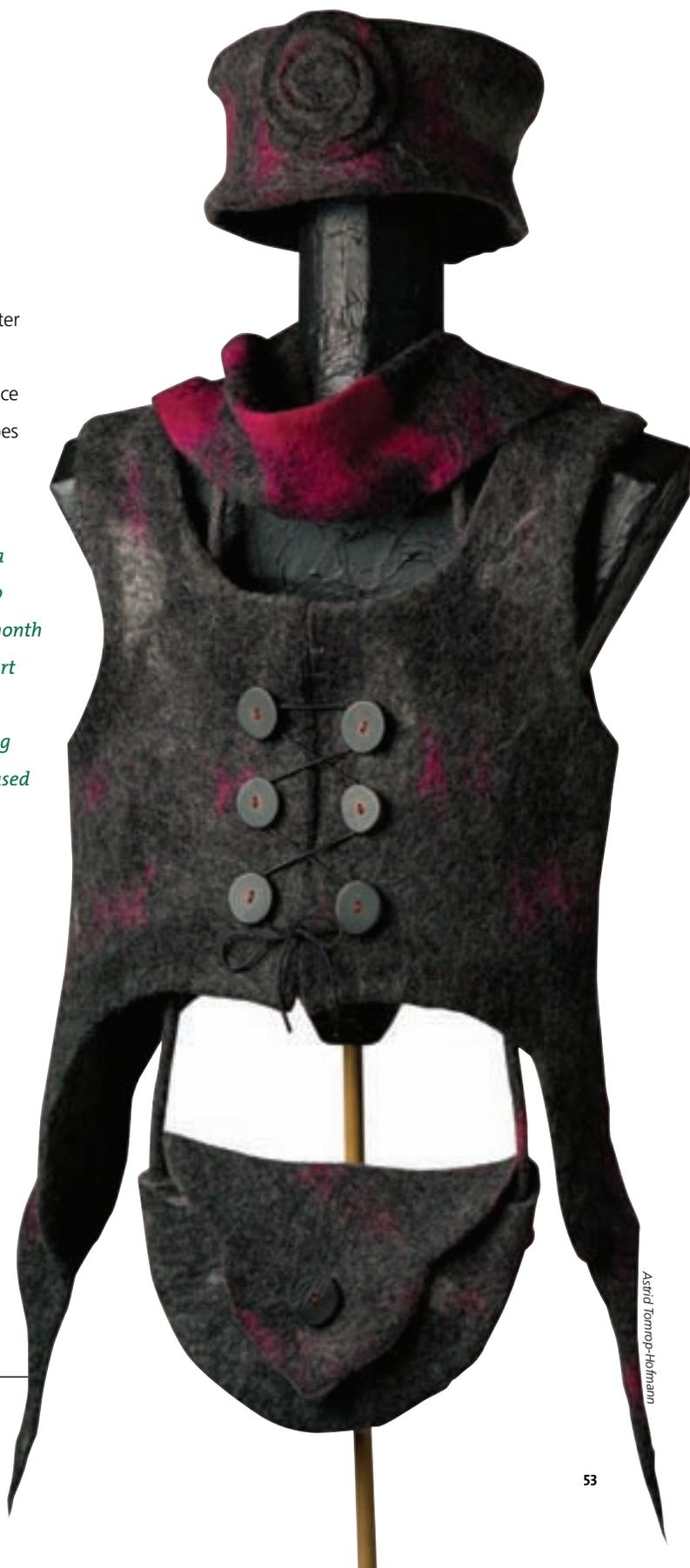


Lisbeth Mulcahy

ADAPTIVE CRAFT

The establishment of a relationship with the Adaptive Information Cluster laid the foundations for a working partnership bringing craft and science together in the creation of prototypes for industry.

The Adaptive Craft Initiative was developed and launched, offering a designer/maker the opportunity to work with the AIC team for a six-month period on the development of 'smart textiles'. Project delivery will take place in 2006, and the working prototype is expected to be showcased at Kilkenny Arts Festival.



2005 was certainly a year of progress under the Education goal. This was the first full operational year with a dedicated CCol Education Development Officer in place to implement strategy and roll out activity. Initiatives begun in 2004 came to fruition in 2005 – such as the ‘Craft in the Classroom’ pilot programme, which was so successful that it will roll out in other locations in 2006.

Design and development of the 3rd Level Awards Scheme was also a key activity during 2005 – ensuring that 3rd level students are not only made aware of the opportunities open to them in the craft sector but rewarding those who show best potential in developing a craft business.

Adaptive Craft, a new project developed in conjunction with the Adaptive Information Cluster, came about as a result of opening channels of discussion with third level organisations and it will come to fruition during 2006.

Progress was made in developing relationships with FETAC and CCol actively contributed to the Standards Forum, dealing with the key issues relating to accreditation and standards. As a result of the growing relationship with FETAC, CCol is working towards establishing the Standards Development Group for the crafts sector in 2006/7.

CCol has long had a history in the provision of training in the areas of ceramics and jewellery – and both courses have earned excellent reputations both in Ireland and abroad. During 2005 substantial progress was made following the review of the courses in 2004. Curriculum development was undertaken along with work on formalising Quality Assurance Policies and Procedures in relation to training, in line with the Higher Education & Training Awards Council's (HETAC'S) requirements for training provider registration. The result was both 2 year courses were acknowledged by HETAC and FETAC as level 7 standard (the equivalent of ordinary degree standard).

This recognition by the awarding bodies, coupled with the progress established in working with 1st & 3rd level educational institutions will enable craft as a sector to move forward with confidence, ensuring that future generations will have access to recognised and reputable forms of craft education at all levels.

05 *recognition*

goal

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

OBJECTIVES

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

SUPPORTING ACTIONS

2005 activity under the Recognition Goal saw the consolidation of concepts and ideas that had been (in many cases) developed during 2004, come to real fruition during 2005, and that will continue to influence in 2006 and beyond. Relationships with organisations such as the National Museum, the Department of Foreign Affairs and Irish Arts Review enabled CCoI to recognise, promote and reward excellence across a variety of projects and to reach a wide and varied audience.



recognition-related activities in 2005

awards and national collections

BURSARY AWARD

One craftsperson was awarded a Bursary in 2005. Liam Flynn, woodturner, received €8,000.

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. Liam's award enabled him to participate in a residency at the International Woodturning Exchange Residency Programme in Philadelphia. He intends to use the interaction with other artists to develop his work in a new and exciting direction. He will also have the opportunity to benefit from demonstrations and panel discussions involving artists, educators, museum curators, gallery directors, critics and scholars. Networking with key galleries and attendance at important exhibitions while in the States will also ensure his elevation into the US collectors market.

"This is a wonderful opportunity for me to work in such a creative and structured environment, something not normally available to a woodturner."
Liam Flynn 2005 Bursary winner

NATIONAL COLLECTIONS

THE DEPARTMENT OF FOREIGN AFFAIRS COLLECTION

2005 marked the first full year of purchase for a new collection, co-funded by CCol and the Department of Foreign Affairs, which 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 and turned wood was purchased for the Department of Foreign Affairs Collection from the following designer makers and applied artists:

Sarah Flynn, Co. Cork - porcelain

Seamus Gill, Dublin - silver

Lorna Donlon, Co. Kilkenny – textiles

Frances Lambe, Co. Louth – ceramics

Kevin O'Dwyer, Co. Offaly – silver

Liam Flynn, Co. Limerick – turned wood

The pieces collected in 2005 will be displayed in the Irish embassies in Tokyo and Canberra.



THE NATIONAL MUSEUM COLLECTION

2005 marked the third year of purchase for the National Museum Collection, co-funded by the state museum 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 2005 were:

Liam Flynn, Co. Limerick – turned wood

Berina Kelly, Co. Galway - jewellery

Celine Traynor, Belfast - jewellery

Kevin O'Dwyer, Co. Offaly - silverware

Seamus Gill, Dublin - silverware

Deirdre Rogers, Co. Meath - glass

Paul Devlin, Co. Kilkenny – forged iron

Sara Flynn, Co. Cork - porcelain

Eric Pearse, Co. Cork - furniture

Anthony Carey, Dublin - jewellery

recognition-related activities in 2005 media profiles

STANDARD SETTERS

2005 saw the second year of the Standard Setters Promotion in conjunction with Irish Arts Review. Over the course of the year four CCol registered craftspeople, selected for consistency in design excellence, were featured – one in each issue of the magazine. This close working relationship with Irish Arts Review has been central in raising awareness of craft.

Irish Arts Review also launched a regular feature entitled Design Portfolio which over the course of the year featured over 60 references to 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.

Recognition and promotion of excellence is central to this goal – and all of the activity undertaken in this area during 2005 had this at its heart. While the selection of those recognised and promoted was always independent of CCoI, and always by relevant experts, it was interesting to see how certain craftspeople were chosen under more than one activity – highlighting their excellence and consistency in innovation and design.

Working closely with influential cultural bodies such as the National Museum, the Department of Foreign Affairs and Irish Arts Review has enabled CCoI to increase the profile of the craftspeople selected under these projects, to add credibility to the selections and collections and to influence a greater number of people as to the quality and standard of work available in this country.

Collections such as the National Museum Collection and the Department of Foreign Affairs Collection are central to the long-term recognition of the excellence of Irish craft. Projects such as the Bursary and Standard Setters allow for the recognition and promotion of individuals of exceptional talent and skill. All of this has a knock-on effect for the sector as a whole – as craft is recognised more widely, the overall craft sector will benefit from the credibility and support that results.



Patricia Murphy – Piece

06 organisation

goal

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

OBJECTIVES

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

SUPPORTING ACTIONS

CCol took a number of steps towards its organisational objectives in 2005. It developed its communications with clients and other stakeholders who shared a mutual concern about the future of Irish craft.

CCol worked to develop its skills to deliver an exemplary service. CCol business systems and processes were reviewed, audited and systems developed to improve on service delivery.

organisational-related activities in 2005

performance management development

2005 saw the introduction of performance management development (PMD) within CCol. While PMD is a mandatory public sector requirement, it is more importantly a key link in driving staff training and managerial development to ensure the effective implementation of the CCol Strategic Plan.

In 2005 each staff member, in conjunction with the CEO, developed their individual Performance Plan and signed Performance Contracts for 2006 related directly to the aims and objectives of CCol in the Strategic Plan. Each staff member has had comprehensive training and coaching in this area.

The PMD process has reinforced CCol's commitment to quality assurance in the delivery of services. The outcome is a more strategic, structured and streamlined Crafts Council.



Daniel Cullen

organisational-related activities in 2005
auditing risks and service charter

INTERNAL AUDIT

In 2005 the Board of CCol agreed the Charter of the Audit – which outlined policy in order to maintain efficient systems of risk management and internal control.

The key objectives of the internal audit function are:

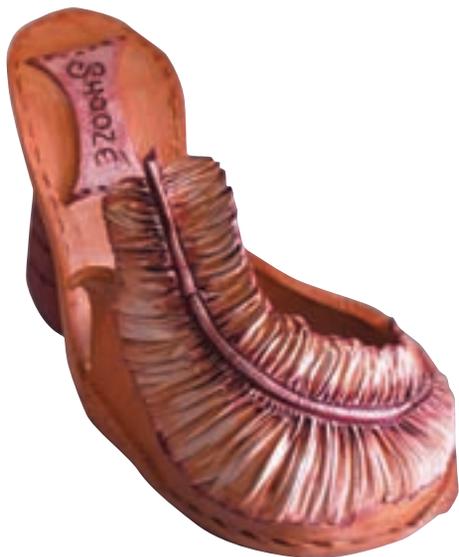
1. To provide a review of internal control systems to management, which facilitate the most effective use of resources
2. To provide assurance to the Board on the efficiency of internal controls in contributing to maximum efficiency and effectiveness

CCol established an Audit Committee from amongst its membership - which reports directly to the Board. This committee meets quarterly in Kilkenny and will ensure the objectives of the Charter are implemented. The outcome is that the Council is compliant and adhering to the highest standards of Corporate Governance.

RISK REGISTER

The development of a Risk Register was undertaken in 2005 in line with corporate governance requirements and as part of the Internal Audit Charter. This Risk Register will be subject to the Freedom of Information Act.

The outcome is that all CCol's projects and activity are scoped, developed and implemented with risk management as an integral part of the planning process.



CLIENT SERVICE CHARTER

This service became fully operational in 2005. CCol's new Information Management System has incorporated a tracking component for all client complaints – and the Charter outlines procedures for staff responses and for response times. This system is to be fully tested in March 2006.

The Client Service Charter is published on-line on the CCol website in both English and Irish.

FREEDOM OF INFORMATION

CCol began preparations for coming under the Freedom of Information Act (FOI) during 2005 and will be fully subject to FOI by mid 2006. Preparing for FOI is a structured process with direction and training provided by government.

CCol is due to be one of the new bodies coming under FOI by 31 May 2006.



Bernadette Doolan

organisational-related activities in 2005
COMMENTARY

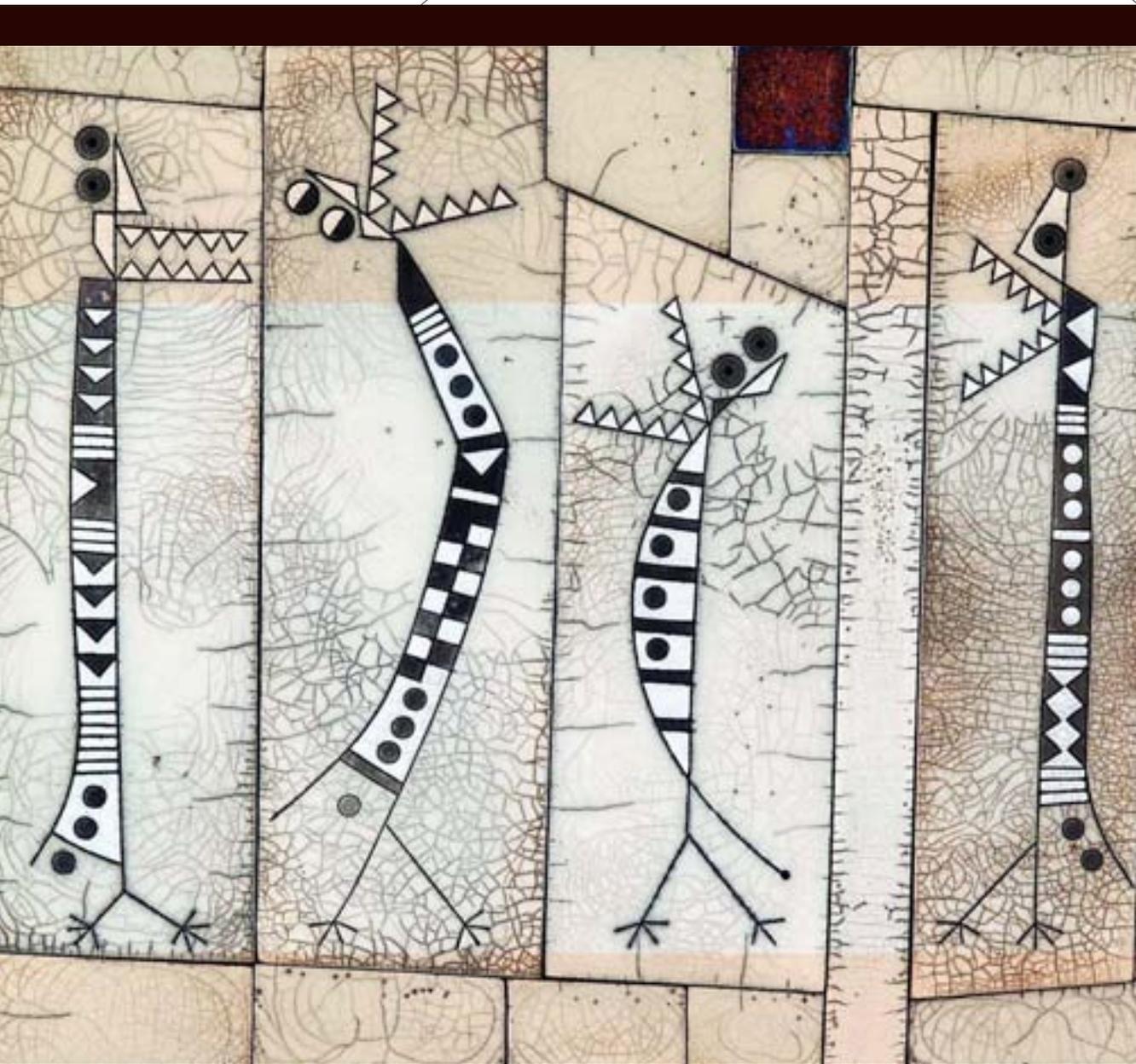
Organisational development is essential to the effective running of any organisation – when that organisation is funded by government there is an added onus to ensure transparency, accountability and efficiency.

During 2005 progress was made to ensure that CCol was not only compliant with government requirements (such as Performance Management Development and Freedom of Information) but that best practice in all areas of organisational management were undertaken.

Performance Management Development was established to maximise the potential of all staff members and to link all CCol activity to the objectives of the Strategic Plan. Elements such as the Risk Register and the Client Service Charter were established and the outcome is that the Council is compliant and adhering to the highest standards of Corporate Governance and organisational excellence.

Karen Milkins – Showcase

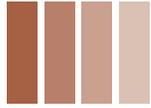




Thomas Wollen

beneficiaries BENEFICIARIES

Fiona Kerr - Piece



BENEFICIARIES

section

four



es beneficiaries BENEFICIARIES beneficiaries BENEFICIARIES beneficiaries

crafts council of ireland –
 client participation in projects and schemes
 by county in 2005



	PORTFOLIO / BURSARY		50% SCHEME / AVANTCRAFT / VIA		RESEARCH MISSIONS		SEMINARS 05 – INTERNATIONAL OPPORTUNITIES / PACKAGING / VIA / FIBRE		FACILITATION / MENTORING / TRAINING		NETWORK SUPPORT / NETWORK INFORMATION DAY		SHOWCASE EXHIBITOR SUPPORT	
	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE
Carlow		1	2	2	2		4	2						
Cavan						1								1
Clare			1	1	2	2	2		4	5				
Cork	1	4	3	7	6	2	18	7	20	8	15	23	4	5
Donegal					3		3				1	2	1	
Dublin	7	5	9	10	18	7	57	18	2	1	14	8	17	6
Galway	2	1			3		10	3			1	2	3	1
Kerry			1	1			2	3	2	3			5	2
Kildare	1		2	1	4		11	6	2	2	4	1	1	3
Kilkenny	2		3		1	1	13	7	7	5	9	19	4	
Laois		1				1	1				1	1	1	
Leitrim	1				1		5	4					1	1
Limerick		2	1			1	1				1		4	1
Longford							1					1		1
Louth	2		1		5	1	6	1			2		1	1
Mayo		1	1		1	2	5	4		1	1		1	
Meath	1				1	1	3						1	
Monaghan					1		2	1						
Offaly	1	1	1		2	1			6	4			1	
Roscommon							2						1	
Sligo							4	1					2	
Tipperary	1		1		1		5		1		1		1	1
Waterford	1			1	3		3				2			
Westmeath			1			1	2	1				2		
Wexford				1	6	2	11	1	10	3	1	2	1	2
Wicklow	1		1	1	2	1	7	3	1	2	1		1	1
TOTAL Rol	21	16	28	25	62	24	178	62	55	34	53	62	52	25
Antrim		1					2						6	2
Armagh														
Derry													2	
Down		1			1			1					2	1
Fermanagh				1			1							
Tyrone							1						1	
TOTAL NI	0	2	0	1	1	0	4	1	0	0	0	0	11	3

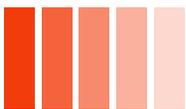


CCOI GROUP INSURANCE SCHEME*		PHOTO SCHEME		REGISTRATION		PRIMARY SCHOOL RESIDENCY		GALLERY		TOTAL		TOTALS	
FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	F & M	
1	1	1		2				1	1	13	7	20	Carlow
1				2						4	1	5	Cavan
6	6	1		4	1			1	1	21	16	37	Clare
9	12	3	1	21	9	13	2	7	5	120	85	205	Cork
3	2			4	2				2	15	8	23	Donegal
6	13	8	4	20	9			11	5	169	86	255	Dublin
6	8	3		6				3	4	37	19	56	Galway
5	1	2	1	2	1				2	19	14	33	Kerry
1	2	3		2	1			3		34	16	50	Kildare
1	2	4	2	5	4			6	5	55	45	100	Kilkenny
1	3		1	2	2				1	6	10	16	Laois
2	1	1	1	2				3	1	16	8	24	Leitrim
3	1		1		1			1	1	10	9	19	Limerick
				1					1	2	3	5	Longford
3	2	1		2	2			7	1	30	8	38	Louth
1	3	2		4	3			1	2	17	16	33	Mayo
1			1	5	1			1		13	3	16	Meath
1	1								1	4	3	7	Monaghan
1	3			3	3				1	15	13	28	Offaly
1										4		4	Roscommon
		1			1			1		8	2	10	Sligo
1	5	2	2	2	4			4	2	20	14	34	Tipperary
2	1	2		2	2					15	4	19	Waterford
1	3	1	1	2	1					7	9	16	Westmeath
3	2	5	1	3	3			3		43	17	60	Wexford
4	1	1		5	4			3		27	13	40	Wicklow
64	73	41	16	101	54	13	2	56	36	724	429	1153	TOTAL Rol
1	1			4	2			2	1	17	6	23	Antrim
	1			3					1	3		3	Armagh
								1		3		3	Derry
3	1			3					1	9		9	Down
										1		1	Fermanagh
3	1			1				1		7	3	10	Tyrone
7	4	0	0	11	2	0	0	4	3	40	9	49	TOTAL NI

financials FINANCE



Louis Mulcahy



FINANCIALS FINANCIALS financials FINANCIALS financials

FINANCIALS financials FINANCIALS financials

section

five

FINANCIALS



Cheryl Brown – Showcase

directors'

report

The Directors present their report together with audited financial statements for the year ended 31 december 2005.

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.

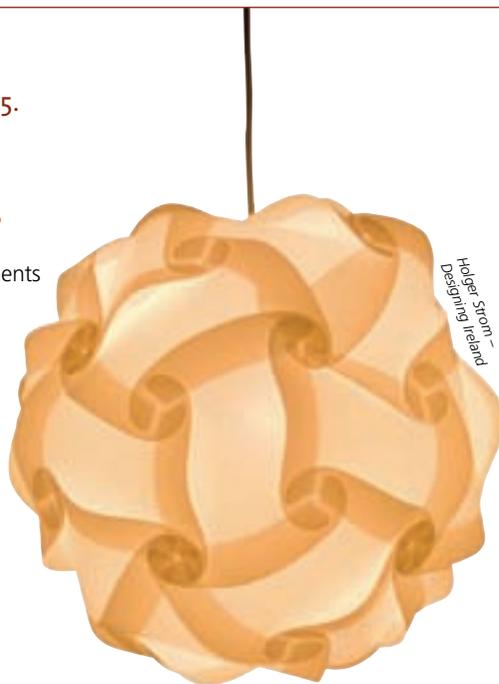
Irish company law requires the Directors to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the Directors are required to:-

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

The Directors 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 2005. 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 2005 are set out below.

Except where indicated, they served for the entire year.

M Walsh *Chairman*, M Weerakoon, D Shaw-Smith, E Kane, J P Donnelly,

C Honan (*resigned 2 May 2005*), G O'Neill, L O'Hagan, J Byrne, A Montgomery,

L O'Brien, P Pollock, S Daly, C Charlton (*appointed 2 June 2005*),

J Dunne (*appointed 2 June 2005*), A Foy (*appointed 9 February 2005*)

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

AUDITORS

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

On behalf of the board

M Walsh S Daly

auditors'

report

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

We have audited the financial statements which comprise the income and expenditure account, balance sheet, cashflow statement and related notes.

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 2005. 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.



Astrid Tomrop Hofmann

We read the other information contained in the Annual Report, and consider whether it is consistent with the audited financial statements. This other information comprises only the Directors' Report, the Chairman's Statement, the Chief Executive Officer's report, the operational programme summary and a breakdown of the key Crafts Council of Ireland's activities. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the financial statements. Our responsibilities do not extend to any other information.

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 judgments 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 2005 and of its surplus 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 2005.

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.

PricewaterhouseCoopers

Chartered Accountants and Registered Auditors, Leggettsrath Business Park, Dublin Road, Kilkenny

MAY 2006

balance sheet

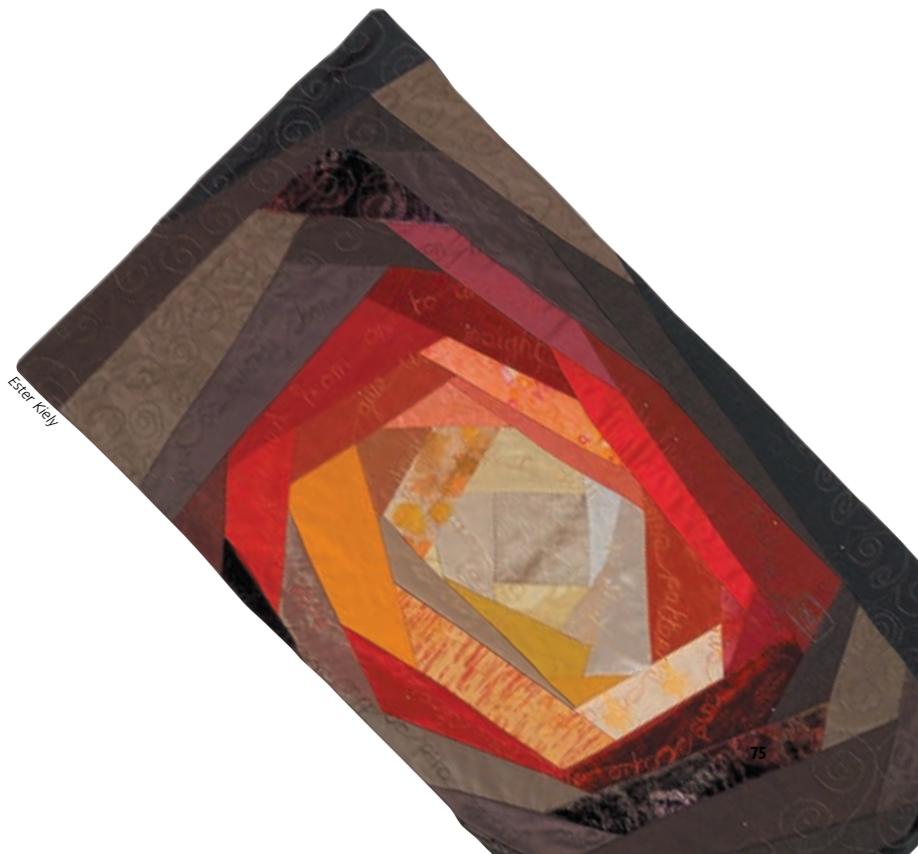
31 december 2005

	F	F
	2005	2004
	-	-
FIXED ASSETS		
Tangible assets	322,018	94,120
Investments	1	1
	<hr/> 322,019	<hr/> 94,121
CURRENT ASSETS		
Debtors	930,735	697,585
Cash at bank and in hand	702,987	890,604
	<hr/> 1,633,722	<hr/> 1,588,189
CREDITORS - amounts falling due within one year	<hr/> (1,378,624)	<hr/> (1,302,488)
NET CURRENT ASSETS	<hr/> 255,098	<hr/> 285,701
TOTAL ASSETS LESS CURRENT LIABILITIES	577,117	379,822
CREDITORS - amounts falling due after more than one year	<hr/> (193,334)	<hr/> -
	<hr/> 383,783	<hr/> 379,822
REPRESENTED BY		
Revenue surplus	<hr/> 383,783	<hr/> 379,822

cashflow statement

year ended 31 december 2005

	F	F
	2005	2004
	-	-
NET CASH (OUTFLOW) / INFLOW FROM OPERATING ACTIVITIES	(153,674)	309,261
Taxation	-	(821)
Capital expenditure and financial investment	(28,911)	(65,380)
	<hr/>	<hr/>
CASH (OUTFLOW) / INFLOW BEFORE USE OF LIQUID RESOURCES AND FINANCING	(182,585)	243,060
Financing	-	(1,008)
	<hr/>	<hr/>
(DECREASE) / INCREASE IN CASH	(182,585)	242,052



Ester Kely

detailed income and expenditure account

	F	F
	2005	2004
INCOME		
Enterprise Ireland	2,970,485	2,558,346
Less income received in advance	317,655	122,184
	<u>2,652,830</u>	<u>2,436,162</u>
OTHER INCOME		
Showcase trade fair income	275,385	291,726
Short courses and consultancy	22,766	14,310
Sundry revenue	11,502	7,142
Council member subscriptions	5,019	5,619
Craft industry contributions	93,419	82,692
Arts Council Northern Ireland	29,900	-
Atlantic Interreg IIB	82,027	-
	<u>3,172,848</u>	<u>2,837,651</u>
EXPENDITURE		
Administration	713,573	660,591
Stoppress	51,918	43,146
Information management system	28,389	50,405
New product co investment	185,244	206,001
Publications	101,104	32,351
Pottery skills course	181,302	167,436
Jewellery skills course	185,157	171,928
Training administration	335,799	317,190
PR initiative	80,076	93,082
Content management system	2,540	3,500
IT development	124,619	155,817
Regional networks	38,050	83,606
National exhibition programme	497,742	374,343
Development co-operatives - Northern Ireland	-	4,500
Excellence Media Programme	31,173	17,689
Statistical research	72,273	106,256
Seminars and mentoring	130,671	84,291
Direct routes to market	153,485	72,162
Showcase	106,827	79,356
Corporate	4,393	-
Schools liaison programme/curriculum development	71,845	25,540
National collections	35,960	37,178
Performance management development system	36,747	-
	<u>3,168,887</u>	<u>2,786,367</u>
NET SURPLUS FOR YEAR	3,961	51,284

Work featured on opposite page by
Jenny Trigwell, Robert Usher
– Designing Ireland