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OUR VISION

That Irish craft and design is recognised and valued worldwide for its excellence in craftsmanship, innovation and marketing.

OUR MISSION

To promote and stimulate the creative and commercial potential of Irish craft and design and to work in collaboration with strategic partners in the ongoing development and growth of the sector.
CHAIRMAN’S REPORT

Supporting the craft and design sector in order to sustain employment and create opportunities for growth and development is central to everything we do at the Crafts Council of Ireland (CCol). We want to see our client enterprises making a living while making work they want to make, and then showcase that work to the world.

Craft generates local, sustainable employment all over the country. Whether our makers are based in remote, rural parts of the country or in our towns and cities, they can take pride in the fact that they are part of a sector that makes a significant contribution to the Irish economy.

The Year of Craft 2011 initiative demonstrated the success that can be achieved when partner organisations unite and work together in achieving a common goal – raising awareness and appreciation of the value and importance of Irish craft and design. Throughout 2012 we continued to work side by side with many of those organisations in championing this dynamic sector and sustaining jobs in craft and design.

Reflecting the enduring legacy of Year of Craft 2011 in embedding a consciousness of the value of craft to our culture and economy, we were delighted to see the inclusion of Irish craft in many high profile events as plans were put in place during 2012 for Ireland’s Presidency of the European Union and for The Gathering in 2013. I would especially like to thank Culture Ireland with whom we partnered in organising an installation of Irish craft and design at the Justus Lipsius Building in Brussels and the Office of Public Works who offered us a location at Dublin Castle for an exhibition of contemporary Irish jewellery, both of which were in situ for the term of Ireland’s Presidency of the European Union for the first six months of 2013. These important exhibitions allowed EU leaders to experience Irish craft and design first hand on visits to both Brussels and Dublin. The installation planned for the Justus Lipsius Building was part of the Culture Connects programme funded by the Department of Arts, Heritage and the Gaeltacht.

As we approached the end of CCol’s Strategic Plan 2010 – 2012, a key activity during 2012 was the formulation of the organisation’s Strategic Plan for the next three years. As part of our on-going strategic planning processes, this involved a review of the achievements and outputs of the Strategic Plan 2010 – 2012 and consultation with key stakeholders to consider the future direction of the organisation. This consultation played a crucial part in developing and finalising the Strategic Plan 2013 – 2015 and CCol is extremely grateful for the suggestions and comments received.

Specific areas of focus for 2013 include:

- Seeking a permanent presence for Irish craft and design in Dublin
- Working with partner organisations in creating opportunities for increasing exports of Irish craft and in expanding the potential for online sales
- Improving the innovation and design capabilities of the sector
- Championing the craft sector at government level and responding to opportunities as they emerge which will benefit our members and clients

The Board of CCol is committed to the highest standards of corporate governance and to ensuring that the principle of value for money is applied throughout all the organisation’s activities, in order to generate ongoing return on investment of the funds provided to us through Enterprise Ireland. As an organisation we are results driven and focused on evaluating the outputs of all of our programmes. The implementation of the Strategic Plan in cooperation with key public and private partners in education, enterprise, tourism, culture, and at local and government level will enable the craft and design sector to continue to assist in growing Ireland’s economy.

I am extremely grateful to our colleagues in Enterprise Ireland, and in the Department of Jobs, Enterprise and Innovation, who fund our work. Their support of the role that the Crafts Council of Ireland plays in developing the craft and design sector allows us to continue to deliver programmes and activities throughout the year that benefit makers all over the country. I would especially like to thank Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD and Minister of State for Small Business, John Perry, TD for their continued support.

I would like to sincerely thank our member organisations and registered clients for their ongoing enthusiasm in participating in our programmes and in offering valuable
input and suggestions on how we can best serve Ireland’s craft and design sector. I would also like to express my appreciation to my fellow Board members and the team of the Crafts Council of Ireland for their dedication, hard work and professionalism throughout 2012. Special thanks to our retiring Board members Paddy Hopkins and Beth Moran for their valuable contribution to the Crafts Council of Ireland during their term on the Board. I was delighted to welcome Stephen Hughes and Ray Power who joined the Board in June 2012. Each brings invaluable knowledge and experience to the direction of the organisation.

Serving as Chairman of the Crafts Council of Ireland is a very privileged role. I look forward to continuing to work with all our Board members, staff and partners in supporting and promoting Ireland’s dynamic craft and design sector on behalf of our member organisations and clients during 2013.

Laura Magahy
Chairman
Throughout the term of our Strategic Plan 2010-2012 craft in Ireland has positioned itself as a significant contributor to the recovery of our economy. In line with our strategic objectives, providing micro and small business supports and encouraging entrepreneurship and innovation have been central to the activities of the Crafts Council of Ireland. Working closely with our member organisations, client enterprises and partners has resulted in a number of significant achievements for Ireland’s craft and design sector.

Key highlights over the term of the Strategic Plan 2010 – 2012:
• The percentage of the public interested in buying and owning Irish crafts increased by 14 percentage points over the term of the Strategic Plan*.
• Primary barriers to purchasing craft have all decreased over the period of the plan – consumers now perceive craft and design as more affordable and easier to access*.
• Interest from retailers in selling Irish craft and design and in participating in our Give Irish Craft campaign grew from 31 at the end of 2009 to 126 by December 2012.
• In 2012, CCoI announced a number of new or expanded partnership agreements such as those put in place with the County & City Enterprise Boards, the Irish Local Development Network and the Western Development Commission.
• In partnership with the Education Centres, CCoI’s CRAFTed programme for primary schools was expanded and offered nationwide with 5,200 children benefiting between 2010 and 2012.
• New innovation initiatives launched in 2012 included FUSE and the Design Challenge.
• The profile of the National Craft Gallery increased significantly with over 290,000 visitors to the gallery in Kilkenny and touring exhibitions in partner venues nationally and internationally.
• Close to 750 clients received training through mentoring and Continual Professional Development (CPD) workshops.
• Awareness at government level of the value and importance of the craft and design sector was significantly increased, reflected in the fact that CCoI was invited to deliver a presentation to the Joint Committee for Jobs, Enterprise and Innovation on the sector.
• The Year of Craft 2011 initiative raised the profile of Irish craft and design both nationally and internationally amongst the general public and was a key driver in delivering the achievements outlined.

A Collaborative Approach
During 2012, CCoI continued to work in partnership with key government departments, agencies and associations in the development and implementation of programmes for the craft and design sector. These included the Department of Jobs, Enterprise and Innovation, Enterprise Ireland, Fáilte Ireland, County and City Enterprise Boards, Irish Local Development Network and Leader companies, Western Development Commission, National University of Ireland Maynooth and our own membership organisations.

We continue to work closely with Enterprise Ireland and the Department of Jobs, Enterprise and Innovation to deliver our commitments to the Action Plan for Jobs and to provide practical and effective supports that benefit the craft and design sector as a whole.

Strategic Plan 2013-2015
CCoI’s success as an agency in providing support to the craft and design sector is ultimately based on our ability to deliver programmes that fulfill our client needs in the marketplace. The consultation process we undertook in developing the Strategic Plan 2013-2015 was designed to ensure our continued alignment with the needs of the sector and many of the key suggestions and feedback we received from our members and organisations were included in the final document. The Strategic Plan asserts CCoI’s determination to help improve the overall competitiveness of our sector through integrated programmes. It also outlines a clear road map for the continued growth of the sector, especially in terms of exports and online selling together with the development of our design capabilities and potential for innovation. As part of our ongoing strategic planning processes, we continue to receive valuable feedback and input from our clients and membership organisations through surveys and GANS meetings.

*Source: Millward Brown Lansdowne Consumer Perceptions Survey conducted each December on behalf of CCoI.
Details of each of our programmes throughout 2012 in bringing the Strategic Plan 2010 – 2012 to a close are set out below:

MARKET DEVELOPMENT
The Market Development team is focused on creating commercial and reputation enhancing opportunities for makers who wish to sell their work directly or through galleries or retail shops. The team’s programmes are designed to help grow trade, consumer and collector demand for Irish craft in Ireland and internationally. CCoI recognises the need for a long-term strategy for export development in key target markets and is actively engaged with Enterprise Ireland to realise this opportunity.

1 - COLLECTOR MARKET
Irish Craft Portfolio
On 29th November 2012 the Irish Craft Portfolio programme was expanded to include a new, web-based initiative www.irishcraftportfolio.ie and now features 100 Irish makers with track records for creating innovative and unique objects and working to high standards of design quality and technical skill. This new initiative is an exciting development in which CCoI aims to increase the support structures and promotional opportunities for Ireland’s leading craft makers. This new wider programme will also incorporate a smaller “Critical Selection” to be published in January 2013. Makers selected for the Critical Selection were chosen by an international expert panel and represent the leading edge of contemporary Irish craft in a world-class context. The new Critical Selection book will be published on a biennial basis.

Two major capsule exhibitions from the Irish Craft Portfolio programme took place in 2012. ‘My Place’ at the Bluecoat Display Centre, Liverpool opened on 29th June and continued until 25th August 2012. Maureen Bampton, Director of the Bluecoat Display Centre, selected nine makers from Irish Craft Portfolio for this show; Inga Reed, Eimear Conyard, Berina Kelly, Liam Flynn, Frances Lambe, Roger Bennett, Cara Murphy, Sara Flynn and Nuala O’Donovan. The second Irish Craft Portfolio selling show was held in the Royal Hibernian Academy (RHA) from November 29th – December 3rd 2012. This was a joint presentation from both CCoI and the RHA and featured 39 makers.

Eight makers were selected to exhibit at COLLECT, the annual fair for contemporary applied arts at London’s Saatchi Gallery, 10th-14th May 2012, which is one of the premier gallery sales events in Europe. The selected makers were Nuala Jamison, jewellery; Nuala O’Donovan, ceramics; Cóilín Ó Dubhghaill, metals; Paula Stokes, glass; Susan O’Byrne, ceramics; Stuart Cairns, metals; Alan Ardiff, jewellery; Nuala Jamison, jewellery; Deirdre McLoughlin, ceramics. 20 makers (who were not showing at COLLECT) were awarded travel vouchers to attend the fair.

As part of the continued effort to support the development of relationships between makers and international galleries, a number of initiatives received funding assistance:
- Liam Flynn – to give a talk at COLLECT with Sarah Myerscough Gallery, London
- Sara Flynn and John Lee – to exhibit at Erskine, Hall & Coe, London

Irish Craft Bursary
Irish Craft Bursary 2012 was awarded to Michael Moore, giving him the opportunity to examine the relationship between ceramic art and ceramic industry. His aim was to investigate the application of CAD (computer-aided design) and other industry design tools in the planning and preparation of his work.

Moore visited five European locations with proven records in this area of research:
- Sevres Museum and Factory, Paris, France
- Rosenthal Porcelain, Selb, Germany
- International Ceramics Research Centre, Guldagergaard, Denmark
- Royal Copenhagen, Copenhagen, Denmark
- Art Arabia, Helsinki, Finland
Moore intends to use his findings to enhance his own practice and will also provide an overview of these findings to his peers at the General Assembly of the International Academy of Ceramics (IAC), to be held in Dublin in 2014.

**Craft Collections**

The Crafts Council of Ireland is committed to raising the profile and reputation of makers. CCol has developed partnerships with the National Museum of Ireland and the Department of Foreign Affairs to co-fund the purchase of Irish craft objects. In 2012 the collection partners for the National Museum of Ireland purchased work from: Deirdre McLoughlin, ceramics; Peter Young, glass; Kevin O'Dwyer, silver; Debbie Paul, jewellery and Earl Allgrove, wood. The Department of Foreign Affairs purchased work from the following makers for placement in locations worldwide: Michael Calnan & Gunvor Anhøj, metals; Catherine Keenan, glass; Roger Bennett, wood; Denis Brown, calligraphy; Joe Hogan, wood; Liam Flynn, wood and Cóilín Ó Dubhghaill, metals.

**Irish Craft Tourism**

CCol and Fáilte Ireland concluded a national audit of studios for inclusion on the Irish Craft Studio Experience. Approved studios are those who offer a quality craft experience to local and non-local visitors. They comprise of craft studios open to visitors on a full-time basis and craft galleries and retail spaces offering visitors the opportunity to meet or interact with the maker. 83 studios were selected. This scheme will launch in 2013.

**National Craft Gallery Exhibitions Programme**

The National Craft Gallery activities were consolidated around the exhibition and touring programmes with a focus on evolving co-productions or touring partners. There were 17 productions in total featuring 99 makers. Following the peak of Year of Craft 2011, total visitor figures to National Craft Gallery exhibitions including both the gallery in Kilkenny and touring locations reached 129,874. The gallery unveiled its new website www.nationalcraftgallery.ie which was subsequently shortlisted for the Irish Web Awards under Best Arts Website category and as well as consolidating its reputation as a critically-acclaimed exhibition venue, the gallery was also recognised as a model of good practice by the Irish Museums Association for innovative curation of interpretation material. This innovative approach was evident across a number of exhibitions and included the use of sensors, sound and everyday technology to make exhibitions more accessible and appealing.

**Deirdre McLoughlin: Shaping the Void**

20th January 2012 – 21st March 2012

This was Irish sculptor Deirdre McLoughlin’s first major solo exhibition in Ireland, the outcome of three years work for this Dublin-born artist whose unique world-class ceramic sculptures have gained her international renown.

Aidan Dunne wrote a major feature interview for the Irish Times and the exhibition was very favourably reviewed by Cristín Leach Hughes for the Sunday Times and Eleanor Flegg for the UK’s Ceramic Review magazine. The exhibition...

Block Party
31st March 2012 – 16th May 2012
Curated by visual artist Lucy Orta in partnership with the Crafts Council UK, Block Party was an international exhibition focusing on the applications and creative possibilities of pattern cutting in various contemporary media. In its Kilkenny outing it featured an education section on Irish fashion including an in-house fashion show by designers from Ireland’s Project 51. Gemma Tipton wrote a major feature on it for the Irish Times Arts pages and it was also featured in Deirdre McQuillan’s fashion pages in the Irish Times Saturday Magazine, the Irish Examiner’s Threads fashion column and Image magazine’s Miranda’s Diary.

Between Art and Industry
25th May 2012 – 4th July 2012
Between Art and Industry explored the shifting relationships between craft and industry through the use of evocative imagery utilising objects, images, text, film and sound. This exhibition examined the evolution of craft practices in the 21st Century and was accompanied by a National Craft Gallery seminar entitled ‘New Models in a Post-Industrial World’. The exhibition was a co-production with the Millennium Court Arts Centre in Portadown, where it showed from 4th August – 29th September 2012 as part of Northern Ireland’s Craft Month, and then went on to Galway City Museum from 28th November 2012 – 8th April 2013. It was included as an example of good practice in innovative curation of interpretation material in the Irish Museums Association Annual Conference in 2012 and was curated by Ann Mulrooney.

Through the Mill - Crafts Council of Ireland Ceramics Skills & Design Course Graduation Exhibition
18th July 2012 – 31st July 2012
This graduate exhibition featured work by the students graduating from the Crafts Council of Ireland Ceramics Skills & Design Course. It featured a selection of work completed by the students, offering the public an opportunity to meet with these emerging makers.

UTENSIL Current approaches to tableware
11th August 2012 – 29th October 2012
An exhibition of European applied artists and product designers who presented alternative approaches to tableware. Curated by Angela O’Kelly, the exhibition was a co-production with the Kilkenny Arts Festival as part of their annual craft strand.

Out of the Marvellous
2nd November 2012 – 16th January 2013
Out of the Marvellous utilised objects, poems, sensor-triggered sound pieces and recordings to sensitively trace the connections between poetry and craft. The exhibition was a co-production with Poetry Ireland and the Solstice Arts Centre, Navan, where it was exhibited from 9th February 2013 – 6th April 2013. It was co-curated by Maureen Kennelly and Ann Mulrooney. Media coverage included major features in the Sunday Independent, the Irish Times and the Sunday Business Post, a Lyric FM feature on Joe Hogan, plus extremely positive reviews in the Irish Examiner and the UK’s Ceramic Review.
Touring Exhibition Programme
Three of the National Craft Gallery 2012 exhibitions went on tour to other venues. In addition, a number of exhibitions from 2011 continued to tour, including 21st Century Icons, which was shown in Galway City Museum from 22nd April – 25th July 2012 and Dublin Castle from 19th December 2012 – 30th June 2013 and Modern Languages, which was a co-production between the National Craft Gallery and Galway Arts Festival and funded by Creative Scotland to tour to five Scottish venues in 2012 – 2013, including Timespan, Helmsdale from 17th February – 23rd March 2012, and The Barony, West Kirkbride from 14th July – 18th September 2012.

External Exhibitions Fund 2012
In 2012 this fund supported five exhibitions in Ireland and abroad:
- Elaine Riordan, Bricks in the Rain; The Wandesford Quay Gallery; Cork, Farmleigh Gallery; Dublin
- zelouf + BELL, Retrospect 1992-2012, Le Centre Culturel Irlandais, Paris, Farmleigh Gallery; Dublin
- Oliver Sears & Frances McDonald, FIVE into FOUR, Oliver Sears Gallery; Dublin
- Rob D’Eath & Kate Howard, A Field of Possibilities, Memory, Performance and Environment in Contemporary Clay, The Niland Gallery; Galway
- Róisín de Buitléar, CAUTION Fragile!, The Museum of Glass, Tacoma, Washington, USA

Other Activities
National Craft Gallery at COLLECT London 2012
11th – 14th May 2012
The National Craft Gallery presented the work of eight makers at COLLECT 2012, Europe’s premier event for collectors of applied art. The event featured a juried selection of 31 of the world’s finest international galleries. The eight contemporary Irish makers represented by the National Craft Gallery were Alan Ardiff, jewellery; Stuart Cairns, metal; Nuala Jamison, jewellery; Deirdre McLoughlin, ceramics; Susan O’Byrne, ceramics; Nuala O’Donovan, ceramics; Cóilín Ó Dubhghaill, metal; and Paula Stokes, glass.

2 - RETAIL CHANNELS
Showcase 2012
Showcase, Ireland’s Creative Expo, took place at Dublin’s RDS from 22nd - 25th January 2012. In its 36th year, Ireland’s largest international trade-only event was opened by President Michael D. Higgins and featured 440 of the country’s leading designers, manufacturers and craftspeople. Showcase was promoted internationally by Enterprise Ireland through its network of offices around the world and was attended by 4,970 buyers from 17 countries. The involvement of both Enterprise Ireland and the County & City Enterprise Boards ensured the success of the event.
Irish made craft continues to be at the heart of the show and the Creative Island space presented 85 of Ireland’s top craftspeople showing beautifully crafted products Imagined, Designed and Made in Ireland. First launched at Showcase in 2010, Creative Island has grown from strength to strength over the last three years and in 2012 there were 85 exhibitors, all chosen by an independent retail jury for their creativity, innovation and craftsmanship.

An exciting new addition to Ireland’s Creative Expo was ‘Showcase Fashion 2012’, a presentation of the best of Irish fashion from 60 Irish designer-makers and manufacturers in a dramatic runway show that provided a platform for new designers and established brands to wow 200 exclusive trade buyers in an innovative way, reflecting the excitement and creativity of the sector that holds significant international potential.

Showcase 2012 had many other exciting new features including:
- The Top 50 New Products area where buyers could easily locate some of the best newly launched items.
- A new Trends Area highlighting the hot products for 2012.
- A new Enterprise Zone, where 52 micro enterprises from 13 counties in Ireland displayed their fresh talent under the umbrella of the County & City Enterprise Boards.
- Seminars for retailers featuring expert speakers on topics such as business development, merchandising and trends forecasting, including James Burke, advisor to the RTÉ TV programme ‘Feargal Quinn’s Retail Therapy’.
- One-to-one clinics offering advice to retailers on how to weather the recession and create points of difference for their shops.
- Networking Events where buyers and exhibitors could meet and mingle in a friendly, informal environment.
The Showcase Awards Ceremony, which took place on Saturday 21st January, announced the following winners:

- ‘Exporter of the Year’ - Fisherman Out of Ireland
- ‘New Product of the Year’ –
- Overall winner - Lynda Gault Ceramics
- Fashion, Knitwear and Accessories Category - Lisa Ryder Designs
- Tabletop & Interiors Category - Cillian Johnston Furniture
- Jewellery Category - JLB Jewellery
- Craft & Gift Category - Lynda Gault Ceramics
- ‘Creative Island Award’ - Jewellery maker Christina Brosnan
- ‘Craftsmanship Award’ – Furniture maker Karl Sweeny from Dublin for his elegant jewellery boxes.

2012 Retail Activity

March: MADE in Kilkenny @ GOODS
March saw the launch of an exciting new and innovative project called MADE in Kilkenny @ GOODS. The new retail outlet ran for a six month period selling handmade products from the MADE in Kilkenny craft makers. The long established GOODS department store and the MADE in Kilkenny craft trail group came together to provide a new experience for local customers and visiting tourists, showcasing some of the finest artisan talents in Kilkenny city and county. CCoI assisted with this initiative through the provision of merchandising support.

June: Irish Craft Collection at Arnotts
In June, Arnotts in association with CCol, announced that they would be dedicating a 50 square metre space in the
gift department in Arnotts to showcase and retail the best of contemporary Irish craft.

Known as the ‘Irish Craft Collection’ the space that showcases the work of more than 20 Irish craftspeople on Dublin’s Henry Street offers Irish craftspeople the opportunity to retail in a department store. Participating makers were also offered retail mentoring headed up by Paula McCoy, Homewares Buyer at Arnotts.

September: Arnotts Jewellery Hall
At the end of September the Irish Craft Collection at Arnotts was expanded to include a new Irish jewellery area in the new Arnotts Jewellery Hall. Four Irish jewellery designer makers: Martina Hamilton, Yvonne Ryan, Juvi and Button & Co were selected to present their work in a dedicated space branded Imagined, Designed and Made in Ireland in the Jewellery Hall.

November: Give Irish Craft - Christmas Campaign
November saw the launch of the newly updated Give Irish Craft website www.giveirishcraft.com, which showcased a range of gift ideas from both established names and emerging businesses. The site also featured a directory of craft stockists throughout the country.

CCoI’s dedicated website aimed to encourage Irish consumers to give gifts with meaning at Christmas by choosing authentic Irish-made craft and supporting Ireland’s vibrant craft and design sector.

Give Irish Craft showcases a range of gift suggestions selected from the work of over 400 Irish designers and craft makers promoted through the Give Irish Craft campaign. Prices range from under €10 to gifts of €50, €100 or more. Each product has been Imagined, Designed, and Made in Ireland and the website guides shoppers to where the products can be purchased.

More than 400 Irish designers and craft makers were represented through in-store point of sale material, by radio, print and online advertising. Internationally recognised brands such as Jerpoint Glass and Nicholas Mosse Pottery as well as contemporary designer makers including Bunbury Boards, Jennifer Slattery Textiles, Karen Morgan Porcelain and Ana Faye were amongst those featured on www.giveirishcraft.com. New to the collection of gift ideas for 2012 were candle makers Brooke & Shoals, ceramicist Karo Art, jewellers Ali Nash and Vivian Walsh and printer Fawn Studios.

In addition CCoI published an accompanying Gift Guide aimed at providing consumers with gift ideas for family and friends at Christmas. This was distributed with the Irish Independent newspaper. Initially an advertisement featured in the Sunday Independent on the 2nd of December promoting the forthcoming Gift Guide, which was free with Tuesday 4th of December’s Irish Independent newspaper.
The Christmas Gift Guide featured an extensive range of beautifully crafted gifts created by talented makers throughout Ireland. The guide enabled consumers to easily identify genuine Irish craft through the Imagined, Designed, Made in Ireland symbol used at in-store displays in over 130 retail locations throughout the country that took part in the Give Irish Craft campaign.

The popularity of Irish made gifts was reflected in the increased number of ‘pop-up’ shops that opened across the country in the run up to Christmas, locations included Dun Laoghaire, Ranelagh, Merrion Square and the Westbury Mall in Dublin and Winterval in Waterford City. Making it easier for consumers to find gifts that were unique and handmade.

Regional Craft Outlets
The Crafts Council of Ireland maintained its close strategic relationship with Ireland’s regional craft outlets including CORE Crafted Design in Ballinahown, Leitrim Design House in Carrick-on-Shannon, Cahir Craft Granary and An Clachán in Donegal.

These outlets continue to be important retail platforms for makers in their localities. In 2012 CCoI provided the management of the outlets merchandising and retailing advice and point of sale materials to promote the national message of “Imagined Designed and Made in Ireland”. Additionally, all of the outlets were financially supported to assist with local marketing initiatives such as local radio campaigns, local press, directional signage, public relations and promotional events aimed at increasing visitor numbers and sales.

3 - EXPORT MARKET
International Fair Fund
Now in its second year, the ‘International Fair Fund’ was set up to specifically support craft enterprises that wish to exhibit at international fairs and grow their export sales. There was a very high number of applications for the fund in 2012 and the standard of application had improved significantly. In all, this initiative enabled 16 makers selected through an application process to reach 18 fairs in four countries. Feedback has been overwhelmingly positive and based on the success of this initiative CCoI intends to further expand this programme in 2013.

- Annabel Langrish, Spring Fair, Birmingham, February 2012
- Anne Behan, Aine Knitwear, Scotland Autumn Gift Fair, Glasgow, September 2012
- Carmel Weir, Hanna Hats of Donegal, Celtic Marketplace, Chicago, September 2012
- Clare Jordan, Clare Jordan Ltd, Top Drawer, London, September 2012
- Kate Cronin, Klickity, 100% Design, London, September 2012
- Roger Bennett, Roger Bennett Woodturner, Craftboston, Boston, March 2012
- Shane Holland, Shane Holland Design Workshops, Tent, London, September 2012
- Sheenagh Green, One Year On @ New Designers, London, June 2012
- Donagh Quigley, The Handmade Soap Company, Spring Fair, Birmingham, February 2012

Inhorgenta, Munich, 11th – 14th February 2012
As part of CCoI’s three-year strategy to grow the export opportunities for makers across key craft categories, 10 makers participated at Inhorgenta Munich, an important international trade fair for the jewellery sector. The makers were displayed together in a single Irish stand. While the show is very competitive, many of the makers generated good orders for their products and gained valuable information about the export market.
London Design Festival 2012

‘A Place to Gather’, an exhibition of Irish craft and design commissioned and managed by the Crafts Council of Ireland and curated by Jonathan Legge, was part of the London Design Festival 2012.

Craftwork from 32 makers was selected for this exciting exhibition, which ran from the 18th to the 23rd September 2012 as part of the Shoreditch Design Triangle initiative. 310 people attended the launch of the exhibition and a further 1,100 visited the show and over 2,600 visited the website where the specially commissioned film can be seen. Feature coverage was secured in major UK and international publications, including ‘Wallpaper’ and several beneficial commercial relationships were established for the makers involved.

The exhibition then moved to Brussels to form the backbone of an installation of Irish craft and design in the Justus Lipsius Building, Brussels. The functional displays of Irish furniture, textiles and crafted design were installed in December to mark the Irish Presidency of the EU (January to June 2013). This important exhibition was funded by Culture Ireland as part of the Culture Connects programme led by the Department of Arts, Heritage and the Gaeltacht.
4 - DIRECT SELLING

Bloom 2012 – Ireland’s Largest Garden Festival, 31st May – 4th June, Phoenix Park, Dublin

At Bloom 2012 CCoI presented the second year of the Irish Craft Village, a dynamic and inviting space consisting of 24 retail stands, two craft demonstration tents for woodturning and blacksmithing, two interactive craft installations for weaving and feltmaking and a children’s workshop tent with an extensive daily programme for kids to try their hands at making.

Visitor reaction to the area was very positive with substantial retail sales for the makers involved. Additionally an estimated 10,000 visited the demonstrations, over 2,000 people took part in the installations and over 350 children took part in the educational workshops.

National Crafts & Design Fair 2012, 5th – 9th December, RDS, Dublin

As one of the key consumer craft events in the run up to Christmas the National Crafts & Design Fair, plays an important role for both consumers and craftspeople. 2012 saw the second year of the dedicated Irish craft exhibition/display area at the centre of the show, highlighting work from over 62 registered craftspeople.

In addition there was a series of daily demonstrations – showing visitors the skills and techniques required to produce the products they buy at the show.

The purpose of the display area was to highlight to visitors the quality, variety and range of Irish craft gifts available at the show and to encourage them to seek out and buy from CCoI registered exhibitors. All of the 204 CCoI registered craftspeople were also provided with the Imagined, Designed, Made in Ireland point of sale material so that consumers could easily identify them.

EDUCATION, TRAINING AND DEVELOPMENT

At CCoI we believe that developing the appropriate knowledge and skills of Irish craft makers through a diverse range of targeted education initiatives will help in the continued development of quality design and craftsmanship. Through education and training programmes for children, students, teachers and craft makers that involve authentic, creative engagement, we also strive to increase awareness of craft and design as a career choice. During 2012 a number of key education and training programmes were consolidated, impacting upon the positive learning of pupils, students and adults engaged in craft related training across all parts of Ireland.

1 - FIRST LEVEL

The CRAFTed: Learning Skills for Life Primary Schools Programme 2011 - 2012 in partnership with all 21 full-time Education Centres in Ireland, completed all craft projects in schools by June 2012. The CRAFTed 2012 programme culminated with the majority of the 21 full-time Education Centres holding exhibitions to showcase the creative process facilitated by the programme and the outstanding quality of the final pieces created by the children.

CRAFTed 2012 took place in 128 schools and involved 135 teachers, 98 trained craftspeople from the CCoI Craft Education Panel and approximately 2,900 children. The CRAFTed Programme is based on developing good collaborative practice between craftspeople and teachers. It focuses on how craft and design skills support integrated learning methodologies, with an emphasis on underpinning numeracy and literacy skills. A large number
of schools applied to take part in CRAFTed in 2012 and the majority of schools who applied were successful in receiving funding.

In 2012, CCoI published a ‘Code of Practice for Public Engagement in Educational Contexts’ to outline core values and responsibilities that underpin good practice in collaborative projects. This code is for craftspeople who are members of the Craft Education Panel who undertake CRAFTed projects as well as other public engagement work in educational contexts.

A CRAFTed photographic exhibition of work produced during 2012 went on display at the Waterford City Library Index Space, in Waterford City. This colourful exhibition of stunning CRAFTed photographs will continue its tour of County Libraries throughout 2013.

CPD: Continual Professional Development - Summer Courses for Primary Teachers 2012. Creative Crafts Skills training courses for primary teachers took place in July 2012 in partnership with six full-time Education Centres in Ireland. These craft skills courses were aimed at primary school teachers to support them in delivering the visual arts curriculum. The courses took place in Kilkenny, Athlone, West Cork, Sligo, Monaghan and Dublin West. The courses placed emphasis on literacy and numeracy, demonstrating how visual arts can be used as a tool to develop and enhance children’s creative writing and analytical skills. Primary teachers worked collaboratively with craftspeople to explore how 2D and 3D forms gives an embedded understanding of mathematical concepts such as shape, lines and angles, form pattern, measurement and problem solving.

2 - SECOND LEVEL
Creative Crafts Skills CPD Training for 2nd Level
Creative Crafts Skills CPD Training for 2nd level took place in partnership with the Professional Development Service for Teachers (PDST) in second level schools in six regions around Ireland. The projects in 2012 provided training for teachers and students in specific craft strands. The classes involved in the 2012 projects included 2nd year through to Leaving Certificate. Students involved had a range of abilities and included urban, rural and DEIS schools (Delivering Equality of Opportunity in Schools). Following the 2012 projects, three workshops took place in the spring term. The workshops were co-facilitated by a craftsperson and the PDST local facilitator and took place in each of the participating schools.

3 - THIRD LEVEL
During 2012, CCoI continued funding for the successful Irish Ceramics in Education (ICE) Lecture series. ICE is a collaborative initiative between the Crafts Council of Ireland and the Schools of Art & Design in Belfast, Galway, Limerick, Dublin, Kilkenny and Cork which aims to facilitate access to international expertise in a range of craft disciplines through a series of public lectures, demonstrations and masterclasses. Artists selected must be practicing contemporary artists with an international reputation and proven exhibition profile, to be exceptional in their field, and have a broad appeal. In 2012, very successful well attended key lectures were delivered by Garth Clark, Belfast; Anton Reijnders, Galway; Ken Eastman, Limerick; David Frith, Kilkenny; and Steve Dixon; Dublin.

Future Makers
The Crafts Council of Ireland’s influential Future Makers programme continues to represent a significant investment by CCoI in the future development of the next generation of makers in Ireland. Independently assessed, the overall prize fund in 2012 was €30,000, one of the largest supported crafts related prize funds in Europe. The Future Makers fund is used for research, training, residencies, materials, exhibitions and much more. This annual competition provides a platform for students and recent graduates to compete for prestigious awards and supports. Awards are assessed on the basis of design, creativity, innovation, skill and craftsmanship, and are intended to reward and benchmark excellence.

All applicants for the Student Future Makers Awards & Support 2012 were assessed by an international selection panel featuring John Jenkins, Design Manager at Heals UK; Jonathan Legge of Makers & Brothers and Louise Allen, Head of Innovation and Development Programmes at CCoI. The applicants for the Future Makers Practitioner Awards
In 2012, the Future Makers Student Award winner who received €2,500 was Jackie Maurer, a ceramics student of the Limerick School of Art & Design, and the Future Makers Special Judges Student Award winner who received €1,000 was Enya Moore, a metals student at the National College of Art & Design. In 2012, Scarva Pottery also provided a materials support to the value of €500, the winner of this was Limerick student Jackie Maurer.

Future Makers Students Supports

Student Innovation Award went to Theresa Burger, jewellery student, for her large geometric bangles made using 3D rapid prototyping techniques and inspired by the Zulu peoples of South Africa.

Materials Supports were awarded to Joy McGovern (Mixed Media), Katherine Moffatt (Textile), Sinéad Brennan (Glass), Arturo Borrego (Jewellery), Noeleen Logue (Metals).

Networking Grants were awarded to Angela O’Keefe (Jewellery), Enya Moore (Metals), Helen O’Malley (Ceramics).

Residency and Training Grants were awarded to Kate O’Kelly (Ceramics), Suzanne Rogers (Jewellery), Ewelina Maria Wojtowicz (Ceramics), Daragh Casey (Furniture) and Agnieska Robak (Ceramics).

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

The Future Makers Practitioner Award winner, who received €5,000 was Natalie Coleman (Fashion).

The Future Makers Special Judges Award winner, who received €2,500 was Kate Murtagh Sheridan (Ceramics).

A Special Judges Award for excellence was awarded to Jennifer Slattery (Textiles).

A new Future Makers Design Award of €1,600 was won by Kate Cronin of Klickity (Product Design).

Practitioners Residencies and Training Supports were awarded to Adele Stanley (Ceramics) and Karen Donnellan (Glass).

Practitioners Networking Supports were awarded to Cillian O’Suilleabhan (Furniture) and Kathryn Payne (Design).
Practitioners Studio Supports were awarded to Jennifer Slattery (Textiles) and Print Block (Print/Textiles).

Practitioners Exhibitions Support was awarded to Lisa Ryder (Textile/Print).

Future Makers is supported through a dedicated website www.futuremakers.ie which continues to be developed and enhanced in order to make it a valuable resource for students and recent graduates. In 2012 a new ‘Design Conversations’ section was developed to support sharing information among makers with their peers.

4 - OTHER INITIATIVES

RDS National Crafts Competition supported by the Crafts Council of Ireland. In 2012 the RDS National Crafts Competition, supported by the Crafts Council of Ireland, awarded a prize fund of €28,000 to some of Ireland’s most talented and promising craft makers. The competition’s 20 categories were adjudicated by an independent panel of judges selected by the RDS. The Crafts Council of Ireland’s 2012 Purchase Award was shared by Seamus Gill, Roger Bennett, Pádraig Larkin and Michael Calnan.

CraftFest Northwest
The Crafts Council of Ireland supported the second year of the crafts festival, CraftFest Northwest, in Sligo in November 2012. The CCoI textile exhibition Seascapes, went on display at Nazareth House, Sligo and to coincide with the launch of the exhibition Muireann Charleton, CCoI Education & Innovation Manager, gave a masterclass lecture on ‘What is Craft? The Myth of Making’.

5 - EDUCATION AND OUTREACH

Throughout 2012 the Education and Outreach team devised, co-ordinated and delivered a dynamic and engaging programme of events, developed resources and established partnerships. Educational and Outreach events and activities were programmed to explore and support the annual exhibitions programme at the National Craft Gallery, while the team was also actively involved in delivering off-site initiatives.

National Craft Gallery Education Programmes
The varied programme of educational activity included gallery tours, artists and curators’ talks, seminars, children’s workshops, public engagement events, continued professional development and the production of educational resource materials.

New Models in a Post Industrial World was a day-long seminar hosted in June 2012, exploring thematics arising from the exhibition Between Art and Industry. Bringing together academics with a range of makers, the sessions explored recent cultural histories, the nuances of making within traditional mediums in the current climate as well as new and innovative models of making. The panel of speakers included the three exhibitors Neil Brownsword, Róisín de Buitléar and Molloy & Sons together with Dr. Sorcha O’Brien, Sasha Sykes, Theresa Burger, Tara Carrigy and Louise Allen, Head of Innovation and Development Programmes at CCoI.

In September 2012 the gallery expanded its Outreach Programme to encourage families to visit the National Craft Gallery and to engage with the exhibitions as a learning resource. ‘Crafty Family Days’ are run on one Saturday of each month with an average of 25 children taking part each month. The workshops are designed in response to current exhibitions and actively explore new materials or techniques with children from 4 - 12 years old.

A new educational space has been established, defined
as an active space within the gallery facilitating reading, response, reflection and further learning about the works and makers in each exhibition. This resource allows visitors to enjoy a more thorough and sustained engagement with the gallery.

As part of the Schools Programme 2012/13, over 400 students took part in guided conversations of the gallery during the autumn term. This ranged from primary to third level. Tailored tours were delivered to second and third level students to complement classroom learning.

Following the positive reaction to the monthly late night openings at the National Craft Gallery, informal ‘Late Date’ events continued throughout 2012. A number of curator’s tours and makers’ talks were also programmed to complement the National Craft Gallery exhibitions throughout the year.

In order to develop attendance at the National Craft Gallery’s education and outreach events throughout the year, a monthly e-bulletin was initiated in June 2012. This e-bulletin connects directly with National Craft Gallery patrons, relevant cultural organisations and CCol members to inform them of and entice them to attend exhibitions and events at the gallery.

Craft Workshops at Public Events
The Education & Outreach team coordinated a series of diverse and engaging workshops for children and adults at large-scale public events. Highlight events include the following:

**Bloom, June:**
CCol ran an education space at the centre of the Irish Craft Showcase, on each of the five days free children’s workshops were delivered on a different garden related theme, including; Funky Twists: Badge and necklace making with Vivienne Martin; GROW Textile Printing with Lorraine Bowen; The Secret Clay Garden with Shona Flood; Patterns of Nature: Ceramics with Frances Kilcommins and Textile Bug Badges with Aideen Lynch. Visitors also had the opportunity to interact with members of the craft guilds who were giving demonstrations and to learn more about skills and craftsmanship.

**Kilkenny Arts Festival, August:**
A strong emphasis on public engagement resulted in the Castle Yard being once again a hive of activity in August during Kilkenny Arts Festival. Enya Moore, one of the artists exhibiting in UTENSIL was onsite for two days of the festival engaging in workshops with families, based on designing utensils with wire and mixed media. This was continued throughout the week as a drop-in workshop. A range of children’s workshops took place over three days in the Castle Yard with four craftspeople – Victoria Cody, Caroline Ryan, Aideen Lynch and Ciara O’Sullivan in clay, textiles, print and construction workshops. Caroline Ryan also facilitated a Soft Sculpture workshop for adults to complement the UTENSIL exhibition. Over 650 people took part in craft workshops throughout the festival week.

**Savour Kilkenny, October:**
During the last week of October the city filled with food enthusiasts as the now annual Savour Kilkenny Festival took place. The Education and Outreach team programmed a multi-sensory ‘Late Date’ event with Designgoat, as well as a day of family workshops at the National Craft Gallery, including a giant cake decorating textile workshop with Carrie Lynam.

**Programming Partnerships**
Education and Outreach also developed a number of programming partnerships with other national cultural organisations as part of the National Craft Gallery’s ongoing audience development strategy.

**TradFest, January:**
CCol supported a range of traditional craft workshops as part of TradFest at the Ark, A Cultural Centre for Children in Temple Bar, Dublin. Craft makers Sarah Malin, Aideen Lynch, Caroline Ryan and Cathy Hayden offered hands-on workshop sessions in willow weaving, textiles and paper crafting throughout the weekend inspired by Irish musical and story-telling heritage.

**Culture Night, September:**
For the third year, the National Craft Gallery participated...
in the national Culture Night initiative, in partnership with Kilkenny Arts Office and Temple Bar Cultural Trust. This event saw the National Craft Gallery transform into a cultural hub with food sculptures, kitchen percussion and utensil print drop-in workshops for children and grown ups alike creating an eclectic mix of music, performance and making. The gallery welcomed over 200 visitors who enjoyed the UTENSIL exhibition and workshops along with the musical workshops and performances with Rhythm & Riot throughout the evening.

**National Design Week, November:**
As part of the National Design Week, CCol ran a series of maker-centred events in Dublin under the title FUSE. *Future of Making* networking and discussion forum was hosted at the Science Gallery in Dublin with speakers including MAKESHOP, TOG Dublin Hackerspace, Fab Lab Dublin, 3D Dave, Maker Faire Dublin and CCol staff. The Education and Outreach team also supported the Dirk Vander Kooij Seminar and the FUSE Programme of designer and makers collaborations at NCAD in Dublin.

**Winterval Festival, December:**
For Winterval Festival in Waterford city, CCol partnered with the Workhouse Studios from Kilmacthomas to support the delivery of a range of 16 children's and adult's workshops at 35 The Mall in Waterford City. Over 200 participants took part in these workshops, which ran throughout each of the four weekends before Christmas 2012.

**Intern and Volunteer Programme**
Delivering the extensive programme of activities during 2012 would not have been possible without the enthusiasm and involvement of the interns and volunteers who supported the Education and Outreach team. A nine-month internship placement was secured through the JobBridge National Internship Scheme, which has been an invaluable support in developing and expanding the National Craft Gallery educational programmes, as well as allowing the intern to gain a significant body of valuable experience in the area of gallery education.

**Resource Materials**
Education and Outreach developed a number of resources such as recordings of *Between Art and Industry: New Models in a Post-Industrial World* Seminar Presentations programmed to coincide with the exhibition. These were also presented as a learning resource on CCol web platforms such as Blip TV and National Craft Gallery social media forums. The Education & Outreach team led the development of new resource materials for the Learn Craft website, in particular ‘Primary School Craft Lesson Plans’, designed by Craft Education Panel members to assist teachers in facilitating exploration of craft materials and techniques in the class-room environment.

**6 - CERAMICS SKILLS & DESIGN COURSE 2012**
The Crafts Council of Ireland’s Ceramics Skills & Design Course based in Thomastown, Co. Kilkenny saw 12 students graduate in July 2012 thus completing their
two year programme which started in September 2010. Their graduation exhibition was held in both galleries of the National Craft Gallery in Kilkenny and showcased a diverse range of work of an extremely high standard. Mary Gallagher, owner of the Blue Egg Gallery in Wexford, opened the exhibition. Three students achieved distinctions and sales from the exhibition were high.

In February the students designed and made a range of functional pieces of tableware as part of an exhibition of mixed craftwork in the Blue Egg Gallery, Wexford. This gave the students valuable experience in pricing, producing artist’s statements and biographies and completing work within a very specific time frame. The discipline of exhibiting was repeated again in March when the students organised and mounted an exhibition of their individual work in the Framewell Gallery in Thomastown, Co. Kilkenny.

In September the course hosted an International Ceramics Conference organised by Ceramics Ireland. The conference was attended by around 100 people who took part in a programme of demonstrations and lectures given by six internationally renowned ceramic artists. Students from the course acted as technical assistants to the visiting lecturers.

Applicants for the 2012 / 2014 course were interviewed in June and the 12 successful students began their two-year programme on the 24th of September. The new intake has been registered with NUI Maynooth who will be accrediting the course.

7 – JEWELLERY AND GOLDSMITHING SKILLS & DESIGN COURSE

The Crafts Council of Ireland’s Jewellery and Goldsmithing Skills & Design Course continues to teach traditional jewellery and goldsmithing practices and is the only course in Ireland that specialises in the use of precious metals and gemstones. The course curriculum is constantly updated to ensure the content is in line with current industry trends, practices and standards.

The Crafts Council of Ireland invest in new technologies and the upgrading of existing equipment to ensure students’ skills are relevant to current industry needs within the jewellery sector; ensuring a successful transition from education to employment. The Jewellery and Goldsmithing Skills & Design Course continues to maintain its international reputation. The graduates of 2011 are currently in employment in Ireland, UK, France and Australia.

In July 2012 CCol held its first exam board of the newly accredited jewellery programme with NUI Maynooth. The successful conclusion of year one mandates the CCol Jewellery and Goldsmithing Skills & Design Course at a national level in its role as a unique training facility catering to the direct needs of the jewellery craft sector.

In December 2012 the jewellery trainees were given the task of designing three ranges of jewellery for the National Crafts & Design Fair in the RDS. They had to price and sell the work on their stand titled Benchmark. This was an invaluable experience giving the students a first hand insight into the commercial aspects of a craft based business. The three jewellery ranges are currently on sale at DesignYard in Dublin and Designworks Studio in Cork.
2011 graduate Yvonne Ross received the Assay Office Award at the RDS Design and Craft Awards for the creation of her miniature teapot. Angela O’Keefe received a Future Makers Award in 2012 to exhibit her work at the prestigious LOOT: MAD About Jewelry fair at the Museum of Arts and Design in New York.

In 2012 five students completed the practical element of the Diamond Grading Diploma through the Gemmological Association of Great Britain. This is a world-recognised qualification.

In keeping with best international higher education crafts and arts teaching practice course manager Eimear Conyard, alongside her teaching commitments, continues to develop and upskill through the making of objects to international standard and as a result participated in a number of exhibitions during 2012. Eimear was invited to exhibit her work at LOOT: MAD About Jewelry fair at the Museum of Arts and Design in New York during September 2012. She was selected by the Flow Gallery in London to participate alongside 26 designer makers from Ireland and England to exhibit her work at the Philadelphia Museum of Art Craft Show where she received an award for the Best International Artist. Her work is currently exhibited at Snyderman Works Gallery in Philadelphia and they will represent her sculptural jewellery range at SOFA Chicago 2013. During October 2012 her work was selected for Irish Craft Portfolio: Critical Selection 2012 - 2014. As a full time educator it is important to Eimear’s own development as an artist and maker to continually develop and expand her own practice, which serves to inspire and encourage creativity and experimentation amongst her students.

PUBLIC AFFAIRS & COMMUNICATIONS
In addition to raising awareness and appreciation of the craft and design sector in Ireland, the Public Affairs & Communications team supports the delivery of CCoI’s programmes and activities across the organisation. Following the significant increase in consumer interest and awareness of Irish craft during Year of Craft 2011, the team worked alongside CCoI’s client enterprises, member organisations, strategic partners and the media in promoting and generating ongoing publicity for Irish craft throughout 2012.

Many of the communications elements of initiatives delivered by the Market Development, Innovation & Development Programmes; and Education, Training & Development teams have been outlined in the preceding sections of this report. Further information and additional programmes are outlined below.

Media Partnerships & Relationship Building
Many relationships established and developed during Year of Craft 2011 were maintained during 2012 and resulted in ongoing coverage of Irish craft and design throughout the year. This included consumer magazines, national and regional newspapers, and radio and TV, giving a strong presence of Irish craft across a broad audience. Many opportunities for international coverage of Irish craft also occurred as a result of developing relationships with media abroad.

In 2011 CCoI worked in collaboration with Big Mountain Productions on the six part TV series Craft Master. The series was commissioned by the RTÉ Lifestyle programming department to celebrate Year of Craft 2011 and received funding through the Broadcasting Authority of Ireland (BAI). The popularity of the series led to it being re-aired a number of times during 2012. The public’s response to the show was very encouraging so in early 2012 Big Mountain Productions prepared a proposal for a second series of Craft Master in consultation with CCoI and with the support of RTÉ. As a result of the proposal, the second series of Craft Master was commissioned by the RTÉ Lifestyle programming department in May 2012 and received funding through BAI.

Production immediately began on series 2, which is again being presented by Sonya Lennon, showcasing the work from the very best up-and-coming Irish craft makers. Call outs were issued seeking applications from individuals to feature on the show as apprentices who had foundation skills in the craft disciplines of basketry, millinery, knitting, furniture or jewellery, and who wanted to bring their competence to the next level through a residential masterclass with a top maker in their discipline. The selected amateur apprentices compete on the show to win a free stand at Showcase 2014. Production of series 2
was completed in 2012 and we look forward to seeing the series air on RTÉ in the autumn of 2013.

One of the outcomes of CCoI securing The Irish Times as a media partner for the Year of Craft 2011 programme was author and award winning journalist Sylvia Thompson’s weekly column during 2011 ‘Hands On: Traditional Skills and Where to Learn Them’. Following the reaction to the column, Sylvia wrote ‘Hands On – The Art of Crafting in Ireland’ with support from the Crafts Council of Ireland and The Heritage Council. The lavishly illustrated book is a celebration of the abundance of crafts practised and taught across Ireland. It details the history of 40 eclectic crafts, from basketmaking to woodturning, and provides concise information on where to see them, where to learn them and what’s involved, a useful resource for beginners and experts alike. Launches of ‘Hands On - The Art of Crafting in Ireland’ took place in Dublin and Kilkenny during 2012.

During 2012 CCoI developed a relationship with The Spirit of Ireland magazine in order to promote Irish craft to the magazine’s audience in North America and Canada. The Spirit of Ireland magazine, which is a collaboration between the North American Celtic Trade Association (NACTA) and Devlin Media, has distribution throughout USA and Canada via a network of Irish stores and leading retail outlets such as Barnes and Noble. Editorial recommending the inclusion of a craft experience on visits to Ireland, images of craft and craft making and a www.giveirishcraft.com advertisement was included in their edition at the end of April 2012 to coincide with The Ireland Show where Spirit of Ireland circulated the magazine to the thousands of buyers and store owners from all over the USA. A similar presence for Irish craft was included in the magazine’s issue in September 2012, which was also at the Celtic Marketplace Trade Show, in time for Christmas and St. Patrick’s Day orders.

Media Coverage
CCoI continued to issue information and images to the media throughout 2012 which resulted in ongoing coverage of Irish craft and design during the year. The media coverage for the calendar year 2012 was estimated to have generated an Advertising Value Equivalent (AVE) of almost €3.5 million for Showcase 2012 and CCoI’s other programmes, events and activities throughout the year. Some highlights of coverage during 2012 are outlined below:

• Coverage of Showcase 2012 including a three-page feature with photographs and maker information in The Irish Times Magazine on Saturday 14th January detailing Showcase and deeming Irish Craft as ‘cool’. Extensive exposure on television with an episode of RTÉ’s Nationwide devoted to the event and a feature on Showcase Fashion 2012 was aired on TV3’s Xposé. A segment on Morning Ireland on RTÉ Radio 1 ‘Turning Talents into Business’ was aired on Monday 23rd January.
• Various fashion spreads in The Sunday Independent Life magazine featuring Irish fashion designers, including ‘Homegrown’ on 22nd January and ‘Go Tribal’ on 19th February.
• A two-page feature in the Irish Times Special Supplement ‘Make, do and sell – in the UK’ on Thursday 15th March demonstrating how support of makers attendance at British trade shows such as TENT at the London Design Festival and COLLECT at the Saatchi Gallery has led to an
increase in knowledge of and appreciation for Irish craft in the UK.

- A feature in The Irish Times Weekend Review on print in fashion as demonstrated in the National Craft Gallery’s exhibition Block Party on Saturday 24th March.
- Varied coverage of Irish craft in retail outlets specifically the feature in the Sunday Independent Special Supplement on Sunday 4th November ‘Retail Store of the Year’.
- Continued airing of the Craft Master series throughout September and October giving an insight into multiple craft disciplines.
- Significant coverage of the Give Irish Craft campaign specifically the ‘Sixty of the best Irish Gifts’ feature in VIP magazine on Tuesday 27th November and the Imagined Designed Made insert included in the Irish Independent on Thursday 29th November.
- Segment on TV3’s Xposé on Irish Jewellery design with gemologist Natasha Sherling.
- A feature promoting craft as Christmas Gifts that was filmed in Ardmore Pottery & Gallery in Co. Waterford was aired on The Today Show in December.

Communications Tools

Website

As part of CCoI’s ongoing developments of its online presence, in August 2012 an updated public directory of craftspeople was implemented on www.ccoi.ie. As well as revitalising the directory to give it a more contemporary look and feel, this involved the integration of the public directory of craftspeople with CCoI’s Customer Relationship Management (CRM) and allowed for easier updating and the addition of key new features such as social networking links. The new directory was well received and plans were put in place for expanding the functionality of the directory to allow registered clients edit and submit updated content themselves through a self-service option for roll out during 2013. The www.craftinireland.com site was also maintained throughout the year as a go-to directory of craft events and activities around the country for the general public.

Social Networking

Throughout 2012 CCoI continued the organisation’s ongoing social networking activities on both Facebook and Twitter, expanding the number of fans and followers of Irish craft. In March 2012 CCoI joined the online pinboard tool Pinterest. This has proven to be a very valuable tool when it comes to sharing craft related images and content that is of benefit and interest to our clients as well as members of the public who are interested in craft. By the end of the year, CCoI’s Pinterest page www.pinterest.com/craftinireland already had a growing following.

E-Communications

During 2012 CCoI continued to issue the organisation’s ezine CRAFTlink, an interactive online newsletter distributed to our clients, members and other subscribers. In October, we also introduced a bi-monthly ezine Craftinireland.com, to promote craft events and activities around the country aimed at the general public and those interested in craft in Ireland. The Craftinireland.com newsletter is a continuation of the Year of Craft 2011 ezine. These communications vehicles provide us with a valuable means of distributing industry news and sharing notices received from the wider craft audience with the newsletters’ subscribers.

File Sharing and Storage

The volume of craft events and activities each year generates a large volume of images at CCoI. Providing an efficient digital imaging service that can be easily accessed by both CCoI staff and external parties is an important function in Communications, especially in the ongoing promotion of Irish craft through the media. The file sharing application which CCoI used for many years was discontinued in June 2012. In anticipation of this, CCoI completed an exercise in migrating images to a central archive. The application implemented for use going forward was Dropbox, a user-friendly and efficient service for sharing images and other file types which has been well received by staff, event partners and media.

Key Corporate Publications

In addition to the organisation’s Annual Report for 2011, which was released in both English and Irish in compliance with CCoI’s obligations under the Official Languages Act, CCoI produced the Year of Craft 2011 Report. The report
provides an overall flavour of the high level of activity both nationally and internationally during the year and highlights specific events and achievements from the overall programme. Each of CCoI’s member organisations were invited to submit summary reports of their activities during 2011 and the information submitted has been included in the overall report, making it an important archive document for the years to come. Some of the evolving legacies of Year of Craft 2011 are also contained within the report.

One particularly nice eco-friendly story is how during 2012 the Kinsale-based craft enterprise Mamukko upcycled and repurposed the Year of Craft 2011 flags that were on display on the quays in Dublin during the visit of the World Crafts Council – Europe to Ireland in the summer of 2011. The flag fabric was used to line several of their bag designs and the rope to adjust the sides of the bag was also upcycled from the Year of Craft 2011 flags.

During 2012 CCoI also commenced work on the organisation’s strategic objectives for the period 2013 – 2015. Developing the new Strategic Plan involved a consultation process with key stakeholders, providing a forum for them to contribute to the future strategic direction of CCoI. This included an invitation to all CCoI registered client enterprises and member organisations to input into the strategic plan. The communications team created a short online survey through which respondents could indicate which of CCoI’s programmes and activities were of most importance and relevance to them. Respondents could also provide suggestions for
consideration in planning for future programmes. The information gathered through the online survey was extremely beneficial in the planning of programmes and activities that add value for CCoI’s clients and member organisations and that will benefit the craft and design sector as a whole. The Strategic Plan 2013 – 2015 was finalised and approved in preparation for its launch in January 2013.

Irish Craft Christmas Gift Guide

In the lead up to the busy Christmas period each year, the Crafts Council of Ireland launches its annual campaign in encouraging consumers to consider authentic Irish craft and design when purchasing gifts, stressing the huge economic and cultural benefits of giving Irish craft at Christmas and throughout the year. As part of the campaign for 2012, CCoI placed a small number of advertisements in key publications, directing readers to the updated www.giveirishcraft.com website. In addition to these advertisements, CCoI also worked with The Irish Independent in producing an Irish craft gift guide. The 20-page guide featured an extensive range of gift suggestions at various price points and provided information on key stockists of Irish crafts throughout the country. The gift guide promoted work under the Imagined, Designed and Made in Ireland identity as ideal for gift giving and supported the overall Give Irish Craft campaign with in-store displays at retail locations throughout the country. Over 125,000 copies were distributed with The Irish Independent on Thursday, 29th November, reaching a wide audience right across the country.

Consumer Perceptions Research

At the end of each year the Crafts Council of Ireland commissions a survey to explore the public perception of Irish craft and to gauge growing interest and awareness in Irish craft. The survey was conducted by Millward Brown Lansdowne, on behalf of the Crafts Council of Ireland in December 2012 with a nationally representative sample of the Irish population. As the sixth wave of research, comparisons could be drawn with previous years to show changes in perceptions and awareness. A summary of the key findings is included within this report. CCoI was particularly delighted to see the continued increase in interest in buying and owning Irish craft, which is now at an all time high.

This annual survey of consumers is an important source of information in informing the direction of programmes and activities for promoting craft in Ireland and in developing relationships with partners in order to ensure that Irish craft is accessible and available to consumers. The outcomes of the 2012 survey reflect the success of CCoI’s programmes throughout the Strategic Plan 2010 – 2012 in raising awareness and appreciation of Irish craft and in making craft more accessible to consumers through retailers of Irish craft.

INNOVATION AND DEVELOPMENT PROGRAMMES

For many CCoI clients innovation and design are part and parcel of what they do. For others, innovation is employed on a more strategic basis – for new product development and more efficient business processes. Consequently CCoI established a team to specifically focus on this area. The Innovation and Development Programmes team was set up in 2012 in order to develop the innovation and design capabilities of the crafts sector. Strategic actions focus on cultivating strong national and international partnerships that facilitate the development of clusters of excellence promoting exchange, learning and access to facilities and expertise.

Innovation and Development Programmes are responsible for the continued development of craft enterprises through the provision of training and supports required for business growth, product design, increased export potential and controlling the cost of doing business in Ireland, leading to job creation and industry growth.

Innovation Programmes

FUSE – is a series of experimental projects to develop the design and innovation capabilities of the crafts sector. The project has a number of elements that address product innovation and process innovation and explores the potential to access new markets.

FUSE - Innovation and Design Event, Design Week 2012

The event was delivered in partnership with the National
College of Art and Design and Design Week 2012. It worked with 26 craftspeople and 13 designers. Craftspeople were asked to provide images of their work to be re-imagined, re-invented and re-hacked by the design team. A workshop was held at the National College of Art and Design during Design Week for designers and craftspeople to work in pairs, discuss design approaches and how industrial processes and traditional methods can be used to re-imagine the final product. International furniture designer Dirk Vander Kooji ran a workshop and seminar about the use of 3D printing and new technologies in his work and the potential applications and implications for craft processes.

The objective of the collaboration and workshop was to provide a forum for the exchange of ideas and networking; to give new perspectives; to lay the ground for future collaborations between craft, design and new technologies. Teams interested in further development of their product ideas were offered follow-on mentoring support.

**FUSE - Design Challenge**

The objective of the workshop was to enable small groups of designers and craftspeople to work together to respond to commercial briefs. Multi-disciplinary teams were invited to submit design proposals and prototypes to a brief set by the Design Manager and senior furniture buyer for Heals UK. Over the course of two days teams presented their products and engaged in a workshop to assess branding, costs, production methods and retail channels. Following the workshop four teams brought prototypes through production processes to be displayed at Showcase 2013.
Future of Making: Join the Conversation
This was a collaborative networking event between the Crafts Council of Ireland, Fab Lab Dublin, the National College of Art & Design, MAKESHOP, Science Gallery, Dublin Mini Maker Faire and TOG. The event focused on the future development of making and provided a platform for new connections to be made. Future of Making included an evening of curated talks and presentations and an opportunity for discussion between makers, designers and crafters.

Facilities Support Funding
In 2012 a scheme to provide support to existing craft facilities was established. The Facilities Support Scheme provides funding for studio based facilities providing services, equipment, advice and studio or incubation space to craft enterprise. In addition to funding, the scheme provides access to mentors in order to develop organisations strategic plans, establish financial independence and work toward future growth.

Mater Hospital Innovation Challenge
In November 2012 the Crafts Council of Ireland, MCO Projects on behalf of the Mater Campus Hospital Development came together to develop a unique, challenging and innovative project that aims to re-imagine the design of textile elements of patient rooms under the Mater Hospital Per Cent for Art Scheme. The innovation challenge aimed to bring together inter-disciplinary teams of craftspeople, artists and designers in consultation with health professionals to examine the whole patient experience while in hospital, including what patients wear and how the design of material elements affects their recovery and overall well-being. In addition the project aims to open new potential routes to market for creative people who are committed to pursuing a creative career in textile production and design. Receipt of application for this initiative closed in January 2013.

Design Mentoring Panel
Partnerships
The Crafts Council of Ireland are aware of the critical importance of strategic partnerships in building the network and infrastructure of supports for the development of the crafts industry in Ireland. During 2012 a number of significant partnerships were formalised and CCoI is actively developing programmes.

Western Development Commission
In June 2012 CCoI signed a memorandum of understanding with the Western Development Commission (WDC). The aim of the partnership is to work together to create the right conditions to support the development of the craft and related creative industry enterprise clusters within the Western Region*. CCoI are represented on the advisory panel for the WDC’s Creative Edge Programme, which has received funding through the EU Northern Peripheries Programme.

Local Development Companies
In March 2012 CCoI, in partnership with the Irish Local Development Network (ILDN), hosted a forum as a first step in exploring the opportunity for a creative cluster initiative through a new model of partnership between ILDN and the Crafts Council of Ireland. The idea was presented as an opportunity for ILDN with CCoI, in collaboration with other partners, to facilitate enterprise development ‘rooted’ in the community through engagement with creative industries at local level, and facilitating a necklace of creative clusters around Ireland – with a focus on craft enterprise development. Following the forum, five local development companies agreed to fund research into the potential for the development of the craft sector. After a tender process Indecon International Economic consultants and Willie Miller Urban Design were appointed to undertake the research commencing in October 2012. Results are expected mid 2013.

County & City Enterprise Boards
In November 2013 following a presentation to the CEO Network of County & City Enterprise Boards (CEBs) a memorandum of understanding was agreed with CCoI. In order to maximise resources and supports for the sector CCoI and the CCEB are actively working together to deliver mentoring, continued professional development and business development supports to further the growth

* The WDC’s area of operation is the Western Region (counties Donegal, Leitrim, Sligo, Roscommon, Mayo, Galway and Clare).
and development of the crafts sector and contribute to job creation, infrastructure provision, economic growth and entrepreneurship. In 2012 a number of workshops were delivered in partnership with enterprise boards across Ireland.

International Programmes

INNOCRAFTS

In 2012 CCoI received funding through Interreg IVC to participate in the INNOCRAFTS project to promote entrepreneurship and business creation in the artistic and contemporary crafts sector by improving the effectiveness of regional and local development policies through sharing and exchanging experience and good practices. The project has 15 partners in 13 countries and runs to 2014.

Leonardo Dream II

As part of the European Leonardo da Vinci programme, the INMA (Institut National des Métiers d'Art - French Institute of Arts and Craft) is organising a Crafts and Design masterclass programme organised in partnership with the Crafts Council of Ireland, the Slovakian Centre of Folk Art Production (ULUV) and the Fundesarte of Spain, Fundación Española para la Innovación de la Artesanía - Spanish Foundation for Innovation in Crafts) as well as the French Agency (APCI), for the promotion of the industrial creation.

This masterclass programme aims to reposition European arts and crafts by investigating the links between heritage and innovation in the development of new products. It has the ambition to guide the new generation of young graduates in craft and in design by bringing together professionals throughout the EU to learn new skills and undertake research in their primary area of craft and design expertise. CCoI was awarded funding under Leonardo Da Vinci programme to participate. The programme, which includes masterclasses in wool, wood and ceramics, will take place in 2013.

World Crafts Council – EU

The WCC General Assembly took place in London in June 2012. The general assembly reviewed activities, which took place between 2009 – 2012, in advance of appointing a new board. Louise Allen, CCoI (Head of Innovation & Development Programmes) was elected along with Rosy Greenlees, Crafts Council UK (Executive Director), Trude Uglestad, Norskekunsthandverke (Vice President), Johan Valcke, Design Flanders and Hanne Houlberg, Danish Arts and Crafts Association. The Netherlands will host the General Assembly in 2013.

JobBridge – National Internship Scheme

CCoI conducted an internship survey with eligible CCoI clients in Creative Island at Showcase in January 2012. The survey showed that 27 clients were eligible for the scheme, 17 of which expressed their interest in taking on an intern. CCoI offered to assist those eligible through the application process, advertised any internships that were approved if required to do so and conducted a follow up call to check the client's progress with their application. CCoI then offered ongoing support during the internships.

The survey highlighted that a large number of CCoI's registered clients were excluded from participation in the JobBridge scheme due to their size - one of the standard criteria to qualify for an internship is that an organisation must have a minimum of 1 full time employee who is employed for 30 hours or more per week. CCoI commenced ongoing discussions with the Department for Social Protection regarding waiving that specific criterion for the craft sector and made a series of presentations to government on behalf of the sector.

ENTERPRISE DEVELOPMENT

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

Continuing Professional Development

Training, Workshops & Partnerships

During 2012 new training programmes were developed and piloted with delivery partners such as Plato, CEBs, Leader Companies, Google and VAI.

In 2012 CPD workshops for craftspeople provided key enterprise, business and design skills to registered craft and design clients. Workshops were offered in Cork, Dublin,
Donegal and Waterford with 127 businesses participating. CCol has positioned product and design as central to this programme and is working in partnership with CEBs to deliver business development initiatives including:
- Product development for craft and design enterprises
- Costing and pricing for craft and design retail
- Social media for craft and design
- Effective photography for craft and design product
- Merchandising and PR for craft enterprise
- Preparing for export opportunities

Continued Professional Development Fund
CCol’s Continued Professional Development (CPD) Fund provided funding to over 40 clients. The total allocated was €14,455. The fund is made available to apply for by all registered CCol registered clients who wish to pursue continued professional development and training in their respective craft discipline. Applications were accepted for attendance in the following: workshops, short training courses, masterclasses, conferences, symposiums etc. or to research trade events/fairs.

Building Craft and Design Enterprise Programme
Making it in Business (2012)
13 businesses across a wide variety of disciplines completed this highly competitive programme in 2012. The objective of the programme is to optimise sales in the Retail and Collector market through a concentration on Business Development and Social Networking as a development and sales platform. This programme concentrates on branding and packaging products, social media, marketing and business planning. CCol is looking at accreditation and delivery of this programme in partnership with other organisations in 2013.

The Mentoring Programme
Mentoring provides craft businesses with tailored professional development support in design, production, business, marketing and branding. This takes place through one to one mentoring sessions (up to five sessions awarded) with key design and business mentors to help develop potential in both the Collector and Retail market. During 2012 CCol reviewed its mentoring process and added a new Design Mentoring panel to focus on product design and development for client enterprises. 35 craft businesses directly benefited through mentoring support. Through 2012 and onwards the main focus of mentoring has been on design, product development, production capacity, and optimisation of social media as a craft development tool.

Showcase Creative Island Mentoring
Developed as a new initiative in 2010, this comprised of a series of workshops and mentoring interventions specific to agreed targeted clients. It proved successful in assisting Creative Island participants to display their full commercial potential at Showcase 2012. The key elements of this initiative include: Product Development, Merchandising, Branding and PR and Business Acumen.

New Enterprise Website – Nurturing Tomorrow’s Entrepreneurs
The last quarter of 2012 saw the development of a new online resource for craft and design enterprises – www.ccol.ie/enterprise. It is an invaluable resource for anyone starting or growing a craft and design enterprise. The site was developed during 2012 for go live in January 2013.

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

GANS
CCol facilitated two GANS meetings in Kilkenny in March and September 2012. These meetings provided member organisations with an opportunity to network, share best practice and discuss challenges and opportunities for promoting Irish craft. The meetings are also an important forum for exchanging information, ideas and feedback. The first GANS meeting took place on the 23rd March 2012 at Butler House, Kilkenny. The meeting included presentations from: Virginia Teehan, Cultural Director from UCC on Archiving Craft; Catherine Phibbs, CCol
Communications Manager on The Importance of Social Media; Angela O’Kelly, Curator and Jewellery Designer on Curating Craft; and Ronan Smith from Padraic Smith & Co Insurance Company. The following updates were given:

- Heritage Crafts Association - Sheila Ahern
- Overview of Board Member Responsibilities and Nominations Process - Tina Byrne
- Viewing of DVD produced by Offaly Crafty on their Year of Craft 2011 Project ‘Continuance’

The second GANS meeting took place on 28th September 2012 in Butler House, Kilkenny. The meeting included presentations from: Suzanne Maye, Craft Mentor, Business Advisor and Network Manager covering Top Tips on Running Craft Fairs, Pop-up-Shops and Exhibitions; a presentation by CCoI Education and Innovation Manager, Muireann Charleton and a tour of the National Craft Gallery.

The following updates were given:

- Strategic Plan 2013 – 2015 survey feedback
- Heritage Crafts Association

**GANS – 4 new members organisations accepted in 2012**

The Malthouse Design Centre
Original Kerry
Craftworks Mayo
Traditional Lace Makers of Ireland

**Craft Demonstrations by GANS at Public Events**

CCoI was delighted to work with our member organisations in coordinating craft demonstrations at a number of high profile public events during 2012. Demonstrations showcase the wealth of skills amongst craftspeople living and working in Ireland. They proved to be extremely popular with members of the public throughout 2012.

**Bloom in the Park, Dublin:**

Demonstrations were facilitated by the Irish Woodturners’ Guild and the Irish Artist Blacksmiths Association.
National Crafts & Design Fair, Dublin:
Exhibitors who had the opportunity to demonstrate their craft included: Matt Jones (woodturning), Adrian Wistrich, Colm de Rís and Brian McGee (pottery), Beth Moran and Liz Christy (weaving).

GANS Exhibitions
Seascapes
This exhibition, first launched at The Knitting & Stitching show in 2011, was installed at Atrium Gallery, Nazareth House, Sligo to support CraftFest Northwest 2012 festival. The exhibition attracted a great response as one of the main attractions of the festival.

Nature
Following on from the success of Seascapes in 2011, the Crafts Council of Ireland was delighted to coordinate the third exhibition of textiles at The Knitting & Stitching Show at the RDS in Dublin, 1st - 4th November 2012. The exhibition was curated by Angela O’Kelly and opened by Sylvia Thompson, author of Hands On: The Art of Crafting in Ireland, published in 2012. Nature featured over 20 inspiring pieces, selected from 90 entries submitted by CCoI member organisations. The show was very well received and will be exhibited at selected venues in 2013.

Client Register
During 2012 CCoI’s register of client enterprises increased from 2,562 to 2,662 and associate membership grew from 1,026 to 1,247.

Network Support Scheme 2012
The CCoI Network Support Scheme which part funds marketing, exhibitions and training initiatives by member organisations continued in 2012 and €47,802 was allocated in total. 22 applications were received, all received funding. A breakdown of member organisations who received financial support in 2012 is set out below:

<table>
<thead>
<tr>
<th>Membership Organisation</th>
<th>Allocation €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge Street Studios</td>
<td>1,000</td>
</tr>
<tr>
<td>Ceardlann, Spiddal Craft &amp; Design Studios</td>
<td>1,000</td>
</tr>
<tr>
<td>Ceramics Ireland</td>
<td>2,000</td>
</tr>
<tr>
<td>Clare Crafts</td>
<td>2,000</td>
</tr>
<tr>
<td>Cork Art &amp; Design (CAD)</td>
<td>3,500</td>
</tr>
<tr>
<td>Cork Textiles Network Group</td>
<td>3,000</td>
</tr>
<tr>
<td>Craft Granary</td>
<td>2,000</td>
</tr>
<tr>
<td>Donegal Designer Makers</td>
<td>2,000</td>
</tr>
<tr>
<td>Feltmakers Ireland</td>
<td>1,650</td>
</tr>
<tr>
<td>Fire Station Artists’ Studios</td>
<td>1,800</td>
</tr>
<tr>
<td>Irish Artist Blacksmiths Association</td>
<td>2,365</td>
</tr>
<tr>
<td>Irish Guild of Weavers, Spinners and Dyers</td>
<td>577</td>
</tr>
<tr>
<td>Irish Patchwork Society</td>
<td>5,000</td>
</tr>
<tr>
<td>Louth Craftmark Designers Network</td>
<td>1,500</td>
</tr>
<tr>
<td>MADE in Kilkenny</td>
<td>1,500</td>
</tr>
<tr>
<td>Na Piobairi Uilleann</td>
<td>4,000</td>
</tr>
<tr>
<td>Offaly Crafty</td>
<td>1,410</td>
</tr>
<tr>
<td>Print Block</td>
<td>2,500</td>
</tr>
<tr>
<td>Society of Cork Potters</td>
<td>1,500</td>
</tr>
<tr>
<td>The Design Tower</td>
<td>2,000</td>
</tr>
<tr>
<td>The Quilters Guild of Ireland</td>
<td>4,000</td>
</tr>
<tr>
<td>West Cork Craft &amp; Design Guild</td>
<td>1,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>47,802</strong></td>
</tr>
</tbody>
</table>

Heritage Craft Taskforce
The Heritage Council and the Crafts Council of Ireland agreed to commit €5,000 each to conduct an audit of Irish lace with a view to the ongoing preservation of this important traditional craft and heritage. The Craft Heritage Taskforce issued a tender in 2012 and 10 applications were received. The tender was awarded to Frances Nevin and will be undertaken in 2013.

Train The Trainer
The first Train the Trainer course was run in Kilkenny on Friday 16th November, in collaboration with CCoI’s Education, Training and Development team.

14 participants took part with members from the ICA, Ceramics Ireland, the Irish Woodturners’ Guild and the Crafts Council of Ireland’s Craft Education Panel. Owing to
the demand for this initiative CCol plan to run a series of these courses in 2013.

Counties Initiative Fund
This fund was created to promote and assist strategic partners to deliver countywide activities and events, in the promotion and support of craft enterprise. A call for proposals was circulated to organisations that engaged in successful partnership activities with CCol during Year of Craft 2011.

11 applications were submitted and all received funding. The total fund was €23,000.

- South Cork Enterprise Board
- Cork City Enterprise Board
- West Cork Enterprise Board
- Dun Laoghaire Rathdown County Enterprise Board
- Fingal County Enterprise Board
- Kerry County Enterprise Board
- Mayo County Development Board
- Sligo LEADER Partnership
- Westmeath County Enterprise Board
- Wicklow County Council
- Visual Carlow – Éigse Carlow Arts Festival

CONCLUSION
As an organisation, CCol has evolved significantly over the term of the Strategic Plan 2010-2012 in relation to our professionalism and ability to deliver, our focus on achievements and outputs, and our emphasis on being innovative in the implementation of our programmes. There are still many opportunities to be seized and some challenges to be addressed - positioning CCol for delivering on our key objectives in terms of accessing international markets and developing innovation capability across the sector; generating funding to delivery on the strategy outlined within our programmes and realising the ambitious plans that have been put in place; and continuing to deliver more with less resources while at all times striving for excellence in standards and value for money.
While the economic environment has improved somewhat in recent months it still remains difficult. The cost of doing business is a major obstacle for many of our clients. However, we are starting to see some of the benefits from the focus we have had over the past three years on our strategic objectives aimed at increasing market share and awareness for the sector. My colleagues and I must and will, continue to keep this focus during 2013 as we strive to deliver the true potential of this vibrant sector.

We leave 2012 with good momentum in terms of awareness and for 2013 we will remain focused on creating demonstrable value through continuing to develop commercial opportunity to grow craft businesses. I look forward to working with our clients, member organisations, Board members, partners and the team here at CCoI as we set about implementing our strategy to ensure the craft and design sector in Ireland is well positioned to avail of opportunities for growing the sector as they present themselves.

As we look ahead to the many challenges that face us, I want to acknowledge the extraordinary contribution of the staff in 2012. I would like to welcome Muireann Charleton, Susan Holland and Catherine Phibbs who are great additions to the organisation and to express my sincere thanks to Caroline O’Riordan who left the team during 2012.

I would like to thank the Board of Directors of the Crafts Council of Ireland and Chairman Laura Magahy for their support, commitment and hard work during 2012. Each has given generously of their time both at board level and through their involvement on various committees. Finally, I would especially like to thank our member organisations and client enterprises for their support of our efforts in 2012 and I look forward to their continued involvement in our programmes in the years to come.

Karen Hennessy
Chief Executive
OUR
INDUSTRY
Craft in Ireland is an ever-evolving industry. Throughout centuries, craft played an important role in expanding the Irish economy with exports of items such as linens, sail cloth, tweed, lace and crystal to the four corners of the globe. The contemporary craft industry in Ireland is a dynamic and vibrant sector. It is a key employer and makes a significant contribution to Ireland’s economy.

The crafts industry in Ireland, as in other countries, represents a range of diverse businesses and activities across a spectrum of industrial classifications. Craft encompasses a wide range of disciplines including textile making and clothing, pottery and ceramics, jewellery, glass, woodworking and furniture.

Irish craft businesses are characteristically small in scale and are geographically widespread, but taken nationally the industry is a significant employer. The sector is predominantly made up of micro-enterprises (defined as enterprises with less than 10 employees), which form an important part of many rural and local economies. In addition to the craft micro-enterprises, there are also some craft enterprises of scale and both are relevant to the evaluation of the economic impact and potential of the sector.

The most recent research from Indecon International Economic Consultants* on the significance of the craft industry in Ireland, estimates that its contribution to the economy is €498m. The sector generates domestic sales of €373.5m and exports of €124.5m, with significant potential for growth. An estimated 5,771 people are employed in the industry.

Working with partner organisations in creating the environment for the development of the creative industries, including craft, is a key area of focus at the Crafts Council of Ireland. Industry cooperation with key public and private partners in education, enterprise, tourism, culture and at local and government level will ensure that the craft sector, with its inherent ability to innovate, combined with its contribution to Irish culture and tourism, can assist in growing the Irish economy.

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

CONSUMER PERCEPTIONS SURVEY 2012

Interest in buying and owning Irish crafts increased by a substantial 14 percentage points in the last three years, reflecting a growing appreciation for Irish craft over the term of the Crafts Council of Ireland’s Strategic Plan 2010 – 2012. The results of the annual consumer perceptions survey in 2012 also show the significant boost that Year of Craft 2011 gave to the craft and design sector.

Background to the research:
This research was conducted as a telephone survey in December 2012 by Millward Brown Lansdowne on behalf of CCoI. This was the sixth wave of research, and where relevant, comparisons are shown with results of the surveys conducted between 2006 and 2011.

The 2012 and previous studies are fully nationally representative of the Irish population (by gender, age, occupation group and region) and allow for like-for-like comparison of results. The previous five waves of research were also conducted in December of each year, coinciding with a number of activities typically organised pre-Christmas by CCoI such as the Give Irish Craft campaign and promoting the presence of CCoI registered clients at key craft fairs.

The primary objectives of the research were to understand the following:
• Which products the public perceive as craft
• The public’s interest in buying and owning Irish craft products
• Perceptions of Irish craft
• Purchasing behaviour
• Barriers to purchasing
• Awareness of media activity

• The margin of error on results based on a sample of 800 at 95% confidence in +/-3.5%
• Symbols indicate statistically significant movements throughout
• Unless otherwise stated an asterisk denotes a figure of less than 1%
KEY FINDINGS FROM THE SURVEY

1 - What are crafts? Perception of product categories
Respondents were asked to think about Irish made and designed crafts - hand made products, both functional and decorative – and which products or items come to mind:

Top of mind categories
(Base: All adults 15+, n=800)

Textiles/Knitwear 41 39 37 27 33 21
Ceramics/Pottery 38 37 38 38 37 49
Woodwork 28 24 13 18 13 14
Glass 21 18 29 19 29 35
Jewellery 17 15 18 14 20 23

Furniture 12 13 8 11 15 8
Candles 11 8 7 9 14 18
Metal work 10 5 7 5 8 5
Baskets 7 7 7 9 15 9
Artwork / Painting / Sculpture 7 n/a n/a n/a n/a
Printing 5 4 5 6 5 1
Paper 5 3 3 4 - 1
Slate/stone 4 3 4 3 8 6
Food and drink 4 n/a 2* n/a n/a
Toys 3 3 3 4 3 2
Musical instruments 2 2 2 2 2 2
Soap 2 1 4 3 4 8
Leather 2

*Food only

- Textiles and ceramics/pottery are still top of mind amongst consumers when thinking of crafts
- Awareness of woodwork and metalwork has grown
- Artwork is also prominent in 2012 for the first time
- Textiles/knitwear are at their highest level of mention to date at 41%
- The top five product categories remain unchanged; however mentions for metalwork have increased significantly
A number of items and products were then read out to respondents. For each one, the respondent was asked whether or not they considered them to be crafts.

**Prompted endorsement of products as crafts**

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Spontaneous %</th>
<th>Total %</th>
<th>2011 (800) %</th>
<th>2010 (1000) %</th>
<th>2009 (1000) %</th>
<th>2008 (1000) %</th>
<th>2006 (1000) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceramics/Pottery</td>
<td>38</td>
<td>95</td>
<td>96</td>
<td>92</td>
<td>93</td>
<td>92</td>
<td>83</td>
</tr>
<tr>
<td>Baskets</td>
<td>7</td>
<td>92</td>
<td>94</td>
<td>87</td>
<td>87</td>
<td>91</td>
<td>55</td>
</tr>
<tr>
<td>Textiles/Knitwear</td>
<td>41</td>
<td>91</td>
<td>94</td>
<td>87</td>
<td>82</td>
<td>83</td>
<td>69</td>
</tr>
<tr>
<td>Woodwork</td>
<td>28</td>
<td>90</td>
<td>95</td>
<td>83</td>
<td>83</td>
<td>82</td>
<td>59</td>
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<tr>
<td>Jewellery</td>
<td>17</td>
<td>89</td>
<td>87</td>
<td>86</td>
<td>83</td>
<td>87</td>
<td>58</td>
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<td>Candles</td>
<td>11</td>
<td>85</td>
<td>86</td>
<td>82</td>
<td>81</td>
<td>84</td>
<td>64</td>
</tr>
<tr>
<td>Glass</td>
<td>21</td>
<td>84</td>
<td>83</td>
<td>84</td>
<td>80</td>
<td>85</td>
<td>69</td>
</tr>
<tr>
<td>Metalwork</td>
<td>10</td>
<td>79</td>
<td>82</td>
<td>76</td>
<td>76</td>
<td>75</td>
<td>43</td>
</tr>
<tr>
<td>Furniture</td>
<td>12</td>
<td>74</td>
<td>71</td>
<td>69</td>
<td>65</td>
<td>73</td>
<td>32</td>
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<tr>
<td>Slate/Stone</td>
<td>4</td>
<td>72</td>
<td>75</td>
<td>73</td>
<td>65</td>
<td>70</td>
<td>43</td>
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<tr>
<td>Toys</td>
<td>3</td>
<td>68</td>
<td>72</td>
<td>60</td>
<td>53</td>
<td>58</td>
<td>21</td>
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<tr>
<td>Musical Instruments</td>
<td>2</td>
<td>65</td>
<td>68</td>
<td>71</td>
<td>62</td>
<td>67</td>
<td>22</td>
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<tr>
<td>Leather</td>
<td>2</td>
<td>60</td>
<td>63</td>
<td>63</td>
<td>55</td>
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<td>Soap</td>
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<td>Paper</td>
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<td>47</td>
<td>43</td>
<td>39</td>
<td>43</td>
<td>12</td>
</tr>
<tr>
<td>Printing</td>
<td>5</td>
<td>42</td>
<td>43</td>
<td>43</td>
<td>42</td>
<td>43</td>
<td>14</td>
</tr>
</tbody>
</table>

- Prompted endorsement of products as crafts has remained broadly in line with 2011
- Woodwork has declined but the overall rank order remains unchanged
2 - Interest in and attitudes towards crafts
Respondents were asked to what extent they would say they were interested in buying and owning crafts.

Interest in buying and owning Irish craft

- Interest in buying and owning crafts has increased year on year over the term of CCoI’s Strategic Plan 2010 – 2012
- The success of the Year of Craft 2011 initiative in raising awareness of Irish craft is reflected in the results
Levels of interest in buying and owning craft products have again increased since 2011.

The increase is driven by women, those aged 35+ and in the higher socio-economic groups.
Respondents were asked to generally think about crafts and on a scale of 1 to 5 (5 being Strongly Agree and 1 being Strongly Disagree) to indicate to what extent they would agree or disagree with a series of statements.

**Perceptions of Irish craft**

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree (5)</th>
<th>Strongly Disagree (1)</th>
<th>Don't Know</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft items make an ideal gift</td>
<td>53</td>
<td>29</td>
<td>12</td>
<td>5 *</td>
</tr>
<tr>
<td>To me, being Irish-made is important when choosing crafts</td>
<td>52</td>
<td>23</td>
<td>13</td>
<td>6 *</td>
</tr>
<tr>
<td>Crafts use authentic skills &amp; approaches throughout their construction</td>
<td>47</td>
<td>32</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>I consider craft items to be pieces of art</td>
<td>39</td>
<td>32</td>
<td>18</td>
<td>4 *</td>
</tr>
<tr>
<td>I think a lot of crafts are of excellent quality</td>
<td>39</td>
<td>31</td>
<td>22</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2012 (800)</th>
<th>2011 (800)</th>
<th>2010 (1002)</th>
<th>2009 (1000)</th>
<th>2008 (1000)</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Craft items make an ideal gift</td>
<td>82</td>
<td>83</td>
<td>79</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>To me, being Irish-made is important when choosing crafts</td>
<td>76</td>
<td>77</td>
<td>74</td>
<td>69</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Crafts use authentic skills &amp; approaches throughout their construction</td>
<td>78</td>
<td>80</td>
<td>76</td>
<td>74</td>
<td>62</td>
<td>54</td>
</tr>
<tr>
<td>I consider craft items to be pieces of art</td>
<td>71</td>
<td>73</td>
<td>71</td>
<td>66</td>
<td>56</td>
<td>60</td>
</tr>
<tr>
<td>I think a lot of crafts are of excellent quality</td>
<td>70</td>
<td>71</td>
<td>73</td>
<td>66</td>
<td>56</td>
<td>67</td>
</tr>
</tbody>
</table>

- Craft items continue to be highly rated as an ideal gift
- Recognition of the authenticity of their construction remains strong
• Appeal and value for money remain steady
• Just a third of respondents claim not to think about crafts at all
• Fewer now claim to consider craft items “just souvenirs”
• Females, the older demographic and those who have bought Irish craft are its strongest advocates
• Positive associations far outweigh any negatives associated with craft
• Going forward the craft sector needs to build on the positives and challenge the negatives
3 - Purchasing crafts – incidence, location and barriers
Respondents were asked whether or not they had purchased a craft item (or items) in the previous 12 months.

Historical Trend of Craft Purchasing

- Craft purchase is up 12% points since 2009, again boosted by the Year of Craft 2011 initiative
Craft purchase in previous 12 months

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

- 6 in 10 claim to have purchased a craft item in the past 12 months, on a par with 2011
- Females and those aged 35 – 64 are most likely to have made a purchase
Those who had purchased craft in the past 12 months:
Respondents were asked approximately how much did they spend on their last purchase of craft(s)

**Average spend on craft**

(Base: All who purchased a craft item in the past 12 months, n=487)

- After a decline in 2011, average spend on craft has recovered and is now more in line with previous levels
- Glass, furniture and artwork are the highest cost items
- Men, those aged 35 – 49 and ABC1s tend to spend the most
Those who had purchased craft in the past 12 months:
Respondents were asked what items did they purchase on that occasion.

**Most commonly purchased items**
(Base: All who purchased a craft item in the past 12 months, n=487)

<table>
<thead>
<tr>
<th>Items purchased</th>
<th>2011 (495) %</th>
<th>2010 (513) %</th>
<th>2009 (488) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceramics/pottery</td>
<td>16</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>Artwork, painting, sculptures</td>
<td>13</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Textiles/knitwear</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Jewellery</td>
<td>12</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Glass</td>
<td>11</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Candles</td>
<td>9</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Furniture</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Woodwork</td>
<td>6</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Metalwork/stone</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Baskets</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Toys</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Soap</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Leather</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td>Slate</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td>Cards</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td>Paper</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td>Musical Instruments</td>
<td>1</td>
<td>1</td>
<td>n/a</td>
</tr>
</tbody>
</table>

- Ceramics/pottery remain the most commonly purchased items
Those who had purchased craft in the past 12 months:
Respondents were asked in which type of outlet they had purchased the crafts items and if possible to include the name. (For example, if they purchased in a gallery, department store, gift shop, local craft shop etc., and to give the specific name of the outlet.)

Craft purchase location

Base: All who purchased a craft item in the past 12 months, n=487

<table>
<thead>
<tr>
<th>Outlet</th>
<th>2011 %</th>
<th>2010 %</th>
<th>2009 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft fair/stall</td>
<td>18</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>Local craft shop</td>
<td>16</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>Gift shop</td>
<td>16</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>Department store</td>
<td>7</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Direct from maker</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Kilkenny Design</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Gallery</td>
<td>3</td>
<td>1</td>
<td>n/a</td>
</tr>
<tr>
<td>Newbridge Silver</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Internet</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Carraig Donn</td>
<td>1</td>
<td>2</td>
<td>n/a</td>
</tr>
<tr>
<td>Avoca</td>
<td></td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>All other shops</td>
<td>12</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

- A significant decline in purchase at local craft shops is evident in 2012
- Little change evident in other purchasing outlets
Those who had purchased craft in the past 12 months:
Respondents were asked if their last craft purchase was for themselves or was it a gift for someone else.

**Purchase for self or as a gift**

(Base: All who purchased a craft item in the past 12 months, n=487)

- Crafts are predominantly bought as gifts, but a greater portion are now buying for themselves.

Figs in ( ) = 2011

- Crafts are predominantly bought as gifts, but a greater portion are now buying for themselves.
Those who had NOT purchased craft in the past 12 months:
Respondents who had not purchased craft items in the past 12 months were asked on a scale of 1 to 5 to agree or disagree with a series of statements.

**Barriers to purchase**

(Base: Those who have *not* bought a craft item in the last 12 months, n=313)

- Cost is the main barrier to craft purchase; however there was a decline in ALL barriers evident in 2012
- Expense is less of a barrier in 2012 vs. 2011
- Non-consideration of craft purchase has also declined and is now at its lowest point to date
- Fewer than one in four claim to be unaware of where to purchase craft items, also the lowest level to date
- Similar to previous results, females are more cost-conscious, but are more likely to have considered craft purchases than males
- Craft is less likely to be on the radar of those under 35 years of age
4 – Awareness of media activity

Respondents were asked if they had seen, heard or read anything about Irish craft in a list of places during 2012.

**Seen/heard/read about Irish craft**

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>2011 (800) %</th>
</tr>
</thead>
<tbody>
<tr>
<td>In retail outlets selling Irish craft</td>
<td>72</td>
</tr>
<tr>
<td>Newspaper or Magazine articles</td>
<td>64</td>
</tr>
<tr>
<td>TV programmes</td>
<td>58</td>
</tr>
<tr>
<td>Advertising on TV, radio or posters</td>
<td>56</td>
</tr>
<tr>
<td>At local festivals around the country</td>
<td>55</td>
</tr>
<tr>
<td>At craft fairs</td>
<td>49</td>
</tr>
<tr>
<td>At exhibitions around the country</td>
<td>42</td>
</tr>
<tr>
<td>Brochures about craft</td>
<td>39</td>
</tr>
<tr>
<td>Public events like Bloom in the Park or Tall Ships</td>
<td>30</td>
</tr>
<tr>
<td>Radio programmes</td>
<td>37</td>
</tr>
<tr>
<td>On the Internet</td>
<td>29</td>
</tr>
</tbody>
</table>

- The high level of awareness reveals the positive impact of initiatives such as the “Imagined, Designed, Made in Ireland” identity on point of sale materials in retail outlets and craft fairs.
- Craft has also had significant exposure on television through programmes such as the six part TV series Craft Master which was repeated on RTÉ One during 2012 as well as ongoing coverage on Nationwide.
Summary and Conclusions

- Measures of spontaneous awareness of craft show few changes in the top 5; with woodwork and metalwork gaining more mentions than in 2011. The trend continues with top-of-mind awareness of craft generally higher among women, while any differentiation by socio-economic classes and age is more subdued in 2012. When prompted, the public endorse all products as crafts to some extent and there have been only minor changes in perceptions in the last year.

- Levels of interest in owning and buying craft products has increased marginally in 2012, building on the strong growth seen in 2011. This interest is driven by women and those aged 35+. In contrast to previous years, C2DEs now show greater interest than the more affluent ABC1s. This could possibly indicate a perception that craft products are more affordable.

- 8 in 10 recognise the value of giving craft as a gift, and over 7 in 10 recognise the benefits such as artistic merit, Irishness, authenticity and quality, particularly among females and those who have purchased craft within the past year. This amounts to a strong endorsement of Irish craft and builds on a solid, credible foundation from which Irish craft can continue to grow.

- Negativity towards Irish craft has diminished, with evidence that the public is considering craft items more than in the past, and not just as souvenirs.

- The incidence of claimed purchase remains steady versus 2011, with nearly two-thirds of the public saying they have bought an item of craft within the past year. Women, those aged 35-55 and ABC1s are most likely to have made a purchase. Average spend on craft has increased in 2012, reverting back to levels previously seen in 2009 and 2010.

- Ceramics/pottery remains the most commonly purchased item, followed by artwork, textiles and jewellery. Local craft shops have declined in popularity as a point of purchase, however gift shops are now slightly more in favour, while overall craft fairs are the most likely point of purchase.

- Craft is predominantly perceived as a gift – the public is considerably more likely to buy for others. However, the incidence of buying for oneself has grown slightly and this is a positive shift in behaviour that may widen the market for craft purchase.

- Among non-purchasers, the main barriers to purchase previously identified (expense, non-consideration, lack of knowledge regarding point of purchase) have all seen a decline, suggesting that the public is starting to become more conscious of craft.

- 95% of those interviewed have seen, heard or read something about Irish craft in the past year, with 73% having noticed something in retail outlets. Irish craft was noticed in the media, with newspapers/magazines, TV programmes and TV advertising featuring strongly. Many other sources of publicity (brochures, internet, art exhibitions etc) appear more prominent in 2012, and this may be a result of the heightened awareness and activity levels following on from the Year of Craft 2011 initiative.

- Overall, the 2012 story is very positive for Irish craft, with higher awareness levels and positive engagement indicating openness to future communication, with the potential for further growth.
OUR BUSINESS
THE HISTORY OF THE CRAFTS COUNCIL OF IRELAND

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

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

In 1976 CCoI became a limited company. Funding was received from the Minister for Industry and Commerce, Justin Keating and from the Industrial Development Authority and it employed a staff of two at Thomas Prior House, Ballsbridge. Its brief was to work for the improvement of standards in craft and the welfare of craftsmen and to act as advisors to the Government in matters concerning crafts. In 1977, Showcase began as the National Crafts Trade Fair with 34 exhibitors.

From 1973 to 1983, a Management Committee of 15 people was elected by ballot at CCoI’s Annual General Meeting to devise policy and oversee its implementation by the Secretariat. In 1983, however, the Articles of Association were amended to allow the Minister for Industry and Commerce to nominate five members of the Management Committee, while the remaining 10 members continued to be elected by CCoI member organisations. Elections were held annually, when the three longest serving elected members retire by rotation. Ministerial appointments were for a period of three years.

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

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

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

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

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

KEY DATES IN OUR HISTORY

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

Breakdown of register of craft enterprises by county as at 31st December 2012. Registration confers access to all CCol services, programmes and activities.

REGISTER BY COUNTY

Dublin  501
Cork    311
Galway  145
Wicklow 120
Kilkenny 116
Kerry  104
Mayo    92
Waterford  88
Wexford  94
Kildare  90
Clare    78
Donegal  82
Louth    62
Meath   61
Tipperary 63
Westmeath  48
Limerick  51
Sligo   53
Laois    44
Offaly   37
Carlow   40
Leitrim  40
Monaghan 28
Cavan   21
Roscommon 17
Longford 13
TOTAL 2,399

Northern Ireland
Down   87
Antrim  60
Tyrone  33
Derry   18
Fermanagh 16
Armagh   9
TOTAL 223

International 40

OVERALL TOTAL 2,662

*Data cleansing of register of client enterprises is ongoing, including removal of clients who are no longer active.
### ASSOCIATE MEMBERSHIP

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>651</td>
</tr>
<tr>
<td>Hobbyists</td>
<td>433</td>
</tr>
<tr>
<td>Craft Lecturers</td>
<td>86</td>
</tr>
<tr>
<td>Temporarily Inactive/Retired</td>
<td>40</td>
</tr>
<tr>
<td>Employees of Registered Craftspeople</td>
<td>25</td>
</tr>
<tr>
<td>Partners</td>
<td>12</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,247</strong></td>
</tr>
</tbody>
</table>

### REGISTER BY DISCIPLINE

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textile Making</td>
<td>611</td>
</tr>
<tr>
<td>Ceramics</td>
<td>441</td>
</tr>
<tr>
<td>Jewellery</td>
<td>429</td>
</tr>
<tr>
<td>Woodworking</td>
<td>243</td>
</tr>
<tr>
<td>Glass Making</td>
<td>188</td>
</tr>
<tr>
<td>Furniture Making</td>
<td>183</td>
</tr>
<tr>
<td>Metal Working including Blacksmithing</td>
<td>102</td>
</tr>
<tr>
<td>Stoneworking</td>
<td>60</td>
</tr>
<tr>
<td>Mixed Media Construction</td>
<td>61</td>
</tr>
<tr>
<td>Paper Working</td>
<td>82</td>
</tr>
<tr>
<td>Basketry</td>
<td>41</td>
</tr>
<tr>
<td>Candlemaking</td>
<td>35</td>
</tr>
<tr>
<td>Printing</td>
<td>30</td>
</tr>
<tr>
<td>Musical Instrument Making</td>
<td>27</td>
</tr>
<tr>
<td>Leather Working</td>
<td>28</td>
</tr>
<tr>
<td>Toymaking</td>
<td>19</td>
</tr>
<tr>
<td>Silversmithing/Holloware</td>
<td>15</td>
</tr>
<tr>
<td>Soapmaking</td>
<td>18</td>
</tr>
<tr>
<td>Bookmaking/Bookbinding</td>
<td>8</td>
</tr>
<tr>
<td>Papercrafting</td>
<td>8</td>
</tr>
<tr>
<td>Lettering</td>
<td>11</td>
</tr>
<tr>
<td>Spinning</td>
<td>6</td>
</tr>
<tr>
<td>Other - Slateworking/Mosaics/Thatching/Fresco Painting/Horology/Flytying</td>
<td>16</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,662</strong></td>
</tr>
</tbody>
</table>
CLIENT PROGRAMMES & SUPPORTS 2012 AT A GLANCE

Developing Craft Enterprises
- Showcase - Ireland’s Creative Expo
- Creative Island at Showcase
- Give Irish Craft website and campaign
- In-store point of sale materials
- International Fair Fund
- Inhorgenta 2012 Jewellery Fair, Munich
- London Design Festival
- Consumer shows: Bloom and National Crafts & Design Fair
- Irish Craft Portfolio Programme
- COLLECT: The International Art Fair for Contemporary Objects, Saatchi Gallery, London
- Philadelphia Museum of Art Craft Show, USA
- Exhibition at Justus Lipsius Building, Brussels
- Regional Craft Outlet supports
- National Collection Purchases, in association with the National Museum of Ireland and the Department of Foreign Affairs
- Business and Product Development – Training, Workshops, Seminars, Mentoring & Support
- Building Craft Enterprise - Making it in Business two-year programme
- Assistance in CCoI Educational & Outreach projects

Industry Research & Information
- Industry Statistics – Consumer & Retailer Research
- Trend & Industry Seminars
- CRAFTlink ezine

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

Awards & Assistance
- Irish Craft Bursary
- Future Makers Awards & Supports
- 2012 Counties Initiative
- 2012 Network Support Scheme and workshops
- RDS National Crafts Competition supported by the Crafts Council of Ireland
- Showcase Awards
- 2012 Continued Professional Development Fund

Innovation
- Design Challenge
- FUSE – Design Week 2012
- Facilities Funding
- EU Leonardo Mobility Programme

National Craft Gallery, Castle Yard, Kilkenny
- National Craft Gallery Exhibitions Programme
- National Craft Gallery Touring Programme
- External Exhibitions Fund & Programme
- Gallery Outreach Programme
KEY PROGRAMME STATISTICS 2012

Listed below is some summary information on those who participated in CCoI programmes during 2012. This is for indicative purposes and is not intended as a comprehensive list.

<table>
<thead>
<tr>
<th>PROGRAMME AREA</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td></td>
</tr>
<tr>
<td>Craft clients at Showcase</td>
<td>182</td>
</tr>
<tr>
<td>Creative Island clients</td>
<td>85</td>
</tr>
<tr>
<td>Consumer campaigns delivered</td>
<td>1</td>
</tr>
<tr>
<td>Makers supported through the consumer campaigns</td>
<td>305</td>
</tr>
<tr>
<td>Direct Selling</td>
<td></td>
</tr>
<tr>
<td>Large Direct Selling events for Makers</td>
<td>2</td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
</tr>
<tr>
<td>Number of studios audited for new national craft trail initiative</td>
<td>135</td>
</tr>
<tr>
<td>Gallery and Exhibitions</td>
<td></td>
</tr>
<tr>
<td>Makers involved in the Gallery &amp; Exhibition Programme</td>
<td>99</td>
</tr>
<tr>
<td>External Exhibitions supported</td>
<td>5</td>
</tr>
<tr>
<td>Enterprise Development</td>
<td></td>
</tr>
<tr>
<td>Clients receiving mentoring from CCoI</td>
<td>35</td>
</tr>
<tr>
<td>Participants on the Building Craft Enterprise - Making it in Business Programme</td>
<td>13</td>
</tr>
<tr>
<td>Makers awarded funds through the CPD Fund</td>
<td>40</td>
</tr>
<tr>
<td>Client participation in workshops</td>
<td>104</td>
</tr>
<tr>
<td>Creative Island participants who received specific mentoring</td>
<td>39</td>
</tr>
<tr>
<td>Network Funding</td>
<td></td>
</tr>
<tr>
<td>Membership organisations supported with network funding</td>
<td>22</td>
</tr>
<tr>
<td>Counties Initiative</td>
<td></td>
</tr>
<tr>
<td>County participation in the Counties Initiative 2012</td>
<td>11</td>
</tr>
</tbody>
</table>

Design Challenge
Participants involved in Design Challenge development of prototypes | 13 |

FUSE
Craft participants | 26 |
Event at Science Gallery | 60 |
Dirk Vander Kooji Talk, NCAD | 110 |

Facilities Funding
Provision of funding and mentoring support to existing studio based facilities | 4 |
UPDATE ON STRATEGIC PLAN 2010 – 2012

The Crafts Council of Ireland’s Strategic Plan 2010 – 2012 set out an ambitious and challenging programme of activity, especially given the economic environment at the time of its launch. Working with existing partners and developing strategic partnerships with organisations, agencies and other bodies throughout Ireland was central to delivering on the goals contained within the plan.

The following is an outline of key outputs during the term of the Strategic Plan. All activities across the organisation were planned and implemented in line with the objectives of the Strategic Plan. Central to all activities across the organisation was the Year of Craft 2011 programme.

The main focus of the Strategic Plan 2010 – 2012 was on developing and growing the craft industry in Ireland. Four main strategic objectives were identified, each with associated areas of focus. An operational plan was developed in tandem with the Strategic Plan to map out each team’s activities. The four main strategic objectives of the Strategic Plan 2010 – 2012 were as follows:

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

**Theme 1:**
DEVELOPING THE MARKET FOR IRISH CRAFT

The Crafts Council of Ireland is committed to developing market opportunities for Irish craft, through two strands of activity: Developing Market Channels and Developing Craft Enterprises. The key aims under this theme for the period 2010 – 2012 were:

1a: Developing the Market Channels
- To expand the retail channels for Irish craft
- To increase direct selling opportunities for Irish craft
- To develop the tourism market for the benefit of Irish craft
- To develop the commercial gallery and exhibition channels for Irish craft

1b: Developing Craft Enterprises
- To deliver a range of supports for craft enterprises through a comprehensive CCoI mentoring service
- To deliver skills training addressing specific industry needs
- To create business support information for CCoI member organisations and craft enterprises
- To develop relationships with national and international partners to increase training and development in Irish craft
- To identify and influence opportunities for teacher education for craft makers

**OUTPUTS:**

In November 2010 the new iconic Imagined Designed Made in Ireland consumer campaign was rolled-out. Point of sale materials were distributed to 56 stores in Ireland and 20 stores internationally, and window and in-store displays were planned and agreed with these retailers in order to raise the profile and position of Irish made craft in-store. This campaign has continued to grow, with over 130 stores participating by the end of 2012, and was accompanied by training for sales staff in 2012 to raise understanding of craft products being sold. During Year of Craft 2011 CCoI launched and supported four strong consumer marketing campaigns to grow understanding of disciplines, awareness of individual maker brands and sales across various channels. These campaigns were supported through the expansion of the www.giveirishcraft.com website. In addition to growing ties with major retailers, CCoI encouraged innovative retailing initiatives through the launch of the Curated Craft programme as part of Year of Craft 2011.

CCoI put plans in place to develop export channels for Irish craft during the term of the Strategic Plan. In 2011 CCoI supported Cream of Irish Design to attend TENT 2011 as part of London Design Week and in 2012 launched CCoI’s first exhibition at London Design Festival entitled ‘A Place to
Gather. This exhibition showcased the work of over 30 makers in a curated space in Shoreditch, presenting a creative glimpse of contemporary Ireland. In 2012 CCol also hosted an Irish pavilion showcasing 10 luxury contemporary Irish jewellery makers at Inhorgenta, the international tradeshow for jewellery and watches which takes place in Munich each February, and put plans in place to attend again in 2013.

Showcase Ireland was re-launched in 2010 as Ireland’s Creative Expo with new branding, an exciting new website and a strategic marketing plan designed to grow the number of buyers attending the show. The new strategy placed Irish craft at the heart of the show through Creative Island, a new exclusive hotspot located at the main entrance. This new space featured an impressive range of quality, crafted products, all under the Imagined, Designed, Made in Ireland brand. As part of the organisation’s plans for continually developing the annual show, CCol expanded the Creative Island area at Showcase each year and launched a new Fashion Show at Showcase 2012, with plans in place for a focus on Home for 2013. CCol also leveraged Showcase to connect with international retailers.

In order to increase opportunities for direct sales, CCol exhibited at major direct-sales events between 2010 and 2012 including Bloom in the Park, Tall Ships Race Waterford, the Interior Design & Art Fair and the National Crafts & Design Fair, while also supporting numerous smaller direct selling shows such as pop-up shops.

CCol presented a comprehensive exhibitions programme each year between 2010 and 2012, with over 50 exhibitions showing at the National Craft Gallery and on tour nationally and internationally. Activities to raise the profile of the National Craft Gallery succeeded in increasing visitor figures to the gallery in Kilkenny; along with the touring programme the National Craft Gallery reached a maximum audience of 130,000 people annually. The National Craft Gallery expanded both its programme of exhibitions in Kilkenny and the touring programme in 2011 as a key component of Year of Craft 2011 activities. In 2011 CCol launched an External Exhibitions Fund and also supported numerous makers to show abroad.

Relationships were strengthened with exhibition partners and a new show was launched at the Royal Hibernian Academy (RHA) featuring work from Irish Craft Portfolio in 2011. A second capsule exhibition opened at the RHA in November 2012 featuring a new selection of work from the Irish Craft Portfolio programme which was broadened during 2012 to include almost 100 makers across the disciplines of ceramics, jewellery, glass, metals, paper, textiles, calligraphy, furniture, woodwork and basketry.

Throughout 2010, CCol deepened its links with Fáilte Ireland and Tourism Ireland, collaborating on a number of projects, as well as the creation of an outline plan for the development of the tourism potential of the craft and design sector. These plans progressed in 2011 with 130 craft studios visited and audited in preparation for the roll out of a national craft tourism experience in 2013 which will be presented online, in tourist offices and with directional signage around the country.

The Enterprise Development Team hosted 38 specialist workshops during the period 2010 – 2012 as part of the Building Craft Enterprise - Making it in Business programme. 107 client enterprises received mentoring and 151 successful applicants were awarded funds through CCol’s Continuing Professional Development (CPD) fund. 642 enterprises attended the Continuing Professional Development workshops and a regional delivery plan was implemented to make the service available to a wider audience. Preparations commenced in 2012 for the development of web content specifically aimed at enterprise development, including guides on establishing a craft enterprise and availing of relevant supports, which will be launched in early 2013.

Objective 2: BUILDING THE NEXT GENERATION OF CRAFT MAKERS

The Crafts Council of Ireland believes that building the next generation of craft makers through a range of education initiatives is critical to the future of the Irish craft industry. In order to achieve this goal the key aims during 2010 and 2012 were:

- To increase national awareness of craft as a career
• To deliver a National Primary Level Initiative in support of the national curriculum
• To deliver an Education & Outreach programme targeted at second level to increase awareness of careers in craft
• To initiate targeted programmes for craft maker and teacher development
• To ensure the future of the skills provided by the Ceramics and Jewellery Schools
• To grow relationships with national bodies to contribute to education policy in craft education

OUTPUTS:
Existing education programmes were enhanced and new initiatives announced between 2010 and 2012. An extensive review and evaluation of the Craft in the Classroom initiative (2005 – 2009) was undertaken, commencing in 2009 and continuing into 2010. This review informed the strategic development of CCoI’s CRAFTed – Learning Skills for Life Primary School Programme, which was officially launched in September 2010 by the Minister for Education and Skills, Mary Coughlan TD. CRAFTed was delivered as a nationwide programme in partnership with Education Centres and a new dedicated online learning resource for teachers www.learncraftdesign.com was developed and launched as a legacy of Year of Craft 2011.

Future Makers replaced CCoI’s Third Level Awards scheme, representing a significant investment by the Crafts Council of Ireland in the future development of the next generation of makers in Ireland. Worth over €30,000 annually, the awards and supports provide assistance in a range of areas including further training, research and development, studio set-up and exhibition assistance. The Future Makers Awards & Supports programme was maintained in 2011 and 2012, and the accompanying website was redeveloped.

From work initiated at the start of the term of the Strategic Plan, CCoI was delighted to offer both the Jewellery and Goldsmithing Skills & Design Course and the Ceramics Skills & Design Course accredited to a Level 7 by the National University of Ireland, Maynooth from the start of the 2011 and 2012 academic years respectively.

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

Objective 3: RAISING AWARENESS OF IRISH CRAFT
The Crafts Council of Ireland aims to raise awareness of Irish craft in order to encourage interest in and demand for Irish craft products. To enable this, the key aims for 2010 – 2012 were:
• To adopt a focused approach to promoting Irish craft to various audiences
• To redevelop the CCoI website and targeted communications based on the requirements of the agreed identified audiences
• To generate interest in Irish craft through the Year of Craft 2011 Programme
• To increase exposure to Irish craft through media and strategic partnerships
• To conduct research to facilitate market intelligence on all aspects of the Irish craft sector

OUTPUTS:
CCoI programmes including the Year of Craft 2011 initiative were promoted throughout the term of the Strategic Plan, with all events, promotional campaigns and activities supported through national and local exposure across all media, as well as online and social media. Key coverage was achieved across TV, radio and both national and regional print media, including several pieces of TV and print media coverage internationally and An Post launched a series of five stamps promoting Irish craft to mark Year of Craft 2011.

Regular communication with the team at RTÉ’s Nationwide continued throughout the last three years and significant, regular coverage was secured for both CCoI initiatives and for CCoI clients throughout the country. Features included the production of a programme dedicated to Showcase and participating makers being aired in January of each year. The media partnerships established
for Year of Craft 2011 resulted in a series of printed and online advertisements throughout the year and a 32 page special supplement on Irish craft in The Irish Times, and the airing of a specially created TV advert through the RTÉ Supporting the Arts scheme.

Relationships were maintained and established with other key media throughout the country and internationally. CCoI worked in collaboration with Big Mountain Productions on a six-part TV series entitled Craft Master. The series was funded by the Broadcasting Authority of Ireland (BAI) and was aired for the first time on RTÉ One in autumn 2011 and re-aired several times during 2012. In light of the favourable response to the first series, a second six-part series was commissioned and produced in 2012, to be aired on RTÉ One in 2013.

To support the level of activity for the Year of Craft 2011 programme and beyond, a new website www.craftinireland.com was launched, allowing visitors to search for activities by location, date and type. The site was supported through ongoing social media activities and was continually updated to promote the activities of CCoI’s clients and membership organisations. As part of CCoI’s ongoing web developments, the corporate website www.ccoi.ie introduced a new look, user friendly ‘Find Craftsperson’ function and a new, comprehensive Customer Relationship Management (CRM) system was implemented across the organisation in 2012.

CCoI’s annual Consumer Perceptions Survey was conducted by Millward Brown Lansdowne in December of each year and the outcomes were very encouraging, particularly for the immediate impact that the Year of Craft 2011 initiative had on consumer awareness of Irish craft and design. The results of the survey conducted in December 2012 revealed that 55% of people were interested in buying and owning Irish craft, a dramatic increase from 39% in December 2010 prior to the commencement of the Year of Craft 2011 programme of activities.

Objective 4:
STRENGTHENING THE MEMBER ORGANISATIONS
The member organisations of the Crafts Council of Ireland play an important role in enhancing the awareness of Irish craft and the skills of craftmaking. This strategic theme recognises this contribution and outlines the Crafts Council of Ireland’s strategy of working closely with the member organisations for the overall benefit of Irish craft. Key aims for achieving this during 2010 and 2012 were:
- To enhance the links between the member organisations and the Crafts Council of Ireland
- To strengthen member organisations’ ability to contribute to the craft sector by empowering them through targeted funding
- To increase the presence of all member organisations on the CCoI website
- To work with the member organisations in preserving Ireland’s craft heritage
- To create opportunities for craft awareness by utilising the expertise of the member organisations

OUTPUTS:
Meetings were held with CCoI’s member organisations - the Guilds, Associations, Networks and Societies (GANS) - throughout the three years providing networking opportunities, information sharing between the GANS and CCoI, as well as training opportunities with workshops delivered on topics such as photography and PR. CCoI participated in Bloom in the Park each year, hosting demonstrations by the GANS. The demonstrations showcased the wealth and depth of skill amongst craftspeople in Ireland and proved extremely successful and popular with the public attracting large audiences throughout the annual five day event. As part of Year of Craft 2011, the GANS took part in and provided craft demonstrations at numerous other events across the country such as Showcase, Tall Ships Race Waterford, Electric Picnic and the National Crafts & Design Fair to name just a few. In 2012 demonstrations were held at Bloom and at the National Crafts & Design Fair, once again attracting an enthusiastic reaction from the public.

The CCoI Network Support Scheme which part funds marketing, exhibitions and training initiatives by member organisations continued during 2010 and 2012; a total of 78 projects by 44 GANS benefited from this scheme which allocated a total of €197,271 over the three years.
In 2010 the Crafts Council of Ireland together with a number of textile based member organisations coordinated Tread Softly, the first exhibition of Irish textiles at the annual Knitting & Stitching Show in the RDS, Dublin. In light of the positive response to Tread Softly, further exhibitions of textiles in conjunction with CCoI's GANS members were shown at the Knitting & Stitching Show with Seascapes in 2011 and Nature in 2012. A touring programme was also coordinated by CCoI to showcase the exhibitions to audiences around the country.

As a result of discussions at the GANS meetings that took place in 2011, a Heritage Craft Taskforce was set up in September 2011 in order to focus on maintaining the heritage of some traditional crafts. This group, which includes membership from the Heritage Council, succeeded in securing funds to enable an audit of lace production in Ireland that will take place in 2013.
OUR GOVERNANCE
GOVERNANCE UPDATE

The Board of the Crafts Council of Ireland is responsible for the systems of internal financial control in the company and for putting in place processes and procedures for the purpose of ensuring that the systems are effective. The Board is responsible for the governance of the body in line with best practice and for adhering to the obligations of the body as set out in the Code of Practice for the Governance of State Bodies, the Ethics in Public Office Act 1995 and the Standards in Public Office Act 2001.

The Crafts Council of Ireland has an Audit and Finance Committee, which regularly reviews the effectiveness of the systems of internal financial control and engages external expertise in carrying out its functions, including the internal audit function as appropriate.

The new Board members appointed/elected in 2012 all received a full induction on the activities of the organisation and their responsibilities as Board members in line with the CCoi Corporate Governance Manual.
OUR BOARD MEMBERS

FOR 2012

MINISTERIAL APPOINTEES:

Laura Magahy
Chairman

Paddy Hopkins
(Up to 27th June)

Stephen Hughes
(Appointed 27th June)

Pat Hughes

Dermott Rowan

ELECTED REPRESENTATIVES:

Carmel Creaner
(Re-elected 27th June)

Sheila Ahern
(Re-elected 27th June)

Michael Hanley

Sonya Lennon

Derek McGarry

Alison Ospina

Tina Byrne

Beth Moran
(Up to 27th June)

Ray Power
(Elected 27th June)
Karen Hennessy
Chief Executive

Mary Dunphy
Mary Dunne (from 10th December, handover period to cover upcoming maternity leave)
Executive Assistant

Mary Dunne

EDUCATION, TRAINING & DEVELOPMENT

John Tynan
Head of Education, Training & Development

Louise Allen (up to 1st February)
Muireann Charleton (from 23rd April)
Education & Innovation Manager

Susan Holland (from 6th June)
Education & Outreach Officer

Amanda Walsh
Education, Training & Development Administrator

Eimear Conyard
Jewellery Skills & Design Manager

Gus Mabelson (Independent Contractor)
Ceramic Skills Course Manager

INNOVATION & DEVELOPMENT PROGRAMMES

Louise Allen (from 1st February)
Head of Innovation & Development Programmes

Emer Ferran
Business Development Programme Manager

Mary Whelan
Client Liaison Officer

Mary Rhatigan (part-time, Carer’s Leave from 31st May)
Audrey Kelly (part-time from 28th May)
Client Services Administrator

MARKET DEVELOPMENT

Brian McGee
Head of Market Development

Nicola Doran
Retail Programme Manager

Emma McGrath
Trade Development Manager

Ann Mulrooney
Manager & Curator, National Craft Gallery

Brian Byrne
Exhibitions Assistant

Ciara Garvey
Development Manager, Collector & Tourism Programmes

PUBLIC AFFAIRS & COMMUNICATIONS

Susan Brindley
Head of Public Affairs & Communications

Caroline O’Riordan (up to 6th February)
Catherine Phibbs (from 6th February)
Communications Manager

Emma Briscoe (part-time)
Communications Assistant

OPERATIONS

Mary Blanchfield
Finance & Operations Manager and Company Secretary

Julie Jackman
Finance Assistant

Nuala McGrath
HR & Corporate Services Manager

Breda English (part-time)
Customer Service Assistant
The Crafts Council of Ireland is a limited company. It comprises of member organisations and institutions that share CCoI’s aims and objectives and are involved in the promotion of contemporary and traditional craft.

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

**Changes to Membership 2012**
The Crafts Council of Ireland is delighted to welcome the following members who joined during 2012:
- Original Kerry
- Craftworks Mayo
- Traditional Lace Makers of Ireland
- The Malthouse Design Centre

One organisation applied to be removed in 2012:
- Waterford Designer Makers

---

Prickly Pear Salt by Michael McCrory
OUR MEMBERS

List of 75 members as at 31st December 2012

27 GANS MEMBERS – BY CRAFT DISCIPLINE
- Blackstack Studio
- Ceramics Ireland
- Contemporary Tapestry Artists
- Design Island – The Cream of Irish Design
- DLR Jewellery Designers
- Dunbrody Textile Academy
- Federation of Jewellery Manufacturers in Ireland (FJMI)
- Feltmakers Ireland
- Filament Fibre Artists
- Glass Society of Ireland
- Guild of Irish Lascemakers
- Handweavers' Guild of Cork
- Institute of Designers in Ireland (IDI)
- Irish Artist Blacksmiths Association (IABA)
- Irish Basketmakers Association (IBA)
- Irish Chairmakers
- Irish Guild of Embroiders
- Irish Guild of Weavers, Spinners & Dyers
- Irish Network of Papermakers & Paper Artists
- Irish Patchwork Society
- Irish Woodturners' Guild
- Lettercarvers Guild of Ireland
- Peannairi
- Print Block
- Society of Cork Potters
- The Quilters Guild of Ireland
- Traditional Lace Makers of Ireland
- MADE in Kilkenny
- Made in Sligo
- Made in Westmeath
- Network of Craft Development Officers
- Offaly Crafty
- Original Kerry
- South Wexford Craft Network
- The Design Tower, Dublin
- The Leitrim Design House
- The Malthouse Design Centre, Dublin
- West Cork Arts Centre
- West Cork Craft & Design Guild
- West Kerry Craft Guild
- Workhouse Studios, Co. Waterford

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

29 GANS MEMBERS – BY REGION
- Association of CEOs of County & City Enterprise Boards
- Bridge Street Studios, Dundalk
- Cavan Monaghan Art & Craft Network
- Ceardlann, Spiddal Craft & Design Studios
- Clare Crafts
- CORE Offaly & Westmeath Crafted Design
- Cork Art & Design (CAD)
- Cork Textiles Network Group
- Craft & Design Collective (Northern Ireland)
- Craft Granary, Co. Tipperary
- Craftworks Mayo
- Donegal Craft Village Network Group
- Donegal Designer Makers
- Groundworks Studio, Co. Galway
- Louth Craftmark Designers Network

4 FOUNDING MEMBERS
- Patsy Duignan
- Mary V. Mullin
- Blanaid Reddin
- Betty Searson
OUR COMMITTEE & TASKFORCE MEMBERS

FOR 2012

AUDIT & FINANCE COMMITTEE

Mary Blanchfield
CCol Finance & Operations Manager and Company Secretary

Michael Hanley
Committee Chairman and CCol Board Member

Karen Hennessy
CCol Chief Executive

Paddy Hopkins
Committee Chairman and CCol Board Member (up to 27th June)

Pat Hughes
CCol Board Member

Stephen Hughes
CCol Board Member (from 5th December)

RENUMERATION COMMITTEE

Paddy Hopkins
CCol Board Member (up to 27th June)

Pat Hughes
CCol Board Member

Laura Magahy
Committee Chairman and CCol Chairman

NOMINATIONS COMMITTEE

Sheila Ahern
CCol Board Member

Tina Byrne
CCol Board Member

Carmel Creaner
Committee Chairman and CCol Board Member

Ray Power
CCol Board Member (from 27th June)

Laura Magahy
CCol Chairman

CRAFT HERITAGE TASKFORCE

Sheila Ahern
Taskforce Chairman and CCol Board Member

Carmel Creaner
CCol Board Member

Beth Moran
CCol Board Member (up to 27th June)

DESIGN & INNOVATION

Laura Magahy
CCol Chairman

Dermott Rowan
CCol Board Member

Alison Ospina
CCol Board Member

Sonya Lennon
CCol Board Member

Derek McGarry
Committee Chairman and CCol Board Member

OUR JOINT VENTURE COMPANY

Showcase Ireland Events Ltd. Board

Laura Magahy
Showcase Ireland Events Ltd Chairman & CCol Chairman

Karen Hennessy
Showcase Ireland Events Ltd Company Secretary and CCol Chief Executive

Sonya Lennon
Showcase Ireland Events Ltd Director & CCol Board Member

Gerry Murphy
Showcase Ireland Events Ltd Director

Tony Donegan
Showcase Ireland Events Ltd Director (from 10th October)
OUR ACCOUNTS

CRAFTS COUNCIL OF IRELAND LIMITED
(A company limited by guarantee)

Year ended 31 December 2012
CRAFTS COUNCIL OF IRELAND LIMITED

(A company limited by guarantee)
Reports and accounts for the year ended 31 December 2012

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OFFICERS AND PROFESSIONAL ADVISERS

DIRECTORS:
Laura Magahy (Chairperson)
Ray Power
Stephen Hughes
Dermott Rowan
Sonya Lennon
Michael Hanley
Derek McGarry
Patrick Hughes
Carmel Creaner
Sheila Ahern
Alison Ospina
Tina Byrne

SECRETARY AND REGISTERED OFFICE:
Mary Blanchfield
Crafts Council of Ireland
Castle Yard
Kilkenny

BANKERS:
Allied Irish Bank
St Helens 1 Undershaft
London
EC3A 8AB
Allied Irish Banks plc
Bankcentre
Ballsbridge
Dublin 4
Bank of Ireland
Parliament Street
Kilkenny

SOLICITORS:
Beauchamps
Riverside Two
Sir John Rogerson’s Quay
Dublin 2

AUDITORS:
Grant Thornton
Chartered Accountants
& Registered Auditor
24 - 26 City Quay
Dublin 2
Ireland
THE DIRECTORS’ REPORT
For the year ended 31 December 2012

The directors have pleasure in presenting their report and the financial statements of the company for the period ended 31st December 2012.

PRINCIPAL ACTIVITIES AND BUSINESS REVIEW
The Crafts Council of Ireland, which is headquartered in Kilkenny, is the main champion of the craft industry in Ireland, fostering its growth and commercial strength, communicating its unique identity and stimulating quality design, innovation and competitiveness. Crafts Council of Ireland’s activities are funded by the Development of Jobs Enterprise and Innovation via Enterprise Ireland.

RESULTS
The results for the period are set out in the company income and expenditure account on page 85. The directors have not recommended a dividend.

IMPORTANT EVENTS SINCE THE YEAR END
There have been no significant events affecting the company since the year end.

DIRECTORS
The directors who served the company during the year were as follows:

Dermott Rowan
Sonya Lennon
Michael Hanley
Derek McGarry
Patrick Hughes
Laura Magahy
Carmel Creaner
Sheila Ahern
Alison Ospina
Tina Byrne
Ray Power (Appointed 27th June 2012)
Stephen Hughes (Appointed 27th June 2012)
Patrick Hopkins (Retired 27th June 2012)
Elizabeth Moran (Retired 27th June 2012)
DIRECTORS RESPONSIBILITIES
The directors are responsible for preparing the financial statements in accordance with applicable Irish 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 which 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 those 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; and
• 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 requirements in preparing the financial statements.

The directors are responsible for keeping proper books of account that disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements are prepared in accordance with accounting standards generally accepted in Ireland and comply with the Companies Acts, 1963 to 2012. 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.

BOOKS OF ACCOUNT
The directors believe that they have complied with the requirements of Section 202 of the Companies Act, 1990 with regard to books of account by employing a person with appropriate expertise and by providing adequate resources to the financial function. The books of account are held at the company’s premises Castle Yard, Kilkenny.

AUDITOR
The auditor, Grant Thornton, will continue in office in accordance with section 160(2) of the Companies Act 1963.

Signed on behalf of the directors

Michael Hanley
Director

Laura Magahy
Director

Approved by the directors on 22nd May 2013
STATEMENT OF SYSTEM OF INTERNAL FINANCIAL CONTROLS

For the year ended 31 December 2012

The board of directors acknowledges its responsibility for the Crafts Council of Ireland Limited’s system of financial control. It also recognises that any system of financial control can only give a reasonable and not absolute assurance against any material errors. The internal financial controls in operation within the Crafts Council of Ireland Limited during 2012 are detailed as follows.

The key procedures, which have been put in place by the executive management team, designed to provide effective financial control are:

CONTROL ENVIRONMENT

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

IDENTIFICATION OF BUSINESS RISK AND FINANCIAL IMPLICATIONS

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

INFORMATION SYSTEMS

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

PROCEDURES FOR MONITORING EFFECTIVENESS OF FINANCIAL CONTROL

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

ON BEHALF OF THE BOARD:

Michael Hanley                              Laura Magahy
Director                                                       Director
Date: 22nd May 2013
INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF CRAFTS COUNCIL OF IRELAND LIMITED

We have audited the financial statements of Crafts Council of Ireland Limited for the year ended 31st December 2012 which comprise of the Income and Expenditure Account, Balance Sheet, Cash Flow Statement, Accounting Policies and the related notes. These financial statements have been prepared on the basis of the accounting policies set out therein.

RESPECTIVE RESPONSIBILITIES OF DIRECTORS AND AUDITOR

As described in the Statement of Directors’ Responsibilities on pages 80 to 81, the company’s directors are responsible for the preparation of the 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.

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 is made solely to the company’s members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to the company’s members those matters we are required to state to them in an auditor’s report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

We report to you our opinion as to whether the financial statements give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, and are properly prepared in accordance with the Companies Acts, 1963 to 2012. We also report to you whether in our opinion: proper books of account have been kept by the company; whether, at the balance sheet date, there exists a financial situation requiring the convening of an extraordinary general meeting of the company; and whether the information given in the directors’ report is consistent with the financial statements. In addition, we state whether we have obtained all the information and explanations necessary for the purposes of our audit and whether the financial statements are in agreement with the books of account.

We also report to you if, in our opinion, any information specified by law regarding directors’ remuneration and directors’ transactions is not disclosed and, where practicable, include such information in our report.

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

BASIS OF AUDIT OPINION

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

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

In our opinion the financial statements:

• Give a true and fair view, in accordance with Generally Accepted Accounting Practice in Ireland, of the state of the company’s affairs as at 31st December 2012 and of its loss and cash flows for the year then ended; and
• Have been properly prepared in accordance with the requirements of the Companies Acts, 1963 to 2012.

We have obtained all the information and explanations we consider necessary for the purposes of our audit.

In our opinion, proper books of account have been kept by the company. The financial statements are in agreement with the books of account.

In our opinion the information given in the Directors’ Report on pages 80 to 81 is consistent with the financial statements.

Turlough Mullen  Date: 22nd May 2013
for and on behalf of
Grant Thornton
Chartered Accountants and Registered Auditors
24-26 City Quay
Dublin 2
Ireland
INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2012

<table>
<thead>
<tr>
<th></th>
<th>Year ended 31 December 2012</th>
<th>Year ended 31 December 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Note</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INCOME</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>3,395,604</td>
<td>3,855,072</td>
</tr>
<tr>
<td></td>
<td>3,455,487</td>
<td>4,143,339</td>
</tr>
<tr>
<td>LOSS ON ORDINARY ACTIVITIES BEFORE TAXATION</td>
<td>(59,883)</td>
<td>(288,267)</td>
</tr>
<tr>
<td>Tax on loss on ordinary activities</td>
<td>4</td>
<td>1,412</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOSS FOR THE FINANCIAL PERIOD</td>
<td>(61,295)</td>
<td>(288,267)</td>
</tr>
</tbody>
</table>

All of the activities of the company are classed as continuing.
The company has no recognised gains or losses other than the results for the period as set out above.

These financial statements were approved by the directors on the 22nd May 2013 and are signed on their behalf by:

Michael Hanley  Laura Magahy
Director  Director

The accounting policies and notes form part of these financial statements.
**BALANCE SHEET**

As at 31 December 2012

<table>
<thead>
<tr>
<th>Note</th>
<th>Year ended 31 December 2012</th>
<th>Year ended 31 December 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>FIXED ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tangible assets</td>
<td>5</td>
<td>264,166</td>
</tr>
<tr>
<td>Financial assets</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>264,167</td>
</tr>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>7</td>
<td>99,186</td>
</tr>
<tr>
<td>Cash at bank and in hand</td>
<td>225,869</td>
<td>327,737</td>
</tr>
<tr>
<td></td>
<td></td>
<td>325,055</td>
</tr>
<tr>
<td>CREDITORS (amounts falling due within one year)</td>
<td>8</td>
<td>395,127</td>
</tr>
<tr>
<td>NET CURRENT LIABILITIES</td>
<td></td>
<td>(70,072)</td>
</tr>
<tr>
<td>TOTAL ASSETS LESS CURRENT LIABILITIES</td>
<td></td>
<td>194,095</td>
</tr>
<tr>
<td>RESERVES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income and expenditure account</td>
<td>13</td>
<td>(70,072)</td>
</tr>
<tr>
<td>Capital account</td>
<td>14</td>
<td>264,167</td>
</tr>
<tr>
<td>MEMBERS’ FUNDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>194,095</td>
</tr>
</tbody>
</table>

These financial statements were approved by the directors and authorised for issue on 22nd May 2013, and are signed on their behalf by:

**Michael Hanley**  
*Director*

**Laura Magahy**  
*Director*

The accounting policies and notes form part of these financial statements.
CASH FLOW STATEMENT
For the year ended 31 December 2012

<table>
<thead>
<tr>
<th>Notes</th>
<th>2012</th>
<th>€</th>
<th>2011</th>
<th>€</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET CASH OUTFLOW/INFLOW FROM OPERATING ACTIVITIES</td>
<td>15</td>
<td>(24,172)</td>
<td>(673,065)</td>
<td></td>
</tr>
<tr>
<td>TAXATION</td>
<td></td>
<td>1,669</td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>CAPITAL EXPENDITURE Payments to acquire tangible fixed assets</td>
<td>(79,365)</td>
<td>(62,984)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NET CASH OUTFLOW FROM CAPITAL EXPENDITURE</td>
<td>(79,365)</td>
<td>(62,984)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECREASE/INCREASE IN CASH</td>
<td>16</td>
<td>(101,868)</td>
<td>(736,049)</td>
<td></td>
</tr>
</tbody>
</table>

The accounting policies and notes form part of these financial statements.
STATEMENT OF ACCOUNTING POLICIES

BASIS OF ACCOUNTING
The financial statements are prepared in accordance with generally accepted accounting principles under the historical cost convention and comply with financial reporting standards of the Accounting Standards Board, as promulgated by the Institute of Chartered Accountants in Ireland, and Irish statute comprising the Companies Acts, 1963 to 2012.

TURNOVER
The turnover shown in the Income and Expenditure account represents amounts invoiced during the period, exclusive of Value Added Tax.

FIXED ASSETS
All fixed assets are initially recorded at cost.

DEPRECIATION
Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows:

- Leasehold improvements: 16.67% Straight Line 6 years
- Equipment and Machinery: 20.00% Straight Line 5 years
- Office Equipment and Computers: 33.33% Straight Line 3 years

DEFERRED TAXATION
Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events have occurred at that date that will result in an obligation to pay more, or a right to pay less or to receive more tax, with the following exceptions:

- Provision is made for tax on gains arising from the revaluation (and similar fair value adjustments) of fixed assets, and gains on disposal of fixed assets that have been rolled over into replacement assets, only to the extent that, at the balance sheet date, there is a binding agreement to dispose of the assets concerned. However, no provision is made where, on the basis of all available evidence at the balance sheet date, it is more likely than not that the taxable gain will be rolled over into replacement assets and charged to tax only where the replacement assets are sold.

- Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured on an undiscounted basis at the tax rates that are expected to apply in the periods in which timing differences reverse, based on tax rates and laws enacted or substantively enacted at the balance sheet date.

FINANCIAL INSTRUMENTS
Financial instruments are classified and accounted for, according to the substance of the contractual arrangement, as either financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.
NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2012

1. OPERATING LOSS

Operating deficit is stated after charging:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depreciation of owned fixed assets</td>
<td>70,029</td>
<td>67,261</td>
</tr>
<tr>
<td>Auditors’ fees</td>
<td>7,000</td>
<td>8,000</td>
</tr>
</tbody>
</table>

2. PARTICULARS OF EMPLOYEES

The average number of staff employed by the company during the financial period amounted to:

<table>
<thead>
<tr>
<th></th>
<th>2012 No.</th>
<th>2011 No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Staff</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Number of Directors</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>38</td>
<td>40</td>
</tr>
</tbody>
</table>

The aggregate payroll costs of the above were:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages and salaries</td>
<td>1,343,891</td>
<td>1,367,616</td>
</tr>
<tr>
<td>Social welfare costs</td>
<td>118,827</td>
<td>116,189</td>
</tr>
<tr>
<td>Other pension costs</td>
<td>7,949</td>
<td>40,653</td>
</tr>
<tr>
<td></td>
<td>1,470,667</td>
<td>1,524,458</td>
</tr>
</tbody>
</table>

The average number of persons employed above includes both full time and part time staff. The average number of full time equivalent staff employed during the financial year was 23 (2011: 22).
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2012

3. DIRECTORS’ REMUNERATION
The directors’ aggregate remuneration in respect of qualifying services were:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregate remuneration</td>
<td>49,126</td>
<td>103,868</td>
</tr>
</tbody>
</table>

4. TAXATION ON ORDINARY ACTIVITIES
(a) Analysis of charge in the period

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Tax:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irish Corporation tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>based on the results</td>
<td></td>
<td></td>
</tr>
<tr>
<td>for the period at 12.50%</td>
<td>3,081</td>
<td>-</td>
</tr>
<tr>
<td>(2011 - 12.50%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over/under provision</td>
<td>(1,669)</td>
<td>-</td>
</tr>
<tr>
<td>in prior year</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total current tax</td>
<td>1,412</td>
<td>-</td>
</tr>
</tbody>
</table>

(b) Factors affecting current tax charge
The tax assessed on the loss on ordinary activities for the period is higher than the standard rate of corporation tax in Ireland of 12.50% (2011 - 12.50%).

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss on ordinary activities before taxation</td>
<td>(59,883)</td>
<td>(288,267)</td>
</tr>
<tr>
<td>Loss on ordinary activities by rate of tax</td>
<td>(7,479)</td>
<td>(36,033)</td>
</tr>
<tr>
<td>Timing differences</td>
<td>1,423</td>
<td>-</td>
</tr>
<tr>
<td>Utilisation of tax losses</td>
<td>6,056</td>
<td>36,033</td>
</tr>
<tr>
<td>Adjustments to tax charge</td>
<td>(1,669)</td>
<td>-</td>
</tr>
<tr>
<td>in respect of previous</td>
<td></td>
<td></td>
</tr>
<tr>
<td>periods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income tax withheld</td>
<td>3,081</td>
<td>-</td>
</tr>
<tr>
<td>Total current tax (note 4(a))</td>
<td>1,412</td>
<td>-</td>
</tr>
</tbody>
</table>
## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 December 2012

### 5. TANGIBLE FIXED ASSETS

<table>
<thead>
<tr>
<th></th>
<th>Brought forward 1 Jan 12 €</th>
<th>Additions €</th>
<th>Carried forward 31 Dec 12 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment and machinery</td>
<td>240,668</td>
<td>42,607</td>
<td>283,275</td>
</tr>
<tr>
<td>Investment collection</td>
<td>24,303</td>
<td>6,748</td>
<td>31,051</td>
</tr>
<tr>
<td>Office equipment and computers</td>
<td>281,065</td>
<td>30,010</td>
<td>311,075</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>516,791</td>
<td>-</td>
<td>516,791</td>
</tr>
<tr>
<td></td>
<td>1,062,827</td>
<td>79,365</td>
<td>1,142,192</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Brought forward 1 Jan 12 €</th>
<th>Charges €</th>
<th>Carried forward 31 Dec 12 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEPRECIATION</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment and machinery</td>
<td>197,813</td>
<td>16,112</td>
<td>213,925</td>
</tr>
<tr>
<td>Investment collection</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Office equipment and computers</td>
<td>222,006</td>
<td>17,928</td>
<td>239,934</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>388,178</td>
<td>35,989</td>
<td>424,167</td>
</tr>
<tr>
<td></td>
<td>807,997</td>
<td>70,029</td>
<td>878,026</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Brought forward 1 Jan 12 €</th>
<th>Carried forward 31 Dec 12 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET BOOK VALUE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment and machinery</td>
<td>42,855</td>
<td>69,350</td>
</tr>
<tr>
<td>Investment collection</td>
<td>24,303</td>
<td>31,051</td>
</tr>
<tr>
<td>Office equipment and computers</td>
<td>59,059</td>
<td>71,141</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>128,613</td>
<td>92,624</td>
</tr>
<tr>
<td></td>
<td>254,830</td>
<td>264,166</td>
</tr>
</tbody>
</table>
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2012

6. FINANCIAL FIXED ASSETS

<table>
<thead>
<tr>
<th>Associated undertakings</th>
<th>Country of incorporation</th>
<th>% Shareholding</th>
<th>Relevant share capital</th>
<th>Nature of business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showcase Ireland Events Limited</td>
<td>Ireland</td>
<td>50%</td>
<td>€1,269,738 ordinary shares</td>
<td>Trade Fair</td>
</tr>
</tbody>
</table>

Details of transactions and balances between Crafts Council of Ireland and Showcase Ireland Events Limited are set out in note 11 to the financial statements.

7. DEBTORS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade debtors</td>
<td>57,935</td>
<td>97,129</td>
</tr>
<tr>
<td>VAT recoverable</td>
<td>186</td>
<td>7,101</td>
</tr>
<tr>
<td>Other debtors</td>
<td>25,473</td>
<td>-</td>
</tr>
<tr>
<td>Prepayments and accrued income</td>
<td>15,592</td>
<td>6,576</td>
</tr>
<tr>
<td></td>
<td>99,186</td>
<td>110,806</td>
</tr>
</tbody>
</table>

All amounts are due within one year.

8. CREDITORS (amounts falling due within one year)

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade creditors</td>
<td>97,035</td>
<td>125,760</td>
</tr>
<tr>
<td>Other creditors including taxation and social welfare:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporation tax</td>
<td>3,081</td>
<td>-</td>
</tr>
<tr>
<td>PAYE and social welfare</td>
<td>37,729</td>
<td>32,555</td>
</tr>
<tr>
<td>Other creditors</td>
<td>6,249</td>
<td>22,818</td>
</tr>
<tr>
<td>Accruals and deferred income</td>
<td>251,033</td>
<td>266,187</td>
</tr>
<tr>
<td></td>
<td>395,127</td>
<td>447,320</td>
</tr>
</tbody>
</table>

All amounts are payable within one year.
NOTES TO THE  FINANCIAL STATEMENTS

For the year ended 31 December 2012

9.  PENSIONS

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Description</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pension contributions due to the scheme at 1 January</td>
<td>19,077</td>
<td>10,929</td>
</tr>
<tr>
<td>Pension contributions deducted from employees during the year</td>
<td>18,071</td>
<td>18,088</td>
</tr>
<tr>
<td>Employer Pensions Contributions</td>
<td>-</td>
<td>33,414</td>
</tr>
<tr>
<td>Benefits paid to members of the schemes</td>
<td>(62,621)</td>
<td>(43,354)</td>
</tr>
<tr>
<td>Pension contributions due from the schemes at 31 December 2012</td>
<td>(25,473)</td>
<td>19,077</td>
</tr>
</tbody>
</table>

In addition to the above the company operates defined contribution pension schemes (PRSA) in respect of employees not eligible to enter the above scheme. The assets of the PRSA schemes are held separately from those of the company in independently administered funds. The pension costs represent contributions payable by the company to the fund and amounted to €7,949 (2011: €7,239).
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2012

10. DEFERRED TAXATION
There is a potential tax asset of €63,993 (2011: €69,181) arising from trading losses. These losses are off-settable against potential future taxable trading profits.

11. RELATED PARTY TRANSACTIONS
During the year ended 31 December 2012, Crafts Council of Ireland Limited received income of €121,893 (2011: €129,938) from Showcase Ireland Events Limited, an associated company. From time to time, directors of Crafts Council of Ireland may be involved in other membership organisations that may have transactions with Crafts Council of Ireland with no benefit accruing to the directors.

12. COMPANY LIMITED BY GUARANTEE
The Craft Council of Ireland Limited is a company Limited by guarantee not having share capital.

13. INCOME AND EXPENDITURE ACCOUNT

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accumulated deficit at beginning of year</td>
<td>(8,777)</td>
<td>279,490</td>
</tr>
<tr>
<td>Deficit for the year</td>
<td>(61,295)</td>
<td>(288,267)</td>
</tr>
<tr>
<td>Accumulated deficit at end of year</td>
<td>(70,072)</td>
<td>(8,777)</td>
</tr>
</tbody>
</table>

14. CAPITAL ACCOUNT

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance brought forward</td>
<td>254,831</td>
<td>259,108</td>
</tr>
<tr>
<td>Transfer from Income and Expenditure Account</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funds allocated to acquire fixed assets</td>
<td>79,365</td>
<td>62,984</td>
</tr>
<tr>
<td>Amortised in line with depreciation</td>
<td>(70,029)</td>
<td>(67,261)</td>
</tr>
<tr>
<td></td>
<td>9,336</td>
<td>(4,277)</td>
</tr>
<tr>
<td>Balance carried forward</td>
<td>264,167</td>
<td>254,831</td>
</tr>
</tbody>
</table>
NOTES TO THE FINANCIAL STATEMENTS
For the year ended 31 December 2012

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deficit on ordinary activities before taxation</td>
<td>(59,883)</td>
<td>(288,267)</td>
</tr>
<tr>
<td>Increase in capital account</td>
<td>9,336</td>
<td>(4,277)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>70,029</td>
<td>67,261</td>
</tr>
<tr>
<td>Decrease/(increase) in debtors</td>
<td>11,620</td>
<td>(44,495)</td>
</tr>
<tr>
<td>(Decrease)/increase in creditors</td>
<td>(55,274)</td>
<td>(403,287)</td>
</tr>
<tr>
<td>Net cash (outflow)/inflow from operating activities</td>
<td>(24,172)</td>
<td>(673,065)</td>
</tr>
</tbody>
</table>

16. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Decrease)/Increase in cash in the period</td>
<td>(101,868)</td>
<td>(736,049)</td>
</tr>
<tr>
<td>Movement in net funds in the period</td>
<td>(101,868)</td>
<td>(736,049)</td>
</tr>
<tr>
<td>Net funds at 1 January 2012</td>
<td>327,737</td>
<td>1,063,786</td>
</tr>
<tr>
<td>Net funds at 31 December 2012</td>
<td>225,869</td>
<td>327,737</td>
</tr>
</tbody>
</table>

17. ANALYSIS OF CHANGES IN NET FUNDS

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>at 1 Jan 2012</td>
<td>Cash flows</td>
</tr>
<tr>
<td>Net cash:</td>
<td>€</td>
<td>€</td>
</tr>
<tr>
<td>Cash in hand and at bank</td>
<td>327,737</td>
<td>(101,868)</td>
</tr>
<tr>
<td>Net funds</td>
<td>327,737</td>
<td>(101,868)</td>
</tr>
</tbody>
</table>
## DETAILED INCOME AND EXPENDITURE ACCOUNT

For the year ended 31 December 2012
(The following pages do not form part of the statutory financial statement which are the subject of the independent auditor’s report on pages 83 to 84.)

<table>
<thead>
<tr>
<th>Income/Expenditure</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enterprise Ireland</td>
<td>2,919,000</td>
<td>2,919,000</td>
</tr>
<tr>
<td>Enterprise Ireland - Year of Craft 2011</td>
<td>138,368</td>
<td>661,456</td>
</tr>
<tr>
<td>Year of Craft 2011 Sponsorship</td>
<td>19,395</td>
<td>31,671</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sundry revenue</td>
<td>577</td>
<td>22,256</td>
</tr>
<tr>
<td>Council member subscriptions</td>
<td>7,419</td>
<td>8,219</td>
</tr>
<tr>
<td><strong>Education, Training and Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training courses</td>
<td>11,800</td>
<td>11,809</td>
</tr>
<tr>
<td>Seminars and workshops</td>
<td>5,368</td>
<td>6,182</td>
</tr>
<tr>
<td>Leargas - Leonardo EU programme</td>
<td>20,083</td>
<td>7,801</td>
</tr>
<tr>
<td><strong>Market Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programmes and gallery exhibitions</td>
<td>53,222</td>
<td>52,463</td>
</tr>
<tr>
<td>Showcase trade fair income</td>
<td>121,893</td>
<td>129,938</td>
</tr>
<tr>
<td>Culture Ireland</td>
<td>80,000</td>
<td>-</td>
</tr>
<tr>
<td><strong>Innovation Programme</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>27,815</td>
<td>-</td>
</tr>
<tr>
<td><strong>Transfer from (to) capital account</strong></td>
<td>(9,336)</td>
<td>4,277</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,395,604</td>
<td>3,855,072</td>
</tr>
</tbody>
</table>
## EXPENDITURE

### Operations

<table>
<thead>
<tr>
<th></th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT costs</td>
<td>46,652</td>
<td>45,897</td>
</tr>
<tr>
<td>Corporate services</td>
<td>81,439</td>
<td>113,540</td>
</tr>
<tr>
<td>Depreciation</td>
<td>70,029</td>
<td>67,261</td>
</tr>
</tbody>
</table>

### Education, Training and Development

<table>
<thead>
<tr>
<th>Educational Programme</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceramics and Jewellery Schools (Skills Training)</td>
<td>225,589</td>
<td>219,427</td>
</tr>
<tr>
<td>Education and awareness</td>
<td>155,417</td>
<td>159,820</td>
</tr>
<tr>
<td>Staff costs</td>
<td>342,019</td>
<td>447,426</td>
</tr>
<tr>
<td>Administration costs</td>
<td>99,298</td>
<td>119,050</td>
</tr>
</tbody>
</table>

### Market Development

<table>
<thead>
<tr>
<th>Market Development</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Channel for Irish Craft</td>
<td>398,388</td>
<td>215,386</td>
</tr>
<tr>
<td>Tourism Market</td>
<td>18,765</td>
<td>21,592</td>
</tr>
<tr>
<td>Commercial Gallery and Exhibitions Channel for Irish Craft</td>
<td>243,529</td>
<td>222,768</td>
</tr>
<tr>
<td>Collector Programme</td>
<td>54,636</td>
<td>106,774</td>
</tr>
<tr>
<td>Staff Costs</td>
<td>719,013</td>
<td>692,789</td>
</tr>
<tr>
<td>Administration Costs</td>
<td>115,458</td>
<td>158,573</td>
</tr>
</tbody>
</table>

### Programme for Innovation

<table>
<thead>
<tr>
<th>Programme for Innovation</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise development programme</td>
<td>75,238</td>
<td>79,118</td>
</tr>
<tr>
<td>Membership and registration</td>
<td>55,331</td>
<td>22,000</td>
</tr>
<tr>
<td>Innovation Programme</td>
<td>69,850</td>
<td>-</td>
</tr>
<tr>
<td>Staff Costs</td>
<td>188,527</td>
<td>-</td>
</tr>
<tr>
<td>Administration Costs</td>
<td>28,864</td>
<td>-</td>
</tr>
</tbody>
</table>

### Craft Awareness

<table>
<thead>
<tr>
<th>Craft Awareness</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications</td>
<td>199,879</td>
<td>175,302</td>
</tr>
<tr>
<td>Staff costs</td>
<td>231,483</td>
<td>303,095</td>
</tr>
<tr>
<td>Administration costs</td>
<td>36,083</td>
<td>71,314</td>
</tr>
</tbody>
</table>

### Year of Craft 2011

<table>
<thead>
<tr>
<th>Year of Craft 2011</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-</td>
<td>902,207</td>
</tr>
</tbody>
</table>

### DEFICIT BEFORE TAXATION

<table>
<thead>
<tr>
<th>DEFICIT BEFORE TAXATION</th>
<th>2012 (€)</th>
<th>2011 (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(59,883)</td>
<td>(288,267)</td>
</tr>
</tbody>
</table>
APPENDIX

Acknowledgements

CONTRIBUTORS
Laura Magahy, CCol Chairman

CCol Team
The Crafts Council of Ireland's member organisations

Design
RedLemonade Creative

Photographers
Linda Brownlee, Sylvain Deleu, Trevor Hart,
Rob Lamb, Gus Mabelson, Bernie McCoy,
Rory Moore, Roland Paschhoff, David Pauley,
Photocall Ireland, Claire Quigley, Robbie Reynolds,
Paul Sherwood and Yinka Shonibare.

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Trumpet Vases by Andrew Ludick