Digital Creative Industries Forum
13 June 2024

Meeting 2

CHATHAM HOUSE RULES APPLY

Minutes: The minutes from this meeting are to be agreed under Silence Procedure and will be available on www.enterprise.gov.ie.

Attendees

Chairs: Rebecca Minch (DTCAGSM), Karen Hynes (DETE)

Secretariat: Adele Mealey (DTCAGSM), Gary Ward (DETE) and Niall Judge (DETE)

Tania Banotti, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (Creative Ireland Programme)
Conor O'Donovan, Conor Stewart, Enterprise Ireland (EI)
Thomas Rooney, Local Enterprise Office (LEO)
Tomás Ó Síocháin, Údarás na Gaeltachta
Tom Watts, Design and Crafts Council (DCCI)
Charlotte Barker, Danielle Townsend, Institute of Design (IDI)
Mark Roddy, James Corbett, Eirmersive
Maria O'Brien, Colm Larkin, Imirt
Charley Stoney, Katherine Ryan, The Institute of Advertising Practitioners in Ireland (IAPI)
Brendan Whelan, Department of Rural and Community Development
Aoife Molloy, Department of Further and Higher Education, Research, Innovation and Science
Ian Brannigan, Allan Mulrooney, Western Development Commission
Leela Collins, Colman Farrell, Screen Ireland

Item 1: Welcome, opening remarks and introductions

- Opening remarks across the table discussed the potential for growth of the sector and the importance of dialogue and collaboration as a key to the success of the roadmap and to the Forum.

- The minutes of the previous Forum meeting held on 18 April were agreed and it was noted that they are due to be published online.

- Industry bodies introduced themselves and provided an update of their organisation's work programmes that align to the Roadmap for the Digital Creative Industries, in the areas of skills, enterprise development and data.
- The work programme was reviewed and agreed by attendees with invitations opened to further editing of this live document that details the specific actions undertaken to meet the targets of the Roadmap.

Item 2: Update on Regional Workstream (Údarás na Gaeltachta and Industry)

- The Regional Development Working Group provided an update on the scoping of the agenda for the working group for regional development. Projects and activities being undertaken to build the digital creative industries ecosystem, with a view to developing a model for sustainable scaling of the regional digital creative industries sector, were highlighted. The need to develop industry understanding of value of the sector will also be addressed.
- Updates were provided regarding the work of Industry in collaboration with Agencies to advance the development of regional enterprise.
- It was decided to schedule meeting of industry representatives to move forward on current progress relating to regional development and to deliver specific recommendations to the Forum regarding their findings.
- There was a presentation by Institute of Designers on their recent activities relating to the Atlantic Tide project (slides presented).
- Discussions arose regarding the importance of improving accessibility to existing government supports and the need to join up government supports and communicate these to industry.
- Industry Representatives asked what existing funding streams are available for regional development, and queried the availability of LEO supports to their members.
- LEOs explained the breadth of supports provided and confirmed that companies in the Digital Creative Industries are eligible to apply for these supports.
- Action –
    - Regional Development Working Group to meet and provide a progress report to the next Forum meeting.
    - Industry Bodies and LEOs to set up webinar or meeting for organisations to demonstrate their sectors and to improve the knowledge of the LEO network of the Digital Creative Industries.

Item 3: Enterprise supports and Market Opportunities

- Updates were provided regarding the cross-referencing of businesses between the different client lists of the agencies and industry member lists.

- There were updates by State agencies on their recent activities relating to the Digital Creative Industries, including an overview of recent events held to promote the sector and upcoming activities.

- Promotion of the targeted sectors and their eligibility to enterprise supports remains a key action of the roadmap and progress is ongoing.

- Industry Bodies queried eligibility to LEO enterprise supports and received response that there is no sector specific supports and eligibility is based on stage of development, size and potential to export of individual businesses.

- The LEO Statement of Policy was discussed, and it was noted that the document demonstrates the role of the LEOs in providing enterprise supports and clarifies who supports are aimed towards.

- There was an explainer of different LEO and EI schemes provided ranging from consultancy supports to job expansion supports and the eligibility was explained for these different types of supports.

- There were suggestions by an Industry body that a specific sector specific approach to enterprise supports may be needed to cater supports by sector. This led to discussions around the eligibility concerns and the need to pinpoint what is the exact issue with existing supports if any.

- The importance of business mentoring was raised by Industry Bodies as an important support for their clients, and one which is proven to be successful in supporting startups.

- Discussions arose regarding the renewal of consultancy and mentoring panels who work with companies supported by Enterprise agencies, Industry bodies indicated their willingness to identify experts in their fields to join panels to provide support and advice.

- Action – Agreed for each representative Industry Body to source names of experts to volunteer and join the mentoring panels funded by State agencies.

- Industry Bodies welcomed the progress and advised that there may be potential to cross reference client lists between Industry bodies and public agencies. It was agreed that if each representative body sends on a list of their members, that the client list can be checked manually.

Item 4: Update Data Workstream

- Updates were provided by those involved in the industry led Working Group regarding the work of Industry in collaboration with Agencies to develop a standardised approach to data collection and management.
- It was decided that the working group will convene a workshop in August to agree upon a standardised approach to data collection and to explore potential analysis of the economic impact of the Digital Creative Industries.
- It was agreed to involve relevant statisticians from the CSO and the Department of Enterprise, Trade and Employment to partake in data workshop to offer insights into the potential to use NACE codes to develop industry overview.
- The secretariat to the Forum will circulate invites to the working group for the data workshop in August.
- The scope of the request needs to be clear of the needs for Industry and gaps in existing data collection processes, it was agreed that industry bodies would share their existing data collection processes for this purpose.
- It was agreed that the working group will be open to all industry bodies represented on the Forum.

Item 5: AOB

- The DCCI highlighted Design Week as a potential week to celebrate and promote the Digital Creative Industries, discussions arose around the potential to organise events to promote the industry.
- The date of the next meeting of the Digital Creative Industries Forum was scheduled for 3 October 2024 with a focus on topics relating to Skills and Innovation.