



Rialtas na hÉireann
Government of Ireland

Digital Creative Industries Forum

3 October 2024

Meeting 3

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, Eileen Bell Enterprise Ireland (EI)

Thomas Rooney, Local Enterprise Office (LEO)

Tomás Ó Síocháin, Údarás na Gaeltachta

Mary Blanchfield, Tom Watts, Design and Crafts Council (DCCI)

Charlotte Barker, Danielle Townsend, Institute of Design (IDI)

James Corbett, Camille Donegan Eirmersive

Colm Larkin, Imirt

The Institute of Advertising Practitioners in Ireland (IAPI)

Chris Melia, Brendan Whelan, Department of Rural and Community Development

Anne Ribault, 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

- The minutes of the previous Forum meeting held on the 13th June 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 area of skills.

Item 2: Update on Skills Workstream

- An update was provided by each industry body on the projects and activities being undertaken to support the development of skills/innovation in their industries.
- An update was provided on the work of the Department of Further and High Education and the Design and Cultural Skillnet in developing the skills agenda.
- Forum members welcomed the update provided on the activities of the Creative Industries and Cultural Skillnet and it was agreed that members should further leverage the programmes provided by the Skillnets.
Action – Industries Bodies to liaise with the Department of Further and Higher Education to explore opportunities to increase collaboration with the Creative Industries and Cultural Skillnet.
- Discussions arose regarding the importance of mentoring as a tool to assist entrepreneurs to create companies in the digital creative sectors and to improve the productivity of workers through training.
- Industry bodies raised the importance of presenting a career in the digital creative industries as a viable option for students. Recommendations were made to present all relevant career options in one place for a coherent overview of the potential for a career in the sectors of the roadmap.
- **Action** – Industry Bodies to liaise with the Creative Industry team to progress options to promote a career in the digital creative industries improve public's knowledge of the potential for a career in the Digital Creative Industries.
- There was a discussion around the importance of accreditation for 3rd level courses and micro credential courses it was noted that the industry bodies will continue to engage with the relevant bodies to accredit the courses they provide.
- It was noted that there is potential for further involvement of industry bodies to align curricula to industries needs and to develop competency frameworks to improve the quality of 3rd level courses.
- The use of Erasmus+ as a potential programme to train teaching staff and students was highlighted.

Item 3: Enterprise supports and Market Opportunities

- Updates were provided regarding the cross-referencing of businesses between different client 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.
- An update was provided regarding the recent trade mission to the U.S.A. which promoted sectors of the roadmap. Industry bodies welcomed this and expressed their appreciation for the work of the enterprise agencies.
- It was noted that the enterprise agencies held webinars to provide information on relevant supports to sectors of the roadmap and that they will continue to host these webinars for each industry body.

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.

- Industry Bodies updated on interactions with LEOs regarding improving mentoring capabilities and raising awareness of the potential of their industries.

Action – Industry to contact LEO centre of excellence to progress actions relating to mentorship.

- There was a discussion relating to recent engagements between the industry bodies and the local enterprise offices, which included a recorded webinar and information regarding supports.

Action – Continue the engagement and collaborate to progress development of case studies to highlight the benefits of LEO supports.

- An update was provided on preparations for Design Week, and it was noted that industry bodies are engaging with the DCCI to co-host events promoting their sectors.
- It was highlighted that the 50th anniversary of Showcase is upcoming and there is potential to promote the Digital Creative Industries at this event.

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 noted that the data workshop will be held, and it was reiterated that the project should be industry led and that 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 at a pre-meeting in advance of the workshop.

Item 5: Update Regional Workstream

- An update was provided by the regional working group on the projects and activities being undertaken.
- It was agreed that the fourth meeting of the Forum meeting in December of 2024 will focus on regional development including relevant regional development schemes and the regional enterprise plans.
Action – Invite CREW Galway to showcase their work in supporting the digital creative industries.
- It was noted that the Smart Regions Enterprise Innovation Scheme (SREIS) is open for applications and further information will be provided in the December meeting to assist potential applications under the 4 streams.

Item 5: AOB

- The date of the next meeting of the Digital Creative Industries Forum was scheduled for the 10th of December 2024 with a focus on topics relating to regional development.
- The Secretariat to the Digital Creative Industries Forum will prepare the annual report to government which will provide updates relating to achievements and goals for the upcoming year.