



Digital Creative Industries Forum

18 April 2024

Meeting 1

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, Darren O'Reilly, Conor Stewart, Enterprise Ireland (EI)

Tomás Ó Síocháin, Údarás na Gaeltachta

Colman Farrell, Screen Ireland

Rosemary Steen, Tom Watts, Design and Crafts Council (DCCI)

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

Craig Stephens, Imirt

Camille Donegan, Guillaume Auvray, Eirmersive

Katherine Ryan, The Institute of Advertising Practitioners in Ireland (IAPI)

Allan Mulrooney, Western Development Commission

Brendan Whelan, Department of Rural and Community Development

Langtry Miriam, Department of Further and Higher Education, Research, Innovation and Science

Item 1: Welcome, opening remarks and introductions

- Secretary General of the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (DTCAGSM) Feargal Ó Coigligh welcomed the attendees in the room and provided opening remarks on the importance of the creative industries.
- 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.

- It was noted that the Roadmap closely aligns to Government priorities in Digital and Climate transitions and that this new initiative should support the implementation of the actions of the Roadmap.
- Industry bodies introduced themselves and provided an overview of their organisation's objectives that align to the Roadmap for the Digital Creative Industries.
- The Terms of Reference for the Forum were agreed, and it was noted that the meetings will be held under Chatham house rules with the minutes published.
- It was agreed that the Forum will meet four times annually and the agenda will be aligned to the work programme to facilitate the implementation of the Roadmap.
- 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 Data Work stream (EI and Industry)

- Updates were provided by those involved in the 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 should convene a workshop to agree upon a standardised approach to data collection and to explore potential analysis of the economic impact of the Digital Creative Industries.
- Discussion arose on the importance of combining approaches to data analysis to generate an overview of the wider sectors' impact on the economy.

Item 3: Enterprise supports and Market Opportunities

- Updates were provided regarding the cross-referencing of businesses between different client lists.
- There was a presentation by Enterprise Ireland on their recent activities relating to the Digital Creative Industries, including an overview of recent events held to promote the sector and upcoming activities (slides presented).
- Enterprise Ireland's Creative Industries team provided an update of their recent work in onboarding new clients and providing informational seminars to communicate the eligibility criteria of supports.
- Industry Bodies welcomed the progress and advised that there may be potential to cross reference client lists between Industry bodies and public agencies.

- Updates were provided relating to industry events to the participants such as events like the AI Connect hosted by Google and SXSW.
- Promotion of the targeted sectors and their eligibility to enterprise supports remains a key action of the roadmap and progress is ongoing.
- Discussions arose regarding the development of scaling programmes targeted to commercially creative businesses.
- Industry Bodies queried eligibility to 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 requested the mapping of enterprise supports to be provided to their clients to improve the understanding of available supports.

Item 4: Regional Development and Skills

- 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.
- The importance of maintaining mentoring panels with skills and expertise to advise businesses in the digital creative sectors was raised as a key action.
- Discussions arose regarding the use of academic and international mentors as a potential programme to increase the capacity to export of companies in the sectors.
- Skills was raised as key topic for a future Forum meeting as it is regarded as an important area for Industry Bodies.
- Industry Bodies aim to build capacity in the relevant sectors and improve the employability of graduates in the sectors and the importance of schemes such as Gradstart to improve employment levels.
- Reference was made to the Western Development Commission's Creative West programme and development work fostering the Commercial Creative sectors, specifically the opening of the Creative Enterprise and Innovation Hub in Galway as a particularly welcoming development fostering regional development.
- Discussions arose regarding the potential for Industry Bodies to coalesce and form a creative sector cluster. Údarás na Gaeltachta explained their initial work on their actions of the Roadmap and welcomed further focus on the issue of regional development in future meetings.

Item 5: AOB

- Attendees agreed to provide shared submission of recommendations from the Digital Creative Industries Forum for the Design for Public Procurement report by the Department of Public Expenditure NDP and Reform.
- The date of the next meeting of the Digital Creative Industries Forum was scheduled for the 13th of June 2024 with a focus on topics relating to Regional Development, Skills and Innovation.