



Meeting of the National Enterprise Hub Contact Group

12 December 2024, 10am

Attendees

In person:

Sean Carabini	Revenue
Eoin Fahey	Department of Finance
Amanda Horan	Failte Ireland
Fiona Collier	Strategic Banking Corporation of Ireland
James J Mc Dunphy	Screen Ireland
Ciara Horgan Roca	Enterprise Ireland
Conor O'Donovan	Enterprise Ireland

Online:

Aoife O'Sullivan	Skillnet Ireland
Helen Burke	IDA
Colin McCabrey	Intertrade Ireland
Noreen Fitzpatrick	Solas

Secretariat:

Ross Church, Department of Enterprise, Trade and Employment
Patrick Sinnott, Department of Enterprise, Trade and Employment
Ashley Long, Department of Enterprise, Trade and Employment
Hazel Carroll, Department of Enterprise, Trade and Employment

Note of meeting

Ross Church opened the meeting by asking members to give any feedback on the hub. Feedback from a number of members included the value the stakeholders see in the monthly operational meetings and that the referrals coming through are improving in quality. There were some suggestions around more filtering options for the agencies which Ciara Horgan noted that she will take back to the team to discuss and that the next round of user testing will commence in January.

The next item on the agenda was on content priorities, Ross outlined that DETE's priorities are the Energy Efficiency Grant, the Grow Digital voucher and, in the longer-term, burden

reduction for SME's. There was a general discussion where some stakeholders outlined their priorities including a simplified Tax guide from Revenue, a sustainability focused scheme from Screen Ireland, among others. Ross outlined that we want to think ahead so that we can plan out what is posted each month and have a continued pipeline of information ready to go. There was agreement that these new supports or campaigns could be presented at the monthly sessions to ensure that all stakeholders get sight of new supports or what is available currently from other agencies.

Ciara then gave a presentation which showed the statistics and metrics of the site to date. The spike in interest in October is from when the TV adds started which was interesting to the group. Currently the hub has about 75% of its contacts with businesses via email, 20% via phone and 5% via the chat function. The most popular support queries have moved from help with cashflow last month to get support to expand.

Ciara also outlined some updates from the operational group, the next update to the hub will include the social media tags, the partner pages are being prepared and the Irish language model is also being worked on.

The final section of Ciara's presentation outlined the planned roadmap for 2025, there are a number of updates and developments including a new CRM system which will allow deeper reporting, tiered supports for partners, follow on of client experience after referral, and FAQs.

Ross closed the meeting noting we would reconvene in the new year and thanked everyone for their contributions throughout the year.

Actions arising

DETE to set dates for 2025 meetings.