

FINE GAEL ARTS POLICY 2010

<u>Contents</u>	<u>Page Number</u>
General Introduction	<u>1</u>
FGs History in the Arts	<u>1</u>
Core principles	<u>2-3</u>
New Approach, New Initiatives	<u>4-5</u>
Department of Tourism, Culture and Sport	<u>6</u>
Local Authorities and the Arts	<u>6</u>
Education	<u>7-8</u>
Funding and Capital projects	<u>8</u>
Philanthropy, Sponsorship and Patronage	<u>9</u>
Innovation and the Creative Economy	<u>9</u>
Supporting material and references	<u>10</u>

Fine Gael Arts Policy, November 2010

Ireland is more than an economy; we are a society, a nation. For centuries, our rich culture has sustained and animated us, and even at our darkest moments our artists have imagined and defined our future. When the name of Ireland is mentioned, people right across the world think first of our writers, our musicians, our drama, our unique perspective.

The arts are a big part of what makes Ireland such an attractive place for 5.5 million visitors a year. The intuitive way Irish people think -- what artists call our creative "tolerance of ambiguity" is often what seals the deal when major multinational companies invest here."

In Government, Fine Gael will nurture and support our culture, ensuring access to the best of the arts in communities right across our country. We will invest in today's artists, confident of a wealth of dividends tomorrow.

Fine Gael's History in the arts

Fine Gael has a strong history of supporting the arts. The 1920's Cumann na nGaedheal government was active in the funding and promotion of music, theatre and the visual arts; establishing the roots of the RTE Concert Orchestra, the National Symphony Orchestra of Ireland, expanding the funding of the Abbey Theatre and providing commissions in the area of the visual arts.

Since its involvement in the establishment of the Arts Act in 1951, which created the Arts Council of Ireland, Fine Gael has actively supported funding as well as increased opportunities for greater public awareness and enjoyment of the arts.

In 1973 Fine Gael initiated the updated Arts Act which expanded the role of the Arts Council and established committee groups on painting, sculpture, architecture, music, drama, literature and cinema. This Act also endeavoured to promote programmes and activities for young people in the arts. In the 1980's Taoiseach Garret Fitzgerald established a Ministry of State for the Arts and Culture (Ted Nealon) which further demonstrated Fine Gael's active commitment to the arts and of course the Fine Gael Rainbow Coalition reappointed Michael D Higgins as the Minister for Arts, Culture and the Gaeltacht.

Principles of Fine Gael's Arts Policy

- That high quality artistic creation is a good in itself.
- That there should be no barrier for any person in accessing arts and cultural experiences.
- The arts will be a core component of the school curriculum. Educators and artists will play a collaborative role in designing and implementing school curriculum. The cultural rights of children, who are in no way responsible for the current financial situation, are given a special priority.

- Cultural discussion will be driven up the agenda of government.
- The Arts and Culture will have a seat at the cabinet table in any future Fine Gael government. The arms length principle will be respected.
- That the success of this sector will be broadened and deepened across society.
- Opportunities to experience and learn about the Ireland's arts, music and cultural heritage should be available to all our people. New and innovative ways will be continuously sought to strengthen and deepen cultural provision and activity.
- That the public and private spheres must work together in this area.
- That hard data and analysis will be used to support new developments of best practice.
- That this sector will be promoted and advertised as a success story for the country.

New approach, new initiatives:

*Fine Gael believes it is vital that there be better intra and inter departmental co-ordination and co-operation. Synergies between Tourism, Culture and Sport within the Department will be pursued. Co-ordination with other government departments is vital in particular the Department of Education and Skills in terms of the arts and education, the Department of Communication, Energy and Natural Resources when it comes to broadcasting and the Department of Enterprise, Trade and Innovation.

* Fine Gael understands the enormous value of the arts at local level in binding together our communities and in marking out as special and distinctive each village, town or city.

* Fine Gael is committed to better government. In line with our new policy on state boards, we will ensure that members of the Arts Council do not have a direct conflict of interest. New members will be appointed in a new and transparent way, after vacancies have been advertised and qualified and appropriate candidates short-listed.

* Fine Gael recognises the unique achievement of Ireland's writers, and welcomes UNESCO's designation of Dublin as a world City of Literature. In Government, we will build on this achievement, creating a flagship Literature Centre. The new centre will:

- be the home of a world-class museum of literature, attracting foreign and domestic tourists.

- provide research facilities and writing space for Arts Council bursary winners and other writers.

- go 'on the road', bringing Arts Council bursary winners and established writers to communities and to schools right around the country, teaching and inspiring future generations of Irish writers.

- act as a hub and a venue for readings and events by Irish and international writers and will build on the success of the Dublin Writers Festival.

- be funded through existing sources. A landmark building will be identified among those already controlled by the State through the Office of Public Works, NAMA or the banks.

**** Fine Gael recognises the huge potential of television and new technology to bring the best of Irish arts and culture to every part of Ireland, and to showcase this country's remarkable creativity abroad. In Government, Fine Gael will ask the Arts Council to investigate the possibility of establishing an Irish arts and film channel, broadcasting on cable, DTT and Internet. The new channel could:***

- leverage the great work of our theatres, orchestras and ensembles, festivals,***

traditional arts organisations, opera companies and others through the installation of broadband quality broadcast equipment, which would allow the public to view great live arts events which they could not otherwise attend. After this work is broadcast it can also be stored for future generations.

- screen the best of Irish feature films, short films and documentaries. In Government, Fine Gael will direct the Film Board to include in all future investment contracts a clause to allow at least some free screenings of the work it funds on the Irish arts channel.

- ensure that many of the readings and literary events, interviews with authors, and lively discussions of literature and the arts are recorded or broadcast live, thereby allowing access and participation to a far greater audience.

- act as an international showcase for Ireland's local and regional festivals.

Department of Tourism, Culture and Sport

The Department of Tourism, Culture and Sport will commission comprehensive, concrete ongoing research on arts and cultural practice and delivery. It will use this data to drive and improve cultural provision across the range of initiatives like those outlined below.

Fine Gael will appoint a Cultural Broker at interdepartmental level to ensure better understanding of cultural potential across all government departments, agencies and state bodies such that arts and creative industries can be facilitated to play a central role in Ireland's future.

In order to support important commemorative key artistic and state events the Department will create a database of significant anniversaries and ensure that living culture is central to their celebration.

In particular the Department will put culture at the heart of the 2016 commemoration, beginning immediately with a range of commissions of various scales building to their delivery in 2016. In preparation for that anniversary, it will create a large-scale digital archive of the National Cultural Institutions that will be a permanent record for the people of Ireland and cultural visitors to the country.

Local Authorities and the arts

Fine Gael understands the enormous value of the arts at local level in binding together our communities and in marking out as special and distinctive each village, town or city.

Fine Gael commits to working with Local Authorities to ensure cultural representation on County Development Boards, and that all Corporate Plans, County Development Plans and Local Action Plans specifically address the need to create the right conditions for arts, culture and creative industries to flourish.

The Local Government Fund, established in 1999 under the Local Government Act 1998, provides local authorities with the finance for general discretionary funding of their day-to-day activities. This fund will be looked at with regard to supporting local cultural development and activity.

Education

Fine Gael is particularly concerned to put long term structures into place, which open up children to the possibility of arts and creative activity, for their own pleasure and well being, as well as the long term good of the country.

In order to celebrate the role of young people as creative citizens Fine Gael will develop a month long festival, building on existing structures, using the example of *Bealtaine* for senior citizens as a positive model. In addressing the cultural rights of children, Fine Gael will build on the work of arts and educationalists across the country in three areas.

- (a) Arts education
- (b) Arts in education
- (c) Youth arts

- (a) Arts education

Fine Gael will work between the Department of Culture Sport and Tourism and the Department of Education and Science to ensure that children's rights to receive excellent arts education are being met as part of the national curriculum, and that adequate and relevant teacher training is provided to deliver it.

- (b) Arts in Education

Children will have the right to excellent arts experiences across all art forms with practicing artists throughout their school career.

Fine Gael will build on best practice examples in this area nationally and internationally, particularly with regard to exploring the Norwegian model of "Cultural Rucksack"¹ for the children of Ireland. The aim is to cement the aspiration that all children without barrier should have access to excellent quality arts experiences to the level of their choosing across their school career, setting minimum targets for such events per year.

- (c) Youth Arts

¹ The Cultural Rucksack, Art and Culture at School in Norway, Brochure (available online)

Youth arts are particularly valued for providing children with a sense of self respect and the possibility of creative expression. Assessment will be made of current levels of provision. Youth service providers, arts agencies and local authorities will be encouraged to act collaboratively to ensure that youth arts are a possibility for all children without barrier.

Fine Gael will promote strategic long term partnerships and increased co-operation between Departments where there is responsibility for aspects of youth arts; Dept of Education, OMCYA, Arts Council etc.

Fine Gael is committed to core funding for organisations which provide arts programming for young people, not just project funding. There should be an increased say for young people in all decision making around their arts provision.

Fine Gael is committed to providing supports for arts organisations and institutions to become more accessible to children and young people.

The three strands outlined a) Arts education, b) Arts in education and c) Youth Arts are mutually supporting and the Department will continuously monitor their effective delivery. The delivery will be achieved through the effective implementation the *Points of Alignment* Report of the Special Committee on the Arts and Education².

In order to provide the artistic, educational, entrepreneurial and administrative skills necessary to deliver high-quality professional arts the department will works across second, third and fourth-level education to ensure there is adequate provision in this area.

We will also work with partner organisations outside of formal education to ensure that extant arts organisations are equipped with the business planning, finance marketing and technology skills to raise the level of sponsorship and philanthropy in the sector.

Philanthropy, Sponsorship and Patronage

In the current climate it is unlikely that the state will be in a position to commit to higher levels of investment within the cultural sector, desirable as that may be.

Fine Gael will therefore create the circumstances for effective philanthropy, sponsorship and patronage, by working with partner organizations and through the provision of financial incentives. In particular *The Community Foundation for Ireland* and *Business to Arts* will be approached for further discussion and initiation of models of best practice in this area. It is intended that this should develop towards a National Endowment Fund for the Arts such that the private sector is facilitated to provide long-term sustainable support for the arts, and will be a legacy for future generations.

The implementation of an incentive scheme which both creates a motivation and reward for arts organisations pursuing private investment and creates greater impact for supporters of cultural projects. Our proposal is that this would be implemented to create a stimulus for private investment in the sector in the short to medium term. It should be clear that this fund will be established for a finite period with the objective of developing greater private investment in the arts in Ireland and supporting the development of a philanthropic culture.

For example: Creation of a €2m fund which will provide €1 for every €2 raised privately, capped at €10k per project , supporting 200 projects.

Innovation

“Ireland is hugely successful in the arts. Innovation is about creativity and skills, just like art is. Princeton has decided on a drastic expansion of its arts departments. You will not be able to get a degree in electrical engineering from Princeton without having followed a class in drama. The reasoning is that anyone can acquire skills, but the competitive edge is in creativity. Ireland beats Princeton hands down in the arts.”
— Dr. Richard Tol, Research Professor, ESRI

Fine Gael seeks to help the Cultural Sector expand and develop nationally and internationally.

To this end, we will support creative partnerships in research and development between arts, educational and enterprise organizations.

We will provide innovation funding appropriate to the needs of the arts sector, and ensure that the IDA, Enterprise Ireland, semi-state bodies such as Failte Ireland, the restructured FAS and relevant innovation bodies are working closely with the Cultural Sector. *Fine Gael Ministers, when making appointments to these boards, will consider appointing people who have experience of the Arts/Cultural sector where appropriate but not to “represent” any sector.*

Fine Gael will seek to fuse and develop traditional artistic practices with new enabling technologies.

Supporting Material

Investment in the Arts: Value

- A recent study showed that public investment in the Abbey of €8.3 million brings €40 million annually into the Irish economy³
- Total Exchequer expenditure on the cultural sector in 2008 was €330 million⁴.

³ Economic impact of the Abbey Theatre by Dominic Shellard (University of Sheffield) and Derrick Elliss, Summer 2009

⁴ DKM Economic Consultants for the Department of Arts, Sport and Tourism, September 2009

- Against this, direct Exchequer revenue from the cultural and creative sectors in 2008 was approximately €1 billion⁵. For every euro invested in the arts the state receives 3 in return.
- Of the €76 million that was used in the funding of arts organisations and individuals across Ireland in 2008, €54 million was returned directly to the Exchequer in the form of income, VAT and other taxes⁶.
- For every €1 the Irish Film Board has invested in a film and television production, over €6 was attracted from international sources⁷.

References

Assessment of Economic Impact of the Arts in Ireland, Arts & Culture Scoping Research Project, INDECON, November 2009

DKM Consultants for the Department of Arts, Sport and Tourism, September 2009
Economic Impact of the Abbey Theatre by Dominic Shellard (University of Sheffield) and Derrick Elliss, Summer 2009

Economic Impact of the Galway Arts Festival, Orla Higgins, September 2008

Irish Audiovisual Content Production Sector Review, Irish Film Board & Price Waterhouse Coopers, 2008

Points of Alignment, the Report of the Special Committee on the Arts and Education, Arts Council 2008 ISBN: 978-1-904291-29-9

The Cultural Rucksack, Art and Culture at School in Norway, Brochure 2009
<http://www.denkulturelleskolesekken.no/> for full details

¹ The Cultural Rucksack, Art and Culture at School in Norway, Brochure (available online)

² Points of Alignment, The Report of the Special Committee on the Arts and Education, Arts Council 2008 (available online)

³ Economic impact of the Abbey Theatre by Dominic Shellard (University of Sheffield) and Derrick Elliss, Summer 2009

⁴ DKM Economic Consultants for the Department of Arts, Sport and Tourism, September 2009

⁵ DKM Economic Consultants for the Department of Arts, Sport and Tourism, September 2009

⁶ Assessment of Economic Impact of the Arts in Ireland, Arts & Culture Scoping Research Project, INDECON, November 2009

⁷