



*Making Great Art Work:*

Film Policy & Strategy 2018

## General Description and Context

The Arts Council's role in film is to support film as an artform and is central to the provision of a national infrastructure for film culture in Ireland. It supports film artists and provides for and develops audiences for cultural cinema. The Arts Council's role is a discrete one that is distinct to that of the Irish Film Board, which works to develop the Irish film industry. It complements the roles of RTÉ, TG4 and the Broadcasting Authority of Ireland in the area of television production, and aligns with the Creative Ireland Programme. The Arts Council works in partnership with stakeholders in the field in order to maximise film-making and exhibition opportunities, and thus serve both artists and the public.

In [Making Great Art Work](#), the Arts Council identifies two policy priority areas: [the artist](#) and [public engagement](#). In order to deliver on these priority areas in film, the Council will take the following approach over the next three years.

## Film Artists

In terms of artists, the Arts Council's primary interest is in creating an environment in which film artists have the creative freedom to make work of an experimental and/or non-narrative nature, and are given opportunities to make highly creative authored work for cinema exhibition and broadcast platforms. The Arts Council does this by supporting film artists both directly and indirectly.

Film artists can avail of direct supports through the Arts Council's [Artists' Awards](#) and [film schemes](#). The [Film Project Award](#) is designed to provide artists with an opportunity to make work of an experimental nature, while film schemes, which are offered in partnership with others, are designed to support artists to make highly creative authored work for festival exhibition and broadcast. The Arts Council also provides opportunities for artists to develop their practice through its film [bursaries](#) and [travel and training](#) award and its [Film Artist in Residence](#), which is offered in partnership with University College, Cork.

The Arts Council supports the essential infrastructure required to sustain and develop film culture in Ireland through its [Strategic Funding](#) of key organisations that provide critical exhibition platforms and creative-development opportunities for artists working in film.

### ***In further supporting artists, over the next three years the Arts Council will:***

- Devise a new funding scheme to support the making of authored cultural film works for cinema exhibition.
- Review existing artists' supports and undertake a needs analysis with a view to identifying and implementing appropriate and meaningful supports for film artists.
- Seek to ensure greater cinema exhibition opportunities for the work of film artists.
- Seek to exploit existing funding opportunities, and any new ones that may become available through Creative Ireland and other programmes, for film artists.

## Public Engagement & Film

In the area of public engagement, the Arts Council's interest is in providing audiences with opportunities to experience cultural cinema and to critically engage with film culture. The Arts Council provides for, and supports the development of, audiences for cultural cinema on a national basis through its [Strategic Funding](#) of a range of film-programming organisations. Through the work of these organisations, the public is given access to a diverse range of cinema that otherwise would not be available, and is presented with opportunities to critically engage with film culture and with film as an artform.

### ***In further developing public engagement, over the next three years the Arts Council will:***

- Work with organisations to develop greater opportunities for audiences to experience cultural cinema (including through the exploration of new and advanced digital exhibition models) and provide enhanced opportunities for critical discourse on film and film culture.
- Incorporate exhibition support into its film awards so that film artists funded by the Arts Council receive additional dedicated support to reach and engage audiences.
- Incorporate support for audio description and open captioning into its film awards, as appropriate, so that the work of film artists is made accessible to audience members with disabilities.
- Continue to work with organisations to support the further development of opportunities for particular communities to experience cultural cinema and engage with film culture.

## Specific Film Development Areas

A range of other issues, of particular strategic relevance to film, have an impact on the wider ecology for film artists and audiences.

In recent years the development of digital technology has transformed how film is produced, distributed, exhibited and archived. Digital cinema and archive technologies are constantly developing and require ongoing capital investment.

### ***To address this, over the next three years, the Arts Council will:***

- Advocate for designated capital funding to be made available for investment in digital screening and preservation technology in those not-for-profit cinemas and venues that programme cultural cinema and archive Irish film.

The Arts Council is one of a number of players with a statutory remit to support the making of audio-visual content.

### ***Given this, over the next three years the Arts Council will:***

Continue to develop strategic partnerships with key players – TG4, RTÉ, IFB, BAI and Creative Ireland – to create opportunities for film artists to make work and for audiences to access it. This will involve the development of memorandums of understanding between the Arts Council and other agencies, as appropriate.

## Other *MGAW* Areas of Strategic Interest for Film

### ***In the area of spatial & demographic, over the next three years the Arts Council will:***

- Ensure that a diverse range of cinema is available to audiences nationally, while remaining alert and responsive to new exhibition models and advocating for capital funding for cultural-cinema infrastructure.

### ***In the area of young people, children & education, over the next three years the Arts Council will:***

- Continue to support the film-education and exhibition programmes of existing organisations.
- Work with relevant film organisations to identify and implement sustainable models that will provide children and young people with opportunities to experience, explore and understand film and film culture.

### ***In the area of International, over the next three years the Arts Council will:***

- Be alert and responsive to changes in the wider film environment, especially those (e.g. Brexit) that will impact on film artists and on cultural-cinema audiences, and continue to work with organisations and support them through such change.