

**Department of Arts, Sport and Tourism
Annual Report 2009**

May 2010

The Department's Mission is

to enrich Irish society by supporting the growth of
a competitive and sustainable tourism industry
and increasing access to and participation in
sport, the arts and culture.

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Foreword by the Minister

I am delighted to introduce the 2009 Annual Report of the Department. This is the Department's second progress report in respect of the objectives set out in its *Statement of Strategy 2008-2010*.

Since I was appointed Minister for Tourism, Culture and Sport in March 2010, I have been greatly impressed by the range and vitality of activity in the tourism, culture and sport sectors and the further additional promise that these hold for the wellbeing of the country. This Annual Report, the content of which was endorsed by Minister Cullen, provides a comprehensive recounting of that activity and the associated achievements.

The year under review proved to be a very challenging one for the arts, sport and tourism sectors, reflecting the broader challenges in the national and international economies. Nevertheless, I believe that these sectors have not only weathered the storm but are emerging stronger and more embedded as an indispensable component of our economic and cultural fabric.

As was evidenced from the debate at the Global Economic Forum held in Farmleigh in September 2009, the global association of Ireland with creativity and imagination has the very real capacity to contribute to our economic recovery. In particular, our arts and cultural offerings support the Government's economic strategy, *Building Ireland's Smart Economy: A Framework for Sustainable Economic Renewal*; reinforce the international branding of Ireland; position the country as a global creative hub; and drive the dynamic growth area of cultural tourism. These developments will centralise and prioritise the arts in Irish life as never before.

During the year, the Department invested almost €178 million in supporting the work programmes of the Arts Council, the National Cultural Institutions, the Irish Film Board and other arts and cultural facilities countrywide. This investment reaped significant dividends, in that the number of visitors to our National Cultural Institutions and other cultural organisations again exceeded the 3 million mark, surpassing the performance in 2008 and helping to maintain Ireland's profile as a leading cultural tourism destination. There is no doubt that the investment made in the arts and culture sector in the last five years will be one of the enduring legacies of the economic boom in Ireland.

The Department's provision in 2009 of more than €51 million to the Irish Sports Council contributed towards a number of medal-winning performances throughout the year, including successes at the World Athletics Championships and European Paralympics and achievements in European Amateur Lightweight boxing, World Senior and Junior Championship boxing, European Junior Championship swimming and Laser Radial World

sailing. In addition, the Department's provision of funding under its Sports Capital Programme and Local Authority Swimming Pool Programme continued to deliver sports infrastructure throughout the country, including new pitches, sports halls and swimming pools.

For Irish tourism, 2009 proved to be exceptionally challenging, reflecting the difficult international economic climate and exacerbated by unhelpful exchange rate movements in our main source markets. Despite these challenges, almost seven million overseas visitors came to Ireland in 2009, helping to sustain of the order of 200,000 jobs and generating €4 billion in export earnings and €1.2 billion in taxes for the Exchequer. In order to meet the current challenges facing the industry, a Tourism Renewal Group was appointed and produced, in October 2009, a Framework for Action for tourism's survival, recovery and growth over the period to 2013. Work has already commenced on progressing a range of measures identified in this Framework, with a view both to responding actively to the difficult trading conditions and to changing consumer behaviour.

Finally, the commitment of the staff of the Department to delivering a quality service in challenging circumstances during 2009 deserves acknowledgement. Former Minister Martin Cullen, Minister of State Martin Mansergh and I greatly appreciate the dedication, flexibility and skill which the staff brought to the achievement of the many tasks set for them.

As we look to the future, I am confident that with the support, commitment and vitality that is at the heart of the Tourism, Culture and Sport sectors we are going to face the challenges and continue to deliver sustainable economic renewal.

Mary Hanafin, T.D.

Minister for Tourism, Culture and Sport

Introduction by the Secretary General

I am pleased to present the seventh annual progress report of the Department of Arts, Sport and Tourism, pursuant to the Public Service Management Act 1997.

During the year under review, the Department continued to make progress towards the high-level goals and objectives set out in its *Statement of Strategy 2008-2010*, as refined by the commitments contained in the *Renewed Programme for Government 2009*.

Despite significant economic, fiscal and administrative challenges during a difficult year, the Department may justifiably claim many successes across its complex and wide-ranging brief. Of particular note was the widespread recognition and acceptance of the critical role which the arts and culture can play in fostering and promoting our national strengths of innovation and creativity. This key message, which was projected forcefully from the Global Economic Forum held in Farmleigh last September, places an important onus on the Department to maximise the cultural and economic returns to the State for its continuing support for the arts, sport and tourism sectors.

In the arts and cultural arena, it is gratifying to note that Irish artists continued to raise Ireland's profile internationally through a range of awards, from the Golden Globes for film and television work, the Emmys for television and theatre and literature prizes. The Department's funding of the Arts Council enabled continued support for hundreds of national and local arts organisations, and our National Cultural Institutions hosted many impressive and unique exhibitions. In addition, the Department's ongoing investment in cultural infrastructure facilitated the opening or redevelopment in 2009 of a number of major venues, including Cork Opera House, Waterford Theatre Royal, Druid Theatre, Gate Theatre, Carlow Visual Centre for Contemporary Art and the Gallery of Photography, Dublin.

With regard to sport, the Department's Sports Capital Programme continued to disperse significant sums of money - €58.7 million in 2009 - to support local sports clubs and organisations. The Programme also financially supported major sports infrastructure projects that came to fruition in 2009, including Tallaght Stadium, the redevelopment of Semple Stadium, the University of Limerick boathouse and the redevelopment of Fitzgerald Stadium in Killarney. Coupled with these successes, the Local Authority Swimming Pool Programme facilitated the opening of five swimming pools in 2009. Moreover, via the Horse and Greyhound Racing Fund, the horse and greyhound racing industries went from strength-to-strength in 2009, with notable achievements, in particular, for Irish horses, trainers, jockeys and breeders across the National Hunt and Flat.

It was in the tourism sector that the economic downturn was, perhaps, most acutely felt, with a 12 per cent fall in tourism numbers recorded in 2009 compared to 2008. However,

this figure must be seen in the context of a decline in tourism numbers internationally due to global economic difficulties not confined to Ireland. We redoubled our efforts in the face of this challenge. The Department provided funding to Tourism Ireland and Fáilte Ireland to actively respond to the difficult trading conditions and supplied additional funding for product development to assist local authorities and other bodies in the development of public tourism infrastructure and major attractions. In addition, a Tourism Renewal Group was established to develop a Framework for Action for tourism's survival, recovery and growth, with implementation of its recommended measures already underway.

Turning to administrative matters, in order to ensure that the principles of quality customer service informed the Department's interactions with its customers, the Department's *Customer Charter* was updated during the year and an internal Customer Liaison Officers Network was established to promote comprehensive compliance with its commitments throughout the organisation. In its ongoing efforts to maintain a safe and positive working environment, the Department conducted an access audit on its new headquarters building in Killarney, Co. Kerry, and also introduced an acceptable usage policy in respect of the use by staff of the Department's telephone, e-mail and internet facilities.

I would like to record my appreciation of and admiration for the staff of the Department at all grades. Although 2009 was a challenging year for the Civil Service and particularly for the Department, whose very existence was called into question in the *Report of the Special Group on Public Service Numbers and Expenditure Programmes*, which had a very unsettling effect on the staff of the Department, the expertise, dedication, and focus of the staff in meeting their targets continued unabated. I am certain that this sense of professionalism will remain a key ingredient of the ongoing success of the Department in fulfilling its mission.

I would also wish to convey my thanks to and respect for the Minister, Martin Cullen, T.D., and the Minister of State, Martin Mansergh, T.D., for their political leadership during the year. Their unstinting commitment to the Department and their unfailing courtesy and respect to the staff contributed greatly to the positive atmosphere within which the staff undertook their duties.

Finally, I look forward to working with the incoming Minister, Mary Hanafin, T.D., to further the Department's objectives in the period ahead.

Con Haugh
Secretary General

Summary of Main Achievements

Arts, Culture and Film

During 2009, the Department's actions were directed at securing the position of the arts, culture and film sectors within the imagination of both its domestic and international audiences.

In the year, Irish culture came strikingly into focus as one of our most important national assets and selling points. A remarkable outcome of the Global Economic Forum held in Farmleigh in September was the widespread recognition and acceptance of the vital role that the arts and culture can play in fostering and demonstrating our national spirit of innovation and creativity and contributing to our economic recovery.

Arts and Culture Highlights

In 2009, more than 3 million people visited the National Cultural Institutions (NCIs) and other institutions funded by the Department. This represents an increase of almost 1 per cent on 2008 figures, notwithstanding the economic challenges facing the institutions.

Irish artists continued to raise Ireland's profile internationally through the variety of awards achieved, including the Golden Globe awards for Gabriel Byrne (*In Treatment*) and Colin Farrell (*In Bruges*); Emmy awards for Brendan Gleeson (*Into the Storm*) and Dearbhla Walsh (*Little Dorrit*); in theatre, the Herald Angel Award in Edinburgh for the Gate Friel season and the Carol Tambor Award for Gúna Nua's *Little Gem*; and in literature, the fiction prize for Colum McCann in the USA's prestigious National Book Awards (*Let the Great World Spin*), with Seamus Heaney awarded the David Cohen Prize for Literature and Sebastian Barry winning the Costa Book of the Year award for his novel *The Secret Scripture*.

A downloadable iWalk/podcast covering the NCIs in Dublin came on stream as part of the Minister's Cultural Tourism Initiative, which helps foster a more cohesive and integrated approach to the marketing arrangements for cultural attractions.

The year ended with the nomination of one of our newest institutions – the Science Gallery – for the prestigious European Museum of the Year award.

Arts Council

In 2009, the Department provided funding of more than €73 million to the Arts Council to enable it to continue to support the work of hundreds of national and local arts organisations, including festivals, the network of arts centres, resource organisations for

artists, and production companies in dance, music, film, opera, traditional arts, visual arts, literature and theatre.

Main Cultural Events

Highlights of the year included the opening of the *Dead Zoo at Large* exhibition in Collins Barracks in May 2009 during the restoration of the Natural History Museum, which will re-open in Spring 2010. The popularity of this exhibition undoubtedly contributed to the impressive increase of almost 6 per cent in visitor numbers to that Museum during 2009.

The National Gallery of Ireland (NGI) hosted a special exhibition focussed on works by three world-renowned Dutch 17th-century masters (Vermeer, Fabritius and De Hooch) and the Edvard Munch exhibition of some of the artist's finest prints from the Munch Museum, Oslo, again contributing to its impressive 5 per cent increase in visitor numbers.

The Science Gallery at Trinity College, supported by the Department, undertook an innovative series of successful exhibitions, including a summer exhibition *Bubble* aimed at a younger audience, which attracted 50,000 visitors. Overall, the Gallery increased its visitor numbers by more than 25 per cent and has now been nominated for the prestigious European Museum of the Year award.

The Irish Museum of Modern Art (IMMA) again hosted an exciting exhibition programme in 2009, with highlights including *Elizabeth Peyton: Reading and Writing*, *Calder Jewellery* and *Picturing New York - Photographs from the Museum of Modern Art, New York*.

The Department's policy of making accessible to the public our wealth of genealogical material was much in evidence with the launch by the Minister of the redeveloped genealogy website www.irishgenealogy.ie. This website now contains 1.3 million records of baptisms, marriages and deaths from the Dioceses of Kerry and Dublin. Allied progress was made with the completion by the National Archives of the digitisation of the 1911 Census, which is now freely available on its website. The National Library of Ireland also provided on-line access to its catalogues through the European Digital Library and progressed its work on a number of major digitising photographic projects.

The National Concert Hall hosted a line-up of visiting international orchestras, celebrated conductors and soloists, including, the world famous Leipzig Gewandhaus Orchestra in September and the London Symphony Orchestra in November. In so doing, it exceeded its 2008 record number of visitors - a huge triumph in adverse economic circumstances.

The Chester Beatty Library, one of Ireland's NCIs, was described by the Lonely Planet Guidebook as not just the best museum in Ireland but 'one of the best in Europe'.

Culture Night – Dublin and Countrywide

Culture Night 2009 was held on Friday, 25 September 2009. This very popular event was further extended to regions outside of Dublin with the addition of Tralee, Sligo, Letterkenny, Wexford, Roscommon and venues in Co. Mayo. In total, 11 towns and cities participated, showcasing the best of their artistic and cultural heritage and facilities. The event attracted more than 200,000 visitors, who had the opportunity to discover and explore the rich cultural offerings of our various NCIs and other venues.

Regional Developments

In July 2009, Foynes Flying Boat Museum celebrated both its 20th anniversary and the 70th anniversary of the first scheduled commercial passenger flight across the North Atlantic from New York to Foynes with a week-long festival of events, including fireworks, street entertainment and an air display over the River Shannon.

A number of high-quality events were supported in 2009 under the Cultural Co-operation with Northern Ireland Scheme, including the *Exploring Faith: Global and Local Perspectives on Religious Identity* exhibition in the Mid Antrim Museum in Ballymena, which included exhibits from the Chester Beatty Library; the *Exquisite Corpse* exhibition on loan from IMMA to Ormeau Baths Gallery, Belfast; the Belfast-based *Cinemagic* project; and the *Cross Border Orchestra of Ireland*, a flagship peace initiative bringing together young people from different backgrounds and communities. The Castleward Opera Society's production of *Die Fledermaus* staged at the new Wexford Opera House was also supported under this Scheme.

Regional arts festivals, many supported by the Arts Council, continued to be a major tourism draw and revenue generator for local economies during 2009.

Cultural Infrastructure

The Department's investment of more than €17 million in cultural infrastructure facilitated the opening or redevelopment in 2009 of a number of venues, including Cork Opera House, Waterford Theatre Royal, Druid Theatre, Carlow Visual Centre for Contemporary Art and the Gallery of Photography, Dublin.

The year 2009 also saw much preparatory work on the redevelopment project of the National Concert Hall at Earlsfort Terrace, which will include a world-class, 2,000-seater auditorium.

Plans for Dublin Contemporary 2011, an extensive contemporary art event in Dublin in 2011, were progressed significantly in 2009 as part of the Department's Cultural Tourism Initiative.

National Collections

During 2009, the NGI acquired a number of important works, including the Portrait of *John Count McCormack* by Sir William Orpen, RHA, RA; the Portrait of *Thomas Roberts* by Hugh Douglas Hamilton; and *Preparing for Winter* by Aloysius O'Kelly.

At the National Museum of Ireland, substantial progress was made on the care of its Collections. Work commenced on the cataloguing of the Irish Folklife Collection and the Irish Antiquities and Art and Industry Collection, and the future storage requirements of the Museum were addressed.

Film

The Department provided funding of €21.8 million to the Irish Film Board (IFB), which enabled 20 IFB-backed feature films to commence production in Ireland during 2009. This significant funding also allowed the IFB to continue to support high-quality international film and television drama in Ireland and created employment for Irish industry professionals, including directors, actors and key creative heads of Department. It also provided business opportunities for Ardmore Studios and other studios in Ireland and also new business opportunities for Irish post-production houses.

Enhancements to the Section 481 tax incentive for film and television were approved by the European Commission and commenced in March 2009. Specifically, the cap per project was increased from €35 million to €50 million, the individual investor cap for those wishing to invest finance in film in Ireland was increased from €31,750 to €50,000 per annum, and the tax relief on that investment increased from 80 to 100 per cent. The changes to Section 481 have once again made Ireland competitive in terms of attracting international film makers to make their films in Ireland. Although the changes did not take effect until 16 March 2009, there was still an increase in the number of projects, from 38 in 2008 to 44 in 2009. The 44 projects in 2009 had a total Irish spend of more than €106 million.

Significant achievements by Irish film making talent in 2009 – both behind the camera and in front of it – included the receipt of Golden Globe Awards for Colin Farrell and Gabriel Byrne, Emmy Awards for Brendan Gleeson and Dearbhla Walsh and two Oscar nominations. There were also numerous awards at significant film festivals, such as Sundance and Tribeca.

Sport

Sports Capital Programme

Although no new Sports Capital Programme was announced in 2009, some 1,550 payments with a total value of more than €58.7 million were made to sports clubs and organisations throughout the country. Together with the dozens of new pitches developed, floodlights

erected and sports halls built, several large projects were completed around the country. These include Tallaght Stadium, the redevelopment of Semple Stadium, the University of Limerick boathouse (home of the country's only indoor rowing tank) and the redevelopment of Fitzgerald Stadium in Killarney.

Local Authority Swimming Pool Programme

Under the Local Authority Swimming Pool Programme, five new pools were opened in 2009 at Athy, Naas, Dundrum, Claremorris and Roscrea. Total expenditure under the Programme was almost €11.7 million.

Lansdowne Road Stadium

The new Stadium at Lansdowne Road took shape during 2009, with several important project milestones reached. At the peak of construction in 2009, more than 1,000 people were employed on the site. The Stadium will be officially opened in May 2010 and will host non-sporting events from then, with the first sporting events scheduled for August 2010. The Department has contributed €191 million towards the project.

Irish Sports Council

The Department's funding of more than €51 million in 2009 to the Irish Sports Council (ISC) contributed towards a number of milestone sporting achievements, including:

- Olive Loughnane's Silver Medal at the World Athletics Championships;
- in Paralympic Sports, two Silver medals in the European Swimming Championships and a Bronze in the European Track Cycling Championships;
- the retention of the European Amateur Lightweight Boxing title by Katie Taylor;
- successes in the World Senior (John Joe Nevin - Bronze) and Junior Championships (Joe Ward - Gold) in boxing; and
- successes in European Junior Swimming Championships (3 Gold and 1 Bronze) and success in sailing (Annalise Murphy, World U/21 Laser Radial Champion).

During the year, Ireland's elite athletes and players received €2.5 million in grants under the ISC's International Carding Scheme, and €6 million in grants were allocated under the High Performance Programme.

In addition, 2009 saw outstanding Irish success at the pinnacle of world sport, including Ireland's Six Nations Grand Slam, European success for Leinster rugby and the victories in golf for Shane Lowry, Irish Open; Michael Hoey, Portuguese Open; and Rory McElroy, Dubai Desert Classic.

National Governing Bodies of Sport

Allocations to the National Governing Bodies (NGBs) of Sport in 2009 included more than €10.1 million to support the work of the Gaelic Athletic Association, Football Association of Ireland and Irish Rugby Football Union in increasing participation in sport by young people. Some €12.8 million was allocated to 60 NGBs to allow them to carry out the core activities required to deliver quality sport in Ireland, including administration, coach education, and hosting and participating at international events.

Local Sports Partnerships

In 2009, 33 Local Sports Partnerships provided national coverage for sports participation programmes and services. The ISC invested €6 million in the Network in the year. The Partnership network also hosted the employment of 20 Sports Inclusion Disability Officers.

Widening Participation in Sport

In 2009, overall funding of €750,000 was allocated by the ISC under the 'Go for Life' Programme, which aims to help clubs and organisations to increase opportunities for their older members to actively participate in recreational sport and a range of physical activities. This overall funding included a grant allocation of €350,000 under the 9th National Grant Scheme for Sport and Physical Activity for Older People. Some €2.26 million was invested under the Women in Sport Initiative to help increase women's participation in sport and physical activities.

Horse and Greyhound Racing

Support for the horse and greyhound racing industries is provided under the Horse and Greyhound Racing Fund. Since 2001, this Fund has provided a guaranteed level of funding to Horse Racing Ireland and Bord na gCon which, at the end of 2009, amounted to approximately €491.2 million and €122.7 million, respectively.

The year 2009 was another in which there was remarkable achievement for Irish horses, trainers, jockeys and breeders under both codes (National Hunt and Flat). For the second successive year, Ireland produced the flat World Champion Racehorse in *Sea the Stars*. Three of the top four flat horses in the world in 2009 were trained in Ireland and the top three were all Irish bred. This level of consistent success showcases Ireland's racing and breeding industry at the highest international level. In no other sport can Ireland claim such a level of elite achievement.

In greyhound racing, the Horse and Greyhound Racing Fund continued to support a vibrant sport which generates €500 million of local and national economic activity, as well as supporting almost 11,000 full- and part-time jobs. The year 2009 saw the commencement of the Limerick Greyhound Racing Stadium development. Kilkenny Greyhound Racing Stadium was also re-opened with improved racing facilities.

Tourism

The year 2009 was an exceptionally challenging year for Irish tourism, due primarily to the difficult economic conditions affecting our main overseas source markets. It is estimated that there were approximately 6.9 million overseas visitors to Ireland in 2009, which represents a reduction of 12 per cent on the 2008 performance. Although any fall in numbers is disappointing, the figures must be seen in the context of a decline in tourism numbers internationally. Tourism worldwide in 2009 was deeply affected by the global economic difficulties, with Ireland particularly hit by exchange rate challenges in our main target markets. Despite the decline, the tourism sector still sustains of the order of 200,000 jobs, generating €4 billion in export earnings and an estimated €1.2 billion in taxes for the Exchequer.

In response to the challenges in the market, the Department provided the necessary funding to allow Tourism Ireland to respond actively to the difficult trading conditions and to changing consumer behaviour, focusing on:

- delivering compelling reasons to visit Ireland in the short term;
- increasing tactical and co-operative activity to approximately 40 per cent of in-market spend to spread the value message;
- promoting strong Autumn campaigns; and
- finalising reviews of the Great Britain and European markets.

Tourism Renewal Group

Work continued to ensure that Ireland's tourism framework and strategy remained fit for purpose and was equipped to respond to the various challenges facing the tourism sector and the economy in general. In 2009, following its establishment by the Minister in December 2008 and in line with the recommendations of the Tourism Strategy Implementation Group, the Tourism Renewal Group conducted a detailed and inclusive analysis of the current tourism strategy, *New Horizons for Irish Tourism: An Agenda for Action*, and the challenges facing the industry in Ireland. Its report, which was presented to the Minister and subsequently launched in October 2009, includes a Framework for Action for tourism's survival, recovery and growth over the period to 2013, broken down into 5 Survival Actions and 9 Recovery Actions.

Following publication of the Report of the Tourism Renewal Group, the Department commenced work on identifying and progressing measures across the range of areas addressed by the Renewal Group, with a focus initially on the Survival Actions.

Tourism Product Development

Fáilte Ireland continued to support investment by the public and private sectors in tourism infrastructure, visitor attractions and visitor activities. Following the successful implementation of the Tourism Infrastructure Fund in 2007 and 2008, additional funding was provided under this Fund in 2009 to assist local authorities and other public bodies in the development of public tourism infrastructure. Areas supported under this Fund in 2009 included additional walking and cycling routes, the development of historic towns, improved facilities on inland waterways, and permanent marina infrastructure in Galway associated with the Volvo Ocean Race.

Having provided significant resources to the area of tourism infrastructure since 2007, the focus of Fáilte Ireland's product investment support in 2009 moved additionally towards providing investment support for the upgrade and re-investment in major existing visitor attractions and for the development of new visitor attractions and activities under the Tourism Capital Investment Programme. To date, grants of more than €17.5 million have been approved for various visitor attraction and visitor activities projects.

National Conference Centre

Construction of the National Conference Centre – to be known as the Convention Centre Dublin – continued apace in 2009 and is well advanced, with the facility expected to be operational on schedule by September 2010.

Sports Tourism Initiative

Events which received support under this initiative in 2009 included the Volvo Ocean Race stopover in Galway, Irish Open Golf Championship and Ladies Irish Open, Fáilte Ireland Dublin Horse Show and Tour of Ireland international cycle race.

Corporate Services

The Department continued to advance the Quality Customer Service initiative by updating its *Customer Charter* and establishing an internal Customer Liaison Officers (CLO) Network to promote the comprehensive implementation of the Department's QCS standards throughout the organisation. During the year, the CLO Network introduced new Customer Comment Cards as a valuable mechanism for customer feedback, as well as developing telephone and voicemail guidelines for staff to promote prompt and appropriate responses to telephone callers.

In February 2009, the Department's Access Officer and Disability Liaison Officer jointly conducted an access audit of the Department's new headquarters in Killarney, Co. Kerry. Arising from this audit, an access plan was prepared setting out possible measures to further

enhance the accessibility of the Killarney headquarters building to both staff and customers alike. This plan is being progressively implemented, as resources permit.

In June 2009, as part of its commitment to the development and maintenance of a safe and positive working environment, the Department launched its *Acceptable Usage Policy – Information and Communication Technologies* (ICTs), which sets out the acceptable uses by staff of the Department's ICTs, such as telephone, e-mail and internet facilities.

In addition to the ongoing development, updating and upgrade of the Department's corporate website, the Department also completed the redevelopment of a website (www.irishgenealogy.ie) to facilitate genealogical research, which now incorporates free-to-view on-line access to a large number of hitherto unavailable church register records. Extensive user feedback has commented very favourably on the content now freely available as well as the accessibility of the site and its ease of use.

Synergies

The Department continued to foster and develop synergies between the respective sectors of tourism, sport, culture and the arts. To capitalise on the tourism benefits of major sporting events, the Department approved funding to Fáilte Ireland to enable it to support a rolling programme of international sporting events. The events targeted had the ability to generate significant international media coverage and bring economic benefit to all the regions of Ireland, such as the very successful Volvo Ocean Race stopover in Galway during 2009. In addition, many sports facilities funded by the Department contribute to the tourism infrastructure of the country. These include swimming pools and sports centres, which provide weather-independent sports facilities for visitors, and nationally significant projects such as the new Aviva Stadium at Lansdowne Road and the completion of Tallaght Stadium.

The Department also engaged with the tourism agencies to ensure that any opportunities to promote the image of Ireland abroad were availed of, including events coinciding with major State or Government visits abroad. In addition, the Minister was a contributor to the Global Irish Economic Forum in Farmleigh on 18-20 September.

The Department facilitated additional co-operation between the Irish Film Board and the State tourism agencies in promoting Ireland as a location for film and television productions and in exploiting the tourism promotion opportunities which arise when productions filmed in Ireland are commercially released.

In relation to building synergies between tourism and culture and the arts, the Cultural Tourism Initiative, launched by the Minister in February 2009, enabled the Department and its institutions and agencies to further integrate cultural attractions into tourism marketing programmes, the development of downloadable audio guides and an online event guide.

Cultural tourism was also advanced in 2009 by the promotion of Culture Night in September to a wider number of towns and the progress made in relation to major national cultural projects, such as the Druid in Galway, Limerick City Art Gallery, Niland in Sligo, Waterford Theatre Royal and the re-development of the National Concert Hall.

With Departmental funding, Fáilte Ireland separately progressed the further development of the traditional culture experience, the literary tourism experience and the marketing and awareness of our cultural offering, while Tourism Ireland targeted specific niche cultural tourism segments, such as music, film, food and genealogy as part of its extensive overseas marketing programmes.

Progress in 2009

Arts, Culture and Film

High-Level Goal

To enhance access to and to recognise the social and economic role of the arts, culture and film sectors in Ireland by promoting and encouraging artistic expression, cultural awareness and participation through an appropriate policy, legislative and resource framework.

OBJECTIVE 1

To develop a detailed, integrated policy which will create and sustain involvement in the arts, cultural, film, music and creative sectors and will encourage access and participation, having regard, inter alia, to European Union and North/South policies.

Arts Council

The Department provided funding of more than €73 million to the Arts Council in 2009 to allow it to continue to support the work of hundreds of national and local arts organisations, including festivals, the network of arts centres, resource organisations for artists, and production companies in dance, music, film, opera, traditional arts, visual arts, literature and theatre. This funding also allowed the Arts Council to offer its support to its major arts organisations, including venues, resource and service organisations, arts production companies and major festivals.

The Arts Council launched a free on-line guide to the vast and diverse mix of activities, shows, exhibitions and performances that it supports around the country. The guide gives information on the wide range of events taking place, and features can be selected by county, by month or by category, for example, festivals, concerts, opera, plays and arts for children.

The Council also continued to work in partnership with local authorities, RTÉ, TG4, Údarás na Gaeltachta, Foras na Gaeltachta and the Health Service Executive, among others, including the development of strategic partnerships in the areas of health, cultural diversity, research and reviews. For example:

- The Council was instrumental in the presentation, in partnership with Create, of *Vital Signs: An Arts and Health Programme*, which took place in Dublin in October. It included an exhibition, a national conference, and series of commissioned opinion pieces about arts and health practice. The conference which took place in the Royal

College of Physicians of Ireland, Dublin, explored the areas of arts participation, architecture, and medical humanities.

- The Council established a working group with the County and City Managers Association which will help to consolidate and develop good working relationships in respect of the collaborative initiatives between the bodies.
- The Council engaged in an innovative Arts Audience initiative partnership with Temple Bar Cultural Trust to raise organisations' capacities in building and maintaining audiences. In the area of children's literature, a new children's imprint and partnership with the Office of Child and Youth Protection and the Library Council was established.

The Council also published new policy documents on the issues around artists' studios and workspaces and on public engagement with architecture, the latter forming a contribution to an overall policy formulation undertaken by the Department of the Environment, Heritage and Local Government.

A major report on Cultural Diversity, undertaken in consultation with the Department of Justice, Equality and Law Reform, was finalised as a useful input into the Council's formulation of its policy in this area.

Per Cent for Art Scheme

The Interdepartmental Public Art Committee continued its work on the revision of the guidelines operating the Per Cent for Art Scheme. This work was significantly informed by a comprehensive report from the Public Art Advisory Panel on the operation of the Scheme. Suggestions contained therein are being incorporated into the revision of the draft guidelines for the Scheme. The Department and the Arts Council also facilitated the introduction of a new Public Art Website (www.publicart.ie) which is now operating on a work-in-progress basis. This website provides substantial information on the processes involved in commissioning and providing new public art from the viewpoint of officials, artists and funders.

EU and International Affairs

The Department's role in relation to the European Union (EU) and other international organisations continued to be consolidated through liaison with the Permanent Representation of Ireland to the EU and by attendance at the Member States Expert Group on Digitisation and Digital Preservation and at the Digitisation Finance Working Group.

National Archives

The National Archives progressed the on-line access of the 1901/1911 Census records, with the Census website attracting more than 100 million hits.

The Department, with the assistance of the Office of Public Works, made available storage for the 2009 transfer of State papers to the National Archives.

National Library of Ireland

The National Library of Ireland (NLI) provided on-line access to its catalogues through the European Digital Library. As part of its emerging digital library programme, the NLI is working on a number of major projects. It has digitised the Lawrence (Royal & Cabinet), Poole Whole Plate and Independent Newspapers (1912 – 1936) glass plate collections, and these images are now accessible through the Digital Photographs Database. The Minister of State with Special Responsibility for the Arts launched the Library's 'Sources: A National Library of Ireland Database for Irish Research' in November.

OBJECTIVE 2

Progress arts and cultural capital programme as set out in the National Development Plan and the Programme for Government.

Arts and Cultural Capital Programme

The Department continued to progress the Arts and Cultural Capital Programme, while taking account of the reduced financial resources now available, as follows.

National Concert Hall

Tenders were received for the redevelopment of the National Concert Hall. The evaluation of the tenders was progressed in 2009.

National Gallery of Ireland

An assessment was carried out of work required to the roofs of some of the historic buildings of the National Gallery, with a view to commencement of this work in 2010.

National Museum of Ireland

The lease for an off-site storage facility at Swords was signed at the end of 2009, which will allow for a significant improvement in the management and care of the Museum's collection. A programme of works to allow for the re-opening of the Natural History Museum in early 2010 was agreed and commenced. Work also commenced on a five-year inventory control project for the Museum.

Irish Museum of Modern Art (IMMA)

Work on the provision of an on-site storage facility was completed in 2009, and it is now fully operational. Planning is well advanced on the enhancement of off-site storage facilities, with a view to the completion of the fit-out in 2010. IMMA had identified the provision of

adequate storage facilities as a priority, and the facilities secured should allow for significant progress in the care and management of its collection.

Appropriate grant schemes to allow for the development of local arts and cultural initiatives were successfully operated during 2009, including the Regional Museums Scheme and the Mobility of Collections Scheme.

ACCESS and Other Capital Programmes

In 2009, the Department spent almost €16 million on the development of arts and culture infrastructure throughout the country.

In 2007 and 2008, under ACCESS (Arts and Culture Capital Enhancement Support Scheme) II, the Department allocated some €42.7 million to 80 capital infrastructure projects throughout the country. In 2009, more than €12 million was spent on ACCESS II projects. The Scheme is designed to lead to the provision of high-standard arts and culture infrastructure. Under the Scheme, major renovation works were completed during 2009, including on the Cork Opera House, Royal Hibernian Academy, Waterford Theatre Royal and Carlow Visual Arts Centre (the latter funded under the ACCESS I Scheme).

In addition to the ACCESS II Scheme, the Department provided capital funding to a number of other arts and culture projects, including €2.5 million to the Wexford Theatre Royal, €472,000 to Druid in Galway and €322,000 to the Gate Theatre in Dublin.

It is expected that most of the Comhaltas Ceoltoirí Éireann Capital Development Programme will be completed in 2010. Most of these projects are nearing completion; the remaining projects when fully completed will bring on stream several regional and outreach centres for the furthering of traditional music, dancing and Irish culture for both Irish people and for those tourists who wish to experience traditional cultural events during their stay in Ireland.

OBJECTIVE 3

Improve the effectiveness, efficiency and quality of the mechanisms delivering State support for the arts, culture, film and creative sectors through the various State agency structures.

Despite their reduced financial allocations, the National Cultural Institutions (NCIs) maintained their services in 2009, as did the non-national cultural institutions in receipt of State funding.

Similarly, the Department prioritised the continued efficient and effective operation of the NCIs. In particular, the Department continued to ensure that all institutions in receipt of

funding had met the conditions of funding specific to their organisation and had ongoing liaison arrangements in place to ensure compliance with relevant governance and accountability requirements.

Culture Ireland

In 2009, Culture Ireland, the national agency for promoting Irish arts worldwide and an independent Division of the Department, supported more than 350 tours, events and projects in 50 countries, reaching an audience of 500,000 worldwide. In addition, Culture Ireland presented showcases of dance, film, literature, music, theatre, visual art and architecture at many of the world's leading arts festivals and markets. Culture Ireland's programme built on the increasing awareness of arts and culture as a key driver of Ireland's global reputation, as highlighted at the Global Irish Economic Forum in Farnleigh in September.

Ireland's presentation at the Venice Art Biennale, as well as achieving record audience attendance, generated sales and further international exhibitions for the participating visual artists.

Theatre and dance companies received rave reviews and several touring invitations followed their inclusion in Culture Ireland's Performing Arts Showcases in New York and Edinburgh. Both Gúna Nua and the Gate Theatre picked up prestigious awards at the Edinburgh Festivals, while Druid's productions of Enda Walsh's *The Walworth Farce* and *New Electric Ballroom*, showcased by Culture Ireland in 2008/2009, went on to win further international awards and tour extensively in the UK and US. Pan Pan's *Crumb Trail* and Fabulous Beast's *Rite of Spring*, both high-profile international co-productions with Culture Ireland investment, opened to critical acclaim in the US and UK, respectively, with both companies subsequently invited to present work at the celebrated Sydney Festival in January 2010.

Culture Ireland worked closely with Irish and international partners to curate and present a number of art form showcases in Ireland, including *Re-Presenting Ireland* (Dublin Dance Festival), *Hard Working Class Heroes* (over 100 bands in three days) and *ReViewed* (successful theatre productions restaged during the Ulster Bank Dublin Theatre Festival). All of the showcases were successful in generating invitations and offers for Irish artists to present their work in key venues and festivals abroad, including the US premiere of *Silver Stars* by Seán Millar and *Brokentalkers* at the prestigious 'Under the Radar' Festival in New York.

Amalgamation of Arts/Culture Bodies

A consultative committee was established to advance the implementation of the Government decision announced in Budget 2009 to amalgamate the National Gallery of Ireland, Irish Museum of Modern Art and Crawford Art Gallery, while retaining their

individual brand identities. In particular, draft Heads of a Bill were prepared, and observations received from the Institutions are being considered. In conjunction with work on drafting this legislation, the Department explored other options with the institutions concerned, including increased collaboration in relation to the collections and activities of the institutions and a more effective use/sharing of back office functions.

In relation to the amalgamation of the National Library of Ireland, Irish Manuscripts Commission and National Archives, also announced in Budget 2009, draft legislation was prepared and transmitted to these organisations for their observations. The draft legislation includes appropriate amendments to the National Archives Act 1986.

Consultation also continued with the NCIs in relation to the amendment of certain provisions of the National Cultural Institutions Act 1997, including identification of those sections requiring enablement, repeal or amendment.

OBJECTIVE 4

Enhance the collections of the national collection agencies and access to the collections; increase visitor numbers to the Cultural Institutions.

National Cultural Institutions

The Department continued to encourage and support the NCIs and others to improve and enhance their collections and access to them.

In 2009, more than 3 million people visited the NCIs and other institutions funded by the Department (see table below). This represented an increase of almost 1 per cent on 2008 figures.

Cultural Institutions – Visitor Numbers in 2009	
Cultural Institution	Visitor Numbers
Archbishop Marsh's Library	8,947
Chester Beatty Library	206,338
Crawford Art Gallery	167,485
Foynes Flying Boat Museum	22,716
Hunt Museum, Limerick	24,561
Irish Museum of Modern Art (IMMA)*	417,706
National Archives	18,200
National Concert Hall	342,568
National Gallery of Ireland	782,469
Natural History Museum**	N/A

National Library of Ireland	138,809
National Museum, Collins Barracks	313,790
National Museum, Kildare Street	370,965
National Museum, Turlough Park	98,523
Science Gallery	167,611
Total	3,080,688

* IMMA closed for maintenance works from 12 January to 5 February 2009.

** The Natural History Museum has been closed since July 2007 for complete refurbishment.

Despite the economic downturn and reduced annual allocations, the NCIs have pursued a vigorous exhibition programme.

The National Gallery of Ireland (NGI) hosted a major retrospective exhibition of Waterford-born artist Thomas Roberts (1748-1777); a special exhibition focussed on works by three world-renowned Dutch 17th-century masters Vermeer, Fabritius and De Hooch; and the Edvard Munch exhibition of some of the artist's finest prints from the Munch Museum, Oslo. This impressive exhibition programme was undoubtedly the cornerstone of the Gallery's impressive increase in visitor numbers in 2009 of more than 5 per cent.

The recovered Yeats painting *Bachelor's Walk, in Memory*, which was stolen from Dunsany Castle in 1990, was placed on long-term loan to the NGI and is now on view alongside the Gallery's permanent display of works by the artist in the Yeats Museum. The Gallery also acquired a number of important works during 2009, including the Portrait of *John Count McCormack* by Sir William Orpen, RHA, RA; the Portrait of *Thomas Roberts* by Hugh Douglas Hamilton; and *Preparing for Winter* by Aloysius O'Kelly.

At the National Museum of Ireland, substantial progress was made in 2009 on the care of its Collections. Work commenced on the cataloguing of the Irish Folklife Collection and the Irish Antiquities and Art and Industry Collection. A five-year inventory control project for the Museum's collection was commenced and a lease signed to secure an appropriate off-site storage facility, which will allow for a significant improvement in the care and management of the Museum's collection. The *Dead Zoo at Large* exhibition opened in Collins Barracks in May 2009 pending the re-opening of the Natural History Museum in early 2010, and the popularity of this exhibition undoubtedly contributed to the impressive increase of almost 6 per cent in visitor numbers to that site during 2009. Work on the conservation of both the Asgard and the Fadden More Psalter continued in 2009, with a view to completion in 2010.

The National Concert Hall achieved another record number of customers in 2009. The venue hosted a line-up of visiting international orchestras, celebrated conductors and soloists, including the Leipzig Gewandhaus Orchestra and the London Symphony Orchestra. Significant progress was made on the major cultural infrastructure project to redevelop the

site at Earlsfort Terrace, which will include a world-class auditorium seating more than 2,000 patrons.

IMMA again hosted an exciting exhibition programme in 2009, with highlights including *Elizabeth Peyton: Reading and Writing*, *Calder Jewellery* and *Picturing New York - Photographs from the Museum of Modern Art, New York*.

The Science Gallery at Trinity College, supported by the Department, went from strength to strength in 2009. It had a number of successful exhibitions, including a very popular summer exhibition *Bubble* aimed at a younger audience which attracted 50,000 visitors.

Section 1003 Committee – Donations to Cultural Institutions

The National Collecting Institutions continued to acquire works through the Tax Relief for the Donation of Heritage Items Scheme, established under the Taxes Consolidation Act 1997, known as Section 1003. The Department chaired and provided the Secretariat for the Section 1003 Committee.

Culture Night

Culture Night 2009 was held on Friday, 25 September 2009. On that occasion, 11 towns and cities throughout Ireland participated in the event, showcasing the best of their artistic and cultural heritage and facilities. The event attracted more than 200,000 participants, who had the opportunity to discover and explore the rich cultural offerings of our various cultural institutions and other venues.

Cultural Tourism Initiative

The Department supported the participation of the NCIs in the Minister's Cultural Tourism Initiative through funding support for collaboration between the Council of NCIs and Dublin Tourism on a more cohesive and integrated approach to the marketing arrangements for cultural attractions. This included funding the development and production of a downloadable iWalk/podcast covering all of the NCIs in Dublin.

Cultural Co-operation with Northern Ireland

This scheme has operated for three years now, and a number of high-quality events were supported in 2009. Some 25 items representing Christianity, Islam, Judaism and Buddhism were loaned from the Chester Beatty Library to an exhibition *Exploring Faith: Global and Local Perspectives on Religious Identity* in the Mid Antrim Museum in Ballymena. IMMA received support for a loan of the Exhibition *Exquisite Corpse* to Ormeau Baths Gallery, Belfast. Belfast-based *Cinemagic* continued to stimulate discussion among young people through the medium of workshops, film screenings and industry-led master classes. Funding was provided to the *Cross Border Orchestra of Ireland*, a flagship peace initiative bringing

young people from different backgrounds and communities together, and the Castleward Opera Society's production of *Die Fledermaus* was staged at the new Wexford Opera House.

Genealogy

The Minister launched the newly redeveloped website www.irishgenealogy.ie on 25 November 2009. The site now contains 1.3 million records of baptism, marriage and death from the Dioceses of Kerry and Dublin. Further records are being prepared for inclusion, including Cork and Carlow and Church of Ireland records from those four counties. All records are available free of charge. Work on the completion of the 1901 and 1911 on-line Census project continued in 2009, and this seminal project should be completed in 2010.

Co-operation with Universities

The Department is funding a number of historical manuscripts projects in association with universities in Ireland. In 2009, work continued on the translation into English of the *Historia* (a translation of the history of the Capuchins in Ireland) at the University of Ulster and on the Armarium Codicum Hibernensium (ArCH) Project at University College Cork to publish facsimile editions and accompanying commentaries of medieval Irish manuscripts located abroad.

Dublin Contemporary 2011

The *Renewed Programme for Government 2009* includes a commitment to the provision of a series of high-level cultural events annually from 2011 to 2016. The first of these events is Dublin Contemporary 2011, and plans for this extensive contemporary art event were progressed in 2009. Dublin Contemporary 2011 will be a major event that will include the exhibition of leading and emerging Irish and international contemporary art spread across a number of landmark sites in Dublin city centre over a period of up to 12 weeks in 2011.

Digitisation Programme

A combined Department/Council of NCIs Working Group was established to consider and recommend a mechanism for the preparation of a digitisation policy in respect of our national moveable cultural heritage, with particular reference to material in the NCIs.

Funding of Projects and Cultural Facilities in the Non-State Sector

Institutions which in recent years have received Departmental funding such as Archbishop Marsh's Library, the Hunt Museum, Foynes Flying Boat Museum and the National Print Museum continued to receive support in 2009.

In addition, the Department continued to provide operational support to other museums and centres, such as the Cork Butter Museum and the Science Gallery.

OBJECTIVE 5

To encourage and promote film making in Ireland and further develop the Irish film industry.

Film

The Department's funding of €21.8 million to the Irish Film Board (IFB) in 2009 enabled 20 IFB-backed feature films to commence production in Ireland in the year. This significant funding also allowed the IFB to continue to support high-quality international film and television drama in Ireland and created employment for Irish industry professionals, including directors, actors and key creative heads of Department. It also provided business opportunities for Ardmore Studios and other studios in Ireland and also new business opportunities for Irish post-production houses. The IFB works closely with many government agencies such as Dublin Tourism, Dublin City Council, the Garda Síochána, Fáilte Ireland and Tourism Ireland to ensure that the conditions for both indigenous and international filmmakers are as film friendly as possible.

The improvements to the Section 481 tax incentive for film and television were approved by the European Commission and commenced in March 2009. In particular, the cap per project was increased from €35 million to €50 million, the individual investor cap for those wishing to invest finance in film in Ireland was increased from €31,750 to €50,000 per annum, and the tax relief on that investment increased from 80 to 100 per cent. The changes to Section 481 have once again made Ireland competitive in terms of attracting international film makers to make their films in Ireland. Although the changes did not take effect until 16 March 2009, there was still an increase in the number of projects, from 38 in 2008 to 44 in 2009. The 44 projects in 2009 had a total Irish spend of more than €106 million. The two largest projects were for Series 4 of *The Tudors* and the feature film *Leap Year*.

Significant achievements by Irish film making talent in 2009 – both behind the camera and in front of it – included the receipt of Golden Globe Awards for Colin Farrell and Gabriel Byrne, Emmy Awards for Brendan Gleeson and Dearbhla Walsh and two Oscar nominations. There were also numerous awards at significant film festivals, such as Sundance and Tribeca.

Audiovisual Industry

In relation to audiovisual matters, in July 2009, the Government approved the establishment of the Irish Audiovisual Content Production Industry Strategy Framework Group. The purpose of this strategy is to provide a logical framework to guide the independent Irish audiovisual industry towards international success and will also embed future policy for the audiovisual industry across key areas of industrial and knowledge economy development. The emerging strategy will be founded on a clear understanding of the economic and artistic value of the industry.

The strategic framework proposal arose from the Irish Audiovisual Content Production Sector Review, which recognised that the traditional lines between film, television and other media have blurred to the extent that most people and companies working in the industry work across a range of production categories, including film, television, commercials, animation, music video and on-line content.

The headline aspects of the review were that:

- the value of the audiovisual content production sector in Ireland is €557.3 million per annum or 0.3 per cent of GDP;
- the sector employs more than 6,500 persons, of whom 85 per cent are in the independent sector and 15 per cent in broadcasting;
- an estimated 567 companies operate within the sector;
- it is a relatively young industry, with more than 90 per cent of those in it under 50 years of age; and
- the film and TV production sector is the mainstay of the industry.

OBJECTIVE 6

To continue and to develop the programme of commemoration of key cultural and historic events, anniversaries and personalities, including a significant programme for the 1916 Rising Centenary, in conjunction with other Departments and institutions.

The Department supported commemoration events marking the 100th anniversary of the playwright J.M. Synge and the 250th anniversary of the death of the composer Georg Friedrich Händel. The Department also supported the Dublin Book Festival and enabled the Irish Architectural Archive to exhibit its Hugh Doran Photographic Collection in Copenhagen in May/June 2009.

The Dublin City Gallery, the Hugh Lane, was the appropriate venue to celebrate the centenary of the birth of Dublin-born Francis Bacon, an event opened by the President and supported by the Department.

In July 2009, the Foynes Flying Boat Museum celebrated its 20th anniversary and the 70th anniversary of the first scheduled commercial passenger flight across the North Atlantic from New York to Foynes, Ireland, with a week-long festival of events, including fireworks, street entertainment and an air display over the River Shannon.

Sport

High-Level Goal

To increase participation and interest in sport, to improve standards of performance and to develop sports facilities at national, regional and local level, thereby contributing to healthier lifestyles and an improved overall quality of life, through a Departmental policy and resource framework in partnership with its Agencies, other Government Departments and the National Governing Bodies of Sport.

OBJECTIVE 1

To facilitate the use of public funds to promote increased participation in sporting activity and improved levels of performance at competitive and elite levels.

Irish Sports Council

In the implementation of sport policy, the Department supports the activities of the Irish Sports Council (ISC) and maintains regular contact with it in monitoring the effective development, funding and implementation of programmes, in compliance with Government financial requirements and policy. The plans and annual report of the ISC detail the levels of performance and indicators being met. The ISC's budget for 2009 was €51 million, which represented a decrease of 10% on the 2008 allocation. The funding in 2009 allowed the ISC to continue implementing its two strategic objectives, namely, increasing participation and high performance in sport. The National Governing Bodies (NGBs) of Sport remain central to delivering both objectives, directly receiving approximately two thirds of the total ISC budget in 2009.

National Awards to Volunteers in Irish Sport

In July 2009, the Minister launched the 2009 National Awards to Volunteers in Irish Sport. The Awards are an initiative of the Department in conjunction with the Federation of Irish Sports, which represents some 68 sports in Ireland. The scheme was also supported by Setanta Sports and the ISC. The 2009 awards honoured twelve individuals who volunteer their time and effort to sport in Ireland each year through their involvement with sports clubs and organisations throughout the country. The Minister presented the winners with a specially commissioned award at a ceremony in Farmleigh House in February 2010.

OBJECTIVE 2

To facilitate the development of sports facilities at national, regional and local level.

Sports Capital Programme

Through the Department's Sports Capital Programme (SCP), the Government has now allocated more than €727 million to more than 7,400 sports projects since 1998. This has transformed the sporting landscape of Ireland, with increased opportunities to participate, train and compete in sport.

Although no new Programme was announced in 2009, some 1,550 payments with a total value of more than €58.6 million were made to sports clubs and organisations throughout the country. Together with the dozens of new pitches developed, floodlights erected and sports halls built, several large projects were completed around the country during the year. These include:

- the development of Tallaght Stadium, where Shamrock Rovers are anchor tenants. The stadium played host to Real Madrid in a showcase friendly match which was watched by millions in Ireland and Spain. In November, the FAI Cup Final was also held in the stadium before a crowd of more than 8,000. The Department has provided more than €6 million in funding towards the new stadium.
- the redevelopment of Semples Stadium, which was completed with the assistance of €2.75 million from the SCP. The stadium has a capacity of 53,000 and the total project cost was €18 million.
- the University of Limerick completed its state-of-the-art boathouse, home to the country's only indoor rowing tank. This project was allocated €1 million under the SCP.
- the redevelopment of Fitzgerald Stadium in Killarney, which was completed with SCP funding of more than €900,000; and
- the development of 32 mini-pitches in various towns and cities around the country. These pitches allow for a variety of sports to be played in urban settings where playing fields can be scarce.

In addition, the SCP provided funding for complementary sports facilities at swimming pools developed by the local authorities in Naas, Dundrum, Claremorris and Roscrea. These sports centres now provide opportunities in a wide range of both water- and land-based sports.

At the start of 2009, outstanding commitments under the SCP were more than €175 million. Through the processing of a large volume of payments and the withdrawal of old grants, outstanding commitments at the end of 2009 stood at €117 million.

Local Authority Swimming Pool Programme

Public swimming pools are a weather-independent and widely available sports and recreation facility that cater for a wide spectrum of age profiles, from toddlers to pensioners, as well as groups such as schools, swimming clubs and keep-fit classes. Substantial progress on the Local Authority Swimming Pool Programme, which was initiated in 2000, continued during 2009. Expenditure under the Programme during the year totalled almost €11.7 million. Highlights in 2009 included five pool projects opened to the public (see table below).

Local Authority Swimming Pool Programme – Pools Opened in 2009	
Location	Opened
Athy, Co. Kildare (Replacement)	2 March 2009
Naas, Co. Kildare (Replacement)	2 March 2009
Dundrum, Co. Dublin (Replacement)	20 April 2009
Claremorris, Co. Mayo (Replacement)	1 September 2009
Roscrea, Co. Tipperary (New)	14 September 2009

Administration of Tax Relief on Donations to Sports Capital Project Scheme

All applications under the Tax Relief on Donations to Sports Capital Project Scheme were processed in a timely and efficient manner. During 2009, some 43 applications were approved under this Scheme. These will allow the clubs involved to claim tax relief on donations for projects of up to the value of €12.1 million.

Since the Scheme was introduced in 2002, the Department has approved some 275 separate projects. Clubs approved under the Scheme have been enabled to raise more than €173 million in donations towards important capital projects and towards the purchase of non-personal sports equipment.

National and Local Sports Facilities

During 2009, a draft National Sports Facilities Strategy 2010-2015 was completed and circulated to a number of Government Departments and other relevant bodies for observations. The aim of the five-year strategy is to provide high-level policy direction for future investment and grant assistance at national, regional and local level and to ensure a joined-up approach across the various agencies and Government Departments involved in supporting the provision of sport and recreational facilities.

The audit of local sports facilities progressed in 2009 with the receipt and collation of returns from 32 Local Authorities containing details of more than 6,000 facilities.

OBJECTIVE 3

Meet the Department's responsibilities in relation to sporting issues as required by the European Union, Council of Europe and World Anti-Doping Agency.

The Department represented Ireland at the Second Session of the Conference of Parties to the International Convention Against Doping in Sport, which was convened by UNESCO in October 2009. The Conference was attended by representatives of more than 90 countries, the Council of Europe, the European Commission, the World Anti-Doping Agency (WADA) and the International Olympic and Paralympic Committees. The issues discussed during the conference included the administration of the UNESCO fund for the elimination of doping in sport, the electronic system set up by UNESCO to monitor the implementation of the anti-doping convention, and the adoption of the 2010 Prohibited List International Standard developed by WADA.

OBJECTIVE 4

To support the Irish Sports Council.

The Department supported the activities of the ISC and maintained regular contact with it in monitoring the effective development, funding and implementation of programmes, in compliance with financial requirements and policy. Regular liaison meetings were held with the ISC during 2009, and the plans and annual report of the Council detail the levels of performance and indicators being met.

OBJECTIVE 5

To facilitate and oversee the redevelopment of a new stadium at Lansdowne Road and the development of a National Sports Campus at Abbotstown.

Lansdowne Road Stadium

During 2009, the new Stadium at Lansdowne Road took shape, with several important project milestones reached. At the peak of construction in 2009, more than 1,000 people were employed on the site. The Department's contribution to the project is capped at €191 million, with all additional costs to be met by the FAI and IRFU.

The stadium will be officially opened in May 2010, with the first sporting events scheduled for August 2010.

National Sports Campus

In November 2005, the Government approved the commencement of Phase 1 of the development of a National Sports Campus at Abbotstown. The National Sports Campus Development Authority continued the role of overseeing the planning and development of the National Sports Campus during 2009.

Planning permission for Phase 1 development of the Campus was applied for and received during the year, covering the following:

- a National Field Sports Training Centre catering for rugby, soccer, Gaelic games and hockey;
- a National Indoor Training Centre which will offer world-class training facilities for more than twenty NGBs of Sport;
- accommodation for sports men and women, sports science and medical facilities; and
- all-weather synthetic pitches for community use.

No capital funding was provided in 2009 to proceed with the project. However, refurbishment of the former Central Meat Control Laboratory on the Campus as the headquarters for the Irish Institute of Sport was completed during 2009.

OBJECTIVE 6

To support the development of the Horse and Greyhound sector in Ireland.

During 2009, the Department maintained ongoing liaison with Horse Racing Ireland and Bord na gCon in relation to the implementation of the provisions of the legislation concerning horse and greyhound racing, in particular, the Horse and Greyhound Racing Act 2001. The Department also provided support to both organisations in the implementation of their capital development programmes. The annual reports of the two agencies detail the levels of performance and indicators being met.

Both sports are vital contributors to, in particular, the rural economy and support tens of thousands of jobs, as well as generating significant local and national economic activity.

The Department completed a review of the Horse and Greyhound Racing Fund, and work continued on the legislation to amend the Greyhound Act 1958.

Tourism

High-Level Goal

To support the growth of a competitive and sustainable tourism industry, enhancing its contribution to national economic and social goals, through the development, implementation and influencing of a range of policy actions and programmes by the Department, its Agencies and other Government Departments, in consultation with industry partners.

OBJECTIVE 1

Maintain, implement and update an appropriate tourism policy framework.

The report of the Tourism Policy Review Group, *New Horizons for Irish Tourism: An Agenda for Action*, published in September 2003, set out a strategy for Irish tourism from 2003 to 2012. Subsequent implementation groups have monitored progress under this strategy, with the Tourism Strategy Implementation Group also making recommendations in its 2008 report to the Minister for a mid-term review of the tourism strategy to respond to new and evolving issues facing the sector. The Minister subsequently established the Tourism Renewal Group in December 2008 to review and, where appropriate, renew the existing tourism strategy.

In 2009, the Tourism Renewal Group conducted a detailed and inclusive examination of the tourism sector (both nationally and internationally), the existing strategic framework and key tourism-related issues. The Group analysed the implications of its findings and agreed on key actions required to support the industry and help it survive, recover and grow. The resulting Report of the Tourism Renewal Group was launched in October 2009. Following publication of this Report, the Department commenced identifying and progressing measures across the range of areas addressed by the Renewal Group, with a focus initially on the Survival Actions.

Following from decisions of the North South Ministerial Council (NSMC), as well as recommendations in *New Horizons*, Department officials participated actively on the new Tourism Statistics Liaison Group established by the Central Statistics Office (CSO). This Group was set up to help the CSO assess the needs and priorities of key national users of statistics on tourism, as well as facilitating the effective exchange of information between the main producers and users of such statistics, including cross-border exchanges.

More generally, the Department continued to advocate and champion the strategic economic importance of the tourism sector through participation in relevant working groups

and committees, as well as articulating tourism issues and priorities arising in connection with various other policies and programmes. Continuation of the partnership approach with the tourism industry, through regular liaison and bilateral contact between the Department, tourism agencies and industry, has ensured that industry concerns inform such policy formulation and implementation. Particular areas of activity in 2009 included student immigration policy, the availability of credit to business, and labour market activation measures.

Credit Control Steering Group

As well as successfully advocating a representative role for the tourism industry at the Credit Control Steering Group which was established by the Tánaiste, the Department also facilitated a number of meetings of a tourism sub-group of that committee to ensure that the concerns of the industry are fully appreciated by credit providers.

Labour Market Tourism Measures

The Department assisted in ensuring that the Employment Subsidy Scheme which was originally introduced in 2009 was extended to the tourism industry in 2010. The Department also assisted in positively influencing policy developments on the industrial relations framework within which the industry must operate and the industry's concerns in relation to wage costs.

OBJECTIVE 2

Ensure the appropriate policies and necessary structures and resources are in place to successfully market Irish tourism.

Despite cutbacks in public expenditure, the core overseas marketing spend was maintained in 2009 at more than €47 million, in recognition of the key contribution which tourism makes to the Irish economy. This funding enabled Tourism Ireland to implement specific marketing campaigns across Ireland's main markets during the year, as well as focusing on other key activities, including delivering on the findings of its comprehensive review of Tourism Brand Ireland and an increased focus on digital marketing. It also allowed more than €4.9 million to be spent in marketing regional campaigns in 2009, including the continuation of the 'Discover Ireland Wonderful West' campaign, in accordance with the commitment given in the Shannon Catchment Area Economic and Tourism Development Plan.

Funding also enabled Fáilte Ireland to undertake its largest ever domestic marketing campaign, including an enhanced Autumn/Winter campaign with special offers and discounts and associated media advertising and promotion.

OBJECTIVE 3

Ensure the appropriate policies and necessary structures and resources are in place to support innovation and product development in the Irish tourism industry.

Support for Capital Investment in Tourism

Fáilte Ireland continues to support investment by the public and private sector in tourism infrastructure, visitor attractions and visitor activities. Following the successful implementation of the Tourism Infrastructure Fund in 2007 and 2008, additional funding was provided in 2009 to assist local authorities and other public bodies in the development of public tourism infrastructure. Areas supported under this Fund in 2009 included additional walking and cycling routes, the installation of a new footbridge at Mizen Head in Co. Cork, funding for the development of historic walking trails in 15 towns under the Historic Towns Scheme (in addition to funding provided for 35 towns in 2008), improved facilities on inland waterways, and permanent marina infrastructure in Galway harbour, which remains in place following the Volvo Ocean Race stopover.

Having provided significant resources to the area of tourism infrastructure since 2007, the focus of Fáilte Ireland's product investment support moved additionally towards providing investment support for the upgrade and re-investment in major existing visitor attractions and for the development of new visitor attractions and activities under the Tourism Capital Investment Programme. These include projects for the refurbishment of Castletown House in Co. Kildare under the care of the Office of Public Works, Dublinia, the Dunbrody Famine Ship in New Ross, and Rothe House, Kilkenny.

National Conference Centre

In April 2007, the contract for the provision of a National Conference Centre was awarded to Spencer Dock Convention Centre Dublin Ltd. The Centre - to be known as the Convention Centre Dublin - is expected to be operational by September 2010. The National Conference Centre enjoys the support of key elements of the tourism industry and business interest groups and is expected to boost meetings, conferences, incentive and exhibition business tourism.

Mid-Shannon Corridor Tourism Infrastructure Investment Scheme

Following provisions made in the Finance Act 2009 and the subsequent securing of State Aids approval, the Mid-Shannon Corridor Tourism Infrastructure Investment Scheme was amended to extend the period during which such applications for investment projects could be made from 1 to 2 years, so that the latest date for the submission of applications is now 31 May 2010. The eligible period within which expenditure must be incurred was extended to 31 May 2013. This Scheme provides tax incentives for investment in certain tourism attractions and facilities in the designated Mid-Shannon Corridor.

Tourist Accommodation Standards

Following from the significant progress made during 2007 and 2008 in updating the minimum standards required for various types of tourist accommodation, new minimum standards for caravan and camping sites were introduced in 2009.

OBJECTIVE 4

Ensure that the appropriate policies, resources and structures are in place to support the development of knowledge, skills and competencies as the basis for quality service delivery in Irish tourism.

The Department provided resources to Fáilte Ireland to allow it to continue to support the development of knowledge, skills and competencies for firms operating in the tourism sector. As well as participating in the External Reference Group which contributed to the development of Fáilte Ireland's new Human Resource Development Strategy 2010-2012, the Department continued to ensure that Fáilte Ireland was adequately resourced to implement existing policy. Fáilte Ireland has increasingly focussed on the needs of small and medium-sized enterprises and micro-enterprises in functional areas such as cost control, marketing and web presence. Fáilte Ireland also continued to promote tourism as a first-choice career as well as delivering and developing programmes to raise the standard for service quality and professionalism within the tourism sector. Participation in Fáilte Ireland skills development, education and tourism advocacy programmes benefitted more than 12,000 individuals and businesses in 2009.

OBJECTIVE 5

Pursue all-island tourism co-operation.

The Minister participated in two NSMC Tourism Sectoral Meetings in 2009. The first was held in Farmleigh in April while the second was held in Clogher, Co. Tyrone, in December. The Northern Ireland Executive was represented by Ms. Arlene Foster, MLA, Minister for Enterprise, Trade and Investment, accompanied by Ms. Michelle Gildernew, MP, Minister for Agriculture and Rural Development, at the Dublin meeting, and by Mr. Gerry Kelly, MLA, Junior Minister at the Office of the First Minister and Deputy First Minister, at the Tyrone meeting. Among the outcomes of these meetings were the following:

- Approval of Tourism Ireland's 2009 Business Plan and the noting of Tourism Ireland's Plans for 2010, including the target of returning to growth of 3 per cent in visitor numbers and revenues in 2010.
- The Council received a presentation from the Chief Executive of Tourism Ireland on Tourism Ireland's review of the Great Britain market and welcomed a ten-point

marketing action plan which is designed to ensure that visitor numbers from Great Britain to the island of Ireland return to growth in the short term.

- The Council received a presentation on Tourism Ireland's review of European markets. The Ministers noted that following from the review, the key strategic approach will re-focus on and prioritise those source markets which offer the best potential for Ireland to increase visitor flows.
- The Council also considered a paper on tourism statistics and noted the ongoing co-operation in this area, including the establishment of a new Tourism Statistics Liaison Group with representatives from tourism and statistical agencies North and South.

In addition, regular liaison meetings at official level took place during the year with Northern Ireland's Department of Enterprise, Trade and Investment and Tourism Ireland.

The Department also contributed, as appropriate, in other areas of North/South co-operation, such as the Special EU Programmes Body under INTERREG and the North West Gateway Initiative.

OBJECTIVE 6

Support balanced implementation of the broad sustainability agenda in tourism development.

The Department engaged in several high-level and inter-Departmental groups, participated in meetings and responded, where appropriate, to papers circulated. Groups in which the Department participated during 2009 included those overseeing the development and implementation of measures relating to the national landscape strategy, biodiversity, climate change, national trails, national walking policy, and sustainable travel and transport. The Department also fully endorsed and supported the implementation of Fáilte Ireland's Environmental Action Plan 2007-2009 and, where relevant, stimulated industry and policymaker awareness of the issues and opportunities. The Department also maintained regular contact with Fáilte Ireland and inputted to wider fora in this area, where appropriate.

Corporate Services

High-Level Goal

To optimise the use of resources in the delivery of the Department's objectives and meeting the needs of customers and to support staff to develop their full potential in a positive and equitable working environment.

OBJECTIVE 1

To deliver quality services to our customers.

Quality Customer Service

As a matter of policy, the Civil Service principles of Quality Customer Service (QCS) are applied by the Department to all its activities and, in particular, to the provision of services to the general public.

In July 2009, the Department updated its *Customer Charter* to reflect changes in the organisational structure and location of its operations. As part of its implementation of the associated *QCS Action Plan 2008-2010*, the Department established an internal Customer Liaison Officers (CLO) Network led by the Department's Customer Services Manager and comprising selected staff from all the Department's main Divisions. The purpose of the CLO Network is to ensure that the QCS standards set out in the Department's *Customer Charter* and associated *Action Plan* are implemented throughout the organisation at all levels. During the year, the CLO Network implemented a number of measures to enhance customer service, including:

- the design and introduction of new Customer Comment Cards in order to collect, on an ongoing basis, customer opinions on the quality of service received from the Department, as well as to elicit customer suggestions on how to enhance that service;
- the introduction of revised, detailed guidelines for staff on the appropriate use of the Department's telephone and voicemail systems, to ensure that telephone callers are responded to promptly and appropriately;
- the introduction of *aides memoire* to staff to ensure that the Department's QCS commitments in respect of telephone enquiries, written communications and personal callers are to the fore in all dealings with customers.

The CLO Network submitted a report to the Department's Management Advisory Committee on these and other measures taken by the Network and by line Divisions on progressing the QCS agenda within the Department.

Staff Training and Human Resource Issues

With the introduction of the moratorium on recruitment and promotion, the need to maximise the use of resources and, in particular, staff resources became more challenging in 2009.

The Department's response involved an increased focus on the prioritisation of its objectives and the alignment of its resources accordingly, which called for greater flexibility by staff, a more effective use of existing skills within the Department and the use of the Performance Management and Development System to identify and address training needs on a priority basis.

Decentralisation

The number of staff in the Department's headquarters in Killarney remained at 79 in 2009. The Government moratorium on recruitment and promotion impacted on the ability of the Department to proceed with further transfers.

In order that the Department could continue to provide an efficient and effective service to its stakeholders, including the Minister and the Oireachtas, 20 posts were identified as requiring a predominantly Dublin presence. Officers in these posts also spend periods of time in Killarney. Extensive use continued to be made of the videoconferencing facilities in the Department.

Following the transfer of the Department to its new headquarters building in Killarney, Co. Kerry, in December 2008, a number of fit-out issues relating to the new location were addressed during the year, and the Department continued to work with the Office of Public Works to ensure that the building and site are utilised to the optimum extent.

The Department also provided the Department of Social and Family Affairs (DSFA) with temporary accommodation in its Killarney office for a number of its staff, pending completion of upgrade works at the DSFA offices in the town.

Information Technology and Website Developments

In order to ensure that the Department's information technology (IT) systems are operating in the most effective manner, an extensive programme of upgrade works was completed in 2009. IT hardware and networks, security, communications and office productivity upgrades were deployed, and the Department also undertook a review of its external support services to ensure the most cost-effective delivery of these services.

In addition to the ongoing development, updating and upgrade of the Department's corporate website, the Department also completed the redevelopment of a website to facilitate genealogical research, which now incorporates free-to-view on-line access to a large number of hitherto unavailable church register records. This website

(www.irishgenealogy.ie) was launched in November and has already attracted considerable interest both within Ireland and abroad. Extensive user feedback has commented very favourably on the content now freely available as well as the accessibility of the site and its ease of use. Further enhancements of the website and its content are planned in 2010.

Videoconferencing

The provision of good quality and reliable videoconferencing is a key objective of the Department, particularly in light of decentralisation and the geographic spread of the agencies with which it regularly communicates. Although the provision of a reliable service between the Department's two offices and with some external bodies has been achieved, it is clear that the utilisation of this technology is not without its challenges. The Department has been working closely with the Centre for Management and Organisation Development (CMOD) in the Department of Finance on a pilot programme to determine the most reliable and cost effective videoconferencing solution for all the civil and public service bodies, and it is hoped that the involvement of the Department will assist CMOD in the development of a high-quality service-wide solution by mid 2010.

OBJECTIVE 2

To allocate resources in line with key business objectives and to maximise organisational and individual capability.

Progress in the delivery of the Department's objectives against targets set in its *Statement of Strategy 2008-2010* and *Business Plan 2009* was kept under review through a range of mechanisms. These included formal reporting by Heads of Divisions to the Management Advisory Committee on developments in relation to the implementation of policies and programmes in their areas of responsibility, as well as the measurement of outputs against targets set in the Department's *Annual Output Statement 2009*, which was developed in the context of the 2009 Estimates and the Department's overall strategic objectives.

The Department continued to be mindful of the commitments in *Regulating Better: A Government White Paper Setting Out Six Principles of Better Regulation* and the Department of the Taoiseach's *Revised Regulatory Impact Analysis (RIA) Guidelines* (June 2009) on how to conduct an RIA. However, during 2009, the Department did not introduce proposals for primary legislation involving regulatory change or significant statutory instruments nor dealt with published proposals for EU directives or significant EU regulations. Accordingly, the Department did not conduct any RIAs, nor was it required to do so.

OBJECTIVE 3

To maintain a financial management and control system in support of the delivery of the Department's objectives/policies/services.

All Financial transactions were recorded on the Department's Oracle financial database management system during the year, and the Appropriation Account for the Department's Vote was submitted to the Comptroller and Auditor General within the statutory deadline.

Management information reports were provided at a cost centre level to each section of the Department and at a consolidated level to the Department's Management Advisory Committee on a monthly basis. Regular liaison meetings were held with the Financial Shared Services (FSS) Centre of the Department of Justice, Equality and Law Reform, and the Department's Service Level Agreement with FSS was monitored and reported on each month.

The Capital Inspection Programme was implemented within the target completion date.

Following an approach from FSS to assist it in the development of a comprehensive disaster recovery plan for FSS, the Department undertook to support the deployment of a disaster recovery 'hotsite' at its Killarney headquarters. This hotsite would be utilised on a round-the clock basis in the event of a major loss of service in the primary FSS facility. The Department co-operated closely with FSS and its consultants in the development, testing and implementation of this plan, which is seen as one of the most comprehensive within the Civil Service. The Department's role and commitment to the project was the subject of much favourable comment and was a notable example of cross-departmental co-operation in the delivery of a critical public service project.

OBJECTIVE 4

To provide a high-quality working environment that fosters trust and promotes participation and inclusion.

In addition to monitoring health and safety issues in the Department, the Department's Health and Safety Committee also oversaw the completion of Safety Statements for both the Killarney and Dublin offices in 2009.

In June 2009, the Department launched its *Acceptable Usage Policy – Information and Communication Technologies* (ICTs), which sets out the acceptable uses by staff of the Department's ICTs, such as telephone, e-mail and internet facilities. As part of its commitment to the development and maintenance of a safe and positive working environment, the Department developed this internal policy statement to address the

possibility of the Department's ICTs being used for any unlawful purpose or to engage in harassment, sexual harassment or bullying.

The Government's moratorium on staff recruitment and promotion and its incentivised early retirement and special leave schemes have had an impact on the gender balance at Principal Officer (PO) and Assistant Principal Officer (APO) grades. In particular, as at 31 December 2009, the percentage female representation at PO level was below the target of 40 per cent at 30 per cent. At APO level, the percentage female representation was 44 per cent, slightly below the target of 45 per cent.

In accordance with Part 5 of the Disability Act 2005, the Department's Monitoring Committee received reports from its agencies on compliance with their statutory duties, including compliance with the target of not less than 3 percent of persons employed by each public body being persons with disabilities. The Monitoring Committee submitted an amalgamated report to the National Disability Authority on these matters within the statutory deadline of 30 June 2009.

The Department also continued to monitor its compliance with relevant equality and disability legislation and promoted the equality and disability agendas. In particular, in February 2009, the Department's Access Officer and Disability Liaison Officer jointly conducted an access audit of the Department's new headquarters in Killarney, Co. Kerry. Arising from this audit, an access plan was prepared setting out possible measures to enhance the accessibility of the Killarney headquarters to both staff and customers alike. This plan is being progressively implemented, as resources permit.

Synergies

High-Level Goal

To promote close co-operation between the arts and culture, sport and tourism sectors in order to enhance their shared contribution to the social and economic well being of the country and to influence other relevant public policy areas.

OBJECTIVE 1

To exploit the tourism development opportunities associated with hosting major sporting events in Ireland.

The Department provided funding to Fáilte Ireland to enable it to support a rolling programme of international sporting events. The events targeted have the ability to generate significant international media coverage and bring economic benefit to all the regions of Ireland.

Events which received support under this initiative in 2009 included the Volvo Ocean Race stopover in Galway, Irish Open Golf Championship and Ladies Irish Open, Fáilte Ireland Dublin Horse Show, and Tour of Ireland international cycle race.

OBJECTIVE 2

Encourage closer co-operation between Departmental agencies in promoting the image of Ireland abroad.

During 2009, the Department engaged with the tourism agencies to ensure that any opportunities to promote the image of Ireland abroad were availed of, including events coinciding with major State or Government visits abroad. In addition, the Minister was a contributor to the Global Irish Economic Forum in Farmleigh on 18-20 September. The Department is represented on the inter-departmental group to follow-up on the recommendations arising from the Forum, a number of which relate to tourism.

The Department has facilitated additional co-operation between the Irish Film Board and the State tourism agencies in promoting Ireland as a location for film and television productions and in exploiting the tourism promotion opportunities which may arise when productions filmed in Ireland are commercially released.

OBJECTIVE 3

To further develop and exploit the tourism potential of cultural events, in collaboration with the National Cultural Institutions and national collections.

Under the Cultural Tourism Initiative, launched by the Minister in February 2009, the Department and its institutions and agencies carried out a number of measures to develop the potential of cultural tourism. Actions taken under this Initiative included better integration of marketing arrangements for cultural attractions and the development of downloadable audio guides and an online event guide.

Cultural tourism was also advanced by the marketing of the National Cultural Institutions, the promotion of Culture Night in September to a wider number of towns, and progress in relation to major national cultural projects, such as the Druid in Galway, Limerick City Art Gallery, Niland in Sligo and Waterford Theatre Royal, as well as the re-development of the National Concert Hall.

Funding provided by the Department enabled the State tourism agencies to pursue measures in this area. Fáilte Ireland separately progressed the further development of the traditional culture experience, the literary tourism experience and the marketing and awareness of our cultural offering.

Tourism Ireland is targeting specific niche cultural tourism segments, such as music, film, food and genealogy, as part of its extensive overseas marketing programmes.

The Discover Ireland Autumn holiday supplement, which was distributed through the print media and tourist offices, highlighted the many cultural attractions available for free or at discounted rates across the country to encourage domestic tourists to explore our rich cultural heritage.

Appendices

APPENDIX 1
Achievement of Output Targets for 2009
(as per Department's Annual Output Statement 2010)

Arts, Culture, Film & Archives Programme		
Programme Item	Output Target for 2009	Output Achieved in 2009
<p>Provide the necessary policy context, legislative and institutional framework, finances and corporate governance arrangements for the efficient and effective operation of the Arts, Film and Culture State Agencies.</p>	<ul style="list-style-type: none"> • Culture Ireland integrated into Department as independent Division. • Implementation of Culture Ireland's strategy and achievement of its targets. <u>Headline Output 1</u> • Progress the development of new overarching legislation on (i) amalgamation of National Gallery of Ireland, Irish Museum of Modern Art (IMMA) and Crawford Art Gallery Cork, while retaining their individual brand identities; (ii) amalgamation of National Library, Irish Manuscripts Commission and National Archives and inclusion of appropriate National Archives Act provisions; and (iii) amendment of National Cultural Institutions Act 1997. • EU approval of Section 481 enhancements secured. 	<ul style="list-style-type: none"> • Culture Ireland operating effectively within Department and liaising with other Departmental agencies. • Culture Ireland's strategy successfully implemented with increased awareness and impact of Irish arts and culture worldwide, including international awards and recognition for supported clients. <u>Headline Output 1</u> • (i) Consultative committee established; draft Heads of Bill prepared and observations from Institutions received and taken into account; other options explored, including increased collaboration and sharing of back office functions; (ii) draft legislation transmitted to bodies for their observations; and (iii) consultation with the National Cultural Institutions in relation to certain provisions of the 1997 Act. • EU approval secured in March 2009.

	<p><u>Headline Output 2</u></p> <ul style="list-style-type: none"> • Blueprint completed that will embed future policy for audiovisual industry across key areas of industrial and knowledge economy development. 	<p><u>Headline Output 2</u></p> <ul style="list-style-type: none"> • Industry/agency committee formed and submissions obtained from relevant parts of the audio-visual industry and enterprise development sector.
<p>Meet National Development Plan 2007-2013 commitments (in Culture Sub-Programme) for which the strategic rationale lies in the need to protect and showcase our cultural heritage, to support the Government policy on universal access to arts and culture facilities; the desire to enrich the lives of the people of Ireland and to assist the tourism industry in product development in this area.</p>	<p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> • Progress PPP tendering process for new National Concert Hall to contract stage. • International Design Competition for National Theatre launched, underway and moving towards completion. • ACCESS I projects completed and progress on all ACCESS II projects continuing. • Expenditure review of ACCESS completed. • Continued progress on Centre Block of National Museum to request for tender stage. 	<p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> • Tender process completed; bids currently under consideration. • Design competition suspended due to legal/technical difficulties with proposed location. • ACCESS I projects completed and continued progress on ACCESS II projects. • Due to absence of staff, work on review deferred. • Project outside scope of current budgets but work ongoing on preparatory phase.

	<ul style="list-style-type: none"> • Work on re-opening of Natural History Museum completed. 	<ul style="list-style-type: none"> • Programme of works agreed and ongoing; temporary exhibition of some artefacts in Riding School in Collins Barracks. • Off-site storage facility secured for National Museum of Ireland at Swords. • On-site storage facility completed and operational at IMMA.
	<ul style="list-style-type: none"> • Draft combined brief of requirements for Kildare St. site National Library of Ireland/Irish Manuscripts Commission/National Archives completed. • Master Development Plan for National Gallery of Ireland submitted for planning. • High-quality programme of cultural events and commemorations, including Handel's 250th anniversary, the Bacon Centenary, Seamus Heaney, Brian Friel, J.M. Synge and Culture Night. 	<ul style="list-style-type: none"> • Decisions on co-location deferred pending completion of proposed legislative and administrative structures and OPW investigations. • Work progressed on this issue. • Events commemorated appropriately, as well as redevelopment and launch of Church records website (www.irishgenealogy.ie), holding of events under the Cultural Co-operation and Northern Ireland Scheme, and the 1901 and 1911 Census. • Culture Night extended to 11 towns/cities in 2009 with more than 200,000 visitors.

	<ul style="list-style-type: none"> • New guidelines agreed. Public Art Website launched. Report of Public Art Advisory Panel. 	<ul style="list-style-type: none"> • Report of Public Art Advisory Panel received and suggestions being incorporated into draft guidelines. Public Art Website live and operating on work in progress basis.
Encourage the acquisition of artworks and cultural objects by the National Cultural Institutions.	<ul style="list-style-type: none"> • Progress legislation for the Heritage Fund Bill. 	<ul style="list-style-type: none"> • Heads of Bill drafted.

Sports Programme		
Programme Item	Output Target for 2009	Output Achieved in 2009
<p>Provide the necessary policy context, legislative and institutional framework, finances and corporate governance arrangements for the efficient and effective operation of the Sports' State Agencies viz:</p> <ul style="list-style-type: none"> • Irish Sports Council • National Sports Campus Development Authority (NSCDA) • Horse Racing Ireland • Bord na gCon 	<ul style="list-style-type: none"> • New strategy approved and in place and implementation overseen. • Value for Money Review published. <p>Continued support to NSCDA, subject to budgetary provisions:</p> <ul style="list-style-type: none"> • Programme of renovation of existing building for use by Institute of Sport completed and in use by Institute staff. • Planning permission for Phase 1 of Campus applied for and secured. • New strategy approved and in place, and implementation overseen. • Legislation significantly progressed and current difficulties overcome. 	<ul style="list-style-type: none"> • Strategy progressively implemented. • Value for Money Review published. • Refurbishment of Irish Institute of Sport building completed. • Planning permission for Phase 1 development obtained. • Strategy drafted but not finalised due to uncertainty surrounding long-term funding of the industry. • Work continued on the resolution of issues.

<ul style="list-style-type: none"> Horse & Greyhound Racing Fund 	<ul style="list-style-type: none"> Monitor implementation of strategy and compliance with Government financial and corporate governance requirements. <p><u>Headline Output 1</u></p> <ul style="list-style-type: none"> Review completed and future of the Fund agreed by Government and negotiated through the Parliamentary process. 	<ul style="list-style-type: none"> Satisfactory progress in implementation of strategy (in the current climate) and compliance with Government financial and corporate governance requirements. <p><u>Headline Output 1</u></p> <ul style="list-style-type: none"> 2009 funding secured and negotiated through the parliamentary process. Long-term future of the Fund not yet determined.
<p>Meet National Development Plan 2007-2013 commitments (in Sport Sub-Programme) which envisages the development of national sports infrastructure including:</p> <ul style="list-style-type: none"> Redevelopment of the Stadium at Lansdowne Road Administration of the Sports Capital Programme (SCP) 	<ul style="list-style-type: none"> Support provided to Lansdowne Road Stadium Development Company, as required, and oversight of project through Steering Committee, leading to the completion of the project in 2010. <p><u>Headline Output 2</u></p> <ul style="list-style-type: none"> All claims from SCP grantees processed and paid in a timely and efficient manner. More sporting facilities brought into use by organisations supported through the SCP. 	<ul style="list-style-type: none"> Construction continued on schedule and within established budget for 2009. <p><u>Headline Output 2</u></p> <ul style="list-style-type: none"> 1,533 payments made with a total value of €58.7 million. Many local, regional and national facilities completed, e.g., Tallaght, Semple and Fitzgerald stadiums and the boat house in University of Limerick (with Ireland's only indoor rowing tank).

<ul style="list-style-type: none"> • Construction of Pools under the Local Authority Swimming Pool Programme 	<ul style="list-style-type: none"> • 5 pools completed and open to the public. 1 pool construction start. <p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> • Complete National Sports Facilities Strategy. <ul style="list-style-type: none"> • Full audit of sporting facilities completed. 	<ul style="list-style-type: none"> • 5 pools completed and opened to the public. <p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> • Draft National Sports Facilities Strategy 2010-2015 completed and circulated to selected Government Departments and other relevant bodies for observations. <ul style="list-style-type: none"> • Audit returns received and collated from 32 local authorities.
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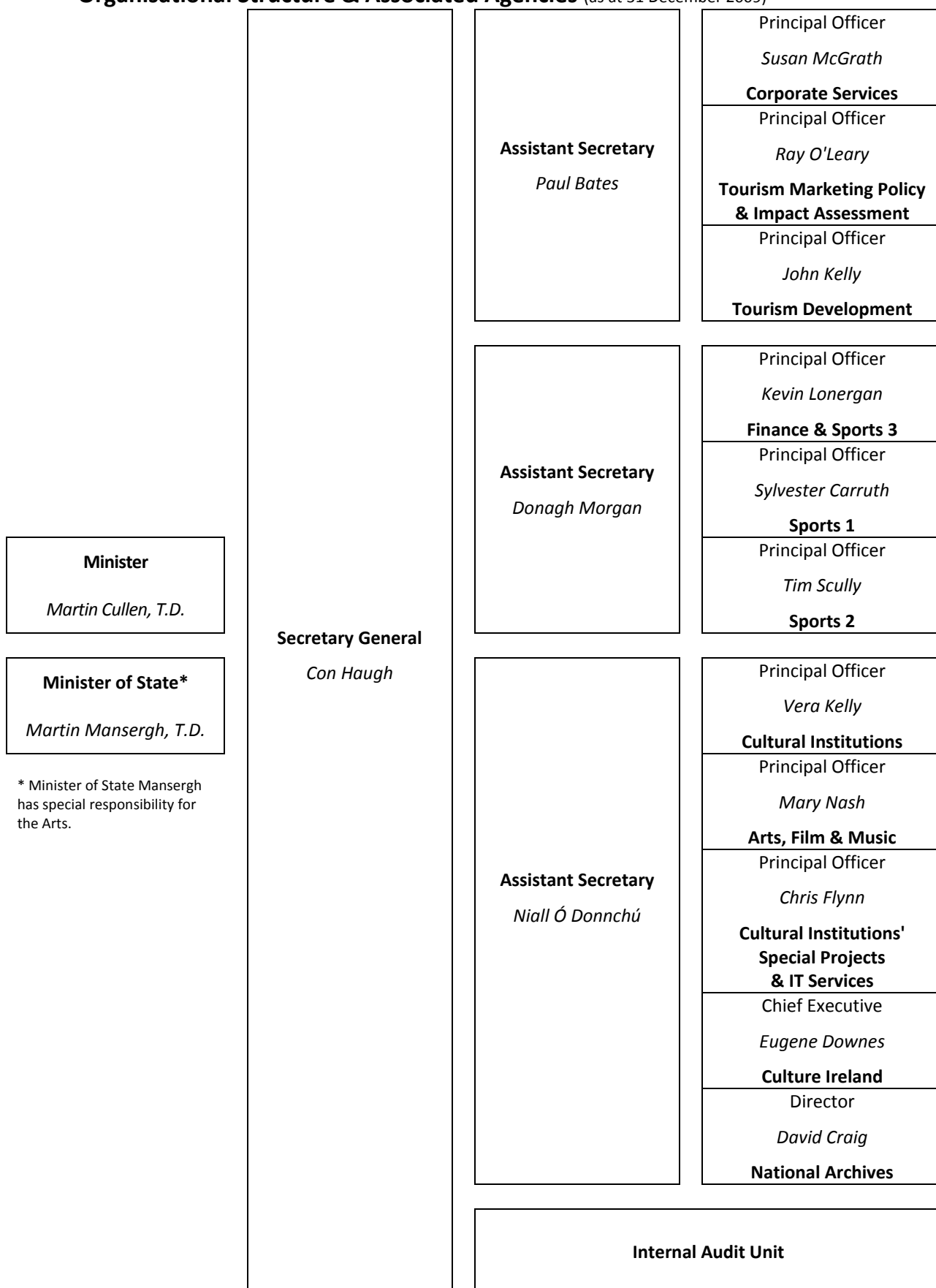
Tourism Programme		
Programme Item	Output Target for 2009¹	Output Achieved in 2009¹
Provide the necessary policy context, legislative and institutional framework, finances and corporate governance arrangements for the efficient and effective operation of the Tourism State Agencies.	<p><u>Headline Output 1</u></p> <ul style="list-style-type: none"> • 2009 Business Plans for tourism agencies agreed, marketing strategies in place and appropriate budgets secured. • The measures contained in these plans are designed to help ensure that Ireland will attract at least 7.1 million overseas visitors in 2009 (-9% on 2008 performance). The associated revenue generated by these visitors will be at least €3.25 billion (-15% on 2008 performance). 	<p><u>Headline Output 1</u></p> <ul style="list-style-type: none"> • Business Plans agreed and appropriate budgets secured to enable agencies implement their 2009 marketing strategies. • CSO statistics show that there was a reduction of 11.6% in visitor numbers for 2009 compared to the previous year. In revenue terms, there was a reduction of 19% in the revenue generated by overseas visitors compared to 2008. The figures reflect global economic difficulties which impacted on tourism performance worldwide as well as unfavourable exchange rates which particularly affected Ireland's traditional tourism markets.
Report of the Tourism Policy Review Group.	<p><u>Headline Output 2</u></p> <p>Completion of the work of the Tourism Renewal Group and publication of its recommended Framework for Action for the period up to 2013 to ensure tourism policy framework and strategy remains fit for purpose, to ensure that tourism continues to be a major industry for Ireland, thereby contributing to income generation and employment.</p>	<p><u>Headline Output 2</u></p> <ul style="list-style-type: none"> • The Report of the Tourism Renewal Group, with a Framework for Action for the period up to 2013, was published in October 2009. This Framework contains five Survival Actions and nine Recovery Actions, with specific measures recommended under each Action. • Following publication of the Report, the Department commenced work on progressing

¹ All revenue targets exclude carrier receipts and cross-border tourism expenditure.

		measures, with a focus initially on the Survival Actions.
Meet National Development Plan 2007-2013 commitments (in Tourism Development Programme).	<p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> Continued investment in Ireland's tourism product, through training and product development, so that Ireland's tourism offering continues to attract visitors. In particular, assist Fáilte Ireland in the delivery of the full round of assessments under the Tourism Capital Investment Programme, supported by targeted investment of up to €7m in 2009, and the provision of training and business supports for up to 12,000 students and tourism sector workers, business owners and managers. Agree with Fáilte Ireland a revised approach to meet the changed training and enterprise support needs in the new economic climate. 	<p><u>Headline Output 3</u></p> <ul style="list-style-type: none"> Assessments of projects under the Tourism Capital Investment Programme largely completed. Targeted investment in 2009 reduced due to difficulties encountered by promoters in advancing projects (e.g., securing matched funding) in the deteriorating economic circumstances. Significant additional funding secured for 2010. More than 12,000 individuals participated in Fáilte Ireland's Training and Business Support Activity across a range of programmes. The final meeting of the External Reference Group convened to assist Fáilte Ireland in the development of its new Human Resource Development Strategy (HRDS) 2010-2012 was held on 13 January 2010. The HRDS will be

		finalised by Fáilte Ireland in 2010. It will provide a common platform for Fáilte Ireland and the tourism industry to deal with issues that all sectors of the industry are facing in the short-to-medium term.
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APPENDIX 2
Organisational Structure & Associated Agencies (as at 31 December 2009)



Associated Agencies

Abbey Theatre
Archbishop Marsh's Library
Arts Council
Bord na gCon
Chester Beatty Library
Council of National Cultural Institutions
Crawford Art Gallery Cork
Fáilte Ireland (National Tourism Development Authority)
Horse Racing Ireland
Irish Film Board
Irish Manuscripts Commission
Irish Museum of Modern Art
Irish Sports Council
National Archives Advisory Council
National Archives of Ireland
National Concert Hall
National Gallery of Ireland
National Library of Ireland
National Museum of Ireland
National Sports Campus Development Authority
Science Gallery
Shannon Development
Tourism Ireland

APPENDIX 3
Disaggregation of Staffing Complement by Grade and Gender
(as at 31 December 2009)

	<u>Male</u>	<u>Female</u>	<u>Total</u>
Secretary General	1	0	1
Assistant Secretary	3	0	3
Director	1	0	1
Principal Officer	7	3	10
Assistant Principal Officer	15	12	27
Professional Accountant	1	0	1
Higher Executive Officer	17	7	24
Executive Officer	12	22	34
Staff Officer	3	1	4
Clerical Officer	10	20	30
Head Services Officer	1	0	1
Services Officer	5	2	7
Ministerial Contract Staff	3	2	5
Keeper	1	1	2
Senior Archivist	0	3	3
Archivist	4	4	8
Conservator	0	1	1
TOTAL	84	78	162

APPENDIX 4 Financial Report

2009 PROVISIONAL OUTURN*

EXPENDITURE PROGRAMME	Estimate €000	Outturn €000
Administration		
Salaries, Wages & Allowances	10,361	10,062
Travel & Subsistence	316	220
Incidental Expenses	450	177
Postal & Telecommunications Services	560	256
Office Machinery & Other Office Supplies	915	382
Office Premises Expenses	609	335
Consultancy Services	80	77
Advertising & Publicity	41	12
Value for Money and Policy Review	<u>10</u>	<u>10</u>
Total	13,342	11,531
Tourism Services		
Fáilte Ireland (Grant-in-Aid)	78,687	76,694
Tourism Ireland Ltd. - Grant for Administration & General Expenses	19,400	18,970
Shannon Free Airport Development Company Limited – Administration & General Expenses (Tourism Development) (Grant-in- Aid)	832	832
Tourism Marketing Fund (Grant-in-Aid Fund)	47,250	47,250
Tourism Product Development (Grant-in-Aid)	<u>7,111</u>	<u>5,611</u>
Total	153,280	149,357
Sports & Recreation Services		
Grants for Sporting Bodies & the Provision of Sports & Recreational Facilities (Part Funded by National Lottery)	56,000	58,738
Grants for Provision & Renovation of Swimming Pools	12,400	11,670
Irish Sports Council (Grant-in-Aid) (Part Funded by National Lottery)	51,689	51,677
Sports Campus Ireland	4,398	6,397
Lansdowne Road Stadium	1,500	1,500
Horse & Greyhound Racing Fund	68,128	68,128
Grants to Support Sport in Disadvantaged Areas (Dormant Accounts Funding)	<u>1,304</u>	<u>1,304</u>
Total	195,419	199,414

Arts & Culture		
Payments to Match Resources Generated by the National Archives	66	52
General Expenses of National Archives & National Archives Advisory Council	1,821	1,813
General Expenses of the Irish Museum of Modern Art, Chester Beatty Library, National Concert Hall & Crawford Gallery (Grant-in-Aid)	15,646	15,631
Cultural Projects	5,320	5,317
Cultural Infrastructure	19,847	17,842
Culture Ireland	4,553	4,550
An Chomhairle Ealaíon (Part Funded by National Lottery) (Grant-in-Aid)	73,350	73,350
General Expenses of the National Museum of Ireland (Grant-in-Aid)	15,415	15,415
General Expenses of the National Library of Ireland (Grant-in-Aid)	10,742	10,742
Irish Film Board (Grant-in-Aid)	<u>21,840</u>	<u>21,840</u>
Total	168,600	166,552
Total Gross Expenditure	530,641	526,854
Less Receipts (Appropriations-in-Aid)	<u>5,065</u>	<u>4,799</u>
Total Net Expenditure	<u>525,576</u>	<u>522,055</u>

* Provisional figures only. Audited and certified accounts for 2009 will be published by the Office of the Comptroller and Auditor General.

OPERATING COST STATEMENT FOR 2009

	€000	€000	€000
Net Outturn			522,055
Changes in Capital Assets			
Purchases Cash	(1,012)		
Depreciation	594		
Loss on Disposals	25	(393)	
Assets Under Development			
Cash Payments		-	
Changes in Net Current Assets			
Increase in Closing Accruals		(640)	
Increase in Stocks			<u>(1,023)</u>
		<u>10</u>	
Direct Expenditure			521,032
Expenditure Borne Elsewhere			
Net Allied Services Expenditure		13,638	
Notional Rents		<u>6,979</u>	<u>20,617</u>
Operating Cost			<u>541,649</u>

STATEMENT OF ASSETS AND LIABILITIES AS AT 31 DECEMBER 2009

	€000	€000	€000
Capital Assets			3,126
Current Assets			
Bank and Cash	12		
Stocks	38		
Prepayments	79		
Accrued Income	244		
Other Debit Balances	173		
Net PMG Balance & Cash	1,421		
Less Outstanding Orders	<u>0</u>		
Total Current Assets		<u>1,967</u>	
Current Liabilities			
Accrued Expenses	(239)		
Other Credit Balances	(1,159)		
Net Liability to the Exchequer	<u>(435)</u>		
Total Current Liabilities		<u>(1,833)</u>	
Net Current Assets			<u>134</u>
Net Assets			<u>3,260</u>

APPENDIX 5 Freedom of Information Report

The Freedom of Information (FOI) Acts 1997-2003 confer a number of legal entitlements on the general public, including the entitlement to:

- seek access to records, subject to certain exemptions;
- seek reasons for decisions affecting oneself; and
- have personal information about oneself corrected.

The table below provides details of FOI requests received in the Department from its establishment in June 2002 to the end of 2009.

Requests Received	19/06/02 to 31/12/02	Year 2003	Year 2004	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009	Total: 19/06/02 to 31/12/09
TOTAL	91	101	70	67	50	38	54	68	539
By Category									
Personal	1	4	1	2	0	0	0	0	8
Non-Personal	90	97	69	65	50	38	54	68	531
Mixed	0	0	0	0	0	0	0	0	0
By Outcome									
Granted	21	29	23	25	15	12	14	45	184
Part Granted	19	21	25	30	24	18	24	17	178
Refused/No Records Held	9	23	3	8	1	4	8	6	62
Withdrawn/Transferred	27	27	9	10	12	5	4	5	99
Third Party Appeal	0	0	0	0	0	0	0	0	0

Internal Review	6	8	2	0	0	0	4	5	25
Appeal to Information Commissioner	0	2	0	0	0	0	3	3	8
Live	14	1	12	6	4	3	7	2	49
By Subject Matter									
Corporate Services	22	34	6	5	14	13	18	27	139
Tourism	7	3	5	2	4	2	2	0	25
Sport	40	33	37	20	14	10	10	19	183
Arts, Film & Music	9	22	8	27	9	6	7	3	91
Cultural Institutions	13	9	10	12	7	7	16	11	85
Finance	0	0	2	1	1	0	1	8	13
Internal Audit	0	0	2	0	1	0	0	0	3
Fees									
Number of Requestors	3	11	69	65	50	38	54	68	358
Amount Requested	€84.33	€519.14	€2,444.00	€1,317.99	€1,200.28	€788.75	€1,631.81	€1,003.31	€8,989.61
Amount Received	€84.33	€335.82	€2,445.00	€1,317.99	€1,107.48	€768.75	€1,631.81	€829.50	€8,250.68
Non-Payment Number	0	5	0	0	1	1	0	3	10
Non-Payment Total	0	€183.32	0	0	€92.80	€20	0	€173.81	€469.93
Refunds	0	0	€93.78	€60.00	€80.00	€15.00	€60.00	€15.00	€323.78

APPENDIX 6

Glossary of Acronyms

ACCESS	Arts and Culture Capital Enhancement Support Scheme
APO	Assistant Principal Officer
CLO	Customer Liaison Officer
CMOD	Centre for Management and Organisation Development (Department of Finance)
CSO	Central Statistics Office
DSFA	Department of Social and Family Affairs
EU	European Union
FAI	Football Association of Ireland
FSS	Financial Shared Services (Department of Justice, Equality and Law Reform)
GDP	Gross Domestic Product
ICT	Information and Communication Technology
IFB	Irish Film Board
IMMA	Irish Museum of Modern Art
IRFU	Irish Rugby Football Union
ISC	Irish Sports Council
IT	Information Technology
NCI	National Cultural Institution
NGB	National Governing Body [of Sport]
NGI	National Gallery of Ireland
NLI	National Library of Ireland
NMI	National Museum of Ireland
NSCDA	National Sports Campus Development Authority
NSMC	North South Ministerial Council
PMDS	Performance Management and Development System
PO	Principal Officer
PPP	Public Private Partnership
QCS	Quality Customer Service
RIA	Regulatory Impact Analysis
RTÉ	Raidió Teilifís Éireann
SCP	Sports Capital Programme
TG4	Teilifís na Gaeilge
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WADA	World Anti-Doping Agency