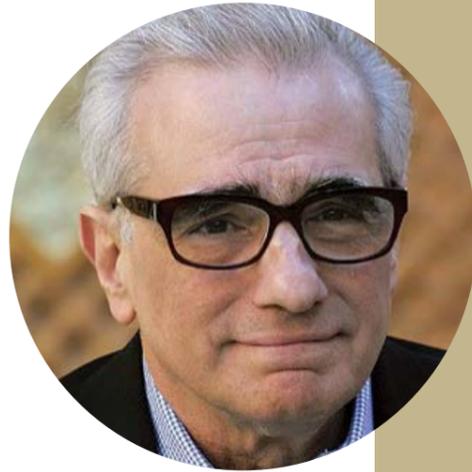




**IRISH FILM &
TELEVISION
ACADEMY**

**FIVE-YEAR
STRATEGIC
DEVELOPMENT
PLAN**

2020 - 2024



Martin Scorsese
Director

IFTA Masterclass
in Dublin, 2017

Addressing 500 IFTA Academy Members at his IFTA Masterclass in Dublin in 2017, after which President Michael D Higgins presented him with the Academy's John Ford Award he said:



To be honoured by the Irish Film & Television Academy and to receive an award created in celebration of John Ford's artistry and prestige, has great personal significance for me. I am deeply honoured!

There is a lot of great talent here in Ireland and great Irish films that I would like to see more of. When you look back over my 50 years, you can say right, now it's time for you!

So I say... Go reinvent cinema, go ahead. I've done mine, now it's up to you!

Martin Scorsese

CONTENTS

Introduction

Pages

President of Ireland's Message	Page 4
Executive Summary	Page 5
Chairperson's Address	Page 6
Chief Executive's Introduction	Page 7

Academy Overview

Organisational Structure & Governance	Page 8
Who we are & What we do	Page 9
Our Vision & Values	Page 11
Building on A Successful Foundation (The First 15 years)	Page 13
The Four Pillars of the Academy	Page 14

Strategic Plan

Strategic Plan – Context	Page 17
The Time is Now for Ireland (Government Objectives)	Page 19
IFTA Strategic Objectives 2020-2024	Page 21
1. Financial Stability	Page 23
2. The Irish Academy Awards	Page 25
3. 12-Month Programme of Learning Events	Page 26
4. Growing Academy Membership	Page 29
5. John Ford Ireland – A Global Event	Page 31
6. Public Engagement	Page 33
7. Expanding International Profile	Page 35
8. Establishing Academy Building (Member's Hub)	Page 37
Objectives 2020 – 2024 Overview	Page 38

Appendix

Academy Events, Awards, Image Gallery and more	Page 40
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President Michael D. Higgins

Through its work IFTA is playing a crucial role by raising the profile of our industry across the globe, showcasing our productive talent and attracting more and more productions to our island based on the skills and excellence of all our experts and craftspeople

President Michael D. Higgins

Welcome

Welcome to the Irish Film & Television Academy 5-Year Strategic Development Plan, 2020– 2024.

This plan is the result of extensive consultation with key representatives and stakeholders within the film, television and animation production sector along with detailed contributions from Academy Members, the IFTA Board; IFTA Film Committee; IFTA Television Committee and IFTA staff. This plan sets out our mission, core values and vision, our objectives and the challenges we face as Ireland’s largest member-based audiovisual organisation.

Building on Success - IFTA’s First 15 Years

Ireland’s screen industry has experienced significant success on the world stage over the past 15 years. IFTA has been instrumental in that success in three key ways:

- IFTA nurtures the development of high-level expertise through its ‘Programme of Excellence’ (learning events and initiatives, masterclasses, forums etc.) featuring leading film and TV professionals from around the world
- IFTA showcases, promotes and rewards Irish achievements through the annual awards, building confidence in and recognition of the home industry
- IFTA offers mentorships and support programmes for emerging Irish-based talent

Governance

IFTA has redesigned its internal governance structures. A Board of Directors governs the Academy. There are also two Committees made up of leading industry professionals who report to the Board. Steering groups work at granular level, each answerable to an IFTA committee.

Working Together

The Irish Academy is committed to strengthening partnerships with the Department of Culture, Heritage and the Gaeltacht, Fís Éireann/Screen Ireland (FÉ/SI), The Broadcasting Authority of Ireland (BAI), Irish broadcasters, industry guilds, representative bodies and screen content makers. Together we can identify, develop and promote creative screen talent and help them flourish in Ireland and internationally

Four Pillars of the Academy

1. Academy Members
2. The Academy Awards
3. 12-Month Programme of Learning Events
4. John Ford Ireland

Key Challenges

The Academy is a unique national organisation in the manner of BAFTA in the UK, or AMPAS in the USA. IFTA offers a valuable, internationally recognised platform and institution to nurture and support Irish creative talent.

The Academy should be recognised by Government and its agencies as a vital component and an important contributor to the ongoing development and growth of a successful screen industry in Ireland.

It is vital that the Academy receives investment from Government and its agencies to support the core work and programme of events (not just the Awards) as well as the IFTA organisation (infrastructure and personnel). In addition to this funding, the Academy will source commercial sponsorship for awards and key events.

Strategic Objectives

1. Financial Stability
2. The Irish Academy Awards
3. 12-Month Programme of Learning Events
4. Growing Academy Membership
5. John Ford Ireland - A Global Event
6. Public Engagement
7. Expanding International Profile
8. Establishing Academy Building (Members’ Hub)



CHAIRPERSON'S ADDRESS

Alan Moloney Academy Chair

The Irish Film & Television Academy Board is committed to developing IFTA to its full potential. We intend to make the organisation pivotal to the Irish Screen Industry. Our focus is on awarding indigenous screen talent, showcasing the highest levels of global expertise, facilitating learning and easy connection and collaboration between Irish-based screen professionals.

Over the past 12 months we have engaged in a restructure, moving from an advisory board to a fully independent board. Moving forward the membership will have access to the board through the sub-committees and directly through the inclusion of an AGM in the annual calendar. The Academy is committed to running the organisation for the membership, in an open and inclusive way.

Amongst the Academy's objectives is the ambition to find and procure an Academy building. A central Hub where members and guests can meet and participate in the Academy's diverse learning programme of events. A space that will allow the industry to gather and interact as part of the growing community that it is.

We are at a turning point in Ireland that will see enormous growth in our industry over the next five years. The addition of global streaming platforms to the broadcasting landscape along with the impact of Brexit will lead to an increase in production activity and IFTA has never been as relevant. We would call on each of the relevant government departments and agencies to engage meaningfully with this 5 year plan to ensure that there is a coherent strategy in place to best serve our membership and the industry as a whole.

In undertaking this 5-year Strategic Development Plan, we remain in close contact with key Government bodies as well as with industry stakeholders, broadcasters and commercial sponsors. In this way, we ensure that the Academy delivers for the entire Irish professional screen industry.



CHIEF EXECUTIVE'S INTRODUCTION

Áine Moriarty Founder and Academy Chief Executive

We are delighted to share this **IFTA 5 Year Strategic Development Plan** with you and thank all who have contributed and helped make this an important blueprint for the Academy's next phase of development.

Ireland has a fantastic resource of creative talent and expertise: writers, producers, directors, actors and skilled craftspeople. Our Academy members, **1,240 industry professionals**, are at the very heart of everything we do and represent this dynamic creative industry in Ireland. A lot has been achieved in IFTA's first 15 years and we are very proud to be part of this great movement of Irish creative talent and skills, as we help to nurture and grow this industry to be amongst the best in the world.

The Irish Government has outlined its ambition to make Ireland a **Global Centre of Excellence** and to double employment to 24,000 professionals. IFTA welcomes this Government ambition and shares its vision for Ireland to become a global hub for production and a major contributor to the Irish economy.

This 5-Year Plan sets out IFTA's key objectives to ensure that this growth plan for the industry is supported by a strong and robust Academy on par with other countries across Europe.

As Ireland's screen industry embarks on an ambitious new phase of growth, it is more vital than ever that professionals from all industry craft and disciplines (North & South) have an independent, neutral, all-inclusive Hub at the heart of the industry and community; A space that can drive their creative and professional development and collaboration, that champions them on a national and international stage, and that allows for their creative excellence to be recognised and rewarded by their peers.

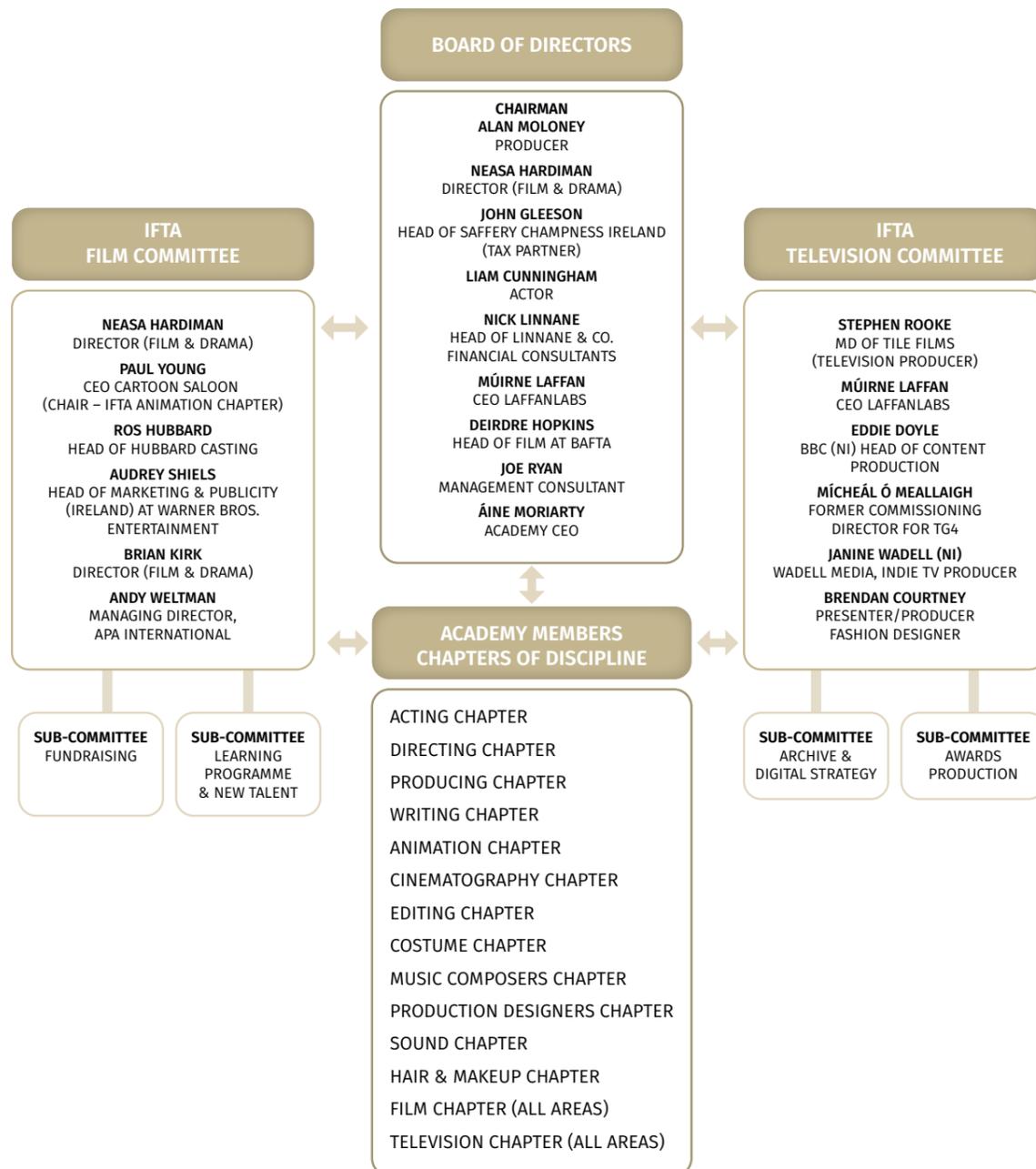
The Academy is that space.

We look forward to continuing this important work for our members and to working with Government and industry stakeholders to help make Ireland a **Global Centre of Excellence**.

ORGANISATIONAL STRUCTURE AND GOVERNANCE

The Irish Film & Television Academy is incorporated as IFTA Academy CLG, a **not for profit** (Company, limited by guarantee) and has a wholly-owned trading subsidiary IFTA Management Ltd, which manages the day-to-day running of the Academy's programme of events, activities, awards and the Membership. The Academy is governed by a Board of Directors made up of leading Irish industry representatives who bring their extensive knowledge and expertise to the Academy with great vision for the next phase of growth. The Board meet regularly (minimum six times per year) and also with sub-committees and working groups. The Board are focussed on implementing the Academy's 5-Year Strategic Development Plan. Reporting to the Board (through their chairs) are two key IFTA Committees who advise and oversee key areas including chapters of discipline, learning events, awards criteria, categories, etc.) The Academy team is headed by the CEO Áine Moriarty and Head of Film & Television Gar O'Brien who work alongside the Academy staff.

ACADEMY STRUCTURE



WHO WE ARE & WHAT WE DO

The Irish Film & Television Academy (IFTA) is a Not-For-Profit all-Ireland organisation. It is the largest member-based audiovisual organisation in Ireland, with a **membership of 1,240 industry professionals** across **14 Chapters of Discipline**.

Our mission is to encourage, reward and inspire professional excellence in the Irish Screen industry. We do this by supporting and enhancing the expertise of Irish creative screen professionals. We provide a platform for the very best Irish-based screen work. We enable learning and facilitate creative collaboration between Academy members. We culturally and creatively enrich the lives and careers of our professional members and the broader screen audience.

In addition to our **annual Awards ceremonies**, we offer a **year-round programme of events** and initiatives to our members, including unique access to some of the world's greatest screen talent through workshops, masterclasses, lectures, discussions, screenings, Q&As, tribute evenings and peer-to-peer mentoring.

IFTA presents the **John Ford Ireland - Film Symposium**, a unique 4-Day Global Symposium event; where filmmakers gather from all around the world to discuss new visions in filmmaking; share ideas and listen to respected world renowned industry leaders in the art-form and the craft.

Academy Members
1,240 industry Professionals

14 Chapters of Discipline
Actors; Writers; Directors; Producers; Animators; Editors; Cinematographers; Costume; Composers; Production Designers; Sound; Film Executives; TV Executives; Hair & Makeup

IFTA Film & Drama Awards
Excellence in Film & Drama - 120 Nominees & 28 Winners annually

IFTA Television Awards
Excellence in TV programmes 120 Nominees & 28 Winners annually

IFTA – Lifetime Achievement Awards
Honouring a leading veteran of our industry with a fitting visual tribute

IFTA Rising Star Award
Selecting 5 Nominees of rising Irish talent & presenting one with a bespoke Award

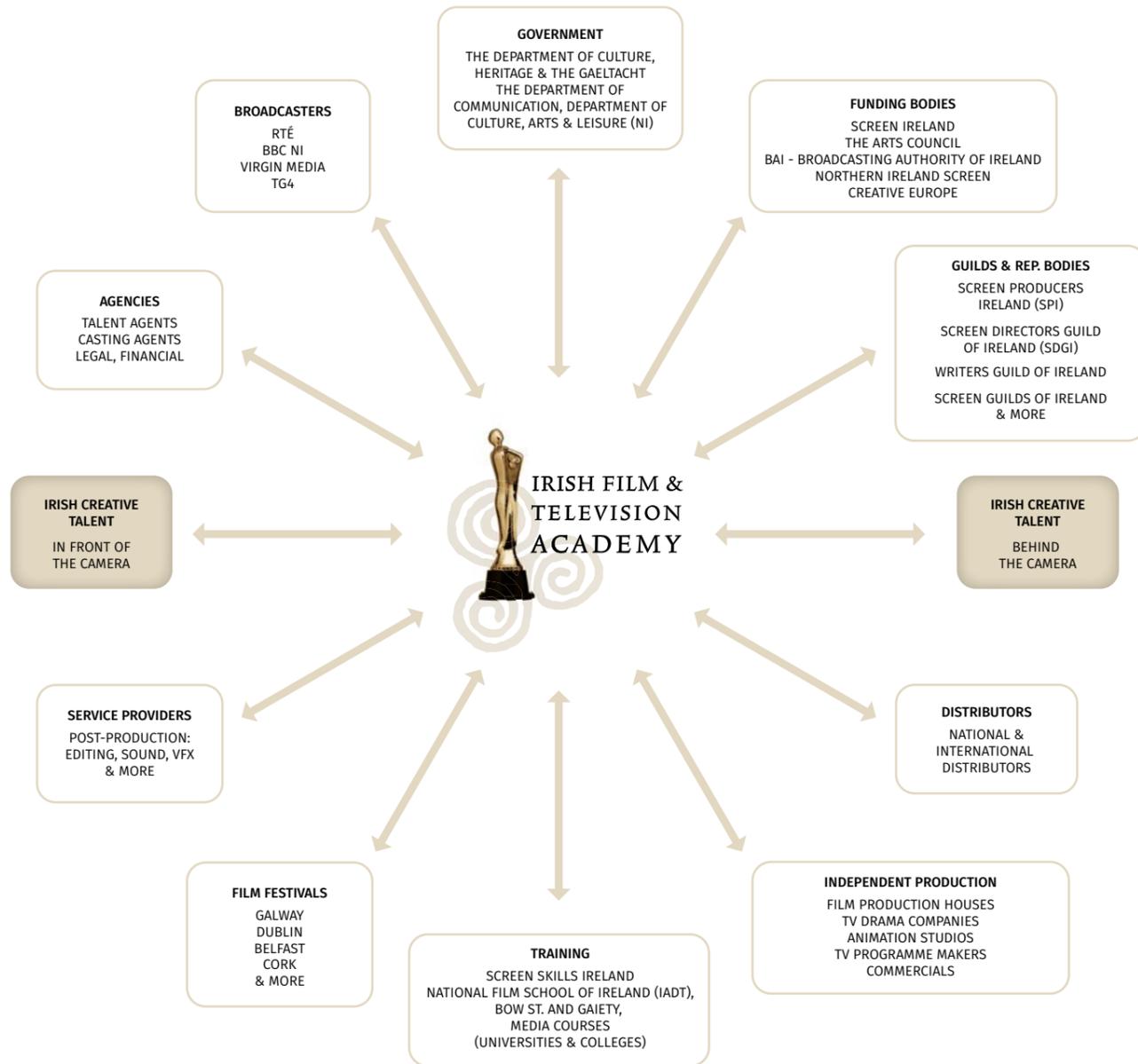
Oscar Nominations
IFTA is the official Organisation that selects and submits Ireland's entry into the Oscars Best International Feature Film category each year.

Academy Archive
Legacy material, photography, footage, interviews, papers, letters etc.

IFTA – Year-Round Programme of Excellence
50+ annual knowledge-sharing & inspiring learning events:
IFTA annual Forums, The Actors Forum, The Writers Hub, Directors Masterclasses, IFTA - Women In Focus Series, IFTA - Animation Series, Annual Television Lecture, Life On Screen, In Conversation, Irish Language Series

John Ford Ireland Film Symposium
4 days of inspiring events with leading world filmmakers i.e. Martin Scorsese. Ford Film School, Ford Award

IFTA – AN INDEPENDENT, NEUTRAL HUB AT THE HEART OF THE INDUSTRY



OUR VISION & VALUES

OUR VISION

The Academy's vision is to encourage, reward and inspire professional excellence in the Irish Screen industry. We provide a platform for inspiration, creative development and collaboration. We celebrate Irish creative talent and storytelling, and in doing so, enrich the lives and careers of our professional members and the broader screen audience. The Academy aims to promote and foster the professional and creative development of the film & television communities while strengthening the voice of its membership on the national and international stage.

OUR VALUES

OUR MEMBERS

The creative professionals that make up our membership are the lifeblood of the Academy and their growth, development and success are paramount to all of our activities.

INDEPENDENCE

We value the integral and essential independence of the Academy to be a neutral and un-biased central-space in which professionals from across all spectrums of the industry can come together as Academy Members to share knowledge and expertise, to acknowledge the work and achievements of industry peers and to have shared standards of excellence as practitioners of the moving image.

EFFECTIVE COMMUNICATION

We recognise the value and importance of clear regular communication with our members and with industry stakeholders and also with the general public. We will continue to improve and develop effective communications, using appropriate channels, platforms and technology.

WORKING TOGETHER

We value our relationship and engagement with industry (in front of and behind the camera) and with stakeholders, guilds and agencies and we welcome their participation in Academy committees and sub-committees representing all craft disciplines to have their voices heard.

INTEGRITY, TRUST AND TRANSPARENCY

We respect and strive to protect the industry and the integrity of the Academy and Academy Members, and to promote and uphold a positive and transparent process across Awards structure, viewing, voting, juries, committees and decision-making within the Academy.

EQUALITY, FAIRNESS & INCLUSIVITY

Equity and fairness are fundamental and core to the Academy. Providing equal opportunity to all and helping talented individuals reach their full potential, regardless of their background or circumstances, or whether they are publicly funded or financed independently. Many low-budget independent films and filmmakers have been acknowledged by IFTA Academy Members and have received IFTA Awards for Excellence.

MAINTAINING ACADEMY STANDARDS

Having built up a strong IFTA brand for Ireland, the international industry and screen-trade acknowledges and respects that Ireland has a robust Academy structure which recognises craft and achievement.

REWARDING EXCELLENCE

Every Academy worldwide showcases the best work from their country, and for Ireland, winning or being nominated for an IFTA Award carries prestige and international recognition. Based on testimonials from members it opens doors internationally to new work and opportunities.

AN ALL-IRELAND ACADEMY

As an all-Ireland Academy, IFTA is committed to working with all organisations both North & South and as such, will collaborate with Northern Ireland Screen, BFI and BBC Northern Ireland to nurture, support and recognise exceptional talent and to reward excellence in achievement across work such as *Game of Thrones*, *The Fall*, *Line of Duty*, *Derry Girls* among others in recent years.

THE FIRST 15 YEARS ACADEMY ACHIEVEMENTS

MEMBERSHIP - 1,240 INDUSTRY PROFESSIONALS

Established and grew Academy Membership into the largest member-based audio-visual organisation in Ireland, made up of 1,240 leading Irish industry professionals across 14 Chapters of Discipline.

12 MONTH - LEARNING PROGRAMME OF EVENTS

Established a year-round Learning Programme for Academy members, which has delivered 450 events since 2003: Masterclasses, Lectures, Workshops, Discussions (with people such as Martin Scorsese, Liam Neeson, Michael Moore to name but a few) and much, much more.

AWARDS

IFTA delivered	18 Awards Ceremonies since 2003
IFTA presented	694 Irish Academy Award statuettes
IFTA honoured	23 Veterans of the Irish industry

RISING STAR AWARD

IFTA's Rising Star award sponsored by Screen Ireland, has been the first to give recognition to, and reward new Irish talent such as Saoirse Ronan, Michael Fassbender, Tomm Moore, Domhnall Gleeson, John Michael McDonagh, Jamie Dornan, Sarah Greene & more.

JOHN FORD IRELAND – FILM SYMPOSIUM

The Academy presented 3 x John Ford Ireland – Film Symposiums.

The Academy presented 2 x John Ford Ireland Awards to Clint Eastwood & Martin Scorsese.

ACADEMY ARCHIVE

IFTA has developed 15 years of Academy Archive 'legacy' material, photography, film/TV footage, interviews, tributes, papers, letters & John Ford Ireland material.

FILM ACADEMIES NETWORK OF EUROPE

IFTA is a founding member of the Film Academies Network of Europe and the European Film Academy. Founded in 2006, the members meet regularly in order to share information, experiences and best practice.

IRELAND AT THE OSCARS

IFTA's special selection committee is charged with the selection of Ireland's Entry for Best International Feature Film category (formerly Best Foreign Language category) at the Oscars. Films selected include Gaza (2019), Song of Granite (2018), Viva (2017), An Bronntanas (2015), As If I Am Not There (2014) and Kings (2011.)

PILLAR 1.
OUR MEMBERS

The Irish Film & Television Academy is the **largest membership-based** screen industry organisation in Ireland.



IFTA Academy Members are a unique global community of **1,240 creative professionals** making a profound contribution to the film and television production industry worldwide, both in front and behind the camera. Our Members are predominantly spread across Ireland, the UK, New York and Los Angeles.

Our Members **sit at the heart of everything we do**. They support our mission and vision to be an inspiring neutral space for the industry to **share knowledge & expertise** and benefit from engagement with inspiring international craftspeople and content-makers from peer Academy groups worldwide.

Our Members are represented across **14 Chapters of Discipline**. They participate in the Academy's film and television committees and Irish and international Jury panels and they vote in our Academy awards.

Our Members believe in working together to build a legacy for future generations. They also act as **Mentors** to young Academy members and emerging Irish talent, lending their knowledge, and expertise within our 12-month programme of learning.

Over the next 5 years, IFTA will invest in our international branches **IFTA London** and **IFTA LA** to create strong networking opportunities for our members to forge relationships and links between the creative industries in Ireland, UK & US.

PILLAR 2.
ACADEMY AWARDS

The annual IFTA Awards are an all-Ireland celebration (North & South), acknowledging Irish achievements in front of and behind the camera, and rewarding 'Excellence' in the craft. The IFTA brand is recognised internationally as the brand of excellence for screen achievement from Ireland. The Academy delivers 2 high-profile Award Ceremonies annually;

1. **The IFTA Film & Drama Awards** (large-scale productions; Feature Films, Drama)
2. **The IFTA Television Awards.** (for TV programmes)



There are **c 430** titles submitted across both ceremonies for consideration each year, and there are **c 26 Award Presentations** at each ceremony. Each Ceremony hosts **c 500 industry practitioners** (nominees, stakeholders, industry professionals, executives, government etc). Recent guests have included **President Michael D Higgins, Liam Neeson, Gabriel Byrne, Roma Downey, Mark Burnett, Sir Bob Geldof, Fionnula Flanagan.**

The IFTA Award Ceremonies are a **powerful marketing tool** for the Irish Screen Industries to both the Irish public and to international markets. IFTA's publicity campaign in Ireland generates a media value of **€4 million** annually (Kantar Media) and **€3.4 million internationally.**

The highest TV viewership achieved by the awards was **1.24 Million peak viewers** (AC Nielsen) on RTÉ's Saturday **primetime** slot in 2013.

IFTA has delivered **18 Awards Ceremonies**, presented **694 Irish Academy Award Statuettes** and has honoured **23 Veterans**, for their Lifetime contribution to the Irish industry.

PILLAR 3.
12-MONTH PROGRAMME OF LEARNING EVENTS

In keeping with other Academies worldwide, IFTA delivers a 12-month programme of learning events and initiatives that offer unique access to some of the world's most inspiring screen talent, sharing knowledge, expertise and experiences that inspire 'Excellence' in craft.

The Academy hosts 50+ events across a wide range of masterclasses, discussions, lectures, workshops, tributes, screenings plus Q&As etc, and recent years have included:

Directing with: Martin Scorsese, Stephen Frears, Len Wiseman, Roger Michell, Aisling Walsh, Ben Wheatley, Whit Stillman, Neil Marshall, Dearbhla Walsh, Terry George, Neil Jordan, Jim Sheridan, John Boorman.
Acting with: Liam Cunningham, Ethan Hawke, Liam Neeson, Steve Coogan, Saoirse Ronan, Andrew Scott.



Comedy Writers/Creators: Sharon Horgan, John Lloyd, Graham Linehan.
Writing with: Clement & la Frenais, Guy Hibbert, Shane Connaughton, Malcom Campbell.
Documentary: Michael Moore, **Make Up Artistry:** Michelle Burke **Cinematography:** Seamus McGarvey, Sean Bobbitt,
Animation: John Lassater **Editing:** Úna Ní Dhonghaile, Emer Reynolds, Joel Cox, **TV Lectures & Industry Breakfasts:** Rob Clarke (Freemantle), Dee Forbes (Discovery), Magnus Ternsjo (UPC - Virgin), Tony Hanaway (Virgin Media). **Visual Creators:** Annie Atkins (Grand Budapest Hotel), **Music/ Composers:** Dario Marianelli, Christopher YOUNG, Brian Byrne, Stephen Rennicks. **IFTA Women In Focus events** plus Annual Conference at the Google building.

PILLAR 4.
JOHN FORD IRELAND

IFTA established **John Ford Ireland** (est. 2011) in association with the **John Ford Estate** in the USA, with the support of The Department of Culture, Heritage & the Gaeltacht.

John Ford Ireland is now the cornerstone of the Irish Academy (just as BAFTA has David Lean with their David Lean Room at the BAFTA building along with their annual David Lean Lecture). IFTA is proud to have John Ford associated with the Academy. Ford is one of the greatest filmmakers of all time. He made **136 Films** over 50 years; He **holds the record** for winning the **most Oscars** (for Best Director); He was the **1st recipient** of the **AFI Lifetime Achievement Award**; the **1st filmmaker** to receive the **Medal of Freedom**.

IFTA presents the **JOHN FORD Ireland – Film Symposium**, a 4 day Global Film Symposium where filmmakers from all around the world come to Dublin to share knowledge and discuss new visions in filmmaking with respected world industry leaders in the art-form and craft. Events include Masterclasses; Directors Hub; Writers Hub; Actors forum; Producing & Financing; along with the **Ford Film School**, the **Academic** panel, the **Museum** exhibitions & the **Concert Hall** events.

The **John Ford Award** has been presented to **Martin Scorsese** and to **Clint Eastwood**.



Guests have included people like Martin Scorsese, Clint Eastwood, Bertrand Tavernier, Peter Bogdanovich, Dan Ford, Stephen Frears, Joel Cox, Ben Wheatley, Neasa Hardiman, Marissa Wayne, Julian Jarrold, Sean Bobitt, Tanya Segatchian, Kyle Eastwood, Liam Cunningham, Stephen Rea, Patrick Wayne, John Boorman, Jim Sheridan, Neil Jordan, Charlie Murphy, Joseph McBride, Glenn Frankel and more.-



Fionnula Flanagan
Actress

IFTA Academy Member
Acting Chapter

The Academy provides an institution that can, through its membership, collectively express an Irish ethos that fosters native talent by rewarding creative risk and by recognising excellence in achievement. If we are to have a vibrant indigenous Irish film industry that claims its legitimate place on the world screen, Irish artists must have a formal forum within which to independently define these attributes on their own terms, in relation to an Irish identity and, from which then, to publicly represent them to the international community

Fionnula Flanagan

The Irish Film, TV and Animation industry has experienced unprecedented growth and expansion in recent years. Having delivered a milestone 15 years of industry service, nurturing and support for Irish creative talent, the IFTA Board recognised the need to pause and to strategically plan for the next major phase of work and development for the Academy and to identify its key objectives, challenges and opportunities, as the largest member-based audiovisual organisation across all of Ireland (North & South).

In preparing this strategic plan, the Academy has consulted with peer Academies across Europe, that have undertaken similar strategic plans. We have consulted with key industry organisations, representatives, and stakeholders; with Academy Members, The IFTA Board, Film Committee and Television Committee, along with IFTA management and staff.

OPPORTUNITY

IFTA'S UNIQUE POSITION - CENTRAL HUB OF EXCELLENCE

IFTA is uniquely positioned as an independent and neutral organisation to act as a central Hub of excellence to nurture, support and recognise **ALL professionals**, in front and behind the camera, regardless of what guild or union they belong to, and without influence from who has funded their projects.

CHALLENGE

NEED FOR GOVERNMENT FUNDING

Chief amongst the challenges for IFTA is the uncertain and inconsistent nature of funding available to the Academy. While many Academies across Europe are predominantly state-funded across their entire administration overhead and suite of activities (Spain, Portugal, Italy, Luxembourg, Poland and the European Film Academy, etc.) Ireland's Academy, as of yet, receives no such funding from the Irish Government for its core Academy administrative costs or services. IFTA has never received funding from the **Arts Council**, as there has been no strategy to fund a film & television Academy within their funding model.

IFTA receives some sponsorship from **Screen Ireland's marketing budget** towards the annual IFTA - Film & Drama Awards to showcase the industry. However it is difficult for Academy Awards to be undertaken if the core Academy organisation itself is not protected across its infrastructure, technology and staffing.

OPPORTUNITY

MAKING IRELAND A GLOBAL HUB

The Irish Government has announced plans to double the industry's **employment to 24,000** within five years and to make Ireland a **Global Hub** for production. Ireland is well-placed to achieve this, as the only English-speaking European country following Brexit. IFTA supports this ambition, but it is vital for the Academy to be properly resourced (across infrastructure & overhead) to sustain this growth and to help its members develop professionally, in line with Academies across Europe, and to ensure IFTA can continue its crucial work for the industry.

CHALLENGE

IFTA IS AN ACADEMY - NOT JUST AN AWARDS EVENT

There is a perception in some quarters, that IFTA is simply an awards body and an awards event on TV. We must ensure there is a wider understanding of IFTA's activities across 12 months of the year (masterclasses, discussions, lectures, mentorship, tributes, screenings, Q&As, networking – as well as the Awards). We need to bring widespread awareness to the pivotal role the Academy plays in nurturing, developing, and supporting industry professionals right throughout their careers, both in Ireland and internationally; that we bring inspirational leaders from peer Academies worldwide to share their knowledge with our members and more.

GOVERNMENT’S OBJECTIVES FOR THE INDUSTRY

The Olsberg SPI report detailed that the audiovisual industry generated €1.1 billion into the Irish economy annually with €857 million coming from the ‘film, television and animation’ sector alone. The report also found that there were 17,000 full-time audiovisual jobs in Ireland but that the sector could, in a period of five years, double employment in “film, television and animation” to over 24,000 full time equivalents and a gross value added of nearly €1.4 billion.

The Olsberg SPI Report, recommended the extension of the Section 481 tax incentive, the revision of the TV Licence, which directly funds the public service broadcaster (RTÉ) and to increase funding and support for Screen Ireland. Sectors such as Co-Production, Development, TV Drama, Regional Production and Training were also prioritised to help strengthen the industry.

€200 million investment into the audiovisual industry and Media production:

Following this report the Government launched the ‘Audiovisual Action Plan’ included in the Government’s capital investment plan ‘Invest in our Culture, Language and Heritage 2018-2027’ and has promised an investment of €200 million into media production and the audiovisual industry over the next 10 years to help Ireland to become a global hub for the production of Film, TV drama and animation.

Government’s Creative Ireland Programme which oversees this fund states:

- Arts and culture are intrinsic to the Irish State.
• Societies which invest in the arts and heritage are more prosperous, successful societies.
• Creativity must be placed at the heart of our future as a society and a country.
• Encourage ambition, risk, innovation and excellence in the creative and cultural sectors
• Ensure the robustness of systems which safeguard and promote Ireland’s cultural heritage
• Promote Ireland’s culture on the international stage
• Finance this vision with well-designed funding mechanisms.

Investing in our Creative and Cultural Infrastructure

The Government pledges to invest in our creative & cultural infrastructure, as it recognises that high-quality infrastructure is critical for a vibrant arts and culture sector which in turn supports strong and sustainable economic growth. The Government will support Cultural Institutions with ambitious but realistic investment plans, to address infrastructure deficiencies.

Ireland as a Centre of Excellence in Media Production

The key focus will be on Ireland’s potential to be a global leader in film production, TV drama, documentary, children’s storytelling, and animation for the screen. Creative Ireland has provided the context and platform for a major initiative involving Screen Ireland, RTÉ, the independent production sector, third level institutions, and other stakeholders to enable and position this sector to be an international leader. Creative Ireland will facilitate an industry-wide plan to ensure strategic coherence around the objective of making Ireland a leader in this sector.

The Irish Film & Television Academy has welcomed this ambitious plan and strongly shares the belief with our Government that Ireland has an opportunity now to become a Global Hub, and that Government will encourage ambition, risk, innovation and excellence in the creative and cultural sectors.



Michele Burke
Make Up Artist

Two-time Oscar Winner



I am a member of the American Academy as well as the Irish Academy (IFTA). I certainly feel that I am part of the great energy that fuels creative minds.

IFTA is a vital part of the Irish film industry. It’s a place to meet like minded people, to show our films and share ideas. As a resource it’s simply invaluable. It is THE Hub and heart beat of our industry. Through IFTA we are privy to updates and shared knowledge on new films, screenings, masterclasses, workshops and discussions.

Culturally, IFTA can reach out to the entire globe of filmmakers and countries to promote Irish films and Irish screen content. It allows us to share our resources and network with great crews.

Via IFTA we can highlight to the rest of the world that we have amazing crew and studio resources in Ireland.

There are enduring dividends to transporting our culture around the world via film. Honouring the talents of our behind-the-scene craftsmen only raises the bar of excellence higher for those that will follow.

Michelle Burke

IFTA has identified eight strategic objectives which will inform and drive our work across the four pillars of the Academy over the next five years and into the future.



Jim Sheridan
Director / Writer
Oscar Nominee



I am a strong supporter of the Irish Film & Television Academy (IFTA) and its new 5-year Development Plan.

Since the first IFTAs took place back in 2003, the Academy has been a wonderful support to the Irish film industry and has worked tirelessly to promote Ireland and Irish films at home and abroad.

It is extremely important that the Academy can continue with its great work in selling the industry abroad, attracting foreign productions, fostering talent and running events, masterclasses and the very prestigious annual awards.

Jim Sheridan

- 1 FINANCIAL STABILITY
- 2 THE IRISH ACADEMY AWARDS
- 3 12-MONTH PROGRAMME OF LEARNING EVENTS
- 4 GROWING ACADEMY MEMBERSHIP
- 5 JOHN FORD IRELAND - A GLOBAL EVENT
- 6 PUBLIC ENGAGEMENT
- 7 EXPANDING INTERNATIONAL PROFILE
- 8 ESTABLISHING ACADEMY BUILDING (MEMBERS' HUB)

MEASUREMENTS & IMPLEMENTATION

The success of each objective will be measured annually through performance measures such as surveys, reviews, statistical analysis and qualitative feedback, with reports produced in the following areas:

- Financial performance
- Awards reach & viewership
- New Members (+Renewals)
- Industry Participation (Learning Events)
- Public & Online Engagement
- Media Coverage (National and International)
- Data collection and surveys



Brian Kirk
Director & Producer

21 Bridges
Game of Thrones
Boardwalk Empire

Having been supported by the Irish Academy for so much of my career, I owe it a considerable debt, as does the whole filmmaking community of Ireland. I was one of the Directors on Season One GAME OF THRONES, the biggest TV show ever made here or anywhere.

Emerging talent needs to be recognised and nurtured. Training is obviously essential as is the need to showcase the work of new voices and to establish relationships with the UK, US and globally. Established filmmakers are no less hungry to learn. We all need a community to live in, to be inspired by and to collaborate with, in order to tell stories that are our own, but which can resonate universally. IFTA is at the heart of all this.

The fact that we are an English speaking country with a strong infrastructure and a great talent pool on both sides of the camera, makes us very strongly placed to do so. The cultural benefits are obvious and huge. The economic benefits equally so. Think of what the budget of one TV show has done for the North of Ireland. It has been key to the creation of an industry that did not exist when I was growing up there. The demand for storytelling of this scale is growing. We must grow with it.

If we want to think strategically about how to plan for and benefit from this, we need the infrastructure and skillset of IFTA. We need to invest in ourselves, our country and our future.

We need to recognise the key role IFTA has to play in this.

Brian Kirk

OBJECTIVE 1 FINANCIAL STABILITY

While the IFTA events and award ceremonies attract commercial sponsorship and partnership, it is more challenging for IFTA to source commercial funding for the Academy's overhead/annual costs (infrastructure, staffing, office rental, equipment and technology etc). The Academy also relies on Membership fees to help run the 12-month programme of learning events for its members.

It is imperative now that the Academy receives Core Funding support from Government via the **Department of Culture, Heritage & The Gaeltacht** and **Department of Communications** (from state agencies, public-service broadcasters, Government funding agencies etc) who have a remit to support and invest in the sector, particularly in line with recommendations from the Olsberg/SPI report and subsequently outlined in the Government Action Plan.

This is in keeping with **best practice across Europe** where European National Film Academies are supported by their respective governments and state agencies, both for their Award ceremonies **and** for their entire range of Academy activities. For example:

FUNDING BEST PRACTICE ACROSS EUROPE

- **The Spanish Academy of Film Arts and Sciences** has been declared a public utility and recently signed a cooperation agreement with the Ministry of Education, to promote Spanish Film, set up an Academy-run Film Museum, and provide support and training for industry professionals.
- **L'Accademia del Cinema Italiano:** The Italian Academy (David di Donatello), is **100%** funded by the Italian Ministry of the Performing Arts and the Ministry for Cultural Properties and Activities.
- **The Portuguese Film Academy** is supported by Portugal's Ministry for Culture and the Portuguese Cinema and Audiovisual Institute, supervised by the Secretary of State of Culture.
- **Luxembourg Film Academy (D'Filmakademie)** is funded by Ministry of Culture's Centre National de l'Audiovisuel (CAN), Film Fund Luxembourg and Luxembourg Chamber of Commerce.
- **The Polish Film Academy** is funded by: Polish National Film Fund, Polish Film Institute, Krakow Film Foundation (+Other state funding bodies.)
- **The European Film Academy (EFA)** is funded by the LOTTO, the German State Minister of Culture, CREATIVE EUROPE / MEDIA plus Patronage from most European Governments including Ireland (via Screen Ireland)

FINANCIAL OBJECTIVES 2020-2024

- **Ensure Policy-Makers recognise the positive impact** of having a properly funded Academy for the industry's future.
- **Secure Government Funding (for Academy):** and funding bodies, towards Academy's annual overhead (office, staff, equipment, technology, digital platforms) to help retain key staff/ knowledge that can in turn deliver core services and undertake key events for the industry.
- **Secure Commercial Sponsorship (for Awards & Events):** to cover 3rd party event costs, service providers, contractors, event hire, suppliers, marketing, advertising, promotions etc.)
- **Secure Membership Fees (for Learning Events):** to contribute towards costs of learning events; masterclasses, discussions, lectures, workshops, screenings, Q&As etc.



Lenny Abrahamson
Director

“It’s lovely to have your peers give you an award like this. It means a lot that people you know, work with and respect in the industry like what you are doing and reward it

Lenny Abrahamson

OBJECTIVE 2 IRISH ACADEMY AWARDS

Like all other Academies, the Irish Academy (IFTA) delivers high-profile Award Ceremonies annually, representing all of Ireland (North & South) and rewarding ‘Excellence’ in Irish achievement across all disciplines of skill and craft (in front and behind the camera). The IFTA brand is recognised internationally as the brand of excellence in achievement from Ireland with two Awards annually:

1. The IFTA Film & Drama Awards
2. The IFTA Television Awards

To date IFTA has delivered **18 Awards Ceremonies**, presented **694 Irish Academy Award Statuettes** and has honoured **23 Veterans of the Irish industry** for their Lifetime contribution to the Irish industry.

The IFTA Awards Ceremonies are a powerful **marketing tool** for the Irish Screen Industry and achieves a marketing value of **€4 million** (Kantar Media) annually in Ireland and **€3.4 million** internationally.

AWARDS OBJECTIVES 2020 - 2024

AWARDS CEREMONY

Strive to deliver dynamic, engaging and visual ceremonies to the highest possible standards, that will **showcase and reward** the incredible work of Irish Talent. Showcase Irish Nominees & Winners in Ireland and internationally via broadcast & international marketing campaign.

FUNDING THE AWARDS

Ensure that each Awards are funded properly to finance the highest quality production values for the industry across ceremony and broadcast. This can be achieved through commercial Sponsorship plus stakeholder funding from: **BAI, Screen Ireland, Northern Ireland Screen, RTÉ, BBC NI, Virgin Media & TG4.**

BROADCAST

Strive to showcase the Awards to the largest possible TV audience. IFTA achieved its highest viewership of **1.24 Million peak viewers** (AC Nielsen) on RTÉ’s Saturday primetime slot. Audience share is now very competitive, and IFTA will strive for best primetime positioning combined with its 8 week all-Ireland marketing campaign to achieve maximum TV viewership share.

BEST PRACTICE & STANDARDS

The Academy will maintain the highest international standards of best practice. IFTA is part of the Film Academies Network of Europe and will keep abreast of all up to date standards and procedures.

TRANSPARENCY & GOVERNANCE

The Academy will ensure that the Jury and Voting process and criteria is published and communicated for all stakeholders. **Deloitte** will be the official Academy scrutineers across 2020 – 2024. Voting will be undertaken by Academy Members plus a jury of Irish & international experts in each specific craft area.

TECHNOLOGY PLATFORMS

Invest in best practice awards technology platforms, including the **Online Submission** platform; the Members & Jury **Viewing platform**; the **Voting System** and Awards Website for public engagement.

INTERNATIONAL MARKETING:

The Academy will invest in an *International Marketing Campaign* to drive awareness and promote Ireland as a ‘**Global Centre of Excellence**’ internationally, and showcase the best of Ireland on par with the best in the world. News feeds & TV highlight packages from the IFTAs will be distributed to **320 News channels** worldwide. Our peer Academies, including AMPAS in the US and BAFTA will help IFTA reach new audiences with the message of Irish talent, films, dramas, IFTA Nominees & Winners.

IRISH MARKETING:

In Ireland IFTA will undertake an all-Ireland **8-week Marketing campaign** annually (Cinema, Radio, TV, Print, Online) to build public awareness of Irish screen productions and promote Award Nominees each year.

OBJECTIVE 3

12-MONTH PROGRAMME OF LEARNING EVENTS

IFTA runs 50+ annual events within its Members' Learning Programme across 12 months of the year.

MASTERCLASSES
INDUSTRY LECTURES
DISCUSSIONS/Q&A SESSIONS
CRAFT WORKSHOPS
WOMEN IN FOCUS SERIES
ANIMATION SERIES
IRISH LANGUAGE
ACTORS FORUM
NETWORKING EVENTS
AWARDS
JOHN FORD SYMPOSIUM
TRIBUTES
SCREENINGS

12-MONTH PROGRAMME OBJECTIVES 2020 - 2024

RECOGNITION & SUPPORT FOR NEW TALENT

1. RISING STAR AWARD (sponsored by Screen Ireland)

IFTA will continue to present the **Rising Star Award** each year at the annual IFTA Awards to showcase great new Irish talent, sponsored by **Screen Ireland** and selected by special jury.

The Rising Star award is a great international springboard of recognition for the nominees with extensive profile in trade press including **Variety, Screen International** and **the Hollywood Reporter**, as well as in Ireland. *Rising Star*

winner have included Saoirse Ronan, Michael Fassbender, Tomm Moore, Domhnall Gleeson, Jamie Dornan and Sarah Greene, all of whom have gone on to garner recognition and accolades internationally.

2. IFTA - MENTORING NEW IRISH TALENT

The future success of our industry lies in ensuring new talent is not only discovered but helped along their way. IFTA will undertake a new initiative for talented individuals to achieve their full potential, regardless of their background or circumstances. **10 individuals** will be selected each year from across the Irish community of short film creators, acting talent and craftspeople, to participate in the **IFTA Mentoring Programme** which includes 12 months **support and mentorship** within the Academy and Learning programme of activities. Applications will be opened up in 2020.

3. IFTA - TALENT HUB SESSIONS

The Academy will introduce the **IFTA Talent Hub Sessions** across the **12 months of the year**, to include individual & round-table discussions with invited international guests as well as IFTA winners and nominees. These sessions are aimed at supporting and nurturing IFTA's Associate and Student Academy Members, and inspiring emerging talent across each of the Academy's 14 chapters of craft discipline. The IFTA Talent Hub Sessions will be sponsored by a leading Irish commercial brand partner and will be recorded and made available via the Academy website.

4. IFTA - NEW TALENT – LEARNING WEEKENDS

IFTA will introduce a number of **tent-pole learning weekends** aimed at nurturing and inspiring new Irish talent. The first event will take place over the weekend of the annual IFTA Film/Drama Awards in 2020 and another event will be held at the John Ford Ireland – Symposium - with specially designed workshops and access to inspiring international & Irish talent.

OBJECTIVE 3

12-MONTH PROGRAMME OF LEARNING EVENTS

IFTA WORKING IN PARTNERSHIP WITH KEY ORGANISATIONS

5. IFTA - 3rd LEVEL PARTNERSHIPS

IFTA will work in partnership with leading Irish 3rd level Colleges who teach film, television, animation and media to help support a natural path-way from college into the professional environment. IFTA will also support the transition of college students into IFTA Student Members in future years.

6. IFTA – SUPPORTING ACTING SCHOOLS

IFTA will expand its support for exceptional young acting talent that have emanated from acting colleges such as Bow Street's 'Screen Acting' courses and the Gaiety School of Acting for stage & screen. IFTA has been consistent in lending its support to both schools allowing their most talented students to benefit from selected special events across the IFTA Learning programme.

7. STRATEGIC PARTNERSHIPS (Screen Skills Ireland & the BAI)

IFTA will continue to partner with **Screen Skills Ireland** (Government's national training body) across specific IFTA masterclasses with IFTA's international Academy guests. Similarly, the Academy will continue to work with the **Broadcasting Authority to Ireland (BAI)** to deliver strategic and informative learning events that support our Members – film and television professionals.

8. IFTA – ANIMATION IN FOCUS

IFTA will continue programming the **IFTA - Animation in Focus Series** across 12 months of the year. Launched in 2019, the IFTA series is spear-headed by Oscar nominated Paul Young, CEO of Cartoon Saloon who is Chair of the **IFTA Animation Chapter** and sits on the IFTA Film Committee. The series will follow on from the 2019 events which saw Discussion events with Animator & Games Designer David O'Reilly; Writer/Director Louise Bagnall; Writer/Director Carol Freeman; Director/Actor Hugh O'Connor; Writer/Director Lance Daly; Producer Jonathan Clarke.

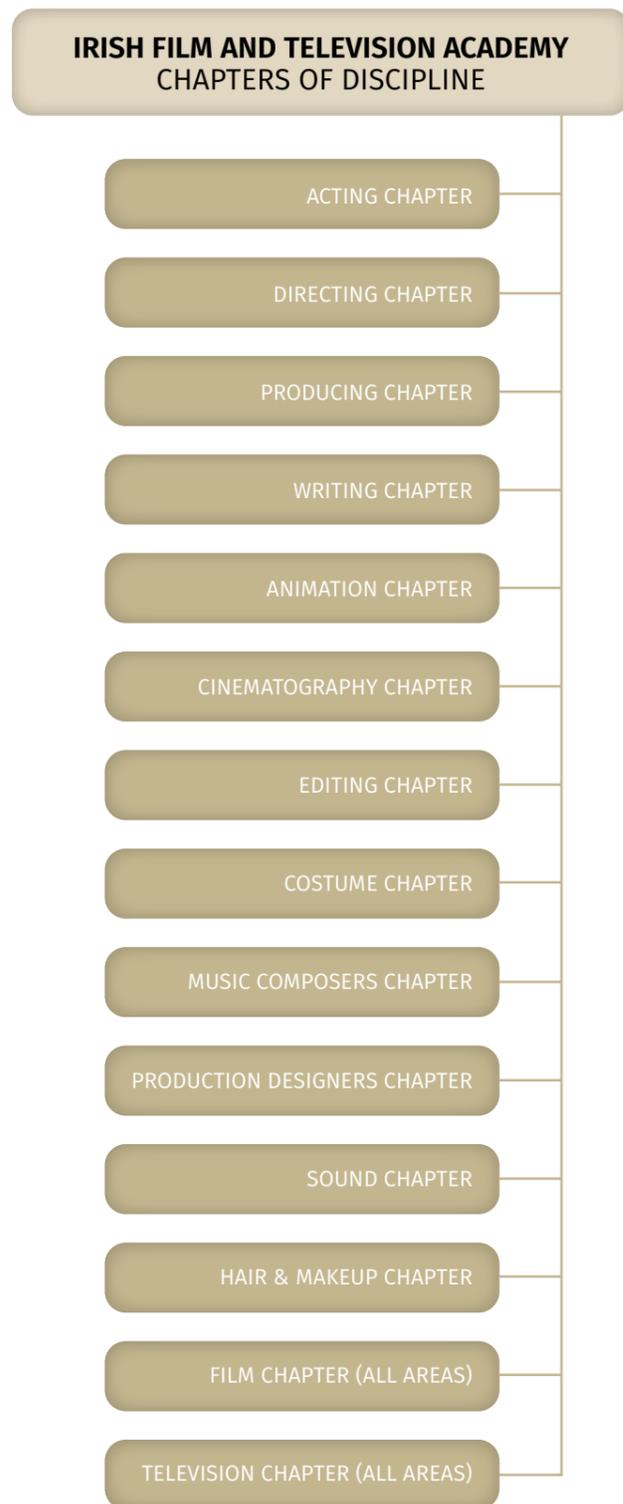
9. IFTA – GAMING IN FOCUS

As with other European Academies, IFTA believes that recognition of the work of indigenous Irish Game creators will be an integral part of our industry's future. IFTA will introduce a Gaming Committee to explore initiatives around game creators and gaming within the Academy. This will also provide an exciting opportunity for cross-medium conversations between filmmakers, animators and game designers within the Academy Hub and its 12-month programme of Learning events.

10. WORKING WITH FILM FESTIVALS

IFTA will expand on its work with key Film Festivals across Ireland and internationally to provide a support-network for Irish Academy Members when showcasing their work at the festivals (Networking Events, Meet & Greet, Discussions); including Galway, Belfast, Dublin, Berlin, Cannes, Toronto, New York, Los Angeles etc.

OUR MEMBERS



OBJECTIVE 4 GROWING ACADEMY MEMBERSHIP

The Academy endeavours to be a truly inspiring neutral space for the industry as a whole to come together as Academy members from across all craft disciplines to share experiences, to evolve and grow with the industry.

We work hard to develop meaningful, reciprocal relationships with all of the individuals that make up the Academy; putting creative achievement, innovation and expertise first while targeting areas we feel are underrepresented, whilst ensuring there is a place for everyone. Over the next 5 years, as Ireland's film industry continues to grow both nationally and internationally, the Academy will grow alongside it, doubling our membership base in that time.

ACADEMY MEMBERSHIP OBJECTIVES 2020 - 2024

GROW ACADEMY MEMBERSHIP - 3,000+

Increase Academy Membership to 3,000+ professionals and prepare for further expansion of membership in line with Government plans for industry growth. Introduce new chapters as per expansion.

AN ALL-IRELAND ACADEMY OPEN TO ALL PROFESSIONALS

Ensure that all professionals working in all disciplines across the full spectrum of the industry (North & South) are given access to membership of the Academy and related benefits.

NORTHERN IRELAND MEMBERS

Over next 5 years, expand membership further in Northern Ireland; work closely with NI members to ensure their input, ideas and vision are part of IFTA's programme of work; rotate NI Members on Committees; deliver NI Academy learning events; including screenings of NI titles in Belfast & Dublin during Members Voting season.

CHAPTER-FOCUSSED LEARNING EVENTS

Deliver tailored events/activities for each Members *Chapter of Discipline*, with inspiring international guests and craftspeople, with access to international Academy peers worldwide and leaders in their field of expertise.

TIERED MEMBERSHIP SYSTEM

Introduce a new tiered-membership system (Non-Voting) to allow for Career-starters, Young Professionals, Student Members and new entrants into the sector, where they will benefit from: *IFTA's 12 month Learning Programme*, which includes the *Academy Mentoring Programme*, the *IFTA Talent Hub Sessions*, the *IFTA New Talent Learning Weekends* plus the *John Ford Film School & Scholarship programme*.

SECTOR MEMBERSHIP ANIMATION & GAMING

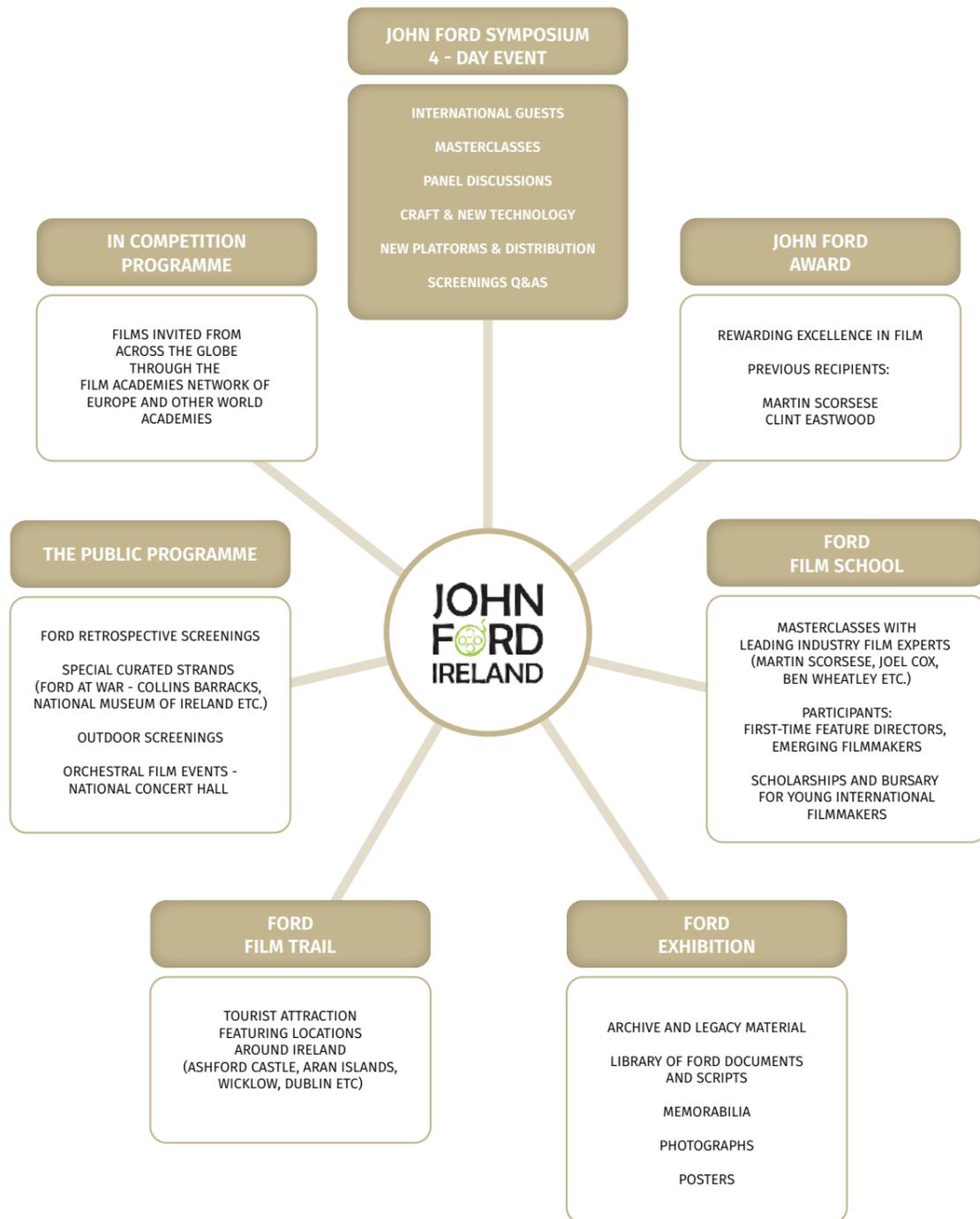
IFTA will increase its membership across very specific sectors, genres and production areas, including the animation & gaming sectors, and will deliver new inspiring and cross-over events to encourage collaboration, access and networking between live-action and animation/gaming.

NEW MEMBERS & RENEWALS

We will expand new membership and retain existing members by delivering a robust annual programme of learning events; Masterclasses, Discussions, Screenings, Networking; along with Providing; Voting Rights for Awards; Private Access to view Screen titles; Member Discounts on Travel, Hotels, Cinemas, Restaurants, Festivals; plus Worldwide recognition as Irish Academy members.

JOHN FORD IRELAND FILM SYMPOSIUM

Every 2 years, IFTA presents the John Ford Ireland Film Symposium, a unique 4-Day Global Event where audiences and filmmakers gather from all around the world to celebrate the legacy of cinema's most celebrated Irish-American. They discuss new visions in filmmaking; share knowledge and ideas; listen to world-renowned industry leaders discuss the artform and the craft, and drive international focus on Ireland as a global filmmaking hub.



OBJECTIVE 5 JOHN FORD IRELAND – A GLOBAL EVENT

Every 2 years, IFTA will present the **JOHN FORD Ireland - Film Symposium**, a unique **4-Day Global Symposium event**; where filmmakers gather from all around the world to discuss new visions in filmmaking; share ideas and listen to respected world renowned industry leaders in the art-form and the craft (Discussion, Masterclasses, Lectures, Workshops, Screenings, Music and Theory).

JOHN FORD IRELAND - OBJECTIVES 2020 – 2024

To programme the most engaging **4 day Global Symposium** that will inspire filmmakers from all around the world to come to Dublin to share knowledge and discuss new visions in filmmaking; discuss ideas with respected world industry leaders in the art-form and craft. Events will include the Directors Hub; Writers Hub; Actors forum and the Producing & Financing forum.

IRELAND - GLOBAL CENTRE OF EXCELLENCE

IFTA will help drive international focus on Ireland via this unique global Ford symposium and will support Government's ambition for Ireland to become a **Global Centre of Excellence** for film & television.

JOHN FORD AWARD

The Academy will choose another world-renowned filmmaker for the prestigious **John Ford Award**, following in the footsteps of **Martin Scorsese** and **Clint Eastwood** and deliver a special Masterclass.

FORD FILM SCHOOL

The JFI programmer will programme a week-long **Ford Film School** in Dublin to run just prior to the 4 day Symposium; To welcome **50-100 Young International Filmmakers** across both film & TV Drama. IFTA will reach out to its peer European Academies and database of International Universities and Institutions to shortlist potential participants. The school will run workshops & masterclasses across: producing, directing, scriptwriting, cinematography, editing, music and composing etc.

FORD FILM SCHOLARSHIP

To launch the Academy's second **Ford Film Scholarship** scheme, to allow Film & TV Drama filmmakers from around the world (who have made at minimum one feature film or drama) to attend the Ford Film School for free and to receive free accommodation in Ireland.

THE PUBLIC PROGRAMME

To curate an engaging Public Programme of screenings and events **within the Symposium** specifically for film and drama lovers and film buffs. Work with Dan Ford and John Wayne's family, Patrick & Marissa Wayne, to programme a key Ford programme specifically for Ford fans worldwide.

- **Film Academic Programme:** The Ford Symposium attracts a large number of Ford enthusiasts and historians from around the world. JFI will programme specific film Lectures and Panel Discussions across key themes and aspects of Ford's work (both Silent & Technicolour).
- **Irish Museums & Collins Barracks:** To continue the Academy's strong relationship with Collins Barracks to present the Ford at War hosted by Ford's grandson Dan Ford at the National Museum of Ireland with special events, tours & displays
- **National Concert Hall:** To programme further events with the National Concert Hall from the silent era with international composers along with the RTÉ Concert Orchestra.
- **Outdoor Screenings:** To programme further Outdoor Screening events for the public (as per previous event) on large outdoor screen, which proved very popular with the public.



Sarah Bolger
Actress



As a proud Irish actress for the last twenty years, I can say with vigour that the Irish Film and Television Academy not only should be supported, but revered. Without IFTA, so many young creatives would be lost. IFTA is a home; a breeding ground for our powerful Irish community that is celebrated from Los Angeles to Deauville

IFTA has welcomed me with open arms. Allowed me to flourish, learn and achieve. I will be forever grateful to them for their time, effort and care.

History has proven that The Irish are poets, framers and magicians of the spoken word. It's part of our DNA; it's in our blood. We thrive in individuality, we weave passion, and create imagination-bursting masterpieces. We've so many stories to share."

Sarah Bolger

OBJECTIVE 6 PUBLIC ENGAGEMENT

The Irish public has become very familiar with the IFTA brand, especially through IFTA's high profile broadcast of the annual IFTA Awards Ceremonies and through IFTA's two awards campaigns ie; 2 x 8 week Awards marketing campaigns (across cinema, print, radio, online etc.) in the lead up to the Awards events. For 15 years IFTA has played a pivotal role in building public awareness and pride in Ireland's home industry.

Outside of the industry itself however, there can be a perception that IFTA just does Awards events, as the public and Government itself are not as familiar with all of the other work IFTA does as an Academy with activities across 12 months of the year, as traditionally these events have not been advertised publicly. The Academy will increase public engagement in the following ways:

PUBLIC ENGAGEMENT OBJECTIVES 2020 – 2024

HIGHLIGHT YEAR-ROUND WORK VIA AWARDS

We will undertake separate all-Ireland **8-week Marketing campaigns** (twice-annually across Cinema, Radio, TV, Print, Online & social media) in the lead up to both Awards Ceremonies to continue to build public awareness of Irish screen talent and Irish productions and to promote Award Nominees.

IFTA IS THE ACADEMY

We will leverage aspects of this campaign to inform the public about the ACADEMY and highlight that IFTA is first and foremost an Academy with a membership of 1,240 industry professionals, who are at the heart of everything we do.

IFTA IS THE HUB

We will communicate that the Academy Hub is a neutral central space where talent is nurtured and encouraged where knowledge is shared between Irish and international industry peers to promote excellence in screen craft.

ONLINE - STREAMING KEY EVENTS

We will record specific Academy events to be streamed on social media platforms which will generate widespread public engagement across all demographics.

PUBLIC ACCESS & PARTICIPATION

We will invite public participation and provide access to some of our initiatives, screenings and discussions, enhancing the public's understanding of Irish screen craft, the creative process, and the exciting projects being brought to the screen by our members. We have successfully piloted an access initiative via public ticketing system recently, which will now be expanded.

WORK WITH STAKEHOLDERS

We will work with all stakeholders (Screen Ireland, BAI, Broadcasters etc.) to promote the Academy's work to the wider public and highlight the Academy's year-round core activities and role within Ireland's Film & Television ecosystem.

EXPAND WORK WITH FESTIVALS

We will expand our partnerships with film festivals in Ireland and internationally to enhance public awareness of Irish screen talent and our members.

YEAR-ROUND PROMOTION

We will engage through all our media channels, social media, Academy newsletters, radio, print, online and cinema with invitations, public access, ticketing and competitions to highlight our year-round work.



Jason O'Mara
Actor



I am an Irish actor living in Los Angeles who works all over the world and returns to Ireland regularly. In 2017 I received the greatest honour of my career so far. I won the IFTA for Best Supporting Actor – in Film for 'The Siege Of Jadotville'. It wasn't the statue that made me want to continue my relationship with the Academy, it was the feeling of being a part of a celebration of Irish work, connecting with my colleagues and compatriots and witnessing my peers publicly recognise the best that Ireland has to offer. IFTA facilitates all of this and more.

Perhaps because I live in the USA, I have some perspective on how Ireland is perceived abroad, it has become clear just how much impact the Irish film and television community has on the rest of the world. IFTA has been central to this success and continues to be.

Having the Academy as a hub and a point of contact for the Irish film and television community year round, is essential. Through the inspired 12 month Learning Programme of Masterclasses, Lectures, Tributes, Screenings and Q&A's, IFTA keeps Irish film and television thriving, offering unprecedented access for members to learn from others in order to succeed and support one another. As the world gets smaller and as Ireland's International creative influence grows, IFTA has never been so important.

Jason O'Mara

OBJECTIVE 7 EXPANDING INTERNATIONAL PROFILE

The IFTA brand widely recognised internationally has steadily built up a strong reputation as one of the foremost Academies in the world, showcasing the best of Irish talent to the world at large.

While the annual IFTA - TV Awards & nominees are promoted extensively within Ireland & UK along with European TV markets (Irish made TV programmes) the annual IFTA - Film & Drama Awards has a much larger international industry engagement, as it showcases Ireland's acting & production talent, across large scale productions. IFTA promotes the Irish Academy Awards and nominees to US and UK talent agencies, publicists, managers, along with international peer Academies, international news channels and trade publications.

INTERNATIONAL PROFILE OBJECTIVES 2020 – 2024

INTERNATIONAL MARKETING CAMPAIGN:

We will invest further in our International Marketing Campaign to drive awareness and promote Ireland as a **'Global Centre of Excellence'** internationally, and showcase the best of Ireland on par with the best in the world. News feeds & TV highlight-packages from the IFTAs will be distributed to **320 News channels** worldwide. We will also promote our core Academy events including John Ford Ireland symposium.

TRADE PRESS

We will ensure that all international **Industry Trade Press** publications (Variety, Screen, Hollywood Reporter, Deadline, IndieWire etc) receive all news and marketing material from IFTA promoting the Irish screen industry along with the annual shortlist of nominations of Ireland's best.

INTERNATIONAL TALENT REPS

We will continue our communication updates with **International Talent Representatives** (Agents, Publicists, Managers etc) across Los Angeles, NY and UK who are now very familiar with IFTA and Ireland, updating them on IFTA events and Irish talent and inviting international guests to participate on IFTA Juries and as Guest Presenters back in Ireland.

ACADEMIES WORLDWIDE

We will expand our engagement with our peer **Academies in Europe** and worldwide and through our strong relationships with **AMPAS** in the US and **BAFTA** in the UK as well as our links with the **Screen Actors Guild of America** (SAG) through our networking & newsletters to promote Irish talent far and wide.

IFTA LONDON

We will reignite our events/screenings/discussion evenings in London within the IFTA London branch, to support our UK-based IFTA Members, with unique networking opportunities to build connections between the creative industries in Ireland and UK; Plus more IFTA/BAFTA events in London.

IFTA LOS ANGELES

We will host a small number of special Academy evenings in Los Angeles with our growing network of IFTA Members based in LA, and build on our close relationship with our peer American Academy, AMPAS and with SAG.

INTERNATIONAL FILM COLLEGES – John Ford

We will communicate with our extensive database of international Film Colleges and Universities worldwide to promote the 2020 **John Ford Ireland – Symposium** and the **Ford Film School**, working with **Tourism Ireland**.



Frank Berry
Writer / Director

“
The Irish Film and Television Academy is an imperative for the Irish industry both in terms of recognition of an array of talent involved in making work for the big and small screen, and also in terms of education and genuine inspiration all year round with a calendar of inspiring screenings and events.

My first film ‘I Used to Live Here’, a community-made feature film, was nominated for three IFTA awards, including Best Picture. These nominations both helped validate the film, but they were also very encouraging for me to make the films I want to make in my own way.

My next film ‘Michael Inside’, was nominated for five awards, and won the Best Film Prize. This win put the film up on a much bigger platform, and significantly improved the life it would have, both nationally and internationally. For everyone involved in ‘Michael Inside’, the award was hugely encouraging.

Frank Berry

OBJECTIVE 8 ESTABLISH ACADEMY BUILDING (MEMBER’S HUB)

A long-term priority is to establish an Academy Building as a neutral and independent central hub for our members to work, learn, network and participate in Academy events. It is imperative that we establish a permanent building that enables us to better deliver on the Academy’s core activities and increase the reach of our events. This will allow us to better facilitate the following:

Year-Round Programme of Events: A permanent base would allow us to deliver our year-round programme of learning events to the highest possible standards at a permanent space without the need to hire equipment and venues. This is particularly important in terms of the Academy’s status as an independent and neutral institution.

IFTA & John Ford Archives: IFTA has developed a significant cache of legacy material, photography, film/TV footage, interviews, tributes, papers and letters over the last 15 years, as well as John Ford Ireland material. The Academy’s strong relationship with the John Ford Estate will also allow us to showcase significant John Ford material at our Academy Building.

Screening Facilities & Work Spaces: A screening room that would allow members to screen works in progress for their peers, arrange screenings for press, buyers, sales agents, etc. Similarly, providing a space that people can work is important given the freelance nature of the industry.

Social Spaces: Social spaces are vital to cinema. It has always been a communal experience and an Academy Building would be a neutral space for all members to network and socialise.

Staffing & Administrative Base: The building would house the offices of the Academy’s core staff, representing a more cost-effective arrangement than an external lease.

ACADEMY BUILDING - OBJECTIVES (LONG-TERM)

SECURE FUNDING

Partner with State bodies, the OPW, and key stakeholders to identify a long-term location for the Academy Hub (Academy Building), and secure match-funding for its development.

INTERNATIONAL FUNDRAISING STRATEGY

Undertake an International Fundraising strategy long-term for the Academy Building (to purchase and renovate an existing building in Dublin), work with international partners and peer Academies in UK, NY and LA to help with fundraising events.

ESTABLISH PERMANENT INDUSTRY HUB

Create a truly neutral space that will allow our members, industry professionals and industry community to network; access social and work spaces for professional meetings and collaboration, peer engagement, mentoring, support network, sharing of knowledge, and access to learning events and screening facilities.

HOUSE ACADEMY STAFF

House Academy Administration and Staff and increase financial sustainability by reducing 3rd party outlay of venue rental and equipment.

HOUSE ARCHIVE MATERIALS

House the Academy Archive Materials (official material from 450 events plus 18 Award Ceremonies; Bespoke photography, Lifetime tributes, recordings, official letters, John Ford Ireland Materials & footage).

1 FINANCIAL STABILITY

STRATEGIC OBJECTIVES

- **Ensure recognition amongst policy-makers** of the importance and positive impact of having a properly funded Academy for the industry's future.
- **Government Funding (Academy):** Secure funding from Government and audiovisual funding bodies for the CORE Academy organisation overheads (office, staff, equipment, technology).
- **Commercial Sponsorship (Awards):** Secure Commercial Sponsorship and Partnerships for all events & Awards costs (3rd party costs, service providers, contractors, event hire, suppliers etc.)
- **Membership Fees: (Learning Events):** Secure Membership Fees to contribute towards costs of year-round Learning programme for members (3rd party costs of learning events; masterclasses, discussions, lectures, workshops, screenings, Q&As etc).

2 IRISH ACADEMY AWARDS

STRATEGIC OBJECTIVES

- **Ensure Award ceremonies are properly funded** and deliver high-calibre Awards shows that are dynamic, engaging and produced to the highest standard to showcase excellence in achievement across the Irish industry.
- **Secure Primetime Broadcasts in Ireland** of the IFTA Awards to reach the largest possible audience.
- **International TV channels:** Distribute highlights & news packages to TV channels worldwide, showcasing Ireland's best annually.
- **Marketing Campaign:** Deliver engaging & pro-active marketing campaigns; build international recognition of Ireland as a Global Centre of Excellence.
- **Invest in technology platforms** for viewing & voting process to ensure the system is robust and provides for maximum member participation.
- **Use Best International Practice** procedures for all Awards systems and processes, and communicate information clearly and transparently to all members and stakeholders.

3 PROGRAMME OF LEARNING EVENTS

STRATEGIC OBJECTIVES

- **Encourage and Inspire Excellence** in the craft.
- **Deliver an all-Ireland, 12-month Programme of 50+ Learning events** that inspire excellence (masterclasses, discussions, lectures, workshops, screenings, Q&As, etc)
- **Recognise, Nurture and Support** new Irish screen talent through the IFTA Mentoring programmes, Talent Hub Sessions, Learning Weekends and the IFTA Rising Star award.
- **Develop Mutually Beneficial Strategic Partnerships** with key organisations and film/tv/media colleges, schools, skills training bodies etc.
- **Expand Focus on Animation & Gaming Events** and facilitate cross-networking between the film, animation and gaming industry in Ireland to encourage collaboration across the creative process.

4 GROWING ACADEMY MEMBERSHIP

STRATEGIC OBJECTIVES

- **Increase Academy Membership to 3,000+** professionals and prepare for further expansion in line with Government plans for industry growth.
- **Open to all Professionals:** Ensure that all professionals working in all disciplines across the full spectrum of the industry (North & South) are welcomed into the Academy.
- **Introduce tiered-membership system** (non-voting) to allow for new entrants into the sector and career starters.
- **Expand Student Membership** (non-voting) through 3rd Level Partnerships, Talent Hub Sessions; New Talent; Learning Weekends (plus John Ford Film School & Scholarships.)
- **Establish additional Chapters & Committees** to accommodate all work disciplines as these areas grow in line with expected industry expansion.

5 JOHN FORD IRELAND - A GLOBAL EVENT

STRATEGIC OBJECTIVES

- **Deliver a 4-Day Global Symposium** (every 2 years) that brings respected world industry leaders and international filmmakers to Dublin to discuss film making and new visions in the art-form & craft. Attract first-time feature & drama filmmakers and create a melting pot of discussion and new ideas.
- **Bring international focus on Ireland** by growing awareness of Irish creative talent, and support the Irish Government's ambition to make Ireland a *Global Centre of Excellence*.
- Present the unique **Ford Film School** and **Ford Scholarship** for Irish and international filmmakers, with inspiring talks, masterclasses, workshops and events
- Present a specially-curated **Public Programme** of events for audiences, including Outdoor Screenings, Collins Barracks & Museum events & more.
- Present the **John Ford Award** to a leading world filmmaker and screen a retrospective of their work (Previous recipients include Clint Eastwood & Martin Scorsese).
- Develop John Ford Ireland into the inspiring **cornerstone of the Irish Academy** just as David Lean is for BAFTA

6 ACADEMY - PUBLIC ENGAGEMENT

STRATEGIC OBJECTIVES

- Increase public awareness and Government Recognition that **IFTA is an Academy** (not just an awards body) and the Academy runs a 12-month programme of 50+ learning events.
- Recognition of IFTA as an **Independent Hub** for all creative talent; a neutral space at the **heart of the industry**, regardless of the individual's guild or union or status or funding within the industry.
- Deliver **2 x 8 week Marketing Campaigns** to promote Nominees & talent in the lead up to and during Awards season across cinema, TV, radio, print and online and drive and achieve strong viewership figures for the annual Awards.
- **Provide Public access** to specific Academy discussions & screenings to increase Public engagement with the Academy & awareness of the work being done by Academy & Members.
- **Work with stakeholders** (Screen Ireland, BAI, Broadcasters) across marketing & public campaigns for the industry and nominees.
- **Work with festivals and partners** nationally & internationally to showcase our Members work; Irish productions & creative talent.

7 EXPAND INTERNATIONAL PROFILE

STRATEGIC OBJECTIVES

- Drive **International Marketing campaign** to promote Best of Ireland, Nominees & winners annually and distribute TV highlights to c **320 News channels** worldwide, increasing Ireland's reputation as a centre of excellence.
- Ensure that **Irish talent and achievements** are placed at the centre of International industry awareness as a result of the annual IFTA Marketing Campaign.
- **Increase PR communications** & establish strong relationships with international **Industry Trade Press** and with **Talent reps & Agents** across Los Angeles, NY and UK.
- **Expand engagement with peer Academies worldwide** (particularly AMPAS in the US and BAFTA)
- **Grow the IFTA London and IFTA LA Member Hubs** and undertake regular events and high-level engagement in both centres.
- **Engage with international film colleges** to promote the **Ford Symposium** and key events to ensure strong attendance and engagement, particularly from US Film Schools and Universities.

8 ESTABLISH ACADEMY BUILDING (LONG TERM)

STRATEGIC OBJECTIVES

- **Secure Funding:** Partner with state bodies, the OPW, and key stakeholders to identify a long-term location for the Academy Hub (Academy Building), and secure match-funding for its development.
- Undertake an **International Fundraising strategy long-term** for the Academy Building (to purchase and renovate an existing building in Dublin), work with international partners and peer Academies in UK, NY and LA to help with fundraising events.
- **Establish Permanent Independent Hub for Industry:** Create a truly neutral space that will allow our members, industry professionals and industry community to network; access for professional meetings and collaboration, mentoring, support, sharing of knowledge, access to learning events and screening facilities.
- **House Academy Administration and Staff** and increase financial sustainability by reducing 3rd party outlay of venue rental and equipment.
- **House the Academy Archive Materials:** official material from 450 events plus 18 Award Ceremonies; Bespoke Photography, Lifetime tributes, recordings, official letters, John Ford Ireland Materials & footage.



It's an honour to be part of the Irish Film & Television Academy and this great Irish community of filmmakers, craftspeople and screen acting talent.

The Academy has achieved so much over the past 15 years for this community, often with very little budget, providing inspiring learning events and ensuring that Irish achievements are rewarded and encouraged to keep bringing great stories to the screen. Building an industry legacy is crucial and IFTA has ensured that veterans of Irish industry have been honoured and given our due respect and gratitude for paving the way for all of us to follow.

This next phase of growth for the Irish industry is absolutely critical, as we have such an opportunity now to take this to the next level. It's not just film and television, but also gaming, animation and so much more.

The Academy is right at the heart of all of this, supporting us all the way.

Liam Cunningham. Actor



THE ACADEMY HAS HONOURED
23 VETERANS OF IRISH INDUSTRY ACROSS 15 YEARS



Neil Jordan 2003



Jim Sheridan 2015



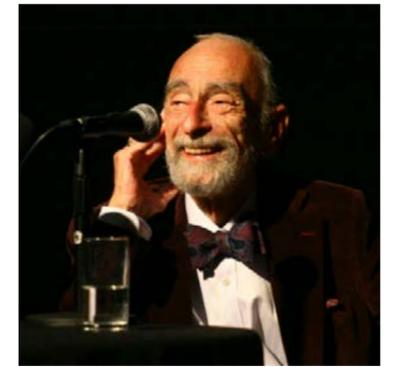
President Higgins 2014



Niall Tóibín 2011



Maureen O'Hara 2004



David Kelly 2005



John Boorman 2010



Fionnula Flanagan 2011



Liam Neeson 2016



Gay Byrne 2007



George Morrison 2009



Gabriel Byrne 2018



Nuala Moiselle 2007



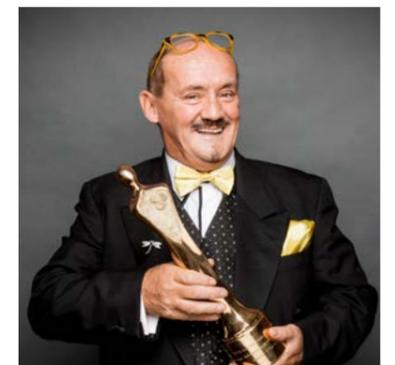
Micheál Ó'Meallaigh 2016



Cathal O'Shannon 2010



Pierce Brosnan 2004



Brendan O'Carroll 2015



Pat Kenny 2016



Roma Downey 2016



Shay Healy 2018



Mel Gibson 2008



Ros Hubbard 2018



Morgan O'Sullivan 2011

GENDER & DIVERSITY

The Academy has and continues to advocate for equality throughout film and television by championing and rewarding the diversity of creative talent and screen content across of the full spectrum of the industry.

In 2018 the IFTA Film & Drama Awards highlighted the dearth of leading roles available to Irish actresses when it could name only three nominees in the Best Actress in a Leading Role category. This brought the lack of female protagonists in Irish Film to the attention of the public, media and funding bodies, prompting debate and long overdue change in the industry.

Currently IFTA is proud to present a number of opportunities for female members and industry professionals through specialised masterclasses, networking events, forums and special presentations.

As Ireland embarks on its ambitious plan to double the size of its screen industry it is imperative that representation, diversity and gender equality are at the heart of all initiatives. In addition to expanding our existing Women in Focus series, IFTA will continue to progress and adapt in line with international best practice for Academy and Awards inclusivity over the next five years.

IFTA - WOMEN IN FOCUS series

To further support and nurture the growth of gender equality in the Irish film and television industry, the Academy will expand the IFTA Women In Focus programme initiative in 2020. We will identify 10 female up and coming creative talents who will benefit from specifically curated events and workshops and mentorship within the Academy and its senior Membership.

This initiative, which will include tailored workshops and panel discussions, specific networking events to build peer relationships and promote 10 participants to the wider industry. The Academy will aid in providing a platform for learning and exposure, with the overall aim being to create greater opportunity for them to progress on a local and international setting.

IFTA - WOMEN IN FOCUS Conference

The IFTA *Women in Focus* Conference is a discussion-day and forum in partnership with Google, Matheson and DAVY, exploring how women in media can influence audiences; what the future looks like for the next generation; and how we as an industry can positively influence our society to ensure that from script to screen, from content to digital platforms, online and social media, women are adding their perspective and their voices to business and everyday life.



Sharon Horgan



Aisling Walsh



Anna Rodgers



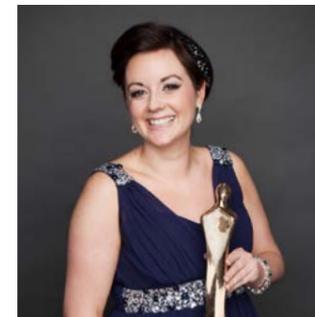
Caitriona Balfe



Emer Reynolds



Emma Donoghue



Cathy Brady



Kathryn Kennedy



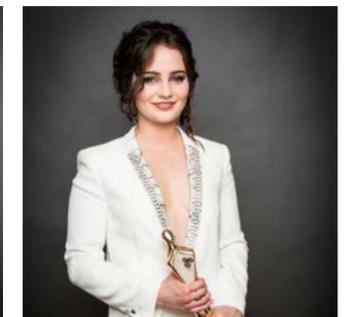
Louise Bagnall & Nuria González Blanco



Miriam O'Callaghan



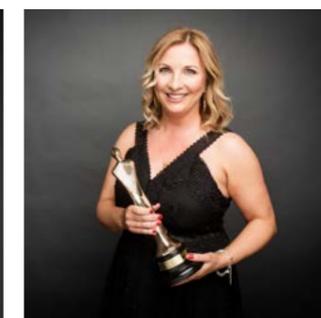
Neasa Hardiman



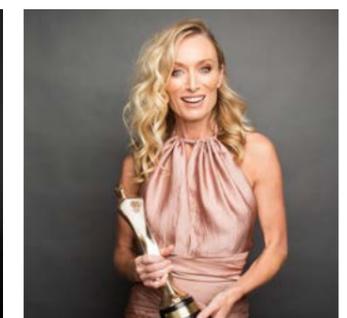
Aisling Franciosi



Dearbhla Walsh



Úna Ní Dhongáil



Victoria Smurfit

IFTA MASTERCLASS



John Lloyd,
Stephen Frears,
Úna Ní Dhonghaile,
Martin Scorsese,
John Moore,
Michele Burke,
Michael Moore,
Seamus McGarvey



WWW.JOHNFORDIRELAND.ORG



IFTA's JOHN FORD Award – Martin Scorsese



JOHN FORD Award – Clint Eastwood



IFTA MASTERCLASS – Scorsese



500 Industry participants

FORD FILM SCHOOL



ACTORS FORUM: Martin McCann, Liam Cunningham, Charlie Murphy, Stephen Rea, Karl Shiels



UK & Irish Producers Panel:
Tanya Seghatchian, John Woodward, Andrew Eaton, Andrew Lowe, Katie Holly



Paul Young
CEO of Cartoon Saloon

Oscar Nominee

Member of The IFTA Film Committee
& Chair of the IFTA Animation Chapter

*As part of IFTA's Film Committee and also as Chair of IFTA's Animation Chapter, I am excited to be able to work with the Academy to create a programme of screening and Teaching events to encourage more engagement from the wider animation community in Ireland. In 2015, **Song of the Sea**, won the IFTA for Best Feature film, the first time an animated film had achieved this. It obviously helped Cartoon Saloon's success in funding new films, but more importantly for us and for other Animators in Ireland, this recognition was much appreciated, as it helped to reinforce the fact that animation is a medium to be celebrated alongside all forms of feature film storytelling produced in Ireland.*

So I see working with the Academy as a wonderful opportunity to pull in talent from both the animation and live action community in Ireland for educational cross-medium conversations on the Art of Visual Storytelling - what do we do differently? What do we do the same? And how might one medium influence the other to help Irish filmmakers continue to make world-class film and television for a Global audience.

Paul Young

IFTA – ANIMATION IN FOCUS

IFTA will continue programming the **IFTA - Animation in Focus Series** across 12 months of the year. Launched in 2019, the IFTA series is spear-headed by Oscar nominated Paul Young, CEO of Cartoon Saloon who is Chair of the **IFTA Animation Chapter** and sits on the IFTA Film Committee. The series will follow on from the 2019 events which saw Discussion events with Animator & Games Designer David O'Reilly; Writer/Director Louise Bagnall; Writer/Director Carol Freeman; Director/Actor Hugh O'Connor; Writer/Director Lance Daly; Producer Jonathan Clarke.

Both the Olsberg SPI Report and the Government's Audiovisual Action Plan recommend the development of the Irish games industry and further audiovisual sub-sectors.

The report made a number of core recommendations: To extend section 481 (Tax Relief) to the games sector; to provide funding for an "Irish Games" stand at international games events; to develop a prototype fund for games; and to attract a large games studio to Ireland.

Currently the Irish game industry is a mix of award-winning freelance game makers, Studios such as Romero Games and massive multi-national companies like Demonware, Blizzard, Activision, Bethesda, EA and Zynga.

Significant players who work across Gaming, Film, TV & Animation include IFTA Award-winning Animator and Game Designer **David O'Reilly** and IFTA-winning actor **Liam Cunningham** who appears as Captain Noah White in the upcoming *Squadron 42 Game*, part of the popular *Star Citizen Series*. However, the gaming sector (and indeed Virtual Reality which intersects with both Games and Cinema) have yet to be fully integrated into broader audiovisual and screen sectors.

IFTA recognises the opportunity to act as an independent audiovisual hub which can welcome the gaming sector into the wider screen industries and explore the relationships between them through unique Intersectional events.

Intersectional Events

This year IFTA piloted an intersectional event at the Kilkenny Animated Festival as part of our *Animation in Focus* series with a special screened retrospective of the animation and game design work of David O'Reilly, and an In Conversation Event with Cartoon Saloon co-founder and Oscar-nominated director Tomm Moore (*Song of the Sea*, *The Secret of Kells*.)

Over the next 5 years IFTA will follow up on this pilot with more intersectional events as part of IFTA's Year-Round Programme of Learning. We will host events featuring industry leaders whose work crosses the audiovisual landscape of Ireland including animation, VR, Game Designers, Actors (including Animation and Gaming Voice Actors) and Writers and explore what each can learn from the other.





Tom Vaughan-Lawlor
Actor

“
Living in the UK for the past 18 years IFTA has been a massive support to me as an artist living abroad. It has ensured I am connected to the industry at home while also helping showcase our work on the world stage. The film and television industry in Ireland is going from strength and strength and it is important we have an academy to represent us internationally. I am a proud member of IFTA and I am excited for its future.

Tom Vaughan-Lawlor

IFTA Academy Events - in London

IFTA wants to plan more events in the UK over the next 5 years to support and showcase Irish creative talent and help develop collaborations between the UK and Ireland both creatively and financially. Previous IFTA events in the UK were very successful, with Irish attendees benefitting greatly from the opportunity.

IFTA event at the BAFTA Headquarters in London:



40 Irish producers met with 160 UK producers at the IFTA & BAFTA event in London, to discuss Co-production
Panellists: Frith Tiplady (Tiger Aspect), James Flynn (Octagon), Isabel Davies (BFI), John Gleeson (Saffery Champness), Mark Byrne (Element Pictures)

Other IFTA London – Member Networking Events



James Hickey (IFB), Áine Moriarty (IFTA), Jim Sheridan, Ken Loach



Willie Walsh, CEO of International Airlines Group



Dee Forbes, Director General of RTÉ



Mcdara Kelleher & filmmakers



Anthony Byrne, Natalie Dormer, Robert Sheehan & Ciarán Hinds



Actress Ruth Negga & filmmakers

A GLITTERING AWARDS SHOW AND NIGHT OF CELEBRATION

Over the first 15 years, the Academy has mixed it up between theatre-style (CCD & Gaiety) or round-table at the Mansion House, the RDS and the Burlington Hotel. Before the budget cuts, the years at the CCD in theatre-style had the RTÉ Concert Orchestra, with singers and dancers – a spectacular production. Over the 15 years the IFTA Hosts have included:

James Nesbitt (host for first 3 years starting 2003)
Ryan Tubridy (host for 3 years starting 2007)
Victoria Smurfit (host for 1 year before moving to LA, 2010)
Simon Delaney (host for 4 years starting 2011)

Caroline Morahan (host for 1 year before moving to LA)
Deirdre O’Kane (host for 3 years starting 2016)
 The New IFTA TV Awards began in 2015 and have had 2 hosts
(Amanda Byram - 2 years and Jason Byrne - 1 year)



IFTA brought in chandeliers to hang at the Mansion House (4 years)



IFTA Awards in the CDD (3 years)



IFTA Awards at the RDS (4 years)



IFTA Awards at the Gaiety Theatre



IFTA's In Memoriam Industry Lost - Brian Byrne Composer (CDD 2010)



Micheál Ó'Súilleabháin playing with the RTÉ Concert Orchestra (CDD 2011)



OFFICIAL ACADEMY PORTRAITS



Aidan Quinn, Neil Jordan, Stephen Rea, Ralph Fiennes



Deirdre O’Kane



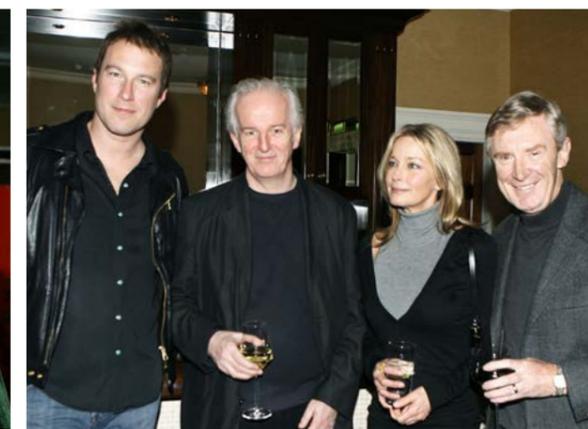
Sarah Greene



James Nesbitt, Pierce Brosnan, Maureen O’Hara, Bertie Ahern



Jeremy Irons & Sinéad Cusack



John Corbett, Sean McGinley, Bo Derek, Morgan O’Sullivan

TESTIMONIALS



Bhí an chéad IFTA Awards 2003 mar cloch mhíle do thionscal na teilifíse agus scannáin in Éirinn. Bhí líon agus caighdeán na léiriúcháin a d'eascair as oileán na hÉireann tagtha go dtí an staid go raibh ceiliúradh náisiúnta tuillte ag an tionscal in áit a bheith ag bráth ar aitheantas a bhaint amach ag ócáid éigin thar lear. D'aithin IFTA an folús agus thug faoi an bhearna a líonadh.

Micheál Ó Meallaigh. Former Commissioning Director of TG4



Every year IFTA ploughs a staggering amount of work into the Irish Film & Television Awards; The night in the year when we who work in this industry are acknowledged and rewarded among our peers. Long may IFTA continue in such solid and worthwhile ways in their excellent promotion of Irish Film.

Joan Bergin. Costume Designer

My very first professional job as a director was awarded Best TV Drama Series by; I was 27 then and the confidence I got, as a young filmmaker who had won an award was enormous, it undoubtedly spurred me on.

Darren Thornton. Director

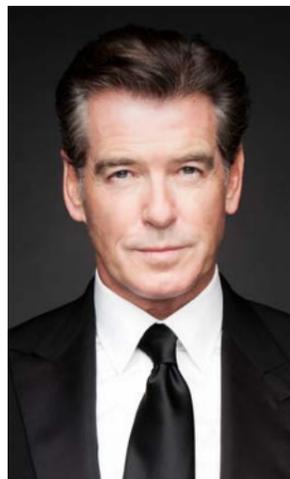


IFTA plays a vital role in Ireland's culture by propagating Irish cinema and Irish filmmakers. The international reach of IFTA is so important in the development of the art form in Ireland and abroad.

Seamus McGarvey. Cinematographer

I am honoured to be part of the Irish Film & Television Academy, especially to be among the names of so many I greatly admire in the world of film and story-telling. I know that this will lead to the inspiration of future artistic generations to go forth within their time and place in history, fearless with desire.

Pierce Brosnan, Actor



While the glamour, excitement and honour of the Emmy, Oscars and Golden Globes is incredible, there is something unique very humbling and rewarding about being acknowledged in your home town at a national level by your own industry peers and thus IFTA wins for us in the past have been both very special and a privilege.

James Flynn. Producer



Ireland, North and South has a world class film and television industry, and a world class association of directors, writers, and representatives of all the industry crafts in IFTA. In fifteen short years IFTA has established itself as a worthy and equal partner with BAFTA and AMPAS. I'm honored to be a founding member and am proud of the work it has done in promoting the industry through its education programs, its awards and its promotion work. We are a nation renowned for our story-telling, a commodity that in the new IT world becomes more and more valuable and marketable. We need IFTA to fly our flag.

Terry George, Director

OFFICIAL ACADEMY PORTRAITS



Ruth Bradley, Amy Huberman, Charlene McKenna



Jon Voight, Brendan Gleeson, John Boorman and Juliette Binoche



Charlize Theron & Stuart Townsend



Michael Fassbender



Ruth Negga



Eva Birthistle



Gay Byrne & Kathleen Watkins



Niall Tóibín, Pat Shortt, Jim Sheridan and Fionnula Flanagan



Aiden Gillen



Sarah Bolger



Dervla Kirwan



Steve Coogan

TESTIMONIALS



Thank you for asking us to be part of the celebration and IFTA Jury. Coming from a similar sized country, with limited resources, we know how important it is to **protect and preserve cultural identity** and that funding is always a struggle. However, it is clear to us **Ireland is blessed with the most rare resource of all – an abundance of talent – both in front of and behind the camera!** **The Irish Film industry has a lot to be proud of – keep 'em coming!**

Peter Jackson



I've been here many times and never thought I would win an IFTA. This is the first time I've won and I'm absolutely delighted. **This is amazing.**

Aisling Walsh

To experience this on home turf, **the craic element, the good fun element is magnified.** It's really nice to be home and **support Irish film and home-grown talent. It's very important actually.**



Colin Farrell



It's nice to **come home** to the IFTAs and be amongst friends and family. **It's pretty special.**

Michael Fassbender

The IFTAs feel like they've been going for a lot longer because it's been such a **big part of the industry** for a long time.

Saoirse Ronan



It's very **important** that we **celebrate the industry** here and make sure that kids coming up are **encouraged** and made to **feel part of the community.** It's fantastic to have such a night as the IFTAs.

Brendan Gleeson

It doesn't matter how you do anywhere else in the entire world you **just want to come home** and have everyone proud of you. **This night is amazing!**

Brendan O'Carroll



David Kelly
Actor
Lifetime Achievement
Award recipient 2005

I'm absolutely overwhelmed by this incredible honour, thank you IFTA. Looking round the room, I see before me, a whole room full of truly gifted craftsmen and artists, standard setters. People at whose work I can only marvel and to be accepted by you, as one of you, makes me feel exceptionally proud. I've worked with and indeed learned from a great number of you, and I feel privileged.

David Kelly

Variety articles include: "Irish Film and Television Academy Unveils Rising Star Award Nominees", "Saoirse Ronan, 'Three Billboards' Triumph at Ireland's Film and Drama Awards", and "Lisa Barros D'sa, Glenn Leybourn Nominated for Irish Rising Star Award 2013".

Screen Daily features: "Albert Nobbs, The Guard, Stella Days lead nominees for IFTAs".

Deadline Hollywood reports: "'Three Billboards', 'Maudie', 'Game Of Thrones' Lead Irish Film And Drama Awards; 'Michael Inside' Best Picture".

Irish Central covers: "Irish film and television award nominees announced - SEE POLL" and "All eyes on the emerald isle".

The Vote Variety highlights: "Chiwetel Ejiofor, Judi Dench Win Irish Academy Awards".

Screen Daily also reports: "'Room' sweeps Irish Academy awards".

BBC News mentions: "Lights, camera, action - Irish TV and Film Awards".



Liam Neeson is interviewed by RTÉ's Sinéad Crowley



Kim Cattrall is interviewed by print media



Charlize Theron & Stuart Townsend sign autographs



Pierce Brosnan meets fans on the red carpet

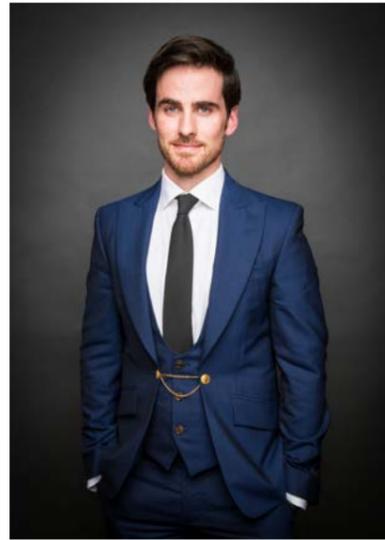
AWARDS IMAGES



Domhnall Gleeson



Charlie Murphy



Colin O'Donoghue



Ciarán Hinds



President Mary McAleese



John Connors



Sean Bean and Jim Sheridan



Ed Guiney, Andrew Lowe with Emma Donoghue & kids

AWARDS IMAGES



Saoirse Ronan & Sarah Bolger



Andrew Scott backstage 2003



Rising Star Nominees 2017



Rising Star Nominees 2018

AWARDS IMAGES



Stephen Rea



Joan Bergin & Panti Bliss



Moe Dunford



Stuart Carolan & David Caffrey



The Love/Hate Gang



Bob Geldof



Elaine Crowley



PJ Dillon



Anna Daly & Glenda Gilson



Gogglebox Ireland

AWARDS IMAGES



BBC Newline



TG4 Presenters



The Young Offenders



Derry Girls



First Dates Ireland



Amanda Byram



Tommy Tiernan & Patrick Bergin



Red Rock Team



Brendan O'Connor's Cutting Edge

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