Digital Creative Industries Forum
20th March 2025

Meeting 4

CHATHAM HOUSE RULES APPLY
 Minutes: The minutes from this meeting are to be agreed under Silence Procedure and will be available on www.enterprise.gov.ie

Attendees

Chairs: Rebecca Minch (DTCAGSM), Karen Hynes (DETE)
Secretariat: Adele Mealey (DTCAGSM), Gary Ward (DETE) and Niall Judge (DETE)

Maria O'Brien and Justin O'Connor, Imirt
Mark Roddy and Camille Donegan, Eirmersive
Teresa Hooks, Western Development Commission
Chris Melia, The Department of Rural and Community Development and the Gaeltacht (DRCDG)
Pugh Danielle, Department of Further and Higher Education, Research, Innovation and Science
James McDumphy, Libbie McQuillan and Colman Farrell, Screen Ireland
Tomás Ó'Siocháin, Údarás na Gaeltachta
Charlotte Barker, Danielle Townsend, Institute of Design (IDI)
Amanda Ward and Conor Stewart, Enterprise Ireland (EI)
Thomas Rooney, Local Enterprise Office (LEO)
Tania Banotti, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media (Creative Ireland Programme)
Mary Blanchfield and Tom Watts, Design and Craft Council Ireland (DCCI)
Gareth Lee, CCI Skillnet/Furthr

Item 1: Welcome, opening remarks and introductions

- The minutes of the previous Forum meeting held on the 10th December 2024 were agreed, and it was noted that they are due to be published online.

- New Forum members introduced themselves and provided an update of their organisation's work programmes that align to the Roadmap for the Digital Creative Industries, in the area of regional development.

Item 2: Update on Data Workstream

- There was a presentation provided on the outcomes of the two data workshops held which provided an overview of the future plans of the data subgroup which includes proposals for further research.

- The presentation gave an overview of existing studies quantifying the economic impact of the combined sectors of the Digital Creative sectors and highlighted recent research at an EU level regarding the development of a standardised framework for data collection across EU member states through Eurostat.

- There was a discussion regarding the use of the proposed research and how it can be aligned to the Roadmap for the Digital Creative Industries.

- Industry bodies discussed the value of the proposed study and expressed the view that future scanning type research would be beneficial to the development of their respective sectors as it would show potential growth trends of the industry.

- There was a discussion on how to measure innovation and if the R&D Tax credit could be used as a proxy variable for this.

- Enterprise Ireland noted the value of the Annual Employment Survey and Annual Business Review of their client companies and indicated that they were happy to share relevant aggregate data of their clients in the Digital Creative Industries.

- **Action** – It was agreed that the proposals would be further developed, and budget discussions would be held to seek funding to finance the research project.

Item 3: Enterprise supports and Market Opportunities

- There were updates by State agencies on their recent activities relating to the Digital Creative Industries, including an overview of recent events held to promote the sector and upcoming activities.

- There was an update provided by EI regarding the launch of their new strategy Delivering for Ireland, Leading Globally (2025-2029), it was noted that the strategy supports the Digital Creative Industries Roadmap

- Enterprise Ireland provided an overview of the Market Discovery fund and how the funding helps firms entering a new market or bringing a new product to an existing market. It supports the internationalisation of companies by allowing them to undertake market research and develop viable and sustainable market entry strategies.

- It was noted that the LEOs have communicated feedback from the industry representative bodies regarding mentoring panels to LEO centre of excellence and that they will work to develop mentor panels with the necessary expertise.

- Eirmersive highlighted a clear gap in funding support for trade delegations and conferences, based on feedback from members. According to the group, existing options like the Market Explorer and Market Discovery grants from EI and LEO don't quite meet the needs in this space. They'll keep exploring this issue and plan to share further insights and suggestions soon. They will continue to research this gap and circle back with additional findings and recommendations

- **Action –** It was agreed that the LEOs would provide an update on the recruitment of mentor panels and provide details of the status of the tender process.

- Industry Bodies welcomed proposals by the LEOs to build relationships with the Digital Creative Industries and to form a group to promote enterprise supports to the sectors of the Roadmap.

  Action – Continue the engagement and collaborate to progress development of case studies to highlight the benefits of LEO supports.

Item 4: Update on Regional Development Workstream

- An update was provided by the regional working group on the projects and activities being undertaken.
- An update was provided on a number of existing projects including feasibility studies regarding the MedTech sector and also pilot training programmes for IP skills; and a proposed creative CFO training programme specifically for those working with the Digital Creative sector.
- Forum members welcomed the update provided and it was agreed that members will engage on the development of these initiatives and provide support.

Item 5: Update on Skills Development Workstream

- A new Skills development subgroup will be formed to develop the skills agenda, with representatives from the Forum and also the Higher Education sector.
- Members of the Forum will be invited to join this subgroup, and an email will be sent by the secretariat.
- It was noted that the terms of reference of the Forum will form the basis for the subgroup and that it would meet up to 3 times in the year.
- The subgroup will discuss the proposed Skillnet skills analysis study as well as working to develop actions relating to promoting graduate access to the industries.

Item 6: AOB

- The Secretariat to the Digital Creative Industries Forum is finalising the annual report to government which will provide updates relating to achievements and goals for the upcoming year.
- It was noted that the next meeting of the Forum would focus on the Innovation Agenda and forum members were asked to prepare accordingly for this.