

# NATIONAL CAMPAIGN FOR THE ARTS

## STRATEGY 2014-2016

### 2016 REPUBLIC OF CULTURE

Beyond Geography. Beyond Politics. Beyond Economy.

#### THE NCFA MESSAGE

We believe in a society that values creativity, imagination and expression.

We believe the arts enrich our lives.

We believe in the value of the arts.

We believe that everyone should have the opportunity to participate in and enjoy the arts.

#### CONTEXT

The NCFA's overall aims are to be a voice for the arts in Ireland, communicating the value of the arts and campaigning for continued and increased engagement with and investment in the arts; to work with others to ensure Ireland values all those who work in the arts and provides a supportive environment for artists; to work with others to enable the arts to make the fullest possible contribution to Irish society and its future.

Recent times have been challenging for the arts. Now, as the Irish economy appears to be turning a corner, we in the arts must brace for one more challenge: ensuring the arts are not left behind – or left out – as our economic position improves and society strengthens again. We believe the arts can – and will - play a formative part in shaping our future. We must continue to make the case for the centrality of cultural participation and engagement for all the people of Ireland.

**2016 Republic of Culture is our ambitious but inclusive proposition: to recognise the centrality of the arts to the future, as well as the history, of our nation and to achieve an appropriate and functional level of state investment in the arts & culture.**

## **GOALS 2014 - 2016**

### **Transparency in arts funding**

**Where is the cultural policy for our nation? If there is no policy, there are no criteria.... and no accountability. To ensure the best possible outcome for the arts, we will put forward the (obvious) notion that no public monies should be dispensed without clear criteria, explanation of purpose and where appropriate, an application process.**

### **Reframe the arts debate**

**Take control of arts commentary: to influence what is said about the value of the arts, we will put out diverse stories of art making a difference to lives; show what is at risk if the arts are cut; and change who gets to say what is meaningful about the arts. NCFAs research work is vital in this regard.**

### **2014 Local Elections**

**€1 for the arts: to stabilise and support arts in your locality, we will lobby all local election candidates to make a public commitment to ensuring local authority arts investment is at least €1 per person per week (matching current state per capita investment in the arts) by the next local elections in 2019. And why would they do that?**

- To promote local interest, pride and a sense of place;
- To help create diverse, tolerant, healthy, creative communities;
- To ensure their citizens are not being deprived of the positive impacts of the arts, across social cohesion, economic regeneration & tourism development.

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### **2014 European Elections**

**Cultural rights: to improve access to the arts for all citizens and safeguard our cultural rights, as enshrined in the International Covenant of Economic Social and Cultural Rights, we will lobby all European election candidates to:**

- Fight to place the role of culture, arts and citizenship higher up the Europe 2020 agenda;
- Publicly support the "Creative Europe" Framework, the EU's new programme for the cultural and creative sectors 2014-2020.

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### **2016 General Election**

**Increase investment: to achieve a functional level of funding and to recognise the centrality of the arts to our future, we will lobby all candidates to make a public commitment to:**

- Increase arts funding to an appropriate level for a modern European nation;
- Create a clear and progressive arts policy and
- Maintain a Minister for the Arts.

## **WHAT WILL WE DO?**

- Re-position the arts as central to how we imagine and secure our future, and commemorate and celebrate our nation, as a Republic of Culture, towards 2016;
- Change the terms of the debate about the value of the arts;
- Strive to amplify diverse stories about how the arts that has made a difference in the lives of all kinds of people in contemporary Ireland;
- Show what is at risk if the arts are cut;
- Broaden the range of people who comment on and “rate” the arts;
- Remind everyone of our cultural rights, as Irish and EU citizens;
- Challenge the logic of political decisions to make cuts that reduce access to the arts and take support away from makers at home, while at the same time exploiting achievements in the arts to raise political profile abroad;
- Demand transparency in relation to arts funding;
- Challenge what appear to be un-strategic, unplanned and ill-conceived decisions regarding arts funding;
- Call for a clear and progressive arts policy.

## **ACTIVITY 2014**

Here's what the NCFA is doing this year....

### Advocacy

- We will draft materials for NCFA supporters to send to local election candidates
- We will disseminate relevant political contact details for NCFA supporters
- We will devise "crib sheets" for NCFA supporters with facts / asks for canvassing candidates
- We will establish "point people" in all constituencies that NCFA supporters can contact to discuss local arts issues and how to advocate for them
- We will advocate for a greater role for the arts in the Decade of Commemorations
- We will advocate for greater transparency in arts funding
- We will call for the development of a clear and progressive arts policy

### Research

- We will publish the NCFA Colloquia Report and a manifesto for change on national arts research: noting gaps, suggesting opportunities and outlining what is needed to deliver credible arts policy based on sound evidence
- We will research and make public statistics about local arts funding/resourcing – including changes and attrition in recent years – to utilise in all advocacy
- We will continue to liaise with key research bodies to develop arts research initiatives
- We will continue to lobby for quantitative and qualitative public information on Irish arts engagement, participation, behaviour and attitudes
- We will draw attention to international best practice in arts policy and strategy with a view to influencing what happens in Ireland

### Communications

- We will run a local elections media campaign to highlight the importance of local arts funding
- We will gather and highlight stories of how local (and national) arts programmes have impacted positively on lives and communities
- We will tell the stories of arts funding cuts and the deep negative impacts of this
- We will regularly comment on issues of the day that include or impact on the arts
- We will be available to media to speak about the arts and for the arts
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### Fundraising/resourcing

- We will fundraise €20,000 to maintain an Administrator and support key activity
- We will seek to strengthen our active Volunteer base

**CALLS TO ACTION 2014**

**... and here's what you can do.**

To ensure our actions have the optimum impact, WE NEED YOUR HELP.

We have redesigned our website and created and uploaded materials, statistics and more for your use.

Here are some ideas of what you can do to help:

1. **Read** the monthly newsletter. Share / forward to your friends and family.
2. **Find us** on Facebook. **Follow us** on Twitter. Like, share, comment, retweet as much as you can.
3. **Share** your story with the NCFA about how the arts have impacted on your life, family, organisation and community.
4. **Talk** about the arts with canvassers at your door: tell them positive stories as well as asking them to push for fixing and increasing local arts funding.
5. **Send** an email/letter to your local councillor / candidate to argue for a fair deal for the arts.
6. **Volunteer** to help us. There's a lot to do!
7. **DONATE. We need funds. Pledge just €30 today to ensure a vibrant cultural tomorrow.**

Ends