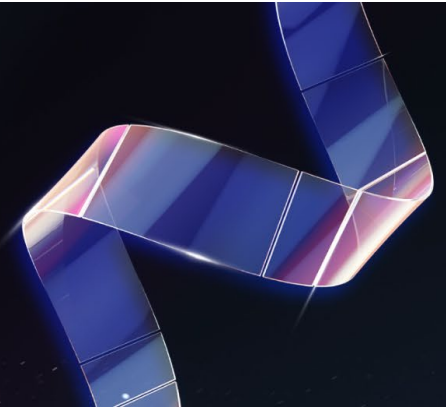




Fís Éireann
Screen Ireland

Joint Committee on Tourism, Culture, Arts, Sport and Media

Wednesday, 20th March 2024



Submission to the Joint Committee on Tourism, Culture, Arts, Sport and Media

Opening Statement

Cathaoirleach and Committee members, thank you for inviting us here today. Fís Éireann/Screen Ireland is the national development agency for the feature film, television, animation, documentary, visual effects and games industry, supporting the expression of Irish culture on screen.

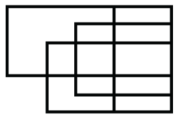
Irish screen industry's global position

The Irish screen industry has achieved extraordinary global acclaim in recent years, with particular recognition for Irish artists on the world stage. Irish cinema and TV drama have reached historic milestones and broken records, both cultural and economic. These successes are about individual talent and the collective work of a highly skilled creative industry. It is part of a long-term strategic vision led by sustained investment in Irish filmmakers and artists over many decades.

Screen Ireland's ambition is that the creative, cultural and economic benefits of this sector can be experienced right across the country. Screen Ireland has always championed a dual approach to industry development, balancing local Irish filmmaking and inward international production. Attracting large-scale, international projects to Ireland generates significant spend in the Irish economy, creates employment opportunities and world-class skills development alongside ensuring strong levels of investment in Irish stories on screen and projects creatively led by Irish artists.

Nationwide development

To support future industry growth, a key policy priority is to expand beyond existing metrocentric production zones and build permanent, skilled local crew bases in hubs nationwide. This objective gained significant momentum with the introduction of the Regional Uplift in 2019. In the period that the uplift was at its highest, there was a significant increase in large-scale production activity nationwide with major studios and international partners. This set into motion a hugely positive perspective change for our industry, underscoring the impact of a targeted fiscal incentive and the value of a holistic, nationwide approach.



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Screen Ireland's support for nationwide development also expanded during this time. In 2019, Ireland was one of the first countries in Europe to link its filming tax credit to skills development. In 2020, the National Talent Academies Network was established – with three Crew Hubs based in the West, East and South of the country. In 2023, Screen Ireland invested over €5 million in projects, initiatives and activities that supported nationwide development.

Vision for the future

A considered and coordinated long-term nationwide strategy is necessary for sustainable, economic growth - building local cultural infrastructure, centres of excellence and supporting sustainable local production companies to develop culturally diverse stories on screen.

Screen Ireland is committed to working closely with all stakeholders and international partners, to ensure Ireland continues its remarkable trajectory as a global production hub and a place where Irish storytelling from across the country can thrive.

We appreciate the Committee members inviting us here today and look forward to answering any questions you might have.

Go raibh maith agaibh.