

NATIONAL CAMPAIGN FOR THE ARTS

NATIONAL CAMPAIGN FOR THE ARTS THE 5 SIMPLE POINTS & THE 5 KEY DEMANDS

Who we are

The *National Campaign for the Arts* is a broad and inclusive coalition that reflects the scale, reach and diversity of the arts in Ireland today. Its membership has a national reach that includes major festivals, venues, producers and representative organisations and individual artists in the visual arts, theatre, film, dance, music, literature, architecture and the collaborative arts.

5 key messages about why the arts are central to economic social recovery:

1. The arts and our reputational capital

Every day without fail, on the world's cinema screens, bookshelves, theatres and concert stages, Irish artists are our perpetual trade mission, defending and redeeming our global reputation at a time when it is under the most rigorous scrutiny, and offering the most spirited riposte to the perception of a nation in duress. We are economically bloodied, we are culturally unbowed.

2. The arts and the smart economy

Since long before the term existed, the arts have been our greatest creative industry, and today the arts brilliantly foster those attributes so important to the smart economy that is vital to our future collective wellbeing. Lateral thinking, big ideas, resourcefulness and invention, problem solving, vision and originality find full expression in the output of Irish artists, and their work percolates every walk of Irish life. Our artistic community is a nerve that flexes the creative economy muscle.

3. The arts and cultural tourism

There is a reason that visitors are still compelled to travel here in their thousands, dispersing billions in our local economies in the process.

Cultural tourism is a genuine growth industry in Ireland, and just as with our landscape and heritage, the arts have a starring role in how we give our visitors a unique cultural experience, from our mighty international festivals of the performing arts to our vivid traditional music by a convivial fireside hearth. Long before they arrive, it's our writers, filmmakers and touring performers who whet their appetite to come.

4. The arts and employment

Culture and the creative sector generate 170,000 jobs, a significant number of them of them in the arts. Among them practitioners, technicians, producers, curators, publishers and the other highly skilled disciplines that work together to create art from Ireland. We are an indigenous industry, active in every county, we are wholly Irish owned and we are exporters. Our earnings are not repatriated, and we are spending locally.

5. The arts and the national psyche

Our artists steer a course for shore when the waters around us become uncertain. They are a celebration of our shared gift for self expression, our capacity for resilience and reinvention, and a mechanism for us to heal and resonate, understand and reconnect. The artist's voice is woven into our discourse, reconciling the past, imagining a future, and as important now as at any of the precipitous moments when our forefathers called upon its counsel. The citizenship of the artist is always active.

The National Campaign for the Arts asserts the fundamental importance of the arts to economic recovery and calls for:

- Retention of Culture Ireland, the agency for the promotion of Irish arts worldwide
- Retention of The Irish Film Board, development agency of the Irish film industry
- Maintenance of existing levels of funding to the Arts Council
- Retention of the artists income tax exemption scheme
- Commitment to retain the arts portfolio at cabinet as part of a senior ministerial portfolio

For more information go to www.ncfa.ie