

2022 Highlights

2022 has been another busy year for all of us, and we want to thank our you, our members, as well as our board, committee members, and the wider SPI team for your contribution to our activities throughout the year. SPI does not exist without a strong membership, and we're grateful for another supportive year in terms of your engagement, as well as an unprecedented increase in applications to join. By working together, we contribute to the independent production sector in a positive and meaningful way.

Below is a snapshot of some of the key actions and milestones achieved throughout the year:

MEMBERSHIP

As we reach year end, we're proud to share that Screen Producers Ireland represents more than 180 company members, across all genres. This is the highest number of members SPI has had since its inception. We continue to welcome producers to our ranks and encourage you as a member to invite relevant producers to join, your referral is our strongest endorsement.

POLICY

- One of the most significant elements of our Policy Agenda for the last year has been the extension of Section 481. We were delighted to welcome the much-needed extension from 2024 to 2028.
- We, alongside our industry peers, lobbied the Minister and key policymakers for the
 implementation of the content levy. In November, Minister Martin announced that a content
 levy will be implemented, and also referenced several key amendments that were designed by
 SPI.
- SPI and producer members appeared at two Oireachtas Committees in 2022, advocating for the development of the Irish language independent production sector, including the retention of the regional uplift at a minimum of 5% and at a review of S481.
- SPI have prepared a research proposal to the BAI for the development of international opportunities for factual and documentary production and hosted a roundtable of members to debate the development of the unscripted sector.
- As part of our Diversity, Equality & Inclusion agenda SPI successfully won funding for the Mosaic Programme, this included research on the programme in our SPI annual members survey and we hosted two focus groups with the specialist agency M-Co to understand how to develop our approach to supporting diversity, equality and inclusion in the sector.

IR & SECTORAL

DEVELOPMENT

- Screen Producers Ireland were pleased to sign the Construction Agreement in August 2022 and we wish to thank the negotiation team for their expertise and valuable contribution to the process.
- We continued operation of the Shooting Crew Agreement including the successful operation of the Joint Monitoring Group and the operation of the Worklife Balance Working Group developing a best practice guidance document expected for publication early 2023.
- We developed the Producer Competency Framework in conjunction with Screen Ireland which will sit alongside the frameworks completed by other stakeholder groups including Guilds and Animation Ireland.
- Sustainability is central to the development of the sector and SPI has been a central member of the Screen Greening Coalition with other key industry stakeholders throughout 2022.
- The SPI board welcomed and signed the Department of Media & Culture led, *Safe to Create* Industry Code of Conduct.

ADVOCACY & COMMUNICATION

Media coverage, we had the highest volume of coverage for SPI to date and the topics with most coverage included:

- 1. Content levy
- 2. Section 481
- 3. Awards
- 4. Budget 2023

Our social media presence and reach, is growing and a key highlight is that LinkedIn is the most important platform: 445.93% increase in followers, 6,943.8% increase in engagement, if we are not already connected, please do follow and connect with us.

Along with regular meetings with key industry stakeholders on your behalf, SPI delivered a diverse schedule of events and training to members, including exclusive member-only events throughout 2022.

We also attended and represented the industry internationally via industry forums, awards, and events, notably:

- SPI are represented on the board of CEPI, and our Chair David Donoghue represented Ireland at the CEPI general assembly in Gdynia, Poland and at the Tallinn Film Festival Sustainability platform
- SPI witnessed the signing of the Co-Production Agreement between France and Ireland
- Some other international highlights included SPI attending Content London Irish TV Drama Focus, the Danish Film Institute meeting of Small EU Countries on the Implementation of the AVMSD and Cannes Film Festival industry panels

As we sign off the year in review we want to remind you that the <u>Annual SPI membership survey</u> is live, the information you share helps us to formulate our policy, design member resources and deliver the most relevant training programmes. We've secured a good number of responses to date, but please do take the time to complete the <u>survey</u> if you haven't already done so!









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