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M A G A Z I N E

BUSINESS ARTS

ISSUE 1 AUTUMN 2007
In the months since my appointment as Minister for Arts, Sport and Tourism I have come to fully appreciate the important work carried out by the Business2Arts team in promoting creative partnerships between business and the arts. Such partnerships are to the mutual benefit of both communities and, indeed, the benefit of the wider public. Since the organisation was established in 1988, Business2Arts has gone from strength to strength developing and reinforcing those all-important links between business and the arts.

My Department has, this year, provided €25,000 in support for Business2Arts training programmes. I believe the provision of business skills training to people working in the arts is invaluable, equipping them with the necessary skills to run their organisations effectively. In recent years Business2Arts has provided an unprecedented level of training courses for those working in the arts. This has been made possible through sponsorship from business enabling the provision of highly subsidised courses for arts organisations. This co-operation between business and the arts is to be encouraged and fostered and I would encourage businesses around the country to get involved. Such partnership has benefits for both business and artist and develops a real community spirit.

Economic indicators alone cannot measure a strong and healthy society. Arts and culture are integral to sustaining a well-rounded society. The work of Business2Arts in forging links between the business and arts worlds has ongoing benefits for the whole of society.

The State, of course, takes the lead role in supporting the arts and increases in State funding in recent years have been generous. This year alone, the Arts Council received €80 million in exchequer funding. This money enables the Council to support the work of hundreds of arts organisations throughout the country, and to help many individual artists reach their full potential. My Department is also investing heavily in capital facilities from strategic venues like the new Abbey Theatre and National Concert Hall, as well as the National Cultural Institutions, to local venues all around the country. Culture Ireland, also funded by the State, is now in place to support Irish arts internationally and the organisation is well motivated and is moving forward with confidence.

On a personal note, I would like to congratulate Stuart McLaughlin on his appointment as Chief Executive of Business2Arts and I wish him well in fostering new links for the future development of the organisation. Best wishes also on your ‘new-look’ newsletter, which, I’m sure, will continue the high journalistic standards already in place.

I would like to take this opportunity to wish Business2Arts continued success in the future and to encourage all businesses to become a member of Business2Arts and assist them in their excellent work on behalf of both business and arts.

Séamus Brennan TD
Minister for Arts, Sport & Tourism
Since joining the organisation in March of this year I have spent time developing my understanding of Business2Arts and, crucially, evaluating how we can best serve the business and arts communities. In my experience the best way to do this is to ask, to listen and then act.

We have recently finished the listening stage of this process having interviewed about 45 of our stakeholders. This group included business and arts members (past and present), Government, semi-state organisations, the media and many others. The findings of this crucial piece of work, together with some of our initial thoughts and future plans, are included in this magazine.

If I was asked to capture my aims for Business2Arts in one word it would be ‘relevance’. When I have met our members and arts affiliates over the past 6 or 7 months I have frequently stated our desire to define our activities, focus our energies and ensure that we undertake work that is relevant to our business and arts members. This work is already underway and we have included a case study of a recent project in order to illustrate the strengths of business and the arts working in partnership.

Our arts affiliates are aware of the fantastic Business2Arts training programme for arts practitioners, but we are always surprised at how few of our business members are aware of this work and the essential contribution that their subscriptions make in allowing us to continue this work:

I would encourage you to read about how this programme is going from strength to strength and would ask businesses to think about how you might support us further in providing training places for arts professionals; it’s a great way to bring some diversity to your own training events as well as making a vital contribution to the ongoing sustainability of the arts community.

At the end of May we held the annual Allianz Business2Arts Awards at the Mansion House in Dublin and had the great pleasure of hosting President Mary McAleese at the event. We broke records for attendance, launched two new awards for 2008 in memory of our past Chairman and friend Jim McNaughton and, most importantly, had a party to remember! There are more pictures and memories from the night inside and I hope it reminds those of you who were with us on the night and inspires you to enter the Awards and join us next year.

At the Awards I spoke about my views on Ireland’s future growth and prosperity and the role that creativity plays in the knowledge economy. The more it is developed, the better we are placed. Our future depends on our people - their ability to innovate, to think anew, to be creative. This theme also came up during our stakeholder audit and I would like to share the following quote from Fiona Kearney, Director of the Glucksman Gallery in Cork:

“The language of innovation has been appropriated by science, technology and business. Yet prior to the stage of innovation there is creativity, which is recognised as the driving force of the cultural sector and it seems to me that we need to bring those two words together and realise their combined importance.”

I have been lucky enough to be involved in projects that brought the very best of the creative and business worlds together to create new solutions to the challenges that face us. I have seen first hand the results that can be achieved. At Business2Arts we want you, our business members and arts affiliates, to realise the possibilities, and experience this success. We are here to support you in your goals.

Our commitment is to work with you to collaborate, create and partner to enable mutually beneficial relationships between arts and business. Come with us on this exciting journey!
Stop Look and Listen…

A follow up to the Stakeholder Audit

By Stuart McLaughlin

Don’t worry, I am not about to launch into a review of the artistic merits of the ‘Safe Cross Code’, but rather take a look at the findings of the recent Stakeholder Audit carried out by Business2Arts over the Summer.

As our organisation moves towards its 20th Anniversary my ambition for Business2Arts is that it becomes increasingly relevant to the needs of both the business and the arts community and addresses the perceived gap between these two worlds.

I use the term ‘perceived’ as, in reality, this is not the gaping chasm that many believe it to be. At our Awards ceremony in May President McAleese commented in her speech that “We are living in a world that tends to very simplistically cut and dice us into parallel or adjacent spheres” but went on to point out that Business2Arts acknowledges this complexity and seeks to overcome it in its work.

While realising that those from the business and arts communities may work in different ways, we believe that you may all have more in common than you realise!

So, if we are clear on our over-arching mission to ‘promote, encourage and facilitate creative partnerships between business and the arts for the mutual benefit of the partners and the wider community’, then why decide to ‘stop, look and listen’ to what our stakeholders have to say?

As with any business, the history of our organisation has shaped the creature that it is today and this natural evolution has helped Business2Arts to establish itself in the minds of many. Evolution, however, is not always a controlled process and those Darwinians amongst us would acknowledge that time doesn’t always leave everything in the best possible place!

Having worked with Business2Arts before my appointment as Chief Executive I was acutely aware of the challenge of answering the question ‘What does Business2Arts do?’, and the fact that if you ask 5 different people, you may well get 5 different answers. As a result we decided to undertake a Stakeholder Audit, to map the people that we believe have an interest or are invested in our organisation and to seek their views and opinions in order to inform our strategy for the future.

These stakeholders were drawn from the widest possible community, representing business, arts, Government, media, opinion formers and so on. To obtain their views we undertook a series of 45-minute semi-structured interviews which focused on a range of issues including their relationship with Business2Arts, impressions of the organisation, its strengths and weaknesses, challenges and opportunities.

We received a tremendous response from our stakeholders, with over 70% of those contacted willing to support this initiative, which meant that we were able to spend time with 40 individuals giving us a balance of backgrounds, existing knowledge of Business2Arts, lapsed members and so on.

As you might expect, discussing our work with such diverse individuals gave us a plethora of responses and a wide array of views on the good, the bad and the ugly of Business2Arts. There were, however, themes running through these results which have already allowed us to start shaping our thinking and understand both what is important and what is required by both the business and arts community.

Business2Arts clearly has a range of strengths, and many respondents highlighted the training available to arts organisations and the annual Allianz Business2Arts Awards to be highlights in terms of our support to the communities we serve.

There are however a number of weaknesses that came out in the survey. One of the things that emerged was that where Business2Arts undertakes a task, it executes it well, but there are occasions where lack of resources or direction has seen the organisation dipping in and out of projects or conversations without fulfilling its potential. Another weakness identified is the lack of clarity and communication of the organisation’s strategy. Now is the time to put this right!

It is our view that the Stakeholder Audit, together with our own sense of strategic direction for the organisation, encourages us to begin to focus on four key areas. These areas, together with a brief description of what each will cover are:

**LEARN** – Business2Arts has an established reputation for delivering high quality, low cost training to arts organisations with the support of FÁS, the Department of Arts, Sport & Tourism, our training partners and a number of sponsors. We should continue this training and, where relevant, increase the numbers supported via the training scheme through our Arts Affiliate scheme.

In addition to training arts professionals, we believe that we should also develop opportunities for arts organisations to interact with businesses to provide artists-led training to companies. Business2Arts will support this by providing an environment where artists can learn and develop the skills required to deliver this training to businesses and, in turn, develop a new alternative revenue stream for arts organisations.

**THINK** – it is clear from the stakeholder audit that Business2Arts must develop its role in...
relation to advocacy and thought leadership. It is our intention to bring together leading thinkers in the arts and business to consider a range of issues that arise between the two communities. Examples include the role of philanthropy in arts and culture in Ireland, funding for the arts sector, creativity and the Knowledge Economy and so on:

**CONSULT** – Business2Arts has a range of skills and knowledge in the organisation that is currently under-utilised. We will, where appropriate, deliver services to our stakeholders which leverage these skills to the mutual benefit of the arts and business communities. These services might include the development of sponsorship proposals, developing models of bringing creativity into business, supporting philanthropic objectives in arts and culture, developing CSR strategies for business and the arts and much more.

**CULTURAL BROKER** – It is a fundamental principle of Business2Arts that the organisation acts as a broker between the two communities that it serves. Businesses and the arts each enjoy their own cultures, their own languages and individual characteristics and the role of our organisation is to facilitate conversations between the two in such a way as to enable the development of opportunities for collaboration and partnership.

Although we will continue to deliver our successful and popular events programme, as is often the case with many smaller not-for-profit organisations, lack of resource makes it imperative that we prioritise our activities, and over the coming months we will be investing time in taking the feedback obtained in the audit to the next level to define the specific activities in each of these areas to ensure that it meets our stakeholders’ requirements.

During the stakeholder audit process it became clear that both the business and the arts community believe that Business2Arts has an important role to fill, but that this potential may not have been realised in the past.

Following this feedback I can assure our stakeholders that we will strive to realise the opportunities of this role by defining its strategy along the lines which we have described, communicating this effectively to the widest relevant audience possible and, most importantly, prioritising the areas where we can be most effective given the stakeholder feedback and setting this against the resources available within the organisation.

In order to fulfil these objectives we will often seek to work with partners in both the business and the arts community. I hope that you will realise that there is potential for you and your organisation’s to support us in fulfilling our mission, whether by taking an active role in some of the programmes where we are seeking to broker new relationships between business and the arts, or by supporting us win delivering projects which create value for our stakeholders.

I would like to thank all of those who participated in the audit process for both your time and your honesty. It is greatly appreciated.

I look forward to sharing a more detailed view of our strategy with all of our stakeholders over the coming months.
Allianz Business2Arts Awards Winners 2007

Best Collaboration by a Small Business
Sherwood TV Rentals & SPRAOI Festival
In 2006 Sherwoods of Waterford became sponsor and venue for one of SPRAOI Festival’s key productions.

Most Innovative & Creative Collaboration
Lundbeck Ireland Ltd &
The George Moore Society
These organisations work jointly to use visual art as a means of rehabilitation for sufferers of mental illness.

Best Sponsorship In-Kind
Independent News & Media & The National Library
The Irish Independent’s supplement ‘WB Yeats – A Poet for Everyone’ helped to raise the profile of the Library’s Yeats exhibition and collection.

Best Collaboration in the Community
Dundrum Town Centre & The Mill Theatre
The theatre at Dundrum has given the community a focal point and involved local theatre groups in its management.

Best Collaboration
Enhancing Corporate Identity
Heritage Properties &
The Irish Architecture Foundation
Ireland’s Pavilion at the Venice Architectural Biennale has gained enormously in profile, standard and official support through its association with Heritage Properties.

Best Ongoing Collaboration
Tegral Building Products &
Architectural Association of Ireland
This association raises the profile of architecture in Ireland through awards, lectures and publishing.

Judges Special Recognition Award
Harcourt Developments
The excellent models of practice in commissioning by Harcourt Developments are exemplified in Vivienne Roche’s Whitelight Garden in Park West.

Dublin Airport Authority €4,000 Arts Award
Dunamaise Arts Centre and
Laois School of Music
Laois School of Music and Dunamaise Arts Centre facilitated the RTÉ National Symphony Orchestra’s residency in Laois in 2006, sponsored by Blue Sky Mortgages, Lismard Autoworld, Portlaoise Heritage Hotel and Midland Legal Solicitors.

1 Heritage Properties & Irish Architecture Foundation - Terry Devey, Martin Carroll, Damien O’Neill - Allianz, Antoinette O’Neill, Shane O’Toole, Maria Kenny

2 Brendan Murphy - Allianz, Vivienne Roche - Artist, President Mary McAleese, Mike Murphy - Harcourt Developments

3 Nuala Kelly - Laois School of Music, Louise Donlon - Dunamaise Arts Centre, Declan Collier - Dublin Airport Authority
“THE ARTS FLOURISH WHEREVER PATRONAGE IS STRONG AND THANK GOODNESS IT’S STRONG HERE. WE ARE SO LUCKY, THAT THERE IS THIS GROWING CULTURE OF STATE AND OF CORPORATE PATRONAGE. YOU ARE THE PEOPLE WHO CREATE THAT CULTURE, WHO SUSTAIN IT, WHO DEVELOP IT, WHO ARE FAITHFUL TO IT AND WHO ARE PASSIONATE ABOUT IT…YOU DON’T TALK IT, YOU JUST DO IT”

- President McAleese

Allianz Business2Arts Awards Dinner 2007

An unprecedented 35% increase in bookings saw the Mansion House packed to capacity on Wednesday 30 May for the annual Allianz Business2Arts Awards. Some 500 key business and arts professionals enjoyed the circus and spectacle themed event, with entertainment from arcana and Fossett’s Circus.

The theme was chosen in celebration of The Arts Council’s formal adoption of a policy on Circus and Street Performance in 2006, and two of Ireland’s foremost companies specialising in those areas helped us make it a night to remember.

Johnny Donnelly of arcana gave the guests a drumming masterclass before leading them in a unique 500-person drum-salute entrance to the President of Ireland, Mary McAleese, Patron of Business2Arts, and special guest at the event. The President was overwhelmed by the welcome, and commented:

“How well Business2Arts knew you - that all these diverse and extraordinary people would have this inner drummer just ready to get out! I don’t know what you are going to do next, maybe that’s what the arts are supposed to inject into our lives, the mystery, the magic, the unexpected.”
1 Loretta Lambkin, Shane O’Toole, Mary McCarthy & Carmel Smith
2 Meg Hickey, Michael Carr, Caitlín Carr & John Hickey
3 Mike Murphy, Mary Finan & Tony O’Dalaigh
4 Gavin Cash & Monica Loughman
5 Andrew Crotty, Christine Crotty, Brendan O’Mara
6 Declan Collier - Dublin Airport Authority; Brendan Murphy - Allianz, Bride Rosney - RTÉ; Brendan O’Mara - Business2Arts
Jim McNaughton remembered through new Awards for 2008

Last April, Business2Arts was saddened to receive news of the death of former Chair, loyal supporter and Patron, Jim McNaughton of TileStyle. Jim was a strong supporter of the arts in Ireland, and a past sponsor of the Annual Awards, as well as a tireless advocate for private sector support and involvement in the arts. Working with Jim’s family, Business2Arts will remember Jim’s commitment with two new awards, which were announced by President McAleese at this year’s Awards.

The Jim McNaughton Perpetual Award for Best Commissioning Practice
Rewarding excellence and good practice in the commissioning process by companies, it is hoped that this perpetual award will encourage businesses to recognise the power of bringing the arts and artists into the business-place, and the benefits of an engagement by the workforce in the creative process, whether that be visual art, dance, literature, theatre, music or other art form.

The Jim McNaughton / TileStyle Bursary for Commissioned Artists
The commissioning process is a difficult one for artists to break into, experience being a key to successfully delivering and working with a corporate body. In Jim’s memory, TileStyle is providing an annual bursary of €10,000 for an artist who is gaining experience in the field of commissioning, to give them the opportunity to develop their practice in this area. The funding will provide much needed time and space to foster creativity and may be used to spend more time in the studio, to fund materials for new or exploratory work, or to travel to research or develop their practice.

It is hoped that this award will see applications from, not just visual artists, but perhaps choreographers, writers, composers and all who engage in the commissioning process with companies.

“I REMEMBER TONIGHT ALL THOSE PEOPLE LIKE JIM WHO OVER THE YEARS HAVE BEEN SUCH CHAMPIONS OF THIS VERY PRACTICAL FORM OF PATRIOTISM - PATRONAGE. THEIR GENEROSITY HAS BEEN GIVEN SO THAT THE TALENT OF OTHERS COULD BLOSSOM, COULD SHINE, SO THAT UNTAPPED GENIUS COULD FIND ITS VOICE, FIND ITS SPACE AND FIND ITS CONFIDENCE.”

- President McAleese

1 Jim McNaughton of TileStyle at the Business2Arts Awards 1999

2 Jim McNaughton with Kevin Kelly & President Mary McAleese at the Business2Arts Awards 2001
Members’ Events

Each year Business2Arts’ Members enjoy numerous special events, including Members Evenings, Golf Classic, Showcase, Awards, AGM & Special Members’ Celebration. These evenings, always well supported, are enormous fun and great networking opportunities. Three of our most recent Members’ Events sold out within a day, and we’ve added an extra night to our upcoming Dublin Fringe Festival event, so keen is the demand. We have visited a range of interesting venues in the last year, including The Ark, The National Library, Dublin Castle, National Concert Hall, Hugh Lane Gallery and the Architectural Association of Ireland.

Our Members’ Evenings often feature tours of places that the public don’t usually have open access to, and we’ve been lucky to have tours behind the scenes of places like RTÉ’s Television Studios, Áras an Uachtaráin and the archives of the National Library.

1 Aibhlin McCrann of Communique International and Brendan O’Mara of Business2Arts, with some of the performers from the Showcase – Fergus O’Carroll, Feeding the Fish juggling troupe, and characters from Michael Collins the Musical

2 At the Ulster Orchestra concert in the National Concert Hall, David Byers - Ulster Orchestra, Karen Brett - Business2Arts, Judy Woodworth - NCH, Tom Collins - Ulster Orchestra & Maurice Crowley - AIB

3 At the Hugh Lane Gallery, Christina Kennedy with Declan Moylan and Colman Curran – Mason Hayes & Curran
Most Outstanding Business Contributor to the Arts

Every two years the Patrons’ Council of Business2Arts present the Brigid Roden Medal to the Most Outstanding Business Contributor to the Arts. In January 2007 the Award was presented to Patrick J. Murphy at a private Patrons’ dinner in Dublin Castle, sponsored by AIB.

Although retired from business, Pat Murphy is a tireless advocate for the arts, not least through his current role as Arts Advisor for OPW. A past Chair of the Arts Council, Pat had a distinguished career with Guinness and the Irish Malt Exporters. Pat has collected art for over 40 years, and was a key figure in the establishment of ROSC, The National Self-Portrait Collection and CIAS.

Golf – call for teams for 2007

Often referred to as the best corporate day of the year, our annual Golf Classic, which takes place in Powerscourt this year on 14 September, is an important fundraising event for us, sponsored by AIB, A&L Goodbody, Bank of Ireland, Bruce Shaw Partnership and Vhi Healthcare.

Members Events 2007

We are constantly programming new events, and the following will take place before the end of this year.

Dublin Fringe Festival Event - La Clique
Spiegeltent, Georges Dock
Tuesday 11 September
Wednesday 12 September

Conservation Association Event
Royal Irish Academy
Tuesday 2 October

Design & Craft Shopping Event
Design Tower, Pearse Street
Wednesday 28 November

1 Brendan O’Mara, Mike Murphy & Patrick J. Murphy at Dublin Castle for the presentation of the Most Outstanding Business Contributor to the Arts Award to Patrick J. Murphy
2 Olive Braiden - The Arts Council, Eoin McGonigal SC - IMMA, Séan Braiden
AGM

This year’s AGM & Special Members’ Celebration was hosted by Hooke & MacDonald at their offices on Baggot St. Some 60 business members and arts professionals gathered to hear really engaging presentations on the commissioning process by artists David Godbold and James Hanley.

David Godbold makes small drawings on found ‘trash’, which are styled somewhere between the old masters and comic book mass art, and frequently caustically satirical. He was controversially appointed by the House of Commons as the official artist to the British General Election in 2005.

James Hanley RHA is one of Ireland’s best-known portrait painters. James has been working with the Irish Army over a number of years, following his commission as war artist during the Bosnian conflict in the 1990s.

The David Manley Awards for Emerging Arts, Business & Social Entrepreneurs

The David Manley Award for Emerging Entrepreneurs is a unique programme which awards entrepreneurs within three years of starting out, and gives them access to what they really need – advice and mentoring. The award, valued at €80,000, comes with access to advice in all the key business areas from companies such as Deloitte, Image Now, O’Donnell Sweeney Eversheds, Business and Finance and Newmarket Consulting.

The 2006 award was won by an arts organisation – Emergent Events, who organised their second Street Performance World Championships in Merrion Square, in June 2007, along with the AIB Jesters’ Ball in Dublin Castle.

Artists and Arts Entrepreneurs who are less than 3 years in business are eligible to enter. Entry forms can be downloaded from www.davidmanleyawards.ie, and returned to Business2Arts by 7th September.

At the presentation of the David Manley Entrepreneur Awards 2006 were Brendan O’Mara, Jim McNaughton; Minister Micheal Martin, TD, Sheelagh Manley, Conor McCarthy - Emergent Events, David Pierce, & Mark Duckenfield - Emergent Events

1 At this year’s Business2Arts AGM in Hooke & MacDonald, Ken MacDonald, David Godbold, James Hanley & Stuart McLaughlin

2 Ursula Murphy - Allianz, Michael Owens - Vhi Healthcare & Anne Mathews - Bank of Ireland at the Business2Arts AGM
Over recent months Business2Arts have been working with a new business partner, Experian, to develop an innovative and exciting project to bring the work of emerging Irish artists into the workplace. A project that has the joint objectives of providing a more interesting environment for their staff and supporting the artistic community.

Experian are an international organisation with a long standing presence in Ireland having grown via a combination of new business and acquisition. Following a de-merger of the GUS group, Experian decided to establish their international headquarters at Clare Hall, near Dublin Airport, in Dublin during 2007.

Experian sees itself as neither a collector nor an investor in art, but as an organisation that is in a position to provide a platform for artists. Their criteria are relatively straightforward in that they seek to work with artists that are willing to come into their offices and meet the staff to discuss their work and their motivation. They seek to select and commission artists who are open to working with the staff on future projects.

It is worth pointing out that budgets are modest in comparison to many corporate collections, yet the results are a lesson in the value that can be achieved by thinking creatively without compromising the artistic community.

Experian approached Business2Arts with a request for assistance in arranging visits to a range of artists in their studios and galleries to begin a process of short-listing artists and work that would eventually be put forward to the staff for them to select their favourite pieces.

Experian were working on a very short deadline for launching their new office. Business2Arts was quickly able to mobilise its contacts in the arts to schedule time with a number of establishments including Broadstone Studios, Temple Bar Gallery and Studios, the Original Print Gallery, Black Church Print Studios and MonsterTruck along with a couple of individual artists. In addition to Dublin-based practice Experian also scheduled time with some Belfast-based studios and artists.

After 4 days of touring in Dublin and Belfast, including a visit to Axis Arts Centre to see Fishamble Theatre Company’s production of ‘Noah and the Tower Flower’ to provide the UK representatives of the team leading the project with some history and context of the area around their new offices, a shortlist of artists and their work was produced.

In many organisations this represents the end of the process, with potential for some ratification from the board room, but not in Experian, who operate a wholly democratic society!

A brief biography of all the artists, together with reproductions of selected works, were placed in a website created specifically for the purpose of disseminating images and allowing employees to vote on their favourites for purchasing.

In late June, the votes were in and counted and then the process of acquiring works began before being hung in the new offices and providing instant character to what would otherwise be a rather nondescript landscape of bland walls and corporate furniture.

The offices have recently opened and we are now working with Experian to move on to phase two of the project which allows staff to learn from the initial purchases, meet some of the artists and hopefully visit their studios and extend their knowledge and awareness of the process of producing the works that adorn the office walls.

As with any innovative idea there are areas which will develop and improve as the process continues. A working group of staff has been established in the new office to champion the project and their reasons for being involved are wide and varied. Some wish to extend their own appreciation of art beyond visiting galleries while on holiday, some see the inherent value in giving emerging Irish artists a new opportunity to sell their work and develop their process, and others are feeling some regret at not voting in the first phase of the project and ending up with works they don’t like! They will seek to have an influence on future acquisitions and work on commissions with the artists that reflect their new working environment.

Experian are rightly proud of the project and Business2Arts have been delighted to support this innovative approach to corporate involvement in the art. We all look forward to working together to extend the project and providing inspiration for other businesses to follow this example.
Oiling the Engine of the Arts

The scene is set, the stalls are full, stage lights on, the night is alive with anticipation as the curtain rises... but, in the daytime, the theatre’s background machinery chugs on. Audience numbers, database updates, marketing budgets and forecasts are all in a day’s work for a theatre’s management team. In essence, most arts organisations from the visual to the spectacular are no different from any other business with the need to update skills in management and administration on an ongoing basis. Enabling the arts by growing knowledge, increasing skills and harnessing energies, are all central tenets of the Business2Arts Training philosophy, with one important additional proviso – access to high level training is available at a fraction of the market rate. The figures speak for themselves. In 2006, 530 arts professionals from all over the country took part in some 80 programmes in everything from high-level ‘Leadership Development for Senior Arts Managers’ to ‘Microsoft Excel’ for interns.

We are delighted that the programme continues to grow each year, facilitated by our members and the support the Department of Arts, Sport & Tourism, which for the second year is contributing funding towards developing the range and reach of training for the arts.

Training Partners offering up to 80% discounts!

In order to provide training for the arts at discounted prices, Business2Arts is very grateful for the generosity of our training partners. Last year, our top 5 training partners - Irish Times Training, Jefferson Training, Everyman Training, SureSkills and Professional Development - donated training with a combined value of €100,000, at the cost to the arts of just €24,000. We are grateful to our 29 training partners who provide facilities or sponsor places on courses, which allows us to offer the training at a phenomenal 80% discount, on average.

At Business2Arts we operate through this type of generosity to meet the growing demand for high quality training. As a fresh call to our business members, if you feel your company is in a position to assist in creating valuable training opportunities for the arts, we are always very grateful for venues, trainers, and places on courses to meet this growing training need.

Top Marks for Business2Arts University of Ulster Graduates ‘07

One of the highlights in our training calendar in recent times is the graduation of the Business2Arts University of Ulster Advanced Certificate in Management Practice for the Arts class. Mortarboards took flight, so to speak, one sunny afternoon this June at the graduation of the second year of students, held in the Chester Beatty Library. This very successful arts management programme started in 2006 and is aimed at arts managers working full-time. Mary Carty, Arts Officer for Meath Local Authorities who graduated this June feels that this course gives an important grounding in contemporary arts management issues saying it’s “a must for Art Managers – informative, engaging and practical”. Twenty more students will start this coming October, and we are delighted to announce that a Diploma Level Programme will start at the beginning of 2008. Our sincere thanks go to Irish Times Training and FÁS for their generous support of this important programme.

“I found the Certificate in Management Practice the Arts hugely beneficial. As a crash course in contemporary management it woke
me up to a lot of ideas and issues, and was of real help in preparing for job interviews. CMPA gave me a useful framework for further executive learning and development.”

Eugene Downes, CEO Culture Ireland who participated in the programme ‘05/’06

New Legal Talks for the Arts

Business2Arts frequently receives requests for help with legal issues from those working in the arts. In response, we are delighted to have run a series of Legal Talks for the Arts with in association with DFMG Solicitors in August and early September. Kindly hosted by the National Concert Hall, these talks are tackling prominent legal issues which many artists and arts organisations commonly face around charitable status, directors’ legal concerns, tax compliance issues, child protection and intellectual property rights. We are most grateful to DFMG with assistance from Baker Tilly Ryan and Glennon Partners for their generosity and enthusiasm in providing this exciting and needed programme.

“I and my colleagues at DFMG Solicitors are very pleased to be involved with Business2Arts in this programme. Those involved in the arts may also have legal rights and obligations and we hope that this programme will assist in highlighting some of these”.

Patricia McGovern of DFMG Solicitors

Leading the Way with Senior Arts Managers

Business2Arts took new waters recently with the aim of helping senior arts professionals to improve their leadership skills. Mike Fiszer, well known psychologist, and specialist in leadership, change & personal development, was engaged to work with 8 senior managers from arts organisations around the country over a six month period in 2006/2007. This programme centered on helping the individual realise their leadership potential by focusing on developing their emotional intelligence and working with their individual strengths. From Business2Arts’ viewpoint, we wanted to provide a facility for the senior arts to access the latest thinking in Leadership Development and best-practice in a group setting. We were delighted with the feedback from our first group of Arts Leaders. The programme will run again over 2007-2008 due to the success of year one.

The Business2Arts Leadership Development Course with Mike Fiszer was the best course I ever attended in terms of enhancing the way I approach my work and my life generally. Mike Fiszer’s material was ripe and relevant and he had a highly efficient method of encouraging participants to make honest assessments of themselves.

“I found myself making significant progress in a relatively short timeframe. It was also helpful in lots of ways to be participating in such a course with my peers in arts management.’

Tomás Hardiman, Director, Galway Arts Centre

New Trainers in Munster & Leinster

Business2Arts are proud to announce our association with Cork-based training company Professional.ie, allowing us to offer increased training opportunities in the Munster region. Current programmes on offer include Dreamweaver and Excel, as well as Strategic Development and Negotiation skills.

Business2Arts are now also partnering with IACT International Academy of Computer Training in Dublin to offer huge discounts on specialised IT training for arts professionals, including the very popular Professional Web Development for Small Business.

Eleanor Manny of IACT feels that targeted IT training offers arts organisations a way to maximise scarce resources. “All our tutors have extensive qualifications in the IT field with degrees in Computer Science and Business Management with many having Masters and PhDs and can offer Arts organisations ways to increase efficiency without the big financial expense”.

Call for Renewal of Arts Affiliates

We would like to take this opportunity to ask all arts organisations who haven’t paid their Affiliate Fee for 2007 to do so soon. Business2Arts continues to lead the way in business and management training opportunities for the Arts, as well as offering opportunities to avail of our Mentoring programme, promote your sponsorships to a business audience and receive our newsletters and publications.
The scene is set, the stalls are full, stage lights on, the night is alive with anticipation as the curtain rises...but, in the daytime, the theatre’s background machinery chugs on. Audience numbers, database updates, marketing budgets and forecasts are all in a day’s work for a theatre’s management team. In essence, most arts organisations from the visual to the spectacular are no different from any other business with the need to update skills in management and administration on an ongoing basis. Enabling the arts by growing knowledge, increasing skills and harnessing energies, are all central tenets of the Business2Arts Training philosophy, with one important additional proviso – access to high level training is available at a fraction of the market rate. The figures speak for themselves. In 2006, 530 arts professionals from all over the country took part in some 80 programmes in everything from high-level ‘Leadership Development for Senior Arts Managers’ to ‘Microsoft Excel’ for interns. We are delighted that the programme continues to grow each year, facilitated by our members and the support the Department of Arts, Sport & Tourism, which for the second year is contributing funding towards developing the range and reach of training for the arts.

Top Marks for Business2Arts University of Ulster Graduates ‘07

One of the highlights in our training calendar in recent times is the graduation of the Business2Arts University of Ulster Advanced Certificate in Management Practice for the Arts class. Mortarboards took flight, so to speak, one sunny afternoon this June at the graduation of the second year of students, held in the Chester Beatty Library. This very successful arts management programme started in 2006 and is aimed at arts managers working full-time. Mary Carty, Arts Officer for Meath Local Authorities who graduated this June feels that this course gives an important grounding in contemporary arts management issues saying it’s “a must for Art Managers – informative, engaging and practical”. Twenty more students will start this coming October, and we are delighted to announce that a Diploma Level Programme will start at the beginning of 2008. Our sincere thanks go to Irish Times Training and FÁS for their generous support of this important programme.

“I found the Certificate in Management Practice the Arts hugely beneficial. As a crash course in contemporary management it woke me up to a lot of ideas and issues, and was of real help in preparing for job interviews. CMPA gave me a useful framework for further executive learning and development.”

Eugene Downes, CEO Culture Ireland who participated in the programme ‘05/’06

Oiling the Engine of the Arts

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Training Partners offering up to 80% discounts!

In order to provide training for the arts at discounted prices, Business2Arts is very grateful for the generosity of our training partners. Last year, our top 5 training partners - Irish Times Training, Jefferson Training, Everyman Training, SureSkills and Professional Development - donated training with a combined value of €100,000, at the cost to the arts of just €24,000. We are grateful to our 29 training partners who provide facilities or sponsor places on courses, which allows us to offer the training at a phenomenal 80% discount, on average.

At Business2Arts we operate through this type of generosity to meet the growing demand for high quality training. As a fresh call to our business members, if you feel your company is in a position to assist in creating valuable training opportunities for the arts, we are always very grateful for venues, trainers, and places on courses to meet this growing training need.

New Legal Talks for the Arts

Business2Arts frequently receives requests for help with legal issues from those working in the arts. In response, we are delighted to have run a series of Legal Talks for the Arts with in association with DFMG Solicitors in August and early September. Kindly hosted by the National Concert Hall, these talks are tackling prominent legal issues which many artists and arts organisations commonly face around charitable status, directors’ legal concerns, tax compliance issues, child protection and intellectual property rights. We are most grateful to DFMG with assistance from Baker Tilly Ryan and Glennon Partners for their generosity and enthusiasm in providing this exciting and needed programme.

“I and my colleagues at DFMG Solicitors are very pleased to be involved with Business2Arts in this programme. Those involved in the arts may also have legal rights and obligations and we hope that this programme will assist in highlighting some of these.”

Patricia McGovern of DFMG Solicitors

Leading the Way with Senior Arts Managers

Business2Arts took to new waters recently with the aim of helping senior arts professionals to improve their leadership skills. Mike Fiszer, well known psychologist, and specialist in leadership, change & personal development, was engaged to work with 8 senior managers from arts organisations around the country over a six month period in 2006/2007. This programme centered on helping the individual realise their leadership potential by focusing on developing their emotional intelligence and working with their individual strengths. From Business2Arts’ viewpoint, we wanted to provide a facility for the senior arts to access the latest thinking in Leadership Development and best-practice in a group setting. We were delighted with the feedback from our first group of Arts Leaders. The programme will run again over 2007-2008 due to the success of year one.

The Business2Arts Leadership Development Course with Mike Fiszer was the best course I ever attended in terms of enhancing the way I approach my work and my life generally. Mike Fiszer’s material was ripe and relevant and he had a highly efficient method of encouraging participants to make honest assessments of themselves.

“I found myself making significant progress in a relatively short timeframe. It was also helpful in lots of ways to be participating in such a course with my peers in arts management.’

Tomás Hardiman, Director, Galway Arts Centre

Business2Arts Continue to Grow with FÁS

Business2Arts’ Affiliates are now eligible to receive a 70% reduction on our FÁS Certified Programmes under the ‘One Step Up’ scheme. Business2Arts is very proud of the association with FÁS, and grateful for their support in developing a range of options for arts professionals’ career development. Our sincere thanks once again to FÁS Services to Business for their increased support for our programme this year, which provides 70% funding on training for the arts, with a value of €119,000 this year.

Up-coming FÁS programmes include Finance for Non-Financial Arts Managers, Customer Care in the Arts, Leadership Development for the Arts, Advanced Certificate in Management for the Arts and Diversity Awareness.

New Trainers in Munster & Leinster

Business2Arts are proud to announce our association with Cork-based training company Professional.ie, allowing us to offer increased training opportunities in the Munster region. Current programmes on offer include Dreamweaver and Excel, as well as Strategic Development and Negotiation skills.

Business2Arts are now also partnering with IACT International Academy of Computer Training in Dublin to offer huge discounts on specialised IT training for arts professionals, including the very popular Professional Web Development for Small Business.

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20th Anniversary Celebrations for Business2Arts

It’s hard to believe that it’s almost 20 years since a group of business people got together and formed the organisation Cothú, which later became Business2Arts. Those years have seen the organisation grow from a small group of interested champions, to the largest networking organisation concerned with business and the arts.

A number of events and programmes will run during the anniversary year to mark the celebration. One of the central events will be an exhibition of artworks from Members’ Collections, taking place at the Irish Museum of Modern Art, the national cultural institution concerned with the collection and display of contemporary art.

Working with the Museum, curators are currently viewing the collections of members, with a view to selecting work for the show, which will run between April – June 2008.

A range of other events will be programmed throughout the year, including special private evenings for individual member companies to host their clients and staff at IMMA for a private view of the exhibition and supper.

If you would like to arrange something special please let us know as soon as possible.

New Members of Business2Arts

Patron
Accenture
G&T Crampton
Crossridge Investments
Jones Engineering
John Sisk & Son
MBNA

Gold
Culture Ireland
Dublin Bus
Image Now
Merc Partners
Oracle
Whitney Moore

Silver
David Martin

Cover image by Marcus Tate - Accenture’s Corporate Communications Day 2007, which was created by artists and theatre practitioners instead of corporate event organisers.