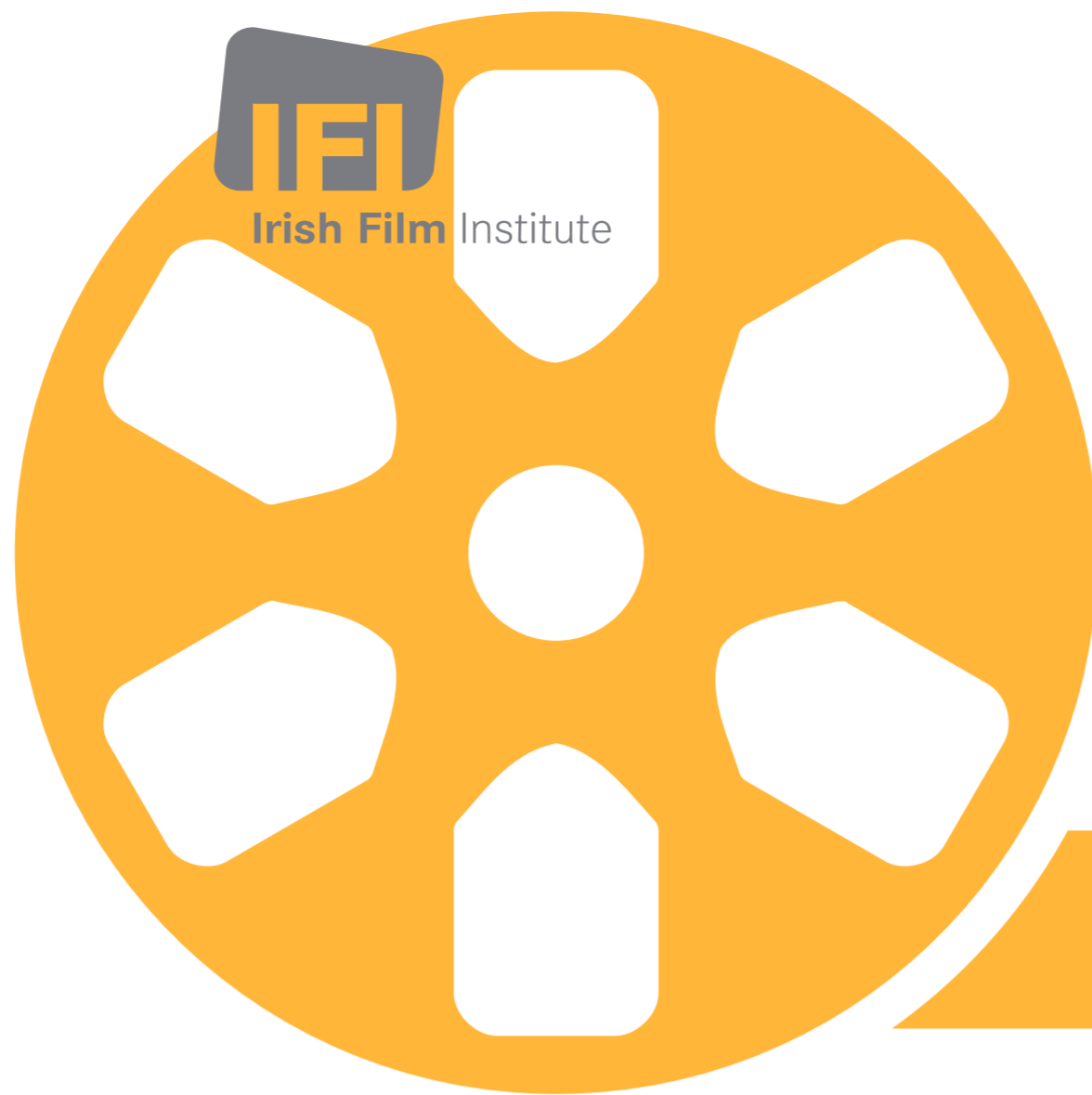


IRISH FILM INSTITUTE STRATEGY 2017-22



PAST, PRESENT AND FUTURE



OUR VISION

As the home of film in Ireland, we seek to be an inspiring, creative influence and to promote a wider understanding of film culture and its critical importance.

Irish Film Institute



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[facebook.com/irishfilm](https://www.facebook.com/irishfilm)

twitter.com/IFI_Dub

[instagram.com/irishfilm](https://www.instagram.com/irishfilm)

OUR MISSION

As Ireland's national cultural institution for film, we present audiences with the finest in independent, Irish and international cinema, promoting critical reflection and discussion; through the national moving image collection at the IFI Irish Film Archive, we are the custodians of our unique and precious heritage; and through our diverse educational programmes, we enable widespread engagement with film for people of all ages.

THE HOME OF IRISH FILM PAST, PRESENT AND FUTURE

OUR PILLARS

EXHIBIT

STRATEGIC OBJECTIVES

- Curate and promote unrivalled and unique film programmes and events.
- Respond to the changing consumption habits of the cinema-going public.
- Explore routes for expanded cinema and film provision.
- Champion Irish film both at home and abroad.

STRATEGIC OUTCOMES BY 2022

- A broad, diverse and inclusive range of film offerings, on traditional film and digital formats, to audiences of all ages and abilities, across the island of Ireland and internationally.
- Deeper understanding of the variety of film by reflecting a diversity of thought in our programming choices through different voices, eras, genders and cultures.
- Expansion in the range of outlets for IFI programming beyond the three-screen cinema in Dublin, alongside increased provision of accessible screenings.
- Increase in the amount of Irish content exhibited.

EDUCATE

STRATEGIC OBJECTIVES

- Increase nationwide access for people of all ages to educational film programmes and activities.
- Create new initiatives for young people to foster more discerning media consumers and the next generation of cinema-goers.
- Use IFI Player to build new education programmes for teachers and students.
- Develop young audiences for film, recognising them as central to the future of Irish cinema-going.

STRATEGIC OUTCOMES BY 2022

- Recognition as a leading authority on film education in Ireland.
- Establishment of film clubs around the country for young people, promoting out-of-school film engagement and appreciation.
- New initiatives that engage with young people at both second and third level, and encourage connection with the creative industries.
- A society with enhanced media literacy.



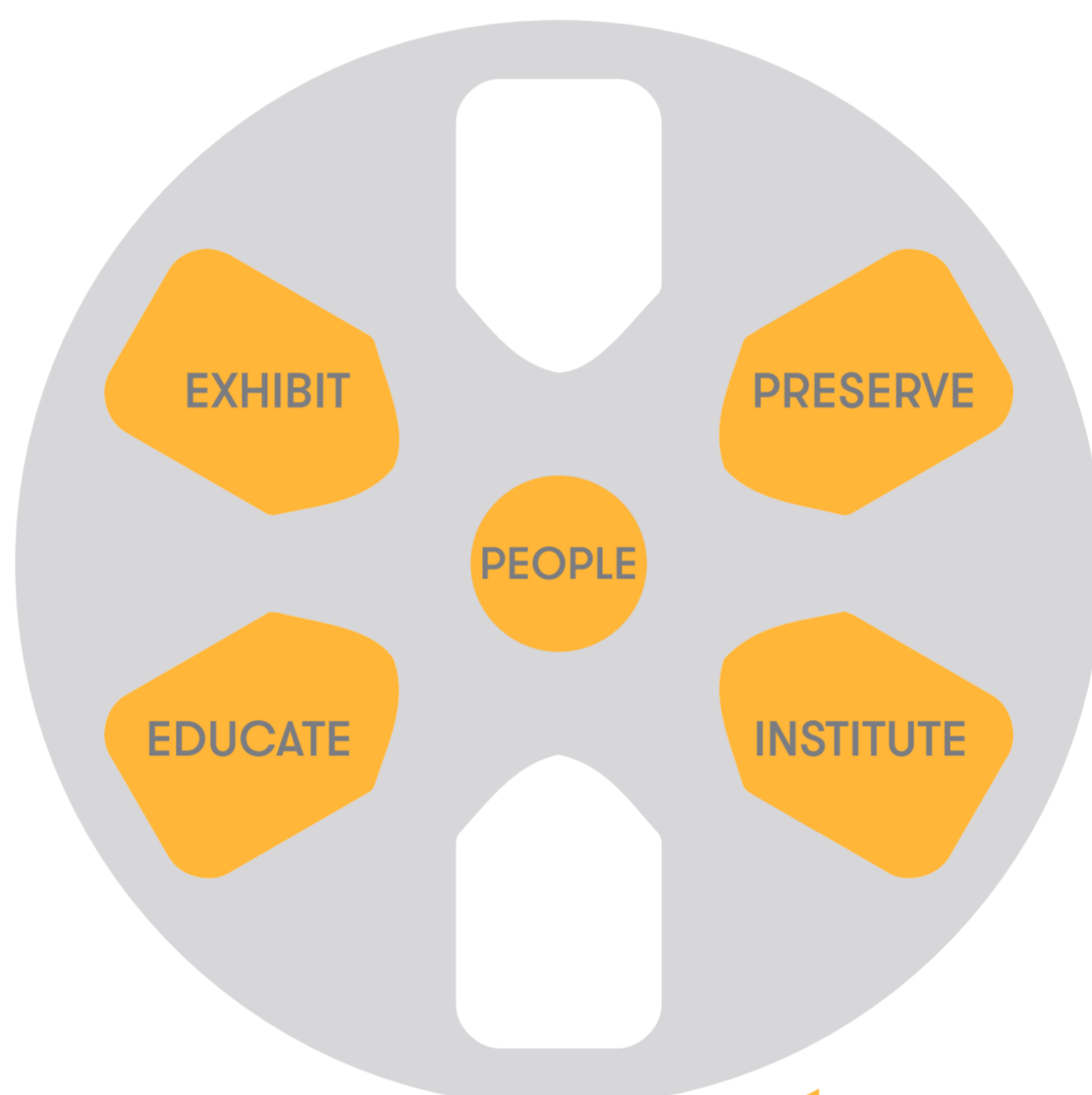
PRESERVE

STRATEGIC OBJECTIVES

- Maintain the IFI Irish Film Archive to the highest international standards, achieving broader and formal recognition for our work.
- Increase capacity for preservation and acquisition through the development of additional off-site climate-controlled vaults.
- Expand access to the Collections through the IFI Player.
- Drive the IFI's Digital Preservation and Access Strategy.

STRATEGIC OUTCOMES BY 2022

- Certification for the IFI Irish Film Archive under the Heritage Council's Museum Standards Programme of Ireland.
- Additional vaults on campus at Maynooth University.
- Greater access to the Collections for audiences in Ireland and around the world, through a fully developed IFI Player.
- Completion of the IFI's Digital Preservation and Access Strategy (2014-19) and initiation of the future plan.
- Formal recognition as a National Collection.



INSTITUTE

STRATEGIC OBJECTIVES

- Advocate for the importance of film culture among policy-makers and funders.
- Achieve visibility and recognition for the depth and breadth of our work.
- Operate to the highest standards of governance.
- Devise an associated financial plan for the period that is sustainable, achievable and that reflects the organisation's ambition.

STRATEGIC OUTCOMES BY 2022

- Greater visibility for all aspects of our core remit.
- Recognition as a model of innovation, good governance and corporate responsibility in the charity and arts sectors.
- A capital expenditure plan realised through strong financial management and successful fundraising and development.



PEOPLE

STRATEGIC OBJECTIVES

- Deliver prestige cinema-going experiences of exceptional quality to our customers.
- Support and develop the expertise and skills of our dedicated workforce.
- Strengthen our relationships with film artists through strong exhibition programmes and the long-term preservation of their work.

STRATEGIC OUTCOMES BY 2022

- Major refurbishment and enhancements of our premises in Temple Bar to improve and upgrade all aspects of the cinema-going experience.
- Development and implementation of a People Plan that values and supports the IFI team.
- Enhanced creative connections with Irish and international film artists.

