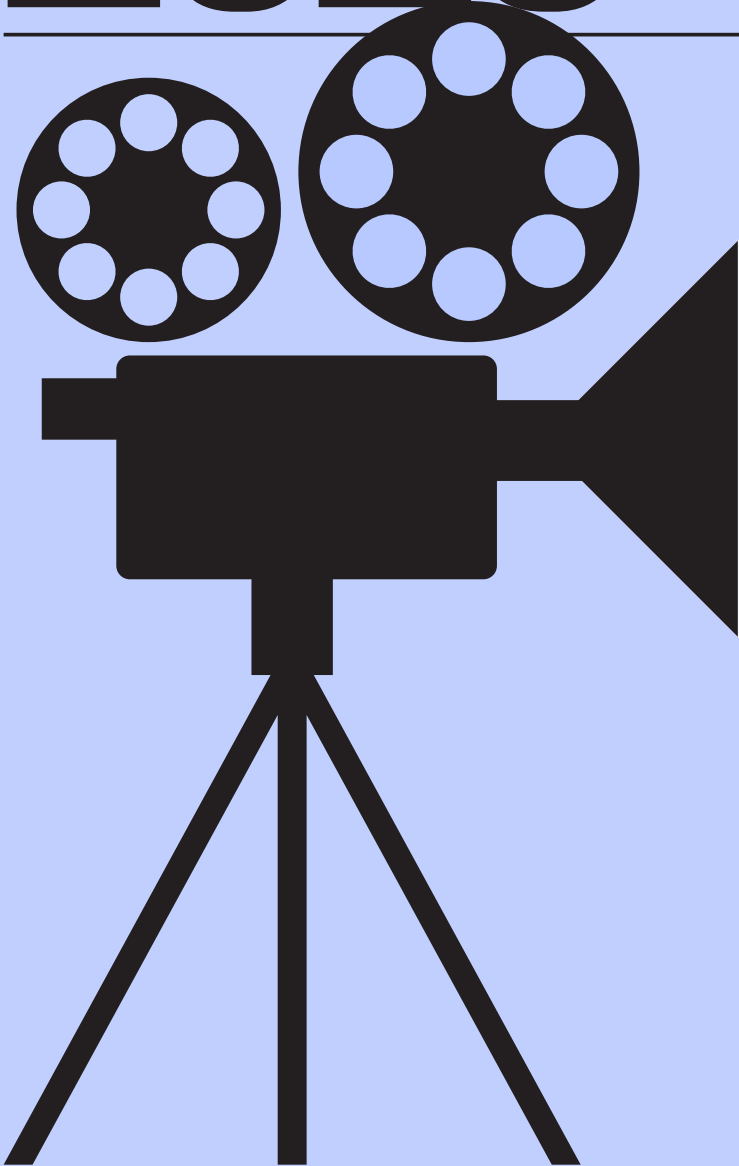


Strategy 2025—29



Message from the Chair

This IFI Strategy is informed by the past, the present and the future. We look back at what the organisation has achieved since it was first-founded in the 1940s. We recognise the huge importance of safeguarding our past, which we do through the work of the IFI Irish Film Archive, preserving our national moving image collection for current and future generations. We look at the present, at where we are now and how we are presenting audiences with challenging, inspiring and entertaining exhibition programmes. And we look to the future, as we aim to respond to a changing cultural landscape and educational opportunities, ensuring that we develop the next generation of film lovers and inspire future filmmakers.



Developed after an intensive consultation period with a broad range of stakeholders, this strategic plan clearly outlines the Irish Film Institute's priorities and goals for the coming five years. This Strategy, published in tandem with our EDI Policy and Action Plan and Climate Policy and Action Plan, reflects our core responsibilities to our people: the Irish filmmaking community, our audiences and our staff.

As Chairperson of the IFI, I would like to thank the many people who participated as part of the consultation period, and who helped shape and guide our strategy for the coming years. We look forward to working with our many partners and supporters to ensure the successful realisation of this ambitious and far-reaching strategy.

John McGrane
IFI Chairperson

“And we look to the future, as we aim to respond to a changing cultural landscape and educational opportunities, ensuring that we develop the next generation of film lovers and inspire future filmmakers.”

Director's Foreword

Film is contemporary culture's most relevant and influential art form and has the power to excite, captivate and challenge audiences. It is intrinsically culturally diverse and accessible, and is a powerful force in broadening the base of arts participation amongst the public. Through the development of this IFI Strategy, we wanted to solidify the IFI's place as one of Ireland's most effective and influential cultural organisations.

The IFI Strategy concentrates on three main pillars representing our core remit of Exhibit, Preserve and Educate. Alongside these pillars, we have introduced the additional pillar of Innovate which will influence our activities in all of these areas. With People as the central pillar within this strategy (our audiences, our filmmakers and our team), we show our commitment to ensuring the IFI is truly the home of film in Ireland for everyone.

In each of these areas, we have been able to identify a set of strategic objectives and priorities to guide us during the next five years.

I would like to thank all of the people who contributed their time, thoughts and ideas to the development of this strategy document.

Ross Keane
Director & CEO



“Through the development of this IFI Strategy, we wanted to solidify the IFI's place as one of Ireland's most effective and influential cultural organisations.”

A woman with long dark hair, wearing a light blue quilted jacket over a white blouse with large ruffles and a yellow skirt, looks upwards with a thoughtful expression. She is in a room with many beds, suggesting a hotel or a large residence. The lighting is warm and soft.

“We are committed to fostering a culture where a shared passion for film unites.”

Development of the IFI Strategy (2025–29)

A detailed consultation process was central to the development of this strategy, involving a series of strategic discussions and feedback sessions aimed at refining the organisation’s values, pillars and overall direction for the next five years. Multiple key stakeholders including funders and partners, our Board, Council members and staff participated in workshops and meetings to evaluate the effectiveness of existing strategic pillars, as well as identifying key elements of the IFI’s future trajectory.

Salient themes emerged from this process, highlighting audience engagement, sustainability and inclusivity, as well as the importance of fostering community connections and improving visibility beyond Dublin. Feedback indicated a desire to incorporate new values, such as sustainability and community, while also addressing challenges related to funding, staff retention and the evolving landscape of film consumption.

Vision

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

Mission

As Ireland’s national cultural institution for film, we present diverse 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 educational programmes, we enable widespread engagement with film for people of all ages and backgrounds.



Values



Passion

To approach our work with an unwavering enthusiasm and dedication to the art of film, driven by a deep appreciation for the power of cinema to captivate, inspire and transform. We are committed to fostering a culture where a shared passion for film unites our team, our audiences, and the broader creative community.



Innovation

To embrace a spirit of creativity, experimentation and forward-thinking in all aspects of our work - from the curation of our film programmes to the development of our digital platforms and the exploration of new technologies. We are committed to fostering a culture that encourages bold ideas, challenges conventions, and empowers our team to push the boundaries of what is possible in the realm of film and cultural programmes.



Excellence

To consistently strive for the highest standards of quality in all our endeavours, from the delivery of our film programmes and educational initiatives to the preservation of Ireland's cinematic heritage. We are committed to excellence as the driving force behind our ambition to be a world-class cultural institution.



Community

To cultivate a vibrant, inclusive, and engaged community of film enthusiasts, artists and cultural advocates who collectively celebrate the power of cinema. Working with our many partners and stakeholders, we are committed to fostering a sense of belonging and collaboration for all, and to the development of new audiences.



Equity

To ensure fair and equitable access to the IFI's resources, programming and opportunities, actively addressing barriers and creating an inclusive environment that empowers diverse voices and perspectives within the film community. We are committed to fostering a culture of belonging for *all*.



Sustainability

To operate with sustainability at the core of all our thinking, from our environmental responsibility and ethical practices in all aspects of our work to ensuring our operational and financial security for the long-term future. We will aim to minimise our ecological footprint and promote sustainable working practices. We are committed to playing our part in creating a sustainable future for the film industry and our planet, inspiring audiences and partners to embrace environmentally-conscious practices.



“We seek to be an inspiring, creative influence to promote a wider understanding of film culture and its critical importance.”

Strategic Pillars

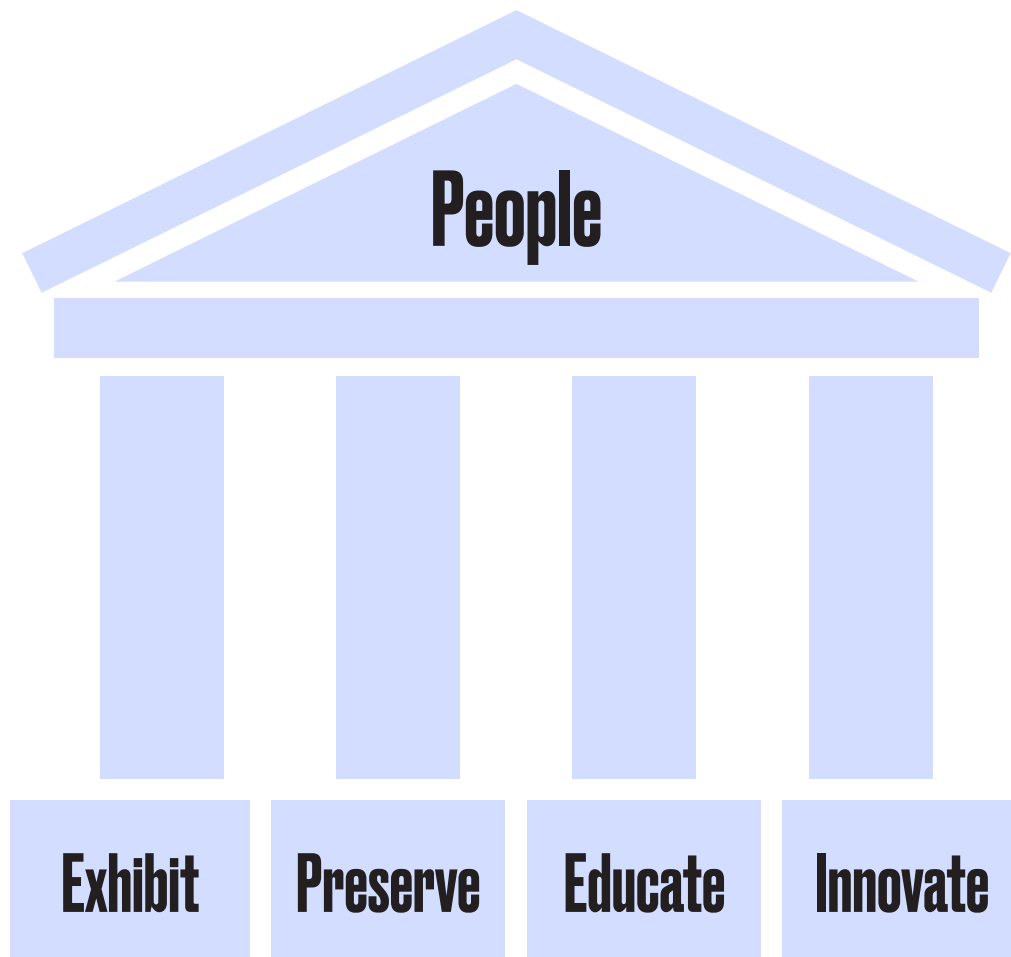
This strategy document sets out five strategic pillars to guide the IFI's operations and activities from 2025 to 2029. These strategic pillars are **Exhibit, Preserve, Educate, Innovate and People**. Each pillar represents a key area of focus for the IFI, and is underpinned by specific actions and objectives.

The three core pillars of Exhibit, Preserve and Educate continue into this document, the IFI's new five-year strategy. The **Exhibit** pillar outlines actions to curate a diverse range of film programmes, to expand opportunities for film discourse, and leverage new technologies to enhance the cinema-going experience. The **Preserve** pillar emphasises collecting, safeguarding and sharing Ireland's moving image heritage, and advocating for film heritage and changed legislation. The **Educate** pillar focuses on increasing access to educational programmes and initiatives that foster a passion for film and film literacy, and a focus on developing next generation skills and audiences.

The newly-introduced **Innovate** pillar explores the use of new and emerging technologies such as AI to enhance audience engagement, streamline operations and improve processes, whilst also exploring opportunities for expansion.

The final (and central) pillar of **People** emphasises the importance of the human component as the backbone of all that we do at IFI; always considering audiences, artists and the dedicated team at IFI as the triad at the heart of all decision-making regarding what we do and how we do it.

Collectively, these strategic pillars serve to enhance the IFI's role as a leading cultural institution in Ireland, promoting film culture, accessibility and sustainability.



Exhibit

1. Curate and promote a broad, unique, diverse and inclusive range of film programmes and events on traditional film and digital formats across the island of Ireland and internationally.
2. Promote a deeper understanding of the variety of film by reflecting a diversity of thought in our programming choices through different voices, eras, genders and cultures, in line with our EDI Policy and Action Plan.
3. Expand the reach of IFI programming beyond the three-screen cinema in Dublin.
4. Champion and increase the exhibition of Irish film content both domestically and internationally.
5. Ensure sustainability is integrated into all aspects of film exhibition by delivering on our Climate Action Plan.
6. Develop greater opportunities for film discourse as a key component of the exhibition strategy.
7. Respond to changing audience consumption habits and preferences by exploring new avenues for cinema and film provision.
8. Whilst maintaining the integrity of the creative practice and the importance of human interaction, leverage new technologies and digital platforms, particularly to enhance the cinema-going experience for audiences of all ages and abilities.

Preserve

1. Collect, safeguard and share Ireland's moving image heritage and related collections, ensuring they are preserved and accessible for the benefit of current and future generations.
2. Continue to contribute to the international discourse on film heritage and preservation through a programme of publishing, conferences and membership of professional organisations.
3. Lobby for formal legislative recognition of the IFI Irish Film Archive as the national film heritage repository, specifically looking at mechanisms such as amendments to the Irish Film Board Act 1980.
4. Ensure the importance of film heritage is recognised at government level by advocating for the inclusion of film heritage in all relevant Irish State cultural policy.
5. Increase public awareness and engagement with the IFI's preservation work through exhibitions, screenings and educational initiatives that highlight the value of film heritage.
6. Build on existing partnerships and collaborations (including funding bodies, cultural institutions, universities, archives, filmmakers and film organisations) in order to share knowledge, optimise and increase resources, and deliver enhanced exhibition, preservation and research projects.
7. Continue to act as the leading film preservation organisation within the State providing specialist advice, support and services to a range of people, organisations and institutions.
8. Maintain our full accreditation in the Museum Standards Programme for Ireland, which recognises excellence in collections management and care, thus ensuring the national moving image collections and related materials are managed and preserved to a high standard.



From Left:
Kneecap, 2024
An Cailín Ciúin (The Quiet Girl), 2022
Baltimore, 2024

Educate

1. Increase nationwide access to comprehensive educational programmes that foster a passion for (and engagement with) film, film literacy and critical thinking skills across diverse audiences including children, young people, families and lifelong learners.
2. Create new initiatives for young people to foster more discerning media consumers and the next generation of cinema-goers.
3. Position the IFI as a leading voice and advocate for the importance of film education in shaping cultural understanding, critical thinking and creative expression, and connect with film educators internationally to share ideas and expertise.
4. Collaborate with educational institutions, schools and film organisations to integrate film into curricula and learning experiences at all levels.
5. Play a central role in the delivery of the new Leaving Certificate subject of Drama, Film and Theatre Studies through exhibition, access and teacher training.
6. Develop innovative, engaging, and interactive educational experiences that inspire and empower the next generation of filmmakers, film enthusiasts and cultural advocates.
7. Foster and encourage the next generation of audiences and filmmakers, supporting their training and contributing to peer networks nationally and internationally.
8. Cultivate youth voice and its contribution to IFI, reflecting diversity and inclusion in initiatives to broaden the IFI landscape and demographic.

Innovate

1. Explore the use of new and emerging technologies such as AI to enhance audience engagement, streamline operations, and improve certain processes to maximise efficiency and reduce staff turnover.
2. Continue to take an innovative approach to digital preservation and collections access, leveraging new technologies and partnerships to enhance preservation efforts and promote both environmental and operational sustainability.
3. Continuously evaluate and adapt the educational strategy to respond to evolving learning needs, emerging technologies, and changes in the film industry and education landscape, using IFI Digital Platforms to build new education programmes for teachers and students.
4. Explore opportunities for physical growth and expansion of the IFI's premises and footprint.
5. Develop a more vibrant and appealing brand identity that resonates with younger audiences, refreshing the visual elements of the IFI's marketing materials to make them more engaging.
6. Position the IFI as a destination focused on visitor experience, with special events that engage with a variety of communities.
7. Introduce more diverse and engaging programming, including special themed events, to attract a wider audience and create excitement around the cinema experience.
8. Improve physical, financial, symbolic and digital accessibility to ensure that all community members can engage with the IFI.



Central Pillar: People

Audience

Artists

Team

1. Strengthen our relationships with film artists through strong exhibition programmes and the long-term preservation of their work, thereby fostering a sense of belonging for them so they feel an integral part of the home of film in Ireland.
2. Continue to refurbish and enhance our premises in Temple Bar to improve and upgrade all aspects of the cinema-going and destination experience.
3. Conduct a skills audit to identify gaps and provide tailored training programmes in order to empower, support and develop the expertise and skills of our dedicated workforce through workshops, mentorship and opportunities for knowledge sharing.
4. Provide training and professional development opportunities for staff and those wishing to enter the film archiving profession, thereby building internal expertise, developing potential employees and enhancing the culture of archiving within the State.
5. Continue to evaluate compensation and benefits packages to attract and retain staff.
6. Ensure that the workplace is inclusive and more accessible for all employees, improving overall morale and job satisfaction.
7. Internally publish an annual People Plan to support staff and address issues related to wellbeing and mental health, contributing to a positive work environment.
8. Deliver cinema-going experiences of exceptional quality to our customers.



Monitoring and Evaluation

The Director and Board will establish a robust framework for monitoring and evaluating the implementation of this Strategic Plan. This review process will leverage both quantitative and qualitative data, including audience feedback, box office figures, engagement with online platforms, and participation in educational programmes.

The Board will be actively involved in reviewing the progress of the Strategic Plan, making adjustments as needed, and ensuring that the IFI remains on track to achieve its ambitious goals.





“We are committed to fostering a culture where a shared passion for film unites.”



**Irish Film
Institute**



Irish Film Institute

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**funding
the art of film**