



# Strategic Plan 2022-2025






*“I believe we are well positioned to bring increasingly relevant value to the Crew, Guilds and Industry we represent in the coming years.”*

As Chief Executive of SGI, I am excited to launch our Strategy 2022 – 2025. The planned outcomes will deliver our Mission to establish and promote a fair and transparent working environment. With clear direction for the future, funding and support from Screen Ireland and a dedicated team in SGI, I believe we are well positioned to bring increasingly relevant value to the Crew, Guilds and Industry we represent in the coming years.

Jess Drum - CEO

I was delighted to be asked to become non-executive director and chairman of Screen Guilds Ireland ('SGI') in 2021 and to be in a position to contribute to this future Strategy for the organisation. SGI plays an increasingly important role in the Film and Television Production industry in Ireland through its representation of the crew and their respective Guilds who play a such a vital role in every aspect of production. I look forward to working closely with the board, management and a wide number of stakeholders in ensuring the successful implementation of this strategy over the coming three years.

Peter Fitzgerald - Chair



*"SGI plays an increasingly important role in the Film and Television Production industry in Ireland."*

# Set Life

*"Enjoy yourself and realise that if you are on a film set, and on the pay roll, then you are at a place that many, many young and aspiring people are wishing they were!"*

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*"When you are starting out, take any opportunity to learn about different departments, it will stand you in good stead no matter where you land."*

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*"Be kind, respectful, mannerly, self-confident, attentive and responsible and embrace the wonderful art of 'team work'"*

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*"There is pressure, laughs, doubts and a good dose of craic in the middle of it all! But it's an amazing career full of possibilities."*

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*"I've made so many friends, and many of them are still the most important people in my life. They showed me a way of thinking, problem solving, and an absolute bible of what should and shouldn't be done."*



# Introduction

This SGI strategy 2022 – 2025 has been developed against the background of the following internal and external factors. Effectively dealing with these factors has been a key driver in planning the future goals and objectives for SGI over the period of this plan.

1. Organisation Awareness
2. Stakeholder Engagement
3. Crew Representation
4. Crew Training & Professional Development
5. Crew Support Services
6. Industry Research

It should be noted that there will be an internal requirement to increase the financial resources available in the company to effectively implement the above.

## Who we are

SGI represents Irish Film and Television Workers across the many Guilds / Departments within the Irish Film and Television Industry. These Guilds currently include: Accounts, Art, Assistant Directors, Camera, Construction, Continuity, Costume, Facilities, Editing, Grips, Hair, Locations, Make Up, Modelmaking, Production, Props, Prosthetics, Set Decoration, Sound, Special Effects, Stunts, Transport and Visual Effects. We continue to grow and endeavor in time to be fully inclusive of the Irish Film and Television Industry as a whole.



**The Vision, Mission and Values of SGI will guide the implementation of its strategy for the coming years.**

## Mission

SGI represents film and television workers across the many departments within the Film and Television Industry in Ireland with the aim of establishing and promoting a fair, transparent and rewarding working environment for all workers engaged in the industry, spanning national and international productions of all scales and genres. SGI achieves this through continuous liaison and proactive engagement with the Guilds, Fís Eireann/Screen Ireland, Screen Producers Ireland, SIPTU and other recognised industry stakeholders on all matters concerning our members.

## Vision

In an ever-evolving industry, the primary aim of Screen Guilds Ireland (SGI) is to safeguard the collective interests of our members while upholding and promoting the highest of standards in Film and Television Production in Ireland. This will be achieved through the continued training and upskilling of crew, the implementation of a robust upgrade process within the various Guilds / Departments we represent and ongoing research into improved working practices in the industry for the benefit of all our stakeholders.

## Values

In supporting the achievement of its Vision, Screen Guilds Ireland (SGI) is committed to establishing and promoting a fair, transparent and fully inclusive working environment for all workers engaged in our industry where the voices of our members, the crew, are recognised and heard and where issues affecting them are properly represented.



# Set Life

“There is so much laughing and joking with every department, we're like family”

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“It's all about who you meet, you get to make life long friends in this industry and that is the best memory to look back on.”

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“It can be such hard work but we are a family and support each other through thick and thin”

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“It can be a tough industry so it's really the people you meet that make it great – the craic on set, the camaraderie and the lifelong friendships that come from it.”

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“I've made lifelong friends in this industry. Not many people get to work with their best friends on a daily basis”

# Strategic Goals, Objectives & Outcomes

What we will focus on achieving over the period of our plan

	Strategic Context	Strategic Objective	Strategic Outcome
<b>Awareness</b>	SGI works with Guilds individually to strengthen communication, ensuring clarity and transparency across the board. This is key to the success of the Film and Television Industry in Ireland as well as ensuring the crew are fully represented and always heard.	<ol style="list-style-type: none"> <li>1. To strengthen SGIs presence in social media to enhance the awareness and recognition of organisation and its purpose</li> <li>2. To attend Film Festivals in order to represent the center of excellence that is the work force behind the Irish Film and Television Industry</li> <li>3. To strengthen individual Guild communication, helping them to get the most out of their guilds and assisting them as much as possible along the way</li> </ol>	<ol style="list-style-type: none"> <li>1. Higher SGI profile and awareness</li> <li>2. Higher individual Guild profile and awareness</li> <li>3. Increased National and International recognition for the role of members</li> <li>4. More effective communication as well as a transparent sharing of information</li> </ol>
<b>Stakeholder Engagement</b>	SGI communicate with industry stakeholders, including Screen Ireland, Government Departments, SPI and SIPTU to ensure that Irish Film and Television Crew are provided with fair regulation and access to vital information.	<ol style="list-style-type: none"> <li>1. To maintain and strengthen communications with all stakeholders in the Industry</li> <li>2. To act as an emissary between the Guilds and SIPTU to maintain open communication</li> <li>3. To engage with all stakeholders in a constructive and mutually rewarding way, building relationships across all departments and forging a lasting relationship</li> </ol>	<ol style="list-style-type: none"> <li>1. Improved dialogue with all stakeholders, ensuring a clear line of communication between the Guilds and SGI and consequently SGI and all Irish stakeholders</li> <li>2. Quick resolution of production issues on behalf of Irish Film and Television Crew</li> <li>3. Recognition of SGI as a Stakeholder and the voice of the work force behind the Film Industry</li> </ol>



	Strategic Context	Strategic Objective	Strategic Outcome
<b>Representation</b>	Since its establishment, SGI has operated with the aim of safeguarding the collective interests of its members while upholding the highest of standards in production.	<ol style="list-style-type: none"> <li>1. To maintain a strong and consistent presence on steering Groups, review committees and monthly stakeholder meetings in order to actively participate in the discussion of ideas and concerns</li> <li>2. To engage with stakeholders to provide a voice for the Guilds in steering groups around policy and expansion and facilitate engagement with Unions</li> <li>3. To act and uphold the highest standards within the industry</li> </ol>	<ol style="list-style-type: none"> <li>1. Success in advocating for the Guilds in support of the new Agreement with SIPTU</li> <li>2. A strong collaborative working relationship with the industry unions and all other stakeholders</li> </ol>
<b>Professional Training &amp; Skills Development</b>	The development by SGI of the Competency Framework into a comprehensive and detailed road map to understanding each grade within the industry has given us the opportunity to explore and assist the crew in bridging skills gaps and upskilling.	<ol style="list-style-type: none"> <li>1. Maintain review and monitor the CF ensuring it is kept up to date.</li> <li>2. Have frequent engagement with the training committee and Screen Ireland via the Crew Academies.</li> <li>3. To gather data from the crew regarding training needs and crew shortages and evaluate skills gaps.</li> <li>4. Cultivate relationships between member Guilds and training bodies encouraging crew members to engage in developing and delivering training that meets a high industry standard.</li> </ol>	<ol style="list-style-type: none"> <li>1. Established support in facilitating training and development in conjunction with industry stakeholders.</li> <li>2. Identification of Crew Skills Shortages and liaising with Crew Academies to ensure the training needs of the industry are being met.</li> <li>3. An understanding of the impact of current working conditions on Irish film and TV Crews, on wellbeing – social, cultural and economic.</li> </ol>



Area	Strategic Context	Strategic Objective	Strategic Outcome
<b>Crew Support Services</b>	Wellbeing at work in the Film & Television Industry is important as a healthy environment in which to work is key.	<ol style="list-style-type: none"> <li>1. To provide crew members with access to a suite of services to support their mental health and wellbeing during challenging times - providing them with a structured way to work through physical or mental health issues and any financial difficulty they may be facing</li> </ol>	<ol style="list-style-type: none"> <li>1. Facilitating the availability of and access to relevant support services for crew to assist with physical, Mental or Financial health issues</li> </ol>
<b>Research</b>	The Irish film industry is one of our biggest success stories and the films made here are loved by audiences around the world. For this to continue, continuous research is needed into improving work practices in order to nurture and foster the next generation of talent, both in front of and behind the camera.	<ol style="list-style-type: none"> <li>1. To research the need for greater employment regulation and accountability in the Irish Film &amp; Television production industry</li> <li>2. To research work practices and work models to explore ways to better facilitate our industry</li> <li>3. Continuous monitoring of live data regarding crew requirements</li> </ol>	<ol style="list-style-type: none"> <li>1. An understanding of the impact of current working conditions in relation to competitiveness, productivity and the well-being of crew teams (social, cultural, economic)</li> <li>2. An understanding of working conditions of those currently working in the Irish Film and Television Industry</li> <li>3. A better understanding of the various work practices and laws governing employment in our industry</li> </ol>









## Our Stakeholders





## Contact us

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