

**Festival Business Plan
for
Guth Gafa International Film Festival
2015 - 2017**

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Background & History

Guth Gafa is the only independent documentary film festival in Ireland, and the only film festival that takes place in County Meath. Guth Gafa screens Irish premieres of international and Irish documentaries. Up until 2011, the festival happened in the Gaeltacht town of Gort an Choirce, in North West Donegal. In 2013, the festival moved to Malin in Inishowen, with satellite events happening in 2013 in Derry, as part of the City of Culture celebrations in 2013. In 2014, we launched a new hub at Headfort School and Estate in County Meath.

The two main screening venues in 2014 were the national Cinemobile, with 100 seats, and the stunning 18th Century Adam Room in the Headfort building, where a 140 seat tiered-seating HD cinema was constructed.

From 2009 onwards, at all our locations, we added venues in community halls and suitable other large rooms in Gortahork/Malin, where we installed state-of-the-art digital projection systems, and which seated an additional 100 people. This gave us the capacity for an audience of 340 cinema-goers in 3 simultaneous screenings at any one time. We have also used various other village halls and community spaces for workshops, debates, industry events, exhibitions, increasing our overall capacity for audiences to over 500 at any one time. We continued this in 2014, holding screenings in the Theatre in Headfort school, and also a small number in the community theatre in Kells.

The core philosophy of the Festival is to present the highest quality films in a non-competitive, utilitarian way with strands that emphasise human rights, social issues, and the environment but without forgetting the need for films that are pure entertainment for film lovers and families.

All the directors of selected films are invited, and expected to attend and talk about their work in post-screening discussions. These discussions are hosted by Irish filmmakers, journalists or experts in the subject of the film. The festival, founded in 2006, has now had eight previous editions between 2006 and 2014.

Guth Gafa is run as a non-profit company, with a management board of 9 people, and a team of committed workers and local volunteers, who together have made the seven editions so far a success. This core team has remained consistent over the past 5 years.

At all 8 events so far, we showed around 20 international and 10 Irish films, almost all of them Irish premieres, and with almost all of the international and Irish filmmakers in attendance. This means, over 8 years, we have brought approximately 240 films that would never have been seen in Ireland, and over 200 directors/producers to Ireland to discuss their work. Having the directors attend the festival, allows for a great atmosphere of in-depth discussion about the films. In 2009, for the first time, we introduced a new children and family section to our programme, which has been a great success over the last 5 years.

At Guth Gafa we try to create an environment for professionals, amateurs and local film enthusiasts to talk about the art of filmmaking and to get involved in creating documentary work. We have done this by keeping the festival compact and intimate and by locating it in a relatively contained environment.

Legal Status & Organisational Structure

Guth Gafa Teoranta is a non-profit company limited by guarantee with a Board (Organising Committee) currently made up of 9 members, primarily from the community, who make the decisions in relation to the festival, including the appointment of the Festival co-directors.

Guth Gafa also has an international Advisory Board comprising of Patricia Finneran, documentary executive in The Sundance Institute Film Fund; Elizabeth Radshaw, director of The Forum at HotDocs, Toronto; Ryan Harrington, head of the Tribeca Film Fund, and Cynthia Lopez, executive vice-president with POV Documentary Channel in New York. This Board advises on programming, funding, international contacts, educational outreach, and much more.

The current Organising Committee in Ireland are:

David Rane – Festival director

David has run his own production company, Soilsíú Films, for 15 years, producing mainly documentaries for national and international broadcasters, participating in festivals with his films. He has been attending film festivals and documentary markets for years, all over the world, and is a regular guest at The International Documentary Festival in Amsterdam, the largest doc festival in the world.

Neasa Ní Chianáin – Festival co-director/programmer

Neasa is a filmmaker, and native Irish speaker, who has been making documentaries for the last 10 years. She's directed 9 documentaries for RTE and TG4, which have sold abroad to New Zealand, US, Finland, Germany, France, Netherlands. Neasa attends film festivals regularly, as well as masterclasses where she gets a chance to see and hear about the work of well-established and ground-breaking filmmakers.

Anita Guidera – Media director

Anita is a journalist who has over 22 years experience in the field, 14 of these years as the Irish Independent's North-West Regional Correspondent, and 8 years before that as a journalist and later Deputy Editor with the Donegal People's Press.

Deaglan O'Mocháin – Irish language program coordinator and volunteer coordinator

Deaglan has trained in Film and Media in the Irish language. He has produced and directed two documentaries for TG4, and is currently researching new documentary projects. He has worked as a sociology and computer tutor, he has also worked with community groups and he was the production manager of Féile an Phobail (West Belfast Festival). He currently works as a television producer.

Maria Gasol – International program & hospitality coordinator

Maria studied Film and Media and has been working in the industry for 9 years. She worked for 3 years with Soilsíú Films in Donegal as a Head of Development. She has done extensive research on film festivals, and has attended several. Maria has also worked for the last two years with Spain's largest doc festival – Docs Barcelona.

Paul Kernan – Community Liaison

Paul is the Head of the Community Group/Centre, Pobail Le Cheile, in Falcarragh. He has worked as a community worker for many years, and has extensive experience in working with local communities and young people, in particular. Paul works actively to promote Guth Gafa in the local community.

Robert Wasson – Educational and outreach adviser

Robert is an ex-school principal and a teacher of children with special needs in Letterkenny. Robert will advise on film workshops for youth to run parallel with the festival, as well as special screenings for students, the design of the outreach program, and cross-border initiatives.

John Anthony Gallagher – Technical manager

John Anthony is a Media graduate who's been working in film for 6 years, specializing in the technical side. At Guth Gafa, he helped design the website, do web maintenance, coordinated all the tapes and reels to be screened, liaised with the national Cinemobile and prepared the screening facilities for the festival.

Reto Stamm – International programmer

Reto is a freelance documentary director and sound engineer from Switzerland, who has extensive contacts in the European documentary sector.

In preparing for our 2014 Festival, we intend to broaden the active working committee by inviting a number of people from Kells community, who have an interest in film and in promoting Kells, to join our committee. To this end we have had a number of meetings with members of the Hay Festival committee.

Vision

The aim of Guth Gafa is to present quality documentary films to visiting professionals, amateurs and local, national and international film enthusiasts in a small, intimate, village-style setting.

Mission Statement

The primary objective of the Festival is to attract audiences from County Meath, from the rest of Ireland and from around the world to come to Kells to watch quality documentary films that emphasise human rights and social issues.

The secondary objective is to ensure that the international film directors attend the festival and participate in discussions about their work and about the art of filmmaking, and that they are given the opportunity to see what the region has to offer, in the hope that they will return to make films there.

The third objective is to provide a sustainable long-term tourism event in a rural area that enjoys significant local community involvement.

The fourth objective is to encourage local people and international visitors who attend the festival to engage in the creative film-making process by participating in seminars, events and workshops running in parallel to the festival screenings.

The fifth objective is to provide high quality entertainment (music, international cuisine, family events) at an affordable cost – our ticket prices remain below €8.

Strategic Objectives

- To select and screen **international and Irish documentaries** of the highest international standard;

- To bring these screenings to the **Kells region**;
- To partner with **local authorities and local business and tourism partners in Meath, specifically in Kells** that link into their own cultural aims and objectives
- To screen the films in a **non-competitive, film-focused environment** with an emphasis on **human rights, and social issues**;
- To generate **interest and participation** in the films and festival in the **local Kells community**, including, but not limited to an extensive **Schools Outreach Programme in County Meath**.
- To create an environment and atmosphere that facilitates **in-depth discussion** about the films and the social and environmental issues they raise;
- To **attract visitors** from all over the world to the mythical, historical setting of Kells and the Brú na Boinne Heritage Sites.

Aims achieved

- We have attracted **multi-award winning films and directors** from around the globe
- We have placed emphasis on the **community nature** of the festival through all of our **promotional material**, and in the **working practice** of the festival team;
- We have generated **discussion locally** at the festival, in the **national media**, and **internationally** in reputable journals and websites.
- We have **increased participation every year** to the point that we have had to extend our festival accommodation and lodging to a much wider catchment area;
- We have established a **wide-ranging training and educational** philosophy at each festival headed by film practitioners and industry figures with an international reputation.
- We have **probably the most successful media marketing campaigns of any similar-sized festival in the whole country** resulting, in 2013 and 2014, in massive national media exposure on RTÉ TV, RTÉ and BBC Radio; The Irish Times, The Daily Mail and The Mail on Sunday, the Irish Independent, and many more media outlets. http://prezi.com/qeu_bt7rf-re/guth-gafa-2013-media-coverage/

Guth Gafa 2014 – an overview

The last edition, the **2014 Guth Gafa festival** in County Meath was officially opened with the screening of the Oscar-nominated documentary, *Virunga*, on Friday 31st of

October 2014 and it ran until Sunday 2nd November 2014.

- There were **over 30 screenings in 4 different 'pop-up' venues in Kells** – the Cinemobile (100 seat), a purpose-built cinema in the Robert Adam Room at Headfort House (140 seat), a third digital projection venue in the Headfort School Theatre (100 seats), and the St Vincent De Paul Headfort Theatre (400 seats).
- We also ran parallel events, such as **masterclasses and seminars** on different aspects of the film-making process, and a new series of Family screenings and art workshops, relating to the films screened. We also held a panel discussion on the politics of food production, hosted by Cheesemonger, Kevin Sheridan.
- We organized a daytime **festival café**, an evening **Festival club with live music gigs**, and **outings** for our international visitors.
- We hosted **World premieres and Irish premieres** of most of the films.
- We also had a **special focus on Human Rights films compiled in conjunction with the ICCL (Irish Council of Civil Liberties)**. and this was complemented by discussions, debates, educational outreach screenings, and more
- Guests included **32 film directors, producers, writers and cinematographers** from Ireland and around the world, and also included such high profile guests as Mechtild Manus, director of the Goethe Insitute in Dublin, Geoff Gilmore, Chief Creative Officer with Tribeca Enterprises and James Hickey, CEO of The Irish Film Board.

For full details of our 2014 event, please see the attached Festival Report

Feedback from international visitors this year was exceptional, and we have taken the liberty of quoting Maarten Schmidt, producer of the film *Ne Me Quitte Pas*, here in full, as his comments so accurately sum up Guth Gafa 2014:

"Guth Gafa is one of those festivals which actually does what it sets out to do: reach out to local communities and bring over talented filmmakers, producers and professionals from around the world. The time and space you create to meet others, to actually have time to see each others films and to connect in a meaningful way that can create long-lasting (professional) ties, is quite impressive!

I've visited so many festivals, markets, training incentives, so I'm in a position to say that what you guys do is special and stands out. It has it's place among the others, in its own way. It would be a pleasure to keep on supporting the festival, and if that means sending over our films, it's with pleasure."

Key Roles

Apart from the committee members listed above, in previous editions of the festival, we have had paid employees working in many different roles, including Volunteer Coordinator, as Festival Manager and as Publicity/Marketing. The Festival Manager runs the whole festival. With the Volunteer Coordinator, they source a community volunteer team, who are present in all the planning meetings and discussions. There are regular meetings and feedback sessions with staff and volunteers during the run-up to the festival and during the actual festival. Volunteers' tasks include

transportation, box office, technical support, hospitality, entertainment.

We also employ on short-term contract, a Graphic Designer to design our website, posters and all publicity material, and a Publicist. Also, we team up with international experts to assist with programming. Previous programmers have included Dutch filmmaker John Appel, and Swiss director, Reto Stamm. John Appel is an award-winning filmmaker with a prolific filmography, who's also member of the jury at the prestigious Karlovy-Vary International Film Festival and the equally renowned International Documentary Film Festival of Amsterdam (IDFA). Reto Stamm has won awards around Europe for his documentary work.

In 2011, we set up the first Guth Gafa International Advisory Committee, comprising experts from North America who have all attended Guth Gafa on one or more occasions. Our first Advisory Committee consists of Patricia Finneran (Sundance Institute), Cynthia Lopez (POV Documentary Channel), Elizabeth Radshaw (HotDocs) and Ryan Harrington (Tribeca Film Fund). This committee still advises us regularly on future plans for Guth Gafa.

Overall Experience of Group

The experience of the group is growing all the time, and the core team of workers on the festival has stayed the same now for 5 out of the 8 editions. This core team are starting to take on the challenge of making Guth Gafa an internationally recognized and world class event. This means being ambitious but still focused and realistic about what is achievable. These challenges include getting more national and international media coverage, building an outreach programme that will extend the life of the festival, but also the geographical catchment area, and improving upon the delivery of the festival as a landmark event in County Meath. The short-term employees and volunteer group gain a different but no less valuable experience, learning skills in areas of communication, media, hospitality and many more.

Action Plan for 2015 Event

Guth Gafa 2015 will be the ninth edition of this annual event. The first Meath event in 2014 was a great success, with 20 feature docs showing over two days, including a number of Irish premieres, including one, *Virunga*, which has gone on to be nominated for Best Documentary Film in the 2015 Academy Awards.

Our feeling is that Guth Gafa is becoming an important festival on the national and international circuit and that the name itself is quickly being recognised as a festival that guarantees a high standard in its programming selection, with a high calibre of visiting filmmakers and prominent international industry guests attending each year.

This mix, set in the intimate friendly environment of a 'village-style' festival, offers all our attendees an opportunity to immerse themselves in the international world of documentary-making. We believe that this is worth sustaining and building on, hence forward planning is essential in allowing Guth Gafa to grow to it's full potential.

In Guth Gafa 2015, we aim once again to be more than just a festival. Guth Gafa will reach out further into the community, introducing all kinds of people to the exhilarating world of film. We will host more than 20 international and 10 Irish films, plus seminars, masterclasses, video installations and children and families' film activities.

Our festival café, outings and evening club are 3 events/activities that have proven to be hugely popular, and will be repeated.

There will be video artists and filmmakers from around the world participating at Guth Gafa 2015. Apart from the 30 or more international filmmakers who we invite, we also anticipate many Irish filmmakers, working in documentary, arts, video and film to attend. In previous years, we have had up to 100 visitors a year from outside the region, who work directly in the field of film and/or television arts. This number will dramatically increase again in 2015 as we can tap into the Dublin catchment area, as well as the large Meath/Louth towns of Navan, Drogheda and Dundalk.

We play an important role as a tourism provider, encouraging all our visitors to experience what Ireland has to offer – this year, it will be the Brú na Boinne heritage sites in County Meath. We organise free coach tours for our guests, and encourage them to extend their stays after the Festival.

Specific Ideas for 2015 programme

Guth Gafa 2015 will be the festival's 9th year, and we are billing it as:
Women in Film 2015

This year's festival will focus on women in documentary film making, both as filmmakers and as subjects. In a first for Ireland, the festival will celebrate the empowerment of women, in front of and behind the camera. Guth Gafa will also host a debate that will address the issue of *Gender and Violence*, which will be attended by some leading national and international speakers.

This year's theme could not be more topical as women across the world are taking the lead in tackling issues from climate change to poverty and civil war. Our festival will draw a domestic and international audience that will recognise that work in an atmosphere that is celebratory.

It couldn't be more fitting that one of the world's first conclaves on women's rights, took place just up the road from Headfort, in Ireland's ancient capital of Tara. The Hill of Tara was setting for a seventh century church synod to enact laws giving greater rights to women.

As part of Guth Gafa, festival-goers will be taken on bus trips from the festival village to the local historical sites of Tara, visitors' centres at Boyne Valley and Newgrange and the Loughcrew Cairns, dedicated to the earth Goddess, in her form as a wise woman. The local historic sites, with particular reference to the recognition and role of women in the past, will be the subject of a talk during the festival weekend. Guth Gafa has the full support of the Hay Festival Committee, including Myles Dungan, who has offered to assist us with programming historical events and activities.

Audiences can choose from twelve films every day, partake in exciting question and answer sessions with the filmmakers or just soak in the atmosphere in the magnificent surroundings of the 18th century Headfort Demesne, and the historic town of Kells.

The move to Kells, County Meath with our Festival will do 3 things:

- Allow us to extend the festival and build Guth Gafa on the East coast by opening up Guth Gafa to a much larger audience in Ireland, Europe and around the world.

- Give us the opportunity to bring some big celebrity film names, with the glamour that goes with that, to our Festival locations (proximity to Dublin Airport will help),
- Broaden our appeal to potential sponsors, for whom proximity to Dublin will have a strong appeal.

The 2015 programme will incorporate many of the successful elements in the 2014 programme – the Guth Gafa Debates, the Secret Screening (sold-out and talked about for weeks after), and with MEDIA Festival funding a possibility, we will maintain our 70% or more contingent of European films. We will also expand the number of screenings, side-bar events and cross-promotional events that will be aimed at attracting the diaspora to this new unique part of Ireland's tourism trail.

For Irish films, we are considering a retrospective of an established Irish female film maker in 2015, and our focus will of course be, not only international, but firmly on new Irish films. We will also continue with our very successful student shorts competitive programme, Next Generation, which we introduced in 2011. In 2015, we plan to develop and nurture our already well-established relationship with colleges and film students and up-and-coming film talent.

We are exploring the idea of another **Irish Film Festival Summit** for 2015 to follow on from the success of our first International Film Forum, held in 2014 in conjunction with Honeycomb Creative Works . The objective of hosting a summit of Irish filmmakers with international experts and guests, is to create a forum for discussion of their work, and of their marketing and distribution of Irish film abroad.

The international Irish film festivals in US and Europe would have huge diaspora mailing lists, which we hope would be used to attract their supporters to come and spend a few weeks in Meath.

Publicity & Audience Profile

We advertise Guth Gafa on an international, national and local level. Internationally, we do this by having our festival listed in the main documentary websites, and by organizing special deals with media organizations, and exchanging information with other international festivals with similar characteristics.

Guth Gafa has been nominated for 3 years running for the Carlton Best of Festivals Awards, and, out of 400 festivals nationwide, has won twice – in 2009 (Best Total Marketing) and in 2011 (Best Poster).

In the last few years, our major focus was to keep the marketing very web heavy and to target special interest groups at a grass roots level through Web 2.0 marketing and special networking sites such as Facebook and Twitter. We also put up Google ads and we ran a couple of competitions, for which we got a great response. We also posted stuff on international documentary sites, such as EDN, Shooting People, DFG.

On a national level we get excellent 'free' press coverage across all media, and we also target all the industry people, film students and film lovers through different websites, film magazines, film organizations and colleges. On a local level, we do sneak previews in the town, we hang posters around the area, etc.

Once the festival is happening, we organize post-screening discussions where the audience can participate, so we encourage them to get involved in an active way,

which has proved very successful. We also create an environment of familiarity, intimacy, discussion and non-elitism. The directors are accessible, and happy to talk to everyone. We always ask for feedback from the audience and try to implement their suggestions. We also run a festival club so that people can mingle and chat in a more relaxed atmosphere.

Audience figures exceeded expectations in the first seven years, and 2014 was in fact our best year ever in terms of audiences. We anticipate another increase in 2015.

Funding

Our funding has been down since our highest point in 2008 – most of these cuts being from our industry funders, who all cited the recession as the reason. Our Irish language funding, previously up to 35% of our budget, has been cut almost completely, but was replaced and improved upon in 2013 by Inishowen LEADER and Derry City of Culture support. However in 2014, the funding dropped again to an all-time low. We have established a strong relationship with the following funders in the last 7 years:

Arts Council: The only funder that has increased year on year. We received €8,500 from the Small Festivals fund last year.

Bord Scannán na hÉireann: They have given funding of €10,000 consistently since 2007, mainly for industry-related events. However in 2014, this dropped to €9,000.

RTE: They allocated us €5000 in 2006, 2007, 2008 but cut their funding completely in 2009. Again, they remained committed to the Festival in terms of programming, and have given us 50 prime-time adverts for Guth Gafa for the last 4 years, and we are hoping for a return of their funding contribution in 2015.

Donegal County Council: supported us with €4,500 Arts and €8,000 Community Development funding in 2011, but this dropped in 2013 to €3,000, but increased again in 2014. However, as we are not operating in Donegal in 2014, we will not be approaching them for support.

Meath County Council supported us with €3,000 in 2014, and we will be meeting them shortly to discuss an increased allocation for 2015.

Screen Training Ireland awarded us €2,000 support for Masterclasses.

Broadcast Authority of Ireland awarded us €3,000 in 2014.

We also managed to raise more than €15,000 from small donations, embassies, grants, box office, advertisements and other sources in 2014.

Funding will be used in 2015 for the overall expansion of the festival in the following ways:

- to 'keep it local' by increasing the representation in the festival of quality Irish film product, and for 2015, food products, made in Meath;
- to attract the Irish diaspora who have connections with the Meath region, with a programme of cultural, artistic and sports events;
- to create an outreach programme which will allow us to take the highlights of Guth Gafa to schools and communities in Meath;
- to allow us to maintain our emphasis on the highest standards of diverse content in the festival programme with relevance to Meath communities and the wider Irish audiences that we expect to attend.

Benefits for Funders and Sponsors

As outlined above, there are many benefits to being associated with Guth Gafa. Guth Gafa offers an important indigenous film/television event and industry resource, which in its profile and design mirrors many of the objectives of the broadcast and television industry in Ireland. Guth Gafa is also an important showcase for Irish-funded documentaries, films which are generally documentaries of the highest creative standard, which again mirrors the remit of Guth Gafa.

Industry funders will benefit directly and indirectly from our efforts to promote and develop seminars and masterclasses involving participants and themes of international standing and relevance. The feedback we receive from participants demonstrates that this is seen as an invaluable resource for industry practitioners.

The brand of Guth Gafa is beginning to carry weight inside Ireland and internationally, and so the positioning of a main sponsor of the Festival, with their name and logo on all our publicity material, brochures, website, etc, serves to guarantee a wider recognition of the sponsors' role as a promoter of excellence in the arts, and as a supporter of the Irish broadcast industry.

At Guth Gafa, we place a lot of emphasis on, and spend a significant part of our budget on producing the highest quality publicity material. We are also very conscious of our responsibility to acknowledge the generous contributions of our funders in all media and we pay particular attention to this in press release and media statements.

Sales Plan

Festivals have been generating a significant amount of arts travel, a form of cultural tourism for decades. Cultural tourism can be defined as travel connected with contemporary artistic creation, in our case, film making. Millions of tourists attend major European festivals each year, so there is a very definite market to be tapped into, and a need for Guth Gafa to have a strong overseas sales plan.

A detailed marketing plan for overseas sales needs to include a plan to liaise with established tour operators in Europe and USA who already package and sell inclusive tours that include a Festival visit. Our new location in Meath means that Guth Gafa will have a much broader appeal to those international tour operators who want to entice visitors interested in seeing more of Ireland than just one place, or visiting just one festival. And our new location in Meath, with its rich heritage and ancient Celtic monuments will open up the market to more educational or study tours, as well as pure leisure groups.

An international visitor needs to attend not one but several cultural events that they find interesting, and this year Guth Gafa can definitely offer that with an international film programme in Meath, followed by a visit to the heritage town of Kells, Headfort House and the many other stately homes and gardens of Meath, and finally, the pinnacle – a visit to Newgrange and the Boyne Valley monuments.

Getting publicity to the international press and making visits to trade fairs will arouse interest in Guth Gafa. Ticket sales to the travel trade and directly to international visitors will then need to start well in advance of the Festival so that potential visitors can plan holidays far enough ahead.

Environmental Management Plan

Guth Gafa has an important role to play in protecting and enhancing the environment for future generations and to help secure the long-term sustainability of the Film and the Tourism Industry in Ireland.

To this end the Guth Gafa team are committed to taking the following action;

- To achieve sound environmental practices across our entire operation
- To produce an annual Environmental Plan setting out our Objectives, Targets and planned Actions
- To comply fully with all relevant legislation
- To minimise our waste and reduce our water consumption where possible
- To reduce, Reuse, Recycle the resources consumed by our business wherever practical
- To invite our customers, suppliers and contractors to participate in our efforts to protect the environment
- To provide all employees with the training and resources required to meet our objectives
- To openly communicate our policies and practices to interested parties
- To monitor and record our environmental impacts on a regular basis and compare our performance with our policies, objectives and targets

Specific Targets & Objectives for 2015

General

To actively promote environmental films that address the issues of energy usage and consumption, waste management, climate change, and other green issues
To encourage the villages and towns who host our screenings to participate in community environmental initiatives, such as Green Schools, Tidy Towns Competitions, etc

Energy

To reduce our Energy consumption by 10% in 2015 over 2014 and reduce our carbon emissions.

To aim to make Guth Gafa the first carbon neutral festival in Ireland

Waste

To engage in a local clean up after the Festival

To reduce the waste we send to landfill by using recycling bins and bottle banks in all our festival locations

Green Purchasing

To engage with our suppliers to reduce packaging by 30%

To increase usage of recycled paper products to 50% of all paper/cardboard purchased and all paper/cardboard used in all our printed materials

Health and Safety Plan

Guth Gafa has a longstanding commitment to safeguarding the health and safety of all its' audience and customers, and everyone who works for the company.

The Directors appreciate their responsibility for safeguarding, as far as is reasonably practicable, the health and safety of all the visitors to the Festival and all the staff and volunteers who work for the Festival.

The Directors recognise that safe working practices are encouraged by staff involvement.

To further encourage and monitor safety standards, Guth Gafa has appointed a Health and Safety Officer whose job it is to ensure a constant process of implementation, assessment and improvement of safety procedures and policies.

Guth Gafa comply with the requirements of all Health and Safety legislation, and all other relevant statutory provisions and provide as far as is reasonably practicable:

- A safe Festival site that is well-managed and checked regularly during the Festival
- A safe place of work with proper access
- Well-maintained equipment and systems of work
- Suitable arrangements for the use, handling, storage and transport of all equipment
- Suitable arrangements for providing information, instruction, training and supervision to staff
- Safe working environments with adequate welfare facilities
- Guidance to staff in emergency procedures, risk assessments, control measures and information on Health and Safety
- Effective monitoring and review of safety standards

Objectives for 2015

To ensure the health and safety of all our visitors and personnel, new staff will be required to complete a comprehensive in-house induction program. All staff will be provided with a copy of the health and safety statement and required to make themselves aware of the requirements described. Periodic training courses on safety issues will be offered to enable staff to meet the requirements of standards and legislation and ensure the continued safety of all visitors and personnel within Guth Gafa.

Financial Plan – Main Festival

Our financial planning is based on an increase of just over 12.5% from 2014 to 2015, and just over 15% from 2015 to 2016. We believe this is a realistic and achievable target, given that Guth Gafa will be moving into its 10th year of operation during 2015. We are assuming that Guth Gafa's audiences will grow significantly more than 12.5% and 15% between 2015 and 2017, and we can look to the track records of some of our partner festivals around the world who showed significant increases in audience attendance at around this time of their growth.

Guth Gafa already has an excellent national and international profile now and with our extensive media coverage in 2013 and 2014 - free television adverts, feature articles in The Irish Times, The Independent, interviews on RTE Radio, Newstalk, etc and coverage in international media publications, we believe that we will attract a significant increase in private sector funding.

There is a great attraction for corporate sponsors with a film event, like Guth Gafa, as it has all the glitz and glamour that they often seek, combined with the strong social action agenda that our films address. We talk to potential sponsors on the basis of what they need from us and what their Return on Investment will be.

Some of our new ideas for 2015 - particularly the new Meath locations and screenings - will appeal to big corporate sponsors, in the way that Jameson and Corona have supported Dublin and Cork Film Festivals, respectively. The directors of both these festivals, Grainne Humphries and Mick Hannigan, have been guests at previous Guth Gafa festivals and have both spoken very highly of the professionalism and high quality of our event.

For 2015, we will be making approaches to some of the following organisations - Bord Gais, An Post, Meteor, 3Mobile, Vodafone, Sony, Screenclick, Coca-Cola, Ben & Jerrys, and many more. Our preferred partner would be a corporation that has a strong ethos of Corporate Social Responsibility. We are setting our targets at 30% private sector funding and 30% festival revenues by 2016.

