

SHENANIGANS



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March 2002

CONFERENCE 2002 IN DUBLIN

I am delighted to announce that Conference 2002 will take place in Dublin" June Carey, Conference Co-ordinator told *Shenanigans*.

Following extensive investigation of a number of hotels around the country the AOIFE National Executive plumped for The Sheldon Park Hotel on Dublin's Kylemore Road.

"The three key selection criteria were suitability, price and accessibility" June continued. "For a number of years we have been searching for a suitable hotel in the Dublin area. The Sheldon Park Hotel enjoys a very high reputation as a conference/ seminar venue. The conference facilities are excellent, the price quoted is competitive and Dublin is accessible from everywhere

on the island! June hints that the



conference programme will be expanded and she has revealed that the Saturday afternoon programme will be amended to provide Delegates with more time to network with exhibitors at Festive Expo.

"The hotel's facilities will allow us to provide more seminar and syndicate rooms and expand on

Festive Expo" she explained, "Dan O'Donoghue has already commenced work on a Showcase Evening on Friday November 8th. Based on the success of this innovation last year Dan is confident that 'Showcase' will be even bigger and better this year".

The Sheldon Park Hotel has 105 rooms and a superior Leisure Centre adjacent to the hotel. Additional accommodation has been block booked at the Ibis Hotel, some 5 minutes away.

Conference 2002 will take place from Friday November 8 through Sunday November 10.

Shenanigans will keep you updated on conference developments.



CORPORATE MEMBERSHIP

Dan O'Donoghue is launching a major drive to increase Corporate Member numbers.

"Member Festivals can now log on to www.aoifeonline.com to access full details of the services and products available from Corporate Members." Dan stressed.

A major development within the insurance scheme for Corporate Members is a very attractive package for bands and entertainers generally. "The cover available did not meet all the needs. AOIFE can now offer Corporate Members a substantially improved level of cover that includes elements that are not available elsewhere" Dan explained.

For further information please contact Dan O'Donoghue at danodon@eircom.net or phone him at home on 066-712 5304.

Hi Folks,

I am delighted to announce that Nuala McGee of Derry's Banks of the Foyle Halloween Carnival and Walled City Festival (to name but two) and Brendan Flynn of Clifden Community Arts Week have accepted an invitation to join your National Executive. Both are experienced festival organisers with a wealth of experience and insight to bring to our deliberations. On your behalf I welcome them both.

This issue of *Shenanigans* is full of very important

information: the Safety Training Seminars, the Ireland Festival/Events Funding Initiative; developments at Hospitality Ireland, possibilities of a new Twinning Programme with Festivals of Wales and the announcement of the venue for Conference 2002. I urge you to study the information and do please pass your copy to other committee members.

Our Yearbook has gone to print and will be distributed shortly. My thanks to all of you who responded to our requests for dates and data. The National Executive members were

assigned some 30+ festivals each to ascertain



your views on aspects of your organisation. It was gratifying to note that the overwhelming majority rated 'Shenanigans' as

'excellent' or 'very good'.

One cloud on the horizon is the perceived downturn in commercial sponsorship being experienced by some of our Member Festivals. It appears that this is being influenced by the proposed Public sector involvement. Public sector involvement is welcomed by AOIFE but it is not a signal to business and industry to step back from supporting our efforts.

I would welcome your continuing feedback on this.

Slán agus beannacht,

Colm






NEED TO KNOW ... NICE TO KNOW

MEMBERS' WEB FORUM

GlobalSalsa.com the designers of the AOIFE website www.aoifeonline.com have introduced a new Members' Forum to provide members with the means of posting messages and getting responses from all other Members.

"We see the new service as being quicker than Shenanigans" Philip Page told us, "Shenanigans by its very nature is not geared for rapid communication between Members. For example the information available on Acts Networking can only be published in Shenanigans 6 times a year. On the AOIFE website it can be published/updated every day - and by every member festival and corporate member with access to the Web!"

The Forum also provides an opportunity for Members to seek information, give opinions and generally network with other festivals.

Why not post a message and see what results it brings? Log on to www.aoifeonline.com - your resource! 

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Since March 1st Latin Express Entertainment, the provider of Latin American performers has changed its



name to **WorldEnt**, and offers a wider selection of entertainment from all over the world. Since its inception, seven years ago, Latin Express Entertainment had specialised in the production and development of Latin Acts, such as the 'Brazilian Carnival', or the 'Caribbean Extravaganza', 'Mardi Gras', 'Salsa Events', or 'Samba Shows' with native Brazilian dancers.

Over the years, the need for more variety of acts became evident and the creation of new acts from other lands, and cultures started. However, the company name was kept unchanged and it was still giving the idea of Latin. That is the main reason why the company is changing its name to **WorldEnt** to emphasise the fact they bring music, rhythms, dances, musical instruments, colours, costumes and culture specially designed for festivals, from all over the world, World Entertainment, World acts.

Festivals will still be able to book Latin acts and will be surprise with all the new range of products the company has to offer. The changes will benefit all our customers in terms of new customised products, a completely client-driven service that goes to you, at any time, and anywhere, and the management of successful events by a team of professionals with solid experience. Phone numbers and fax will

remain unchanged.
Tel: +353 (0)1 285 5224
Fax +353 (0)1 284 7072

Samhlaíocht Chiarraí introduces intercultural note

Maurice Galway, Artistic Director of Samhlaíocht Chiarraí-Kerry Arts is busy finalising the programme for the 2002 Festival from March 26th through April 4th. While Maurice is at pains to point out that Samhlaíocht's activities take place all year throughout Kerry, one of the highlights of the Easter Arts Festival is the Parade on Easter Saturday afternoon. "We are



delighted to announce that this year's parade will include groups of refugees and asylum seekers in Tralee" Maurice told us, "their participation will add a new feature to our parade: new music, new costumes and new cultures".

International Cultural Exchange Email Newsletter

ExchangEmail is a FREE Email Newsletter published by The Institute For International Cultural Exchange. It is sent to cultural groups including folkdance and music groups, choirs, bands etc., festival organisers and others involved in the promotion of International Cultural Exchange.

Festivals organisers can send an article (maximum 150 words) about their event for publication in ExchangEmail, mentioning the type of group they are looking

for or the country from which they are seeking a group.

The article should include a contact name, email address and phone number so that interested parties can contact you directly. Write your article as soon as possible as many groups are making arrangements at this time of year!


To subscribe to ExchangEmail (FREE Of Charge), send an email to mdassociates@eircom.net with "Subscribe-ExchangEmail" as the Subject, followed by the email address you wish to have added to their list.

Dundrum & District Community Festival
Congratulations to Christine & Kevin Cosgrave and the team at Dundrum & District Community Festival. Shenanigans has been told that the Judges



were tremendously impressed by the festival's presentation and duly awarded First Prize in the Dun Laoghaire/Rathdown Community Awards Competition to the AOIFE Member Festival. Well done!

Condolences

Shenanigans would like to join in expressing sympathy on the untimely death of Martin Whelan, General Manager of Siamsa Tíre - the National Folk Theatre of Ireland. The world of arts and entertainment in Ireland is the poorer for his passing. 



Ireland Festival/Events Initiative

"AOIFE welcomes the Festival/Events Funding Initiative and we have made a submission to Bord Fáilte to ensure that the voice of Ireland's Festival Events is heard 'loud and clear' at the decision-making levels" Colm Croffy has announced.

"The fund is intended to promote existing and new festivals and cultural events throughout the regions. The objective will be to provide new and enhanced attractions for visitors both from overseas and those taking of a holiday or short break at home. This is a very significant development and AOIFE will be working to ensure that Member Festivals benefit from the Fund" Colm continued.

It is envisaged that the fund will be in place over a five year period and will help to achieve the overall objectives of tourism in relation to spreading business around the country, at times when it is most needed and to provide the optimum economic benefit. "I anticipate that the Regional Tourism Organisations will

play a part in deciding the recipients and levels of grant aid" Colm told *Shenanigans* "It is likely that in the coming weeks we will learn the details of the application process and the selection criteria governing funding".

"Frankly I would also anticipate that not every festival or event seeking funding will qualify. It is likely that applications from festivals that take place outside 'High Season' will take priority over those events that are currently being staged in July and August. No doubt the application process will be detailed and will require significant supporting information regarding accounts, funding sources, the potential to generate further visitor traffic to increase bednights and to demonstrate the viability of the event. The application process will take time to complete" Colm explained.

"On the basis that some elements of the decision-making process may be devolved to the regions AOIFE will want to ensure a high degree of consistency is achieved in the evaluation process. This would be a fundamental need in the view of the National Executive" Colm declared. S

CO-OPERATION IRELAND

Festivals in the 12 counties of the Cross-Border Networking Programme may not be aware of recent developments in Hospitality Ireland.

"The Economic Unit which was responsible for managing the Programme has been disbanded" Colm Croffy told *Shenanigans*, "as of now AOIFE will continue to seek funding for the next round of the Programme but the detailed operation of the Programme is being reviewed".

It is understood that delays in confirming EU Funding, together with a fall-off in funds being raised by Co-operation Ireland were the reasons for the Economic Unit being disbanded. It is further understood that the AOIFE National Executive was not consulted in advance of the decision to close down the Unit. "To the best of my knowledge the decision to disband the Unit was due to cutbacks in funding. I have had preliminary discussions with the Chief Executive of Co-operation Ireland and we have received assurances in writing that Co-operation Ireland will partner our bid for round three of the programme " Colm Croffy

confirmed.

The current situation remains somewhat unclear but Colm Croffy had this message for festivals within the Programme: "There is no possibility of resurrecting the programme before late Autumn. If the Programme secures funding then grants will not be available to festivals before September or October. Festivals who had budgeted to receive a grant towards operations this Summer must review their budgets. The Twinning Programme is not likely to take place until early 2003, if it goes ahead at all".

At the February meeting the AOIFE National Executive debated developments at some length and expressed some dissatisfaction with the decision to disband the Unit. "It was the view of the National Executive that Nicole Mulholland and her Team had rendered sterling service to the festival sector and to AOIFE. In conveying to Nicole and the Team our deepest appreciation for all that they have done we also extend our very best wishes for their future careers" Colm Croffy concluded. S

FIRST INTERNATIONAL MEMBER FESTIVAL

AOIFE is delighted to welcome the first international member: Manchester Irish Festival.

AOIFE's Ambassador-at-Large Paddy Murphy "This is a great development and I'm confident that Manchester Irish Festival is the first of many; as the first they will occupy a very special place. Over the next few weeks I plan to meet with organising committees

in a number of other UK locations"



The Festival takes place from March 8th to 20th.

Councillor Pat Karney chairs the Manchester Irish Steering Committee and says "The festival is the largest in the UK and is a tribute to the voluntary efforts of the Irish community in Greater Manchester".

The 32-page programme is packed full of live music events, céilidhs, dances, kids' nights, parties, discos, ballad & folk sessions and,

of course, a Parade!

If you would like more information why not log on to www.manchesteririshfestival.co.uk

Tony Blair sends his best wishes to all attending this year's festival "I hope you have an enjoyable festival" says Mr. Blair. And so say all of us! S



ESSENTIAL TRAINING FOR FESTIVAL SAFETY OFFICERS

"AOIFE will hold 4 major safety training seminars in Ballinasloe, Cork, Kilkenny and Cavan in the month of April" Tadhg Moriarty, the National Executive Member responsible for safety-related matters has announced.

These essential training sessions – aimed primarily at Festival Safety Officers – arise from the decision that Member Festivals participating in the AOIFE Insurance Scheme must produce a Safety Statement and have a designated Safety Officer.

"In January the National Executive contacted every member festival to determine the number of festivals that already have a Safety Statement in place and designated a specific Safety Officer. The results of the survey made it clear that there is an immediate need to deliver a targeted training programme so that festivals can comply with the new insurance conditions" Tadhg told *Shenanigans*.

Tadhg, Victor Ryan (Event Safety Advisor to AOIFE) and Peter Thomas of PJT Insurances will deliver training.

Who can attend?

Tadhg and Victor were at pains to emphasise that the Seminars are open

to every festival. "We are *not* confining these seminars to Member Festivals or only to those Member Festivals availing of AOIFE's competitive insurance scheme" Victor stressed, "we are appealing to our Member Festivals to attend and to make sure that other festivals are made aware of this unique training opportunity".

Not limited to Southern Festivals

Shenanigans asked Northern Co-ordinator Mark Patton if the Seminars are focused exclusively on festivals in the south? "No" was Mark Patton's immediate response, "the seminars are open to all festivals throughout the island of Ireland. While the Event Licensing legislation does not apply in Northern Ireland all festivals will

benefit from the programme"

Why 4 venues

"We reviewed the number of locations and based on our experience with last year's Roadshows we decided on these 4 venues. If we find that a large number of festivals are asking that we add another venue, for example in Dublin, we will certainly do that - but only if we are satisfied that the costs involved can be met through firm bookings" Tadhg emphasised.



The Training Programme will focus on 7 key areas:

The Role of the Festival Safety Officer

The Increasing Claims Culture – The Need For A Safety Statement

A brief look at the escalating claims culture in Ireland with examples of claims made against AOIFE member festivals in recent times; the impact of these claims on the Insurance Scheme and the lessons to be learned from them. Why does YOUR Festival need a Safety Statement?

Event Licensing – The Legislative Viewpoint

An update on the most recent legislation governing Irish festivals with an overview of the procedures involved in applying for a Public Entertainment Licence through your Local Authority.

An introduction to Risk Assessment for Festival/Event organisers

Demystifying "Risk Assessment" - an essential part of your Safety Statement - and viewing it in everyday terms.

A guide to writing a Safety Statement

Explaining the nuts and bolts of what makes up a Festival Safety Statement. Where do we begin? What should it contain? What should it look like? What do we do with it?

Preparing YOUR Safety Statement - A practical workshop

Begin to put together a Safety Statement for YOUR festival. A practical session facilitated, with one on one guidance. By the end of this session you will have the backbone of your festival / event's Safety Statement prepared.

Stewarding at Festivals

A look at the role of Festival Stewards. How do they impact on overall safety? What are the personal safety implications for Stewards?

"These are the critical areas of concern" Victor Ryan explained, "the seminar is very much a 'hands on' approach with an emphasis on practical operational considerations"

Fee & Registration

The fee involved is €25 per delegate from Member Festivals and €50 for non-member festivals. The fee includes refreshments, a light lunch and full documentation. Each Delegate attending will receive a Certificate of Attendance.

There is no registration form, just contact the AOIFE Office in Arklow to book your places. The office can be contacted by telephone on 0402-32732, by fax on 0402-91030 or by email to aoifeireland@eircom.net

Final word to Tadhg: "in the interests of keeping costs down we are not issuing a Registration Form. However we do need to know ahead of time how many delegates are attending each session. There is no limit on the number of delegates from any one festival. For this reason pre-booking is essential. We need to know the name of each delegate, the name of the festival and we need your cheque!"

