

# SHENANIGANS



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## SECRETARY GENERAL APPOINTED

"We are delighted to announce the appointment of Nicole Mulholland as Secretary General of AOIFE" Colm Croffy told *Shenanigans*. "This is a historic development for AOIFE. Appointing a full-time professional will make an incalculable impact on the future development of our Association and the services we will deliver to our Members".

A native of Belfast, Nicole is the former Economic Co-operation Programme Manager with Co-operation Ireland. This assignment included responsibility for the Community Festivals Networking Programme, which was developed in conjunction with AOIFE, in addition to developing and servicing cross-border fora in the agriculture, SMEs, local government, tourism and hospitality and IT sectors. The new Secretary General

took up her position on September 2<sup>nd</sup> and has been making courtesy calls on the 'movers and shakers' within the tourism industry as well as "reading her way into the job".

A sub-committee of the National Executive consisting of Colm Croffy, June Carey, Dan O'Donoghue and Miley Carroll placed advertisements for the position of Secretary General in newspapers and websites, attracting 27 applications. "14 candidates were interviewed initially. 3 Candidates withdrew and a final short list of 3 were



interviewed" Colm Croffy explained. The Final Interview Panel consisted of Colm Croffy (AOIFE Chairperson), June Carey (AOIFE Vice Chairperson), Noreen Cassidy (Chief Executive of Rose of Tralee) and management consultants Martin Boyle and Ted Keane. The Interview Panel was unanimous in recommending

Nicole Mulholland for the position. At a specially-convened National Executive Meeting in July the appointment was unanimously ratified.

"I would describe Nicole Mulholland as an innovative and resourceful professional

with a solid record of achievement in competitive marketing and economic development arenas" said Colm Croffy. "Our Members have a Secretary General who is astute, an excellent communicator, enthusiastic, motivated and she possesses extensive formal business knowledge and hands-on marketing and business development experience".

Nicole Mulholland is an Honours Graduate of the University of Ulster in Regional Analysis & Development. She holds an M.Sc. in Marketing from the University of Strathclyde, a Postgraduate Certificate in Computing and Information Systems from the University of Ulster together with an NVQ Level IV in Small Business Counselling.

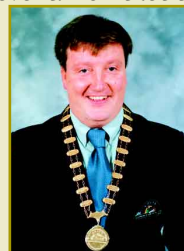
*Shenanigans* joins with the National Executive and all Members in wishing Nicole every possible success!

### Chairmans Message

Rarely, in the relatively young lifespan of any organisation do we get opportunities to refer to some event as being historic or very significant. I think however that all *Shenanigans* readers will agree that the commencement of Ms. Nicole Mulholland as our first Secretary General is truly a momentous step on AOIFE's continued development toward becoming an all Island organisation with professional management. Nicole, as well as bring a raft of professional experience in Management, Organisation Development, and critically business acumen. She also has the added advantage of

having worked with many of our membership before in her two years as Project Leader to the Cross Border Festivals Twinning Programme. I and the National Executive which under the agreed development strategy will soon become the Directors of AOIFE LTD. wish Nicole every success in this very demanding and challenging role. I know that you all in various ways will wish to support her in her work and trust that you will be patient with systems as we enter a new transition phase between Arklow and Ballinsloe. The Transitional phase is scheduled to end at the National Conference in the Sheldon Park Dublin on the 8th

. 9th and 10th of November. I can't stress how important it is that your festival has at least one representative at this event. Don't let the



notion that your festival can't afford to pay for some delegates to go, stop you! Between Leader Companies, ADMs, Partnership Boards and indeed Local Authorities - the one heading that attracts the highest amount of grant aid - on average over 75% is

TRAINING. Make a case to your local group that they should fund you and your colleagues to attend the biggest and most educational Training Event for practitioners in this sector. In terms of value for money I think June and Conference team have truly put together an excellent programme. The review of the Bord Failte Funds and indeed Event Licensing Regs are just two of the workshops that you might not want to miss. Our Festivals of Wales - Inter Reg project will be officially unveiled at the Conference also! Everyone knows where Dublin is and how to get there - Hope to see you there! **Colm**



## INAUGURAL MEETING OF CORPORATE MEMBERS

"I am planning an inaugural meeting for Corporate Members at Conference 2002" Dan O'Donoghue has announced. Dan has responsibility on the National Executive for Corporate Members.

"This has been a difficult year for suppliers to the Festival Sector. We all know that. As we go forward with the development of AOIFE it is critical that we provide a forum for our Corporate Members to make an input to that development. We need to be clear on the needs of this category of

members and to identify how AOIFE can meet those needs" Dan enthused.



The telephone poll was conducted in late August and early September among

a representative selection of Corporate Members. Dan has indicated that while there is a high level of support for AOIFE among Corporate Members there is a sense that the Association has not always been responsive.

"All Corporate Members are invited to the inaugural meeting which will take place on Friday, November 8 at 8:00 p.m. The venue is Sheldon Park Hotel, Kylemore Road, Dublin 12."

The timing of the meeting follows the opening of Expo

2002 at 6:00 p.m. "The interest in Expo 2002 is encouraging and I have no doubt that the majority of our Corporate Members will participate in this year's conference - whether they are exhibiting or not. The conference schedule this year specifically allocates time to delegates to view exhibits and network with suppliers" Dan concluded.

**For your diary: Meeting, Sheldon Park Hotel Dublin 12 at 8:00 p.m. on Friday, November 8th**



## EVENT LICENSING & SAFETY OFFICER TRAINING

Tadhg Moriarty confirms that plans are well advanced for a review of Event Licensing at Conference 2002. "There is a need to review the application of the regulations to determine what inconsistencies have occurred" Tadhg explained, "I have sought input from festivals in recent weeks and we will hold a Review Meeting on the afternoon of Friday November 8<sup>th</sup>. It is tentatively planned as the concluding item of

the Conference Programme for full-time Directors and Administrators of festivals.



The outcome of the review will be included in the Safety Training Programme at Conference on Saturday November 9<sup>th</sup>".

Conference 2002 will include a full training programme on Saturday November 9<sup>th</sup> specifically aimed at Designated Festival Safety Officers. "The 4 training programmes held earlier this year were an outstanding success. Recent feedback confirms the need to run another programme which will be of

direct interest to all Safety Officers" Tadhg continued.

"It is only a matter of time before more and more festivals come within the scope of the event licensing regulations. Now is the time to identify problems, determine the solutions and make representations to all concerned to ensure consistency in application" the National Executive Member with responsibility for Health & Safety concluded.



## NEED TO KNOW ... NICE TO KNOW

**Rocket Pyrotechnics - The Art of Fireworks** is the new fireworks company launched by Donal MacMahon, formerly known as Phoenix Fireworks. "We have fired displays for festivals all over Ireland" is Donal's proud boast, "now we are offering an even more innovative and cost effective show, using fireworks from all over the world. Rocket Pyrotechnics can now guarantee the very best cutting edge fireworks money can buy. We have vast experience in firework

display design and the health & safety experience to match our creativity". For further information check out [www.rocketpyro.com](http://www.rocketpyro.com) or phone Donal MacMahon or Gary Breen on 01 281 8262 or email them at [rocketpyro@eircom.net](mailto:rocketpyro@eircom.net). **Dundrum Arts & Cultural Festival** members recently participated in the Cemaes Festival (Wales) bringing what the Holyhead & Anglesey Mail described as "Celtic magic" to the 3-day event. The Festival

welcomed music groups, dancers and artistes from Ireland, Scotland, Cornwall and from all over Wales. **Shenanigans** extends good wishes to the inaugural **Johnny Keenan Banjo Festival** taking place in Longford from September 27<sup>th</sup> through 29<sup>th</sup>. The festival, named in memory of the multi-talented Irish Tenor Banjo player, will be a celebration of both Irish Traditional and American Bluegrass music. Good luck folks.

A tiny Eastern Romanian village having less than two hundred Gypsy inhabitants, where any male can play at least one brass instrument and having probably the largest number of bands in Europe - this is the place where the 12-member **Fanfare Savale** brass band comes from. For further details contact Fanfare Savale at 1bis, Lacul Tei Blvd, Et. 1, Bucharest-1, Romania. Telephone/Fax 00401 210 3841 or by email at [one.funky@xnet.ro](mailto:one.funky@xnet.ro)



## ASK NOT WHAT AOIFE CAN DO...

"The continuing development of AOIFE needs new National Executive members willing to serve the Association and its Members in all categories" Colm Croffy told *Shenanigans*.

"The appointment of the Secretary General means that the members of the National Executive will have the opportunity to strategise while enhancing the level of personal contact between the National Executive and Members" the Chairperson continued.

"In 2001 we expanded our number to 14 but we received less than that number of nominations. Co-option is a solution but we believe that candidates must be encouraged to put their names forward for election at the AGM".

"I would appeal to Member Festivals to consider carefully and seek out candidates who are willing to join the National Executive" Colm concluded.

The Nomination Process is straightforward:

- Only fully paid up Member Festivals may nominate and/or second a candidate
- Each Candidate must be nominated and seconded by different Member Festivals.
- Candidates must indicate in writing their acceptance of nomination
- Nominations may be submitted by post, or
- Nominations may be submitted at the Annual Conference.

Postal Nominations should

be sent to:

The Returning Officer  
AOIFE  
The Enterprise Centre  
Creagh  
Ballinasloe, Co. Galway

**The Closing Date for Postal Nominations is 12 Noon on Wednesday, November 6<sup>th</sup>.**

Nominations may also be submitted to the Returning Officer at the Conference Registration Desk in the Sheldon Park Hotel.

**The Closing Date for submitting Nominations at Conference is 6:00 p.m. on Saturday, November 9<sup>th</sup>.**



## CONFERENCE MATTERS

### WORTH A THOUSAND WORDS!

Wanna win a nice prize? Wanna see your festival featured in Yearbook 2003? Fancy a picture (or two) of your festival in Bord Fáilte's Calendar next year?

Then send us up to 5 photographs of your festival!

Each photograph should depict an aspect of your festival and must have been taken in 2002. Black & White or Colour Prints only please (no slides or images in electronic format). Each photograph should have a label on the reverse clearly stating the name of the festival.

Send your photographs (in a suitable envelope) marked "Images of Festivals".

**ENTRIES MUST BE RECEIVED BY 12 Noon on WEDNESDAY NOVEMBER 6<sup>th</sup>.**

### THE DONAL O'DRISCOLL AWARD

This award, commemorating the input of the late Donal O'Driscoll in the early days of AOIFE, is awarded to the media organisation that, in the opinion of the National Executive, has done most in the past year to publicise festivals.

This year the National Executive is inviting nominations from fully paid-up Members in any category of membership. All you have to do is submit your nomination, stating why you believe the media organisation in question merits the award.

Nominations can be made by post, marked "Donal O'Driscoll Award"

Or you can email your nomination to [shenanigans@iol.ie](mailto:shenanigans@iol.ie)

**THE CLOSING DATE FOR NOMINATIONS IS 12 NOON ON FRIDAY, OCTOBER 18<sup>th</sup>.**

### BEST FLYER, BEST POSTER, BEST PROGRAMME

As before, Conference will include competitions to select the Best Flyer, Poster and Programme of 2002.

Entry couldn't be easier:

- Post your Flyer, Brochure or Poster to AOIFE to arrive by **12 Noon on WEDNESDAY NOVEMBER 6<sup>th</sup>.**

or

- Bring them with you to Conference and hand them in at Registration!

### IS YOUR WEBSITE WORTH BROWSING?

This year sees the introduction of a new category to win goodies at Conference: Best Website.

The competition is open to all fully paid-up Member Festivals who have a website. To enter you need only email your website address to [shenanigans@iol.ie](mailto:shenanigans@iol.ie) not later than **12 noon on MONDAY, NOVEMBER 4<sup>th</sup>**



Check out



Members forum  
[www.aoifeonline.com](http://www.aoifeonline.com)



**If posting, the address to use is: AOIFE, THE ENTERPRISE CENTRE, CREAGH, BALLINASLOE, CO. GALWAY**





## "I was both intrigued and attracted"

Nicole Mulholland took time out from her schedule to share some thoughts on her role within AOIFE.

*What attracted you to the position?*

I was aware of the planned appointment from Shenanigans though I had been actively considering a job offer in Belfast in the general economic development area. I know AOIFE from our work together on the Festivals Cross-Border Networking Programme and frankly when I read the advertisement in the Belfast Telegraph I was both intrigued and attracted! I applied, underwent two tough interviews, a psychological profiling and here I am.

*Have you relocated to Ballinasloe?*

Just about. The new offices will not be operational until October 1<sup>st</sup> and I am currently trying to equip our new headquarters with a very, very limited budget. Since September 2<sup>nd</sup> I have spent a great deal of time reviewing all the archives and meeting with people within the governments, the tourist boards, arts councils and other organisations with a direct involvement in the festivals sector. I have also involved myself in the organising team for Conference 2002 in November.

*What about the office in Arklow?*

Elizabeth McLoughlin and her team in the Arklow Office will continue to provide some administrative support until the end of this year. On my first visit to Arklow I was very impressed by the amount of work that has

been done in what are very small and cramped offices - which are shared with the 2 Arklow festivals. Elizabeth has been an immense support to AOIFE over the years with her team of FÁS trainees. Over the next 3 months we will put in place the necessary arrangements to redirect post and emails; I am investigating the possibility of redirecting telephone and fax calls.



*What are your immediate plans?*

The immediate priority is Conference 2002 and Festive Expo. Other key issues include reviewing the current business plan, identifying and delivering sources of funding, progressing the INTERREG III Application with Festivals of Wales, review plans for Yearbook 2003 and implementing an enhanced level of service to all Members.

I plan to make a major presentation to the new National Executive at their first meeting on November 16<sup>th</sup>. 2003 is the Tenth Anniversary of the foundation of AOIFE and I

will be making proposals on how this milestone can be celebrated.

*How will your appointment impact on the National Executive?*

The outgoing National Executive devoted an incredible amount of personal time to AOIFE in delivering services which can now be delegated to the new Secretariat. I am aware of proposals by Colm Croffy that in future National Executive Members will be able to devote more of their time to networking with Members in all categories rather than having to spend time on more "mundane" matters of administration and finance.

*How will your appointment impact on Member Festivals?*


It is a little early to detail that. I want to take sounding from Members as to the services they want and need and I will begin that consultative process at Conference. I will be stressing that communication is a two-way process and unless we hear from Members it becomes difficult, if not impossible, to deliver services.

I anticipate that if the Networking Programme

with Festivals of Wales and the Cross Border Festivals Networking Programme is again put in place that communication from festivals in those areas will increase!

*Who is Nicole The Person?*  
Nicole is 32, single and a native of Belfast! I was lucky that my parents encouraged me to pursue an extended education and I have an honours degree from the University of Ulster in Regional Analysis & Development and I took an M.Sc. in Marketing from the University of Strathclyde, together with a Postgraduate Certificate in Computing and Information Systems from the University of Ulster together with an NVQ Level IV in Small Business Counselling.

*All work and no play?*

Not quite! I think my friends would say I can be a 'party animal' and I enjoy a jar. Socialising would be a hobby and I like to work on Home improvements and I try to keep fit. I have an aspiration to continue my education. I have always worked my way through college and I like the world of work. I had a great introduction when I went to work for my Dad in his promotions company and the desire to work hard - and play hard - is part of who I am. 

Send items for inclusion in SHENANIGANS to:  
The Editor/Shenanigans  
AOIFE  
The Enterprise Centre  
Creagh  
Ballinasloe, Co. Galway  
Fax (066) 718 0107  
email shenanigans@iol.ie