

SCGI

Screen Composers
Guild of Ireland

Strategy

2022—

2025

Underscoring
the investment
in commissioned
Music for Screen





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Chairman Introduction—



Brian Crosby CHAIR

Screen Composers Guild of Ireland is a community of composers who are dedicated to the craft of making

great music for screen; music which elevates productions, adds to their unique Irish voice and brings life to our stories. We are collaborators who work within a creative team to help realise the vision of the director. We also work within our industry to contribute to our collective ambition and make an important contribution to the continued success of the Irish creative screen industry.

Music composition for screen is a complex fusion of pragmatic craft and creative inspiration. Our job as composers is to balance these two often contradictory aspects of our job, whilst at the same time bringing our own artistic instinct to bear on the projects we are collaborating on. We strive to produce powerful work that underscores the narrative in a dynamic and intelligent way, and we pride ourselves on our ability to orchestrate and deliver all of the above within timelines and budgets.

As professional composers we must also balance our creative ambitions with the realities of building businesses and careers which can sustain the precariousness inherent in working as freelancers. We will continue to invest in the tools and skills required to deliver music to the highest international standards. Through creating a community for our members, we can work together to protect and promote our craft, increase the skill and quality of Irish composer's offerings and to advocate for working conditions which have dignity and fairness at their heart

Brian Crosby CHAIR

Executive Introduction



Sarah Glennane CEO

The demand for high quality content which can travel across markets and platforms continues to rise, and along with

it the global demand for creative talent. This growth brings great opportunity but it is also bringing rapid change to our industry, to how content is produced and distributed and in some cases changes which threaten the fundamentals of how composers do business and manage their rights. Erosion of creator rights and royalties is threatening to undermine the value of music for screen and the ecology of how composers fund life long careers.

As we launch this strategy to industry we are pleased to see the transposition of the EU copyright directive into Irish law and the preparation for the Online Safety and Media Regulation Bill. We see these two pieces of legislation as offering an opportunity to strengthen the foundations of the creative screen industry in Ireland, to support composers careers and invest in the ambition of Irish based talent to bring our stories to global screens.

SCGI will build on our work to date to promote the value of commissioning original music, and the social, economic, and cultural values to Ireland of having a music for screen sector which can elevate Irish talent to the global stage. Having a strong community to advocate for and empower composers is now more important than ever as we contribute our voice to the wider audio visual and creator ecosystems helping identify practises which erode the rights of creators and working to seek to promote fairness and sustainability in commissioning and working practices. It is my honour to deliver this strategy on behalf of the leadership and membership of Screen Composers Guild.

Sarah Glennane CEO

Image: SCGI workshop with arranger for screen Jeff Atmajian and RTÉ Concert Orchestra. 2019.



Executive Summary—

SCGI was established in 2018 with 31 founding members and an ambition to build a community which would positively influence the ecosystem that of Irish and Irish-based composers for working in music for the screen. We have since then doubled our membership and existed for nearly as long in the Covid crisis as out of it. With the crisis abating and as we continue to develop, we recognise the need to build on our foundations and map out the next steps through a strategic plan which is accessible to our members and industry partners providing transparency and accountability in our activities. This plan lays out six strategic priorities for our organisation for the coming three years, these priorities are equal in importance to us and in no particular order.

- Promotion and Visibility
- Domestic audio visual industry engagement and stakeholder partnerships
- Lobbying and advocacy on domestic and EU policy and legislation
- Continuing Professional Development and Networking
- Members resources
- Capacity building and sustainability of SCGI

This strategy was developed by SCGI board in consultation with our membership, industry partners and stakeholders. The process was supported by external consultant Louise O'Reilly.



Title: Arracht
Released: 2021
Directed by: Tom Sullivan
Music Composed by: Kíla



Title: Smoother
Released: 2021
Directed by: Datháí Keane
Music Composed by: John McPhillips



Title: Deadly Cuts
Released: 2021
Directed by: Rachel Carey
Music Composed by: Ray Harman



Title: Doineann
Released: 2021
Directed by: Damian McCann
Music Composed by: Mark Gordon

About SCGI—

Screen Composers Guild of Ireland is a representative organisation for professional Irish and Irish-based composers for screen. Our members create original music for Film, TV, Animation, Video Games, Multimedia and Advertising and are key creative collaborators in the production of original content for media. SCGI as of November 2021 has 67 full members and 30 associate members.



Image: SCGI member, composer Natasa Paulberg

Our Vision——

Our vision is of a vibrant creative ecosystem in which Irish and Irish-based screen composers are valued, protected and thrive as professionals.

Our Mission——

Screen Composers Guild of Ireland's mission is;

To promote and protect the status and rights of Irish and Irish-based screen composers and their craft both domestically and internationally.

To contribute positively to the success of the Irish audiovisual industry by advocating for and empowering sustainable careers.

To provide support and resources for our members and work in partnership with the wider creative community and key stakeholders.

Our Core Values are:

Craft: Our creativity and expertise is at the core of everything we do and we pride ourselves on the quality of our craft.

Professionalism: We model professionalism in all our activities and reflect the skill, reliability, and capacity of our membership.

Fairness: We seek to embed sustainable and equitable practices in our industry. We will seek greater access to opportunities for our members and work towards greater diversity, equality, and inclusiveness in our sector.

Collaboration: We believe in the power of partnership and earning the trust of our membership and stakeholders in order to optimise the contribution of composers to the Irish creative screen industry.

Directory of Composers

November 2021



Kevin Whyms



Louise Heaney



Ken Touhy



Louise Carroll



Rónán Ó Snodaigh



Hugh Rodgers



Greg Magee



Ray Harman



Ivan Fitzpatrick



Brian McNameora



Giles Packham



Calm Mac Con Iomaire



David Geraghty



Natalia Paulberg



Darren Hendley



Leo Pearson



Irene Buckley



Aao Iland



Cian Boylan



Kila



Jonathan Casey



Emer Londen



Chris McLoughlin



Patrick O'Connor



Jake Morgan



Brian Crosby



Helen Lynch



Siobhán Cleary



Niall Byrne



Stefan Fensch



Anna Rice



George Brennan



Liam Bales



Shaun Davy



Daraugh Dukes



Rod Morris



Caterina Schembi



Bill Whelan



Mark Kerry



Cathleen Flynn



Dia Hean



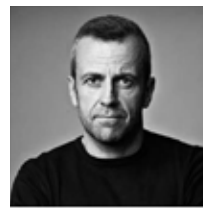
Roger Doyle



Michael Fleming



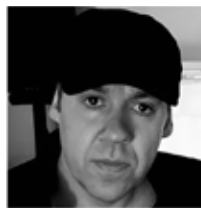
Denis Clahessy



Stephen Rennicks



Daraugh O'Toole



Rori Coleman



Patrick Hatchett



Bjorn Balke



Damien Walsh



John McPhillips



Maurice Seazer Roycroft



Néstor Romero Clemente



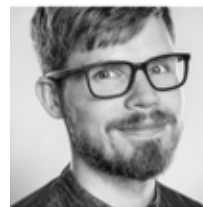
Sarah Lynch



Steve Wickham



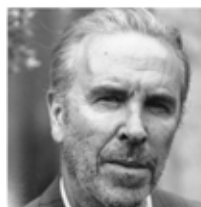
David Harmax



Denis Kilty



Mark Gordon



Nick Seymour



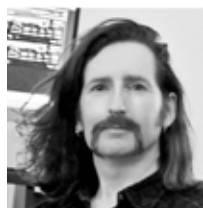
Mark Murphy



Steve Lynch



Darren Sheehan



John Gerard Walsh



Hugh Drummm



James Evrnett



Ian Nyquist



Abigail Smith



Title: Manhunt: The Night Stalker
Released: 2021
Directed by: Marc Evans
Music Composed by: Niall Byrne



Title: Two by Two Overboard!
Released: 2020
Directed by: Toby Genkel, Sean McCormack
Music Composed by: Eimear Noone, Craig Garfinkle



Title: You Are Not My Mother
Released: 2021
Directed by: Kate Dolan
Music Composed by: Die Hexen



Title: Normal People
Released: 2020
Directed by: Lenny Abrahamson
Music Composed by: Stephen Rennicks



Title: Hunger
Released: 2020
Directed by: Ruán Magan
Music Composed by: Natasa Paulberg

Priority 1—

Promotion and Visibility of the creative craft of composing original music for screen, of Irish and Irish-based composers, and of Ireland as a destination for high quality music for screen.

SCGI believes we can help build a viable creative screen music sector in Ireland which will nurture and develop talent for international recognition and make Ireland a destination on the global marketplace for productions to come to source their music needs.

SCGI considers the two elements of promotion and visibility as being key to developing a viable, world class music for screen sector in Ireland. Making visible the creative craft of screen music composition and the composers working in this area and promoting the value that original composed music adds to productions and to the overall portfolio of Ireland’s creative screen industry.

SCGI will build an investment case for our sector and will seek to increase the benefit Irish composers derive from content creation funding mechanisms in Ireland, at all levels, in order to grow work opportunities ensuring greater access for Irish composers to professional experience and all important career building professional credits.



Key Actions:

Domestic Market

- Design and implement a domestic stakeholder engagement process with broadcasters, funders, and content creators to identify mutually beneficial models that support the commissioning of original music from Irish and Irish-based composers and increase opportunities at all levels.
- Build an investment case which underscores the value of using original music to help tell original stories and promoting Irish created music for Irish funded content, addressing the current over-reliance on international library music.
- Ensure Irish music department capability is included in national agencies promotional activity to attract inward production investment.

International Market:

- Develop a multimedia content package for use in national and international showcases and press.
- Design and implement a specific strategy to increase the representation of Irish screen composers at film festivals and other content producers events.
- Leverage the access available via our stakeholder network to increase our visibility and presentation opportunities at industry events.
- Engage directly with major streamers and other key industry players.

How will we know we have succeeded?

- By 2025 we will see a notable increase in the commissioning of Irish-based screen composers across all production categories as evidenced by professional credits. This will be based on comparison of data collected from productions completed in 2019–2020 to productions completed in 2021–2023.
- Inclusion of music by overt mention in the cultural test for Section 481 by 2024.
- Industry initiatives to improve diversity, equality and inclusion of the screen industry include composers and SCGI uses its voice to amplify diverse voices and identify existing barriers to inclusion and equality.
- We will lead at least two missions to L.A. by 2025.
- We will facilitate our members' attendance at two international film festivals or other industry events per year.
- We will present at two industry events per year.
- We will procure a minimum of three meetings or have participated in joint meetings with streamers or other major international players by 2025.



Image: Jeff Atamjian workshop 2019.

Priority 2—

Domestic audio visual industry engagement and stakeholder partnerships

SCGI believes the sustainability of our organisation and the wider audio visual industry is enhanced through partnerships and the capacity to work collaboratively as an industry.

SCGI aims to develop and nurture industry relationships, to ensure SCGI is seen as a trusted professional partner and is invited to and included in conversations that affect our members and our industry. SCGI seeks to progress the case for acting as a collective bargaining partner to support the smooth adoption of the copyright directive by the industry.

Key Actions:

- Develop and implement a domestic AV industry engagement plan which maps our key stakeholders, funders, and other elements of our ecosystem, and provides us with a clear path to deepening existing and cultivating new relationships to help us achieve our strategic priorities.
- Develop and implement a partnership strategy by identifying symbiotic goals and areas where we can offer value to potential partners in exchange for their resources or expertise.
- Work collaboratively with our industry peers to identify solutions to critical current issues that affect our industry. Most pertinent of which include Irish adoption of EU copyright directive and the need to reduce our industry's impact on the environment and minimise carbon output.

How will we know if we have succeeded?

- SCGI is included in industry consultation processes, and if legally allowed by 2025, has developed capacity in collective bargaining on behalf of its members.
- A code of practice is developed and delivered in partnership with Screen Ireland and Broadcasters.
- A best of practice agreement is developed and delivered in partnership with Screen Producers Ireland by 2025.
- SCGI sample contracts have been validated by relevant industry stakeholders by 2025 and are seen as a valuable industry resource.
- SCGI is included in discussions around the industry roadmap for environmental sustainability.



Priority 3—

Lobbying and advocacy on domestic and EU policy and legislation

Key to the success of SCGI as a representative membership organisation is having the mandate of our membership and the wider professional screen composer community, gaining access to increased sectoral support, and being recognised as holding a seat at the industry table as negotiators of good faith and import.

The screen industry is evolving rapidly bringing with it changes to how business is being done and rights managed. It is now more important than ever that composers and creators have a voice and a means to represent their needs both in Ireland and internationally, to ensure these changes are sustainable and the creators, upon whom this industry depend, can continue to have viable careers.

Key Actions:

- Keep our members informed of critical industry trends and issues by staying ahead of the challenges, and by proactively seeking out their views in order to represent them appropriately in the industry.
- Leverage our collective board insight to identify corrosive practices, to educate our composers and key stakeholders as to the risks associated with them, and work to protect our members and our industry against them.
- Submit papers in consultations, engage with Government and MEPs on relevant issues, and have a strong public position on such matters which we share through our communications channels.
- Partner up with other industry organisations for collective campaigns at national or international level.
- Prepare pre-Budget submissions and participate in relevant joint lobbying activity relating to sectoral funding.

How will we know if we have succeeded?

- Increased trust of our membership year-on-year as evidenced by our annual survey results.
- The majority of composers for screen operating within Ireland included in SCGI membership.
- We will have resourced and run member-relevant campaigns.
- SCGI will submit well-presented papers and research to relevant Governmental and industry stakeholders on matters of concern to our membership and wider creative industry.

Priority 4—

Continuing professional development and networking

Creative careers rarely follow linear career paths. To support all our members' development and maximise Irish composers' contribution to the wider success of the Irish screen industry, a key function of SCGI is to engage in the designing of and providing access to continuous professional development and skills programmes in partnership with our funders.

SCGI will strive to provide access to international standard skills and support the development of talent with a focus on diversity and inclusion which will balance the professional needs of SCGI experienced members while nurturing our emerging talent. Our programmes will look towards sustainable career and business development for all our members and future members.

Image: Jeff Atamjian workshop 2019.



Key Actions:

- Design a CPD and Networking programme of activity with an interdisciplinary approach to avoid siloing screen composers and ensure we are cultivating a highly collaborative network of peer professionals across the screen production and AV industry.
- Leverage our industry partner relationships to co-create and co-deliver some of our professional development and training programmes.
- Maximise networking opportunities for all members, leveraging our activity in Priorities 1 and 2.
- Explore what it would take to develop an industry certification model and identify key partners to do this.
- Provide training aimed at building environmental sustainability in our sector.

How will we know if we have succeeded?

- SCGI new membership increased year-on-year and a consistent high retention of existing members of 80%+.
- SCGI will engage with regular funding rounds from Screen Skills Ireland stakeholder fund, BAI sectoral development fund, and any other CPD, skills or networking initiatives with success rate above 50%.
- SCGI will create or facilitate access to a minimum of three networking opportunities for membership per year.
- SCGI will deliver or facilitate one skills development opportunity of substance per year with a relevant partner organisation.
- SCGI will expand upon the assistant bursary and investigate a longer-form apprenticeship scheme.



Priority 5—

Members resources

Our members are at our core. SCGI seeks to cultivate a supportive community for composers for screen at all professional and career levels. SCGI commits to the provision of member resources that are always useful, credible, iterated and up-to-date. SCGI will strive to ensure our resources are created to be inclusive and that we are an organisation with the capacity to support membership from diverse backgrounds.

Key Actions:

- Increase our research capacity to inform and develop competent resources.
- Develop a Diversity, Equality and Inclusion policy and action plan with outreach capacity.
- Seek out and validate best practice models and templates for sharing with our members in order to set standards and empower them in their business dealings.

How will we know if we have succeeded?

- SCGI will have delivered the following resources to members by 2023: Model Contracts, Budgeting and pricing tools, legal resources.
- SCGI will disseminate and offer resources for the practical application of the copyright directive upon its transposition into Irish law.
- Our membership are equipped to carry out their business dealings professionally.
- A Diversity, Equality and Inclusion action plan and policy for SCGI is available to view for our members.



Priority 6

Capacity building and sustainability of SCGI

In the three years since SCGI's inception, our organisation has doubled our original membership, and we have become an established and recognisable presence within our industry. Our job is now to build on this success and plan for a sustainable future for our organisation.

In order to do this, we will continue to work to create a sustainable leadership structure with the skills and capacity to deliver on our strategic goals. We will seek to attract substantive, regular funding to build capacity within the organisation, to resource our ambitions and we will seek to gain multi-annual funding commitments from key funders where possible. SCGI commits to building on our organisational culture and ensuring strong governance with an adequately resourced executive and administration.

Image: SCGI member, composer Sarah Lynch.

Key Actions:

- Build a compelling case for support, mobilising our best assets to reinforce it, including research, strategic planning, and clear communication.
- Provide governance training for existing and new board members.
- Following a skills assessment, identify and recruit external board members to bring necessary expertise and independent perspectives to the board.
- Arising from the operation needs of this strategy, undertake board and executive succession planning, development and recruitment to ensure that our resources match our ambition.

How will we know if we have succeeded?

- Increased core funding by 40% by 2025.
- Recruited external board director by end of 2022 latest.
- Our capacity and resources are adequate to deliver upon the ambition of this strategy.

Thank you

SCGI would like to thank our funders; IMRO, Screen Ireland, BAI, Screen Skills Ireland. Their belief and investment has been invaluable to the development of our organisation. We wish to thank our Irish industry colleagues Screen Directors Ireland, Screen Writers Guild and Screen Producers Ireland, European network ECSA for their support and collaboration in the past three years.

Thank you to Louise O'Reilly for her brilliant guidance and support through developing this plan and to Alphabet Soup for the excellent design skills.

Finally thank you to our board members present and past and our membership.

Original photography by Hugh Rodgers.

For more information please visit
www.screencomposersguild.ie

Board

NOVEMBER 2021

Brian Crosby CHAIR

Giles Packham VICE CHAIR

Anna Rice

Sarah Lynch

Greg Magee

Natasa Paulberg

Hugh Rodgers RETIRED

Executive

Sarah Glennane CEO





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