



**FRESH  
FILM**

STRATEGY  
2022-2027

## FRESH FILM

Since its establishment in 1997 as part of the Limerick Film Festival, **FRESH FILM** has developed into a national young people's film organisation with a focus on national and international filmmakers aged 7 – 18. It hosts programmes designed to encourage young people to try, develop and expand experiences in film.

These programmes are offered throughout the year under four headings:

**FRESH EDUCATION,**  
**FRESH INTERNATIONAL,**  
**FRESH PRODUCTION** and  
**FRESH INTERNATIONAL FILM FESTIVAL,**  
featuring *Ireland's Young Filmmaker of the Year awards*. Visit [www.freshfilm.ie](http://www.freshfilm.ie) for more information.





**VISION:**

**FRESH FILM**'s vision is to be Ireland's leading young people's organisation that celebrates, promotes and supports the work of a new generation of filmmakers, nationally and internationally

**MISSION:**

Our mission is to inspire, nurture and celebrate excellence in young people's film making

**VALUES:**

- Creativity
- Equality
- Learning
- Respect
- Authenticity
- Opportunity
- Recognition
- Integrity



**GOALS**

**ACTIONS**

**OUTCOMES/KPIS**

**1. Promote the work of Ireland's young filmmakers nationally and internationally**

*To achieve this, we will:*

- Continue to build **Fresh International Film Festival** as the leading platform for young filmmakers in Ireland through screenings, masterclasses and workshops
- Deliver the **Ireland's Young Filmmaker of the Year Awards** Programme to recognise the achievements of young filmmakers
- **Distribute** films made by Irish young filmmakers nationally and internationally
- Strengthen and develop **strategic partnerships** that open up new opportunities for young filmmakers (IFI Careers in Screen / RTÉ Fresh Screen's, Creative Ireland, Creative Youth Partnerships)

Fresh International Film Festival recognised as the leading platform for young film makers among media, key stakeholders and young filmmakers

New young filmmakers recognised for their achievements each year

Increase the number of distribution opportunities for films made by Irish young filmmakers nationally and internationally

More opportunities for young filmmakers provided through strategic partnerships



**GOALS**

**ACTIONS**

**OUTCOMES/KPIS**

**2. Support the growth of young people as filmmakers**

*To achieve this we will:*

- Strengthen and grow our Talent Development programme through **Hothouse** Film Programme
- Continue our annual programme of peer made films through **Showcase/Showcasing**
- Provide opportunities for young filmmakers to participate in International Learning Exchange programmes

Increase the number of films produced by young filmmakers taking part in Hothouse Film Programme (currently 4)

Increase participation and access to showcases

Increase, expand, develop in the number of international exchange programmes for young filmmakers



**GOALS**

**ACTIONS**

**OUTCOMES/KPIS**

**3. Facilitate access to filmmaking for young people across Ireland**

- To achieve this we will:*
- Continue to support programmes and resources in filmmaking for schools
  - Continue to develop informal filmmaking programmes in the non-formal settings such as **Fresh Blood** and **Fresh Film Squad**
  - Develop existing and new professional and peer made online resources to facilitate access to film making skills and techniques (e.g. **Fresh YouTube Channel, Study Guides** etc.)

Strengthening and growing relationships of schools

Broader diverse groups and individual young filmmakers taking part regionally.

Increase in on-line content and access of online resources and integration within strategic partner platforms.





**GOALS**

**ACTIONS**

**OUTCOMES/KPIS**

**4. Develop FRESH FILM's profile as a leader in young people's film making**

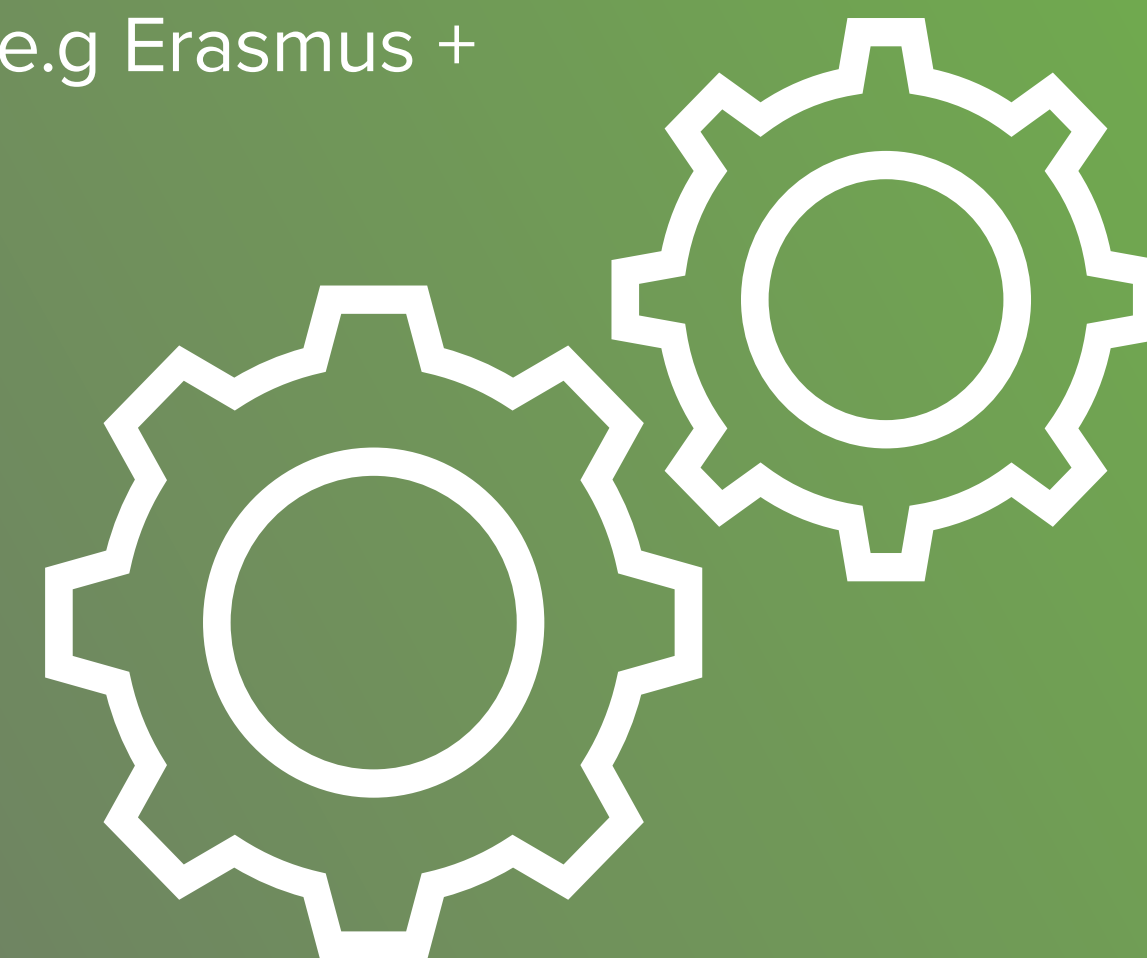
*To achieve this, we will:*

- Develop an annual Promotion and Marketing Strategy to raise awareness of our work
- Continue to respond to invitations to participate in International Jurys and present at international festivals
- Participate in European Networks to identify opportunities for collaboration and joint projects (founder member of Youth Cinema Network) and Fest of Fests collaborator.

Implementation of a Strategic Promotion and Marketing campaign and social media plan to grow awareness of our work nationally.

Strengthening and growing our international network

Successful participation in EU Funding Programmes e.g Erasmus + and MEDIA Funding



**GOALS**

**ACTIONS**

**OUTCOMES/KPIS**

**5. Lead a sustainable organisation in line with good governance**

*To achieve this we will:*

- Manage and operate a financially sustainable business, managing risk and also creating new income opportunities
- Invest in the staff and grow staff numbers in alignment with the growth of the organisation
- Ensure all governance and legal requirements are delivered professionally.

Maintenance and growth in our funding and increase in new income sources including a sponsor for Fresh International Film Festival

Development and Management Plan for our Staff

Compliance with Governance Standards and Codes of Conduct and training for Board members





## MONITORING AND IMPLEMENTATION

We are committed to ongoing monitoring as we progress the implementation of this Strategic Plan and the following approach is used to measure our progress:

- Qualitative and quantitative feedback from participants in our programmes and stakeholders
- Gathering feedback from lead agencies in all our joint initiatives
- Quarterly and yearly updates to the Board
- Preparation and production of an annual work plan.
- Tracking performance to our strategic goals on an annual basis.

