

2023 Annual Report



Prepared and Presented by Emma Olohan

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About Company



Minding Creative Minds is an organisation established to offer a free 24/7 wellbeing & support programme for any individual of the creative sector based in Ireland and Irish creatives while travelling

Minding Creative Minds has experienced accelerated and rapid growth in expanding supports to the creative sector that extend beyond mental wellbeing.

Minding Creative Minds offers the following well being services to the Irish Creative Sector.

- **Counselling Service (short-term intervention)**
- **Counselling Service (Specialist Trauma and Abuse Care)**
- ***Career Hub Service - Mentorship, Clinic.***
- **Monthly Meet & Greet - Online**

Meet the Board



- Dave Reid (Founder & CEO)

Championing: Counselling Service, Quality Assurance & Expansion projects

- Emma Matthews (Co-Director)

Championing: Mental Wellbeing Service + Outreach

- Ann Marie Shields (Co-Director)

Championing: Mental Wellbeing Service + Outreach

- Kim O' Callaghan (Co-Director)

Championing: Career Hub Service, Events & Community collaborations.

- Emma Olohan Sarramida (Co-Director)

Championing: Corp Governance, EDI, Events, & expansion projects.

Meet Our Team



Internal Team

- **Dave Reid (CEO)**
- **NEW: Ailish Toohey (Project Manager, Communications and Media Initiatives)**
- **NEW: Emma Olohan Sarramida (Project Manager, Career Hub Lead, Compliance Officer)**

Contract for Service Partners

- **Tara Harrison (Social Media Lead)**
- **Rob Davis (Web Master & IT Operation Support)**

Service Provider Partners:

Spectrum Life -Service Partner

KODC Auditors

Vision and Mission



Vision

- The vision of Minding Creative Minds is to cultivate a free and accessible nationwide service supporting the Irish Creative Sector. A supported and empowered creative sector is vital to Ireland's prosperity. A comprehensive programme supporting our creative and live events sector will enable a sustainable future for the sector, and drive economic empowerment to all through collaboration, mentorship, well rounded wellness supports and mental health services.
- MCM offers a variety of crucial identified supports, intended to reach the creative sector in Ireland and the global Creative Irish diaspora.
- The comprehensive service provides a safe focused range of support where individuals in this creative community can thrive, for their talents to be cherished and for them to be empowered to reach their fullest potential. The service is provided to individuals.
- Achieving a competitive creative industries sector is vital to Ireland's prosperity, and Minding Creative Minds is taking pro-active action to achieve this vision through support for our creative businesses and talent, addressing issues previously identified by industry and government.

Vision and Mission



Mission

Minding Creative Minds ...

- Minding Creative Minds serves as a holistic client centric well-being organisation supporting the Individuals within the Irish creative sector and live events community.
- This is achieved through fostering an understanding of the mental, financial, career, coaching and other supports needed by this community in order to cultivate success and community well-being through numerous initiatives.
- MCM is an organisation established to support, empower and stimulate members across the Irish Creative Sector.

Values

Minding Creative Minds ...

- Compassion, Kindness, Integrity, determination, advocacy and honesty are at the forefront of the services we offer.
- We aim to promote the career independence, inclusion, professional growth and wellbeing of creatives with support needs
- Minding Creative Minds team, representatives and agents/service actors demonstrate in their role qualities such as imagination, open-mindedness, risk-taking, curiosity, resilience, self-awareness, adaptability, flexibility, communication skills, motivation, and passion.

Services



Minding Creative offers short-term intervention support services to individuals within the creative sector and live events industry in Ireland, as well as those traveling abroad. The services are designed to adapt and evolve annually, ensuring they remain aligned with the needs of the community. Through ongoing engagement with the Irish creative community, Minding Creative ensures that its offerings are relevant, effective, and tailored to meet current demands.

Services offered in 2023 are:

- **Counselling Service (short-term intervention)**
- **Counselling Service (Specialist Trauma and Abuse Care)**
- *Career Hub Service - Mentorship, Clinic.*
- **Monthly Meet & Greet - Online**

Other Support Services:

• The Minding Creative Minds programme includes access to a number of additional services to help users overcome various practical issues they may face:

- Advice on practical, day-to-day issues that cause anxiety and stress.
- Legal Assistance - Consultation with Irish solicitors, including those specialised in family law matters and property conveyancing. In addition for queries or advice in relation to legal matters unique to the entertainment sector e.g. advice on specific contracts please contact info@mindingcreativeminds.ie and we will strive to help with your enquiry.
- Financial Assistance - Consultation with qualified financial advisors who can offer advice on household budgeting, borrowing/debt management, retirement planning, saving & investments.

2023 Activity Report



In 2023, Minding Creative made substantial strides in expanding its impact and service offerings.

One of the most notable achievements was the significant growth in creatives engaging with our 24/7 counselling services. This increase in demand underscored the sector's need for accessible mental health support, and we responded by enhancing our services to better serve the evolving needs of the creative community and to compliment the Safe to Create supports available.

Building on this momentum, we expanded our offerings in response to feedback gathered from the creative sector. Minding Creative organically piloted several new areas of support in 2023, driven by direct input from industry professionals.

Leveraging our strong market reach, we successfully launched these expanded services to ensure they met the specific and evolving needs of creatives across Ireland.

The new additions to our service portfolio in 2024 include:

- **Workshops:** We introduced a series of targeted workshops, including the Safe to Create information campaign, aimed at fostering a safer and more supportive environment for creatives.
- **Industry-Specific Masterclasses:** Tailored masterclasses were developed to address the unique challenges faced by different sectors within the creative industry.
- **Creative Niche-Specific Tutorials:** These new tutorials cater to specific creative disciplines, offering deeper, specialised knowledge and practical skills.
- **In person Events:** We hosted events in person, bringing together creatives from diverse backgrounds to collaborate, learn, and grow.
- **Mentor Attendance at Events:** Mentors actively participated in events, offering on-the-ground support and advice to attendees and events across the arts & creative sector.
- **Working Group:** A new working group was established to explore the feasibility of additional services, ensuring we remain responsive to emerging trends and challenges within the creative sector. This includes Creative Arts Therapies, a Special advisory panel and an Online Career Clinic support offering.
- **Ireland's First-Ever Creative Sector Careers' Summit:** We were proud to launch this ground breaking event, which brought together over 200 industry leaders, professionals, and aspiring creatives to discuss career opportunities, challenges, and strategies for success.
- **Creative Arts Therapies service being launched in Q1 2024**

2023 Activity Report



2023 Counselling, legal & Finance stats - Spectrum.life

How many of our creative sector used the service?

Population

55,000

Utilisation rate

Selected period rate

2.53%

annualised

2.54%



2023 Activity Report



Via Spectrum.life (contracted partner on behalf of Minding Creative Minds)

Clinical Team

Minding Creative Minds mental wellbeing support service is made up of Clinical Governance, Case Managers, Senior Case Managers, Staff Counsellors, Affiliate Network of Counsellors and Psychotherapists, Support Executives and Account Managers.

Minding Creative Minds Senior Clinicians and trauma Specialists and Affiliates are all qualified counsellors and psychotherapists who can work therapeutically in a range of languages and different counselling specialisations, experience (some have both volunteered and worked at the Rape Crisis Centre) and training specific to sexual abuse/assault such as:

Training, volunteered and worked with Rape Crisis Centre. Certifications, training, experience and specialisms on:

- 📍 Trauma therapists
- 📍 Trauma focused CBT
- 📍 Trauma training, trauma body work and trauma toolkit
- 📍 Trauma, early childhood trauma and Childhood Sexual Abuse
- 📍 CISM (Critical Incidents Stress Management) (level 8)
- 📍 First responder with sexual assault treatment unit with Rape Crisis Centre,
- 📍 Trauma in Crisis
- 📍 Trauma and addiction
- 📍 Work with survivors of childhood sexual abuse
- 📍 Trauma, rape, sexual violence and abuse
- 📍 Rape and sexual abuse
- 📍 Sexual violence
- 📍 Homicide, near death experiences and sexual abuse
- 📍 Postgraduate qualification in trauma and sexual violence
- 📍 EMDR and complex trauma
- 📍 Sexual and emotional abuse
- 📍 PTSD and trauma
- 📍 Trauma and suicide

2023 Activity Report



2023 Counselling, legal & Finance stats - Spectrum.life

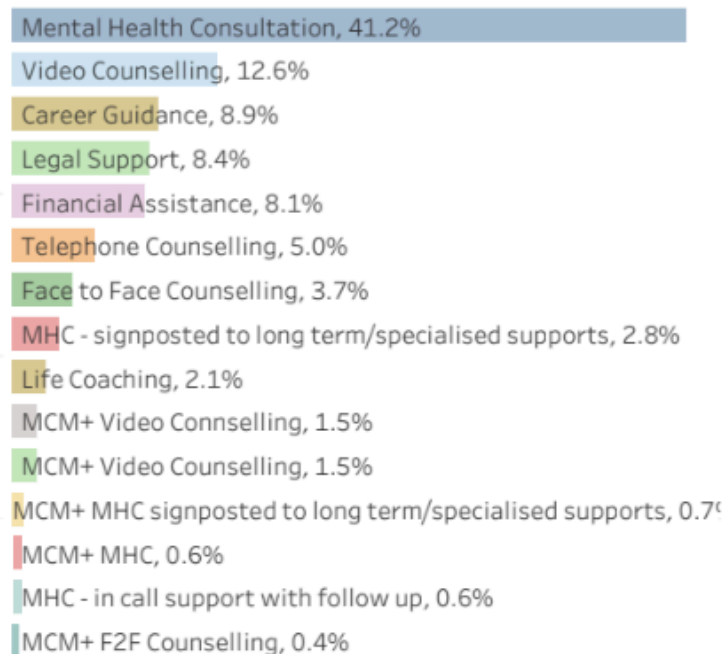
Consultations

EAP files

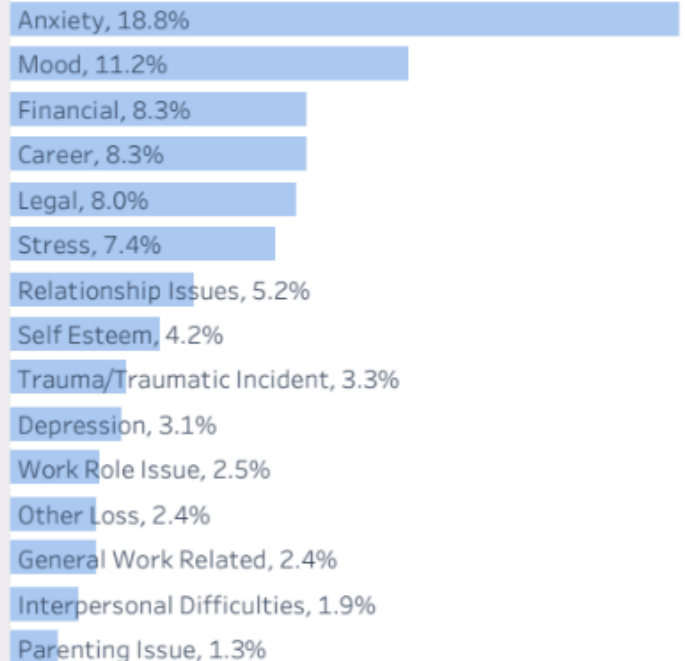
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Type



Primary Issue - Top 15



2023 Activity Report



2023 Counselling, legal & Finance stats - Spectrum.life

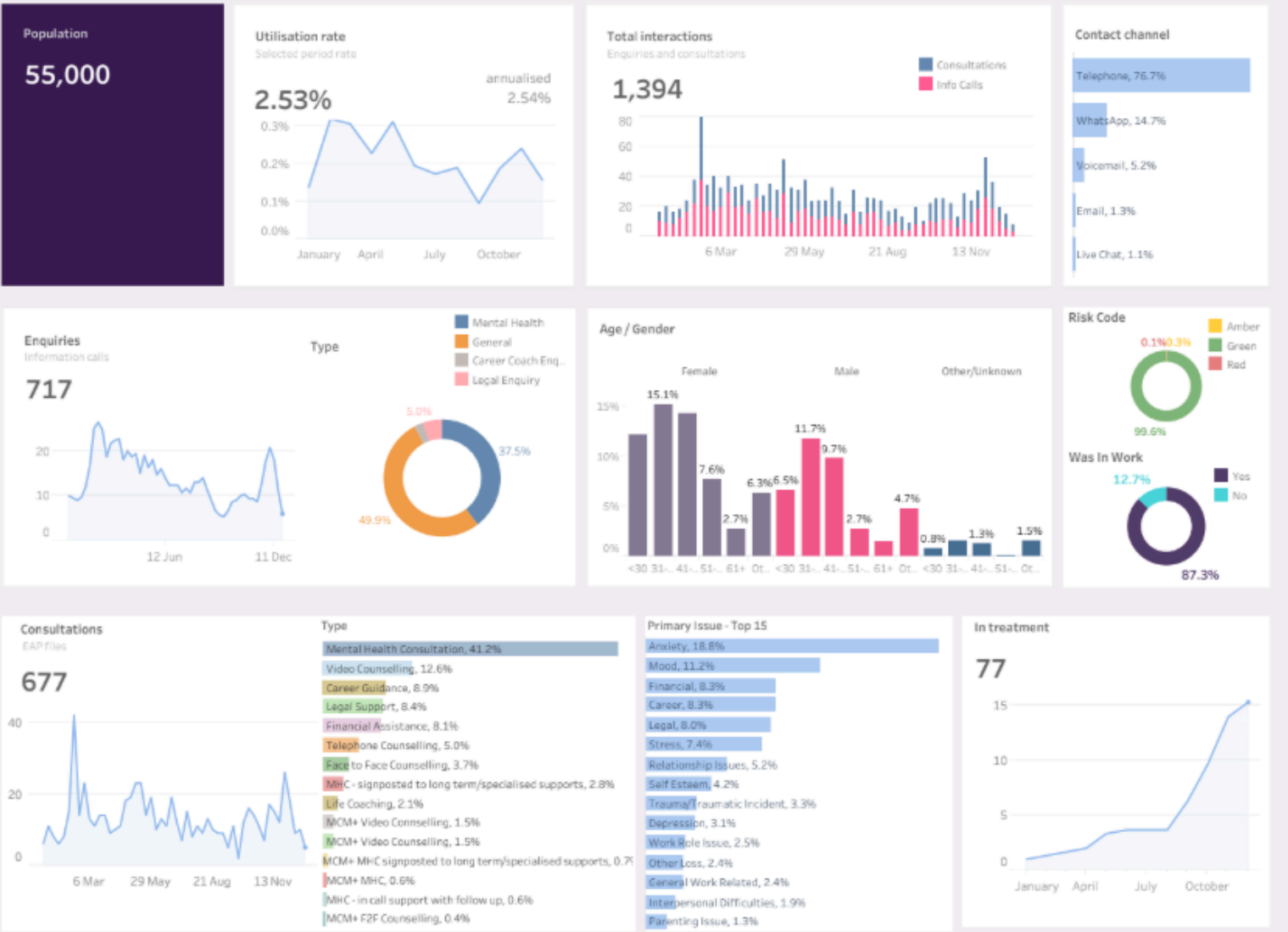
Minding Creative Minds



Start Date 01/01/2023

End Date 31/12/2023

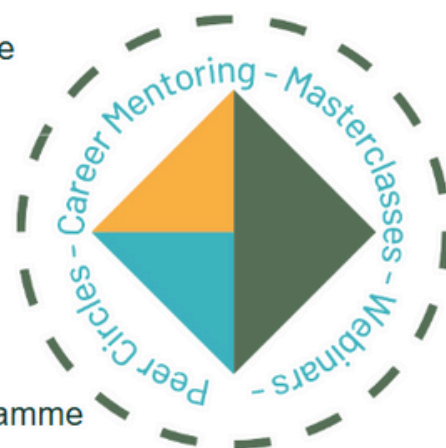
Org name MINDING CREATIVE MINDS



2023 Activity Report - Career



- In 2023, our new career support service for creatives resulted in more than 1,000 hours of 1:1 mentorship taking place at a cost of €50,400 per 6 months.
- This also empowered over 45 mentors who were employed during this time.
- We project this will grow by 15% in 2024.
- More than 1200 mentees have now engaged in the Mentorship programme



- Philanthropy, collaborative, partnership / CSR funding is required to continue our growth.
- Our new additions to the service in 2024 include:
 - Expansion of sector identified workshops - including a Safe to Create information campaign.
 - Further support and social impact programmes for creatives include:
 2. Industry specific masterclasses
 3. Industry mentorship programme- new advisory panel development
 4. Career Empowerment Tutorials - creative niche specific
 5. Creative Arts Therapy Service
 6. Mentor attendance at events
 7. Working group - New services feasibility
 8. Ireland's' 1st ever Creative Sector Careers' Summit will hold its 2nd conference

2023 Activity Report - Career



NURTURE

MENTORSHIP PROGRAMME

In 2023, our new career support service for creatives resulted in more than 1,000 hours of 1:1 mentorship. This also empowered over 45 active mentors who were employed during this time.



creative categories applying include:

Actor - Career Progression	Visual Art - Exhibit/art commission application support and work feedback
Career development	Artist - Growth inside and outside of Ireland for financial stability
Music - professional development outside of work	Visual art - Guidance for developing, working and exhibiting as a professional conceptual artist
Audio Production - Gain knowledge on working in the industry, network and find experience options	Theatre and Film
Photography - Life coaching and business growth	Event Design - Freelance business management (money management, grant and applications, marketing)
Art Teacher - Career progression and business growth	Visual Arts- career development & Exploring various income stream
Playwright - I want to develop into a screenwriter	Director - Career Progression
Film - Self confidence, project development guidance, funding application support	Musician - growth and out of Ireland
Visual Art - Networking & Help with the business side of visual arts	Theater - Growth in Republic of Ireland
	Film - Implement a Work/life balance
	Arts & Events - Build confidence and work on public speaking and communication skills

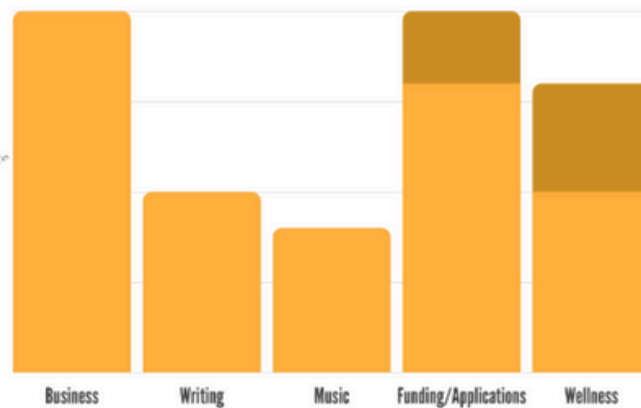
2023 Activity Report



Creative Career Empowerment Workshops

More than 1500 members of the Irish creative sector have engaged in over 40 workshops in 2023

ATTENDANCE
 65 REGISTRATIONS
Average based on all completed workshops
 25 ATTENDANCE
Average based on 10 workshops in a report year completed



Creative Career Service Example of Workshops

Social Media for Creatives	Funding 101	Essentials of Sync
Developing a positive Mindset	Business essentials for Creatives	Stage craft for Musicians
Agility Awards Funding	Insurance for Creatives	Branding & Authenticity
Arts Council Agility Awards Basics	Empowering female writers in the Industry	Playwright - 3 part workshop series

2023 Activity Report



WORKSHOP

PROMOTING FEMALE WRITERS IN THE BUSINESS

WITH JENNIFER DAVIDSON



It's no secret that despite huge efforts from many stakeholders, the film and tv industry is still harder to sustain a career in for female writers.

In this workshop, Chair of the Writers' Guild of Ireland, Jennifer Davidson will offer advice, support and practical tips on how to develop a sustainable career as a female writer.

Tuesday, May 21st
1pm - 2pm



EMPOWERING A SAFE ENVIRONMENT FOR CREATIVES

Join the Safe to Create and Safegigs.ie Team for an informative seminar followed by 'coffee & connect' networking.

Safe to Create Programme and updates
Safegigs.ie Programme

November 8th at 13:00pm - 14.30pm
Followed by Networking 14.30pm - 15.30pm
4th Floor, Guinness Enterprise Centre, Dublin 8.

2023 Activity Report - Communications, Marketing and Media



- From a communications and relationship perspective, in 2023 we continued activity with existing industry partners and initiated others.
- The aim of this overview is to communicate a sample of this detail and activity
- During 2023, our department also engaged and continues to engage with our partner organisations, additional industry organisations most of whom are included in the sector listed below

Minding Creative Minds runs its monthly online Meet & Greet throughout the year and this event is our monthly touching point with our community as a whole both at individual and industry level.

Engagements with partners and organisations across the sector during 2023 included:

Partner / Organization	Additional detail if needed
<ul style="list-style-type: none"> ➤ Safe To Create ➤ The Arts Council ➤ Irish Theatre Institute ➤ Screen Ireland ➤ Screen Guilds Ireland ➤ Screen Producers Ireland ➤ IRMA (Irish Recorded Music Association) ➤ PPI ➤ IMRO (Irish Music Rights Organization) ➤ Festival Republic (Music – Festival season; Malahide, Marley Park, Longitude and Electric Picnic) ➤ Aiken Promotions (Music Live Events) ➤ MCD Promotions (Music, Live Events) ➤ IFTA (Irish Film and Television Association) ➤ All Ireland Fleadh Committee, Mullingar ➤ Ireland Music Week (October 2023) ➤ Hot Press ➤ Jazz Ireland ➤ RTE 2FM ➤ Red FM ➤ Cork 96FM ➤ Cork Examiner ➤ Independent local radio and print ➤ Jazz School at DCU ➤ Safe Gigs partner and interaction ➤ The Gate Theatre ➤ The Project Centre ➤ Create Ireland ➤ Riverbank Theatre 	<ul style="list-style-type: none"> ➤ <i>I can break this down into partner / creative discipline / media collaborator etc. if needed</i> ➤ <i>However, as I detail some of the related event or collaborative activity below, this may not be required</i> • RAAP • Choice Music Prize

2023 Activity Report - Communications, Marketing and Media



- **Events and collaborations during 2023 include**

(please note in the activity section; in some instances, only a sample of the activity or engagements are listed)

- **Safe to Create**

Collaborate and partners in the STC working group alongside Irish Theatre Institute, Screen Ireland and The Arts Council. Information presence agreed across all STC event nationwide and likewise at MCM presence at Electric Picnic and other music events; we carried STC information tools

- **First Fortnight**

Sponsorship for Therapies Sessions event during this annual festival.

- **Screen Ireland**

Collaboration for development of information videos targeted specifically to film and television communities and launched at Screen Ireland Slate reveal in February 2023
Information assets and branding dissemination at Film Fleadh 2023

- **IMRO**

Participation in IMRO Industry Podcast series (spring 2023; Kim O'Callaghan board member)

- **Jazz School at DCU**

Information Evening the final year degree students via the Jazz Society

- **Slane Concerts via MCD**

Information and site presence across Slane concert build and day June 10th 2023

- **Marley Park Events** including Longitude in collaboration with Festival Republic
Dissemination and replenishing of Minding Creative Minds information tools for its 2023 season

- **Malahide Concerts**

Dissemination and replenishing of Minding Creative Minds information tools for its 2023 season

- **Electric Picnic 2023**

- Onsite presence for building and part of breakdown
- Engagements with Festival Republic throughout
- Licencing, Production
- Engagement with sector suppliers in building our event crew village area
- Crew village space to relax, unwind for event crew
- On site therapists to support crew across festival weekend
- Chill out zone for artists, in the artist area
- Community engagement with industry attending the festival in partnership with Hot Press
- RTE 2FM Live interview(s) from the festival

2023 Activity Report - Communications, Marketing and Media



- **Events and collaborations during 2023 include**

Joy In the Park

- One day independent event in association with Cork County Council
- Funding partner for this event
- Together with featuring in promotional editorial and marketing tools in advance of the event, which took place in July; Minding Creative Minds also hosted a panel discussion event at the festival which featured a gathering of industry creatives and professionals from across Munster and elsewhere. Some of the professions represented were; Singer / Songwriter, gig booker, artist manager, writer, comedian, actor and broadcasting

All Ireland Fleadh Mullingar

- Information tools presence

IFTA

- Sponsorship support for special industry event / interview with Deepak Chopra at DCU in September; Minding Creative Minds Branding, information tools and awareness video feature as part of this high-profile industry event

Ireland Music Week

- Funding partner present and event during the IMW focus week

Gaming and animation communities

- Culture Crush Conference November 2023 – funding partner; onsite presence for the duration of this special one day event and presentation by our CEO at the opening morning of the conference

2023 Activity Report - Next Years brings...



2024 will see Minding Creative Minds expanding our offerings to the creative sector while also consolidating our current services. 2024 will bring a time to our Senior Leadership Team to review procedures, improve and inform governance and reporting, and continue to further expand our board.

Areas of focus for the Minding Creative Minds in 2024 - Specialist Advisory Panel

- **Legal Support for Creatives:** Many individuals in the creative sector, such as artists, performers, writers, and designers, often face unique legal challenges that differ from other industries. These could include issues around intellectual property (e.g., copyright, trademark, patents), contract disputes, licensing, and collaborations. The addition of legal support could help individuals navigate these complexities, ensuring they understand their rights and obligations, and empowering them to make informed decisions about their work.
- **Specialist Advice:** Beyond legal issues, specialists in areas such as tax law, financial planning, workplace concern, or career development can provide guidance on specific challenges that creative professionals may face. For example, understanding the best ways to structure contracts with clients or collaborators, how to manage fluctuating incomes, or how to set up a sustainable freelance business. This type of advice can help creative professionals grow and protect their careers in ways that are tailored to their individual needs.
- **Mental Wellbeing Integration:** By continuing to emphasise mental wellbeing alongside the new legal and specialist advice services, Minding Creative Minds could offer a holistic approach to supporting creatives. Many legal challenges or financial stressors can negatively affect mental health. By integrating legal advice with wellbeing support, the service could help individuals feel more equipped and less stressed when dealing with these complex issues.
- **Workshops and Resources:** To make this advice accessible and inclusive, Minding Creative Minds could offer workshops, webinars, and resources aimed at educating creatives on topics such as understanding contracts, protecting intellectual property, or managing finances. These resources could be tailored to different creative sectors, addressing the unique needs of musicians, visual artists, writers, and other creative professionals.
- **Confidential and Accessible Advice:** One of the biggest barriers for creatives seeking legal and specialist advice is often the cost or the lack of understanding of where to turn. Offering these services in a confidential and accessible way, whether through partnerships with legal firms, pro bono services, or discounted rates, could greatly improve the ability for creatives to access the help they need.
- **By broadening the service offering to include both niche legal and specialist advice,** Minding Creative Minds can create a more robust, comprehensive support system for those in the creative sector, enabling them to navigate their professional lives with confidence and security.

2023 Activity Report - Next Years brings...



Creative arts therapies Service (CAT service) will be launching in 2024 Q1 and includes art therapy, music therapy, drama therapy, and dance/movement therapy, offer unique benefits that set them apart from traditional therapeutic approaches. We feel this is very unique for our creative sector to have this support available. The benefits of creative arts therapies:

1. **Non-Verbal Expression:** Creative arts therapies provide a non-verbal outlet for individuals to express their emotions, thoughts, and experiences, which can be especially helpful for those who struggle with verbal expression or have difficulty articulating feelings in traditional therapy.
2. **Holistic Approach:** These therapies engage the mind, body, and emotions, helping individuals to integrate and heal on multiple levels. By using the body, emotions, and creative process, these therapies foster a more comprehensive healing experience.
3. **Stress Relief and Relaxation:** Engaging in creative processes like painting, playing music, or moving can be inherently calming. They reduce stress and anxiety by promoting mindfulness, focus, and self-awareness.
4. **Improved Self-Awareness:** Creative arts therapies allow individuals to explore and understand themselves in a deeper way. The creative process often leads to insights about one's emotions, identity, and experiences, enhancing self-discovery and personal growth.
5. **Safe Exploration of Difficult Emotions:** These therapies offer a safe space to explore and process trauma, grief, or other complex emotions without the pressure of having to immediately verbalise the pain. Art, music, or movement can act as bridges to understanding and healing.
6. **Empowerment and Self-Efficacy:** Creative expression can boost confidence and empower individuals to take control of their emotional healing. Creating something tangible or performing in a safe space gives a sense of accomplishment and personal agency.
7. **Flexibility for Diverse Needs:** Whether through visual arts, music, or movement, creative arts therapies are adaptable for people with diverse needs, including those with cognitive impairments, developmental disabilities, or mental health challenges. The process of creating art or engaging in movement can often transcend language or cognitive barriers.
8. **Community and Connection:** For creatives, working with others in group settings can foster a sense of shared experience, collaboration, and connection. The therapeutic setting also builds trust and understanding, offering opportunities for emotional support and peer connection.
9. **Supports Creatives' Mental Health:** For individuals in creative industries, there can often be a unique set of pressures, such as perfectionism, isolation, or the intense vulnerability involved in creative expression. Creative arts therapies specifically cater to these needs by providing a safe, empathetic space for healing and growth.
10. **Accessible and Inclusive:** Creative arts therapies can be accessible to all, regardless of age, background, or previous experience. The emphasis on the process, not the product, means that individuals of any skill level can engage in these therapies and experience their benefits.

By offering creative arts therapies, Minding Creative Minds could provide an invaluable service to creatives across Ireland, supporting their mental health and fostering a strong, resilient creative community.



Minding
Creative
Minds.