

5990

FORBAIRT

NATIONAL
DEVELOPMENT
ASSOCIATION

Houses of the Oireachtas

DÁIL ÉIREANN
25 JAN 1977
ON ORDER PAPER

NINTH
ANNUAL REPORT
YEAR 1975

Houses of the Oireachtas

**NINTH
ANNUAL REPORT
TO DECEMBER 31st. 1975**

Houses of the Parliament

National Development Association

Chairman:

Brian A. Doyle

Members of Council:

B. H. Fagan

H. Hall

M. Lawes,

G. P. Long,

T. A. Lynch,

B. McCarrick,

T. Page,

A. F. Rice,

Executive Committee:

D. J. Bernon,

S. Christy,

R. Hayes,

O. Mulholland,

G. J. O'Shaughnessy,

General Manager:

Vivian Murray

Registered Office:

Ireland House,

3 St. Stephen's Green,

Dublin 2.

Telephone 781755

Chairman's Statement

When we examine the year under review, 1975 it is all too easy to get into a crisis frame of mind. Consumer imports continued to rise in virtually every category, many Irish manufacturers continued to see their domestic market share steadily erode, unemployment rose to a very serious level.

But amid the concern, there have been encouraging signs. Above all, it is now clear that we are finally prepared as a community to face up in a realistic way to the problems of the home market. The community means everyone: manufacturer, wholesaler, retailer, consumer, industrialist, members of trade unions and professional and community organisations.

We have been slow to do this and the recognised urgency of the task confronting us at present is based, in good measure, on the realisation that we have over many years neglected the problem and tried to ignore what was happening until it became acute.

In fairness, it should be said that it took time to adjust thinking about the promotion, in the modern marketing sense, of support for Irish goods on the home market. While the sentiments implied in previous Buy Irish campaigns applied more than ever before, it was felt that something more positive was needed if the dangerous trend was to be arrested. Something that would infer that Irish products were, by and large, quality products. Something that would suggest a guarantee of satisfaction.

Hence the formulation of the Guaranteed Irish slogan and its promulgation in a nation-wide publicity campaign. While the conversion of a whole community to a new attitude is, of necessity, a slow process we are confident that this approach is now beginning to yield results.

Our activity — which is outlined in this report — has been undertaken, as I mentioned earlier, against a background of increased competition from imported consumer goods. We continued to buy imports at a faster rate than total domestic consumption. What this means, in effect, is that unless the trend is reversed, there will be no domestic market at all for Irish manufacturers since competing imports will equal total domestic demand. Such a situation will not occur sometime in the long distant future. It is already taking place.

Even by the end of 1975 it was noted with considerable alarm and disquiet that imports of footwear, if continued unchecked during 1976, would saturate the home market.

The trend has been evident over many years. Competing imports of clothing and footwear totalled £2.5 million in 1965. In 1970, the figure was £8.9

million. In 1974, it was £45.8 million. Last year, the figure rose again to £55.6 million. Over ten years, in other words, imported clothing and footwear have increased by a staggering 2,124%! Much the same picture is obtained by examining trade statistics for other vital sectors of consumer goods manufacture.

There can be no doubt whatsoever that this level of import purchasing is a luxury no nation can afford. Ireland is especially vulnerable because we must import many essentials — fuel, raw materials, machinery, manufactured goods — which we cannot produce ourselves. When non-essential imports are added to the total, a strain is imposed on our balance of payments which, at some stage in the economic cycle, affects the standard of living of all of us.

In my chairman's statement last year, I was happy to forecast that the close working relationships between the Association and the Working Group on the Promotion and Sale of Irish Goods had provided the stimulus for both to join forces into a single organisation. Very significant progress has been made in this direction during 1975 and I am confident that firm recommendations for a combining of resources, which are already agreed by both bodies, will be implemented during the coming year.

I am more than ever grateful to the members of the Association's Committee for giving so readily of their valuable time over the year. Equally, I am very happy to give thanks to our General Manager, Mr Vivian Murray, and his staff for their outstanding work during the year.

Brian A. Doyle

Promotional Activities

The National Development Association, always aware of the importance of new industries to the economy, joined forces with various Country Development teams in the task of attracting prospective industrialists to areas other than Dublin — the main industrial centre — by mounting exhibitions promoting the advantages of these regions.

Make It The Midlands

This Exhibition staged in Ireland House, in conjunction with the Midland Regional Development Organisation, was part of a very extensive Public Relations campaign. The promotion was designed to persuade Dublin-based enterprises — industrial, commercial or service based — to consider re-location in the Midland Region, which comprises the Counties of Laois, Offaly, Longford, Roscommon and Westmeath.

Progress in Clare

The Progress in Clare exhibition was designed to promote the wide range of products and services available from County Clare. In an effort to attract new industries to the area, a section of the promotion placed special emphasis on the facilities available to the prospective industrialist in County Clare.

Gross Electronic Calculators Limited

One of the industries recently attracted to the Mid-Western Region is Gross Electronic Calculators Ltd. who exhibited in Ireland House in June. A particularly successful company, Gross export sophisticated electronic equipment to 61 countries. The entire range of their products was on display, including electronic calculators, cash registers and two of the latest designs in electronic cash control systems.

An Gaeltacht Bheo

Mealladh moran daoine chun bhreathnu ar an taispeantas seo inar leiriodh Deantus na Ghaeltachta maraon le taispeantas saoire sa Ghaeltacht agus cursai culturtha. Bhi se soilear go bhuil dul-ar-aghaidh iontach deanta cuairtíochta comh maith le chursai forbartha agus d'eirigh thar bharr leis an taispeantas.

Three sectors which received special attention by the National Development Association in 1975 were footwear, furniture and clothing. These sectors have been badly hit by the economic recession and the promotional activity was aimed at helping them maintain, and in many cases, increase domestic market share.

Furniture

A Line is the brand name used by a number of leading Irish furniture manufacturers who comprise the Associated Marketing Group. Since it was formed in 1970 the group has gained a sizeable share of both the Irish and United Kingdom markets. Ireland House was the venue for a very successful trade promotion

by the 'A Line' group which attracted trade buyers from all over Ireland and the United Kingdom.

Footwear

The National Development Association and the Footwear Fashion Institute co-operated in organising the 'Spring Walkabout' and the 'Autumn Walkabout' exhibitions of Irish footwear. Attracting exhibitors, the promotion showed ladies', mens', childrens' and sport footwear which were then available in retail outlets. The 'Fiuntas' Award went to the ladies' and mens' shoes judged best in terms of design, quality and value for money. The award winners were The Edenderry Shoe Co. Ltd., in the ladies section and Blackthorn Shoes Ltd., in the mens' section.

Clothing

N.D.A. concentrated its promotional activities on the knitwear side of the clothing sector. Gaeltarra Knitwear held two trade promotions in Ireland House during 1975, during which they showed designs for the following seasons. As a result a substantial forward order position was achieved.

ARTS & CRAFTS

Design and Craftwork Exhibition

The 23rd exhibition of the Irish Society for Design and Craftwork was staged in Ireland House in August. The exhibition featured over one hundred entries all of which were subjected to a rigorous screening. The high standards of design and craftsmanship were evident in the display which included jewellery, ceramics, weaving, tapestry, lace, embroidery, fabric printing, graphics and woodcarving.

Festival Arts & Crafts

Twenty two craft-based industries exhibited at Festival Arts and Crafts. The exhibition was designed to attract trade buyers, the public in general and the many visitors from abroad in Dublin for St. Patrick's Day. The Festival combined an exhibition and workshop format and featured pottery, pewter, metalwork, marble, glass, leather, enamel, paintings and drawings. The promotion resulted in substantial orders for the exhibitors

Craft Pottery '75

Craft Pottery was an exhibition of the work of twelve Irish Potteries. It included displays of various types of craft pottery from oven and tableware to art pottery. The various techniques in the art of pottery-making — moulding, hand throwing, sculpture and glazing were shown and there were practical demonstrations of pottery-making throughout each day.

Art Competition

Ireland House was the venue for an Art Competition organised by the Soroptimists International of the

NATIONAL DEVELOPMENT ASSOCIATION (FORBAIRT)
Company Limited by Guarantee and not having a Share Capital

INCOME AND EXPENDITURE ACCOUNT – YEAR TO 31 DECEMBER, 1975

	1975	1974
		(9 months)
Income	£	£
Oireachtas Grant-in-Aid – note 2(a)	100,000	30,700
Exhibitions	18,737	11,769
Subscriptions	22,132	5
Print Sales	5,186	—
Rents	1,835	1,507
	<hr/>	<hr/>
	147,890	43,981
	<hr/>	<hr/>
Expenditure		
Administration:—		
Salaries	17,926	6,894
General (Schedule 1)	13,727	5,708
Exhibitions (Schedule 2)	22,008	16,774
External Promotions (Schedule 3)	69,607	1,859
Premises (Schedule 4)	15,755	11,532
	<hr/>	<hr/>
	139,023	42,767
	<hr/>	<hr/>
Excess of Income over Expenditure for the year.	8,867	1,214
	<hr/>	<hr/>

Schedules 1 to 4 and Notes 1 and 2 form part of these Accounts.

Director: BRIAN DOYLE
 Director: ROBERT HAYES

NATIONAL DEVELOPMENT ASSOCIATION (FORBAIRT)
Company Limited by Guarantee and not having a Share Capital
BALANCE SHEET AS AT 31 DECEMBER, 1975

	£	£	£	£
			(31 December, 1974)	
Fixed Assets (at cost) — Note 2(b)				
Expenditure on 3, St. Stephen's Green	21,429		21,429	
LESS: Oireachtas Grant-in-Aid	<u>19,255</u>	2,174	<u>19,255</u>	2,174
Fixtures and Fittings	2,415		<u>2,415</u>	
LESS: Oireachtas Grant-in-Aid	<u>745</u>	1,670	<u>745</u>	1,670
Office Equipment:—				
Balance 1 January, 1975	277		277	
ADD: Purchases in Year	<u>379</u>		—	
	656		<u>277</u>	
LESS: Sold in year	<u>50</u>	606	—	<u>277</u>
		<u>4,450</u>		<u>4,121</u>
Current Assets				
Debtors (less provision for doubtful debts)	8,295		5,870	
Stocks	1,486		—	
Cash on hand and at Bank	<u>9,771</u>		<u>(11,097)</u>	
	<u>19,552</u>		<u>(5,227)</u>	
Current Liabilities				
Creditors	<u>19,480</u>		<u>3,239</u>	
(Deficit) Excess of Current Assets over Current Liabilities				
		<u>72</u>		<u>(8,466)</u>
Net Assets (Liabilities)				
		<u>4,522</u>		<u>(4,345)</u>
Represented by: CAPITAL ACCOUNT				
Balance 1 January, 1975		(4,345)		(5,559)
Excess of Income over Expenditure for the year		<u>8,867</u>		<u>1,214</u>
Balance at 31 December, 1975		<u>£4,552</u>		<u>£(4,345)</u>

Schedules 1 to 4 and Notes 1 and 2 form part of these Accounts.

Director: BRIAN DOYLE
 Director: ROBERT HAYES

NATIONAL DEVELOPMENT ASSOCIATION (FORBAIRT)
Company Limited by Guarantee and not having a Share Capital
SCHEDULES TO THE ACCOUNTS FOR THE YEAR TO 31 DECEMBER, 1975

	1975	1974 (9 months)
	£	£
(1) ADMINISTRATION (General)		
Postage, Stationery and Printing	3,135	1,384
Travel and meeting expenses	2,537	1,059
Bank interest and charges	727	646
Audit Fee	150	115
Car Leasing	1,243	509
Equipment leasing	932	200
Telephone	884	375
Patent Registration	780	—
Bad Debts	1,677	568
Insurance	250	112
Miscellaneous	1,412	740
	<u>£13,727</u>	<u>£5,708</u>
(2) EXHIBITIONS		
Exhibition Salaries	8,628	5,878
Advertising	578	335
Organising and Publicity	4,419	2,976
Demonstrators' Costs	742	890
Press Cuttings	171	94
Photographs	565	452
Insurance	180	80
Travel Expenses re Exhibitions	2,661	2,135
Printing and Display	1,083	501
Exhibition Displays	1,647	2,469
Miscellaneous	1,334	964
	<u>£22,008</u>	<u>£16,774</u>
(3) EXTERNAL PROMOTIONS		
"Guaranteed Irish" Promotions	66,014	—
"Sell Irish" Promotions	1,543	1,697
Sundry promotions	2,050	162
	<u>£69,607</u>	<u>£1,859</u>
(4) PREMISES		
Rent and Rates	11,702	9,341
Light, Heat and Power	1,948	1,271
Repairs and Maintenance	662	79
Insurance	1,443	841
	<u>£15,755</u>	<u>£11,532</u>

NATIONAL DEVELOPMENT ASSOCIATION (FORBAIRT)
Company Limited by Guarantee and not having a Share Capital
NOTES ON THE ACCOUNTS FOR THE YEAR TO 31 DECEMBER, 1975

Note 1 — Accounting Period

These accounts cover twelve months to 31st December, 1975.
The comparative figures are for the nine months ended
31st December, 1974.

Note 2 — Accounting Policies

(a) Oireachtas Grant-in-Aid:

Income shown in the account under Oireachtas Grant-in-Aid
represents the actual cash receipts in the year.

(b) Depreciation:

Due to the method of financing the operations of the company
it is not considered necessary to provide for depreciation
of fixed assets.

Auditor's Report to the Members

I have examined the foregoing Income and Expenditure Account
and Balance Sheet and I have obtained all the information and
explanations which I considered necessary for the purpose of
my audit.

In my opinion:—

- (a) Proper books of account have been kept by the Company and
the Income and Expenditure Account and Balance Sheet are in
agreement with them and give the information required by the
Companies Act, 1963.
- (b) The Income and Expenditure Account and Balance Sheet, together
with Schedules 1 to 4 and notes 1 and 2 give, respectively,
a true and fair view of the surplus for the year ended
31st December, 1975 and of the state of the Company's affairs
on that date.

For and on behalf of the
Comptroller and Auditor General

P. L. McDonnell

12 July, 1976

Republic of Ireland to celebrate International Women's Year. Entries were received from every county and an exhibition of the winning entries attracted a large attendance.

The exhibition was one of nine art exhibitions held in Ireland House which gave an opportunity to young artists, who do not have access to commercial galleries, to show their work.

Taispeantas an Oireachtais

B'é seo an cheathru bhliain a chomhoibrigh Forbairt agus an tOireachtas chun an taispeantas seo a reachtail. Saothar na neagrais ata ag ple le cursai culturtha, aithbheochana agus forbartha a bhi da leiriu.

100 Years of Pipes

'100 Years of Pipes', celebrated the centenary of Kapp and Peterson Ltd. 12,000 visitors to Ireland House saw demonstrations of the complete pipe making process as well as a fascinating exhibition of antique and rare pipes.

Rehab '75

To mark the Silver Anniversary of the Rehabilitation Institute the Association and the Institute staged an exhibition featuring a selection of goods produced by handicapped people in the Institute's workshops throughout the country. The wide range of items on display gave the many visitors an idea of the standard of training and workmanship achieved through the efforts of the Rehabilitation Institute.

Holiday Shoparound '75

Holiday Shoparound, a promotion of quality Irish goods available in the stores of Dublin, was the highlight of the summer in Ireland House. Not catering for the Irish consumer alone, the exhibition proved to be a unique attraction for tourists. The visitor to Ireland House could learn where quality Irish products were to be bought while at the same time having available information on the price, size conversion, colour ranges, etc.

Aonach na gCartai

Cuireadh Aonach na gCartai ar siuil i mbliana i gcomhar le Craobh na gClodoiri de Chonradh na Gaeilge. Meastar gur fiu breis agus £½ mhilliun cartai nollag sa tir — sin 200 post lánimsearacha. Is comhartha e de chom maith gur eirigh leis an taispeantas seo na gur tharla meadu 40% ar líon na gcartai a dioladh ag an Aonach i mbliana.

Irish Tableware

The Irish Tableware Exhibition brought together nine companies who produced a complementary range of products. Featured was a full range of top quality Irish-made tableware, tablecovers, mats and crystal. This

co-operative marketing venture proved to be exceptionally successful.

E.E.C. Cheese Promotion

The National Dairy Council's E.E.C. Cheese Promotion coincided with the visit of the E.E.C. Ministers in March. The promotion featured cheese dishes from each E.E.C. country with particular emphasis on the Irish varieties available.

In-Store Promotions

A number of store promotions were sponsored during the year. These promotions were designed to highlight the quality and variety of Irish products available in selected retail outlets.

Local Development

Two competitions for window displays of Irish goods were held in 1975. The first of these was held in Dundalk and organised by the local branch of Ogras. The other competition was held in Kilkenny and organised by the Kilkenny Festival Committee. Prizes were awarded for originality in display, consumer appeal and colour co-ordination.

During the course of the year the N.D.A. assisted various community groups throughout the country with local promotions. Our display division helped in the setting up of an exhibition of local small industries mounted by the Kilkenny Festival Committee, and an exhibition of local job opportunities for school leavers mounted by the Laois County Council. The Shannon Town Centre Company were also advised in the planning of their first "Expo" Exhibition. The Association was again involved in the organisation of the very successful Navan Trade Fair, now considered the major furniture fair held in Ireland.

Energy Conservation

Ireland House was chosen in January, 1975, as the venue to launch the national promotional campaign to conserve energy. A press conference was given by the Minister for Transport and Power, Mr. Peter Barry, T.D. and an exhibition was organised to underline the importance of the campaign and provide the public with information and advice on the wise use of industrial and domestic energy.

Information Service

The National Development Association's Information Service to industry and the consumer continued to enjoy the co-operation of the manufacturing and retailing sectors of the community in processing an increased volume of enquiries over the whole range of Irish manufactured products.

Irish Fashion Collection '75

The Association co-operated with C.T.T. and C.I.I. in publishing a 16 page colour brochure featuring the products of 36 textile and clothing manufacturers and jewellery firms. The brochure was distributed widely to retail interests at home and overseas. The five sections of the brochure comprised women, and childrens' wear, menswear, footwear, jewellery yarns and fabrics.

THE WORKING GROUP

1. The Working Group was established by the Minister for Industry and Commerce, Mr. Justin Keating T.D. in December 1974. This Report covers the first thirteen months of operations.

2. The Group's terms of reference are to stimulate community-wide commitment to giving priority to the purchase and sale of Irish-made goods. To achieve this objective, the Group recognised that there was both a short term and long term problem.

The small term problem was that various sectors of Irish manufacturing industry had, particularly over the previous five years, lost a considerable part of their share of the home market to competing imports. Job losses and factory closures could, in many instances, be related directly to this home market erosion. Urgent action was needed.

The Group identified a number of problems and basic weaknesses within Irish industry which required long term solutions. These problems covered such areas as design, marketing, co-operative activity, market intelligence and quality standards.

3. Because of its priority, much of the Group's activities during 1975 were devoted to the immediate problem of winning consumer support for Irish goods within a medium to long term marketing framework. To this end, the Council introduced the Guaranteed Irish scheme.

Guaranteed Irish was a research-based programme to provide identification for Irish goods combined with the point of purchase attraction of a guarantee of after sales service. A target was set of 100 participating companies by the end of 1975. In fact, 200 companies joined the scheme in that period.

4. The scheme was introduced at meetings in Dublin and Cork with key members of the retail trade and leading manufacturers. Consumer advertising and promotion commenced in October and ran until mid-December. A preliminary survey indicated that the campaign succeeded in creating national awareness of Guaranteed Irish and influencing purchasing decisions.

5. In the three month period, October — December 1975, advertising expenditure on Guaranteed Irish totalled £49,000. A significant feature was that participating manufacturers contributed £23,000 of this total. Plans were prepared for continued promotion of Guaranteed Irish throughout 1976. A target of 1,000 participating companies has been set.

6. The introduction of Guaranteed Irish coincided with a major public relations programme in support of Irish goods aimed at all sections of the community. There was particularly good support from RTE and the national media as well as business, professional and voluntary group organisations.

7. By the end of 1975, plans were under way for the establishment by the Working Group of SHOPLINK, a consumer information service on Irish goods. SHOPLINK offices will be opened during late 1976 in Dublin, Cork, Limerick, Galway and Waterford in co-operation with the Regional Tourism Organisations in these areas.

8. The Working Group and the Institute for Industrial Research and Standards jointly undertook the publication (for early 1976) of MADE IN IRELAND, a comprehensive guide to Irish manufacturers and their products for the retail trade. This is the first time that information like this will have been published and it fills a major communication gap between manufacturer and buyer.

9. Discussions were held with representative groups of manufacturers in sectors seriously affected by competing imports. These included textiles, clothing, footwear, furniture and the food industry. Arising from these discussions plans have been prepared for a series of major sectoral promotions during 1976 which will be mounted and funded jointly by the Working Group and manufacturers working together in each sector. This sectoral co-operation will also extend to jointly undertaken research, shared intelligence and general co-ordination in promotion of Irish-made products. The Working Group met with leading retail representatives for an exchange of views and have secured full support for these and other promotional activities, such as store promotions and displays.

10 Community support for Irish goods, and for the Guaranteed Irish programme, came from many organisations throughout the country including manufacturer and trade union bodies, farming organisations, the National Association of Tenants' Organisations, as well as womens' and consumer groups.

11 The Working Group continued during the year to

establish strong links with a wide cross section of State, industrial, commercial and other organisations. Particular viewpoints were obtained and many useful ideas and suggestions advanced. In all cases, the Working Group was assured of positive co-operation and assistance as required.

12 At the request of the Working Group, the Centre for Marketing Studies, U.C.D., commenced work on a programme of detailed research and economic studies covering all aspects of the domestic market. These studies, augmented by specific studies in areas of special interest (e.g. Industrial purchasing, Irish footwear etc.) will be invaluable to the Working Group in determining broadly based strategies for identifying and exploiting opportunities in the home market.

13 During the latter half of 1975, the Working Group devoted increased attention to the longer term problems. A five year marketing and development programme was prepared. In summary, this envisages that national advertising and promotion for Irish goods will continue to be required in the short term but will gradually tail off as the emphasis is put on joint activity with manufacturers on a sectoral basis. Economic studies and liaison with manufacturers will enable detailed targets to be set for each sector which, on a national basis, can be translated into job opportunities and market share penetration increases. Sophisticated programmes of community education will be required to reach all consumer levels. There will be no lessening of the importance of the retailers' role and store promotions, merchandising and liaison will be needed at this level.

14 On the development side, attention will be paid to helping Irish manufacturers overcome a number of inherent problems which affect home market sales. These areas will include design standards, relations with the distributive sector, marketing and co-operation in general. Particular attention will be given to the requirements of the smaller company and to helping those companies with export potential.

15 The Working Group is extremely gratified to have had the whole-hearted co-operation of the Council of the National Development Association during the year and welcomes the initiatives taken by it towards the creation of an integrated structure.

16 The members of the Working Group on the Promotion and Sale of Irish Goods are: Mr. T.P. Hardiman (Chairman), Mrs. Nora Browne, Mr. Matt Larkin, Senator Michael Mullen, Mr. Paddy O'Keeffe, Mr. Alex Thomson and Mr. Douglas Thornton. Mr. Vivian Murray is Executive Director.

Ireland House,
Dublin 2.
Tel: 781755

Houses of the Oireachtas

Houses of the Oireachtas

Houses of the Oireachtas