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IRISH GOODS COUNCIL

Annual Report and Accounts

for the period from

26th August 1978 to

31st December 1979

DAIL ÉIREANN
27 OCT 1980
ON ORDER PAPER

Houses of the Oireachtas

The Three Year Programme

The publication in January 1978 of the Government's Three Year Programme for the Promotion of Irish Goods represented a significant intensification of the whole national effort to increase Irish industry's share of the home market by increasing domestic sales of Irish manufactured goods. The programme's initiative, and its ongoing impetus, made it the biggest ever of its kind in the history of the home marketing of Irish goods. It was jointly funded by the Exchequer and by private industry, and the comprehensive activity proposed and implemented extended the thrust and solid impact of marketing, communication, import substitution and co-operative sectoral activity throughout the entire community.

Houses of the Oireachtas

Manufacturing Industry — **Consumer Products**

At the end of December 1979 membership of the Guaranteed Irish scheme had increased to 960 companies representing over 90% of consumer goods production for the home market.

A direct contribution of £174,000 was made to the Council by manufacturing industry. Indirect manufacturer expenditure on the Council's promotion initiatives exceeded £200,000, while retailer expenditure on store and shop promotions exceeded £120,000.

370 manufacturers participated in 21 trade promotions. Total trade buyer attendance was 3,550 and orders valued at £4.6 million were secured. A feature of these events was the high proportion of first-time exhibitors (over 40%) taking part and the almost equally high proportion of new retail accounts opened.

65 manufacturers received marketing advice and finance during the period. This assistance took the form of market identification, information on sales outlets, setting up of buyer appointments and help with the preparation of promotional literature, packaging and presentation as well as with advertising and public relations aspects.

Throughout the period the Council's industry sector strategy was further expanded with the inclusion of childrenswear and the knitwear groups and the launch of a new Irish Fashion Group.

SECTORAL MARKETING

IRISH FASHION GROUP

The Irish Fashion Group held its first 4-day trade showing of ladies' fashion in April, 1979. 19 manufacturers took part, over 900 buyers attended and orders valued at £850,000 were secured. By the October 1979 showing the Group had increased to 30 manufacturers, buyer attendance was 1,200 and orders reached £1.6 million.

IRISH FASHION FAIR

16 manufacturers took part in an Irish Fashion Fair visiting Cork, Limerick, Waterford, Galway, Kilkenny, Clonmel, Portlaoise and Dundalk. At each venue, shops supported the presentation with special in-store and window promotions of Irish fashion.

CHILDRENSWEAR

The Council organised a group of seven childrenswear manufacturers to show at the Futura Fashion Fair for the first time. 200 buyers visited the special pavilion and orders valued at £120,000 were secured.

KNITWEAR

Eight knitwear companies were co-ordinated in trade showings of their products at Dublin, Cork, Limerick, Galway and Sligo.

GUARANTEED IRISH WOOL FASHION COLLECTION AWARDS

To promote greater fashion awareness the Council sponsored, in association with the International Wool Secretariat, a special Guaranteed Irish Wool Fashion Award for which 14 manufacturers competed.

FOOTWEAR

Promotion of Guaranteed Irish Footwear was intensive during the period. 14 manufacturers participated in the annual Irish Shoe Fair and publicity for their products was organised by the Council. Trade stockrooms involving five manufacturers were held in Dublin, Cork, Limerick and Galway — orders reached £400,000.

GREAT WOOL CARPETS OF IRELAND

The successful promotional theme of the 'Great Wool Carpets of Ireland' was continued in the year with the co-operation of Navan, Youghal and Munster Carpets and the International Wool Secretariat. This promotion proved singularly effective in the contract area.

FURNITURE

17 manufacturers were involved in the annual Monaghan Furniture Fair, which has now established itself on a par with the annual Navan event. Over 300 buyers attended and domestic orders reached £1 million. Furniture exhibitions for trade and consumers were organised by the Irish Goods Council in Cork and Galway where eight manufacturers secured orders worth over £195,000. Production of a Guaranteed Irish Furniture brochure is in hands.

FUTURA FAIR

200 buyers attended a special showing organised for the Cork CFT Group in the Futura Fashion Fair and initial orders of £75,000 were secured.

AGRICULTURAL MACHINERY

A drive to promote increased awareness of Irish-made agricultural machinery was undertaken in conjunction with the Irish Agricultural Machinery Manufacturers Association. Products were featured in a large-scale presentation at the R.D.S. Spring Show.

POULTRY

The Council continued its assistance to the Irish Poultry Council in its promotional efforts. A special promotion for turkey meat was undertaken with the Processor's Association.

JOINERY

Three leading joinery manufacturers joined forces with the Council and the Irish Joinery Manufacturers Association in a campaign directed at the construction industry to create greater awareness of Guaranteed Irish joinery products.

TOYS

8 toy manufacturers exhibited their range of products under the Council's auspices at the Annual Irish Toy Fair.

GIFTWARE

A trade promotion to increase sales of Irish-made giftware was jointly organised with 10 manufacturers. A colourful exhibition visited 11 centres and secured orders in excess of £300,000.

GUARANTEED IRISH CHRISTMAS GIFTS

The Irish Goods Council's stand featuring "Guaranteed Irish Christmas Gifts" was a much-praised feature of the newly-revived R.D.S. Winter Fair. Situated on a key site at the entrance to the Fair, the stand was visited by almost all of its several thousand attendance.

BOATS

Awards for the best Irish-built boat were presented at the Boat Show in Cork by an Taoiseach (Mr. Lynch) and at the Boat Show in Dublin by the Minister for Foreign Affairs (Mr. O'Kennedy).

Manufacturing Industry —

Industrial Products

It was evident during the period, both from operating experiences and from the reaction of potential suppliers, that a notable change had occurred in the attitude of purchasing personnel in the public and private sectors. Purchasing management has been enthusiastic in facilitating the introduction of new sources of supply. This is in sharp contrast to previous evidence, which emerged from the Council's 1977 study, of an abnormally low level of supplier change in industrial buying centres. The support which the Council received through the year from the Irish Institute of Purchasing & Materials Management was a significant factor in this achievement.

IMPORT SUBSTITUTION

£18 million of new business for Irish producers was secured in the period. This represented the outcome of 1,628 visits to industrial users and potential suppliers. A market valued at £58 million was identified in the period.

325 requests from industry for assistance in the location of Irish-based suppliers were processed.

974 manufacturers visited the Council's Sub-Contract Regional Exhibitions at Cork and Sligo.

At the instigation of the Electricity Supply Board, the Council co-operated with the Board in organising an exhibition of a range of its industrial

component requirements currently imported and valued in excess of £3 million annually. 650 potential suppliers visited the exhibition. This novel approach to Industrial Import Substitution is the subject of discussions with other public agencies.

220 market outlets were secured for 16 new companies and/or products by the Council's Pilot Sales Unit.

Details of £2.59 million worth of substitutable components were featured in the Irish Independent. The permanent exhibition at the Council's headquarters featured a further £10 million.

Retail Sector

SELL IRISH

Activities at the retail level in the year saw a sustained and concentrated effort to effect changes in consumer spending behaviour at the point of purchase by ensuring that Guaranteed Irish products were in prominent display.

GUARANTEED IRISH RETAIL STOCKIST SCHEME

The Guaranteed Irish Retail Stockist scheme was launched. The scheme is designed to assist the consumer in finding the best places to shop for Guaranteed Irish products. It also represents a facility for the Council to draw public attention to those outlets which maintain a consistently high level of Irish merchandise. The scheme was launched initially to cover 50 retailers in the Dublin area. It is being extended both in Dublin and nationally.

PRODUCT SEMINARS

Display staff of the major shops and stores in the Dublin area attended a series of briefings on Irish products at the Council's headquarters.

A fortnightly series of informal trade buyer meetings was initiated. 11 meetings were held and 140 buyers attended. Discussions ranged over deliveries, trial orders, consumer complaints and general communication with manufacturing suppliers.

Illustrated presentations on sales promotion of Irish goods were made to over 1,000 supermarket sales staff, 35 retail managers and 300 retail owners.

GROCERY

Grocery promotion was maintained at a high level giving as it does more frequent opportunity for access to consumers. Total expenditure was in excess of £250,000. The major portion was provided by multiples, symbol groups, wholesalers, cash and carry and independent outlets. The programme covered 60% of the trade nationally and 75% in the Dublin area.

RETAIL PROMOTIONS

4,800 outlets participated in retail promotions on a Guaranteed Irish theme. The range of promotions included shop and window displays, special offers and competitions.

13 Department Store promotions were launched. These covered the whole spectrum of non-food consumer products.

ADVERTISING INCENTIVE SCHEME

A retail advertising incentive scheme was introduced. The objective of the scheme is to encourage joint manufacturer/retailer advertising of Irish products. The Council acts as co-ordinator and has provided limited support funding.

Consumer and Community Programme

The public information programme continued to give a high public profile to the objectives of the Council. Strategic selection of advertising media combined with good creative treatments ensured optimum coverage on a relatively modest budget. Two international and one national advertising awards were won.

IMPSUB

The involvement, for the second year in succession, of Junior Chamber Ireland in the national IMPSUB programme sponsored by the Council ensured a national spread of activity. 30 chapters participated and activities included fashion shows, shop displays, schools projects, market studies, parades and competitions. International awards were won by JCI for imagination, originality and benefit to the community.

INSIDE IRELAND

The Educational Building Society co-sponsored a successful schools' project entitled "Inside Ireland". Children at first and second school levels were encouraged to investigate manufacturing industries in their own areas and to study their effects on the local community. A schools' poster competition on the theme "Guaranteed Irish means more work in Ireland for school-leavers" attracted 1,130 entries.

MACRA NA FEIRME

The Council initiated a project with Macra na Feirme aimed at stimulating greater awareness of the quality and value of Irish food products within the agricultural community. The project also embraced a survey of the presentation and competitiveness of a range of Irish goods.

SCHOOLS LECTURE PROGRAMME

A series of lectures on the related theme of Irish products and jobs to senior-cycle post-primary students in Dublin was organised. Lecturers were recruited through the National Manpower Service from among unemployed school-leavers of the previous year. Over 6,000 students in 37 schools attended the lectures.

GUARANTEED IRISH TASK FORCE

40 young people were engaged for promotional work over a six-week period prior to Christmas. This "G.I. Task Force" distributed over 300,000 leaflets to the public in the principal shopping areas of Dublin, Cork and Limerick.

SEACHTAIN NA GAEILGE

Awards were presented by the Council for the best window displays featuring Guaranteed Irish products as part of the annual Seachtain na Gaeilge.

LECTURE PROGRAMME

Illustrated talks were given to 43 groups comprising Chamber of Commerce, Rotary Clubs, Trade Union Branches and womens' and residents' organisations.

ST. PATRICK'S DAY PARADE

The Council's float in the St. Patrick's Day Parade was awarded the trophy for the Most Original Entry. Members of the staff accompanying the float distributed 100,000 leaflets to the public.

CONSUMER ENQUIRIES AND COMPLAINTS

More than 4,000 consumer enquiries were handled and 412 complaints were processed. Complaints were made mainly in respect of clothing items (21%), furniture (18%) and footwear (17%). 9% of complaints were judged to have been unjustified.

IRISH GOODS COUNCIL

Company Limited by Guarantee and not having a Share Capital

INCOME AND EXPENDITURE ACCOUNT

For the period from 26/8/1978 to 31/12/1979

INCOME				Schedule	£
Oireachtas Grant-in-Aid (Note 2a)		1,005,000
Contributions from Industry	1	173,705
					<u>1,178,705</u>
EXPENDITURE					
General Administration	2	170,088
"Guaranteed Irish" Publicity	3	326,640
Sectoral Promotions	4	303,091
Retail Promotions	5	203,401
Market Research & Activity Evaluation			...		24,973
Industrial Sales Promotion	6	55,690
Community & Youth Programmes	7	88,963
					<u>1,172,846</u>
SURPLUS OF INCOME OVER EXPENDITURE				...	<u>5,859</u>

Schedules 1 to 7 and notes 1 to 3 form part of these Accounts.

T. P. Hardiman, Chairman

D. J. Bernon, Director

2nd July, 1981

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BALANCE SHEET
As at 31/12/1979

FIXED ASSETS (at cost) (Note 2b)	£	£
Fixtures & Fittings		26,709
Furniture & Office Equipment		<u>5,118</u>
		31,827
CURRENT ASSETS		
Stocks	2,220	
Debtors & Prepayments	156,309	
Cash at Bank and on Hand	<u>53,317</u>	
	211,846	
LESS CURRENT LIABILITIES		
Creditors	246,024	
Working Capital Deficit		<u>(34,178)</u>
Net Assets		<u><u>(2,351)</u></u>
REPRESENTED BY:		
Capital Account		
Balance 26th August 1978 (Note 3)		(8,210)
Surplus of Income over Expenditure		<u>5,859</u>
		<u><u>(2,351)</u></u>

Schedules 1 to 7 and notes 1 to 3 form part of these Accounts.

T. P. Hardiman, Chairman
D. J. Bernon, Director

2nd July, 1981

IRISH GOODS COUNCIL

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SCHEDULES TO THE ACCOUNTS

For the period ended 31/12/1979

1. CONTRIBUTIONS FROM INDUSTRY

	£
"Guaranteed Irish" Participation	4,684
Food Promotion	32,862
Clothing Promotion	34,101
Textile Promotion	49,686
Footwear Promotion	13,145
Hardware Promotion	3,351
Furniture Promotion	17,928
Print Sales	8,140
Exhibition Income	9,808
	<u>173,705</u>

2. GENERAL ADMINISTRATION

Salaries	50,120
Consultancy Fees	20,887
Office Administration Cost	23,340
Conferences and Meetings	3,457
Car Leasing and Expenses	17,457
Insurance	2,585
Provision for Doubtful Debts	3,500
Audit Fee	700
Rent, Rates and Service Charge	44,176
Sundry Expenses	3,866
	<u>170,088</u>

3. GUARANTEED IRISH PUBLICITY

Media Advertising	236,331
General Publicity Activities	50,898
Merchandising Aids	9,658
Operating Costs	29,753
	<u>326,640</u>

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SCHEDULES TO THE ACCOUNTS

For the period ended 31/12/1979

4. SECTORAL PROMOTIONS

	£
Food	12,024
Clothing	82,694
Textiles	76,280
Footwear	38,978
Hardware	11,468
Furniture	50,126
Gifts Fair/Other	10,206
Operating Costs	21,315
	<u>303,091</u>

5. RETAIL PROMOTIONS

Store and Shop Promotions	149,565
Guaranteed Irish Stockist Scheme	23,730
Display Material and Advertising	15,964
Operating Costs	14,142
	<u>203,401</u>

6. INDUSTRIAL SALES PROMOTION

Industrial Purchasing Promotional Expenditure	25,260
Operating Costs	30,430
	<u>55,690</u>

7. COMMUNITY AND YOUTH PROGRAMMES

Activities with community organisations	24,242
Youth programme	55,223
Shoplink Information Service	9,498
	<u>88,963</u>

IRISH GOODS COUNCIL

Company Limited by Guarantee and not having a Share Capital

NOTES ON THE ACCOUNTS

For the period from 26/8/'78 to 31/12/'79

1. THE IRISH GOODS COUNCIL

The Company was incorporated on the 25th of August 1978. The assets and liabilities of the National Development Association were taken over on that date. These accounts cover the period from the date of incorporation to the 31st of December 1979.

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 period.

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.

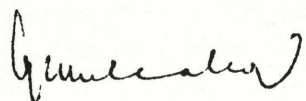
3. This balance represents the excess of the liabilities over the assets of the National Development Association which were transferred to the Irish Goods Council on 25th August 1978.

AUDITOR'S REPORT TO THE MEMBERS

I have examined the foregoing Income and Expenditure Account and Balance Sheet of the Irish Goods Council 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 notes 1 — 3 and Schedules 1 to 7 give, respectively, a true and fair view of the surplus for the period ended 31st December 1979 and of the state of the Company's affairs on that date.



For and on behalf of the
Comptroller and Auditor General

6 July 1981

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