



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND



BAI Gender Action Plan

Review of activities 2018-2022

BAI Foreword

'Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world',

so says the United Nations' Sustainable Development Goal number 5, entitled Gender Equality. The Broadcasting Authority of Ireland (BAI) and its predecessors have long worked to support women and women's voices in Irish society, particularly through meaningful representation on and off air and on and off screen in the audio/visual sectors. In 2017, this belief was inscribed in the BAI's Strategy Statement with the objective, *'to foster a landscape that is representative of, and accessible to, the diversity of Irish society'*. Meanwhile, the publication of the Council of Europe (COE) 'Recommendation on Gender Equality in the Audiovisual Sector' also published in 2017, provided a much-needed framework for the articulation of gender equality in the creative industries.

It was this COE Recommendation that helped ground the BAI's Gender Action Plan ("the Plan") which was launched in April 2018 and aimed to bring about positive change for women working in the Irish audiovisual sector. The Plan identified four key areas for achieving greater gender equality in the sector; (i) data collection and publication, (ii) the promotion of high-quality research, (iii) the development of gender initiatives and (iv) enhancing accountability processes.

Four years on from the launch of this BAI Plan and in order to determine what progress, if any, had been made in advancing gender equality in the audiovisual sector, the BAI committed to reviewing and assessing the framework. It was also an opportunity to look at what else might need to be done to achieve a more equitable industry. The BAI carried out a two-part review process which included a stakeholder consultation undertaken by consultants CommSol between June and November 2021 (the results of which were published on International Women's Day, March 2022), and a broader internal analysis of the entirety of the work completed since the publication of the Plan, the main findings of which are now set out in this document.

This review has helped underline the successes of the BAI's Gender Action Plan. Highlights include the collection of gender data for key creative roles in funding applications to the Authority's Sound & Vision Scheme, which has given greater visibility to the importance the BAI places in ensuring the inclusion of women in the sector. This type of data collection has also led to a marked increase in the number of projects with women in key creative roles receiving funding under the Scheme.

Furthermore, the specialist 'Women's Stories' funding round launched in late 2018, resulted in 70% of radio projects and 100% of television projects recommended for funding including at least one woman's narrative in each project. Initiatives like this are about changing narratives in order to challenge the status quo both on and off air and on and off screen. Similarly, the X-Pollinator project which was set up to address the lack of gender diversity in the Irish screen industry, has been proudly supported since its inception, by the BAI under its Gender Action Plan and is a project which the Authority continue to support to this day. The BAI has also continued its close partnership with key networks such as Women on Air and Women in Film and Television (WIFT), which –through BAI funding – have enabled greater opportunities for women working and accessing work in the audio and audiovisual sector.

Also highlighted in the review is the importance of partnership which has been the cornerstone of the BAI's approach to research. Collaborations with third level institutes such as Dublin City University, University College Dublin, MIC University of Limerick and Maynooth University, have delivered invaluable insights into the challenges faced by women in terms of representation in the media and opportunities in the audio and audiovisual sectors.

Despite the successes of the BAI's Gender Action Plan, this review process has also highlighted a number of key challenges faced by women working in the film, television and radio industries. For instance, while we now know that more women in key creative roles are receiving funding through the Sound & Vision Schemes, we also know that some creative positions struggle to attain gender parity.

In particular, the Sound & Vision gender data shows that the number of radio applications submitted with at least one woman in a key creative role has declined since 2018 by 3 percentage points. Similarly, the figures appear to suggest that women Directors of Photography still struggle to access work and funding compared to other key creative roles. More effort is needed to encourage the sector to include women in these positions. And we need more, better, broader data to understand where the gaps are that we need to address.

So how do we do this? A key lesson learnt from the BAI's Gender Action Plan review is that we need to work collaboratively on a sector-wide basis if we want to achieve greater gender equality in the Irish audio and audiovisual industries. It is clear that the BAI has a key role to play in providing both leadership and guidance to support the advancement of gender, equality, diversity and inclusion in the Irish audio-visual sector. As we now look to the future and to the establishment of the new Coimisiún na Meán, we firmly believe the next steps should be for An Coimisiún to develop a Gender, Equality, Diversity and Inclusion (GEDI) Strategy. This would set the benchmark for a more inclusive and diverse audiovisual industry, not just for women, but for all underrepresented citizens in Irish society. In turn, this could help facilitate a more pluralistic and democratic society for us all. And we need to work together to achieve it.

Ní neart go cur le chéile.

Celene Craig
CEO BAI

Introduction and Acknowledgements

This document is a broad review of the activities undertaken as part of the BAI's Gender Action Plan since its publication in 2018. Under the Plan, the BAI made a number of commitments under four separate pillars. The fourth pillar, 'Enhancing Accountability Processes', contains a commitment to evaluate the Gender Action Plan initiatives and publish our findings.

This review consists of the findings from our 2020 Gender Action Plan review along with feedback from a comprehensive stakeholder consultation undertaken on behalf of the BAI by research consultants, CommSol in 2022. Also included in this review is a broader analysis of the work carried out since the original publication of the Plan in 2018.

Overall, the BAI have supported a significant amount of work undertaken in the implementation of the BAI's Gender Action Plan and a wide variety of achievements under each of the pillars has been realised. These are detailed throughout this document.

The BAI would like to thank all the stakeholders with whom it has worked closely with over the past number of years in order to deliver on the commitments in the Gender Action Plan. Our approach has been to work in close contact with networks and industry bodies to advance gender equality both on and off air and on and off screen. Our partners in this endeavour are almost too numerous to mention but special mention should go to Women in Film and Television Ireland, Learning Waves, Women on Air, Animation Skillnet, Screen Skillnet, Screen Ireland and its Gender Equality and Diversity Committee, Screen Skills Ireland, CRAOL, the Community Television Association and our research partners at DCU, MIC University of Limerick, UCD and NUI Maynooth.

The BAI would also like to thank CommSol who undertook the stakeholder consultation as well as all the stakeholders who contributed to the consultation and whose views and feedback are both greatly appreciated and foundational to our review.

Finally, the BAI would like to thank all the women working within the Irish audio and audiovisual industry. We value your talent and your skills. We recognise your energy and your continuous hard work. We understand and support your commitment, including your ongoing commitment to your professional development, despite the challenges you face due to gender inequality.

Pillar 1: Data Collection and Publication

The BAI recognised that up-to-date and accurate data on the numbers of women involved in the audio/audio-visual industries, the types of roles they occupy and the opportunities for funding they access was scarce and difficult to gather.

To address this issue, the BAI made a number of changes to its internal processes and procedures relating to the funding opportunities offered by the BAI through its Broadcasting Funding Scheme, Sound&Vision (S&V) and also through its regulatory mechanisms, including the following:

Commitment 1: Data Collection and Publication

The Sound & Vision (S&V) application form was amended to enable collection of gender data on the creative roles of Producer, Director and Writer. Applicants for funding now have to outline the gender of these three creative roles at application stage.



What was done?

2018 –2019

- In 2018 Sound & Vision Scheme applicants were required to provide gender data for key creative roles (Producer, Director and Writer). Later in 2018, additional role information regarding Editor and Director of Photography roles was also sought. An overview of this data is available on our website www.bai.ie
- In 2019 for Round 33 of the S&V Scheme, the BAI introduced a new initiative which put a particular focus on projects telling *Women's Stories* and the BAI encouraged the submission of applications which included a women's narrative.
- The BAI also operated other funding rounds or ancillary rounds of the S&V Scheme, such as the BAI/Canadian development fund and the Cine4 development fund for feature films in the Irish language. Both funding rounds required applicants to provide gender information on key creative roles and this information was then used during the assessment of all applications.

2020 –2021

- Applications to the Ancillary Rounds of the Scheme (rounds 36 and 41 which focused on Community Broadcasters) were scored on how proposals supported and encouraged on-air/on-screen gender equality.
- Since November 2021, applicants to the S&V Scheme have been required to provide daily rate information for key creative roles. The aim is to enable an assessment of whether and to what extent there is a pay gap for women in key creative roles.



Key Findings Gender Action Plan review

2020

Off-screen/off-air: between 2018 and 2019 data from S&V applications suggest **an increase in the participation of women in key creative roles in projects funded by S&V.**

On-air/on-screen: the inclusion of a Women's Stories initiative in 2019 for Round 33 of the Scheme, resulted in approximately **70% of radio projects and 100% of television projects recommended for funding including a woman's narrative** to some extent.

2022

Off-screen/off-air: S&V data to the end of 2022 shows that **the number of women in most key creative roles continues to rise for television productions.** However, the figures also show that the **number of radio applications submitted with at least one woman in a key creative role has declined since 2018 by 3 percentage points. Further work is needed to encourage radio applications from/with women creatives. Changes have been introduced to ensure that gender data are collected for all rounds** (be they open or targeted) as illustrated by the Live music funding stream round where 50% of the creative teams and 50% of the performers have to be women.



What do people think?

The requirement for S&V applicants to include gender information on key creative roles, gave **greater visibility to the importance the BAI assigns to the inclusion of women in the sector.**

The gathering and publishing of data under the Sound & Vision scheme applications and on finalised projects has been highly praised by stakeholders. This has provided transparency of the funding scheme, encouraged better collaboration with female creative professionals, providing more opportunities for female professions – Deirdre Kevin, Stakeholder Review Consultation.

Many stakeholders want the data collection for the gender breakdown of S&V applications to be continued and see it as a priority and a key measure to monitor gender equality in projects funded by the public purse.

Commitment 2: Data Collection and Publication

Successful applicants to the BAI's Sound & Vision Scheme (contractors) must now report on the gender of the key creative roles of producer, director, writer, editor, director of photograph (if relevant) in order to draw down their funding in full.



What was done?

2018 – 2022

- Since the start of 2018, all S&V contractors (those who receive funding from the BAI's Sound & Vision Scheme) have been required to provide information on the gender of the principal creative roles (Producer, Director and Writer) via the BAI's funding portal, BAIOnline as part of the contracting process.
- Additional role information (Editor and Director of Photography) has been collected since late 2018.
- All this data is then cross-referenced with the data contained in the original successful application to ensure those receiving funds from Sound & Vision are adhering to, or compliant with, their gender commitments.



Key Findings Gender Action Plan review

2020

The introduction of the checking of contracting data against the original application data allowed the BAI to **implement a robust compliance procedure** and ensure those receiving funding from Sound & Vision are adhering to their gender commitments.

Sound & Vision contracting data **shows that some key creative roles feature low numbers of women for example across Director of Photography and radio creative roles.**

2022

Contracting data for 2019 to March 2022 (excluding the ancillary rounds, 35, 36 and 41) show that those receiving S&V funding are, for the most part, **compliant with the gender requirements** as proposed in original applications. There is **further work required to increase low numbers of women in some audiovisual key creative roles (e.g. Director Of Photography) and for those working on radio projects.**

The BAI believe that working with key stakeholders is required to enhance awareness and develop inclusive gender strategies.



What do people think?

Through its interactions with people working in the industry, such as the BAI's industry partners Women in Film and Television, the BAI is aware of the **challenges faced by women creatives, particularly women Directors of Photography** in successfully finding work or even gaining suitable experience (credit in a programme) in the industry. This issue is also reflected in the low number of women Directors of Photography in television applications received and subsequently approved for funding, which in 2022 stood at 22% (see diversity data on the BAI website, www.bai.ie).



Commitment 3: Data Collection and Publication

Broadcaster Returns information for licensed commercial stations requires a gender breakdown of managerial and non-managerial roles within a station, along with salary brackets.¹



What was done?

2018 – 2022

- From 2015 to 2018 commercial radio broadcasters were asked to report on the gender breakdown of managerial and non-managerial roles within their station, along with salary brackets. This information was collated as part of the BAI's Broadcaster Return. Later in 2018, internal process changes were made to the Return in order to better manage the regulatory and administrative burdens. Furthermore, in 2020, in light of the Covid-19 pandemic, additional changes were made to the Return to facilitate a speedy distribution of the emergency Covid funding which was allocated by the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media in order to assist the commercial radio sector through the difficult pandemic period. These changes, while necessary at that time, minimised the opportunity to collect gender information.
- Detailed and consistent gender breakdown data for broadcasters, remains outstanding.



1. From time to time, for compliance purposes the BAI requests a wide variety of information from broadcasters that they licence. This information is requested via a Broadcaster Return Form.



Key Findings

Gender Action Plan review

2020

The data collection process which took place between 2015 and 2018 **revealed important challenges with regard to the collection of gender data.**

Specifically, we noted that the information reported lacked consistency from broadcaster to the BAI. This was partially due to the way in which the data was being collated. In addition, due to the organisational structures of some radio stations, there were overlaps in some of the staff roles and at times a duplication of staff was recorded, resulting in inaccurate or incomplete data being collected.

2022

Between 2020 and 2022, the BAI explored various ways to design and implement a data collection framework for gender and broader diversity. There are very **complex issues attached to the accurate and exhaustive collection of gender-based information** across the audio and audio-visual industry. These were previously highlighted by the Authority and confirmed in the two Media Research Fund research papers published by the BAI in 2021. **Issues include scale, scope, definitions as well as privacy and GDPR concerns.**

The BAI is continuing to liaise with key stakeholders such as Screen Ireland, RTÉ, Learning Waves and TG4 to ensure accurate and consistent data collection mechanisms are implemented when practical. While a significant number of broadcasters already do or have started collecting gender data, **there is a need for collective agreement on type, formats, and quantity of information sought in order to ensure consistency of data across the key players in the sector.**



What do people think?

The collection and the publication of gender data for the audio and audiovisual sector is a key requirement for most stakeholders.

There is an **acknowledgement about the ongoing resource challenges faced by the BAI** and an understanding that partnership and collaboration (a 'pan-industry' approach) may be the most effective way for data to be collected across the sector.

Many stakeholders also noted **the importance of context** when collating and presenting data.

Commitment 4: Data Collection and Publication

Community broadcasters and those interested in a community broadcasting licence must adhere to a 60/40 gender breakdown within their boards.



What was done?

2018 – 2019

- All Community Radio and Television Broadcasters and Pilot Community Radio Broadcasters are required to ensure a 60/40 gender breakdown for their board structure. This requirement is measured as part of the BAI's application and licensing processes. Once community broadcasters hold a licence with the BAI, compliance with this requirement is measured as part of performance reviews.
- In addition, Community Radio Broadcasters licensed by the BAI (contractors) must also request a contract variation should the make-up of their board change during the period of the broadcasting licence.

2020 – 2022

- The BAI has developed a self-assessment compliance tool for Community Broadcasters to help monitor compliance with this requirement. The tool was successfully piloted in 2021.



Key Findings Gender Action Plan review

2020

Due to ongoing resource challenges, this commitment was not completed at the end of the first review period (2020).

2022

There are a **number of challenging factors which have impeded progress** on this commitment. These include both internal and external issues (such as lack of internal resources, inconsistencies in the collection of information, frequent changes and high turnover in board membership for community broadcasters, administrative and regulatory processes). In order to address these issues, the BAI developed a **self-assessment compliance tool which was successfully piloted with Athlone Community Radio**. The tool is an online questionnaire which requires the Community Broadcaster to confirm compliance with the 60/40 gender split. The BAI anticipates work on this tool will likely be continued by Coimisiún na Meán when established.

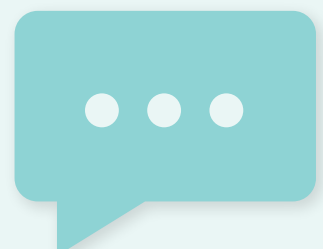


What do people think?

Community broadcasters have identified **challenges with regard to women's representation** on community stations' boards of management.

There have been interesting initiatives led by community broadcasters to encourage more women to attend community stations board meetings.

More generally, the sector believes that a **positive work culture for women exists in the community media sector** where almost half of the stations (9 of 21) are managed by women.



Pillar 2: Supporting Research

The BAI is committed to supporting and undertaking specific gender research in the audio-visual sector in the following ways:

Commitment 1 and 3: Supporting Research

- Promote and publish Gender Equality Research.
- The BAI will seek partnerships with other bodies but will also conduct standalone research as required.



What was done?

2018 – 2019

- In 2019, the BAI's Media Research Funding Scheme invited applications for research on gender in the Irish media sector. The BAI awarded funding to the following projects:
 - *Broadcasting difference: Diversity in public broadcasting* – a collaboration between Dublin City University and RTÉ with joint funding from RTÉ and the BAI.
 - *Auditing gender and diversity change in Irish media sectors* - a cooperation between NUI Maynooth, MIC University of Limerick and UCD.

2020 – 2022

- The BAI held public online launches for both research reports. This involved promotion of the event and the reports through a social media campaign, a press release and promotion and circulation of the event video through the BAI social media channels.
- In 2021, the BAI worked with researcher partners from FuJo at DCU to produce a gender-focused exploration of the Reuters Digital News data entitled '*Digital News Report: Gender & Diversity in Ireland 2016-2021 & Internationally 2021*'. This report published in January 2022, provided additional insights on how gender impacts engagement with news and news systems in Ireland. The findings were promoted via a detailed factsheet and discussed in detail by DCU in an online conversation in partnership with Radio Kerry.



Key Findings

Gender Action Plan review

2020

The BAI **committed to support Gender Equality Research** and actively sought out and supported **two research reports on gender diversity** in the media under the BAI Media Research Funding Scheme and through its **additional gender research** report on digital news consumption data.

2022

- Each research report made a **key contribution to both knowledge and awareness of gender and diversity issues in the Irish audio-visual sector.**
- The RTÉ/DCU report found that **appropriate ways to monitor and measure diversity and inclusion remains a challenge**, and robust and appropriate measurement techniques need to be developed to enable benchmarking.
- The NUI/UCD/UL report listed **options for policy, perspectives and practices that encourage diversity** such as creating a pipeline of diverse workers for industry; leadership for change in the sector; and educating industry for greater understanding of diversity and inclusion.
- The BAI have faced resource challenges particularly during 2021 and 2022. However, the organisation has been able to find some **synergies across work areas.**
- By utilising the data already collated as part of the annual Reuters Digital News report, the BAI in partnership with the DCU/FuJo research team were able to analyse the data from a gender perspective. The additional analysis of the Reuters data gave a **broader understanding into how gender impacts on engagement with news and news systems in Ireland.**
- In addition, the BAI partnered with the broadcaster Radio Kerry to help give further understanding to the data.



What do people think?

The research funded and promoted by the BAI was considered a very important aspect of the Gender Action Plan with each independent study providing **“a very important contribution to the evidence base”**.

The majority of stakeholders expressed **strong support for the BAI’s partnership approach to gender focused research and praised the research already published** by the Authority.

Many stakeholders feel there is a need for even **more research to be conducted into Gender and the Media particularly around the representation of women and the framing of women’s issues in the media.**

Commitment 2: Supporting Research

The BAI will organise or participate in debates with a view to improving policy and legislation in this area.



What was done?

2018 – 2019

- The BAI engaged and participated in debates on gender equality, diversity and inclusion both at national and international levels. These events included:
 - IFI Spotlight Gender Equality
 - Galway Film Fleadh/Women in Film & Television Gender Panel discussion
 - EPRA work programme: Achieving greater gender diversity ¹
 - Women in Film Panel – IQ Dublin
 - Women on Air evening event

2020 – 2022

The advent of the Covid-19 pandemic meant that the BAI participated in a number online events such as:

- May 2021: Contributed to drafting of Anti-Racism Strategy coordinated by the Department of Justice
 - June 2021: Women in Film and Television webinar panel discussion – *Meet the BAI*
 - July 2021: Media Literacy Ireland webinar: *Media Literacy and the Representation of Women in Media*
 - September 2021: Broadcaster Sustainability Event – *Diversity, Equity & Inclusion Event*
 - December 2021: invitation from the European Audiovisual Observatory to present and discuss the Irish experience on EDI in the audio-visual sector
 - May 2022: Women in Film & Television Ireland/Writers Guild of Ireland live event *'Writing for the screen'*
- The BAI also made contributions to various stakeholder consultations during this period, most notably a submission to the Future of Media Commission on Gender and Diversity in 2021 and to the Joint Oireachtas Committee on Gender Equality in March 2022.

1. EPRA - European Platform of Regulatory Authorities (Broadcasting regulators).



Key Findings

Gender Action Plan review

2020

The BAI has successfully participated in a wide variety of stakeholder events, both at national and European levels. These were documented in the previous Gender Action Plan review published in 2020 which is available on the BAI website www.bai.ie.

2022

2020 saw much fewer large-scale debates on gender equality taking place, owing to organisations and individuals adjusting to the constraints of the pandemic.

2021 saw a return of events and the BAI participated in a wide range of events, a sample of which are noted above.

The BAI contribution to debates and conferences has also raised awareness of the BAI Gender Action Plan at national, European and International levels.



What do people think?

The Commsol report notes that **'the achievement of this aim is confirmed by references from a broad range of stakeholders to the BAI contribution to events, discussions and consultations.'**



Pillar 3: Encouraging the development of gender initiatives internally, and with stakeholders

The BAI has supported learning and development initiatives with the sector for many years, primarily through its Sectoral Learning and Development Policy and annual plans. In seeking to encourage the development of gender initiatives with its stakeholders, the BAI will continue and enhance its programme of sectoral learning and development and will also harness creative opportunities offered by the funding programmes it runs to support gender initiatives. Examples include:

Commitment 1: Gender Initiatives

Continue to deliver training and development initiatives which enable women to increase their representation in the media.



What was done?

2018 - 2019

A wide range of training and development initiatives were delivered under BAI funding programmes such as the BAI Sectoral Learning and Development fund and the BAI Sponsorship Scheme (more information can be found on the BAI website www.bai.ie). Some highlights included:

- First phase of X-Pollinator, a cross-disciplinary professional development and networking initiative aimed to kickstart collaborations between women writing and directing talent.
- The BAI funded key networks who work to promote women in the industry such as Women in Film and Television Ireland, CRAOL's Women's Network, Learning Waves' Women in Radio networking event, as well as Gréasán na Meán's *Training for Female Children's Drama Writers* in the Irish Language and SPI's *Promoting Diversity in the Industry* event. These networks ran a wide range of training and development events to support women creatives in the industry.

2020 - 2022

- A database of women professionals working across key disciplines in the Irish media sector, was developed and launched by Women on Air and funded by the BAI. This database is available to all media professionals and is regularly updated. More at <https://womenonair.ie/media-database/>

- Two more phases of the X-Pollinator initiative were delivered in 2020 and 2021. In 2020 the team delivered X-Pollinator Incubator which helped develop six female led projects while in 2021, X-Pollinator Elevator provided support to twenty emerging and diverse female and non-binary writers and directors.
- In 2022, the BAI sponsored the Catalyst Film Festival, a film programme that prioritises stories and storytellers currently under-represented on screen and behind the camera. It promotes gender equality, diversity and inclusion whether in content, key creative roles or crew.
- The BAI continued to fund key networks such as Women in Film and Television Ireland, Women on Air, Learning Waves' Women in Radio, and the CRAOL's Women's Network as well as other Networks such as the Writers Guild of Ireland and the Galway Film Fleadh who also delivered a wide range of training events which focused on women in the creative industry.
- The BAI has been engaging and providing information sessions with under-represented women's groups such as the Cork Travellers Women's Network.



Key Findings Gender Action Plan review

2020

The variety and quality of gender related training and development events delivered as part of the BAI's Sectoral Learning and Development programme has been very strong and have enabled the delivery of the Gender Action Plan in a useful and strategic manner. Broadly, stakeholders have welcomed the work and progress of the BAI in matters of gender equality.

2022

The BAI's Sectoral Learning and Development programme has continued to deliver a wide variety of high-quality gender related training and development events.

By providing annual funding to networks that promote women in the media industry, the BAI is able to ensure these networks develop and strengthen the initiatives they produce. This results in the **delivery of high-quality events which are of great benefit to women across the industry.** In 2021 and 2022, there was a lot of focus on broadening initiatives to under-represented categories of industry participants, with a focus on LGBTQI+, ethnic background and disability.



What do people think?

A majority of stakeholders noted that the **BAI were very engaged in this area and had high praise for the BAI's funding of training and development initiatives.**

Many stakeholders would like to see continued momentum in this area as they argue that linking funding to gender equity will continue to change mindsets and behaviours in the industry.

Commitment 2: Gender Initiatives

Focus on creative opportunities for the Broadcasting Funding Scheme, Sound&Vision.



What was done?

2018 - 2022

- In 2019 for Round 33 of the BAI's Sound & Vision funding scheme, the Authority included an additional assessment criterion for 'Women's Stories' for all applications.
- When assessing Sound & Vision funding applications at the strategic evaluation phase, additional weighting was given to applications that include women in key creative roles. This is highlighted in the BAI's Sound & Vision Guide for applicants.
- In 2021, a round of Sound & Vision focussed on Live Music. Recommended projects strongly featured women artists, and/or women lead roles, including scripting and presentation.
- Gender equality was included as a supplementary scoring metric as part of the assessment for the Social Benefit/Community Broadcasting rounds.
- A second live music funding stream round was announced in 2022 and it stipulated that 50% of the creative teams and 50% of the performers must be women.
- During 2022, BAI Staff (including those who are assessors for the Sound & Vision Scheme) undertook unconscious bias training as part of the BAI's work towards the Irish Centre for Diversity's Diversity and Inclusion Bronze award. Managers and Senior Managers also took part in a diversity and inclusion training workshop in 2021.





Key Findings

Gender Action Plan review

2020

In 2019, for Round 33 of the Sound & Vision Funding Scheme, **70% of radio projects and all television projects recommended for funding included a women's narrative.**

2022

By continuing to require the inclusion of gender data as part of the Sound & Vision application process and as a key criterion at the strategic evaluation phase, **the BAI is helping to ensure that applicants see value in including women in the production narrative as well as in key creative roles.**

The participation of BAI staff in Diversity and Inclusion training has helped increase **staff awareness of gender equality issues** which helps to **inform staff's day to day decision making.** This has helped staff to plan events and assessment panels while being mindful of importance of ensuring sufficient gender balance.



What do people think?

The **specific funding round** on *Women's Stories* and other use of Sound & Vision funding to promote women creatives and women stories were **highly praised by the industry** in making a very important contribution to promoting female talent. Most stakeholders would like to see the continuation of such funding rounds.

Many stakeholders expressed the view that linking funding to gender equality is a key strategy to change mindsets and behaviours in the industry.

Pillar 4: Enhancing Accountability Processes

Aligned to the Council of Europe Recommendation on Gender Equality in the Audiovisual Sector, the BAI is of the view that gender equality within the audio-visual sector plays a central role as an enabling factor for a fully functioning democracy and the full enjoyment of human rights. It is through accountability that gender diversity can be enhanced. Therefore, the BAI will be accountable through the following:

Commitment 1: Enhancing Accountability Processes

Publication of Gender Action Plan.



What was done?

- The Gender Action Plan document was published in the second quarter of 2018 and is available on the BAI website. Hard copies are also available on request.
- The Plan is regularly promoted via social media and when promoting associated gender initiatives.



Key Findings Gender Action Plan review

2020

By 2020, the Gender Action Plan document had been downloaded just under 500 times from the BAI website.

2022

Over the past four years, the Gender Action Plan has been downloaded over 630 times.

While the industry seems very aware of the Gender Action Plan, **more work is needed to raise awareness of the work of the BAI particularly in relation to gender in other sectors**, including representative organisations for diverse and under-represented communities.



What do people think?

Significant level of awareness of the Gender Action Plan amongst key industry stakeholders (e.g., SDGI, SPI, Screen Ireland, Screen Skills Ireland, WGI, X-Pollinator, WIFT).

Lower level of awareness of the BAI Gender Action Plan amongst groups that work with diverse and under-represented communities (e.g., LGBTI, the Irish Traveller Movement and the National Disability Authority).



Commitment 2: Enhancing Accountability Processes

Gender Action Plan initiatives promoted, published, and evaluated.



What was done?

- **General:**

Gender Action Plan Initiatives were promoted via the BAI website and social media accounts, at various stakeholder events, and at national and international levels (webinars, conferences, etc). In addition, a video was created and shared on social media giving details of the Gender Plan Initiatives. This was shared on International Women's Day, on 8th of March 2019.
- **International Women's Day:**
 - In 2020, the results of the first review period (2018-2020) were published on the BAI website .
 - In 2021, the BAI published a special Infographic to highlight key areas of support for the representation of women in Ireland's audio-visual media sector.
 - In 2022, the BAI published the findings of the Stakeholder Consultation which was undertaken to support the review of the BAI Gender Action Plan.
- **Additionally:**
 - BAI online promotion of the gender initiatives and research projects it has supported or funded via its social media accounts.
 - Organisation of online launch events, press releases and social media promotional material for all gender-related research reports were published in 2021.
 - All gender initiatives that are funded via the BAI's sectoral development and sponsorship schemes are reviewed ahead of final tranche payment to ensure projects delivered on their commitments.
 - The BAI has started to publish Sound & Vision Gender Data Reports, the first of which was published in 2022.



Key Findings

Gender Action Plan review

2020

In 2020, the BAI had delivered on this commitment.

2022

The BAI undertook a detailed stakeholder consultation during 2021.

Final report on the consultation concluded that **the BAI's contribution to encouraging gender equality in the Irish audio-visual sector is recognised at an industry level.**



What do people think?

Indication from stakeholders that they would like to see even **more communication about the gender initiatives and the successes of the Gender Action Plan.**



Commitment 3: Enhancing Accountability Processes

The BAI will include an assessment of the implementation and effectiveness of its Gender Action Plan within its Annual Report.



What was done?

- The BAI has included a Gender Action Plan assessment in its 2018, 2019, 2020 and 2021 Annual reports.
- The BAI will also publish the 2022 review on the BAI website and share details via the BAI's social media accounts.



Key Findings Gender Action Plan review

2020

In 2020 and 2021, the BAI had delivered on this commitment.

2022

The BAI will include a Gender Action Plan assessment in its 2022 Annual Report.



What do people think?

Some stakeholders (e.g., Women in Film and Television) want to see **broader accountability from the industry** with respect to the aims of the Gender Action Plan.

Next Steps

The BAI review of the Gender Action plan shows that while there has been notable progress on gender equality throughout the implementation of the Plan, our stakeholders are keen to retain the focus on gender, alongside broader equality, diversity and inclusion lines. Considering the recent enactment of the new Online Safety and Media Regulation Act 2022, which will result in the dissolution of the BAI and the establishment of Coimisiún na Meán, the next possible step for the new regulator might be the development of a Gender, Equality, Diversity and Inclusion (GEDI) Strategy.

We hope that this review provides a valuable springboard for Coimisiún na Meán to begin to work on GEDI in the future and taking into consideration the very valuable feedback and recommendations provided by stakeholders in the CommSol report, it would appear that any GEDI Strategy would require development in the following areas:

1. Data

Data remains the key driver for providing an evidence base for actions to be prioritised and taken and as a basis by which the success (or otherwise) of actions taken can be judged. Important areas for data collection include the continuation of the collection of data under Sound & Vision, the development of a data collection framework capturing the industry workforce, the availability of data on workforce in the broadcasting sector, a partnership approach across the industry for the implementation of a data collection framework, and the collection of data on on-air diversity. Some of these are already embedded in BAI processes (e.g., Sound & Vision data collection), others would require additional investment and high-level partnerships with key stakeholders.

2. Research

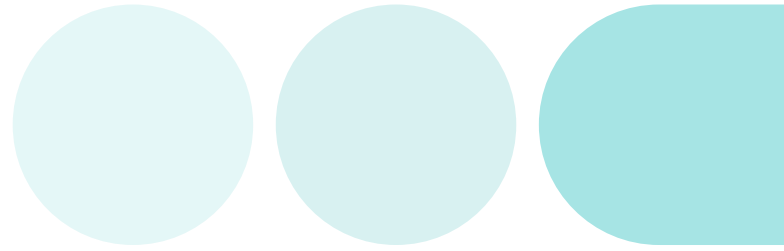
Further research is required to increase the evidence base, to track progress and monitor change. The CommSol report also recommended increasing the levels and scope of research through a broader engagement with interest groups and academics to assess research needs, encourage the use of new technologies to contribute to research and promote inclusive and responsible media coverage and representation of various communities and groups. Again, this is best achieved with additional investment and resources, and the development of a cross-sectoral approach with key stakeholders.

3. Support for industry networks and industry initiatives and the development and implementation of partnership and collaboration between key stakeholders

This is an area of strength for the BAI, as the establishment, support and promotion of industry networks has been a mainstay of BAI industry development policy for decades. It is clear that the approach works and enables the BAI to maximise the impact of its limited resources through the support of high-quality, diverse initiatives that nurture the sector while also developing industry relationships. In that context, any GEDI strategy for the Irish audio and audio-visual sector might usefully include the provision of support for industry networks and the development of key partnerships both within and beyond the industry with a view to ensure that representative organisations have an opportunity to input into the development of a strategy.

4. Provision of Guidance for the industry enabling effective accountability mechanisms

Such guidance would likely be multi-fold and could include the recommendations issued in the NUI Maynooth/UCD/MIC University of Limerick research report as well as those contained in the CommSol report. The issuance of guidance on subjects such as best practice inclusive workplaces, data collection, outreach to under-served communities, appropriate and inclusive on-air/on-screen representation would likely enable stakeholders, broadcasters and media organisations to update, enhance and develop their own GEDI processes, thus contributing to the implementation of the Strategy.



Broadcasting Authority of Ireland

2 - 5 Warrington Place
Dublin D02 XP29

☎ 353 1 644 1200

✉ info@bai.ie

🖱 www.bai.ie

🐦 @BAItweets



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN | BROADCASTING
AUTHORITY
OF IRELAND