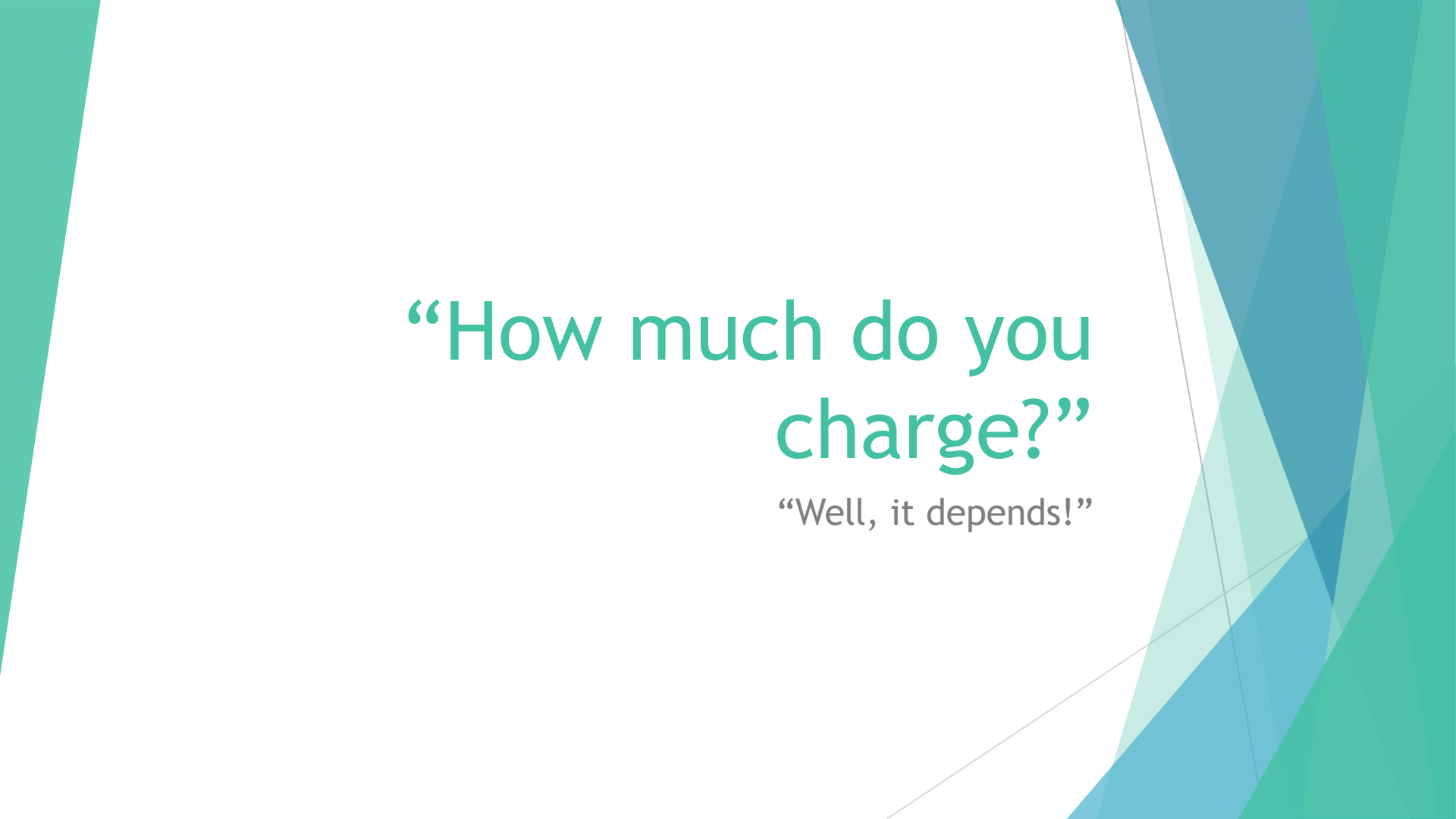


ISACS Members Pay Review 2025

Brendan Fahy

Membership Engagement Officer



“How much do you
charge?”

“Well, it depends!”



Feb 2025 - ISACS Meeting on Pay & Working Conditions for Artists

- “What matters most to you? What’s changed, what hasn’t, and what can we do to help?”
- 2 main points:
 - Pay scales (ie, what should I charge?)
 - Document templates (contracts, cancellation policy etc)
- Focus group: Aisling Ní Cheallaigh, Kath Gorman, Kathleen Doherty, Molly O’Brien, & myself
- Pay questions included in ISACS Annual Survey

ISACS Annual Survey 2025

- 2 questions about annual income
- 5 new questions about rates for:
 - Corporate work
 - Commercial work
 - Funded projects work
 - Teaching work
 - Community projects work
- 57 responses from individuals
 - Enough to identify patterns and trends
 - **Not** enough to speak for everyone, or for all scenarios



What this *is*

A tool to help you understand:

- What other people charge for similar work
- If your prices are below average
- If your prices are above average
- What kind of factors to consider when pricing your work
- How your prices relate to your annual income: minimum wage, national average, living wage etc

*We are **NOT** telling
you what to charge.*

All data comes from
the same place:
the past.

Textual responses
require interpretation



Example response:

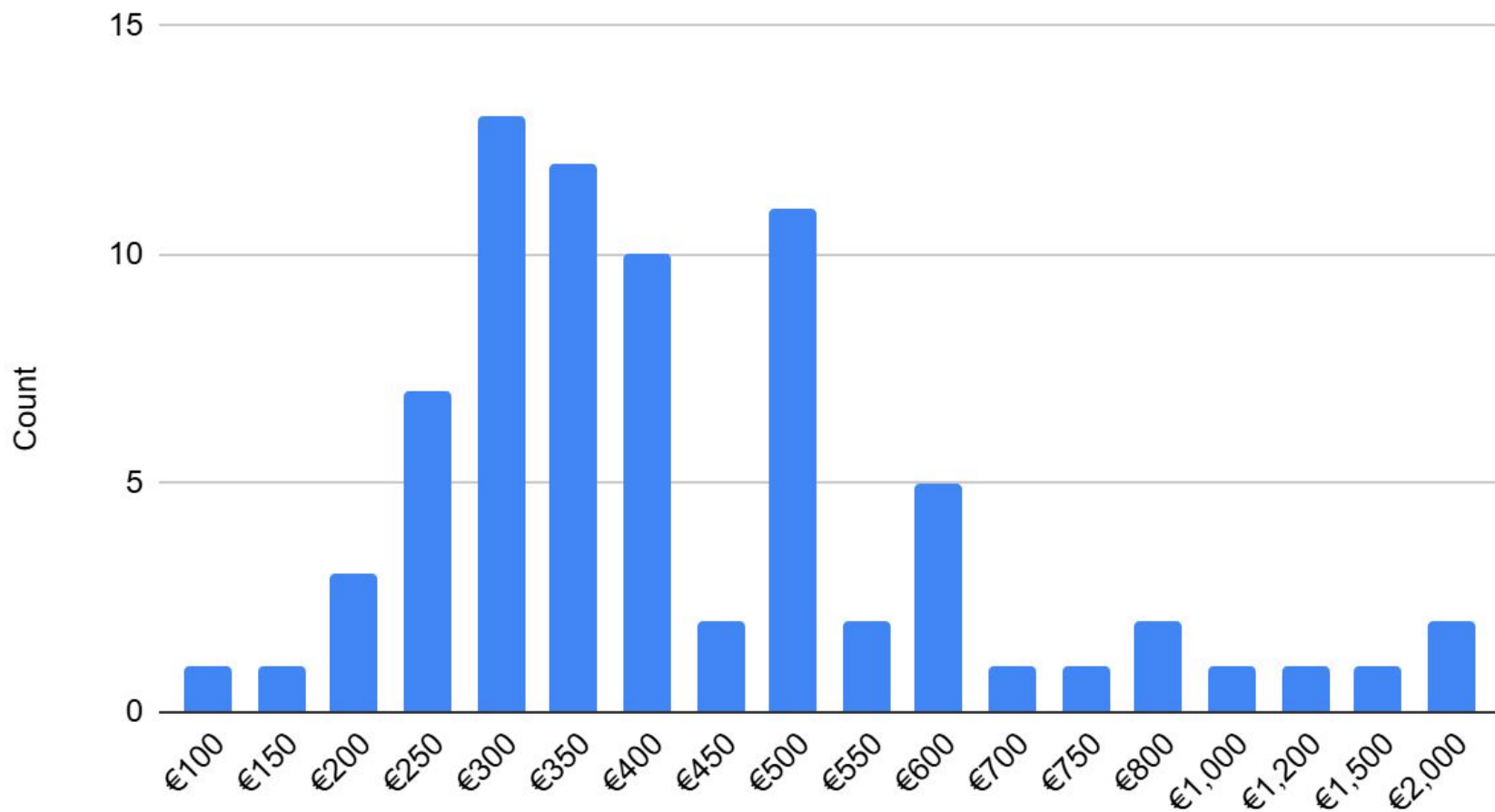
“Usually €300-€500 depending on if they want fire or LED or what. I’ll do €200 or €250 for local community projects.”

1. Corporate Work

What's your daily rate for corporate gigs? (If you charge hourly, please specify the amount in the comment box)

This refers to once-off or short-running entertainment work for large non-arts-based companies - e.g. Google, Meta, Dell, etc, likely as entertainment or as team-building facilitators.

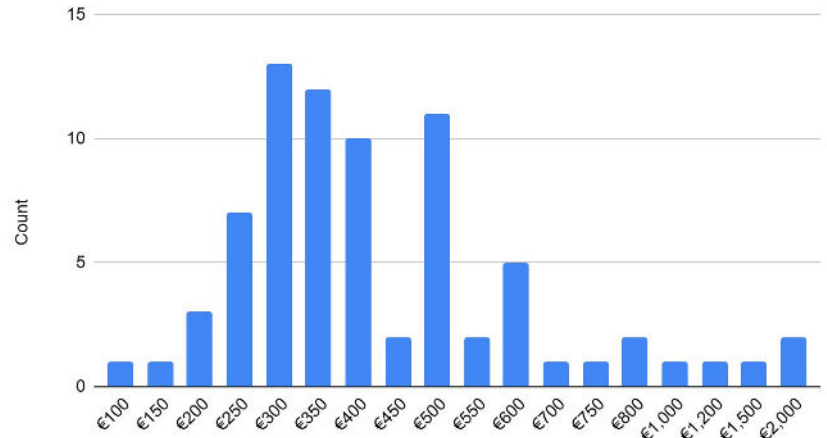
Corporate Daily Rates



Corporate Work: Rates

- 63% between €300 and €500
- Outliers:
 - €100-€150 (*extremely low*)
 - €1,000-€2,000 (usually aerial)
- Median: €400
- €300 most common number - why?
 - The data interpretation plays a role

Corporate Daily Rates

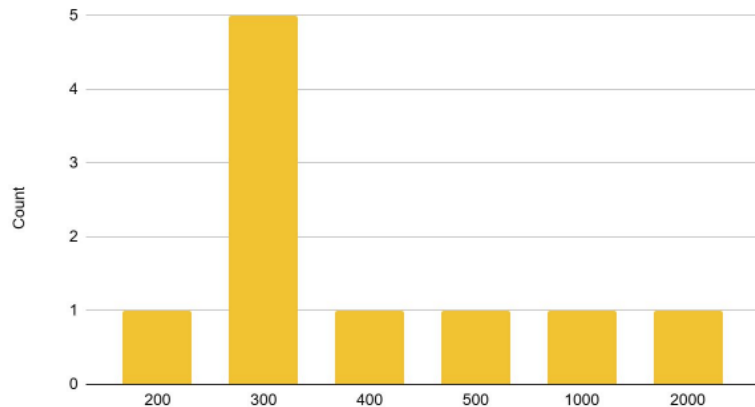


Remember the interpretation!

Made-up example:

- “300”
- “300 to 400”
- “300 starting rate up to 500”
- “300 to 2000”
- “Could be anywhere from 200 to 1000”
- “300 for first hour and 100 for each extra hour. No one ever books for only one hour.”

Made-up example



Corporate Work: Relevant factors

- Extra for Fire
- Extra for LED
- Staged performance vs walkabout/hangabout
- Single act vs full show
- Duration
- Rate for 1st hour or 2 + additional charges after
- Extra for equipment rental
- Extra for travel
- Extra for per diems

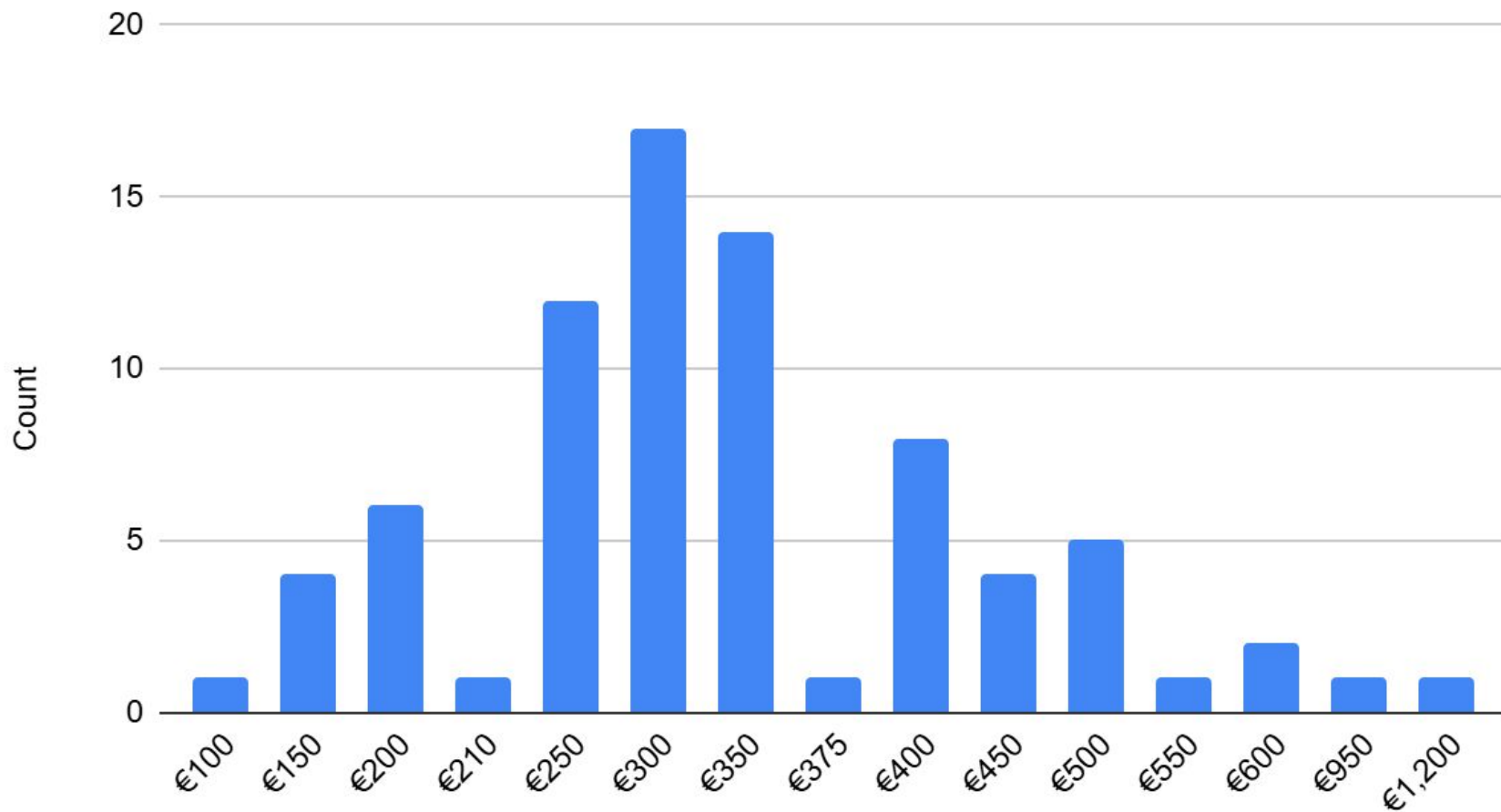


2. Commercial Work

What's your daily rate for commercial work?

(This refers to once-off or short-running work, where you are booked to perform (or teach) at contexts such as local/regional festivals, or as entertainment at a larger event - such as schools, libraries, social groups, weddings, nightclubs, seasonal events like Halloween, Christmas, or New Year's)

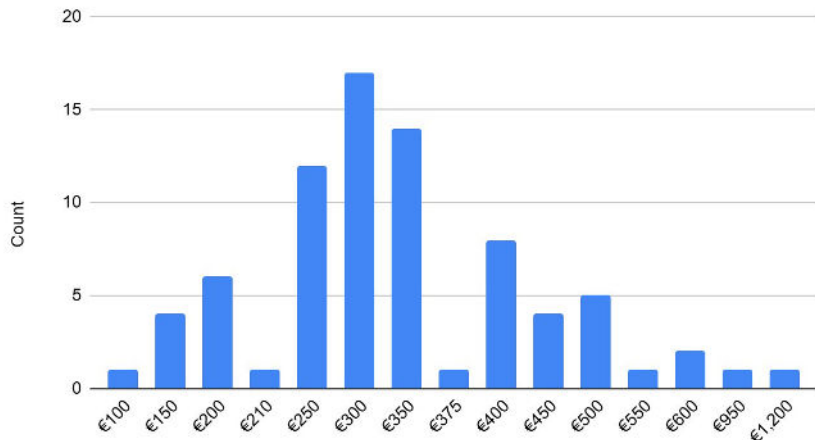
Commercial Daily Rates



Commercial Work: Rates

- 66% between €250 and €400
- Outliers:
 - €100-€150 (*extremely low*)
 - €950-€1,200
- €300 most common - **remember the interpretation**
- Median: €300

Commercial Daily Rates



Commercial Work: Relevant factors

Same as corporate, plus:

- Aerial vs ground-based (aerial more expensive)
- Extra for aerial rigging responsibilities
- Extra for seasonal events
- Extra for big productions (more admin time)

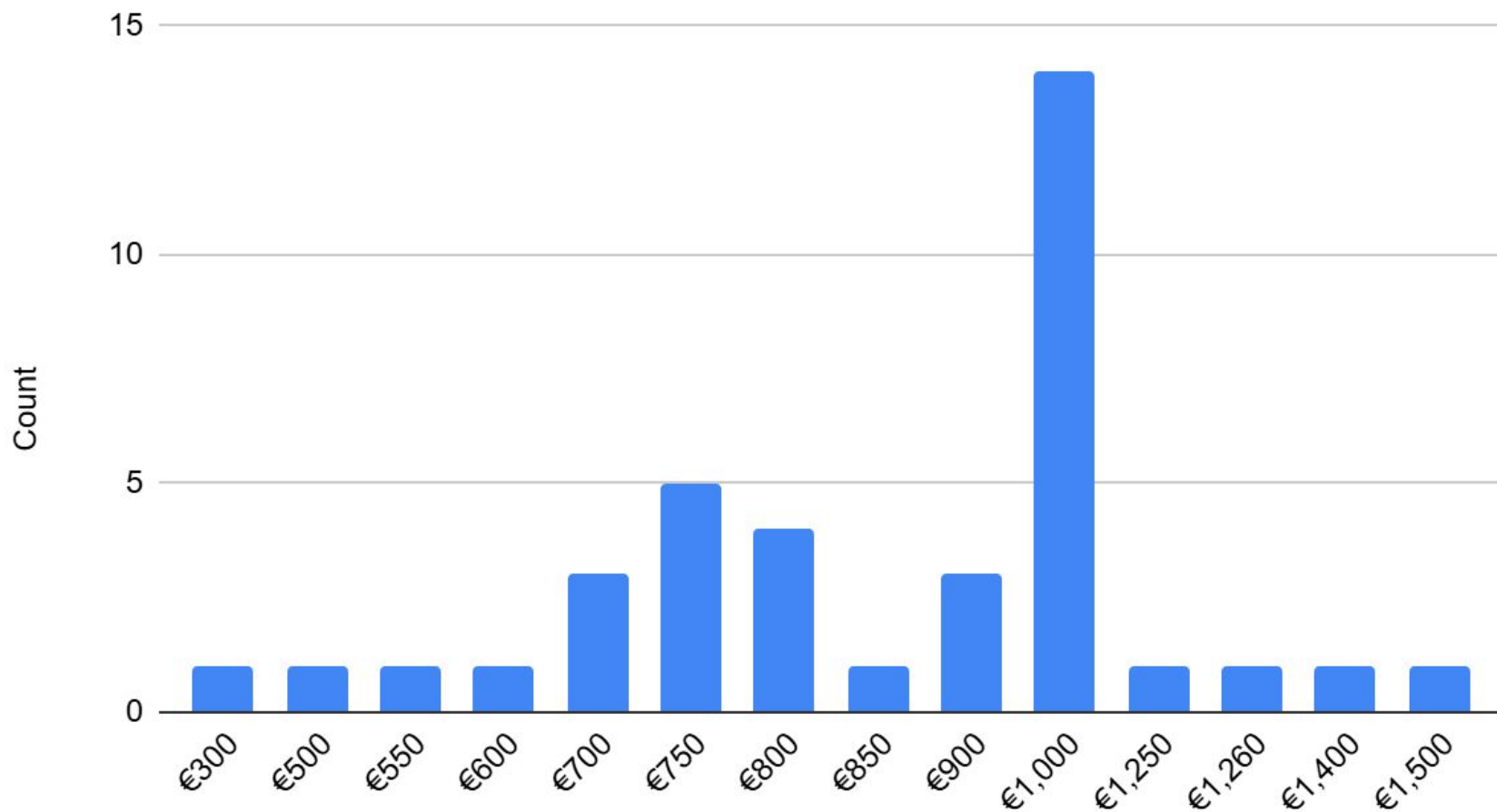


3. Funded Project Work

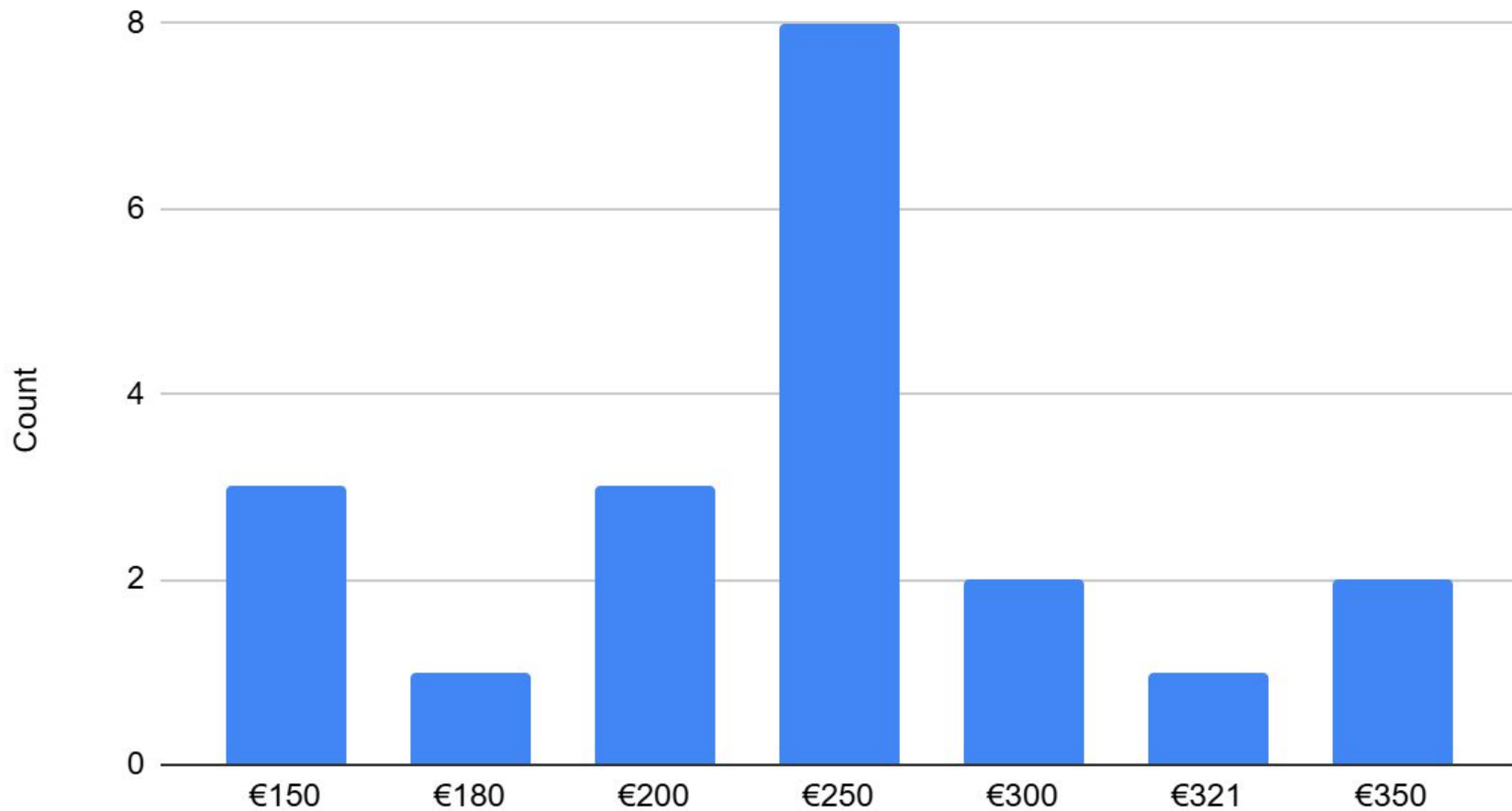
*What's your **weekly** rate for publicly funded projects (The Arts Council, Creative Ireland, etc.)?*

(This relates to working on an artistic project with a team of creatives, likely funded by an Arts Council Project Award or Arts Grant Funding, for presentation in an arts festival context/venue. This project may involve a number of weeks of work, including creation, rehearsal, tech, and performance.)

Funded Projects WEEKLY Rate



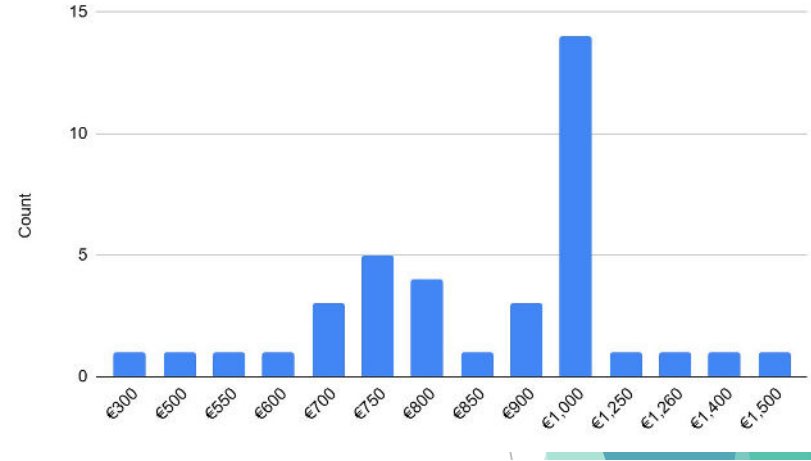
Funded Projects DAILY Rate



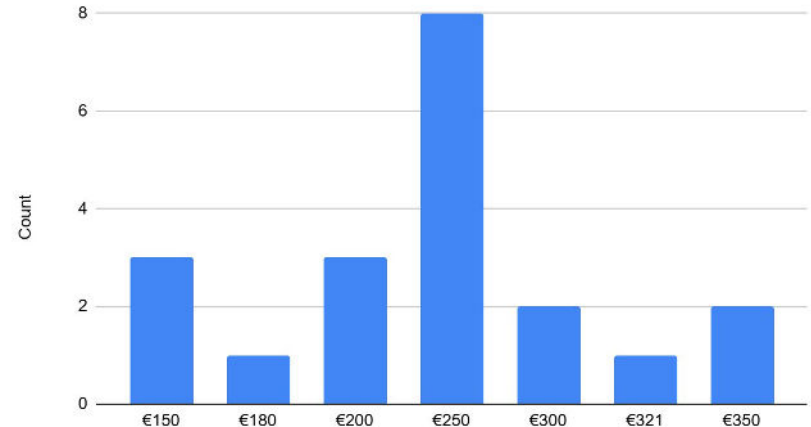
Funded Projects Work: Rates

- 79% weekly rates between €700 and €1000
 - €1000 still only 37%
 - Median weekly rate: €900
-
- 65% daily rates between €200 and €300
 - Median daily rate: €250

Funded Projects WEEKLY Rate



Funded Projects DAILY Rate





Funded Project Work: Weekly vs Daily

Weekly rate is not
(*necessarily*) daily
rate x 5

Do artists charge
more per day when
booked for fewer
days? (e.g. 3 days vs
3 weeks)

Creation vs rehearsal
vs performance rates

Funded Projects Work: Relevant factors

- Type of work - creation, rehearsal, tech, performance days may all have different rates
- Performance days more expensive, especially if multiple shows per day
- Role in project - lead artist, mentor, performer, technician, etc etc



“This is what I’d like
to charge, but I often
work for a lot less.”

Funded Projects Work: Working for Less

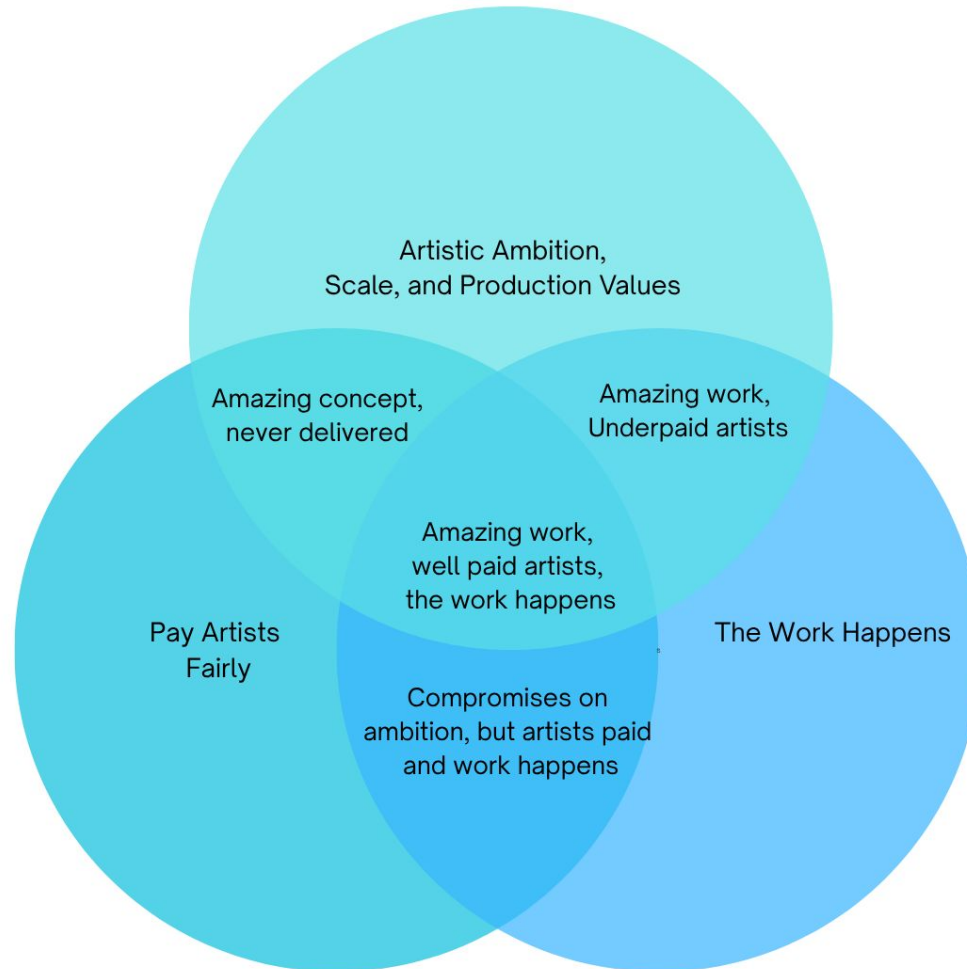
Reasons cited by members:

- Supporting the project
- Supporting their friends
- They want/need the work

None of these are the real reason.
These are just symptoms.



There is not enough
funding.



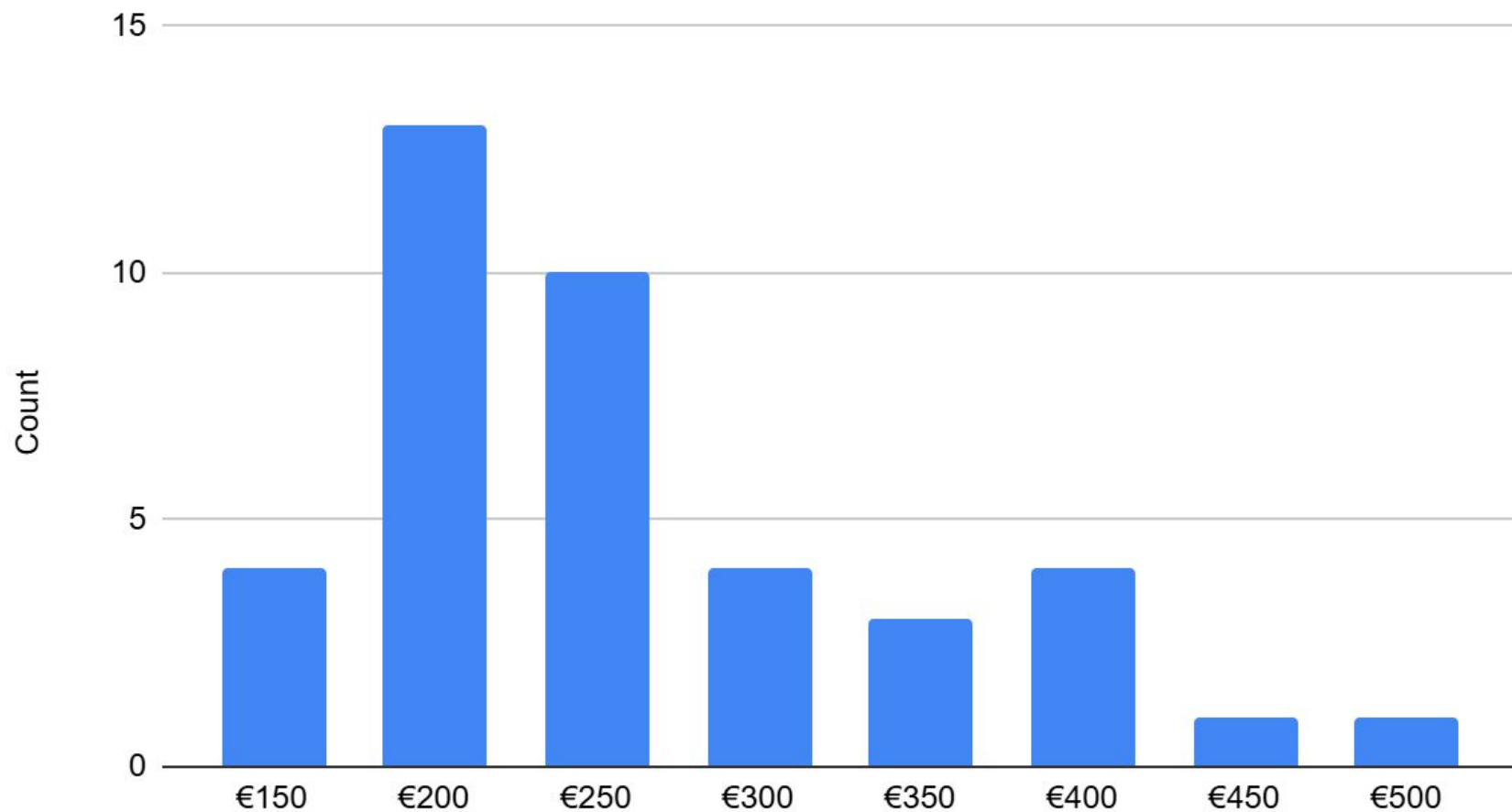
4. Teaching Work

What's your daily rate for teaching? (If you teach hourly, please specify the amount in the comment box, please also include your discipline)

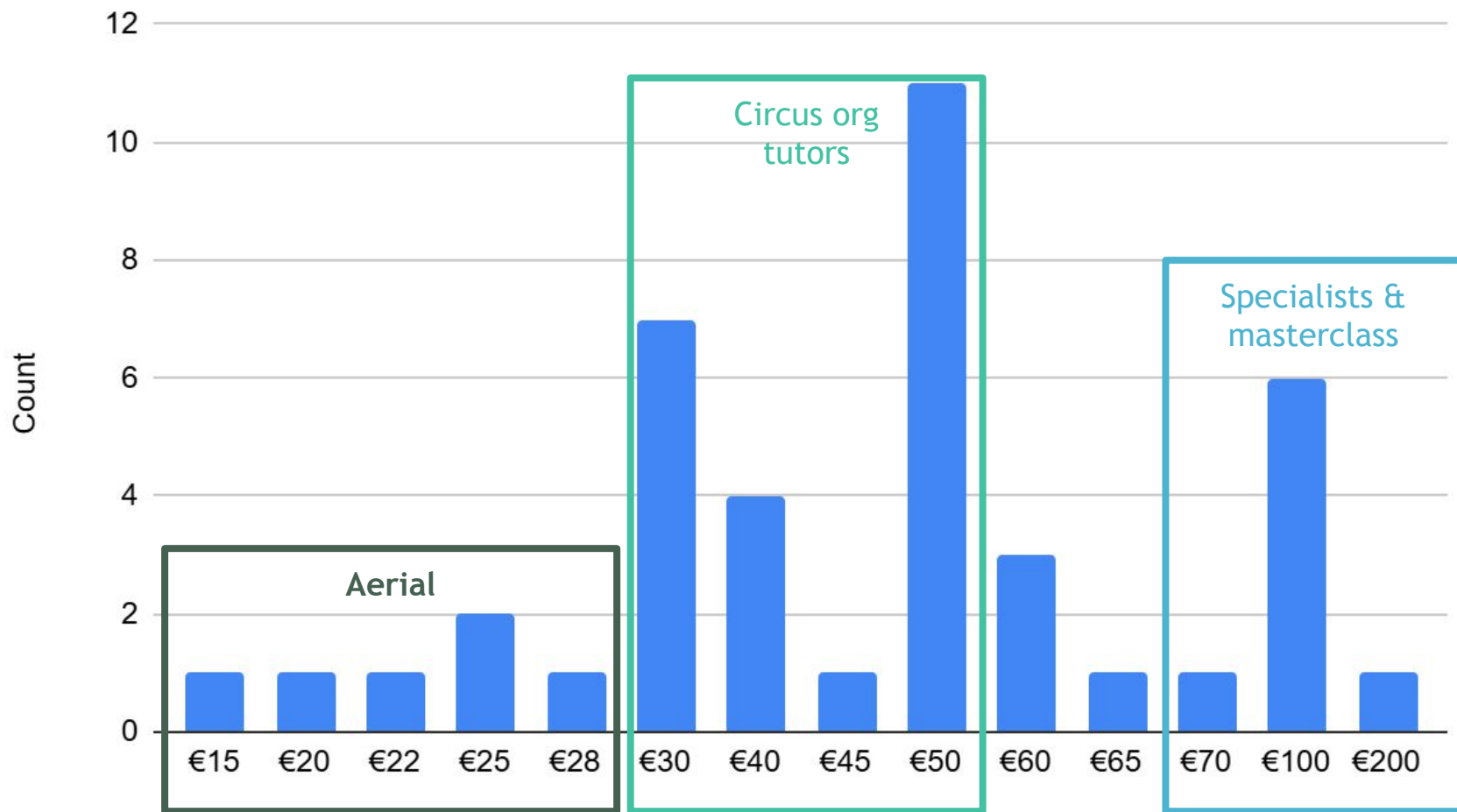
High diversity of responses - teaching exists in all contexts

Responses cover daily & hourly, as well as private one-on-one class & per-person rates.

Teaching DAILY Rates



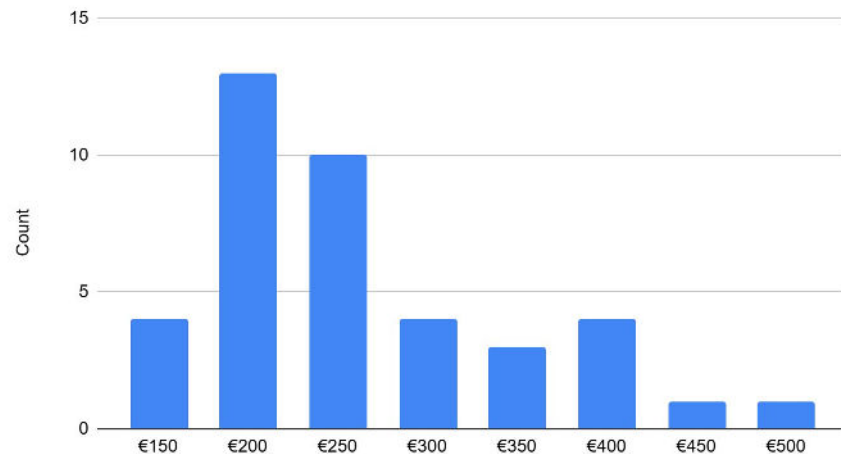
Teaching HOURLY Rates



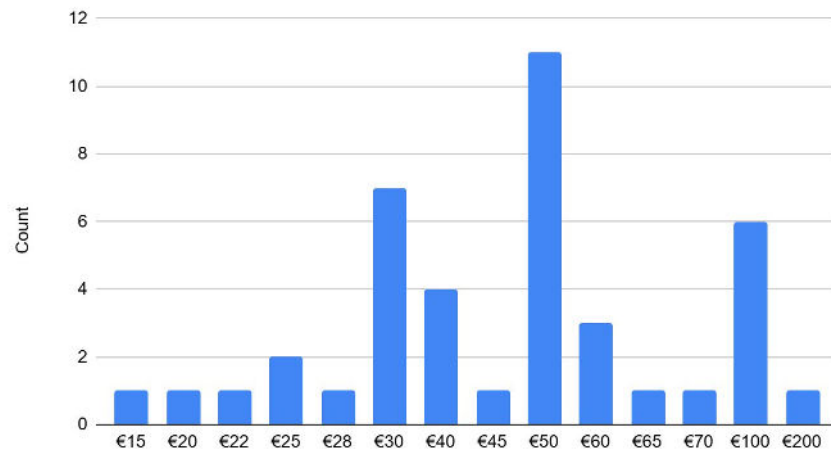
Teaching Work: Rates

- 85% **daily** rates between €200 and €400
- 70% **hourly** rates between €25 and €60
- Org tutors cited €30/hour for org/contracted classes and €50/hour for personal/freelance classes
- Multiple aerial teachers reported rates decreasing steadily over time

Teaching DAILY Rates



Teaching HOURLY Rates





Private Classes & Per-person Rates

Private, one-on-one
classes: €50 per hour

Per-person rates: €25
per person

Teaching Work: Relevant factors

- Duration
- Size of group
- Regular vs once-off
- Freelance vs contracted/company
- Prep & planning time
- Purchase of materials
- Weekends more expensive

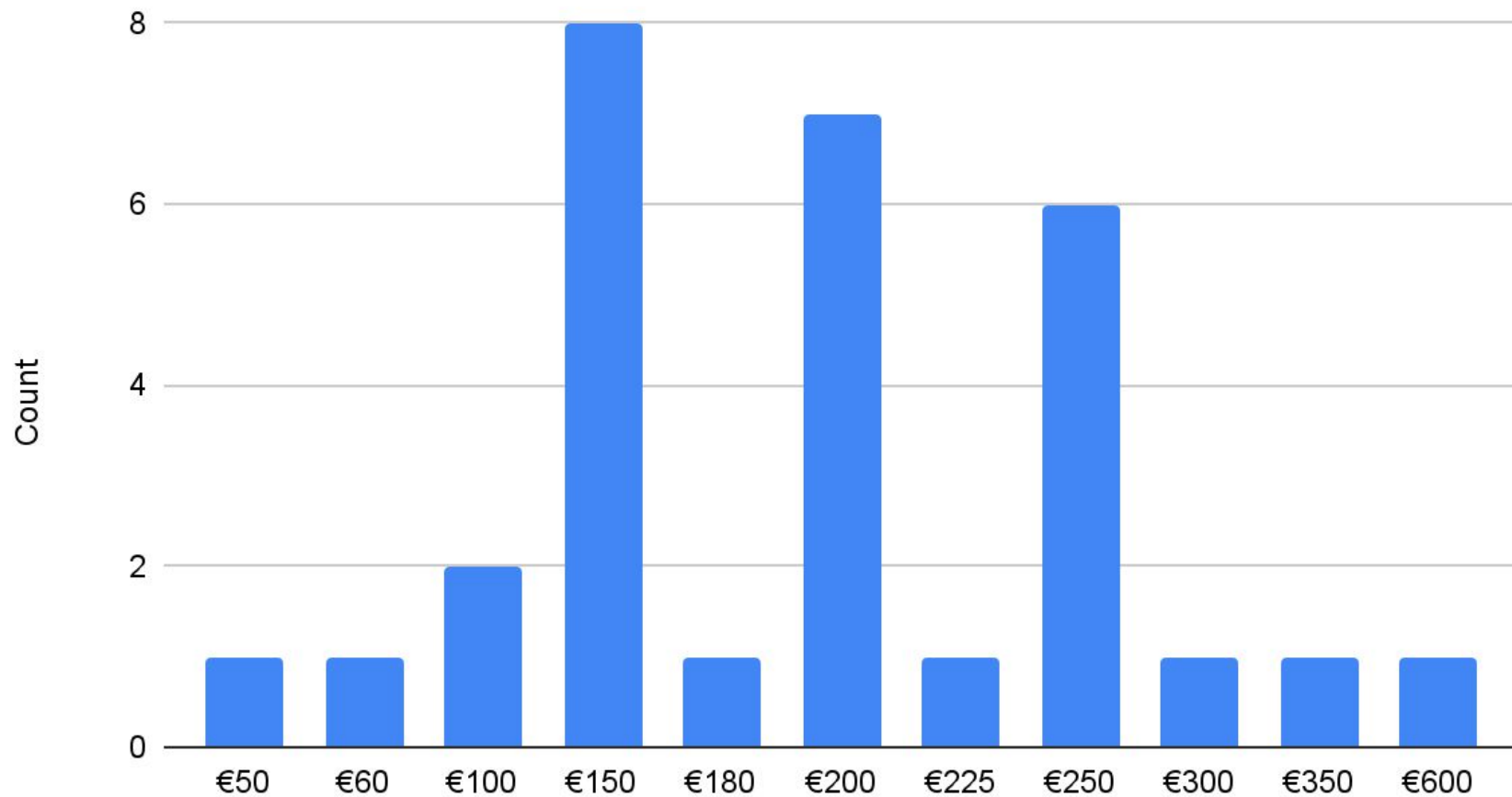


5. Community Work

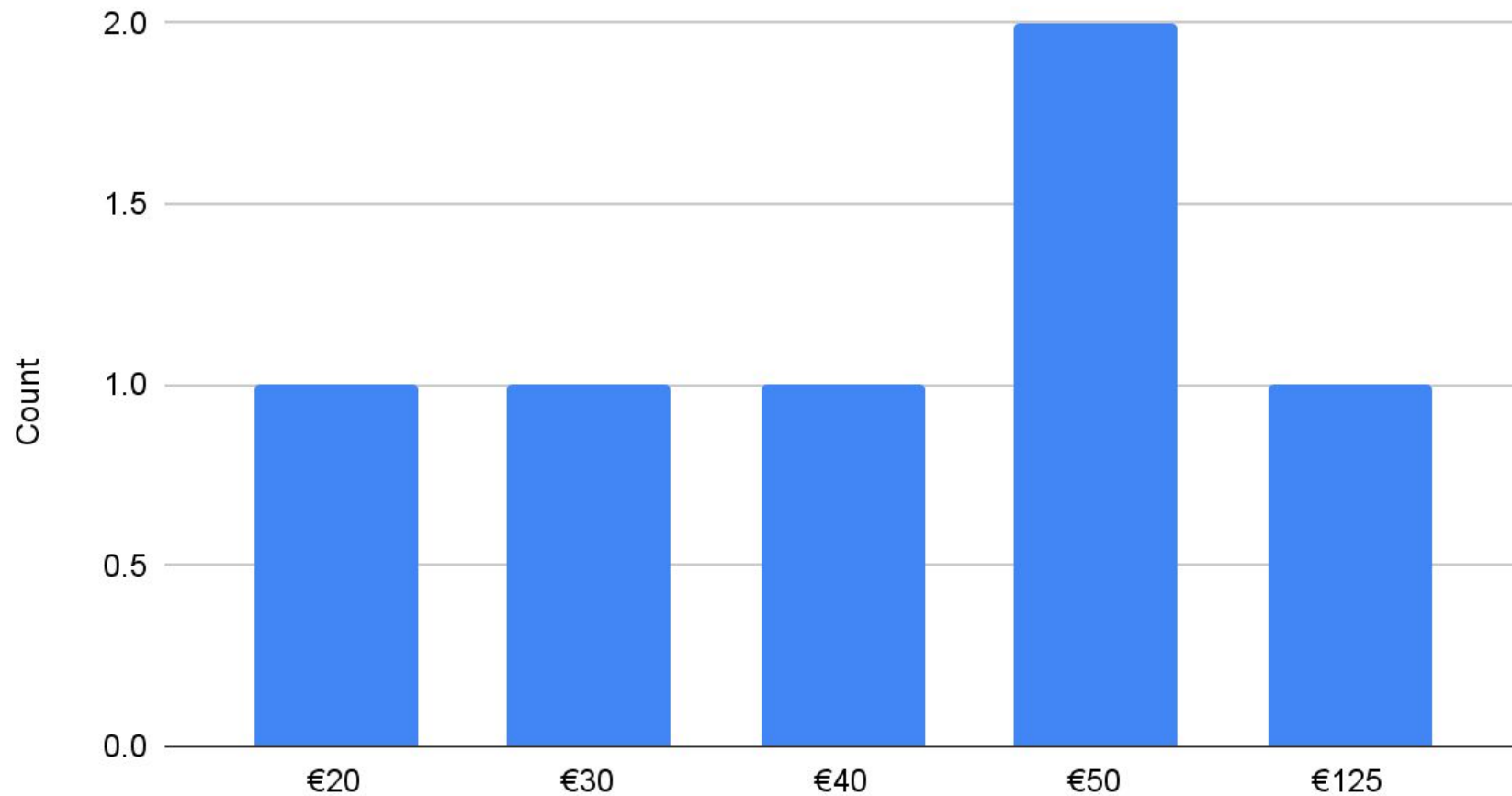
Some artists charge a different rate for community-based or socially-engaged projects, for example in their local area, or when working with groups that have smaller budgets/fewer resources. If you have a community rate, please specify it here. If you do not have a community rate, please skip to the next question.

- You should specify if the rate is hourly, daily or weekly.*

Community DAILY Rates



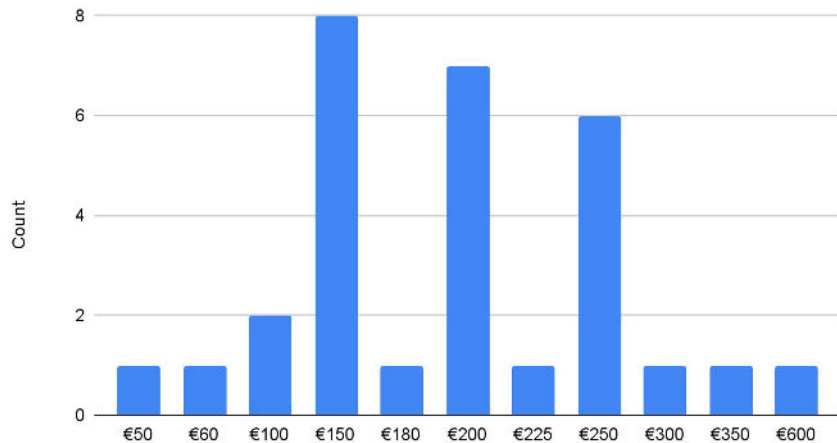
Community HOURLY Rates



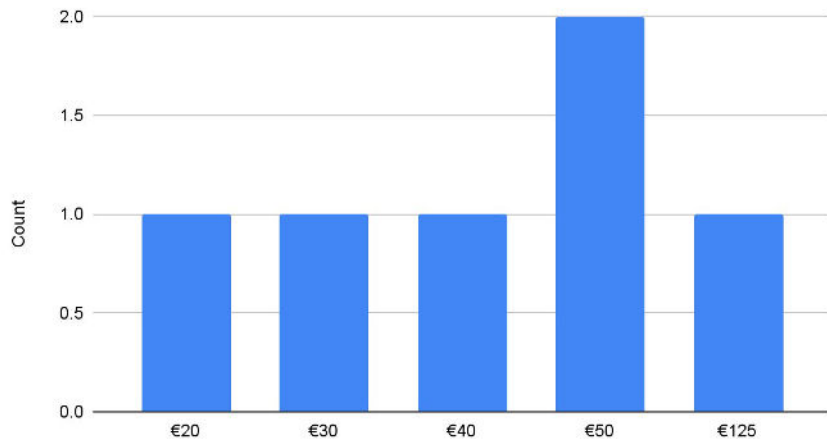
Community Work: Rates

- Fewer overall respondents compared to other types of work
- 77% **daily** rates between €150 and €250

Community DAILY Rates



Community HOURLY Rates



Our members make huge accommodations for community work

“I will work for free for some events which are relevant to my passions”

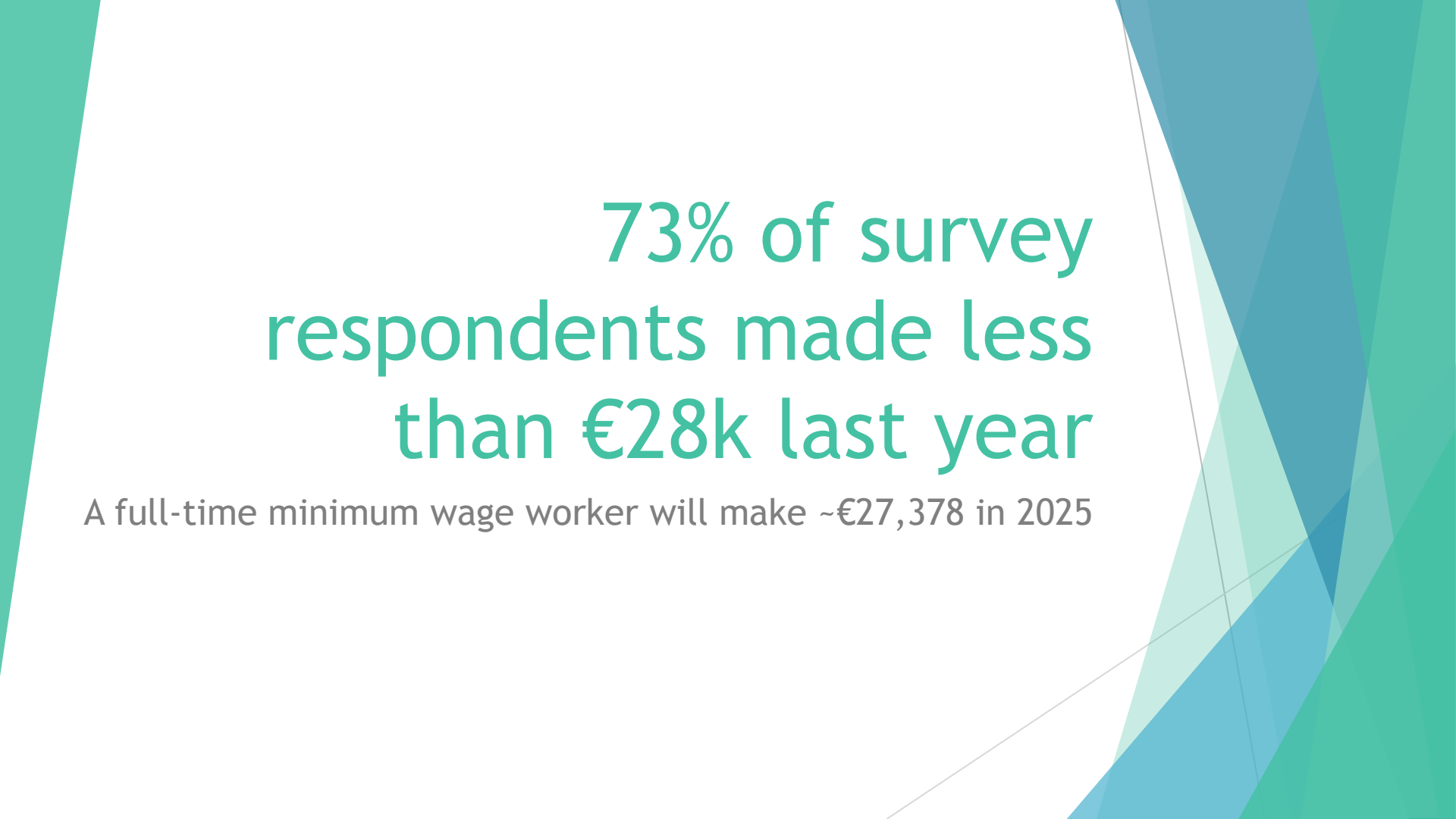
“Just covering transport sometimes is enough”

“Community work is pro bono”

“Might be voluntary!”

“I try to add more value rather than change my rate”

Annual Income



73% of survey
respondents made less
than €28k last year

A full-time minimum wage worker will make ~€27,378 in 2025



In 2026, a full-time
living wage worker will
earn ~€29,913

Living Wage will replace minimum wage and is set at 60% of
the national median income



100% of Professional
member respondents
made less than €44k
last year

Irish national median income was €43,221 in 2023.

To earn the minimum wage annual income...

- Work €300 per day for 92 days
- Work €500 per day for 55 days
- Work €526.50 per day for 52 days (ie, once a week)



To earn the national median annual income...

- Work €300 per day for 147 days
 - Note: there are ~230 working days in a year
- Work €500 per day for 89 days
- Work €848 per day for 52 days (ie, once a week)



Looking to
the future



Next Steps

- Continue to work on the report
 - Publish this recording & first version of report on ISACS Resources page
 - Gather & include data from other adjacent fields
 - More work on document templates for members
- Don't feel represented here?
 - Get in touch! info@isacs.ie
- Next year's survey?
 - Revise questions, expand, redefine, reframe...
 - Consider year-on-year comparison

Questions?