

# ANNUA REPORT 2024













Established in 2019, the AFS Cultural Foundation Limited is a not-for-profit cultural organisation dedicated to fostering French cultural events and promoting Franco-Australian cultural exchanges.

Throughout the year, a wide array of events spanning film and cinema, literature, performing arts, visual arts, and other artistic endeavours are curated. This diverse line-up includes film Festivals, exhibitions, masterclasses, tastings, book signings, discussions, design showcases, radio broadcasts, community arts initiatives, and much more.

Located in the heart of Sydney, the centre also houses a comprehensive media hub.

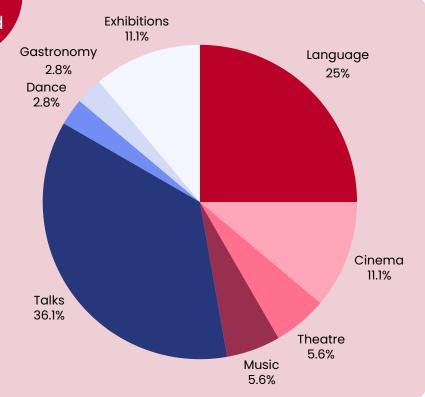
The Cultural Foundation proudly supports the annual Alliance Française French Film Festival, a collaborative effort between AFS, Alliance Française branches in Australia's capital cities, the Embassy of France in Australia, and Palace Cinemas.

We extend our sincere thanks to the donors of the Cultural Foundation for their generous support. Philanthropic contributions are essential in creating opportunities to access and promote culture within our community.

The Cultural Foundation, solely owned by the AFS, was established to facilitate tax-deductible donations in support of cultural initiatives.



### **36**events organised



# EVENT of HIGHLIGHTS

### **EXHIBITIONS**









### **LE MONDE SANS FIN**

The AFS, in partnership with FANS (the French-speaking Association of the North Shore) and the Lycée Condorcet (The International French School of Sydney) organised an immersive touring exhibition on climate issues: 'Le monde sans fin', which ran from October to January.





Initiated by the Institut Français and inspired by the successful comic strip by Jean-Marc Jancovici and Christophe Blain, this exhibition traces the history of our relationship with energy, from the industrial era to the present day. It also presents practical solutions for building a more sustainable future, focusing on renewable energy, food, transport, and urban planning.

At the same time, we had the great pleasure of welcoming Christophe Blain, co-writer of the bande dessinée, for a special evening of talks on the creative process and the history of comics.

### **BASTILLE DAY**

Our 2024 Bastille Day celebration was an extraordinary success, with over 900 tickets sold for the evening. The exciting programme featured live entertainment, thrilling Cancan performances, and vibrant French beats spun by DJ Loo-e, keeping the crowd dancing all night.

Guests indulged in a variety of French delights, including crêpes, saucisson, cheese, and pastries, creating a truly festive atmosphere.

The event also featured an exciting raffle with 800 tickets sold and 26 fantastic prizes up for grabs. The evening was a wonderful celebration of French popular culture.





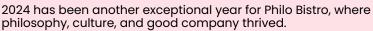


### **PHILO BISTRO**









From exploring Al's impact on the meaning of life to engaging with figures like Barbara Santich and rising star Nathalie Morris, our events sparked thought-provoking discussions.

We were also honoured to host online Simon Fieschi, who shared his powerful insights on life after the *Charlie Hebdo* tragedy, and Nicolas Pagnol, who brought the legacy of his grandfather, Marcel Pagnol, to life.

Julia Zemiro, the French-born Australian television presenter, comedian, and actor, added her own unique perspective, sparking lively conversation and laughter.

### **FRANJO**

The event organised by the Australian Alliance Françaises in 2024 was a resounding success, drawing in 500 enthusiastic spectators in Sydney.

Franjo's stand-up show, an exclusive hour of finely crafted jokes, delighted the audience with his ironic take on everything from his ex to Melun and broader societal topics.

The evening was thoroughly enjoyed by all, and it was a fantastic success for our network.







### GENERAL SECRETARY AND REGIONAL DIRECTOR OF FONDATION DES ALLIANCES FRANÇAISES VISIT







In 2024, AFS had the honour of welcoming two key figures from the Fondation des Alliances Françaises: Marc Cerdan, General Secretary, and Jean-François Hans, Geographic Delegate for Asia-Oceania. This was their first visit to Australia, and it was a significant occasion for our institution.

On Thursday 21 March, Marc and Jean-François attended the Taste of France evening, part of the Alliance Française French Film Festival 2024, held at Palace Norton. The event was an integral part of Francophonie Week, and Marc Cerdan opened the evening by sharing insights into the important role and mission of the Alliance Française network globally, highlighting the cultural and educational impact it has in promoting the French language worldwide.

The following day, Marc and Jean-François toured the AFS premises, engaging with staff and meeting with the Board of Directors. This was an excellent opportunity to reflect on the positive results of our work in 2024, as well as to discuss key topics related to the missions and values of the Alliance Française network. They also explored the significant role that AFS plays in fostering cultural exchange in Australia and the wider Asia-Oceania region.

Their visit was an invaluable opportunity for collaboration and provided an inspiring platform for future initiatives within the network. We look forward to continuing our shared commitment to advancing the objectives of the Alliance Française movement.

### **AN OLYMPIC YEAR**

We launched a special Paris 2024 Olympic Games programme, offering a "French for Travellers - Olympic Games" course and a dedicated blog to engage the community.

We also created interactive Escape Games to help children learn French through the discovery of Olympic sports.

Additionally, we partnered with the French Consulate to promote the Paris 2024 Games in Sydney, organising sports activities in schools, a parade through the city, and a celebration at Darling Harbour and the Opera House.











## ALLIANCE FRANÇAISE FRENCH FILM FESTIVAL















This year, the Alliance Française French Film Festival (AFFFF) proudly celebrated its 35th anniversary with a stellar line-up, featuring 42 captivating films and 5,545 screenings across 15 locations and 32 cinemas. Running over four weeks, followed by an exciting Encore Week, we filled an impressive 188,333 seats in 2024 – a remarkable 7% increase compared to 2023.

In the spirit of celebration, we revisited timeless classics such as The Intouchables and Children of Paradise, while the double feature of The Three Musketeers: D'Artagnan and Milady delivered a grand cinematic adventure. In Sydney alone, we organised more than 30 special events over the five-week period, alongside over 40 school screenings, bringing French culture and cinema to students across New South Wales.

This year also marked the creation of a new national entity, bringing together six long-standing partners – the Alliances Françaises of Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney – to establish a dedicated organisation responsible for delivering the Festival across the country. While Karine Mauris, the Cultural attaché continued to curate the line-up with passion and dedication, Frédéric Alliod, newly appointed by the French Embassy, was named CEO of the new entity.

The Festival proudly maintained its position as the world's leading French film Festival outside France, and Australia's foremost film Festival.

We extend our heartfelt thanks to the Festival team, both in Sydney and at the national level, whose tireless efforts were instrumental to the Festival's success; as well as to the dedicated teams at each capital city's Alliance Française, the Embassy of France to Australia, Palace Cinemas, the Hayden Orpheum Picture Palace, Roseville Cinemas, and Riverside Theatres Parramatta.