



Alliance Française  
*Sydney*

# ANNUAL REPORT 2025



ALLIANCE FRANÇAISE DE SYDNEY

ALLIANCE FRANÇAISE DE SYDNEY CULTURAL FOUNDATION LIMITED

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# ABOUT US

Alliance Française de Sydney (AFS) is an independent, not-for-profit language and cultural organisation promoting Franco-Australian exchange. With 130 years' experience in teaching French, AFS offers a wide range of French courses and services for all levels and ages, both online and at its CBD and Chatswood locations. As part of the largest cultural NGO network in the world, encompassing 820+ Alliances Françaises, we have an ambitious mission to spread French language and culture well beyond the borders of France.

Located in the heart of Sydney in an attractive building designed by the famous Australian architect Harry Seidler, AFS offers French courses, holds cultural events and includes a media centre and a café. AFS also offers French courses to North Sydneysiders with classes for kids at the Dougherty Community Centre in Chatswood.



## OUR VALUES

- AFS embraces diversity and promotes cultural understanding through its extensive range of events and experiences.
- We collaborate closely with other organisations that share the traditional French values of "liberty, equality and fraternity".
- We are apolitical, but steadfast in our commitment to bring people together from all walks of life in a safe and respectful learning environment.
- We respect our environment, as protecting our planet is key to all our futures.

## OUR MISSION

- Promote the learning and use of the French language in our state.
- Enhance the knowledge of Francophone cultures.
- Contribute to the cultural and linguistic diversity of Sydney.
- Contribute to and be a part of the innovative network of Alliance Française branches around the world.

## OUR MEMBERS

At the core of AFS are our members and students, whose support is vital to our mission. To uphold our values and foster a vibrant sense of community, we offer a rich program of exclusive events, activities, rewards, and giveaways, bringing people together through shared interests.

In 2025, AFS maintained a relatively strong membership base, with 1,358 members registered, an increase of 3.5% on 2024.

AFS takes immense pride in collaborating with numerous local businesses whose support has been essential in developing an enticing membership program that highlights the richness of Sydney's cultural life.

# PRESIDENT AND GENERAL MANAGER REPORT

Dear Members, Partners and Friends of Alliance Française de Sydney,

It is our pleasure to present this report and to share the highlights of an exceptional year for Alliance Française de Sydney.

In 2025, as we celebrated **130 years** of existence, Alliance Française de Sydney reaffirmed its position as Australia's leading French language institution while strengthening its contribution to a global network of 829 Alliances Françaises. This milestone year was further marked by our entry into the **top 15 Alliances Françaises worldwide** by student numbers, reflecting both the scale and the quality of our offering.

This progress rests on the strength of our core mission. Language education is the heart of our identity and the principal engine of our long-term impact. With more than **5,500 enrolments** and close to **114,000 hours** of French taught delivered in 2025, we continued to expand our reach while maintaining the quality and consistency that define our institution. In doing so, Alliance Française de Sydney has consolidated its place among the leading centres alongside key centres in Hong Kong, New Delhi, and Mumbai.

Our cultural programme also remains central to our strategic value. Culture is not simply an extension of our mission; it is one of the key ways in which we create relevance and connection in the community. **Ranked second in Asia Oceania for cultural event attendance**, we delivered **39 events over the year**. These included talks, exhibitions, competitions, as well as memorable highlights such as a live stand-up comedy performance by Tania Dutel and our much-valued community gatherings including Bastille Day, Philo Bistro and the Book Club. These initiatives continue to foster a vibrant and engaged francophile community in Sydney.

A particularly important expression of this impact remains the Alliance Française French Film Festival. Now in its 36<sup>th</sup> edition, it continues to stand as the **largest French film festival outside France** and one of the most visible manifestations of our mission. In 2025, the Festival attracted around **60,000 attendees** in New South Wales and close to **200,000 nationally**. These results confirm its significance not only as a flagship cultural event, but also as a major strategic asset for our organisation and for the profile of French culture in Australia.

Taken together, these achievements reflect an institution with 130 years of history that continues to look confidently toward the future. They are a testament to the dedication and professionalism of our team, the ongoing support of our sponsors and partners, the invaluable contribution of our volunteers, and the enthusiasm of our students and members.

We extend our sincere thanks to all who contribute to the life and success of Alliance Française de Sydney. Your continued support, trust and passion for French language and culture are at the heart of everything we achieve.

Merci for being an essential part of our journey.



François Romanet  
President



Denis Morandet  
General Manager

# 2025 IN NUMBERS

## SCHOOL



Standard  
**+4.7%\***

DELFL  
**+34%\***

French for Travellers  
**-27%\***

Private Tuition  
**+8.6%\***



Onsite courses  
**80.5%\***



Online courses  
**19.5%\***

**113,810**

Teaching  
hours

**5,530**

Enrolments



Holiday Courses for kids  
**+23%\***

Term Courses for teens  
**+30%\***

## CULTURAL EVENTS



**2,789**

Event  
attendees

**60,051**

AF French  
Film Festival  
attendees

**39**

Events  
organised

## MARKETING



Website  
visitors  
**+45%\***



eDM average  
opening rate  
**52%**



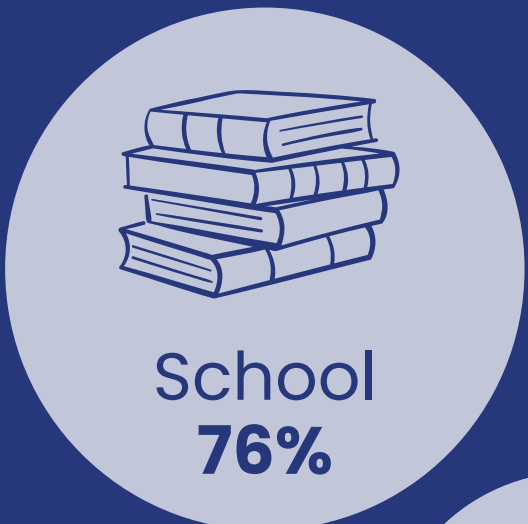
Social Media  
followers  
**+16.6%\***



Interactions  
**+7.6%\***

*\*comparison between 2024 and 2025*

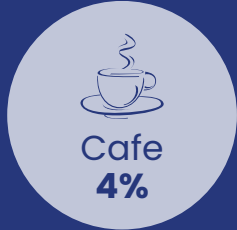
# FINANCIAL SNAPSHOT



**\$3.5 M**  
Total income

**\$211 K**  
Net surplus

## REVENUE STREAMS



In summary, the AFS financial position remains strong, with consolidated net assets totalling \$4,776,518. Please see our Financial Report for full details.

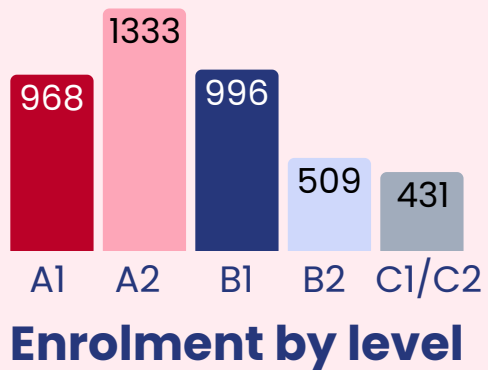
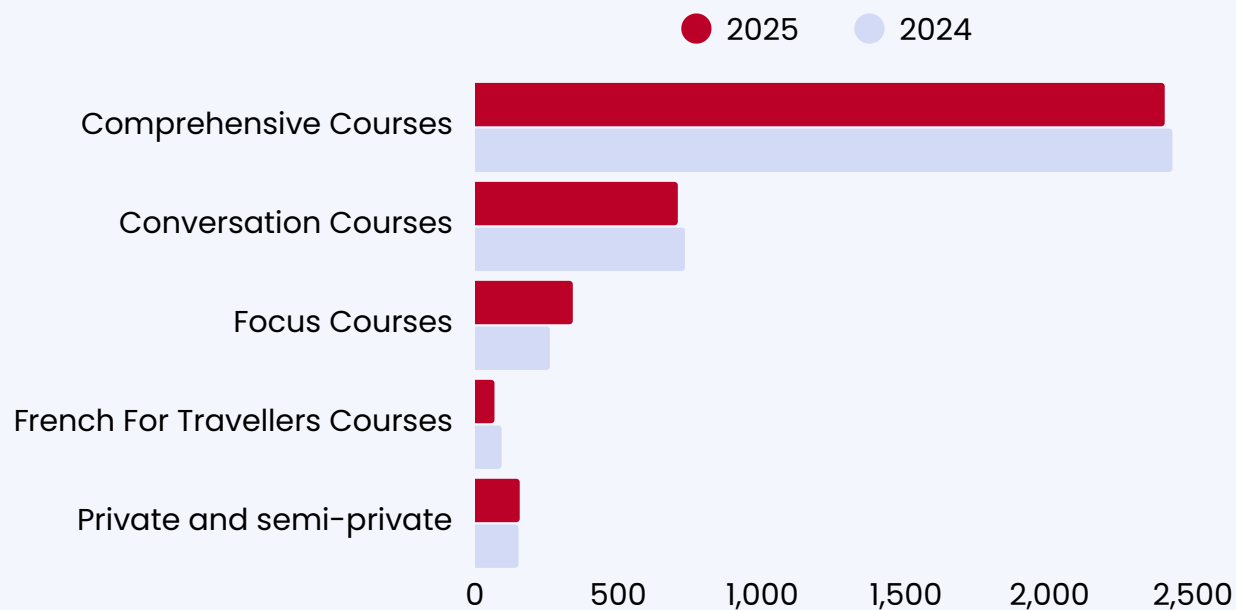
[FINANCIAL REPORT](#)



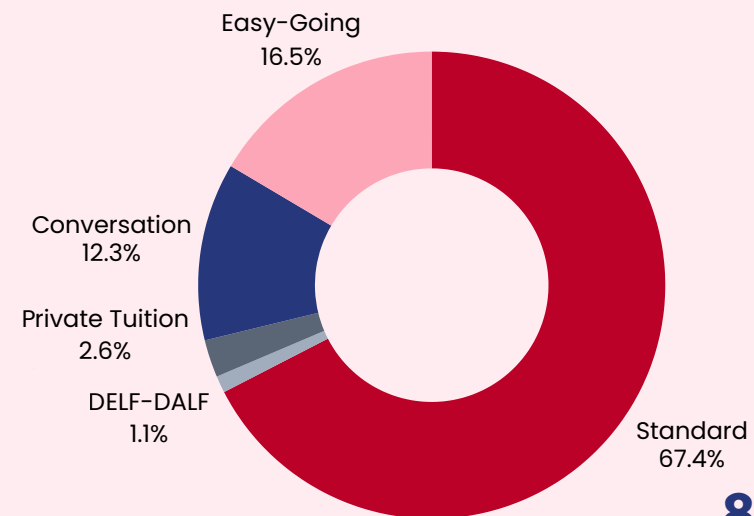
# Our SCHOOL

# ADULTS

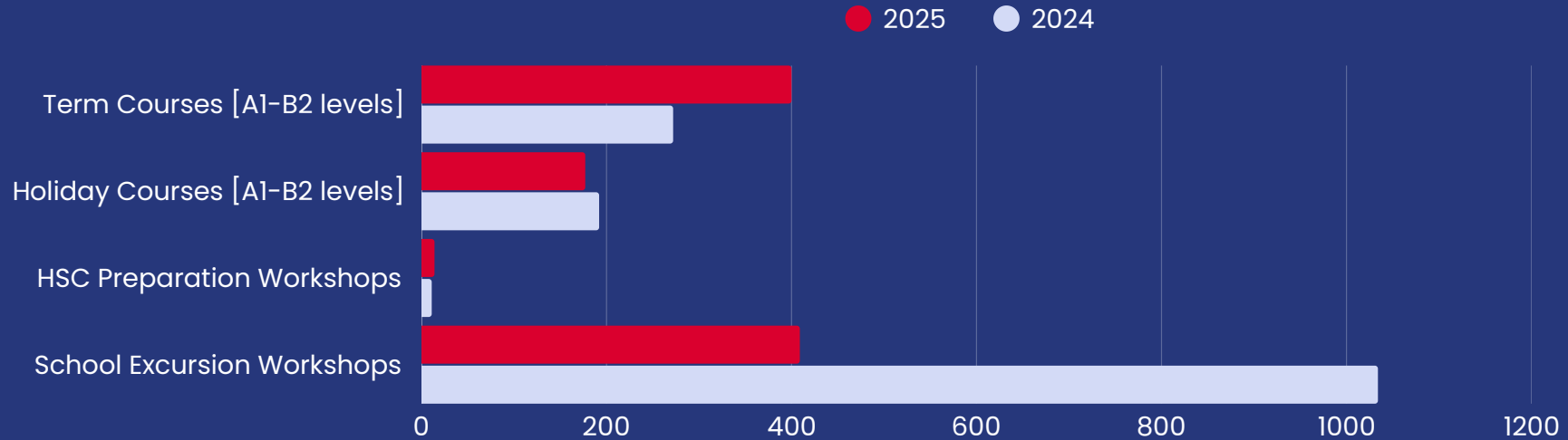
## SUMMARY OF ADULT ENROLMENTS



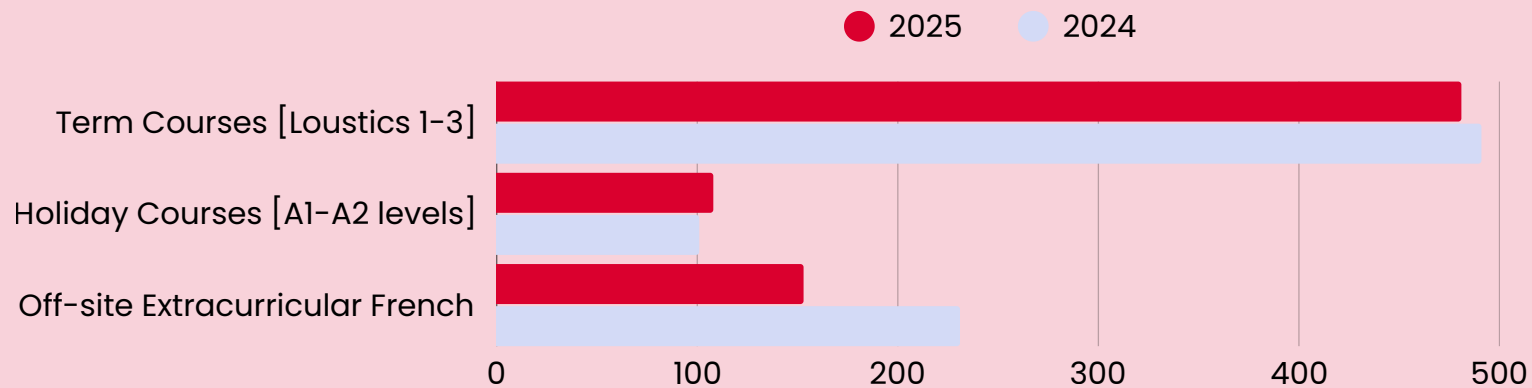
## BREAKDOWN OF TEACHING HOURS



## SUMMARY OF TEENS ENROLMENTS



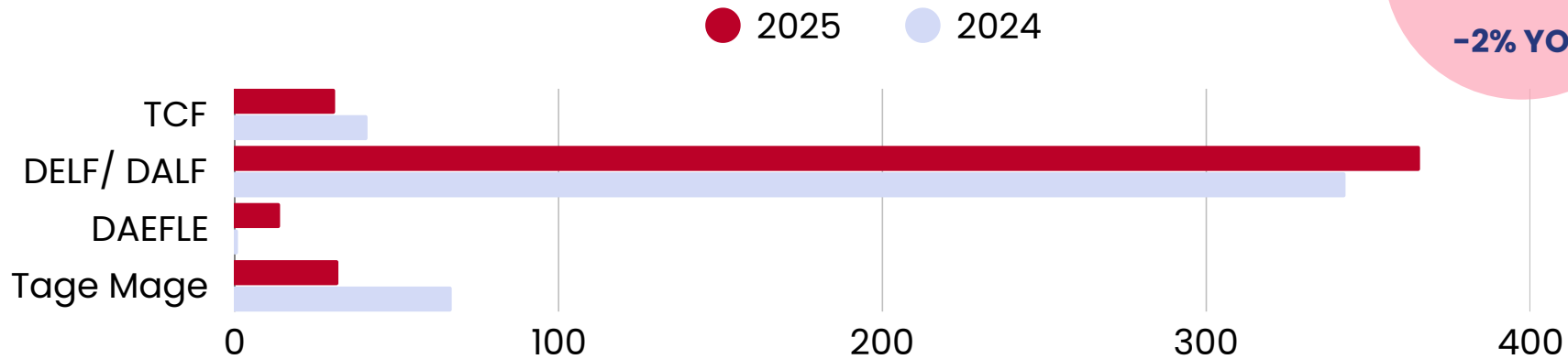
## SUMMARY OF KIDS ENROLMENTS



# EXAMS



**443**  
exams in 2025  
-2% YOY



# TESTIMONIALS

*From my 3 months experience so far starting at A1.1, AF has been nothing but fantastic! Every teacher has their own little quirks and ways of teaching but they have all been very encouraging, supportive and lovely.*

*The teaching process was very smooth, and very interactive, the lecturer was very professional*

*I really enjoy the variety of teaching methods in class, we have lots of laughs in class.*

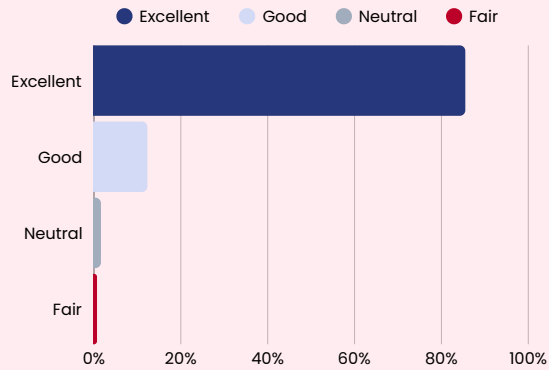
*I recently completed A1.1 and have now started A1.2. The teaching staff are superb, really good use of the smart whiteboard, and fun interactive exercises.*

*I highly recommend studying at the Alliance Française de Sydney. I've been studying with them for many months & am loving it. The classes are a good size, with excellent teachers. The classes are interactive and challenging without being intimidating.*

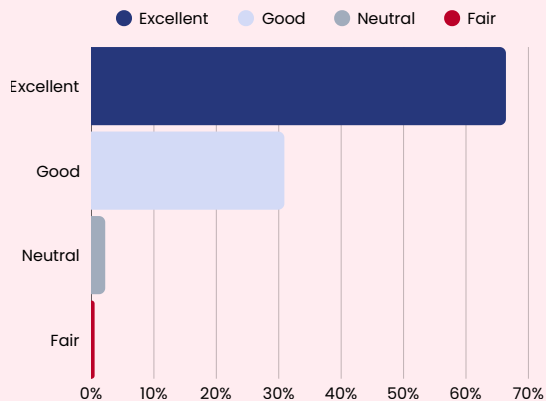
# FEEDBACK

## SATISFACTION:

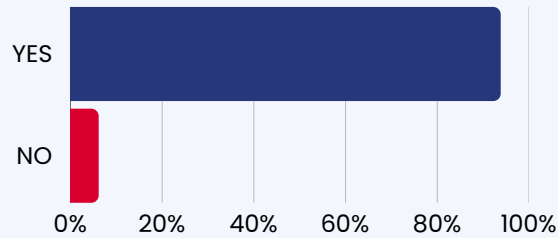
### TEACHING QUALITY



### CUSTOMER SERVICE



## DESIRE TO RE-ENROL:



**57.3%**

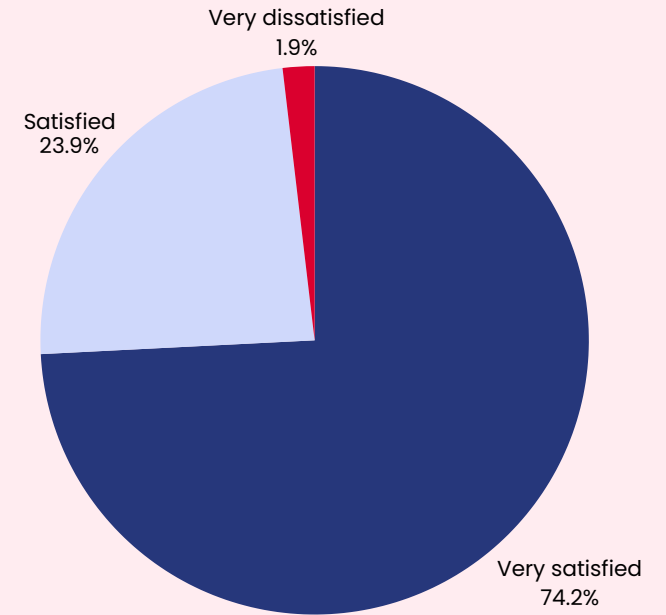
average percentage of actual re-enrolments from one session to the next

## AWARENESS

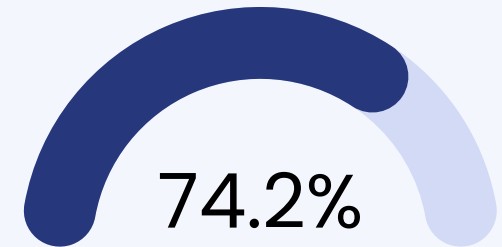
**49.1%**

of our students know us through word of mouth.

## OVERALL SATISFACTION:



## NET PROMOTER SCORE:



The Net Promoter Score (NPS), a key measure of customer loyalty, stands at 75%, reflecting exceptionally high customer satisfaction above industry average and a strong willingness to recommend our courses.



# CULTURAL Foundation



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.

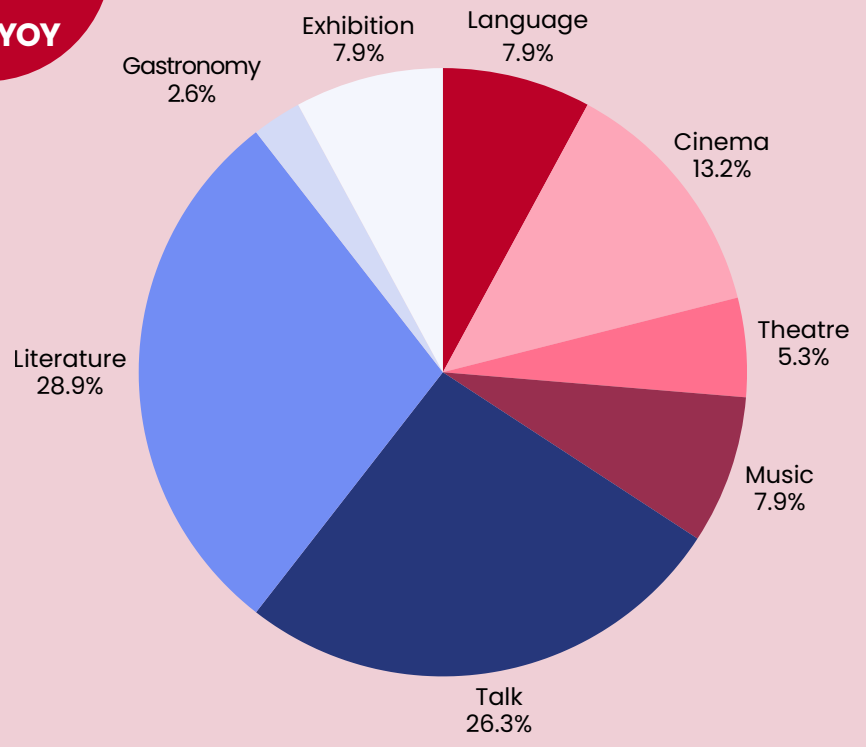
The Cultural Foundation proudly supports the annual Alliance Française French Film Festival, a collaborative effort between AFS, Alliance Française branches in Australia's capital cities, the Embassy of France in Australia, and Palace Cinemas.

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.

# EVENT HIGHLIGHTS

**39**  
events  
organised  
**+7.7% YOY**



## HARCOURT EXHIBITION



## HARCOURT STUDIO IN SYDNEY

As part of the festival, we had the exceptional privilege of welcoming Studio Harcourt to Sydney, marking the studio's first-ever visit to Australia.

For a few days, the renowned Parisian studio set up a temporary studio within the Alliance Française de Sydney premises, offering a rare and prestigious experience. The visit was further enriched by the exhibition of iconic portraits of emblematic figures from the world of cinema, displayed on our walls.

This experience remains a truly memorable highlight of the festival, made even more special as members of our own team enthusiastically took part, stepping in front of the legendary Harcourt lens.



# BASTILLE DAY

Our 2025 Bastille Day celebration was a major highlight of the year, welcoming 900+ attendees following a successful move to the Greenwood Hotel, North Sydney.

The evening featured the return of DJ Loo-e, whose French beats once again kept the crowd dancing, alongside lively Cancon performances that brought a festive Parisian flair to the night. Guests enjoyed freshly made crêpes by Four Frogs, adding a much-loved culinary touch to the celebration.

The event also included a popular raffle, with more than 800 tickets sold and 11 prizes to be won, contributing to the vibrant and convivial atmosphere.



with General Yann Latli, General Eric Ozanne, Captain Yann Le Roux, Pierre-André Imbert and Denis Morandet



# PHILO BISTRO



with Martin Juillard, Consul of France



with Cathy Wilcox

In 2025, Philo Bistro continued to be a stimulating forum for ideas, bringing together voices from across the worlds of art, literature, diplomacy and sport.

This year, Olivier Vojetta welcomed celebrated Australian cartoonist Cathy Wilcox, whose sharp and insightful work prompted reflection on society, and flautist Jane Rutter, who offered a musician's perspective on creativity, listening and the role of the arts in contemporary life.

The literary world was represented by Jean-Marie Laclavetine, from Éditions Gallimard, who shared reflections on publishing and writing. Former Consul-General of France in Australia, Martin Juillard, brought a diplomatic and personal perspective on Franco-Australian relations, while professional footballer Valère Germain offered a unique insight into life, identity and values through the lens of sport.

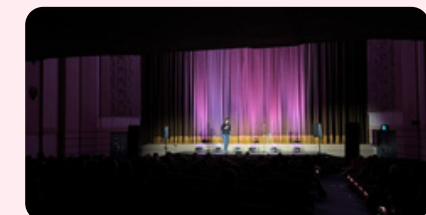


with Jean-Marie Laclavetine

# TANIA DUTEL

The event organised by the Alliance Française Australian network featuring Tania Dutel was a great success, attracting a large and enthusiastic audience in Sydney.

With her sharp, unapologetic humour and eye for everyday absurdities, Tania Dutel delivered an outstanding stand-up performance on relationships, modern life and social conventions. Her ability to turn the ordinary into incisive comedy confirmed her place among today's most compelling stand-up voices, making the evening engaging and memorable.





Her Excellency the Honourable Margaret Beazley AC KC, Governor of NSW



Biran Hillman

## 130 YEARS CELEBRATION

In 2025, the Alliance Française de Sydney celebrated 130 years of commitment to the promotion of the French language and cultural exchange between France and Australia.



Founded in 1895, the institution has continually evolved to remain a vibrant centre for learning, creativity and connection in Sydney's cultural landscape.

This landmark anniversary was marked through a year-long programme of celebratory events, highlighting both our heritage and our contemporary relevance.

Key moments included the Alliance Française French Film Festival, alongside a series of cultural events and community gatherings, offering multiple opportunities for our audiences to come together and celebrate this remarkable milestone.

In parallel, a dedicated series of interviews was produced and shared across our social media platforms, giving voice to key personalities who have shaped the life of the Alliance Française de Sydney and offering personal reflections on its history and impact.



Lyn Tuitt



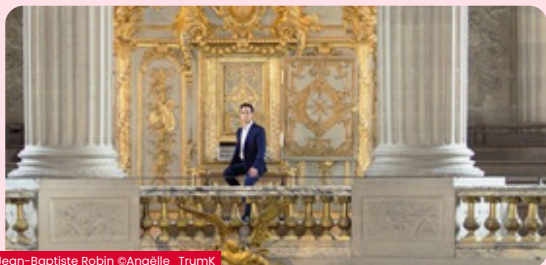
Dominique Barbeau



## FROM VERSAILLES TO SYDNEY

In September, we hosted an exceptional evening devoted to the Château de Versailles, led by Jean-Baptiste Robin, official organist of the Royal Chapel.

This immersive experience, combining heritage and music, offered our audience a privileged insight into one of France's most iconic cultural landmarks.



Jean-Baptiste Robin ©Anaëlle\_Trunk

## CHANTONS EN FRANCAIS CONTEST

We relaunched the Chantons en Français contest for its second edition, aimed at teenagers learning French across New South Wales.

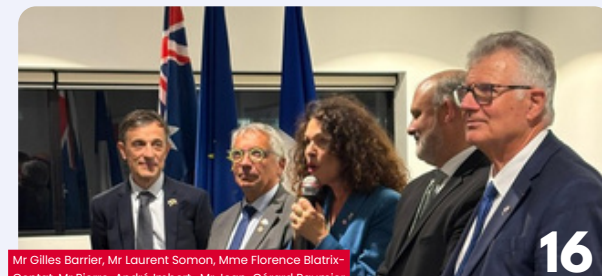
Once again, the contest proved highly successful, showcasing the talent, creativity and engagement of participating students through musical performances in French.



## OFFICIAL DELEGATION VISIT

We also had the pleasure to receive a delegation of French senators representing the France-Australia Friendship Group at the Alliance Française de Sydney, in the presence of the French Ambassador to Australia and the Consul General of France in Sydney.

The visit provided an opportunity for the delegation to gain insight into our activities and our role in promoting the French language and Francophone culture in Australia.



Mr Gilles Barrier, Mr Laurent Somon, Mme Florence Blatrix-Contat, Mr Pierre-André Imbert, Mr Jean-Gérard Paumier

# ALLIANCE FRANÇAISE FRENCH FILM FESTIVAL



Her Excellency the Honourable Margaret Beazley  
AC KC, Governor of New South Wales



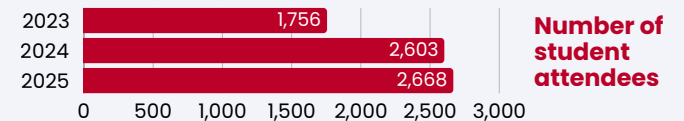
## Sydney attendees



In 2025, the Alliance Française French Film Festival (AFFF) presented 42 captivating films and delivered 6,094 screenings across 13 locations and 37 cinemas nationwide in Australia. Over five weeks of festival programming, followed by a one-week tour, the Festival achieved a total attendance of 198,893 seats filled, a remarkable 5.6% increase compared to 2024.

In the spirit of celebration, audiences were invited to rediscover timeless classics such as *Army of Shadows*, while *The Count of Monte Cristo* offered a spectacular cinematic adventure. In Sydney alone, more than 35 special events were organised throughout the Festival period, alongside over 30 school screenings, helping bring French language and culture to students across New South Wales.

In total, 2,668 students participated in the school screenings across approximately 50 schools, reinforcing the Festival's strong educational outreach.



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 in Sydney and across the national network, whose dedication made this success possible, as well as to our valued partners at the Alliance Française network, the Embassy of France to Australia, Palace Cinemas, Hayden Orpheum Picture Palace, Roseville Cinemas, Riverside Theatres Parramatta, and United Cinemas Warriewood.



# GOVERNANCE



### **FRANÇOIS ROMANET**

- President
- Committee member: Finance, Audit and Risk; Film; Partnerships and Patrons



### **HANNAH COOPER**

- Vice-President
- Chair: Building Management Committee
- Committee member: Finance, Audit and Risk



### **PATRICK COCQUEREL**

- Honorary Treasurer
- Chair: Film Committee; Finance, Audit and Risk Committee



### **DOMINIQUE BARBEAU**

(retired June 2025)

- Committee member: Marketing, Communications and Events Committee



### **ANTHONY KIERANN**

(retired June 2025)

- Committee member: Film



### **ISABELLE TOLAND**

(retired June 2025)

- Chair: Events and Partnership Committee
- Committee member: Building Management



### **JEANNE RYCKMANS**

(Retired December 2025)

- Committee member: Partnerships and Patrons Committee



### **ALISON WOOLSEY**

- Secretary
- Chair: Marketing Communications and Events Committee
- Committee member: Finance, Audit & Risk



### **AMAURY TRÉGUER**

- Committee member: Film; Marketing, Communications and Events; Partnerships and Patrons



### **NICHOLAS BAKER**

- Chair: Partnerships and Patrons Committee
- Committee member: Building Management



### **AYMERIC CABUIL**

- Committee member: Marketing, Communications and Events; Building Management



### **NATHALIE BERGER**

- Committee member: Marketing, Communications and Events; Partnerships and Patrons



### **DENISE ANDERSON**

(appointed November 2025 filling a casual vacancy)

- Committee member: Film

# OUR BOARD



AFS is a not-for-profit company limited by guarantee. As a registered charity, it is required to meet the ACNC Governance Standards. These high level principles deal with how a registered charity should be governed.

We have an engaged and dedicated Board of non-executive, unpaid directors. It is comprised of (up to) 9 people and has ultimate responsibility for managing the business of AFS.

## OUR BOARD COMMITTEES

- Finance, Audit and Risk Committee
- Marketing, Communications and Events Committee
- Film Committee
- Building Management Committee
- Partnerships and Patrons Committee (new)

Committees are comprised of Board members appointed for their relevant skills and experience. Roles and responsibilities are specified in the respective committee charter and members of the leadership team are important ex-officio participants.



# OUR TEAM

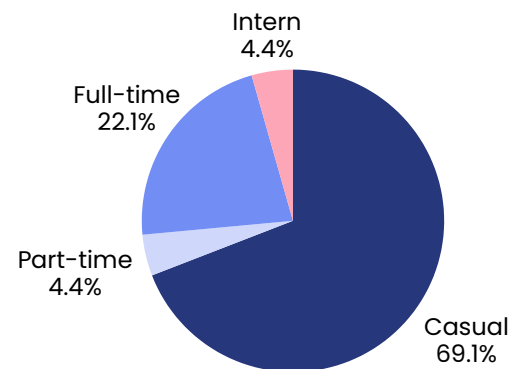
NAME	POSITION
<b>DENIS MORANDET</b>	General Manager
<b>PHILIPPE OSTERMANN</b>	Business Development Management
<b>JANINE HEWITT</b>	Finance and Administration Manager
<b>VIRGINIE LE LAY</b>	Sales and Operations Manager (until August)
<b>FLORIANE HENNEAUX</b>	Adult and Teens Course Coordinator (from August)
<b>SOPHIE JARRE</b>	Kids Course and Exams Coordinator
<b>JULIAN ESCAVABAJA</b>	Adult Course Coordinator
<b>LAURIANE DEUFF</b>	Teens Course Coordinator
<b>LOUISE ROUDIERE</b>	Marketing Coordinator
<b>HELENE CARMONA</b>	Cultural & Communications Assistant (from November)
<b>AGNIESZKA PRZYBYSZ</b>	Customer Service Officer
<b>LAURA LAVAUD</b>	Customer Service Officer
<b>ELISABETH MASCARO</b>	Customer Service Officer
<b>COLINE DARIN</b>	AFFFF Sydney Coordinator (from October)
<b>EMMA LECOURT</b>	AFFFF Sydney Festival Project Officer (until April)

Interns : Loriane Chessé, Louise Deschamps, Eva Lefeuve

## TEACHERS

Emeline Anduze	Jasmina Dufour	Elodie Le Roch
Laurent Auclair	Marie Fourticq-Esqueoute	Marine Elise Léger
Morgane Bernardino	Béatrice Gallis	Karima Mezoughem
Corinne Besse	Morgane Gaudier	Julie Monney
Fanny Cabes	Mylène Gay	Tiffany Morales
Roukaya Chaaban	Amandine Germain	Kenza Moustahlaf
Nina Coorey	Clara Hardel	Anais Perou
Blandine Crouch	Christelle Hart	Audrey Petitpierre
Liliane Cunliffe	Stacy Henin	Julie Rogacki
Olivia De Bergerac	Cécile Houillon	Louna Soufane
Marjorie Debair	Margaux Houssé	Nine Tanca
Louise Deschamps	Marilou Isnard	Lucie Vagenheim
Clara Desneulin	Vincent Jean	Delphine Seimandi-Vandon
Juliette Desquaires	Clotilde Lancereau	France Veuillet
Aurelie Doizelet	Clarisse Langlade	Mélanie-Anne Wiame
Isaline Douçot	Eva Lefeuve	

af



## STAFF COMPOSITION

# SPOTLIGHT ON PEOPLE & CULTURE INITIATIVES

In 2025, work undertaken as part of the ongoing People and Culture review continued to reinforce the organisation's commitment to workplace wellbeing, regulatory compliance and a positive employee experience.

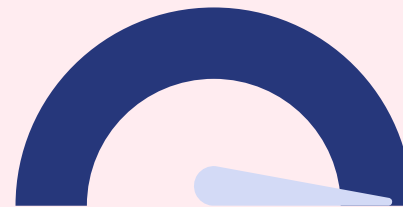
This phase built on the foundations established in the previous year, ensuring that people-focused practices remained aligned with organisational priorities and best practice standards.

In 2024, a comprehensive People and Culture review was completed, resulting in targeted structural and cultural improvements across the organisation. Key outcomes included:

- updated workplace policies and procedures
- enhancements to the performance review process
- the introduction of an Employee Assistance Program (EAP)
- a review of award coverage and remuneration, and
- the launch of an annual Employee Engagement Survey as a baseline for future measurement.

In parallel, a continued focus was placed on health and safety. Several staff members completed or renewed their First Aid and CPR certification, strengthening our ability to ensure the wellbeing of staff, students and visitors.

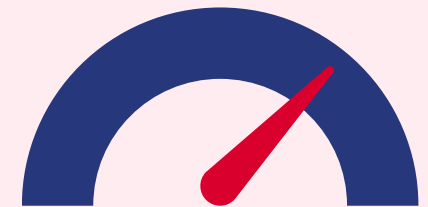
A dedicated Code of Conduct for events was also introduced, reinforcing safe, respectful and inclusive cultural experiences.



**100%** of staff would recommend AFS as a great place to work.

**11**

Staff Trained in CPR & First Aid



**49** staff members were trained in 2025

Throughout 2025, these initiatives were further consolidated and expanded.

All staff completed a Respect at Work workshop delivered by A-HA, an HR specialist provider with over a decade of cross-sector experience across Australia.

Together with our policy review and related actions, this initiative reinforced clear expectations for professional conduct, equipped employees with practical strategies for managing challenging situations, and reaffirmed our commitment to a safe, inclusive, and supportive workplace.

a-ha!



# VOLUNTEERS

Malen Aseguinolaza Eguiguren	Alafia Gadia	Sue McGary
Charlène Brault	Mathilde Hanaut	Timothée Nicolas
Celine Bruder	Vicky Hann	Lucie Peroche
Elisabeth Burke	Marie Laguerre	Emma Pignalet
Maria Caillet	Miffy Lau	Siang Wee Quek
Fabien Caro-Bernal	Richard Levasseur	Shivam Sehgal
Emma Chamouleau	Yinghua Li	Christian Soulard
Loriane Chesse	Susie Lobb	Quentin Theron
Perlie Chiu	Hayden Long	Thibaut Vacek
Coline Darin	Fiona Manning	Claire Villata
Emmanuelle Daver	Ella Mans	Kim Vo
Caroline Décamps	Enora Mantel	Kitoko Wallot
Shai Desai	Antoine Mazzucotelli	Anita Yinfaowei
Danya Ding	Christine McDonnell	



# ENVIRONMENTAL SUSTAINABILITY

As part of our ongoing dedication to sustainability, we have taken proactive steps to reduce our environmental footprint and promote responsible practices within our organisation.

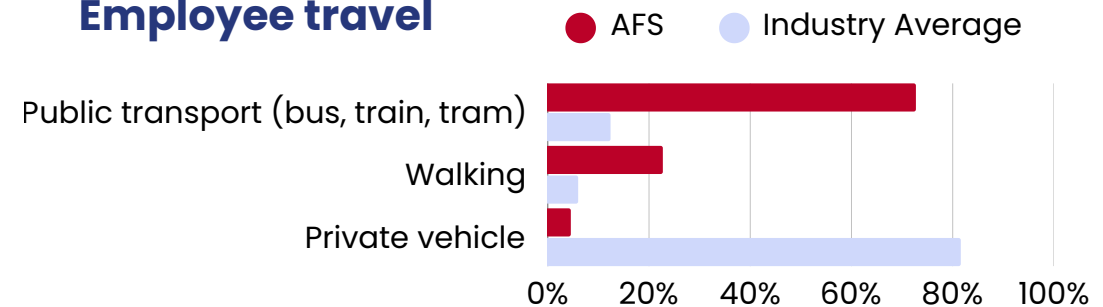
Below are some of the key actions we have implemented to support our commitment to the environment:

- Replacement of all lighting with energy-efficient LED bulbs to reduce energy consumption.
- A target of 30% of our electricity to be sourced from renewable (green) energy providers.
- An ongoing recycling program for paper and cardboard across all departments.
- Adoption of an environmental policy to guide and support sustainable practices across the organisation.



In 2025, we ran internal awareness-raising initiatives on environmental sustainability, including taking part in 'The Climate Fresk' and hosting the exhibition 'The World Without End' on our premises.

## Employee travel



# SUPPORTERS

We sincerely appreciate the support from our robust network of local businesses, cultural entities, and companies. We extend our gratitude to the generous sponsors of the Alliance Française French Film Festival, whose involvement makes an unforgettable cinema experience possible for Sydneysiders. Without their support, the Festival would not be possible.

We also warmly thank:

- Our members, friends of the Alliance Française, and our dedicated staff, whose ongoing engagement, enthusiasm and commitment are at the heart of everything we do.
- Virginie Le Lay, Sales and Operations Manager, for her six years at the Alliance Française, marked by great enthusiasm, dedication and a true passion for promoting French language.
- All members of the Board of Directors for their advice and unwavering support.
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## AF FRENCH FILM FESTIVAL 2025 SUPPORTERS



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