



Alliance Française  
*Sydney*

# ANNUAL REPORT 2024



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 more than 129 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 2024, AFS maintained a relatively stable membership base, with 1,311 members registered.

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 Alliance Française de Sydney Community,

It is a pleasure to share the highlights of another outstanding year for the AFS. In 2024, AFS reaffirmed its place as Australia's leading French language institution and strengthened its role within the global network of 829 Alliances Françaises.

With over **6,000 enrolments** and **116,545 hours of French taught**, we continued to build on the success of 2023. In the Asia-Oceania region, we proudly stand alongside key centres in Hong Kong, New Delhi, and Mumbai.

Our impact extended well beyond the classroom. AFS ranked **second in Asia-Oceania for cultural event attendance**, a reflection of the strength and diversity of our cultural programming. Over the year, we organised **36 events**, including workshops, exhibitions, competitions, and much-loved gatherings such as the Philo Bistro and Book Club.

A major highlight was the 35<sup>th</sup> Alliance Française French Film Festival—the largest French film Festival outside of France. The Sydney screenings drew **56,595 attendees across 1,476 sessions**, contributing to a national total of **188,333 attendees**, the **second-highest attendance** on record.

These achievements are the result of the dedication of our exceptional team, the generosity of our sponsors, the commitment of our volunteers, and the enthusiasm of our students and members.

Thank you for your continued support, trust, and passion for French language and culture.

Your involvement makes all the difference.

Merci for being an essential part of our journey.



François Romanet  
President



Denis Morandet  
General Manager

# 2024 IN NUMBERS

## SCHOOL



Conversation  
**+30%**

DELFL  
**+11%**

Easy-Going  
**+20%**

French for Travellers  
**+17%**



Onsite courses  
**80%\***



Online courses  
**20%\***

**116,545**

Teaching  
hours

**6,198**

Enrolments



Holiday Courses for kids  
**+77%\***

School Workshops  
**+27%\***

## CULTURAL EVENTS



**2,552**

Event  
attendees

**56,595**

AF French  
Film Festival  
attendees

**36**

Events  
organised

## MARKETING



Website  
visitors  
**+22%\***



eDM average  
opening rate  
**44%\***



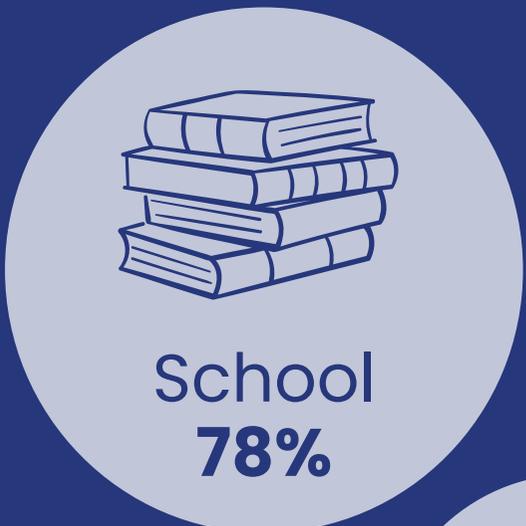
Social Media  
followers  
**+38%\***



Interactions  
**+467%\***

*\*comparison between 2023 and 2024*

# FINANCIAL SNAPSHOT



**\$3.3 M**  
Total income

**\$20 K**  
Net surplus

## REVENUE STREAMS



In summary, the AFS financial position remains strong, with consolidated net assets totalling \$4,564,866. Please see our Financial Report for full details.

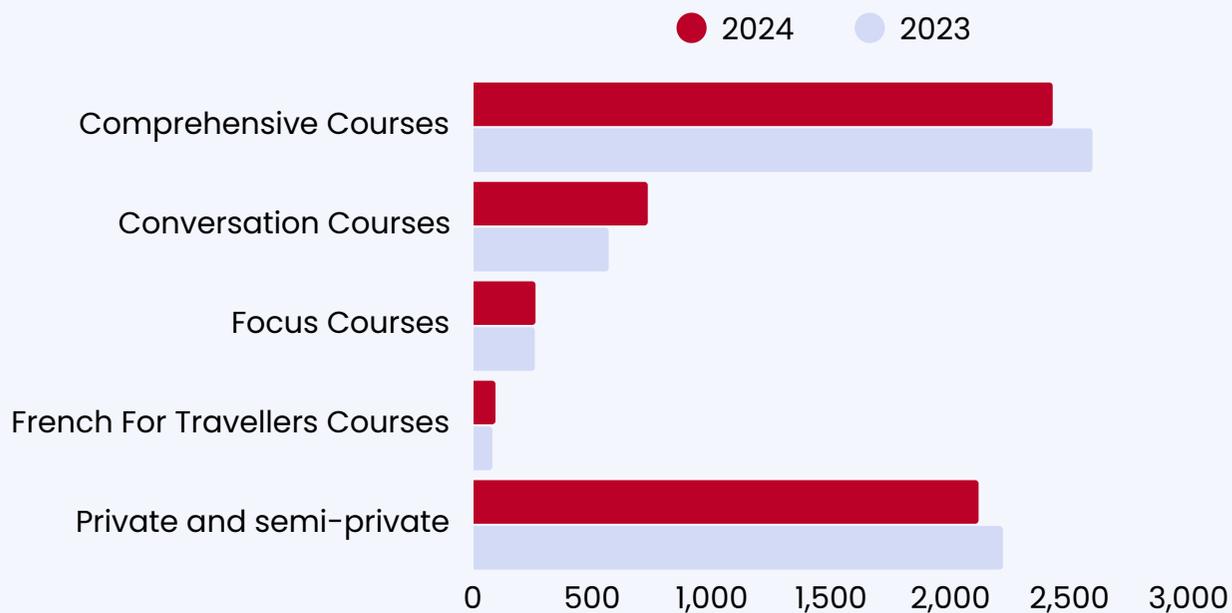
[FINANCIAL REPORT](#)



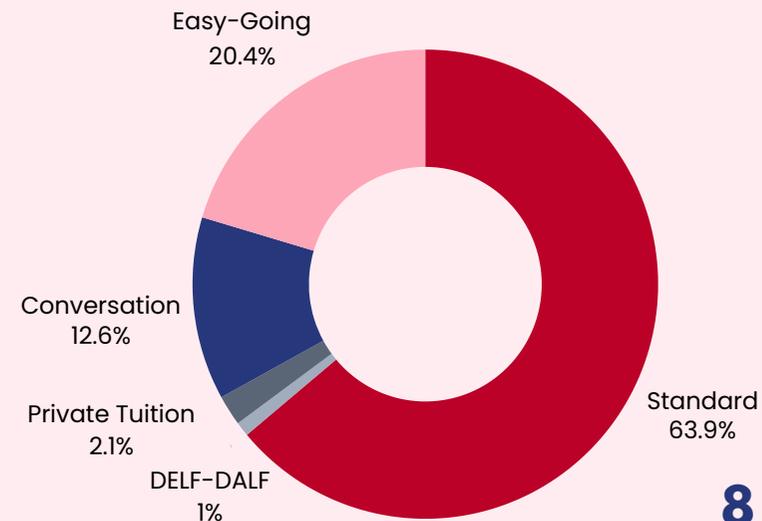
# Our SCHOOL

# ADULTS

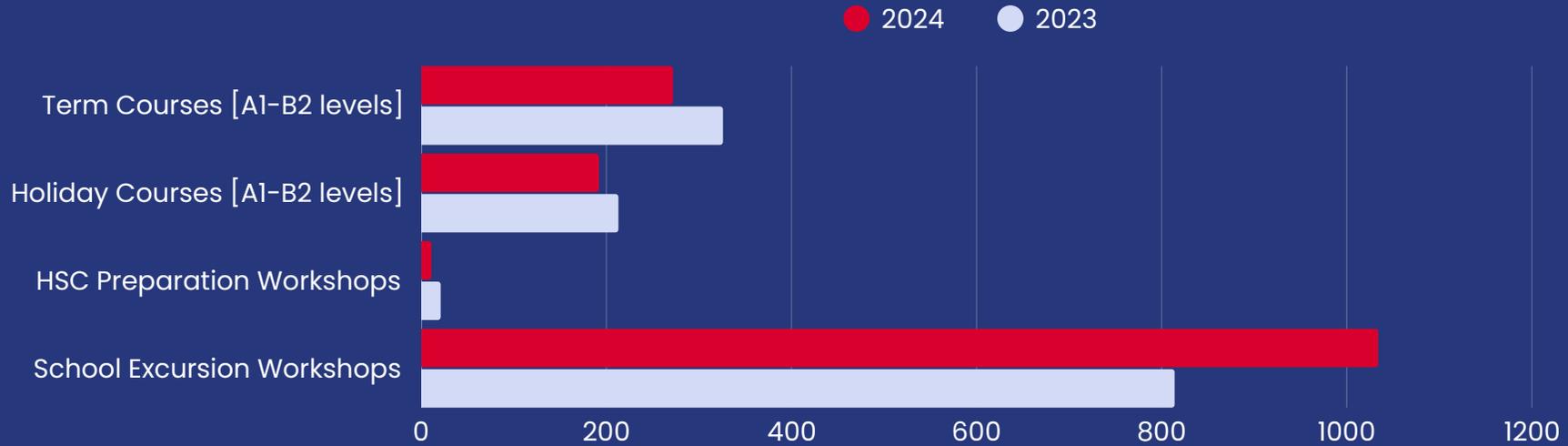
## SUMMARY OF ADULT ENROLMENTS



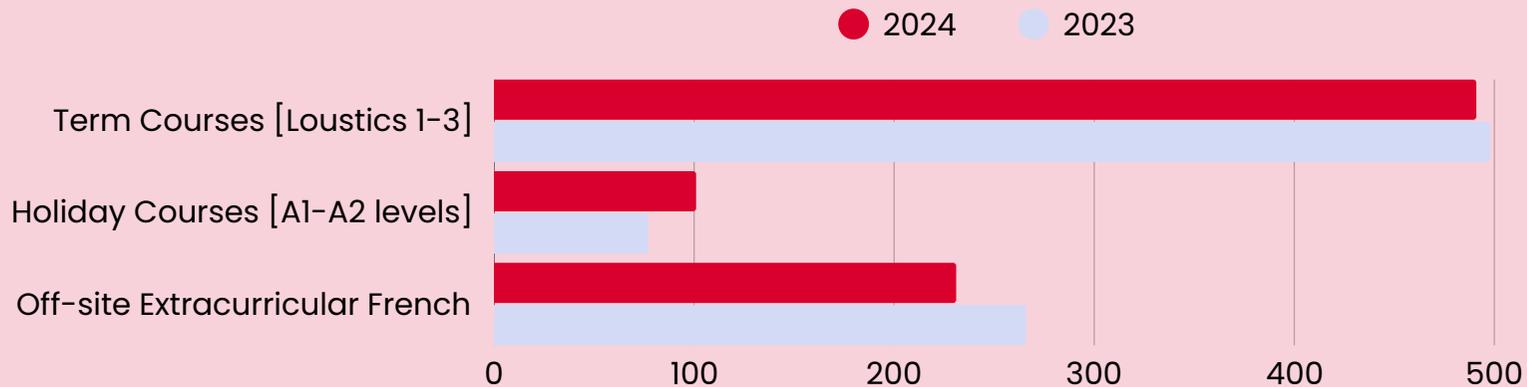
## BREAKDOWN OF TEACHING HOURS



## SUMMARY OF TEENS ENROLMENTS

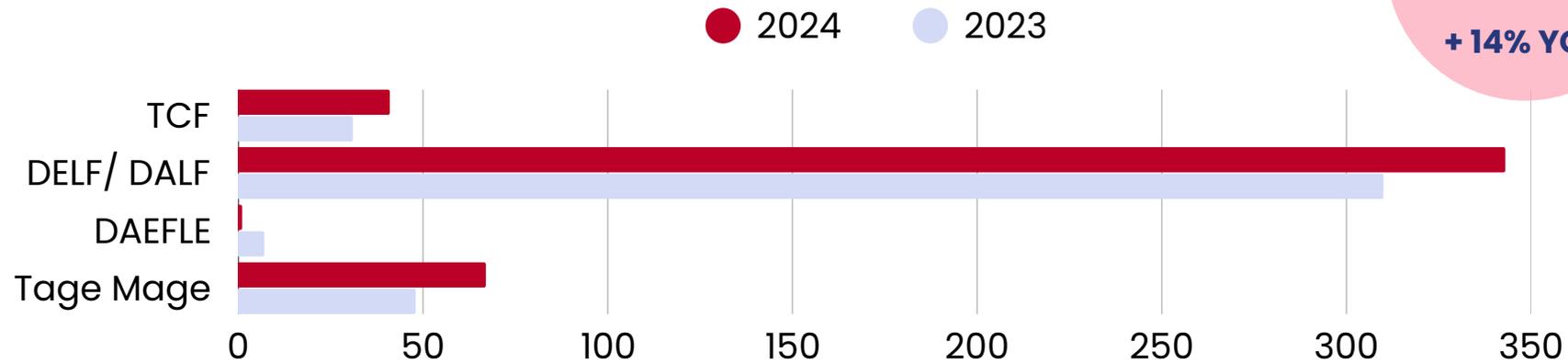


## SUMMARY OF KIDS ENROLMENTS



# EXAMS

**452**  
exams in 2024  
**+14% YOY**



# TESTIMONIALS

*"Since January, my experience at the AFS has been absolutely delightful! I am thoroughly impressed by the high quality of the courses, and I feel genuinely welcomed every time I walk through the door. Winning tickets to their French film Festival was the icing on the cake. Merci beaucoup!"*

*"Very friendly staff and well-organised."*

*"Great experience learning French with their programme."*

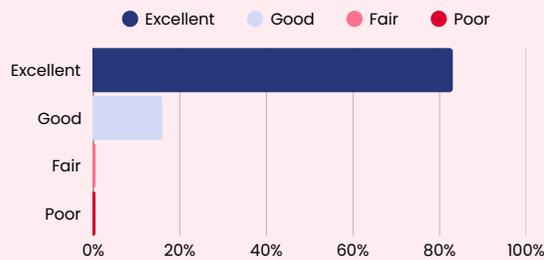
*"Thoroughly enjoying my French classes with AF Sydney. Relaxed, friendly and supportive learning environment, fantastic teachers, every lesson is très amusante!"*

*"Perfect place to learn French. Excellent teachers, good learning atmosphere, and enjoyable. Flexible and open to suggestions. I have tried to learn French at other colleges, but this is by far the best. Merci Alliance Française."*

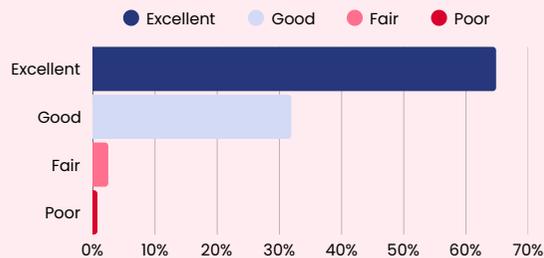
# FEEDBACK

## SATISFACTION:

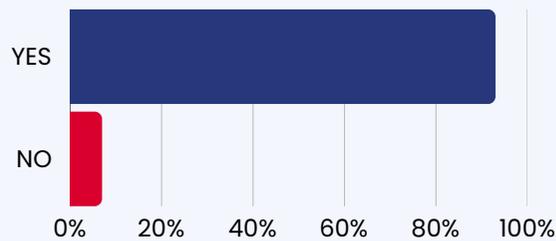
### TEACHING QUALITY



### CUSTOMER SERVICE



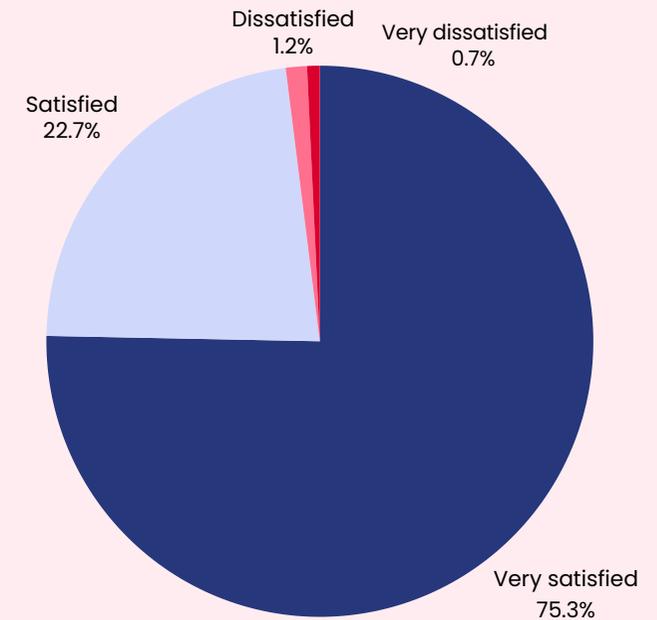
## WISH TO RE-ENROL:



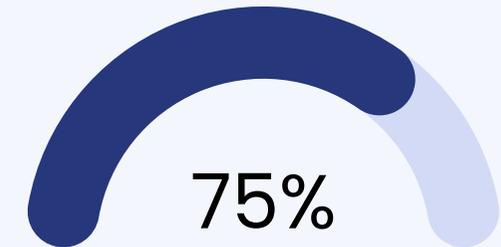
**56.3%**

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

## 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.

Our Marketing Coordinator, Louise Roudière, completed her Master's thesis on customer satisfaction among AFS students. The results revealed three key conclusions regarding their experiences:

- **Support in learning:** AFS teachers and customer service are consistently available, providing regular feedback and guidance, which are crucial to ensuring students' satisfaction.
- **Classroom environment:** AFS prioritise creating a positive classroom atmosphere and fostering effective interactions between students, which are crucial for a successful learning experience.
- **Teacher competence and feedback:** The expertise of AFS teachers, their availability for student support, and the provision of regular feedback are essential factors for student satisfaction and re-enrolment.



# 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.

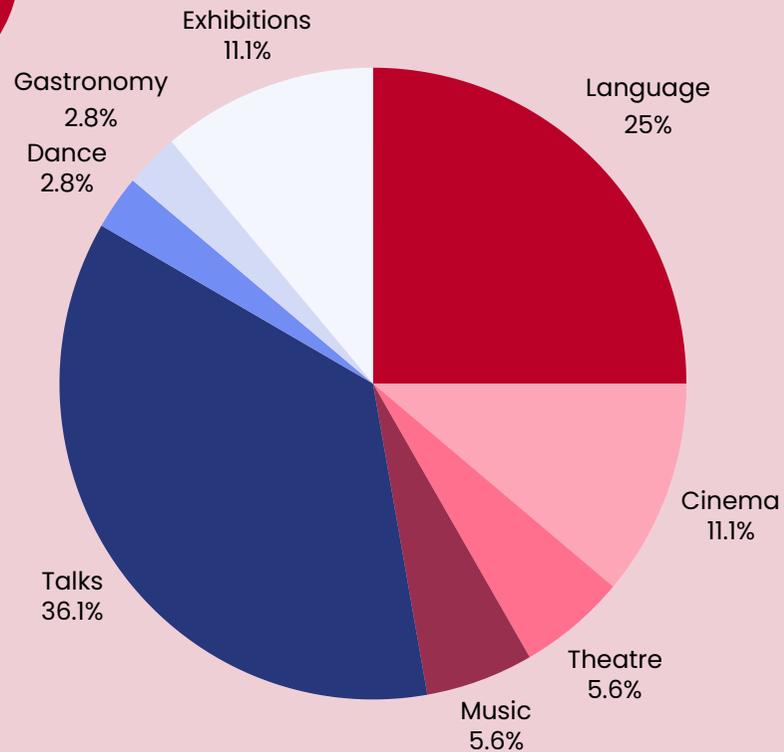
The Cultural Foundation proudly supports the annual Alliance Française French Film Festival, a collaborative effort between AFS, Alliance Française branches in Australia's capital cities, the Embassy of France in Australia, and Palace Cinemas.

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

**36**  
events  
organised



## 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.

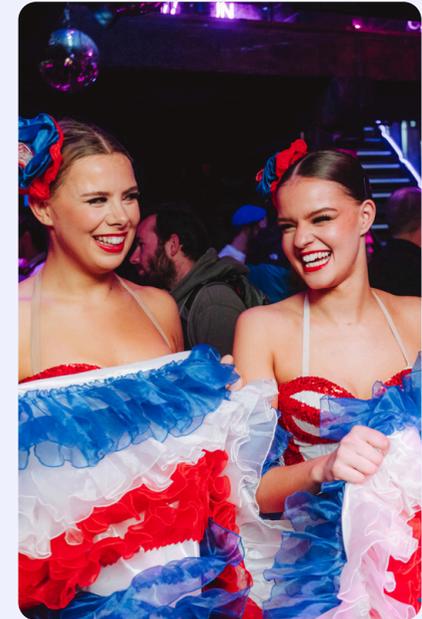


# BASTILLE DAY

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



Julia Zemiro & Olivier Vojetta



Barbara Santich & Olivier Vojetta

2024 has been another exceptional year for Philo Bistro, where philosophy, culture, and good company thrived.

From exploring AI'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.



Nelly Duret & Olivier Vojetta

# 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.



Franjo, Marie Reno & Philippe Ostermann



# 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



Maureen Kearney



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



Marc Cerdan

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.

# GOVERNANCE





### **FRANÇOIS ROMANET**

- President
- Member: Finance, Audit and Risk Committee; Film Committee



### **HANNAH COOPER**

- Vice-President
- Member: Finance, Audit and Risk Committee; Building Management Committee



### **ALISON WOOLSEY**

(appointed May 2024)

- Acting Secretary
- Member: Finance, Audit & Risk Committee



### **PATRICK COCQUEREL**

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



### **AMAURY TRÉGUER**

- Chair: Marketing and Communications Committee
- Member: Film Committee



### **DOMINIQUE BARBEAU**

- Member: Events and Partnership Committee



### **JEANNE RYCKMANS**

(appointed August 2024 filling a casual vacancy)

- Member: Events and Partnership Committee



### **ANTHONY KIERANN**

- Member: Film Committee



### **GARETH DANDO**

(retired May 2024)

- Member: Finance, Audit and Risk Committee; Marketing and Communications Committee; Film Committee



### **ISABELLE TOLAND**

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



### **LYN TUIT**

(retired May 2024)

- Member: Finance, Audit and Risk Committee; Marketing and Communications Committee; Film Committee

# 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.

We operate in an environment of increasing focus on governance and risk and throughout the year we worked on strengthening our practices.

## OUR BOARD COMMITTEES

- Finance, Audit and Risk Committee
- Marketing and Communications Committee
- Events and Membership Committee
- Film Committee
- Building Management Committee (ad hoc)

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.



PEOPLE

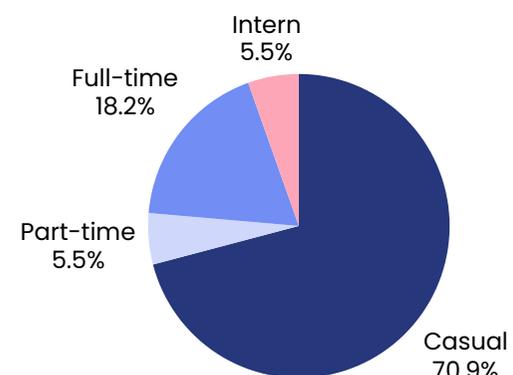
# OUR TEAM



NAME	POSITION
<b>DENIS MORANDET</b>	General Manager
<b>PHILIPPE OSTERMANN</b>	Business Development Management Consultant
<b>JANINE HEWITT</b>	Finance and Administration Manager (from December)
<b>DOMINIQUE GIOVANANGELI</b>	Finance and Administration Manager, Board Secretary, Retired
<b>VIRGINIE LE LAY</b>	Sales and Operations Manager
<b>SOPHIE JARRE</b>	Kids Course and Exams Coordinator
<b>LAURIANE DEUFF</b>	Teens Course Coordinator
<b>LOUISE ROUDIÈRE</b>	Marketing Coordinator
<b>JULIAN ESCAVABAJA</b>	Permanent Teacher
<b>MATHILDE HAUWAERT</b>	Permanent Teacher (until July)
<b>AGNIESZKA PRZYBYSZ</b>	Customer Service Officer
<b>LAURA LAVAUD</b>	Customer Service Officer
<b>ELISABETH MASCARO</b>	Customer Service Officer
<b>LOURDES RAMIREZ SANCHEZ</b>	AFFFF Sydney Festival Project Officer (until April)
<b>EMMA LECOURT</b>	AFFFF Sydney Festival Project Officer (from October)

TEACHERS		
Amaury Abbas	Aurélie Doizelet	Judith Lerich
Emeline Anduze	Jasmina Dufour	Léna Lorsché
Morgane Bernardino	Béatrice Gallis	Céline Martinat
Corinne Besse	Morgane Gaudier	Karima Mezoughem
Roukaya Chaaban	Aurélia Guitard	Tiffany Morales
Ségoène Compain	Julian Hannuna	Anaïs Pérou
Najwa Coorey	Christelle Hart	Maurane Pla
Blandine Crouch	Stacy Henin	Delphine Seimandi Vandon
Liliane Cunliffe	Margaux Houssé	Lucie Vagenheim
Olivia De Bergerac	Margaux Jean	Cédric Vandamme
Marjorie Debair	Vincent Jean	Thibaut Veillard
Pauline Denquin	Elodie Le Roch	France Veuillet
Juliette Desquaires	Elise Marine Léger	Mélanie-Anne Wiame

Interns : Martin Boudeville, Loriane Chessé, Lucie Vagenheim



## STAFF COMPOSITION

# SPOTLIGHT ON PEOPLE & CULTURE INITIATIVES

In 2024, members of the Finance, Audit and Risk Committee worked alongside the General Manager in responding to the Australian Government's workplace law reform agenda and, more broadly, conducting a People and Culture review.

This work included:

- enhancements to the organisation's approach to sexual harassment and sex-based harassment in light of the new positive duty to eliminate sexual harassment in the workplace. Initiatives included an updated policy, staff training and the placing of posters in classrooms promoting our strong position on sexual harassment and unacceptable behaviour more broadly.
- selection and appointment of an Employee Assistance Program (EAP) provider (MindFit).
- a review of all workplace policies (conducted with Peninsula - external HR advisor).
- a detailed review of relevant industrial award application and pay for both casual and permanent staff.
- enhancements to the employee performance review process.

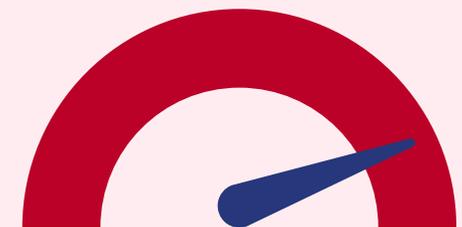
An exciting development in late 2024 was the launch of an annual Employee Engagement survey. Such an exercise offers an opportunity to check-in on our employees' level of engagement, satisfaction and wellbeing. It is designed to help the Board and management team uncover important trends and help inform the employee experience. The first survey results form an important baseline for tracking progress over time.

## SOME KEY FINDINGS FROM THIS INITIAL SURVEY WERE AS FOLLOWS:

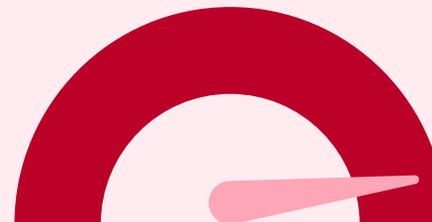
**73%**  
response rate



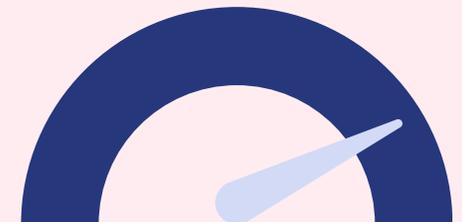
**93.1%** of staff believe AFS values are clearly defined.



**86%** of staff feel that AFS cares about the health and safety of its employees at work.



**93.1%** of staff report receiving regular feedback on student satisfaction.



**82.8%** of staff would recommend AFS as a great place to work.

# VOLUNTEERS

Vida Amahdi	Danya Ding	Fiona Manning
Joel Bell	Annaelle Gicquel	Enora Mantel
Celine Bruder	April Handley	Sue McGary
Izabella Brzozowska	Vicki Hann	Mary Nguyen
Joan Buckley	Nour Hedadji	Anne-Sophie Poujol
Elisabeth Burke	Christine Kazub	Kaitlyn Stevenson
Sarah Byczkowski	Valerie Kuczek	Quentin Theron
Maria Caillet	Charlotte Launay	Claire Tissot
Bianca Rodriguez Carleton	Richard Levasseur	Claire Villata
Fabien Caro-Bernal	Susie Lobb	Kim Vo
Kate Cottam	Caitlin Magyar	Ziwen Zhou
Shai Desai		



# ENVIRONMENTAL SUSTAINABILITY



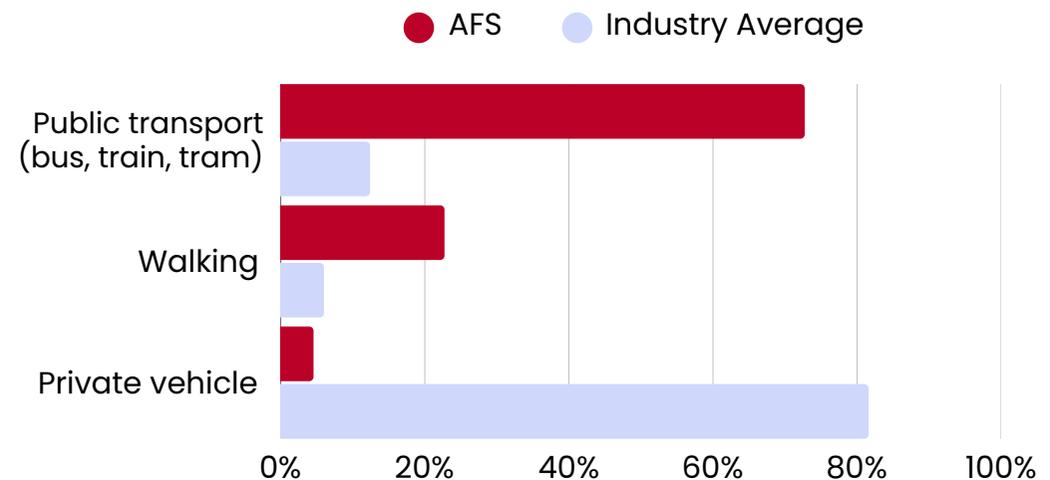
As part of our ongoing dedication to sustainability, we have taken proactive steps to reduce our environmental footprint and promote responsible practices within our organisation.

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.

We do not have significant negative environmental impact given the nature of our business. However, we have sought to establish a baseline for our status and footprint (see for example our travel footprint below) and will look to identify opportunities for improvement.

## 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.

Special thanks to our Alliance Française French Film Festival friends, Guillaume Brahimi, David Wenham, Samantha Lang and Phillip Noyce, whose expertise, and generosity, both behind the scenes and centre-stage, have significantly contributed to the Festival's success.

We also acknowledge Her Excellency, the Honourable Margaret Beazley AC KC, Governor of New South Wales, and the Parliamentary Friends of France in NSW, especially the President, the Hon. Natalie Ward MLC, for their support.

Our thanks to Martin Juillard, Consul General of France in Sydney, for his presence at many of our events, and the French Embassy for their support.

We express our gratitude to all members of the Board of Directors for their advice and unwavering support.

## AF FRENCH FILM FESTIVAL 2024 SUPPORTERS



## AFS SUPPORTERS



2024



257 Clarence St Sydney, NSW 2000  
Phone (02) 9292 5700

Website: [afsydney.com.au](http://afsydney.com.au)  
Email: [enquiries@afsydney.com.au](mailto:enquiries@afsydney.com.au)

A.B.N. 23 151 008 606  
A.C.N. 000 783 139