



Alliance Française

*Sydney*

2019

# ANNUAL REPORT

Alliance Française de Sydney

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

## About Us

The Alliance Française de Sydney (AFS) is an independent, not-for-profit language and cultural organisation promoting Franco-Australian exchange. With 120 years' experience in teaching French, the AFS offers a wide range of French courses and services for all levels and ages at its CBD and Chatswood locations.

With an ambitious mission to spread the French language and culture well beyond the borders of France, it is one of 834 Alliances Françaises in 135 countries all over the world and the most highly-regarded school for learning French in Sydney.

Situated in the heart of Sydney in an attractive building designed by the famous architect Harry Seidler, the AFS

offers French courses, holds cultural events and includes a media centre and a French café. The Alliance Française de Sydney also offers French courses to North Sydneysiders with classes for kids at the Dougherty Community Centre in Chatswood.

Since 1989, the AFS has organised the annual Alliance Française French Film Festival (AFFFF). This prestigious festival has become a very important event in Australia with an exponential increase in attendees every year. In 2019, 197,093 tickets were sold across Australia, with 65,505 of those for screenings in Sydney. The AFFFF is the most important event in the extensive range of events organised by the company.

### Our mission is to:

- 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 values:

- The Alliance Française de Sydney embraces diversity and promotes understanding of cultural diversity through its extensive range of events and experiences
- We collaborate closely with other organisations which share the traditional French values of 'liberty, equality and fraternity'
- We are apolitical but steadfast in our desire 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



# Contents

About Us .....	2
Our mission .....	2
Our values.....	2
Contents .....	3
Highlights .....	4
President's Report.....	7
General Manager's Report .....	8
Financial Report.....	9
Objectives & Activities.....	10
Language School .....	10
Alliance Française French Film Festival.....	12
Events .....	14
Media Centre .....	16
Exams .....	17
Building.....	17
Challenges.....	18
Structure & Management .....	18
People .....	18
The Board & Governance.....	21
Acknowledgments .....	22
Supporters.....	22
Members.....	24
History .....	26
Contact Us.....	28

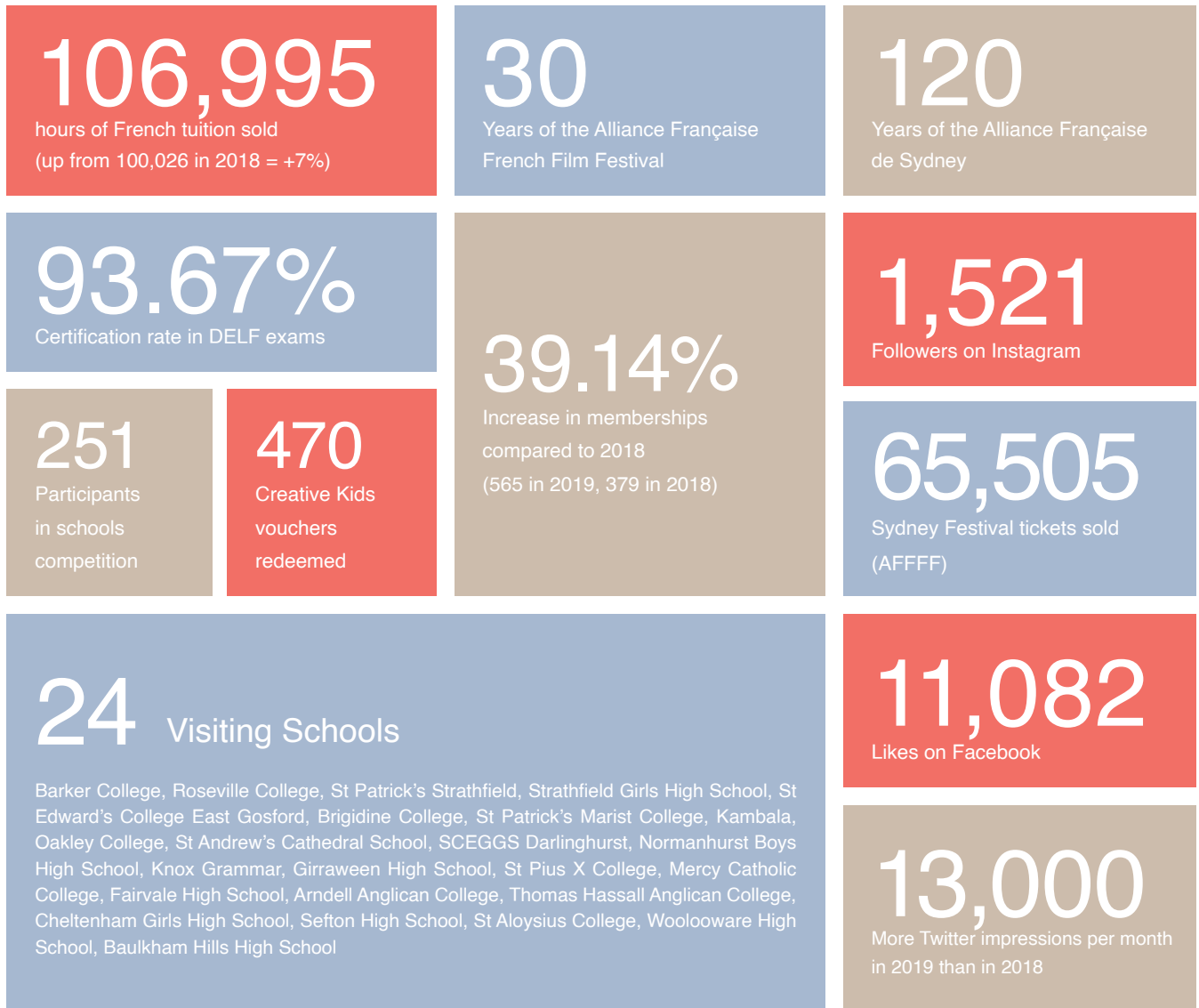


Alliance Française

*Sydney*

# Highlights

## The Alliance Française de Sydney - 2019 at a glance



## Fondation Alliance Française international network figures 2018





Anne Boillon, Consul-General of France at Alliance Française de Sydney 120 Anniversary Opening Soiree



Alliance Française de Sydney 2019 Bastille Day celebrations at The Argyle



Alliance Française de Sydney 2019 Bastille Day celebrations at The Argyle



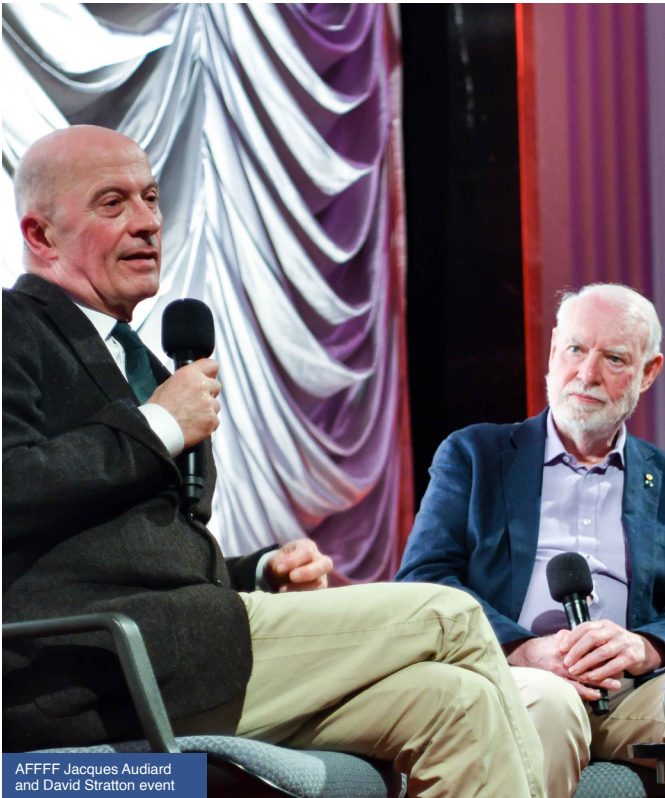
H.E. Christophe Penot (left), Ambassador of France to Australia, Lyn Tuit (centre), President of Alliance Française de Sydney at the Opening Gala of the 30th Anniversary Alliance Française French Film Festival



Frank Ribout, General Manager of FACCI at Alliance Française de Sydney 120 Anniversary Opening Soiree with FACCI and Le Courier Australien

“The Alliance Française de Sydney is a wonderful resource centre for anyone wishing to develop and enhance their knowledge of French language and culture. It is a French oasis in the heart of Sydney, recommended highly by NAFT (NSW Association of French Teachers) for both teachers and students of French.”

NSW Association of French Teachers



AFFF Jacques Audiard and David Stratton event



School-Excursion – St Edward's College



Alliance Française de Sydney 2019 Bastille Day celebrations at The Argyle



School-Excursion – Brigidine College



Alliance Française de Sydney 120 Anniversary Event: "Opening Night Soirée", with FACCI and Le Courier Australien

## President's Report

It's fitting that the AFS is able to announce strong results in its 120<sup>th</sup> anniversary year with an 11% increase in overall sales. These results that can be attributed to a highly-motivated staff, keen students, engaged members and a dedicated board of directors. And it is that combination which has made the AFS the family that it is and ensured the company's longevity.

Philippe Ostermann, the AFS' General Manager, worked in tandem with the company's departed Deputy General Manager Laurie-Anne Pecqueux and her replacement Denis Morandet as Director of Studies to achieve an overall increase of 7% in course enrolments for 2019 compared to 2018. Our teachers are also to be applauded for their excellent work in delivering high-quality programs which are fundamental to the AFS success.

Not only have we been offering the best of French language tuition in Sydney for 120 years, 2019 also heralded the 30<sup>th</sup> anniversary of the Alliance Française French Film Festival, the biggest celebration of French cinema outside France with over 65,000 tickets sold in Sydney. The success of the Festival is testament to the support of our partners, sponsors, audience, and the French Embassy in Australia without whom such a festival would not be possible.

Members are the lifeblood and owners of the Alliance Française, so it was pleasing to see an increase of 39% in membership renewals after several years of decline. A carefully-curated program of over 40 events, generous member offers, and an enhanced engagement strategy have contributed to this outcome.

The company's financial results can be found on page nine. Key results can be summarised as follows:

- The company continued to generate cash from operating activities with a net figure of \$167,353. The net cash position taking into account the bank debt of \$350K was \$287,000, compared with \$139,000 in 2018.

- EBITDA was \$216,751 compared with \$267,041 in 2018

- The company reported a net accounting loss of \$366K after recognising provisions and depreciation expenses relating to the building and equipment therein totalling \$583K

The board of directors provides the guidance and continuity which are vital in an organisation which faces a change in its leadership structure every three to four years. In 2019, the board focussed on improving governance and revitalising the organisational structure. As the President, I'm particularly grateful for their efforts and would like to thank them for their hard work, advice and support.

The AFS is not without its challenges, some of which are outlined in the General Manager's report and elsewhere in the report. The building is now requiring increased maintenance and opportunities to grow the business are limited due to space. Innovation in marketing and thinking outside the square will be key to our future and ongoing success.

**Lyn Tuit,**

President, Alliance Française de Sydney

## General Manager's Report

“This was an historic year for the Alliance Française de Sydney as the company celebrated its 120<sup>th</sup> anniversary.”

2019 was marked by tremendous increases in hours sold throughout the various branches and activities of the company. In all, a total of 106,000 hours of French tuition was undertaken throughout the year by over 5,200 students of all ages and levels, representing an overall increase of 7% on the previous year. The company witnessed a 4.3% increase in adult courses, 50% increase in teenagers' courses and 15% increase in kids' courses. These exceptional results are a credit to the entire teaching team, who worked under the direction of Laurie-Anne Pecqueux until August 2019 and under Denis Morandet thereafter.

Membership numbers were also significantly increased in 2019, showing a 39% increase compared with the previous year. The Alliance Française de Sydney is very conscious of the important role that its 565 members play within its community. The company's team works continuously to reward and thank members for their active participation in the AFS' activities. Among the renewed benefits, offers and partnerships this year was a competition providing two members with the chance to win a return ticket to France, courtesy of our partner Air France.

The second major milestone of the year was the 30<sup>th</sup> anniversary of the Alliance Française French Film Festival (AFFFF). Presented in association with the Embassy of France in Australia, in partnership with Palace Cinemas and the Hayden Orpheum Cremorne, and organised in cooperation with branches of the Alliance Française in five other capital cities across Australia, this is the largest French film festival outside of France. This was another record season for the AFFFF, with 200,000 tickets sold (representing an increase of 6% on the previous year), 50 films and 4,300 screenings across the country. In Sydney alone, 65,000 tickets were sold to cinephiles to experience the inventiveness of French cinema between 5 March and 10 April – an increase of 11% from 2018.

We are particularly grateful for the ongoing support of the French Embassy in Australia. This year, the Embassy's

Regional Security Officer conducted an audit of the security of the Alliance Française de Sydney's building and as a result, the Embassy subsidised the installation of a new CCTV system on our premises.

This year also marked an important addition to our library with the unveiling of a new section dedicated to highlighting the richness of Kanak art and culture. Over 100 works from authors including Déwé Gorodé, Léopold Hnacipan and Paul Wamo are available for students and members to enjoy. We are very grateful to the New Caledonia Delegation in Australia, based at the French Embassy in Canberra, for providing this welcome addition to our library catalogue.

After many successful years of our branding being associated with internationally-renowned artist Kanako, we introduced a new graphic identity with the appointment of illustrator, Adolie Day. This is a unique style which integrates real objects onto line drawings, and will be seen throughout our promotional materials in the coming years.

Our successes, achievements and advances this year have not come without challenges. The increasing number of students undertaking French studies at the Alliance Française de Sydney highlights the growing shortage of classroom space, particularly during the evening sessions. Capital investment is required to refresh our classrooms with new furniture and carpet, and an additional five electronic smartboards are yet to be purchased to complete equipment upgrades. Solutions to limited administrative floorspace and an understaffed administrative team, particularly during the AFFFF period, are yet to be found.

We are also constantly faced with the challenges of finding qualified teachers, particularly for classes in our nine external partner schools. Limited visa opportunities result in a relatively high turnover of staff who are often admitted to the country on 6-month working holiday visas.



Bakers Maison, the café operator, halted activity at the end of the year, citing inability to reach its targeted turnover. The small kitchen sits in a recessed position from the street, favouring tenants with a greater takeaway offer and a strong marketing identity. We were able to contract a new operator, Wholegreen Bakery which has developed a strong reputation over the last five years for creating delicious savoury and sweet baked goods that are totally gluten-free. Recently, they won Gold at the Sydney Fine Food Awards with their chef who is French. We look forward to their tenancy in the new year.

Once again, this year, the Alliance Française de Sydney was honoured to welcome many prestigious guests. Among these was the delegation of the Hauts de France, chaired by Mrs Mady Dorchies Brillon and Mr Joseph Zimet on the occasion of the Merci Australia event. On 25 February, Madame Anne Genetet, Member of Parliament

for French Abroad was also welcomed. The company received the visit of the delegation from French Polynesia during the South Pacific business meetings, composed of Mr Christophe Pleet and Mr Cyrille Dubois, and signed the triennial agreement of objectives and means between the French Embassy in Australia and the Alliance Française de Sydney with H.E. Christophe Penot, Ambassador of France to Australia.

**Philippe Ostermann,**  
General Manager, Alliance Française de Sydney

## Financial Report

To view the financial report, please click [here](#)



Bertrand Pous (left), Head of Culture, Education, Science & Technology, H.E. Christophe Penot (centre), Ambassador of France to Australia at the signing of the three-year agreement between the Embassy and AFS at the Embassy of France in Canberra



Delegation from French Polynesia, composed of Mr Christophe Pleet (left) and Mr Cyrille Dubois (centre)



Madame Anne Genetet (centre), Member of Parliament for French Abroad

# Objectives and Activities

## Language School

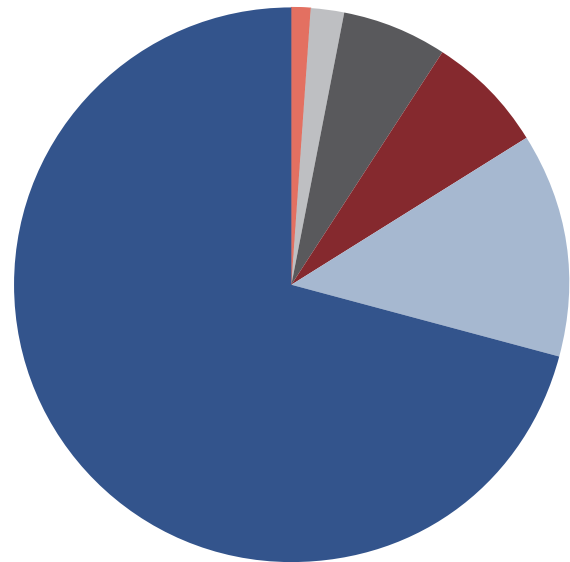
In its 120<sup>th</sup> year, the Alliance Française de Sydney maintained its position as the premier French language school in Sydney. The company’s unrivalled wealth of experience, refined pedagogical approach, substantial range of learning opportunities and commitment to high-quality education have led to continued growth.

By the close of 2019, 106,995 hours of French tuition had been undertaken at the Alliance Française de Sydney, representing an increase of 7% from the previous year. The attractiveness of AFS’ adult offer was enhanced through additional sessions of the popular Essentials workshops, a transition to the more supportive and enriching Cosmopolite textbooks, and a partnership with Frantastique offering daily grammar minilessons on students’ smart devices.

The Teens Term Courses became instantly more accessible following a reconsidered starting time, resulting in a 73.5% rise in enrolments. The creation of a “Pre-Teens” level improved enrolments in Kids Term courses, while the integration of DELF Prim preparation into Kids Holiday Courses also proved an attractive development. In all, the students’ positive learning experiences and the high quality of the courses lead to increased enrolments.

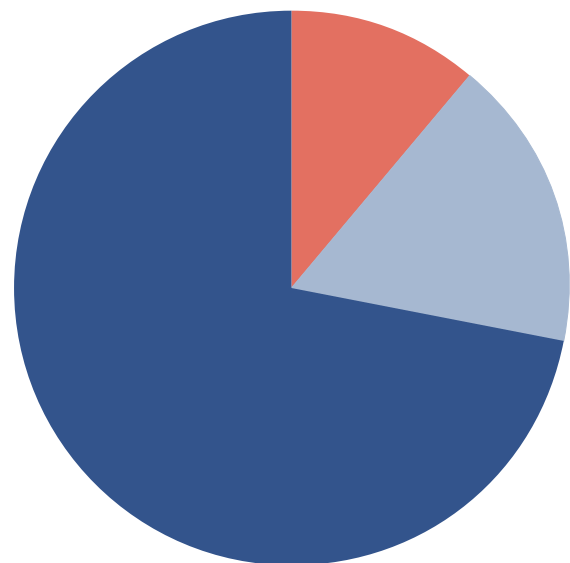
In 2019, the company became an accredited provider of Creative Kids programmes under Service NSW’s rebate. Under this scheme, \$100 vouchers were made available to all students enrolling in a range of kids and teens courses. Families saved a total of \$44,700 on enrolments at the Alliance Française de Sydney throughout the year. Additionally, the NSW Education Standards Authority (NESA) renewed its endorsement of the company as an accredited provider of teacher professional development.

The Alliance Française de Sydney also embraced external teaching, taking quality French language instruction to companies, organisations and schools across the capital. Bouygues Construction Australia, Natixis, The Iconic and BNP Paribas undertook a range of adult courses and private tuition packages, while The Queen’s Club offered multiple language courses to its members. Nine state primary schools adopted AFS’ extracurricular program bringing the French language and culture to students on campus.



BREAKDOWN OF HOURS SOLD IN 2019

- ADULTS 71%
- KIDS 13%
- TEENS 7%
- EXTERNAL SCHOOLS 6%
- PRIVATE 2%
- SCHOOL WORKSHOPS 1%



BREAKDOWN OF ADULT HOURS SOLD IN 2019

- STANDARD 71%
- EASY GOING 13%
- CONVERSATION 11%

## Summary of Enrolments 2019

Course by type	2018	2019	Difference
<b>Adult Courses</b>			
General French Courses [A1.1-C2 levels]	2,664	2,767	+5.6%
Conversation Courses [A2-C2 levels]	480	512	+6.5%
Focus Courses	118	121	+2.5%
French For Travellers Course	65	71	+8.8%
<b>Teens Courses</b>			
Teens Term Course [A1-B2 levels]	116	288	+73.5%
Teens Holiday Courses [A1-B2 levels]	238	242	+1.7%
<b>Kids Courses</b>			
Kids Term Courses [Loustics 1-3 Levels]	557	634	+13.2%
Kids Holiday Courses [A1-A2 levels]	86	106	+23.3%
<b>Private Tuition</b>			
Private and semi-private	2,497 (hours sold)	2,325 (hours sold)	-6.9%
<b>French for School Groups</b>			
School Excursion Workshops	955	709	-25.4%
Off-site Extracurricular French	5,685 (hours sold)	5,970 (hours sold)	+5.0%
Schools Competition	0	251	
<b>Courses undertaken for NESAS Teacher Professional Development</b>			
Carnet de Vacances (Held in conjunction with NSW Department of Education and Association of Independent Schools NSW)	230 (hours sold)	310 (hours sold)	+29.6%
Adult Courses	0 (hours sold)	108 (hours sold)	

## The Alliance Française French Film Festival

2019 marked the 30<sup>th</sup> anniversary of the Alliance Française French Film Festival (AFFFF) and was another record season. Once again, the AFFFF enhanced its reputation for high-quality programming thanks to the diversity and range of films selected, the dedication of the venue partners, the sponsors and the AFFFF's long-term and loyal audience as well as new enthusiasts of French cinema.

This milestone within the Australian cultural calendar is organised by the Alliances Françaises de Sydney, Melbourne, Canberra, Brisbane, Adelaide and Perth in association with the Embassy of France in Australia and in partnership with Palace Cinemas and Hayden Orpheum Cremorne. From 5 March to 10 April, close to 64,000 tickets were sold in Sydney. Nation-wide, the AFFFF remains the premier French film festival outside of France, the biggest intercity film festival and the largest French cultural event in Australia. This success can be attributed not only to the love story between France and Australia but also to the strong and long-term partnerships that have been forged throughout the years with sponsors, partners, distributors and other participating organisations that have continued to support the AFFFF.

The AFFFF teams rejoiced in celebrating the 30<sup>th</sup> anniversary of the AFFFF with new projects and initiatives: a new website, more special events, new partnerships and collaborations, and more tailored sponsorship packages. The AFFFF reinforced its public relations strategy, extended its communication campaigns and strengthened targeted marketing. Thirty special events were organised in Sydney, bringing new formats such as “babes in arms” screenings, jazz nights and family sessions. This anniversary season also featured one of the richest and most extensive film selections that the AFFFF had ever seen.



AFFFF 2019 Gift Bag



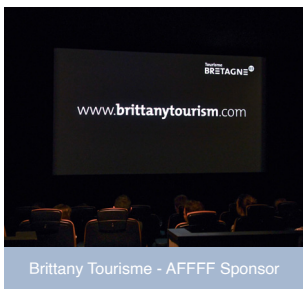
Trenel - AFFFF Sponsor



Bordeaux & Beyond - AFFFF Sponsor



New Caledonia - AFFFF Sponsor



Brittany Tourisme - AFFFF Sponsor



Canada - AFFFF Sponsor



Avène - AFFFF Sponsor



AFFFF 19 Artwork



L'Or - AFFFF Sponsor



Tefal - AFFFF Sponsor



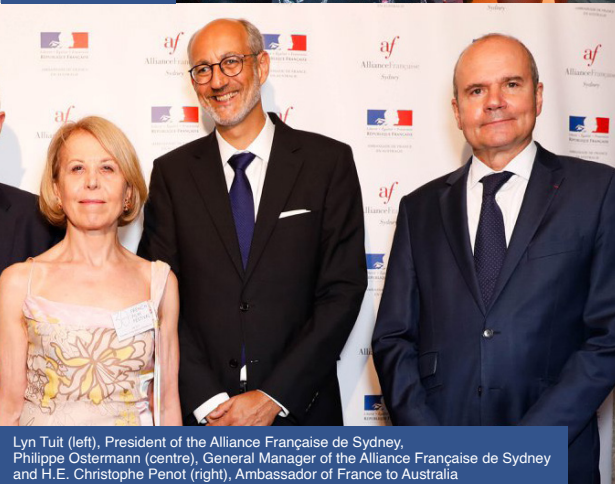
AFFF Sydney 2019 Opening Night Gala



Gilles Lellouche, guest at the AFFF



AFFF Sydney 2019 Opening Night Gala



Lyn Tuit (left), President of the Alliance Française de Sydney, Philippe Ostermann (centre), General Manager of the Alliance Française de Sydney and H.E. Christophe Penot (right), Ambassador of France to Australia



AFFF Jacques Audiard and David Stratton event

## Events

The Alliance Française de Sydney offers a rich calendar of cultural events for members and supporters, with Bastille Day being the most important of these after the AFFFF. Each month, its CBD location is abuzz with 300 guests attending cocktail soirees, exhibitions, talks, presentations from acclaimed authors, wine tastings, workshops and more. In 2019, there was a total of 34 cultural events organised by AFS.

To commemorate the special occasion of the Alliance Française de Sydney’s 120-year anniversary, a programme of events was hosted between mid-September and mid-October. A discussion by Klorane and Avène on the allure of French beauty, a presentation by leading bilingualism researchers Dr Robyn Maloney and Dr Alice Chic, and a trivia night presented in partnership with FACCI and Le Courier Australien were among some of the curated events.

Other highlights from this year’s calendar included the annual unveiling and tasting of the Beaujolais Nouveau wine with Maison M. Chapoutier, the “Almost French” and “Almost Australian” round-table discussions with pioneering women, kids baking masterclass and comic drawing workshop, the “Amazing Taste of France” talk with Gabriel Gaté, and Benedicte Belzung’s unique “The Land is Talking” exhibition showcasing some of the greatest contemporary Indigenous Australian artists.



Chef Gabriel Gaté



Barayuwa, Australian Aboriginal Artist Exhibition "The Land is Talking"



Winners of the School Competition



Lillo Teodoro Guarneri (left), Director of Istituto Italiano di Cultura Sydney, with Philippe Ostermann (right), General Manager of the Alliance Française de Sydney



Alliance Française de Sydney 120 Anniversary Event : "Opening Night Soirée", with FACCI and Le Courier Australien

## List of Events:

- Art Conference: “Modern Masters from the Hermitage” with Anne Gérard-Austin, Art Gallery of NSW
- Author talk: “Castaway” with Robert Macklin
- Preview event: “The 30th Edition of the Alliance Française French Film Festival” with Philippe Platel
- Table Ronde 1#: “Almost French” with Lyn Tuit, Sarah Turnbull and Brigid Kennedy
- Table Ronde 2#: “Almost Australian” with Laurence Crussol, Sabine Duffy and Marie Chrétien
- Conference: “Georges Perec” with Christelle Reggiani
- Exhibition for “Head On Festival” with Craig Holmes
- Conference: “Josphine’s Ark” with Terry Smyth
- Cooking Masterclass with Pierre Gaudin, The Essential Ingredient Surry Hills
- Inauguration of the New Caledonia space with Dr. Yves Lafoy
- Author Talk: “The Blue Rose” with Kate Forsyth
- Conference: “The Wives of the French Presidents” with Professor Ross Steele
- Author Talk: “Terra Australis” with Laurent-Frédéric Bollée
- Art Conference: “Matisse and Picasso” with Marie Chrétien
- Art Conference: “Monet Impressionism” with Marie Chrétien
- Kids Comic Book Workshop with Nicolas Martin
- Conference: “How to be an Illustrator” with Nicolas Martin
- Conference: “Protecting our Coral Reefs, from a Franco-Australian perspective” with Sophie Ansel and Dr. Emma Camp
- Author Talk: “1921 in Paris” with Tessa Lunney
- Conference: “Women in Comics” with Philippe Ostermann
- Conference: “Subs reshaping French-Australian strategic and intercultural dialogue” with Emmanuelle Crane
- Art Conference: “The Australian Aborigines and the Baudin Expedition” with Professor Margaret Sankey
- Conference: “Behind the Scenes of Les Hirondelles de Kaboul” with Zabou Breitman
- Wine Tasting Event: “Beaujolais Nouveau” with Maison M. Chapoutier
- 120<sup>th</sup> Anniversary Event: “Opening Night Soirée” , with FACCI and Le Courier Australien
- 120<sup>th</sup> Anniversary Event: “The Amazing Taste of France” with Gabriel Gaté
- 120<sup>th</sup> Anniversary Event: “French Beauty” with Avène and Klorane
- 120<sup>th</sup> Anniversary Event: “The Benefits of Bilingualism” with Dr. Alice Chic and Dr. Robyn Moloney
- 120<sup>th</sup> Anniversary Event: “Pour le Devoir de Mémoire” with the OZY Youth Choir
- 120<sup>th</sup> Anniversary Event: “120 years of the Alliance Française de Sydney”
- 120<sup>th</sup> Anniversary Event: “Kids Baking Class”
- Group exhibition: “The Land Is Talking... Through the voices of Australian Aboriginal Artists” curated by Benedicte Belzung
- 2019 Schools Competition: Short Film, Photo College and French Songs categories
- European Day of Languages, in conjunction with Goethe-Institut, Istituto Italiano di Cultura and Instituto Cervantes

## Media Centre

The Alliance Française de Sydney boasts a comprehensive Media Centre which is used by over 400 borrowers per week. Resources include over 5,000 books, 2,000 DVDs, and subscriptions to 12 magazines which are made available free of charge to students and members. The Culturethèque online catalogue provides easy access to thousands more titles.

A new cultural space dedicated to New Caledonia opened at the Media Centre this year to promote this stunning destination and highlight the rich Kanak art and culture. In partnership with the New Caledonia Delegation in Australia based at the French Embassy in Canberra, more than 200 works from famous New Caledonian authors such as Déwé Gorodé, Léopold Hnacipan and Paul Wamo have been included.

The Media Centre is also responsible for curating and organising exhibitions of local artists at the AFS' CBD location. This year, works were displayed from Catherine Lowther, Caroline Seltz, Selm Benkaza, Thanh Hoang, Nicolas Tuelier, Parik Mahajan, Guy Trinquet and Emily Contador-Kelsall.

In the spirit of bringing together people with an interest in French language and culture, the Media Centre organises a variety of events, giveaways, and group and team-building events. This year, the range of Mystery Box games expanded and was enjoyed by over 90 school students, while large-scale Murder Party events attracted hundreds to The Royal Botanic Gardens Sydney and Australian Botanic Garden Mount Annan.

<p><b>Events</b></p>	<p>Valentine's Day Book Giveaway: Blind Date with a Book                  Halloween Book Giveaway with Carambar gift bag                  Monthly Book Club: 15 attendees monthly                  13-14 Conversation Group: 20 attendees weekly</p>
<p><b>Exhibitions</b></p>	<p>Catherine Lowther                  Caroline Seltz                  Selma Benkaza                  Thanh Hoang                  Nicolas Teulier                  Parika Mahajan                  Guy Trinquet                  Emily Contador-Kelsall</p>
<p><b>Mystery Boxes</b></p>	<p>James Craig: The Lost Key (new)                  Murder at the Fashion School (new)                  The Secret Mission (new)                  Versailles                  World War I</p>
<p><b>Murder Parties</b></p>	<p>The Royal Botanic Garden Sydney:                  3 sessions, 600 total guests                  The Australian Botanic Garden Mount Annan:                  1 session, 100 guests</p>



Artist Melissa Read Devine



Dr Yves Lafoy at Inauguration of New Caledonia Cultural Space with Lyn Tuit, President of the Alliance Française de Sydney



Murder Party Event at The Royal Botanic Garden Sydney (Photo by Caroline Seltz)



Tessa Lunney, Talk with the Author





## Exams

The Alliance Française de Sydney offers French language students the opportunity to obtain an internationally-recognised diploma of French proficiency which enables students to evaluate their level of French or gain qualifications to live, study or work in a francophone country.

The AFS administers multiple examination sessions throughout the year, both on site and on campus for schools around the state. DELF preparation courses which run prior to each examination session assist in ensuring a high certification rate.

Exam	Number of candidates	Certification rate
DELF Prim	103	98.5%
DELF Junior	205	95.5%
DELF Tout Public	86	95.5%

## Building

The Alliance Française de Sydney Centre was built 12 years ago and as such, needs more maintenance than has been the case in the past. The building comprises two strata, that of the Alliance Française de Sydney and that of the other owners.

In 2018, the two strata decided to work with one strata management company, Change Strata, in order to ensure a more efficient and coordinated approach to managing the building. The new arrangement has been working well with a building management committee (BMC) including three members of the Alliance Française de Sydney board of directors, Lyn Tuit (President of the Alliance Française de Sydney and also Chair of the BMC), Rose Guerin, and Frédéric Venière as well as representatives of the other stratum.

The AFS' walls were repainted at the beginning of the year and LED lighting was installed in a number of the common areas including the fire stairs. The latter measure was a result of the energy audit undertaken the previous year with a grant obtained from the City of Sydney. The implementation of measures recommended as part of the audit is already resulting in energy savings but the full impact of this will be seen in 2020.

Other repairs undertaken include an upgrade to the security system which was made possible through a grant from the French Embassy.

The key issue regarding the building was the discovery of combustible cladding in the sunshades and external awning. The BMC has held meetings with the City of Sydney's officers and is working on a plan to replace the product with a non-combustible alternative agreed to by the architectural firm Harry Seidler and Associates.

Another issue was the withdrawal of the café operator, Bakers Maison, with the operator citing the lack of profitability as the reason. Competition from neighbouring cafés is fierce and although an external coffee cart was installed, the situation did not improve. A new operator was identified at the end of 2019, Wholegreen Bakery, a specialist gluten-free baker and café which commenced in 2020.



## Challenges

Whilst the Alliance Française de Sydney enjoyed considerable success throughout its 120<sup>th</sup> year, the company faces a number of challenges. Chief among these is the need for capital investment in the building, and the need for improvements in the classrooms. New carpet and upgraded furniture are among some of the renovations required for the aging building, which the company hopes to include in an investment plan over the next few years.

As the company continues to grow, the issue of limited space in classrooms and administrative offices and finite administrative resources have become more apparent. Currently operating at maximum capacity in both the classrooms and offices, the AFS will need to look at alternative classroom and office premises going forward.

However, these are welcome challenges, and represent the Alliance Française de Sydney's decreased reliance on the AFFFF for revenue growth.

Finding qualified, experienced teachers is also a constant and pressing challenge.

The other challenge is that it has been difficult to attract café operators due to the small fitout of the kitchen and recessed position from the street. Street signage and a kerbside coffee cart are part of the company's immediate attempts to increase traffic to the in-house café, and ensure the viability of the tenancy.

## Structure & Management

The Alliance Française de Sydney is a not-for-profit independent company registered with the Australian Charities and Not-for-profits Commission (ACNC). The board of directors is elected by the members. Details on the board of directors can be found on page 21.

## People

### Board Members/Trustees

Name	Position
Lyn Tuit	President, member finance and marketing committees, Chair, building management committee
Marie Chrétien	Vice President, member events and membership committee
Frédéric Venière (co-opted)	Vice President, member building management committee, member business renewal and events committees
Christophe Hoareau	Treasurer, Chair finance committee
Allan Woodley	Member business renewal committee
Dominique Barbeau	
Gareth Dando	Chair marketing committee
Marie Varnier-Gittard	Member events and membership committee
Rose Guerin	Member finance committee, Chair business renewal committee

## Employees

Name	Position
Philippe Ostermann	General Manager
Laurie-Anne Pecqueux	Deputy General Manager
Dominique Giovanangeli	Finance and Administration Manager
Denis Morandet	Director of Studies
Charlene Barré	French as a Foreign Language Intern
Lauriane Deuff	Teacher of French as a Foreign Language
Madelyn Choong	Business Development and School Activities Manager
Pauline Tournou	Education Officer
Sophie Jarre	Kids Courses Coordinator
Morgane Blondel	Marketing and Events Manager / Alliance Française French Film Festival Manager
Chloe Gunn	Marketing and Events Coordinator
Virginie Rubio	Membership and Certification Coordinator
Cécile Reyes	Head of Media Centre
Clémence Rentet	Librarian
Marie-Aude Francoul	Customer Service Manager
Caroline Seltz	Customer Service Coordinator
Céline Bruder	
Kelly Roditis	
Virginie Le Lay	

After four years as Deputy General Manager, Laurie-Anne Pecqueux returned to France. Her tenure has been marked by numerous significant external teaching projects, and important annual training events in conjunction with the Department of Education, the Association of Independent Schools NSW and the NSW Association of French Teachers. The AFS is grateful for the very valuable contribution she made to the company's success during her time in Sydney.

In 2019, Denis Morandet was appointed Director of Studies. With five years' experience with the Alliance Française de Sydney in various roles, and a successful career in teaching and leadership prior to that, he has already demonstrated that he will provide steadfast leadership to the teaching team, ensuring the continuation of high-quality learning at the Alliance Française de Sydney.

Pauline Tournou joined the team in the role of Education Officer. Having worked previously at the Alliance Française de Cork and with extensive experience teaching French to learners of all ages, Pauline is proving to be a valuable addition to the company's permanent teaching staff.

The company is appreciative of the dedication and contribution made by all members of its teaching team.



## Casual Teachers

Agnès Couriol	Blandine Conton	Corinne Besse	Liliane Cunliffe	Olivia de Bergerac
Alexandra Berlioz	Blandine Crouch	Delphine Seimandi Vandon	Marion Kermann	Odile Zorn
Anne-Lucie Fernandez	Blandine Midy-Boutry	Florence Bequart	Marjorie Dellepouille	Rafaelle Charrier
Antoine Esbelin	Boris Boillon	France Veuillet	Morgane Bernardino	Roukaya Chaaban
Aurélie Coelho	Camille Giraud-Vinet	Frédérique Pech	Mylène Charon	Samuel Huet
Aurélie Doizelet	Claire Coffin	Karima Mezoughem	Myriam Sableaux	Tiffany Morales
Beatrice Gallis	Christelle Hart	Karin Syda	Nina Coorey	Vincent Jean

## Interns & Volunteers

Name	Area of Activity
Roukaya Chaaban	Media Centre
Sandra Michaeli	Media Centre
Thomas Gauzin	Media Centre
Auriane Guillo	Marketing & Events
Elise Lambert	Marketing & Events
Louise Gaillard	Marketing & Events
Gabriel Lappen	Marketing & Events
Megan Udovicic	Marketing & Events

## The Alliance Française French Film Festival – Sydney Volunteers

Fiona Moclair	James Ho	Catherine Nadia	Ragavi Srikantha	Anita Waters
Celine Bonnaire	Nyssa Bunyan	Emma Guest	Stephen Magee	Victoria O’Conor
Jacqueline Cheing	Gesa Bothe	Lucas Beggucci	Belinda Sanchez	Natalie Windle
Suyin Conabere	Brooke Davidson	Clémence Layaur	Manon Lapierre	Remi Barralon
Rob Keller	Kathlene Berezay	Lina Mbirkou	Pauline Marlier	Georgia Austin
Lorraine Nicolas	Sylvie Limare	Lindsey Rui	Catherine Williams	Lise Pleyber
Miguel Andrade	Hascena Nguyen	Katherine Zheng	Louise Kirumba	Joan Buckley
Tess Scully	Marie Joyce Lo	Emily Nenchev	April Handley	Segar Suppiah
Susie Lob	Prakash Wadhwa	Claudia M Frias	Anastasia Brown	

## Staff

The Alliance Française de Sydney employs teaching and operational staff. The teaching staff is composed of native French speaking teachers holding the appropriate qualifications in teaching French as a foreign language for the age and level taught. The operational staff includes finance and administration, marketing, communication and development.

Staff	Full-Time	Part-Time	Casual	Interns
2018	7	5	27	6
2019	7	9	28	8

## The Board & Governance

The Alliance Française de Sydney is grateful for the support and oversight provided by the board of directors, the details of which can be found on page 18. The board plays an important role in governance, strategy, and provides guidance for the company's small administration team.

In 2019, the company set up an ad hoc committee to review the company's constitution to bring it into line with modern business practices. The revised constitution, which was drawn up by the company's lawyers, was approved at an extraordinary general meeting at the end of the year.

The constitution also provided for the establishment of the Alliance Française de Sydney Cultural Foundation to enable the company to apply for Direct Gift Recipient tax status for fundraising for cultural events. The application for this status was filed in 2019 but the outcome at the time of writing is unknown.

The company undertook an extensive review of its governance framework including, but not limited to:

- Risk management, establishing a new framework for review
- Insurances including professional indemnity and public liability resulting in an increase in public liability cover
- Financial controls
- Contracts
- Policies and procedures

In terms of risk mitigation, the AFS spent considerable time in drafting a new MOU for the Alliance Française French Film Festival to replace the existing document, however, obtaining agreement from the other Alliances Françaises has to date, proven to be elusive.

### Workplace Health & Safety

The company is dedicated to ensuring a safe work environment for its employees. A review of WHS policies and procedures was undertaken and staff training was implemented in a number of areas including in fire drills and security.

There were no significant workplace incidents to report during 2019. The company will continue to review its procedures and remain vigilant to ensure that the workplace environment exhibits best practice.

### Sustainability

The AFS is conscious of the need to manage energy use and reduce waste. A comprehensive energy audit was undertaken in the building and LED lighting was installed in a number of places. This resulted in energy savings, the full impact of which will be seen in 2020.

Recycling bins are in place to improve waste management. Options for reducing food waste were explored but due to lack of space on the ground floor, it has not been possible to introduce such initiatives.

The company has an environmental policy in place.

Directors made an important contribution through the various sub-committees:

- New business development - Rose Guerin, Frédéric Venière, Allan Woodley, Lyn Tuit
- Marketing - Gareth Dando, Lyn Tuit
- Events - Marie Gittard, Marie Chrétien
- Finance - Christophe Hoareau, Rose Guerin, Lyn Tuit

In addition, Frédéric Venière, Rose Guerin and Lyn Tuit were members of the strata building management committee which met on a regular basis. Dominique Barbeau provided valuable advice to the AFS' teaching team and management on educational matters.

# Acknowledgments

The Alliance Française de Sydney is grateful to the many students, partners, benefactors and members who participate in its activities and who generously support its initiative and projects. All former presidents and board members are thanked for their ongoing contributions.

# Supporters

The French Embassy has provided ongoing support to the Alliance Française de Sydney. In 2019, the French Embassy provided two staff and valuable support for much-needed security upgrades. The Alliance Française de Sydney partners with many companies, cultural entities and local businesses. Over the years, the company has developed a strong network of partners who assist in promoting activities.

The Alliance Française de Sydney is grateful for the support of its sponsors and partners of the AFFFF. As the largest French film festival outside of France, the event enables sponsors and partners to benefit from broad exposure to foster brand recognition, drive consumer engagement and offer corporate hosting.

## Red Carpet Sponsors



## Media Partners

## Front Row Sponsor





Apart from the AFFFF, the Alliance Française de Sydney supports and collaborates on events, cross-promotion initiatives, courses, competitions and other activities with various local businesses including:

### Local French Food and Restaurant Partners

Four Frogs Creperie	Le Petit Louvre	Sweet Rendez-Vous
Sacrebleu!	Rosé Royal	GJ Food
Loluk Bistrot	La Guillotine	

### Sydney Cultural Institutions

Sydney Opera House	Sydney Dance Company	Sydney Symphony Orchestra
Australian Chamber Orchestra	Carriageworks	Riverside Theatres Parramatta
Museum of Contemporary Art	Australian National Maritime Museum	Sydney Living Museum
AFX Student Exchange	Art Gallery NSW	Sydney Olympic Park Authority
Taronga Zoo	TreeTop Adventure Parks	

### Educational Organisations

NSW Department of Education (DoE)	Association of Independent Schools NSW (AISNSW)	NSW Association of French Teachers (NAFT)
-----------------------------------	---	---

### Bookshops

Abbey's Bookshop	Kinokuniya	Intext Book Company & Language International Bookshop
Le Forum Magz		

## Members

The lifeblood of the Alliance Française de Sydney is its students and members. In 2019, 565 members – comprising individuals, couples, families, schools and corporates – and 2,159 students enjoyed an exclusive range of opportunities, discounts and promotions.

<p><b>Free Events and Opportunities for Students and Members</b></p>	<ul style="list-style-type: none"> <li>13-14 Conversation Group</li> <li>Monthly Book Club</li> <li>Borrowing from Media Centre</li> <li>Borrowing from online Culturethèque catalogue</li> <li>Talks and conferences</li> <li>Exclusive discounts on events</li> <li>Exclusive discounts for the AFFFF</li> <li>Book giveaways (Halloween and Valentine’s Day “Blind Date with a Book”)</li> </ul>
<p><b>Exclusive Special Offers and Giveaways</b></p>	<ul style="list-style-type: none"> <li>Mother’s Day Giveaway – 50 gift bags filled with deluxe food and beauty samples</li> <li>End-of-Year promotion – purchase or renew membership to enter draw for 2 return tickets to Paris with Air France</li> <li>120 Anniversary – 12.0% discount for enrolments in adults, kids and teens courses, and 50 complimentary boxes of macarons from La Belle Miette for membership purchase or renewal</li> </ul>

Partners of the Alliance Française de Sydney extended exclusive deals and discounts for members and students throughout the year. From cultural institutions, French restaurants, bookshops, luxury good companies and more, members and students were encouraged to enjoy the best of Sydney’s cultural life.

The Alliance Française de Sydney appreciates the support and participation of its members and students in activities of the company. The 39.14% increase in membership since 2018 is particularly pleasing, with plans in place for an even more enticing membership programme going forward.



## Sydney Cultural Institutions

Petite France	My Dream Adventures	Little French Heart
Summer Exhibition Cornelia Parker	Bottli	Renault European Leasing
Parramatta Heritage Rides'	Café Montmartre	French Travel Connection
Room Eight	Destination Artisans	Sydney Symphony Orchestra
Jolie Galerie	Tourisme avec la découverte de l'Alsace	Abbey's Bookshop
Montres avec Bausele	France at Home	Culturethèque
City Perfume	Healing Nutrition - by Yves	Marie-France Group - Beauty & Hair Salon
The French Connection	Vive Cooking School	The Magicians Cabaret
Frenchies Bistrot and Brewery	Four Frogs	Peugeot European Leasing
La Grillade	LoLuk Bistro	Art Gallery society of NSW
La Guillotine	Jardin St James	Canal+ Australie

## History

The Alliance Française de Sydney was founded in 1895, opening its doors first as a humble library consisting of 600 books offered by the Paris Committee Donation. Under the leadership of its first President Georges Briard D'Aunet, the Alliance Française de Sydney launched as a French language school four years later.

Around this time, the Alliance Française de Sydney shared a building at 2 Bond Street with other local French organisations including FACCI (the French-Australian Chamber of Commerce and Industry), the French language newspaper *Le Courrier Australien*, the French Consulate-General and the French Benevolent Society, representing the rapid expansion and consolidation of the French community in Australia.

The Alliance Française de Sydney's first social event was organised on the 6<sup>th</sup> of October in 1903; a benefit ball which, according to reports by *Le Courrier Australien*, was a hugely successful evening and attended by « le tout-Sydney » (everyone in Sydney). This would mark the beginning of a long history of cultural events to come, culminating in the largest and most important French Film Festival outside of France which the Alliance Française de Sydney currently hosts annually.

1907 ushered in some particularly outstanding years for the Alliance Française de Sydney. Social gatherings were organised, in addition to lectures, concerts and dances. For the first time, this involved Australians as not only beneficiaries of these events, but as equal participants.

This momentum came to a sharp halt when World War I was declared. The AFS was impacted by the absence of many members of Sydney's French families and it was subsequently forced into a hibernation period, returning to its original incarnation solely as a lending library.

This downsizing played a part in the Alliance Française de Sydney no longer being able to pay rent to stay in independent premises. Following this it became a war refugee in Mlle Boggio's 'Modern School of Languages' in Moore Street (which would later become part of Martin Place), before relocating again to Castlereagh Street, then Bridge Street before finally setting at its current location on Clarence Street.

Following the post-war years until the late 1900s, the AFS enjoyed a period of stability and steady growth, as it continued to strengthen its presence within the Sydney community through its courses, cultural events and partnerships.

In 1989, the Alliance Française de Sydney held its first Alliance Française French Film Festival. This prestigious festival has since become a very important event in Australia's cultural calendar, welcoming an exponentially increasing number of attendees every year.

Between 2005 and 2009, famed Austrian-born Australian architect Harry Seidler was commissioned to design the AFS centre with its now-iconic spiralling staircase which elegantly cascades from the first floor through to the entrance foyer, representing his last commercial and public design.

The Alliance Française de Sydney welcomed its 120-year anniversary in 2019 with a dynamic programme of events and offers. That same year, the company celebrated the 30<sup>th</sup> anniversary of the Alliance Française French Film Festival, which saw 197,093 tickets sold across Australia and 65,505 in Sydney.

### History of the Fondation Alliance Française

The Fondation Alliance Française was founded in Paris on 21 July 1883 by a group of pioneering individuals including scientist Louis Pasteur, authors Jules Verne and Ernest Renan, diplomat Ferdinand de Lesseps and publisher Armand Colin. It was to be a national association for the promotion of French language around the world. Today, there are over 800 Alliances Françaises in 135 countries. The Alliance Française has set the benchmark for teaching French as a foreign language, with over 500,000 students globally. It is recognised by the French Ministry for Education and European organisations such as ALTE (Association of Language Testers in Europe), and is known for bringing together French language and culture through high-quality programmes.





Alliance Française  
*Sydney*

257 Clarence St Sydney NSW 2000

Phone: 9292 5700

Website: [afsydney.com.au](http://afsydney.com.au)

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

Facebook: [www.facebook.com/AllianceFrancaiseDeSydney](http://www.facebook.com/AllianceFrancaiseDeSydney)

Instagram: [www.instagram.com/afsydney](http://www.instagram.com/afsydney)

A.B.N 23 151 008 606

A.C.N 000 783 139