



Alliance Française

Sydney

2020 ANNUAL REPORT

Alliance Française de Sydney

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

Alliance Française de Sydney Cultural Foundation

A.B.N 14 630 718 937

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. Alliance Française de Sydney also offers French courses to North Sydneysiders with classes for kids at the Dougherty Community Centre in Chatswood.

Since 1989, Alliance Française de Sydney 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 2020, AFS embraced distance education and digital event programming, and worked to develop new community engagement opportunities during a period of mandated social isolation.

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

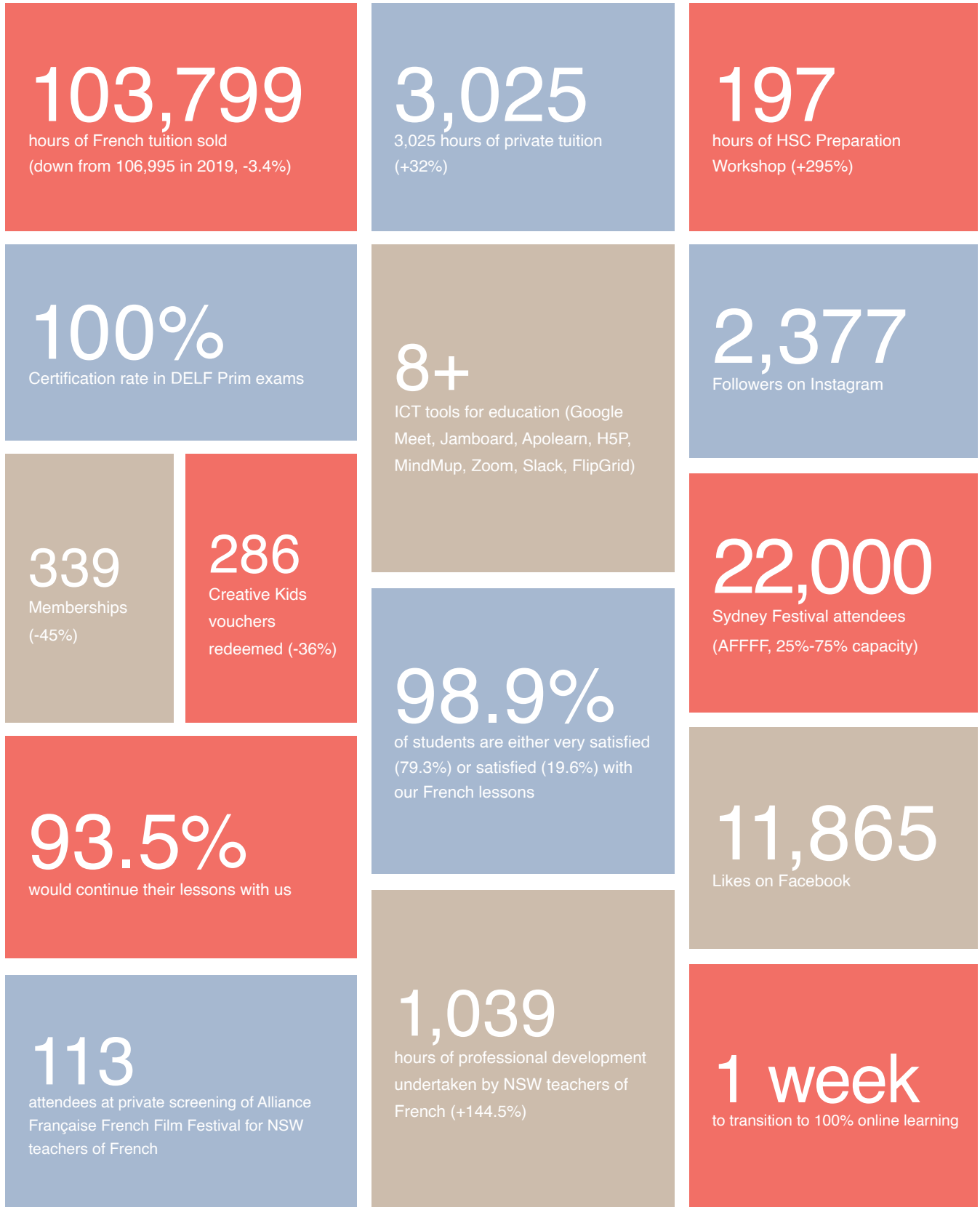


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Highlights

The Alliance Française de Sydney - 2020 at a glance



Fondation Alliance Française 2020 international snapshot





Figure 1 Lyn Tuit (left) and David Kent (left) with former Ambassador of France to Australia Christophe Penot and his wife Yukimi (right)



Figure 2 Lyn Tuit, President of Alliance Française de Sydney at the Opening Night of the 2020 Alliance Française French Film Festival

President's Report

“2020 was the year like no other, the one few saw coming.”

From a strong 2019 and an equally strong first few months in 2020, the company went into 'no man's land', the pandemic.

No strategy could have prepared a SME such as ours, dependent on activities in person (primarily courses and events) for navigating the unknowns of a pandemic. For some years, the board had discussed the need to investigate online courses as an option, and suddenly we were faced with the necessity to do this at very short notice.

Thanks to the extraordinary team effort, we were able to pivot the business model to an online environment and inspire our current and new students to do something many of them had dreamed of doing, learn French. This was no easy task, but the board and the team worked in tandem to produce new products and consolidate current students and inspire newcomers.

I would like to pay tribute to our management team, Philippe Ostermann, General Manager, Denis Morandet, Director of Studies and Dominique Giovanangeli, Finance and Administration Manager, for the long hours they spent in ensuring the survival of the company. They set the framework and along with the oversight and strategic input of the board of directors who also participated in many additional meetings, made it possible for us to engage with our clients and ensure the viability of the company.

On behalf of the board of directors, I would like to thank the entire staff of the Alliance Française de Sydney and the board of directors for their efforts. We are very proud of what we achieved, retention of the entire team and a high level of engagement of our students.

Considering the circumstances, the results for 2020 are better than anticipated. We have done better than most Alliances around the world which puts the approximately 20% decline in overall revenue from all sources into perspective. Results for the year ending 31/12/2020 can be summarised as follows and found on page eight.

- The company continued to generate cash from operating activities with a net figure of \$213,274. The net cash position

taking into account the bank debt of \$350K was \$468,009, compared with \$286,610 in 2019

- EBITDA was \$267,019 compared with \$113,248 in 2019

- The company reported a net accounting profit after recognising provisions and depreciation expenses relating to the building and equipment therein totalling \$25,138

The company has taken out three loans with the Commonwealth Bank to cover the costs of the cladding replacement and other building improvements and will be moving its banking to the Commonwealth in 2021. The loan facility will be drawn down as required. With the closure of in-person classes, we decided to take the opportunity to replace the carpets in all classrooms and change the desks and chairs. This is proof of our commitment to enhancing customer experience for an eventual relaunch of in-person classes in 2021.

Unfortunately, our membership numbers declined in 2020 to 339, no doubt due to the lack of activities and benefits which were able to be offered during the pandemic. As we transition out of the pandemic environment, we hope to be able to encourage members to renew and support us.

We were also successful in obtaining from ROCO (Register of Cultural Organisations) Direct Gift Recipient (DGR) status for the Alliance Française de Sydney Cultural Foundation under which the majority of our cultural activities will take place in the future. Due to our inability to host events in person in 2020, very few cultural events took place under the auspices of the cultural foundation. For this reason, this report covers the activities of both organisations.

2020 was also the year when the Ambassador of France to Australia, Christophe Penot returned to France. We thank him for his high level of support and engagement and welcome his successor, Jean-Pierre Thébault to Australia.

Coming out of the pandemic in 2021 will be a big challenge for AFS with all the uncertainties that this entails. We are confident that the team and the board can work together to make this possible.

Lyn Tuit,
President, Alliance Française de Sydney

General Manager's Report

“ This has been an incredibly challenging, and yet inspiring, year. ”

Across the globe, we have witnessed remarkable stories of individuals and communities uniting to meet significant challenges head on and adapting to numerous changes to our way of life. In this report, we seek to share how Alliance Française de Sydney and its community have, in their own way, dealt with the tests and trials of this year.

COVID-19 triggered numerous innovative and new approaches to the delivery of our services. Distance education was an unknown frontier until it became our *modus operandi* following the lockdown of our city. We rapidly adapted to the impending restrictions under the guidance of Denis Morandet, Director of Studies: technology and software purchases were made; teaching staff worked relentlessly to upskill in online pedagogy and to digitalise teaching resources; administrative staff undertook the role of IT support to assist students navigating online learning; and our community of learners patiently underwent this digital transition with us.

Our distance education model proved effective for our adult and teenage students. A total of 79,300 hours of adult courses and 5,300 hours of teens courses were undertaken during 2020, representing increases of 3.2% and 3.1% respectively on last year's results. Simultaneously, the company witnessed a 24% increase in the uptake of private tuition, delivered online to over 2,800 students.

As our confidence with distance education grew, we sought new ways of engaging our community during a time of enforced social distance. Online wine-tastings, workshops on French culture, and downloadable Mystery Box activities united the Francophile community in Sydney. Two tailor-made professional development opportunities for teachers of French in NSW, and three new HSC preparation courses were developed in response to the needs of these groups.

Coinciding with the reopening of cinemas in August was the re-launch of the Alliance Française French Film Festival, which had been cancelled in February after just eight days of operation due to the coronavirus. With the support of the Embassy of France in Australia, Palace Cinemas and Hayden Orpheum, and the branches of Alliance Française in all of Australia's capital cities, the revived Festival recorded 11,181 cinephiles across 307 screenings in Sydney.

We re-opened onsite classes in the latter half of the year following the approval of our COVID-19 Safety Plan which included the installation of clear plexiglass dividers at the front desk and Media Centre, stationing of automatic hand sanitiser dispensers, requiring QR code check-in, and performing temperature checks.

Moving forward, we continue to navigate the new challenge of maintaining onsite tuition alongside distance education in accordance with our students' preferences. Additionally, we must manage potential disruptions to onsite learning from coronavirus occurrences. The closure of international travel has had personal implications for our staff with family overseas and for many in our community, and has also impacted our recruitment efforts.

AFS was honoured this year to host the French National Order of Merit ceremony, awarding veteran Jean Louis Worobec in the presence of the Consul-General Anne Boillon and the President of the French National Orders Marie Varnier-Gittard, who is also a member of the Board of AFS.

The company farewelled Christophe Penot, and welcomed his successor His Excellency Jean-Pierre Thébault, the Ambassador of France to Australia who was taken on a tour of the AFS centre and given a presentation on its mission and challenges.

This year, AFS was pleased to co-host – with Alliance Française de Melbourne - the first digital symposium of the Alliances in the Asia Pacific region, of which Lyn Tuit is the vice president. This conference of more than a hundred Alliances discussed a review of the collective difficulties faced during this year and encouraged enriching exchanges about potential solutions and best practice strategies.

A final word - I would like to express my gratitude to our students, staff, members and all those who supported us throughout this tumultuous year. We witnessed the true potential of AFS. Merci.

Philippe Ostermann,
General Manager, Alliance Française de Sydney

Financial Report

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



Figure 3 The French Order of Merit awards with Anne Boillon, Consul-General of France in Australia (in grey), Philippe Ostermann, General Manager of AFS (left) and Marie Varnier-Gittard, President of the French National Orders and Board Member of AFS (in blue)



Figure 4 Marie Varnier-Gittard, President of the French National Orders (left), Jean Louis Worobec (centre) and Anne Boillon, Consul-General of France (right)



Figure 5 His Excellency, the French Ambassador to Australia Jean-Pierre Thébault

Objectives and Activities

Language School

Denis Morandet, Director of Studies, led a swift but monumental effort to pivot into distance education in response to the lockdowns and restrictions experienced in 2020: training and ongoing support was provided to teaching staff; hardware and licencing was organised; a free, IT support hotline was established and operated by AFS staff; user guides and tutorials were developed for the benefit of students and teaching staff; communication to and support of students ensured, and innumerable other efforts.

Thanks to Denis' audacity and unwavering determination, and the untiring support provided to him by all members of staff, the success of this transition was ensured.

Special thanks are given to: Virginie Rubio, for her tireless efforts in coordinating the ever-increasing demand for private tuition during this period; Chloe Gunn and Morgane Blondel, for maintaining clear and timely communication with this community during a time of incessant changes; Lauriane Deuff, Sophie Jarre, Pauline Tournou and Charlène Barré, for their innovation and their support of the teaching staff; Madelyn Choong, for her unfaltering support to staff and students in adapting to novel ICT tools, and her optimisation of the user experience on our website and CRM tool; Cécile Reyes, for her indefatigable energy in supporting students accessing Culturethèque during a period of increased usage; and Marie-Aude Francoul Gautier, Caroline Seltz, Céline Bruder, Kelly Roditis and Virginie Le Lay, for their unrelenting efforts in contacting and reassuring AFS students during this transition.

These efforts enabled existing AFS students, as well as those in regional and remote areas of the state, to remain united and connected through studies of French during a time of isolation.

The Adomania textbook was introduced for Teens Term Courses, offering students a more current and immersive guide to learning French with an abundance of task-based and differentiated learning activities. Throughout the year, there were 298 enrolments in Teen Term courses, an increase of 3.1% on the previous year.

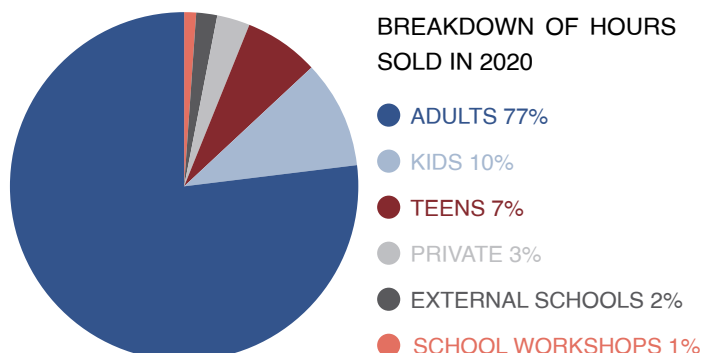
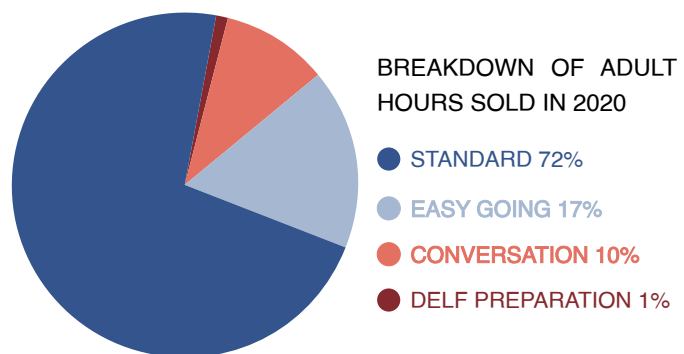
Restrictions mandated that Holiday programs for Teens and Kids be run online; considering the volume of online learning hours undertaken during the school term, digital holiday programs received less interest than in previous years.

The company recorded a 62.3% decrease in Kids Holiday enrolments and a 26.0% decrease in Teens Holiday enrolments. Extracurricular activities were disallowed in government schools for the better part of this year.

AFS also expanded its range of learning opportunities with Madelyn Choong spearheading the French Culture Workshops, the Teacher Immersion Week, digital incursions for schools and the Create NSW-supported HSC preparation projects. Madelyn's work in securing two funding grants has already had significant impact on the teaching activity of AFS.

In its second year as an accredited provider of Service NSW's Creative Kids program, school-aged children again benefited from \$100 vouchers towards their enrolments in any digital or onsite activity with AFS. Families saved a total of \$28,600 on enrolments at AFS this year.

The NSW Educational Standards Authority (NESA) is set to overhaul requirements for the accreditation of professional development courses, following an internal review of previous processes. Consequently, endorsement has been rescinded from all previously endorsed providers, including AFS. We await the announcement of new requirements in 2021.



Summary of Enrolments 2020

Course by type	2019	2020	Difference
Adult Courses			
General French Courses [A1.1-C2 levels]	2,096	2,205	+5.2%
Conversation Courses [A2-C2 levels]	512	499	-2.54%
Focus Courses	121	115	-4.9%
Travelling to France Course	71	13	-81.7%
French Culture Workshops		89	
Teens Courses			
Teens Term Course [A1-B2 levels]	288	298	+3.5%
Teens Holiday Courses [A1-B2 levels]	242	179	-26%
HSC Preparation Workshops	40 (hours sold)	158 (hours sold)	+295%
Kids Courses			
Kids Term Courses [Loustics 1-3 Levels]	634	558	-11.9%
Kids Holiday Courses [A1-A2 levels]	106	40	-62.3%
Private Tuition			
Private and semi-private	2,074 (hours sold)	2,865 (hours sold)	+38.1%
French for School Groups			
School Excursion Workshops	709	71	-89.9%
Off-site Extracurricular French	5,970 (hours sold)	2102 (hours sold)	-64.8%
Schools Competition	251	N/A	
French Teacher Professional Dev			
Carnet de Vacances (Run in conjunction with NSW Department of Education and Association of Independent Schools NSW)	310 (hours sold)	190 (hours sold)	-38.7%
Adult Courses	108 (hours sold)	320 (hours sold)	+196.3%
Teacher Immersion Course		495 (hours sold)	
Teacher Training Course for staff at Lycée Condorcet		192 (hours sold)	

Exams

Alliance Française de Sydney is the only centre in Sydney which offers students the opportunity to obtain internationally recognised certification of their proficiency in French. These diplomas and certificates enable students to pursue a variety of personal and professional objectives in Francophone countries around the world.

The most commonly undertaken is the DELF diploma. The DELF preparation courses, developed by AFS and offered prior to each examination session, have a 100% success rate.

In 2020, one new DELF examiner and two new DALF examiners were trained to supplement the team at AFS. Pauline Tournou, Sophie Jarre, Lauriane Deuff and Charène Barré contributed to the development of Holiday courses with a focus on preparing students for DELF/DALF exams, as well as DELF preparation modules for youth and school-group candidates.

Virginie Rubio and Pauline Tournou scheduled multiple onsite exam sessions at the AFS centre for seven qualifications, following strict hygiene guidelines. School groups attended DELF exam sessions onsite at AFS, while one on-campus session was run at Killarney Heights Public School.

Exam	Number of candidates	Certification rate
DELF Prim	80	100%
DELF Junior	205	97.4%
DELF Tout Public	57	92.8%
TCF Canada	21	N/A
TCF Quebec	13	N/A
TCF Tout Public	9	N/A
DAEFLE	12	N/A
TAGE MAGE	13	N/A



Figure 6 TCF Logo



Figure 7 DAEFLE Logo



Figure 8 DELF/DALF Logo

Testimonials

Just as in the face-to-face environment, I am learning a great deal about France today and French culture. **I can thoroughly recommend the experience.**

The teachers have been **fun, interactive and engaging**. The activities are varied, from using the textbooks to participating in French gameshows, so it's never boring or monotonous.

[It is an] **online classroom experience** rather than just online content.

The whole experience in my B2.2 course so far has been **excellent**. My teacher is **exceptional, passionate, encouraging, inclusive and considerate** of each individual's skill level. I have a French degree and have worked in France and I still learn a lot from each lesson and homework. The course is well **structured, informative** and a good mix of written comprehension, oral and aural. Zoom format works well for me.

I enjoy the challenge of being challenged to research and present my opinion, learning new vocabulary and French idioms, and **I really enjoy the collegiate atmosphere** in our online conversation class.

Online learning is an **excellent** way for me to take lessons. I wouldn't be able to take face to face classes. I started with AFS during the early stages of the Covid lockdown and I **very much enjoyed learning French**.

All of my teachers have been exceptional and I really appreciate the work you've done in throwing together an online class so quickly. With us all working from home and being so isolated in the coming months, **I love that I can still keep up with French lessons**. It's really appreciated.

Building

A number of upgrades and renovations have taken place in 2020. Renovations were made to the ground floor café with the arrival of the new operators, Wholegreen Bakery. The fixed leather seating was reupholstered, new tiling and display windows installed, new lighting fixtures fitted, and new tables, benches, stools and chairs included to revitalise the space. The turnover from the café was initially very encouraging, but was impacted by the pandemic closure and subsequent reduced patronage in the CBD.

Environmentally sustainable carpet was installed throughout the centre during its temporary closure. Replacement chairs for all classrooms were ordered in 2020 and are due to arrive in early-2021. Work has commenced on fitting the centre with LED lighting, and will continue into 2021.

In preparation for the re-opening of AFS, clear plexiglass dividers were installed at the front desk and the Media Centre, hand sanitiser dispensers were stationed on each level, and QR codes for digital sign-in fixed on each level of the building. Classrooms and administrative spaces have been equipped with cameras and microphones to support remote working. Fumigation of all common areas was also completed.

The Australian Government Community Languages Multicultural Grant we have received will enable significant upgrades to classrooms, notably the purchase and installation of interactive whiteboards in classrooms currently fitted with outdated projectors.

Plans to replace the sunshades and external awning with non-combustible cladding have been the subject of ongoing negotiations with the City of Sydney and the NSW Government, with works expected to begin in 2021. This is a significant cost to AFS and has required considerable and time-consuming input from board members Lyn Tuit and Frederic Venière and the building management committee.

We are particularly grateful to Robert Toland who, as a member of the building management committee, has provided invaluable support and advice to AFS on building issues. We would also like to thank our building manager David Pupualii for his efforts.



Figure 9 Renovated cafe area, including reupholstered and new seating, and a social group table

Issues & Challenges

The remarkably successful transition to distance education and relaunch of the Alliance Française French Film Festival have not been without impact. JobKeeper provided important assistance during a period in which considerable losses in revenue from suspended or reduced business activity, and from Festival ticketing, were recorded.

The company is very proud to have kept all of its employees in 2020, in spite of the downturn in revenue. This is in sharp contrast with the situation in many other organisations. We are very appreciative of the support provided by government and also of the efforts of our own team who worked tirelessly to adapt to the impacts of the pandemic.

The successful online education model developed this year is favoured by a majority of students at AFS; however,

there remains some demand also for onsite classes. The company now faces the logistical and practical challenges of maintaining both onsite and distance education opportunities.

The strains on administrative space have been somewhat alleviated by the move to a more flexible, remote-working model. Administrative areas, as with classroom spaces, remain at capacity. This presents new challenges for the company with regards to adequately supporting administrative and teaching staff with equipment needs.

The ongoing challenges of finding qualified and experienced teachers have been amplified by the closure of international borders.

Structure & Management

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 15

The Board & Governance

The Alliance Française de Sydney is very appreciative of the guidance and support provided by the board of directors. The board's role includes oversight of its finances and activities, strategy, and governance, all of which were critical during the pandemic.

The sub-committees of the board and in particular the finance committee chaired by Treasurer Christophe Hoareau and building management committee chaired by President Lyn Tuit were very active in 2020. The finance committee carefully monitored the company's expenditure, risk management and financial control systems including for the Alliance Française French Film Festival.

The building management committee which included Frédéric Venière was very engaged in dealing with the issues relating to the removal of the aluminium composite panels on the external sun blades of the building. This included seeking legal advice from numerous sources and interfacing with the City of Sydney and the NSW Government.

The marketing and events sub-committees also played a valuable role in dealing with the launch into online learning and the transition to online events. Committee members were:

- Marketing - Gareth Dando, Lyn Tuit, Philippe Ostermann
- Events - Marie Chrétien, Marie Varnier-Gittard, Lyn Tuit, Philippe Ostermann
- Finance and Human Resources - Christophe Hoareau, Gareth Dando, Lyn Tuit, Philippe Ostermann, Dominique Giovanangeli
- Building Management Committee - Lyn Tuit, Frédéric Venière, Philippe Ostermann, Dominique Giovanangeli

The company continued its review and updating of governance included developing an induction kit for new board members and charters for all sub-committees.

The AGM was held electronically in 2020 and formal elections for the board were postponed till 2021 due to the need to revise the constitution to fully enable electronic voting. This meant that the current board members were retained in 2020. Changes to the constitution to enable electronic voting will be presented to the members at the 2021 AGM.

Outgoing board members included Rose Guerin and Allan Woodley both of whom we thank for their efforts and commitment to the organisation.

The company also received the welcome news from ROCO (Register of Cultural Organisations) that the Alliance Française de Sydney Cultural Foundation has been accepted for DGR (Direct Gift Recipient) status granting tax deductibility for donations.

Workplace Health & Safety

There were no significant workplace incidents to report in 2020. The company will continue to review its policies, practices, and procedures to ensure that the workplace is exemplary for best practice.

Sustainability

The organisation benefited from a decline in energy use in 2020 due to the team working remotely. The installation of LED lighting, which was commenced in 2020 will be completed in 2021, and combined with the move to source 100% green power will also improve savings on energy.

People

Board Members/Trustees

Name	Position
Lyn Tuit	President, member finance and human resources, 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 and human resources committee
Allan Woodley	Resigned on 08/12/2020
Dominique Barbeau	
Gareth Dando	Chair, marketing committee, member finance and human resources committee
Marie Varnier-Gittard	Member events and membership committee
Rose Guerin	Resigned on 08/07/2020

Employees

Name	Position
Philippe Ostermann	General Manager
Dominique Giovanangeli	Finance and Administration Manager
Denis Morandet	Director of Studies
Sophie Jarre	Kids Courses Coordinator
Lauriane Deuff	Teacher of French as a Foreign Language
Charlène Barré	Teacher of French as a Foreign Language
Pauline Tournou	Education Officer
Madelyn Choong	Business Development and School Activities Manager
Morgane Blondel	Marketing and Events Manager / Alliance Française French Film Festival Manager
Chloe Gunn	Marketing and Events Coordinator
Anais Leloup	National Festival Coordinators
Nicholas Brookland	
Holly Jeffery	National Festival Assistant
Virginie Rubio	Membership and Certification Coordinator
Cécile Reyes	Media Centre Manager
Marie-Aude Francoul	Customer Relationship Manager
Caroline Seltz	Customer Relationship Officers
Virginie Le Lay	
Céline Bruder	
Kelly Roditis	

Teaching Staff

Florence Béquart	Morgane Bernardino	Corinne Besse	Boris Boillon	Roukaya Chaaban
Claire Coffin	Blandine Conton	Nina Coorey	Stéphane Cordier	Agnès Couriol
Blandine Crouch	Liliane Cunliffe	Olivia De Bergerac	Marjorie Delepouille	Aurélie Doizelet
Isaline Douçot	Antoine Esbelin	Anne-Lucie Fernandez	Béatrice Gallis	Fanny Giraudeau
Christelle Hart	Samuel Huet	Vincent Jean	Marion Kermann	Elise Léger
Karima Mezoughem	Hélène Molard	Blandine Midy-Boutry	Yuki Nishiumi	Frédérique Pech
Céline Réthoré	Delphine Seimandi-Vandon	Karin Syda	France Veuillet	Odile Zorn

The Alliance Française French Film Festival – Sydney Volunteers

Fiona Moclair	Katrina Alcid	Irina Atkins	Lucas Beggucci	Clara Poulallion
Kathlene Berezay	Elodie Beroard	Celine Bonnaire	Roxane Bonnarc	Jean Meneau
Joan Buckley	Nyssa Bunyan	Caroline Butler	Fabien Caro	Lucy Mushita
Jacqueline Cheung	Suyin Conabere	Jessica Croker	Brooke Davidson	Hascena Nguyen
Shai Desai	Wendy Elder	Jeanne Guillermas	April Handley	Lorraine Nicolas
James Ho	Rachel Jacin	Rob Keller	Elise Leger	Tess Scully
Sylvie Limare	Mary Joyce Lo	Susie Lobb	Claudia Lugo Frias	Melanie Thomas
Stephen Magee	Pauline Marlier	Lina Mbirkou	Sue McGary	
Anita Waters	Lia Witting	Leith Tegart Schotte	Kim Vo	

Workforce Composition

Alliance Française de Sydney is staffed by both teaching and operational employees. All teaching members of staff are native French speakers and are qualified in teaching French as a foreign language. The operational staff includes finance and administration, marketing, communications, and development.

Staff	Full-Time	Part-Time	Casual	Interns
2019	10	7	28	8
2020	12	8	35	0

Figures represent the total number of individual employees awarded FTE contracts throughout the calendar year, including those appointed to fixed-term replacement positions.

Acknowledgments

Alliance Française de Sydney is generously supported by its many students, members, partners and benefactors. All former and current presidents and board members are thanked for their ongoing contributions.

Particularly in this most challenging year, the company wishes to thank Denis Morandet and all teaching staff for their dedication and willingness to adapt to the new teaching environment.

The board of directors provided many additional hours of their time in 2020 as we developed strategies to deal with the challenges of the pandemic and the compliance and other matters which this created.

Sarah Dando is kindly thanked for her editing services.

Supporters

Alliance Française de Sydney expresses its sincere gratitude to the many companies, cultural entities, and local businesses which have provided ongoing support. In particular, we would like to thank the Embassy of France in Australia.

We would like to pay tribute to the former Ambassador of France to Australia, Christophe Penot who returned to France at the end of 2020. AFS is very appreciative of his support, advice and willingness to engage with us and promote our initiatives.

We are also very pleased with the support we received from the Consul-General of France, Anne Boillon. The Consul-General accompanied AFS at the NAFT Annual Conference, addressing the assembly of French teachers, and hosted a reception with AFS on the occasion of the International Day of French Teachers.

The many generous sponsors of the AFFFF are thanked for their role in enabling the largest French Film Festival outside of France to take place during a difficult year.



Figure 10 Denis Morandet, Director of Studies of Alliance Française de Sydney (left) and Anne Boillon, Consul-General of France (right) with prize recipients on the occasion of International Day of French Teachers

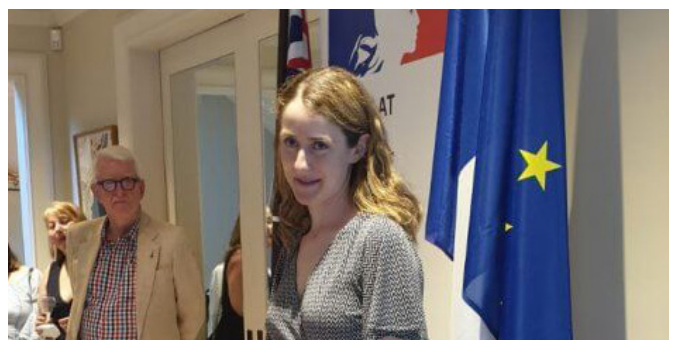


Figure 11 Madelyn Choong, Business Development and School Activities Manager, and Ross Steele AM (back) address guests at the Consul-General's residence, on the occasion of the International Day of French Teachers.

Exhibition Partner



Festival Partner



Red Carpet Sponsors



Media Partners



Front Row Sponsor



Local Sydney Sponsors



In addition to the AFFFF, Alliance Française de Sydney collaborates with and supports numerous local businesses from a variety of sectors during its program of events, competitions, cross-promotion initiatives and more.

Local French Food and Restaurant Partners

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

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
Art Gallery NSW		

Educational Organisations

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

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

Benefactors

Special thanks are extended to the generous benefactors of Alliance Française de Sydney, and especially to Community Grants Hub and to Create NSW for the generous grant funding awarded to AFS.

Community Grants Hub	Grant funding for the Community Languages Multicultural grant opportunity
The Cultural Attaché of the Embassy of France in Australia	Artistic Director of the Alliance Française French Film Festival
City of Sydney	Sponsorship of street banner campaign for Alliance Française French Film Festival
Create NSW	Grant funding for the Creative Kids Digital Small Business grant opportunity

Members

Maintaining memberships during a time of significantly reduced activity was particularly challenging. Members typically enjoy an exclusive range of opportunities and discounts. However, for most of this calendar year, event programming was deferred or limited, the Media Centre was closed, club meetings were suspended, and giveaways were halted.

As soon as was possible, opportunities to enjoy externally run cultural events were made available to members, such as the chance to win tickets to the Van Gogh Alive and Arthur Streeton exhibitions.

The company recorded a 45% decrease in memberships over this year, having sold 339 membership packages.

The absence of its members and 1,832 students attending the centre this year was very noticeable. The company hopes to see the return of the patronage to centre in the coming year, as restrictions continue to ease.

Abbey's Bookshop	Allegría design	Art Gallery society of NSW
Avene	Bistro Gavroche	Bottli
Café Montmartre	Canal+ Australie	Chapoutier
Choco Canelle	City Perfume	Culturethèque
Destination Artisans	Four Frogs	France at Home
Franck Provost	French Affair	French Travel Connection
Frenchies Bistrot and Brewery	Healing Nutrition - by Yves	Intext Book Co. & Language International Bookshop
Jardin St James	Jolie Galerie	Klorane
La Grillade	La Guillotine	Le Courrier Australien
Lindt	Little French Heart	LoLuk Bistro
Marie-France Group - Beauty & Hair Salon	Montres avec Bausele	My Dream Adventures
Parramatta Heritage Rides'	Petite France	Peugeot European Leasing
Renault European Leasing	Room Eight	Sacrebleu!
Short-break escapes to the country with a French twist	Stargazing Tour with an Astrophysicist in the Blue Mountains	Summer Exhibition Cornelia Parker
Sydney Symphony Orchestra	The French Connection	The Magicians Cabaret
Tourisme avec la découverte de l'Alsace	Vive Cooking School	Volange



Figure 12 Sofitel Sydney Darling Harbour Sponsorship of AFFF



Figure 13 Sacreb! stand at the AFFF Sydney 2020 Opening Night Gala

History

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, Alliance Française de Sydney launched as a French language school four years later.

Around this time, 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.

Alliance Française de Sydney's first social event was organised on the 6th 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 Alliance Française de Sydney currently hosts annually.

1907 ushered in some particularly outstanding years for 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 1 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 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.

Thereafter, 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, 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 Australian-born architect Harry Seidler was commissioned to design the now-iconic spiralling staircase which elegantly cascades from the first floor through to the entrance foyer of the AFS Centre, representing his last commercial and public design.

In 2020, Alliance Française de Sydney's education model was transformed in response to mandatory lockdowns and restrictions. The swift transition to distance learning and digital events became part of the AFS legacy, as efforts were made to unite Francophiles and Francophones from across the state during a period of isolation.

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 Alliance Françaises in 135 countries. 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 (the Association of Language Testers in Europe), and is known for bringing together French language and culture through high-quality programmes.

Alliance Française De Sydney Cultural Foundation

The Alliance Française de Sydney Cultural Foundation ("Cultural Foundation") is a not-for-profit cultural organisation established in 2019 with a mission to promote French cultural events and Franco-Australian cultural exchanges.

The Cultural Foundation is a new cultural arm of the Alliance Française de Sydney, established in 1899.

Throughout the year, events relating to film and cinema, literature, performing arts, visual arts and other art forms are organised. This long list of events includes film festivals, exhibitions, masterclasses, book signings, talks, design, television, radio, community arts and much more.

Nestled in the heart of Sydney, the centre is also home to a comprehensive media centre.

The Cultural Foundation supports the annual Alliance Française French Film Festival and the Alliance Française Classic Film Festival. This Festival is organised by Alliance Française de Sydney in collaboration with Alliance Française branches across Australia's capital cities, with the Embassy of France in Australia, and in association with Palace Cinemas.



Objectives and Activities

The Alliance Française French Film Festival

The 31st edition of the Alliance Française French Film Festival (AFFFF) was certainly memorable. Launched in Sydney on 10 March and boasting a diverse program of 49 films, 11,500 enthusiasts attended the Festival in the eight short days it ran before the mandated state-wide closure of cinemas.

Much to the delight of loyal supporters and our committed sponsors, the team quickly began preparations for a relaunch of the Festival to coincide with the reopening of cinemas in August. In what would be the first major public event following the lockdown of Sydney, 10,500 patrons attended reduced-capacity sessions where social distancing was maintained in accordance with government regulations. Morgane Blondel is to be thanked for her contributions to the Festival this year.

A new cinematic advertisement of AFS was produced by Bruce Walters from The Situation Room and was launched during this year's edition of the Festival.

This year, we thanked and farewelled Philippe Platel who, as the Cultural Attaché of the Embassy of France in Australia was the Artistic Director of the AFFFF over the past four years. Karine Mauris has taken over these roles for the 2021 festival.

Supported by the Festival staff in each capital branch of Alliance Française in Australia, the Embassy of France in Australia, Palace Cinemas and the Orpheum, the Festival is the leading French film festival outside of France, the largest intercity film Festival, and the most-visited French cultural event in Australia.

We would like to pay special tribute to our sponsors for whom 2020 was also a difficult year.



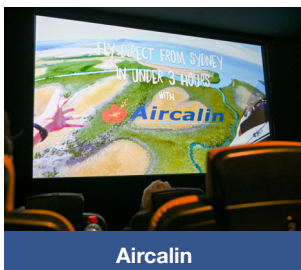
Liberté



L'Or



TV5Monde



Aircalin



BNP Paribas



Avène



Klorane



Air France



Byron Bay Cookies



Figure 14 AFFFF Sydney 2020 Opening Night Gala



Figure 15 AFFFF Sydney 2020 Opening Night Gala



Figure 16 The Hon. Natalie Ward, MLC and Lyn Tuit, President of AFS at the AFFFF Sydney 2020 Opening Night Gala



Figure 17 AFFFF Sydney 2020 Opening Night Gala



Figure 18 AFFFF Sydney 2020 Opening Night Gala

Events

Typically, the Alliance Française de Sydney is a bustling centre with over 300 guests per week attending a cultural calendar of soirées, wine tastings, exhibitions, discussions, and presentations. During this year of social distancing and isolation, Chloe Gunn and Morgane Blondel found creative ways for AFS to remain connected to its community through a series of digital events.

Among these was the virtual wine tasting event run in partnership with M. Chapoutier, whereby bottles of wine were delivered to participants ahead of a live tasting via Zoom with a sommelier. Other events, such as the Interview with the Creator of Van Gogh Alive sought to promote cultural events around Sydney during a very challenging time for the arts.

We would also like to thank board member Marie Chrétien who developed and presented five events in 2020.

List of Events:

- Media Event: “The Alliance Française French Film Festival Line-Up Reveal” with Karine Mauris
- Online conference: “Matisse and Picasso – Parts 1 & 2 (in English)” with Marie Chrétien
- Online conference: “Matisse and Picasso – Parts 1 & 2 (in French)” with Marie Chrétien
- Online conference: “Colours of Impressionism – Parts 1 & 2” with Marie Chrétien
- Online conference: “Women in Cycling” with Maria Nash
- Online event: “Virtual wine tasting with M. Chapoutier”
- Online conference: “French cinema, a global and cultural phenomenon” with Associate Professor Michelle Royer
- Online conference: “Interview with the creator of Van Gogh Alive” with Bruce Peterson in a live interview with Marie Chrétien
- Online conference: “The life and work of Vincent Van Gogh (in English)” with Marie Chrétien
- Online conference: “A history of coffee” with Darren Smith
- Online conference: “The life and work of Vincent Van Gogh (in French)” with Marie Chrétien

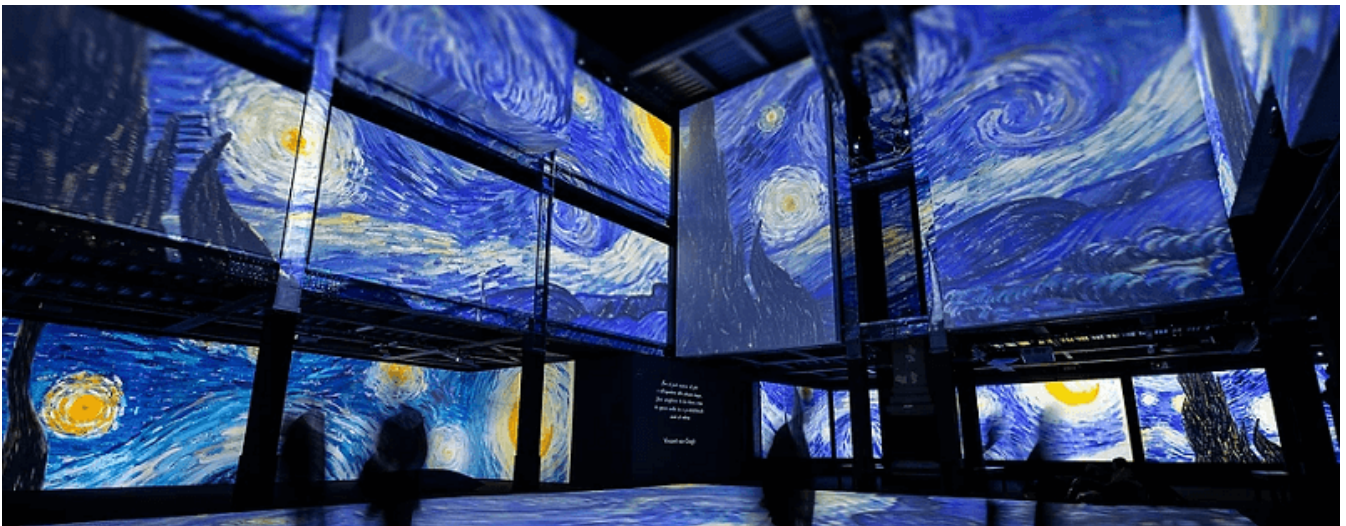


Figure 19 Van Gogh Alive Interactive Art Experience

Media Centre

With the temporary closure of Alliance Française de Sydney came the closing of the comprehensive Media Centre. Cécile Reyes, Head of the Media Centre, developed a program of daily activities to entertain and engage Francophiles during this hiatus, and provided constant support to students, members, and visitors as they accessed the digital Culturetheque catalogue content.

The community was able to live stream music festivals including Rock en Seine, Vieilles Charrues, les Inrocks, Lolapaloosa Paris and more through other affiliated platforms such as France TV Spectacles et Culture and Arte Concert. A broad selection of reputable media platforms was curated and promoted, which included TV5 Monde, Radio France, Henri Dès Radio, and SBS on Demand.

Mystery Box games, created by Cécile Reyes, were remarkably popular this year as novel means of entertainment were sought out. A selection of free online resources, including virtual tours, video series and more was curated for our Francophile community.

Mystery Boxes	Ghost Hunter (new)
	Belinda Martin (new)
	James Craig: The Lost Key
	Murder at the Fashion School
	The Secret Mission
	Versailles
	World War I
Weekly Activities	Monday: Book Club
	Tuesday: Storytelling Time
	Wednesday: Workshops
	Thursday: Ask the Author
	Friday: 13-14 Conversation Group



Figure 20 Mystery Box game - Photo courtesy of Caroline Seltz

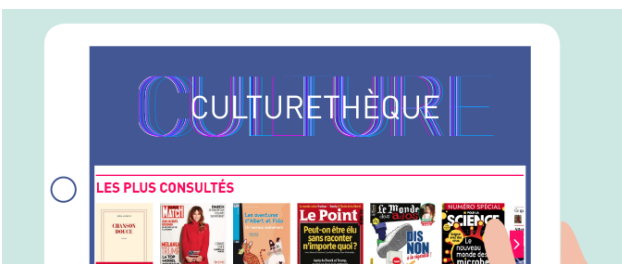


Figure 21 Culturetheque, the Digital Library Catalogue



Figure 22 Media Centre at the Alliance Française de Sydney Centre

Structure & Management

Alliance Française de Sydney Cultural Foundation is registered with the Australian Charities and Not-for-profits Commission (ACNC) and the Register of Cultural Organisations (ROCO).



Figure 23 Councillor of Randwick Noel D'Souza and Frenchies Bistro & Brewery at the AFFFF Sydney 2020 Opening Night Gala



Figure 24 AFFFF Sydney 2020 Opening Night Gala



Figure 25 AFFFF Sydney 2020 Opening Night Gala



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