



Alliance Française

*Adélaïde*

**STRATEGIC DIRECTION 2019-2022**

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## ABOUT US

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The Alliance Française d'Adelaïde is a not-for-profit cultural organisation which exists to promote French language and culture, in collaboration with a range of interested groups and individuals. It is a socially responsible organisation which is committed to making a financial, cultural and social contribution to the South Australian community.

## OUR VISION

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To be recognised by the South Australian community as an outstanding provider of French language tuition to people of all ages and of a wide range of French cultural activities.

## OUR GOALS

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1. Deliver high quality French language and cultural experiences in a safe, welcoming and pleasant environment.
2. Sensitise the younger generations to the importance of learning French and discovering French culture.
3. Foster economic connections between France and Australia.
4. Reinforce the cultural appeal of French and extend the experience outside the classroom.
5. Ensure the financial soundness, stability and independence of the Alliance Française d'Adelaïde.

## **TO ACHIEVE OUR VISION AND GOALS WE WILL**

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### **1. Deliver high quality French language and cultural experiences in a safe, welcoming and pleasant environment**

- Ensure that French language classes and learning experiences, for both adults and children, remain a principal focus of the Alliance Française d'Adelaïde, while maintaining the highest Australian and French quality standards.
- Guarantee an effective process for managing student pathways: from reception to completion.
- Enhance the integration of French culture into language classes.
- Conduct a variety of French cultural events that focus on a broad range of enjoyable and positive experiences.
- Ensure that venues controlled by the Alliance Française d'Adelaïde create a modern, vibrant and welcoming environment.
- Consult widely to achieve positive outcomes for the Alliance Française d'Adelaïde.
- Provide the equipment, training and environment to support the delivery by staff of the services of the Alliance Française d'Adelaïde.

### **2. Sensitise the younger generations to the importance of learning French and discovering French culture**

- Accompany French teachers in their learning to give them an appreciation of the French language and enable the exchange of best practice throughout the state.
- Create activities outside the classroom through existing networks in order to immerse children in French culture, through the library, storytelling, screenings, etc.
- Promote official French exams as a means of assessing the level of the children's attainment and allowing them to gain recognition for their skills.

### **3. Foster economic connections between France and Australia**

- Develop a professional focus on creating a better understanding of cultures in the workplace and preparing students for new jobs.
- Develop a blend of course offerings in line with new learning methods and student requirements.
- Support the development of the local economy and local enterprises through language skills.

### **4. Reinforce the cultural appeal of French and extend the experience outside the classroom.**

- Create courses and activities that will provide a better and deeper understanding of French culture.
- Create opportunities for the Alliance Française d'Adelaide to be recognised by the French-speaking community as its cultural centre and social hub, and by the South Australian community generally as the principal provider of French language and cultural activities in the state.
- Develop immersion programs in France, including New Caledonia in the Pacific region.

### **5. Ensure the financial soundness, stability and independence of the Alliance Française d'Adelaide**

- Create new networking and business opportunities with individuals and organisations that have an ethical approach which aligns with the values of the Alliance Française d'Adelaide.
- Create new sponsorship opportunities that bring new business to the Alliance Française d'Adelaide and highlight the contribution of the Alliance Française d'Adelaide to the South Australian community.
- Seek and implement new funding streams to ensure the financial viability of the Alliance Française d'Adelaide.
- Recognise the contributions of sponsors, donors, volunteers, students and clients.
- Build up the membership of the Alliance Française d'Adelaide.