



**STRATEGIC PLAN  
2020 – 2024**

March 2021

## ABOUT US

The Alliance Française d'Adélaïde is a not-for-profit (ACNC) cultural organisation which exists to promote French language and culture, in collaboration with a range of partners and with the welcoming state (South Australia). It celebrated its 110<sup>th</sup> anniversary in 2020.

It is a socially responsible organisation which is committed to making a financial, cultural and social contribution to the South Australian community.



Mural 110<sup>th</sup> Anniversary Unveiling – February 2021

## OUR VISION

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 values

## Equity

We strive to achieve equity across our services. We focus on being empathetic, fair and impartial.

## Integrity

All of our interactions will be undertaken with integrity, honesty and transparency.

## Respect

It is our focus that we treat each other, our business dealings and our natural environment considerately, and with thoughtfulness and respect.

## Cultural Openness

Promoting cultural exchanges and diversity is an important part of all our courses.

## Conviviality

We strive to ensure our courses and cultural events are friendly and welcoming, where happiness and fulfilment are our goals. We want to offer our learners and participants a whole world of French.



At French Film Festival Opening Night – March 2020

## STRATEGIC DRIVERS

**1. Deliver a high quality of service for courses 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 innovative appeal of French and extend the experience outside the classroom**

**5. Invest in the capabilities of the organisation to ensure it is fit for the future**



AllianceFrançaise

Adélaïde

## STRATEGIC DRIVERS

### 1. Deliver a high quality of service for courses and cultural experiences, in a safe, welcoming and pleasant environment



#### Actions

Ensure that French language classes and learning experiences, for both adults and children, remain a principal focus of the Alliance Française d'Adelaide, while maintaining the highest Australian and French quality standards.

Guarantee an effective process for managing student pathways: from reception to completion supported by a Code of Conduct / Values at the AF.

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'Adelaide create a modern, vibrant and welcoming environment.

Provide the equipment, training and environment to support the delivery by staff of the services of the Alliance Française d'Adelaide.

Consult widely to achieve positive outcomes for the Alliance Française d'Adelaide.

#### Measure of Success

Continuous Quality Plan

Code of Conduct known by Staff and Students of AF Adelaide

Cultural Programme known and shared

Base reached attending the events

Quality of premises

Quality of teaching material

Collect and deal with feedback

## STRATEGIC DRIVERS

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



AllianceFrançaise  
*Adélaïde*

#### Actions

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.

Sensitise the children to give them the taste of French language and culture.

Practice with teens to give them access to the interest of learning foreign languages, more specifically French.

Engage with young adults in looking for potential opportunities for the career and use these opportunities to prepare them to become global citizens.

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.

#### Measure of Success

- Network: schools, DET, SAFTA, other associations
- Training for Teachers of French

Greater student numbers, membership and classes

Activities specifically developed for this audience

Monitor through feedback

DELF examination

## STRATEGIC DRIVERS

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



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#### Actions

Ease the French-Australian connections through an adapted offer of linguistic and intercultural training.

Develop ESL and FLE courses to address all the teams with intercultural focus.

Develop a blend of course offerings in line with new learning methods and student requirements.

Place the Alliance Francaise as a window of all French products in South Australia.

Develop the assets of both SA and France to create cross-learnings (Wine, Food, etc.).

#### Measure of Success

Expert of linguistic in inter cultural environment

Monitor through feedback

Monitor through feedback

Local network and partnerships

France assets in a traditional and modern/innovative way

## STRATEGIC DRIVERS

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



AllianceFrançaise  
Adélaïde

#### Actions

Create courses and activities that will provide a better and deeper understanding of modern 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.

Review and refine organisation structure to be able to run innovative programmes mobilising the local network and stakeholders.

Develop the network of all places in Adelaide "Je parle français" to enhance the French experience in SA.

#### Measure of Success

Cultural Programme known and shared

Monitor through feedback

Exchange programmes

Skills & Staff (cultural coordinator)

Local network and partnerships

## STRATEGIC DRIVERS

### 5. Invest in the capabilities of the organisation to ensure it is fit for the future



#### Actions

#### Measure of Success

Increase capacity to offer services in Greater Adelaide.

Geographical Expansion

Cultivate a positive and proactive team culture through recruiting and retaining excellent staff, supported by efficient systems adapted to the context.

Retention, satisfaction & professional development

Embed effective management and governance.

Monitor through feedback

Undertake succession planning for key positions and committee members.

Steady transition

Engage key stakeholders in support of AF future infrastructure and asset needs.

Cultural Foundation

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.

Monitor through feedback

Engage a sustainable and green policy at the AF.

Green Alliance

Develop the base of members & perks to reflect the capacity of influence of the AF in SA.

New membership policy and services