



Alliance Française  
*Adélaïde*

**STRATEGIC PLAN  
2020 – 2024**

January 2022

## ABOUT US

The Alliance Française d'Adelaïde 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 considerably, 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.



AF 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**



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## STRATEGIC DRIVERS

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



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### Actions

### Measure of Success

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.

Continuous Quality Plan

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

Code of Conduct known by Staff and Students of AF Adelaide

Enhance the integration of French culture into language classes.

Cultural Programme known and shared

Conduct a variety of French cultural events that focus on a broad range of enjoyable and positive experiences.

Base reached attending the events

Ensure that venues controlled by the Alliance Française d'Adelaide create a modern, vibrant and welcoming environment.

Quality of premises

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

Quality of teaching material

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

Collect and deal with feedback

## STRATEGIC DRIVERS

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



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#### 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 Française 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



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#### 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 francais" 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



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#### 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

## PRIORITIES 2021 - Achievement



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Following extensive strategic planning by the AF Adelaide Committee, Management and Staff, **THREE** priorities for decision making and the strategic priorities over the next 5 years have been determined:

- 1/ Financially viable**
- 2/ Impact on staff**
- 3/ Valuable for the network**

Project	Content & Purpose	Achievement
Quality of premises	Renovation of reception area to create a welcoming and modern space: decoration, information on courses and culture, chairs and tables, cushions, cinema screen	Completed
Expert of linguistic in inter cultural environment	<ul style="list-style-type: none"> <li>- Improvement of the content for professional courses</li> <li>- Short video to address our expertise in linguistic issues when working in inter-cultural environment</li> </ul>	Priority given to the general courses due to the context
Skills & Staff (cultural coordinator)	Integrate skills within the team to run innovative, connected and engaging events, and raise money	New organisation within the team
Geographical Expansion	Market study to confirm the opportunity to extend either the building or in a new council with support of stakeholders	Market survey completed New orientations for 2022
Cultural Foundation	Create a cultural foundation to be able to raise money and diversify the incomes of the AF to support its development	Ratio cost/opportunity leads to give the priority to work with the ACF when needed
Green Alliance	Improve our footprint: led lights, recycling bins, solar panels, vegetalisation of the façade, racks for bikes, etc.	AF part of City Switch Network New orientations for 2022
New membership policy and services	Renovation of the library (corner dedicated for kids, for Francophonie & NC, purchase of new books, reactivation of partnerships). Target 800 members.	New policy and services implemented 2021: +150 new memberships (+89%)

## PRIORITIES 2022



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- 1/ Financially viable**
- 2/ Impact on staff**
- 3/ Valuable for the network**

Project	Content & Purpose
MARKETING	Based on the market survey, review our marketing and communication approach to better address the market and conquer new students.
SCHOOLS DEVELOPMENT	Sensitize the children to learning a foreign language, practice with teens and engage with young adults to prepare them to be global citizens through French language and culture Contribute to the professionalization of teaching French in SA in an motivating and innovative way
LONG TERM SUSTAINABILITY	Anticipate the development of the AF in regards of long term stakes such as generating a neutral impact on the environment, creating a safe space learning in a context of pandemic and a fun environment support the motivation of the learners.
CULTURAL PARTNERSHIPS	Embrace our mission of cultural centre as a place for dialogue between cultures by developing partnerships with strong local institutions in SA.