



Alliance Française

Adélaïde

The background image shows a blurred scene of people in what appears to be a classroom or office. There are people standing and sitting at desks, some looking at documents. Educational materials like maps and posters are visible on the walls. The overall tone is professional and educational.

Strategic Plan

2025-2028

Last updated:
22 Jan 2025



About Us

The **Alliance Française d'Adelaide** is a not-for-profit (ACNC) cultural organisation which exists to promote French language and culture, in collaboration with a range of partners and within South Australia. It celebrated its 110th 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.

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 fulfillment are our goals. We want to offer our learners and participants a whole world of French.



Global Strategy Summary: Enhancing Our Educational Offerings and Community Engagement

Key Priorities and Objectives

1. Educational Excellence and Innovation

In-House vs. Online Classes

We emphasize the benefits of in-house classes for their personal interaction and structured learning environment, while also recognizing the flexibility and accessibility of online classes. Our approach will integrate the strengths of both, to offer a hybrid learning model that caters to diverse needs.

Maintain and Differentiate Quality

We are committed to maintaining the high quality of our educational offerings and differentiating ourselves from other programs by continually innovating and enhancing our curriculum and the resources offered to our students.

2. Sustainability and Community Engagement

Green Initiatives

We are investing in green initiatives, such as the installation of solar panels, to promote the sustainability of our facilities and reduce our impact on the environment, while reinvesting savings into our core activities.

Local Partnerships

We are prioritising collaborative partnerships with local stakeholders, engaging communities with shared goals and leveraging our networks to increase the reach and visibility of our activities.

3. Promotional and Marketing Strategies

Event Promotion

We are encouraging our teachers to actively promote upcoming events, and refreshing our promotional strategies to highlight our unique strengths and to emphasize the distinctive qualities that set us apart.

Targeted Marketing

We aim to broaden our reach and reputation by utilizing various platforms, including our website, to effectively communicate the benefits of classroom learning and to reach and engage new markets and demographics.

4. Staff and Corporate Programs

Staff Appreciation

We are maintaining an attractive offer for our dedicated staff, and ensuring they understand their value to the organisation. We will also explore solutions to recognise and reward the loyalty of our staff.

Corporate Program Development

We are working towards building corporate programs with a range of partners and businesses, and focussing on offering longevity discounts for our long-term students to recognize and reward their continued commitment and loyalty.

5. Strategic Partnerships and Networking

Consulate and Embassy Collaboration

We continue to strengthen our partnership with the Consulate to collaborate on the organisation of events, and focus on enhancing our outreach to leverage the Embassy network for more comprehensive support of our events.

International Connections

We will explore connections with other Alliance Française institutions and explore collateral marketing in a more diverse range of languages to expand our global presence.



Long-Term Planning and Metrics

KPIs and Targets

By setting clear Key Performance Indicators (KPIs) and specific targets for marketing campaigns, and aligning our long-term marketing plan with our strategic goals, we can ensure our progress can be tracked and reported and that we remain driven to achieve desired outcomes.

Course KPIs

1. Profitability

To ensure the long-term viability of the organisation's core activity, we must continue to optimise our operational efficiency to balance our revenue and costs.

2. Number of Courses

We aim to offer a wider range of courses at different levels to cater to a diversity of student levels and goals. With a focus on maintaining our hallmark model of in-house courses, we will explore the development of our curriculum and approaches in collaboration with the community to expand the diversity of our offering while maintaining our high standard of quality.

3. Hours Sold

We will focus on monitoring the number of contact hours sold throughout the year as a metric to measure sales, as student enrolments may be spread across more than one course.

Events/Culture KPIs

1. Conversion

We are focussing on the conversion of our audience from attending cultural events to enrolling in language classes and vice-versa. We aim to attract attendees to the classroom thanks to our offering of cultural events, and simultaneously offer a more diverse range of experiences for our students.

2. Overall Profitability

By balancing a calculated mix of investment in major high-profile and premium events complemented by a range of minor cost-effective events, we aim to manage the profitability of

our overall cultural offering. We are focussing on maintaining the financial sustainability of our events while maximising attendance to expose as many people as possible to French culture.

3. Exposure + Attendees

To enhance the reach and impact of our events, we aim to actively partner with local stakeholders which add value and foster mutual support.

Implementation and Next Steps

Develop and Launch Hybrid Learning Model

Integrate in-house and online learning options to offer flexible and engaging educational experiences.

Pursue Sustainability Initiatives

Initiate the installation of solar panels and explore green grant opportunities.

Enhance Promotional Efforts

Ensure active event promotion by staff and refresh our marketing strategies to highlight our unique offerings.

Strengthen Partnerships

Build local and international partnerships, and explore opportunities for corporate programs and discounts.

Monitor and Adjust

Regularly review progress against KPIs, adjust strategies as needed, and maintain a focus on long-term goals.

This global strategy aims to enhance our educational offerings, strengthen community engagement, and ensure sustainable growth and development. We look forward to implementing these initiatives and sharing our progress with the public.