

Alliance Française de Canberra Inc.
STRATEGIC PLAN
2010 TO 2015



Alliance Française
Canberra Australie

Alliance Française de Canberra STRATEGIC PLAN 2010 TO 2015

WHO WE ARE

The Alliances Françaises are members of a network of independent voluntary organisations dedicated to **teaching the French language** and promoting the **understanding of Francophone cultures**, while positively **recognising that all cultures are valuable**. As a **local, non-profit organisation** the Alliance Française de Canberra seeks to carry out these roles as part of the Canberra community and in co-operation with the other members of the Federation des Alliances Françaises d'Australie.

The following strategies set out the general directions in which the Alliance Française de Canberra intends to develop its activities over the next five years.

OUR VISION

The Alliance Française de Canberra will be recognised for its innovation and excellence in teaching the French language, the promotion of French culture and the cultures of French-speaking countries and in general cultural exchanges within Australia.

OUR OBJECTIVES

- 1 To **teach French** at all levels to the Canberra community and to **cater for the different needs of that community** to learn and understand the French language for whatever area of interest;
- 2 To provide **structured, progressive French courses**, based on the Common European Framework for Languages, so participants may reach competent levels of comprehension and expression in spoken and written contemporary French. These courses may lead to recognised qualifications in the language, in particular the Diplôme d'études en langue française (DELF) and Diplôme approfondi de langue française (DALF);
- 3 To **promote cultural and intellectual links** between Australia and Francophone institutions and individuals;

- ④ To provide facilities and resources for the **promotion of French culture** and of **French-speaking countries** and support for cultural exchanges; and
- ⑤ To provide facilities and resources for **social programs** that reflect and complement the teaching and cultural strategies.

OUR STRATEGIC APPROACH

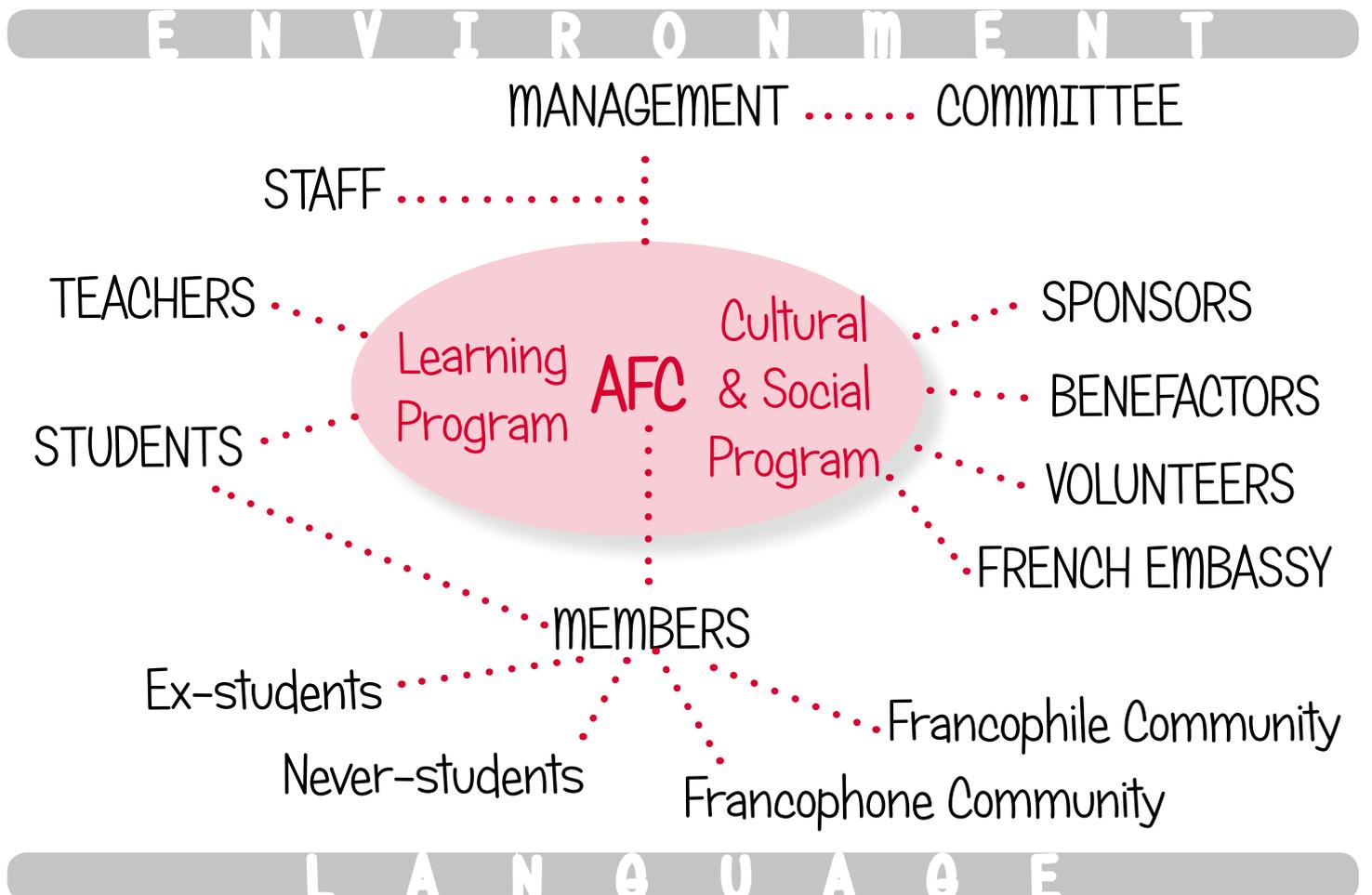
The above vision and objectives will be achieved through two main strategies:

Strategy 1: Creating a learning community for teaching French;

Strategy 2: Undertake a cultural and social program which promotes understanding of French speaking countries and engages our members and the Canberra community.

These strategies will provide the basis for the relationships which link the AFC, its members and the Canberra community. (Figure 1)

Figure 1: The AFC in the Community



STRATEGY 1: Creating a learning community for teaching French

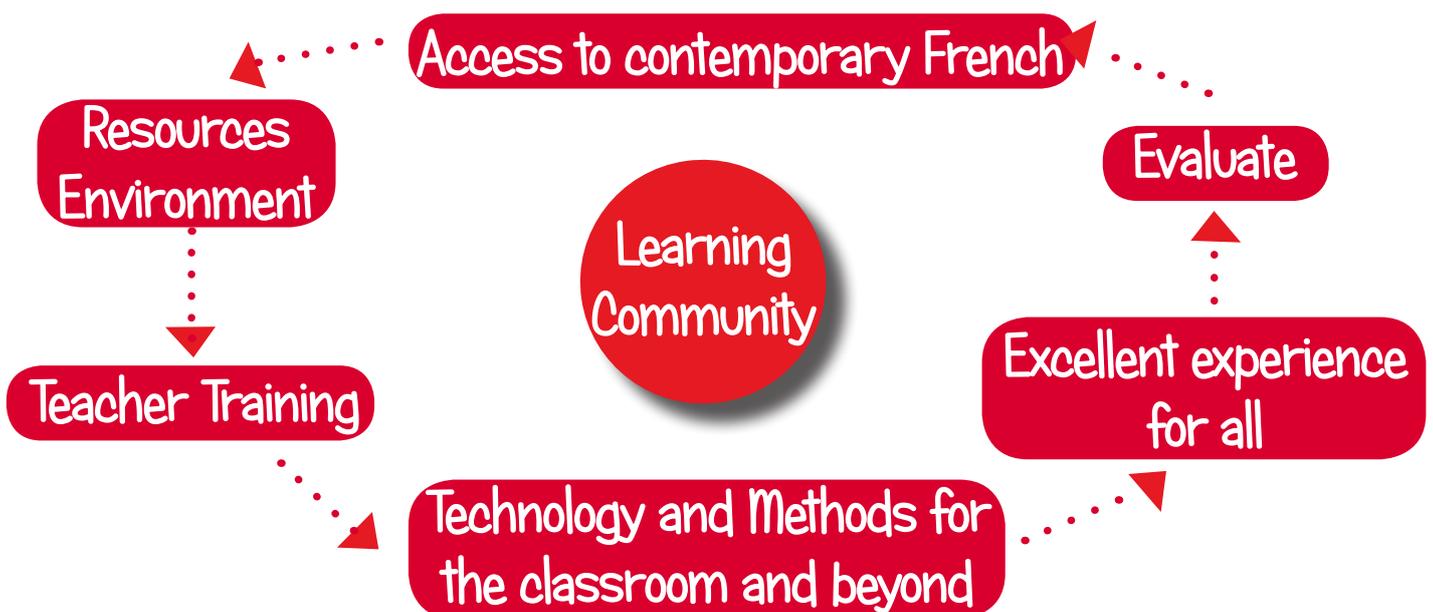
The AFC will provide access to all standards of contemporary French through modern learning experiences.

ACTIVITIES

- Ensure that the Alliance has the **facilities and resources** to make learning French a fulfilling experience for both students and teachers;
- **Renovate classrooms** and equip them for modern internet based teaching technology and methods which students can also use away from the Alliance;
- **Restructure the timetable** so the building is used more efficiently;
- Evaluate the need for **expanding the building**.

Figure 2 shows the relationships between the activities needed to create a learning community.

Figure 2: Creating a learning community





WHO WILL BE INVOLVED

- The Education Committee will be renamed the **Learning Committee** and champion the **modernisation** of the learning environment;
- The **director and deputy** director will restructure the **timetable**;
- All **teachers will be trained** to effectively apply the teaching methods and equipment adopted by the AFC;
- The **Building and Finance committee** will evaluate the need for **expanding the building** after experience with the new approaches.



TIMELINES

- A classroom will be renovated and equipped for a trial of the new approach by Term 4 2009.
- If the trial is successful Alliance classrooms will be progressively renovated and equipped during 2010.
- The need to provide more space for learning will be assessed during 2010 and proposals prepared for consideration by the board and the Alliance as a whole prepared during 2011.



MEASURES OF SUCCESS

- Improved experiences for pupils and teachers measured through revised **satisfaction survey** and consultations;
- Increased enrolments through more efficient use of the building.

STRATEGY 2: Undertake a cultural and social program which promotes understanding of French speaking countries and engages our members and the Canberra Community

AFC will promote understanding of the culture and society of France and other French speaking countries through a high quality cultural and social program delivered in a friendly and stimulating environment.

ACTIVITIES

- Pursue an effective **communication program** about the AFC's objectives and activities;
- Undertake activities to **promote understanding of French and other Francophone cultures** such as lectures and discussions, talks on Francophone countries and regions, holding exhibitions, film presentations, promoting French cuisine and language links, holding sessions on the differences between Australia and France, participation in the annual French Film Festival etc;
- Undertake **social activities** that promote wider interest in, and commitment to, AFC and complement the AFC's cultural objectives (eg musical evenings, exhibitions, Bastille Day and Christmas Parties, the Beaujolais night);
- If resources permit undertake activities that **promote understanding between cultures** in general;
- Investigate the feasibility of **diversifying to outside venues** for some Alliance Française cultural and social activities
- Improve the AFC library premises and resources
- Encourage wider voluntary participation by members in Alliance Française activities

WHO WILL BE INVOLVED

- Alliances Française Director, staff and teachers (recognising that the principal demands on their time will derive from the organisation's language teaching role);
- Members of AFC Board and Member volunteers;
- AFC Students;
- Sponsors;

- Benefactors
 - Francophile community;
 - Francophone community;
 - Embassies of France and other Francophone countries;
 - Partnerships (eg with Universities and schools in Canberra, the National Library of Australia, other public libraries, the National Gallery, the National Film and Sound Archive);
 - Other Alliance Françaises in Australia.
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- The cultural and social programs will continue to be organised on an annual basis;
 - Upgrading the library will be undertaken within the first three years of this plan.



- Audience levels for cultural and social events;
- Level of income from those cultural and social events for which there is an entry charge;
- Number of visitors to website;
- Level of response to emails;
- Overall level of AFC membership;
- Increasing levels of attendance at courses due to interest generated by cultural events – measured through revised satisfaction survey and consultations;
- Identification of which specific events are popular;
- Level of media coverage.



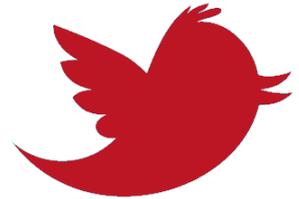
AMBASSADE DE FRANCE
EN AUSTRALIE



SCAN US



FOLLOW US



The Alliance Française de Canberra is a not-for-profit ACT association and a registered charity which promotes the French language and cultural exchange in Canberra since 1943.

We are part of a network of 800 Alliances françaises in 137 countries.

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OUR PARTNERS:



TELOPEA PARK SCHOOL
LYCEE FRANCO-AUSTRALIEN DE CANBERRA

