

# Our strategy

# 2025 - 2028



## Our vision

To be the French language & francophone cultures hub across Canberra and the region.

PILLARS



### LANGUAGE LEARNING

Strengthening French language capability and fostering continuous growth through innovative teaching that meets diverse student needs.



### CULTURE

Delivering immersive and impactful French experiences that enhance learning, cultural appreciation, and long-term engagement.



### FACILITY AND BUILDING

Providing a modern, well-designed environment that supports learning, collaboration, and community engagement.



### SUSTAINABLE, SELF-FUNDED GROWTH

Ensuring the Alliance Française de Canberra remains financially independent and operationally resilient, enabling sustainable growth and long-term investment.

GOALS

- Modern and contemporary teaching offering.
- Highly capable teaching staff.
- Increased access to teaching offerings across localities in Canberra and the surrounding region.
- A pricing structure that maximises enrolments across different student categories.
- Increased accessibility and number of students in French education.

- Engagement with diverse audiences in a wide range of cultural experiences, including film, art, literature, history, gastronomy, sport, thoughts and ideas.
- Transform the Alliance Française de Canberra premises into a vibrant cultural hub that celebrates and promotes French language and culture.

- Create flexible, technology-enabled spaces that support learning and collaboration.
- Design welcoming areas that encourage community engagement and events.
- Ensure modern, adaptable, and sustainable environments.

- Develop and retain high-capability amongst staff and management to drive performance and innovation.
- Achieve profitable operations that generate revenue above costs and support capital investment.
- Secure sufficient capital investment to enable operational and facility improvements.
- Maintain adequate reserve funds to ensure financial resilience.
- Uphold effective governance to guide sustainable growth and accountability.