

## 1. Director's report

The year 2024 was marked by significant operational transitions and financial challenges for the Alliance Française de Canberra. I commenced my role as Director on 5 August 2024, following the end of the former Director's contract and, earlier in May, the resignation of the Director of Studies. To strengthen our management structure, a new position—Director of Operations—was created in August but was discontinued at the end of October.

From a financial perspective, the organisation faced a modest deficit for the year, contrary to initial budget expectations. This outcome was influenced by the payment of prior-year invoices in the current period and the reclassification of certain accounting items, which affected the overall result.

Despite these challenges, several areas performed strongly, including our children's programs, private tuition, the Kids Holiday Program, and the French Film Festival. These successes reflect the continued relevance and appeal of our offerings within the community.

Operating expenses remained well-managed and generally below budget, although necessary adjustments, including wage updates and audit-related corrections, had an impact on the final figures.

**Moving forward, we are focused on strengthening our governance processes, ensuring greater financial transparency, and building a more resilient structure to support long-term sustainability.**

### • Educational activities:

#### Evolution of the educational activities since 2021 to 2025

Year	2021	2022	2023	2024	% Change (2023– 2024)	May 2024 to date: 14th of April 2025
Enrolments	1,805	1,829	1,757	1701	-3.2%	1915
Students	772	805	781	821	+5.1%	902
New students	475	443	436	388	-11.0%	450
Number of hours sold	39,662.50	36,015.15	35,065.5	33,045.5	-5.8%	33,641.5
YTD sales with tax in AUD 14 <sup>th</sup> of April	425,635.46	343,225.59	407,741.60	\$359,452.4	-11.8%	\$486,930.15
EOY sales with tax in AUD	726,671.56	688,322.62	\$809,300	\$872,410	+7.8%	

From 2021 to 2024, the Alliance Française de Canberra experienced fluctuations in educational activity. While total enrolments slightly declined by 3.2% in 2024 compared to 2023 (from 1,757 to 1,701), the

number of students increased by 5.1%, indicating stronger student engagement and retention. However, new student enrolments decreased by 11.0%, suggesting a potential area for improved outreach or marketing. Similarly, the number of teaching hours sold dropped by 5.8%, aligning with the decline in new enrolments.

Despite this, the End-of-Year (EOY) sales with tax rose from \$809,300 in 2023 to \$872,410 in 2024, marking a 7.8% increase, likely reflecting a stronger performance in term-based income or price adjustments. Meanwhile, Year-to-Date (YTD) sales by 14 April 2025 reached \$486,930.15, already surpassing the previous YTD figure of \$359,452.40, demonstrating a positive start to 2025. Overall, the organisation shows strong recovery in 2025, with growth in student numbers and income, despite previous drops in new enrolments and hours sold.

- **Comparison 2024-2025 Education report**

	January- to 15 <sup>th</sup> of April 2024	January to 30 <sup>th</sup> of March 2025	% change (2024/2025)
Number of enrolments	762	925	+21.4%
Number of students	503	596	+18.5%
Number of hours sold	15,100	16,063	+6.4%
Teaching Income (\$)	\$359,452.4	\$486,930.15	+35.5%

Compared to the same period in 2024, the first quarter of 2025 reflects a strong recovery and positive momentum. While 2024 began with slower enrolments and limited income, this year has shown a clear reversal, with increased student engagement and higher course sales. The improved financial performance from teaching activities is a key factor in offsetting previous losses and sets a more optimistic tone for the rest of the year. This growth demonstrates the success of our strategic adjustments and reinforces the importance of investing in our core educational offerings.

- **New activities**

**New courses:**

- French Theatre workshops
- After school classes in the South at Wesley Music Centre
- Training for ACT teachers provided by the director Nabila Aliane
- Rental of rooms (co-working space)

**More cultural events:**

- European festival
- Soirées francophones

## 2. Staff

Our current staff strength is a mix of permanent, casual and Embassy volunteers posted staff.

	In 2024	In 2025	Contract type	Position
<b>Administration staff</b>	Yorick Betfort	Yorick Betfort	Permanent	Administrative Officer
	Yoann Cambefort	Yoann Cambefort	Permanent	Administrative Officer
<b>Education Staff</b>	Graziella Vergain	Will leave on the 2 <sup>nd</sup> of May	Permanent	Head Teacher / Teacher
	Gabrielle Clement	Will start on the 28 <sup>th</sup> of April	Permanent	Head of teachers / teacher
	Stephanie Pouliquin	Stephanie Pouliquin	Permanent	Teacher
	Franck Leonhardt	Franck Leonhardt	Permanent	Head of DELF/DALF/ Teacher
	Alaa Aaboud	Alaa Aaboud	Casual	Teacher
		Ambre Betschitch	Casual	Teacher
	Isabelle Chevreau	Isabelle Chevreau	Casual	Teacher
	Alix De Tournadre	Alix De Tournadre	Casual	Teacher
	Celine Faivre	Celine Faivre	Casual	Teacher
	James Davies	James Davies	Casual	Teacher
	Anis Hamiti	Anis Hamiti	Casual	Teacher
	Nada hamiti	Nada hamiti	Casual	Teacher
	Helen Park	Helen Park	Casual	Teacher
	Françoise Parsons	Françoise Parsons	Casual	Teacher
		Manon Wiart	Internship	Teacher
	Maxime Jouan		Internship	Culture Assistant

		Pauline Meunier	Internship	Communication Assistant
		Julie Marpeau	Internship	Culture Assistant
<b>Culture and Communication Staff</b>	Maureen Simon-Dou	Her contract ends on the 30 <sup>th</sup> of April	Embassy Volunteering	Communication and Culture Manager
		Lou Bernard	Embassy volunteering	Communication and culture officer

### 3. Cultural activities

Events are an important part of our cultural and linguistic organisation to raise funds as well as to increase awareness of the Alliance Française of Canberra, which is a not-for-profit organisation.

Over the last 12 months, the team has coordinated the following activities:

Date	Event
Rendez-vous en Suisse	Saturday 15 June 7 attendees
Thursday 15 August 2024	Café scientifique 20 attendees
Saturday 22 June 2024	Fête de la Musique 140 attendees
Saturday 13 July 2024	Bastille Day 44 attendees
Wednesday 14 August 2024	Le malade imaginaire 31 attendees
Friday 27 September 2024	New Caledonia short film festival 52 attendees
Friday 22 <sup>nd</sup> November 2024	Beaujolais Wine Tasting 60 attendees
Friday 29 November 2024	Journée des professeurs 15 attendees
Saturday 15 November 2024	French market about 5000 visitors
Partners events	
Wednesday 11 September 2024	Telopa Park school Brevet Ceremony
Thursday and Friday 17/18 October 2024	Annual meeting of directors and presidents of AFS - Australia
Friday 18 <sup>th</sup> of October	FAPS Trivia night
Sunday 1 <sup>st</sup> December 2024	Sounds of Summer was held at the French embassy
Friday and Saturday 7/8 February 2025	National Multicultural Festival

Friday 21 March 2025	Francophonie market with the participation of six embassies.
Saturday 5 <sup>th</sup> of April 2025	Telopea Park school Journée de la lecture
French film festival 2025	
Thursday 6 <sup>th</sup> of March 2025	French Film Festival opening night 276 attendees
Sunday 9 <sup>th</sup> of March 2025	French Film Festival Centrepiece -Monte Cristo 262 attendees
Thursday 13 <sup>th</sup> of March 2025	French Film Festival Ladies Night 131 attendees
Tuesday 18 <sup>th</sup> of March 2025	French Film Festival Belgian night 141 attendees
25 <sup>th</sup> of March 2025	French Film Festival Italian night 106 attendees
27 <sup>th</sup> of March 2025	French Film Festival Taste of France Night 134 attendees
30 <sup>th</sup> of March 2025	French film festival Classic movie 161 attendees
1 <sup>st</sup> of April 2025	French Film Festival April fools 50 attendees
3 <sup>rd</sup> of April	French Film Festival Jane Austen 258 attendees
5 <sup>th</sup> of April (cancelled) and screening on 12 <sup>th</sup> of April 2025	French Film Festival Oh La La night 50 attendees
9 <sup>th</sup> of April 2025	French Film Festival Closing night 136 attendees

The French Film Festival is the major fundraising and visible event of the year. In 2025, we improved our sales more than 24 % compared to 2023 with 15,313 tickets sold. Sales increased by approximately 3.30% from 2024 to 2025.

### • Cultural programme

The AFC's cultural programme is organized in:

- Events to improve French language skills: book club
- Events promoting French culture and heritage: Fête de la musique, Bastille Day, wine tasting, cafés Région, Nouvelle Calédonie short film festival.
- Events to promote cultural exchanges : cafés scientifiques, exhibitions

#### 4. Communication

Social media	2024-2025
Newsletter subscribers	Over 12,462 contacts
Facebook	Over 5100 followers
Twitter/ X	Over 2196 followers
Instagram	Over 2255 followers
LinkedIn	Over 1000

#### 5. Business Development

##### Expense Comparison: 2023 vs 2024

Category	2023 (\$)	2024 (\$)	% Change (2024 vs 2023)
Revenue	1,187,077	1,198,896	1.0%
Advertising expenses	(33,252)	(27,270)	-18.0%
Administration expenses	(341,908)	(339,077)	-0.8%
Depreciation and amortisation expenses	(11,949)	(18,209)	52.4%
Employee benefits expenses	(743,622)	(770,811)	3.7%
Insurance expenses	(22,070)	(27,306)	23.3%
Other expenses	(11,863)	(5,490)	-53.7%
Repairs and maintenance expenses	(58,751)	(73,034)	24.3%
Total Expenses	(1,223,415)	(1,261,197)	3.1%
(Deficit) after income tax expense	(36,338)	(62,301)	71.4%

In 2024, the Alliance Française de Canberra generated a total revenue of \$1,198,896, reflecting a slight increase of 1.0% compared to 2023. Most expenses remained relatively consistent year-over-year, with notable changes in:

- A 52.4% increase in depreciation and amortisation expenses, due to recent capital investments.
- A 23.3% rise in insurance costs.
- A 24.3% increase in repairs and maintenance expenses.
- Employee benefits expenses also grew by 3.7%, largely due to adjustments in entitlements and wage increases.

Overall, total expenses rose by 3.1%, resulting in a higher deficit of \$62,301 for 2024, compared to \$36,338 in 2023.

### Income Comparison: 2023 vs 2024

Category	2023 (\$)	2024 (\$)	% Change
Classes	809,300	872,410	7.8%
Sales of textbooks	36,939	38,888	5.3%
Other trading income	49,280	(5,897)	-112.0%
Subtotal - Trading Revenue	895,519	905,401	1.1%
Cultural income	216,747	180,175	-16.9%
External income	9,642	47,027	387.7%
Interest income	17,314	18,639	7.7%
Membership income	47,855	47,654	-0.4%
Subtotal - Other Revenue	291,558	293,495	0.7%
Total Revenue	1,187,077	1,198,896	1.0%

In 2024, total revenue increased slightly to \$1,198,896 from \$1,187,077 in 2023, reflecting a growth of 1.0%. Class revenue showed a positive trend with a 7.8% increase, and external income rose significantly. However, cultural income saw a 16.9% decrease, and other trading income dropped. Overall, growth was modest but consistent, supported by improvements in class-related income and stable membership and interest income.

### Financial Comparaison : 2024 vs 2025

Category	Q1 2024 (\$)	Q1 2025 (\$)	% change Q1 (2024 vs 2025)
Total Income	640,604	687,089	+7.3%
Cost of Sales	79,400	67,850	-14.5%
Gross Profit	561,204	619,239	+10.3%
Operating Expenses	497,607	512,318	+3.0%
Net Profit	63,600	106,921	+68.1%

In the first quarter of 2025, the Alliance Française de Canberra showed an improvement in income compared to the same period in 2024, rising from \$640,604 to \$687,089. While costs of sales were slightly lower in 2025, overall expenses increased due to staff and operational costs. However, net profit increased significantly from \$63,600 to \$106,921, indicating stronger financial performance and operational efficiency.

## **6. What has been decided for 2025**

It has been decided that in 2025, we will expand our cultural events to generate additional income alongside our teaching activities.

- 1- Create a barbecue area on-site, allowing us to provide food ourselves rather than relying on external caterers.
- 2- Cover the terrace, which will enable us to host more guests during our cultural events.

## ***Our Vision Moving Forward***

***As the Director of the Alliance Française de Canberra, I look forward to continuing to work closely with our team, our students, the members of the Board, and our wider community of Francophones and Francophiles. Together, we will pursue the ongoing growth of our linguistic and cultural activities, for the benefit of all Canberrans who share a passion for French language and culture.***

## ***Acknowledgement of Country***

***The Alliance Française de Canberra acknowledges the Traditional Owners of Country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.***