

# 2025 YEAR IN REVIEW



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# ABOUT US

*Founded in 1890, the Alliance Française de Melbourne (AFM) is an Australian not-for-profit association dedicated to the promotion of the French language and culture. We are the largest language centre for French in Victoria.*

## OUR MISSION

The global mission for the Alliance Française as defined by the Fondation Alliance Française is to:

- offer courses in French to all
- promote a better understanding of French & francophone cultures
- encourage cultural diversity

The Alliance Française de Melbourne encourages and promotes active, open connections between people in Victoria and French language and culture. It provides a way for people to learn French and become engaged in the many different aspects of French culture. It provides the opportunity for curious minds to come together in a welcoming and inclusive environment.

## OUR PURPOSE

Our purpose is to inspire a love for French language and culture.

## OUR VALUES

Our values are captured in the acronym ACE:

1. Authenticity. Native speakers. Truly French experiences
2. Community. Inclusive, inviting and engaging. Longterm
3. Excellence. This underpins the brand and all our actions



# PRESIDENT'S MESSAGE

2025 has been a truly meaningful year for the Alliance Française de Melbourne.

After several years of transition, we were delighted to open the French Hub in the heart of the city, restoring not just a home, but a place where our community can come together again to learn, connect and share in the richness of French language and culture.

At the heart of the Alliance lies our core mission: education. Throughout this year, our teachers, supported by the broader team, have continued to deliver high-quality, immersive learning experiences, often in less-than-ideal conditions. Together, they have ensured continuity, quality and care at every step of the student journey.

2025 has asked a great deal of all our staff. Through the complexities of the move, they have shown remarkable professionalism, generosity and commitment. Their collective effort is the true engine of the Alliance, and the foundation on which everything else is built. We would like to tell them UN IMMENSE MERCI.

Their work embodies the values that guide us, **Authenticity, Community and Excellence**. These values shape every aspect of the Alliance experience.

In parallel, we have taken important steps to strengthen the organisation and prepare it for the future. We have clarified our strategic direction and undertaken governance reforms, including updates to our Constitution and Board practices, to ensure the organisation is well positioned for the years ahead.

Our new strategy sets out a clear ambition: to establish the Alliance Française de Melbourne as the French Hub of Melbourne. It is built around five key pillars, Brand & Place, Language, Culture, Community and Team, which together guide how we grow, connect and deliver on our mission.

Across the year, our cultural program has continued to bring people together in large numbers, and since opening our doors, we have already begun to see the return of a vibrant and welcoming community at the French Hub.

To our members, students, partners, volunteers and supporters, thank you. Your presence and engagement are at the heart of everything we do, and we are so pleased to be able to welcome you again into a space that is truly ours.

We look forward to welcoming you back to the French Hub: chez nous, chez vous.



**Myriam Boisbouvier-Wylie**  
President



# GENERAL MANAGER'S MESSAGE

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2025 has been a year lived at full speed.

With the move to the French Hub, the organisation went through a period of sustained intensity and constant adjustment. For much of the year, we were operating at full speed, delivering major transitions while maintaining activity across all core programs.

It was a demanding year. The organisation navigated significant change, including within the team, and this inevitably created pressure. What stands out most, however, beyond the difficulty of the period, is the way the team delivered: with professionalism, resilience and a constant commitment to our mission, as always.

I want to acknowledge the remarkable work of our teachers and staff. Throughout the year, and particularly in May – June, they continued to deliver their work as business as usual, while classrooms, offices and systems were literally on the move. Even amid constant reorganisation, standards and continuity were upheld throughout. Their dedication has been exceptional.

There is also a great deal to be proud of. The opening of the French Hub marks a turning point for the organisation. It provides the Alliance with the place, visibility and momentum it needs to grow and re-engage its community. After several years of disruption, we are now operating from a much stronger and more stable base.

On a personal note, 2025 will be my final year as General Manager of what we now call our French Hub. The past four years have been deeply formative, both professionally and personally. I am grateful for what this journey has taught me, and for the trust, support and perseverance of the “Dream Team” throughout a period of sustained change. Together, we have laid strong foundations for the future. I leave proud of what we have built collectively, and hopeful about the direction of the organisation.

Thank you to the Board, the team and the wider community for your trust and support throughout this journey.



**Marie-Hélène Predhom**  
General Manager



# 2025 HIGHLIGHTS AND MILESTONES

## EDUCATION

*Without interruption despite relocation!*



## FINANCIAL POSITION

*Solid results*

## AF FFF 2025

*A major success!*



## STRATEGY FOR 2025-2028

*Five pillars*

## OPENING OF THE HUB

*A new home*



## GOVERNANCE

*Streamlined model*

## CULTURAL ACTIVITIES

*Christmas Market, Berthe Mouchette Competition and much more*



## FOUNDATION

*A new initiative*

# 2025 YEAR IN REVIEW



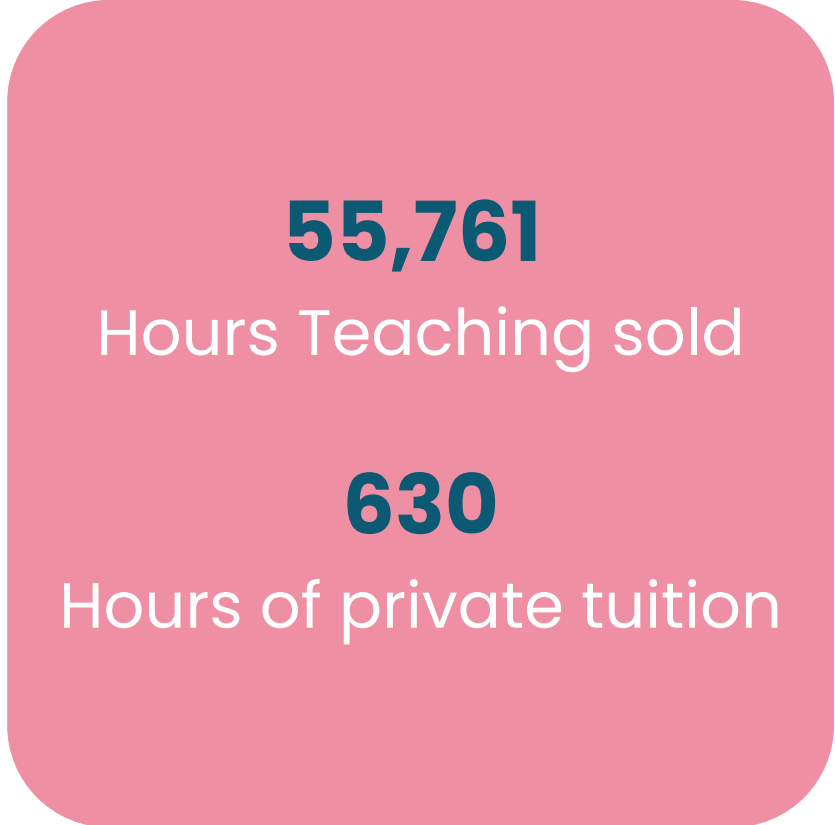
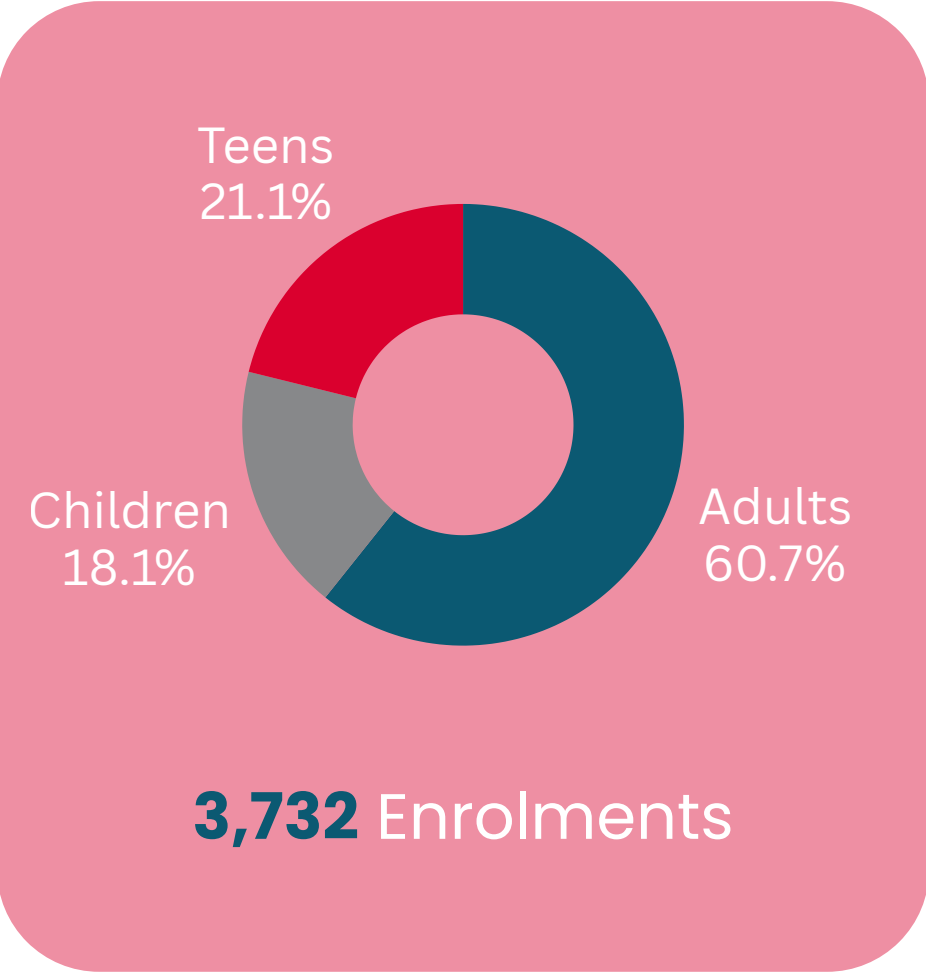
## EDUCATION

2025 highlighted the need to rebuild momentum post-Covid and post-relocation disruption. Language learning remains at the heart of everything we do.

In 2025, our education activities continued to demonstrate their importance, even as we navigated a period of transition. Like many organisations in our sector, we are adapting to changes in how people approach language learning, and to a more competitive environment.

This year has therefore been one of reflection and adjustment. We have focused on improving the experience of our students, refining our course offering, and better understanding how to attract and retain learners.

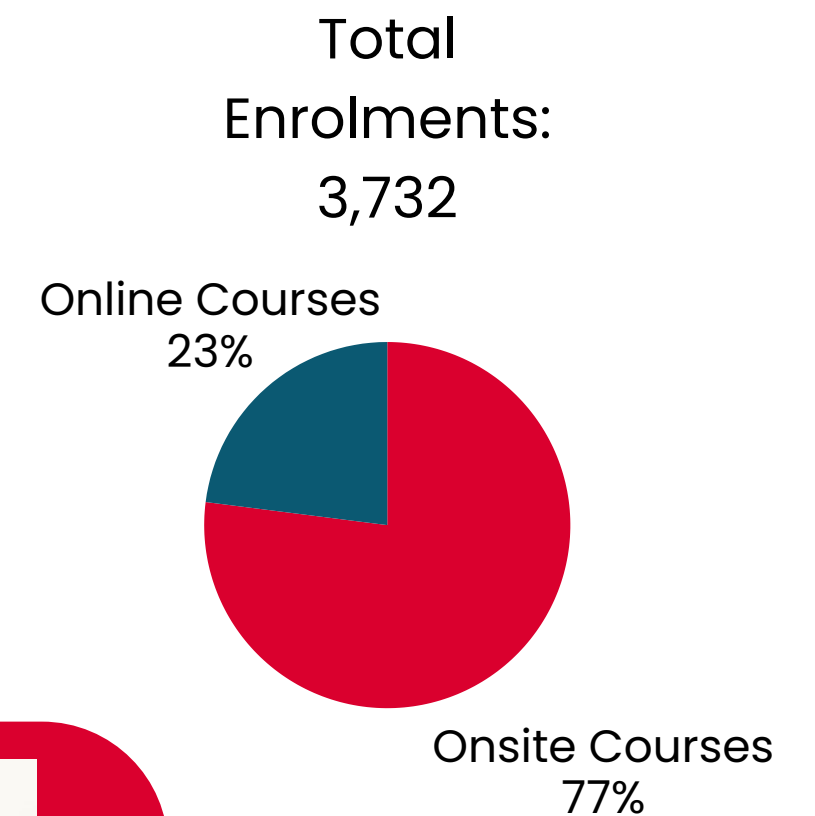
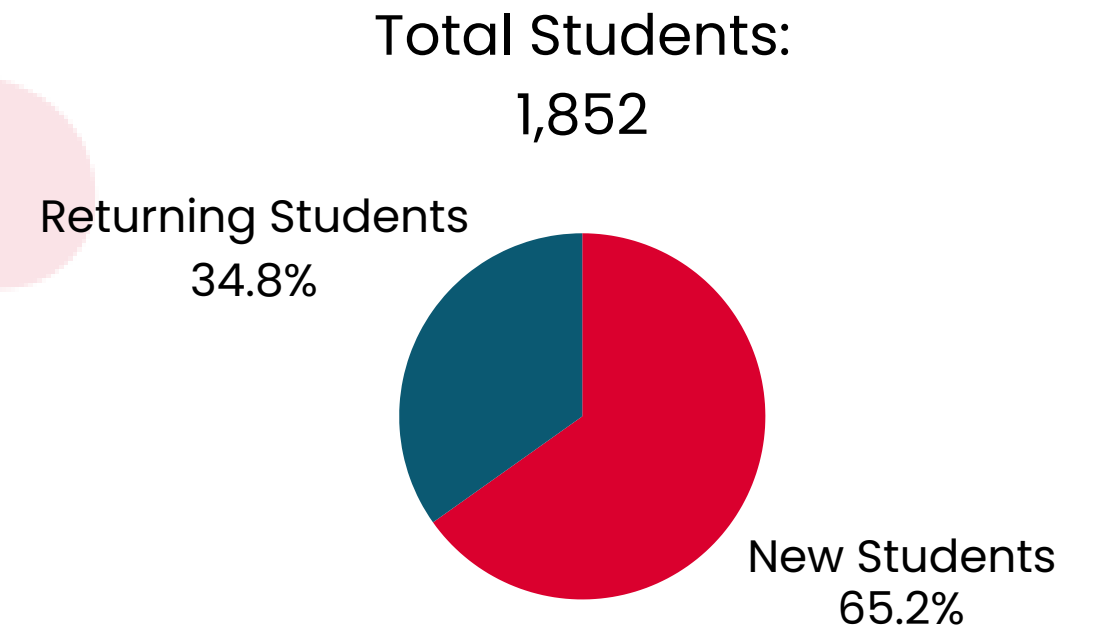
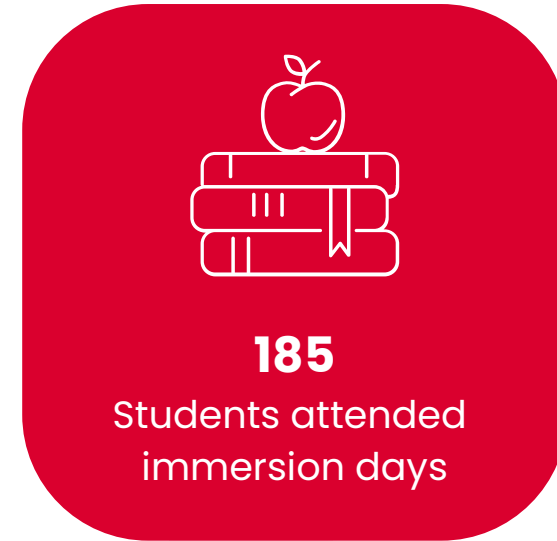
With the opening of the French Hub, we are now in a much stronger position to grow our education programs. The quality of our teaching, the dedication of our team, and the unique immersive environment we offer remain key strengths on which we will continue to build.



# 2025 YEAR IN REVIEW



## EDUCATION



"2025 has been a defining year for the education team at the Alliance Française de Melbourne, with our move into a vibrant new home and the continued energy of our fantastic teachers and loyal community of students aged 3 to 85 . We've expanded our impact through professional development across Victoria and started integrating AI into our classes, all while keeping the rich, immersive French teaching experience at the heart of what we do".



Anne-Sophie Pink  
Director of Studies

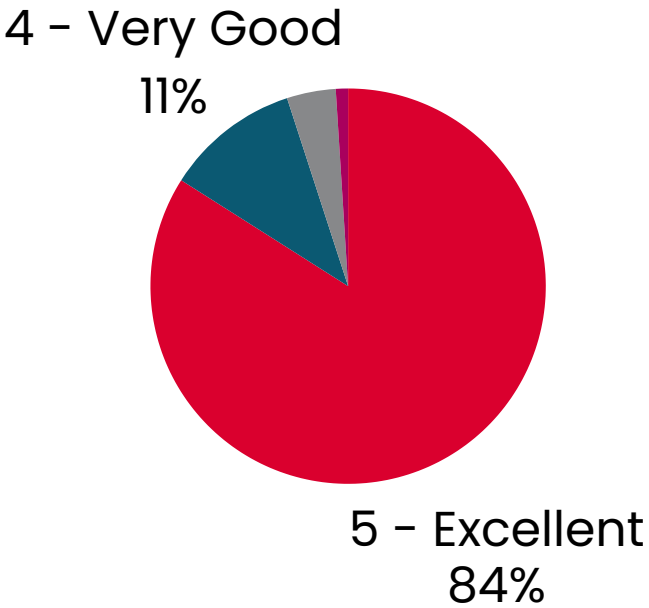
# 2025 YEAR IN REVIEW

# EDUCATION FEEDBACK

## Student Voice 2025 - 495 Responses

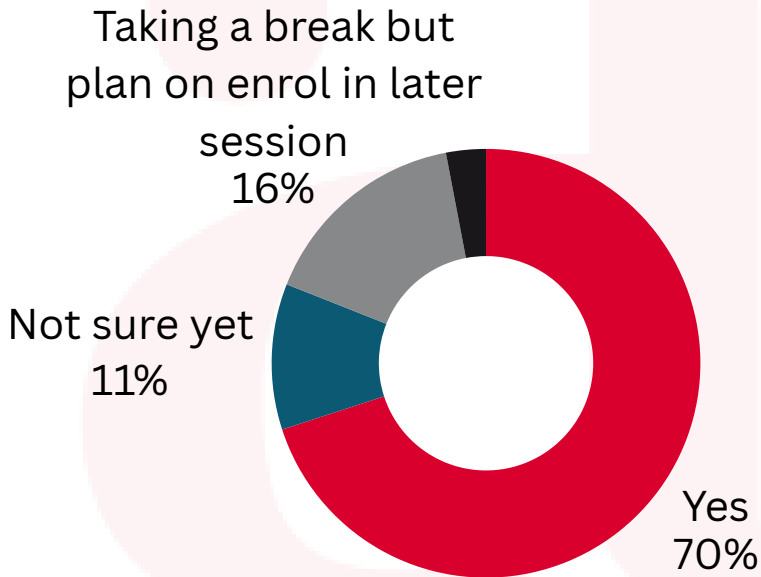
### Teaching Quality

- 5 - Excell...
- 4 - Very...
- 3 - Good
- 2 - Fair

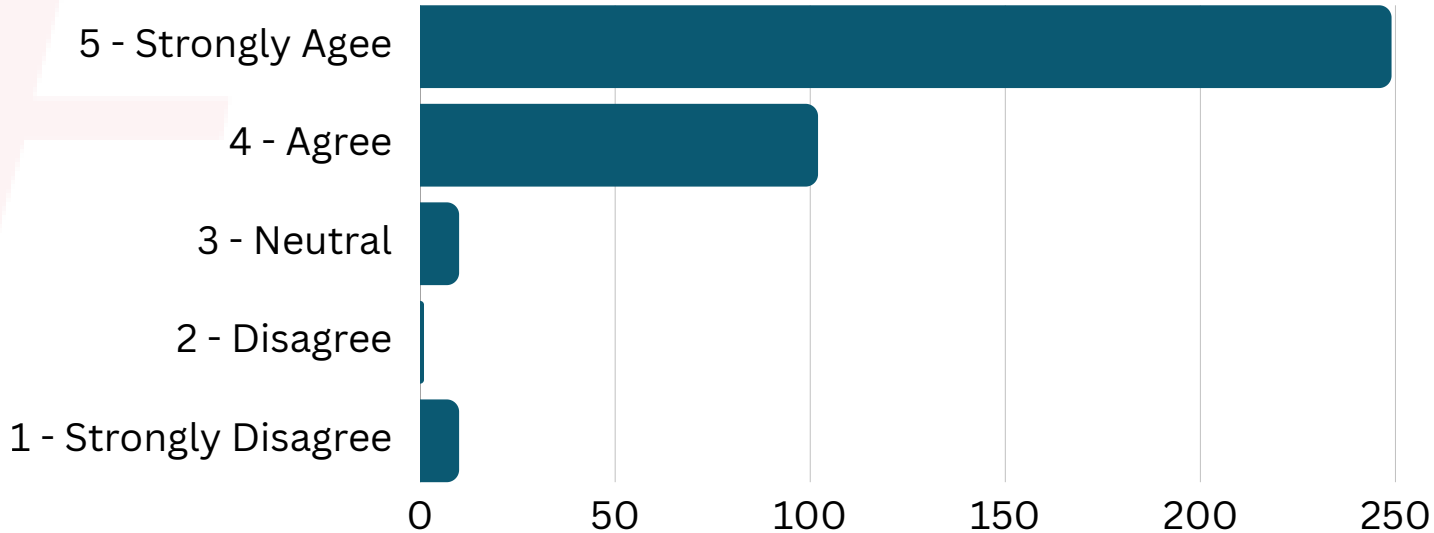


### Re-enrolment Intentions

- Yes
- Not sure yet
- Taking a brea...
- No



### Customer Service Efficiency



“The Alliance Française makes learning French fun and interesting. The teachers are enthusiastic and encouraging. The class is a high point of my week!”

★★★★★

AFM Student



# 2025 YEAR IN REVIEW



*AF FFF Melbourne, A Major Success!*

**\$393.065**

IN REVENUE

**30** SPECIAL EVENTS

**+87.5%**

IN COMPARISON WITH 2024



**30**

SPECIAL EVENTS

**2,038**

SCREENINGS



**62,042**

CINEMA SEATS FILLED IN 2025

**+10.7%**

IN COMPARISON WITH 2024

## PARTICIPATING CINEMAS

- THE ASTOR THEATRE
- PALACE BALWYN CINEMA
- PALACE BRIGHTON BAY
- PALACE CINEMA COMO
- PALACE PENNY LANE
- PALACE WESTGARTH
- THE KINO CINEMA
- PENTRIDGE CINEMA
- PALACE REGENT BALLARAT

# 2025 YEAR IN REVIEW



## THE FRENCH HUB: A NEW HOME

- Opened June 2025 at 140 Bourke Street
- A major milestone after several years without a permanent home
- A vibrant space bringing together language, culture and community
- Designed to strengthen engagement, visibility and growth
- Made possible through the collective effort of our team and Board



*New Caledonia Corner*

*New HUB Opening*



*A Warm French Escape*



*Micro-Folie / Digital Museum*



# 2025 YEAR IN REVIEW



## CULTURAL ACTIVITIES

Cultural activity continues to be a defining feature of the Alliance. In 2025, we delivered a rich and diverse program of events, from flagship moments such as the Christmas Market, to a wide range of community events, talks, and gatherings, without forgetting our unique Berthe Mouchette Poetry Competition. These events play a vital role in bringing people together and showcasing the diversity and vibrancy of French and francophone cultures. They also remain a powerful way to connect new audiences to the Alliance.

PERFORMANCE OVERVIEW

### EVENTS

METRIC	2024	2025	GROWTH
Attendees <small>excl. AF FFF</small>	5.5k+	11.5k+ <small>excl. AF FFF</small>	+109%
Total events <small>incl. all categories</small>	24	59 <small>incl. AF FFF (30)</small>	+146%

2025	
14	Paid events (French Hub)
14	Free events (French Hub)
30	AF FFF events
26	Hub events
5	Opening receptions



# 2025 YEAR IN REVIEW

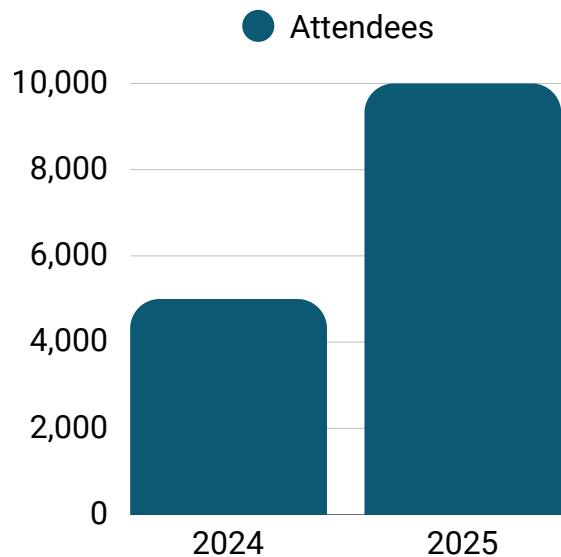


## CULTURAL ACTIVITIES

### CHRISTMAS MARKET



Revenue x 2  
40+ Stalls  
+100% Growth



### BASTILLE DAY FRENCH FESTIVAL



AFM is proud to support the Bastille Day French Festival Melbourne each year, celebrating French culture, language and community in the heart of Melbourne.

A remarkable edition in 2025 — attendance doubled to 10k+, revenue followed, and 40+ stalls gave the event real commercial scale. Operationally demanding, but the returns speak for themselves.



# 2025 YEAR IN REVIEW



## CULTURAL ACTIVITIES

### 131st BERTHE MOUCHETTE COMPETITION

-  7871 Participants
-  104 Schools across Victoria
-  835 Finalists
-  78 Laureates

“The 131st edition of the Berthe Mouchette Competition, celebrating the theme « L’amour », was both uplifting and deeply inspiring, inviting students to explore the many facets of love through the French language.”  
 -Kellee & Mia



# 2025 YEAR IN REVIEW



## THE MEMBER'S CORNER

### VENDEMIARE FRIGATE



### VOLUNTEERS' PICNIC



### BOOK CLUB

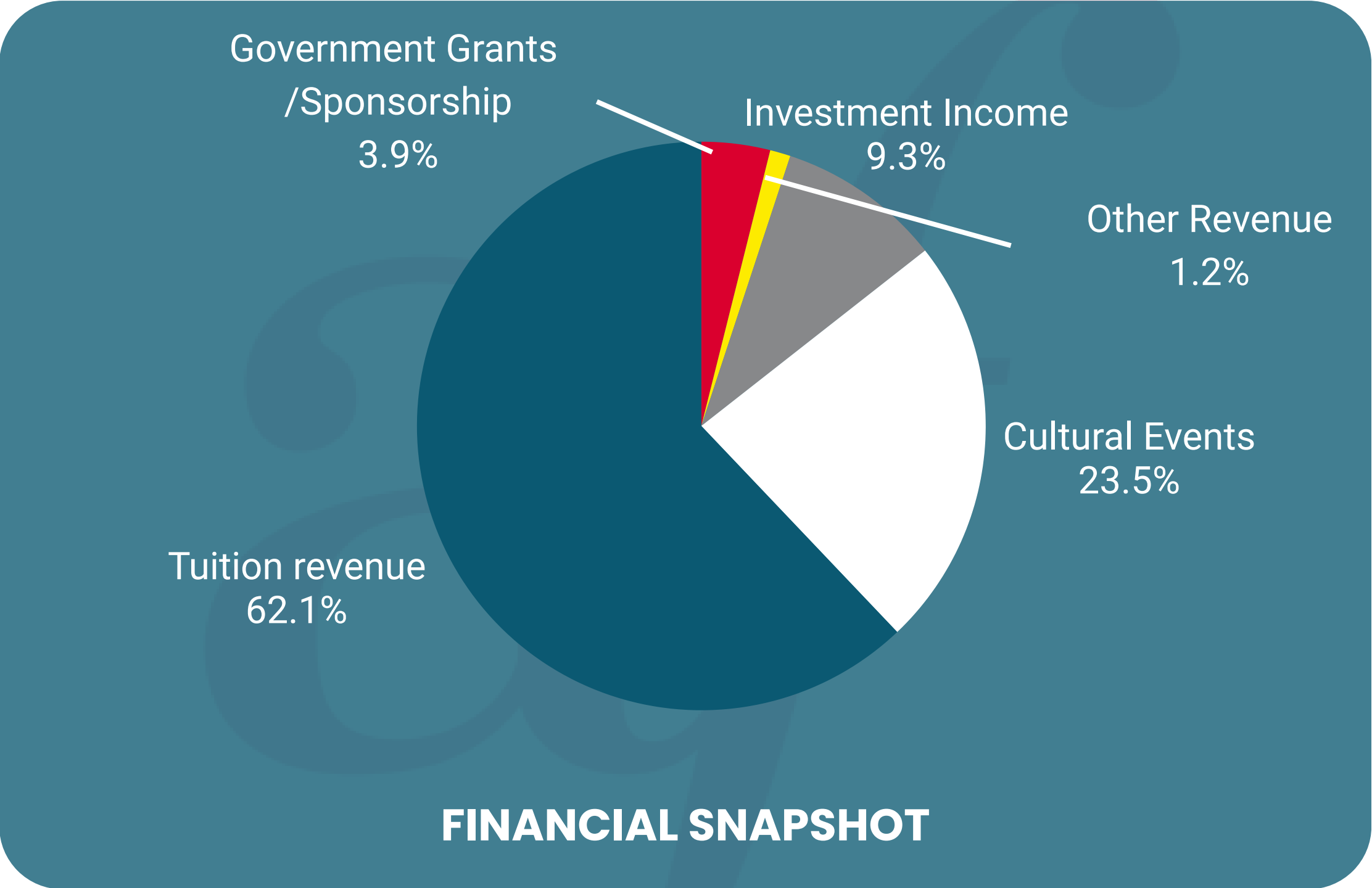


Members were also impacted by the lack of a roof over our heads. With the opening of the new building, dedicated membership activities have now resumed including access to the reading space and the book club.

# 2025 YEAR IN REVIEW



## FINANCIAL SNAPSHOT



<b>TOTAL INCOME</b>	<b>NET SURPLUS</b>
<b>\$2.89M</b>	<b>\$130K</b>



## STRATEGY

2025 was a year marked by a deliberate effort to rebuild structure, clarify direction, and strengthen governance.

### STRATEGIC STATEMENT

2025 is a turning point for the AFM; we have an opportunity over the next 3 years to capitalise on our well-established name and iconic events to rebuild the brand, attract and retain a loyal community and realise our vision of becoming the French Hub of Melbourne.

### KEY OPPORTUNITIES

- The new premises are ready, and the costs associated with the transition period are over
- We have a solid ongoing team & new skills on board as well as strong local community support as expressed by so many at the opening events of our new home
- We are rebuilding the membership offer to provide tangible & intangible benefits
- Expand focus across a balanced set of target markets, achieving both our mission and commercial objectives
- We have strong skills in Marketing, Finance, Legal, HR now on board
- We have an opportunity to shift to a more commercial mindset across the broader team
- We are mature enough to develop KPIs to measure our success and impact

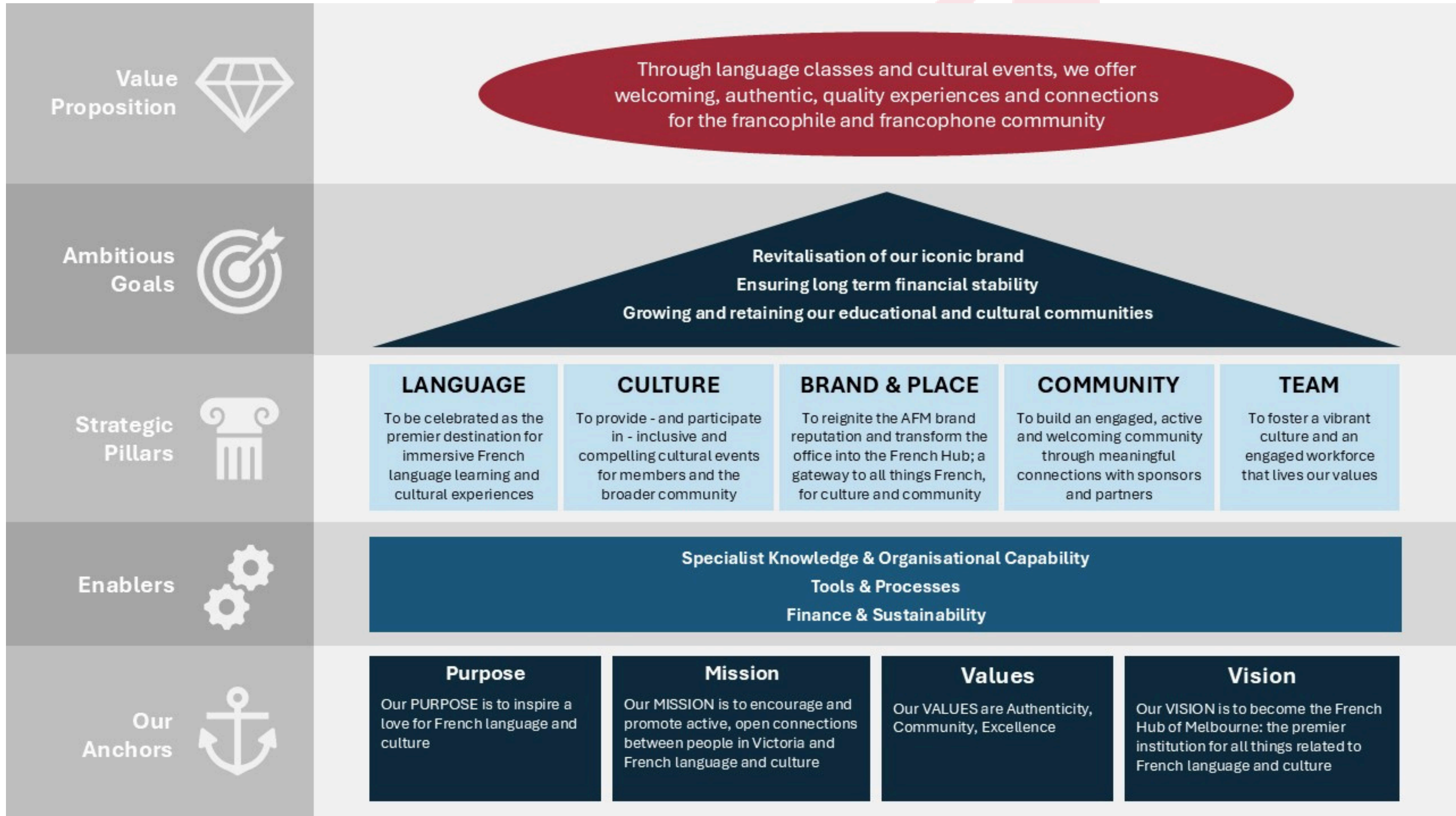
### OUR AMBITIOUS GOALS FOR 2025-28

- Long-term financial stability through teaching, membership, cultural events, successful partnerships/sponsorships/fundraising, and the judicious utilisation of our assets.
- Revitalisation of our iconic brand through the organisation of activities and events at the New French Hub in Melbourne's CBD and beyond.
- Growing and retaining our educational and cultural communities by building up a stronger and active membership base.

# 2025 YEAR IN REVIEW



## STRATEGY ON A PAGE



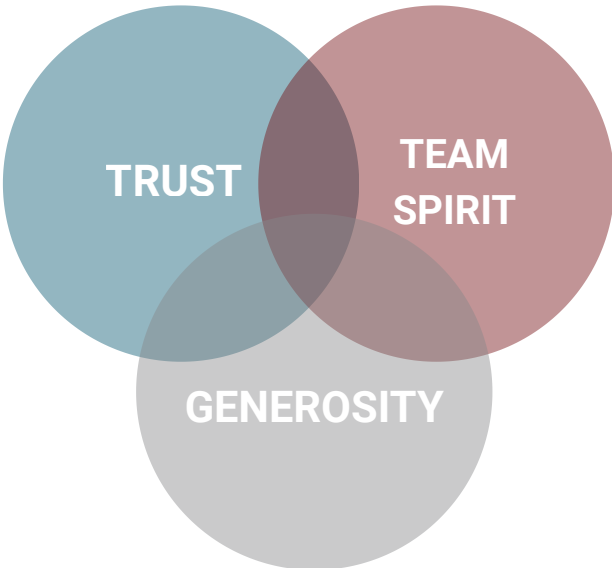
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## GOVERNANCE

- Changes to the Constitution to reduce the number of Directors and facilitate circular resolutions
- Reinforcement of the distinction between governance versus management
- Review and implementation of Delegation of Authority
- Adoption of Sub-Committees Charter
- Transition of the expatriate role from General Manager to Head of Education

Ensuring the organisation is well positioned for its next phase of development, with a culture grounded in trust, team spirit and generosity.



**Myriam Boisbouvier-Wylie**  
President



**Rosy van der Vlies**  
Vice President



**Dianna Gu**  
Secretary



**Lee Mickelborough**  
Finance, Audit,  
Investment & Risk  
Committee – Chair



**Pascale Toussat**  
People, Culture &  
Governance  
Committee – Chair



**Rachel Audigé**  
Marketing & External  
Stakeholder  
Engagement – Chair



**Marcus Hancock**  
Director



## CREATION OF A FOUNDATION

- AFM Cultural Foundation
- Established in October 2025 as a wholly owned subsidiary of AFM
- A dedicated vehicle for our cultural programs and initiatives
- A key enabler for philanthropic support and fundraising
- DGR status underway – more to come in 2026



Australian  
**Charities** and  
Not-for-profits  
Commission

# 2025 YEAR IN REVIEW

MERCI!  
THANK YOU!

The AFM Team  
Members  
Students  
Volunteers  
Sponsors and Partners  
Board Members

