



*af*  
Alliance  
Française  
Dublin

Annual  
Report  
2024







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*The now iconic mural at Reception, a selfie favourite spot, was designed and painted by Ireland-based French artist Claire Prouvost*

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### *Did you know?*

The Annual Report uses the brand colour style of the *Organisation Internationale de la Francophonie* (OIF) in tribute of the 2024 Francophonie Summit.

Hosted in France for the first time in 33 years, the Summit took place in the newly designed *Cité internationale de la langue française* at Château de Villers-Cotterêts.

# 1. Foreword and overview



## *The destination for a truly French experience in Dublin*

At Alliance Française Dublin, we are dedicated to fostering a deep appreciation of French language and culture in Ireland. As a leading centre for French language education and cultural exchange, we take pride in our mission to promote linguistic excellence, artistic expression, and intercultural understanding.

Our vision is to be a dynamic and inclusive hub where individuals of all backgrounds can engage with the richness of the francophonie heritage while embracing the shared values of cultural diversity and lifelong learning.

Guided by our core values, we continue to expand our reach, develop new programmes, and strengthen partnerships that enrich the cultural landscape of Dublin and beyond.

This Annual Report reflects our achievements, ongoing projects, and aspirations for the future, demonstrating our unwavering commitment to language, culture, and community.

**Michelle Noone**

President of Alliance Française Dublin

## *Proudly belonging to one of the largest educational and cultural NGO networks in the world*

Alliance Française Dublin – heir to the Cercle français (1907) and the French Society of Dublin (1922), officially labelled in 1960 and established at 1 Kildare Street since 1974. Since 2023, it has strengthened its position in the global rankings, now placing 19th out of 829 Alliances Françaises worldwide. Alongside Paris, it is the only European Alliance Française in the global top 20 and, for the first time in its history, has achieved 2nd place in Europe.

With over a century of history, we are dedicated to promoting French language and culture while fostering intercultural exchange between Ireland and the Francophone world. Our centre is home to a French language, exams centre, library and cultural centre providing a unique space for learning, discovery, and connection.

As a non-religious, non-political, and not-for-profit organisation (CRO 121022; Irish Charity CHY7554), Alliance Française Dublin operates independently as “Alliance Française CLG.” Governed by a Board of Directors and guided by its Memorandum and Articles of Association, we maintain 99.5% of our funding independently, ensuring that our mission and growth align with our values and the needs of our community.

Founded in Paris in 1883 by visionaries such as diplomat Paul Cambon, geographer Pierre Foncin, scientist Louis Pasteur, Jules Verne, Ernest Renan... the first Alliance Française was established to promote French culture and language worldwide. Alliances Françaises Fondation in Paris oversees the world largest cultural network with more than 830 locations in 135 countries.

Ireland has a strong connection with France, as French remains the most widely taught foreign language in the country—95% of secondary schools offer it, and 50% of students taking a foreign language for the Leaving Certificate choose French. As Ireland’s closest EU neighbour, France continues to develop strong cultural and economic ties with Ireland.

Ireland is home to 5 Alliances Françaises, located in Dublin, Cork, Kilkenny, Limerick, Waterford-Wexford. The Director of Alliance Dublin is leading the Coordination des Alliances Françaises in Ireland, supporting and uniting all Alliances in their shared mission of promoting French language and culture across the country.



### **Did you know?**

Nearly 1 in 1,000 Irish people attended one of the Alliances Françaises in 2024. Alliance Française Dublin represents 90% of the course and cultural activity within the Alliance Française Network in Ireland.





## *A governance dedicated to fostering our values*

Comprised of voluntary members with diverse expertise in finance, law, human resources, marketing..., the Board of Directors provides strategic oversight, supports the Executive and ensures compliance with legal and regulatory obligations. In 2023-2024, the Board was composed of:

*Chair Person: Michelle Noone      Vice President: James Hanrahan      Treasurer: Chris Cawley*

*Members: Bernadette Kiely, Patrick McGovern, Helen Nzekea, Heidi Loughheed, Lewis Purser  
Jean-Philippe Grigy, Sébastien Roche, Una Hassett, Margot Slaterry, Paul Kavanagh*

***Our Vision:*** “The Destination for a truly French experience”

***Our Mission:*** “To inspire, engage, and connect people through the French language, Francophone cultures, and shared values.”

***Our Values:*** Excellence - Intercultural Dialogue - Community Spirit

*To achieve this mission, we focus on the following 3 key pillars:*

Continuously  
excelling in language  
education, promoting  
certification and  
linguistic excellence

Creating cultural  
experiences and  
fostering intercultural  
dialogue

Embedding  
and advancing a  
sustainability  
mindset





af  
Alliance  
Française  
Dublin

*Alliance Française  
Dublin now ranks  
among the most  
dynamic and  
innovative centres  
in the World*



## *Chers Membres, Amis et Partenaires de l'Alliance Française de Dublin,*

Lorsque j'ai été nommée directrice de l'Alliance Française de Dublin en septembre 2021, après avoir dirigé une Alliance Française en Chine et avoir travaillé pour la Fondation à Paris, je mesurais à la fois le privilège de prendre la tête de l'une des plus belles Alliances du monde et l'ampleur des défis à relever collectivement.

Il nous fallait redresser cette Alliance, transformer profondément son modèle économique et mobiliser l'ensemble des parties prenantes afin d'en faire l'une des plus dynamiques, innovantes et attractives d'Europe. Aujourd'hui, grâce à l'engagement de l'équipe, du Conseil d'administration et de notre communauté, nous avons franchi des étapes décisives qui renforcent notre statut et notre positionnement pour l'avenir.

Avec 4000 élèves depuis 2023, nous sommes désormais la 2ème Alliance d'Europe et nous figurons dans le top 20 mondial parmi plus de 800 Alliances.



**Fabienne Clérot**

*Directrice de l'Alliance de Dublin  
Coordinatrice des Alliances  
d'Irlande*

### **Une stratégie de développement fondée sur les valeurs fondamentales de notre réseau, notre identité et les atouts spécifiques de notre institution en Irlande:**

- **Une communauté engagée** : nos élèves, nos partenaires, nos mécènes et notre réseau de soutien.
- **Trois piliers qui structurent toute notre action**
  - Enseignement et certifications** : la promotion de la langue française et l'excellence au service de tous
  - Culture et interculturalité** : diversité, ouverture et échanges entre la France, l'Irlande et le monde
  - Développement durable** : une démarche à la fois environnementale, sociétale et financière
- **Un ancrage fort au cœur de Dublin**, dans notre bâtiment historique, un patrimoine commun, un lieu emblématique que nous valorisons et rénovons, et qui est depuis 50 ans le siège iconique de notre Alliance.

### **Notre succès repose sur plusieurs éléments clés : ambition, audace et passion.**

En quatre ans, avec une équipe réorganisée et mobilisée autour d'une vision commune, un pilotage rigoureux de notre activité, une gestion financière responsable, une meilleure connaissance de nos publics, une adaptation permanente, la volonté d'innover dans les formats, les thématiques, ou sur le plan technologique, nous avons profondément enrichi notre offre, notre communication et notre positionnement.

Nous avons entièrement repensé notre offre de cours pour adultes, jeunes publics et clients corporate. Nous avons développé de nouveaux partenariats et exploré de nouveaux domaines : l'économie, le sport, l'opéra, l'histoire, le patrimoine, les sciences... Nous avons intégré les nouvelles technologies : en ligne, en comodalité, avec l'IA...

**Le succès est au rendez-vous** et nous le mesurons chaque jour par le nombre croissant d'élèves inscrits, par la fidélité de nos publics, par les retours positifs que nous recevons, par l'attractivité grandissante de notre institution auprès des francophones, des francophiles et de tous les passionnés de culture et d'échanges. L'Alliance Française de Dublin est aujourd'hui la Maison de la Francophonie au cœur de l'Irlande.

*Merci à tous ! Ma mission se terminera dans six mois, à la fin de l'été 2025. C'est donc avec une émotion particulière, avec une profonde gratitude et la conscience du formidable travail accompli que je présente aujourd'hui ce rapport annuel à notre Assemblée générale. Ce moment essentiel de notre gouvernance nous permet de dresser le bilan des actions réalisées et d'ouvrir des perspectives enthousiasmantes pour l'avenir.*

*Thank you to all those who, every day, make the Alliance Française Dublin a lively and vibrant hub for language, culture, and connections and to all who support us in our mission.*

# A Rich History – A Common Heritage



Le Premier Ministre de la République Française, Monsieur Jacques Chirac, a inauguré officiellement le 15 novembre 1974 les locaux de Kildare Street à Dublin qui abriteront désormais la Délégation Générale de l'Alliance Française en Irlande, l'Alliance Française de Dublin et le Service Culturel de l'Ambassade de France, en présence de Mr. Garret FitzGerald, Ministre Irlandais des Affaires Étrangères.



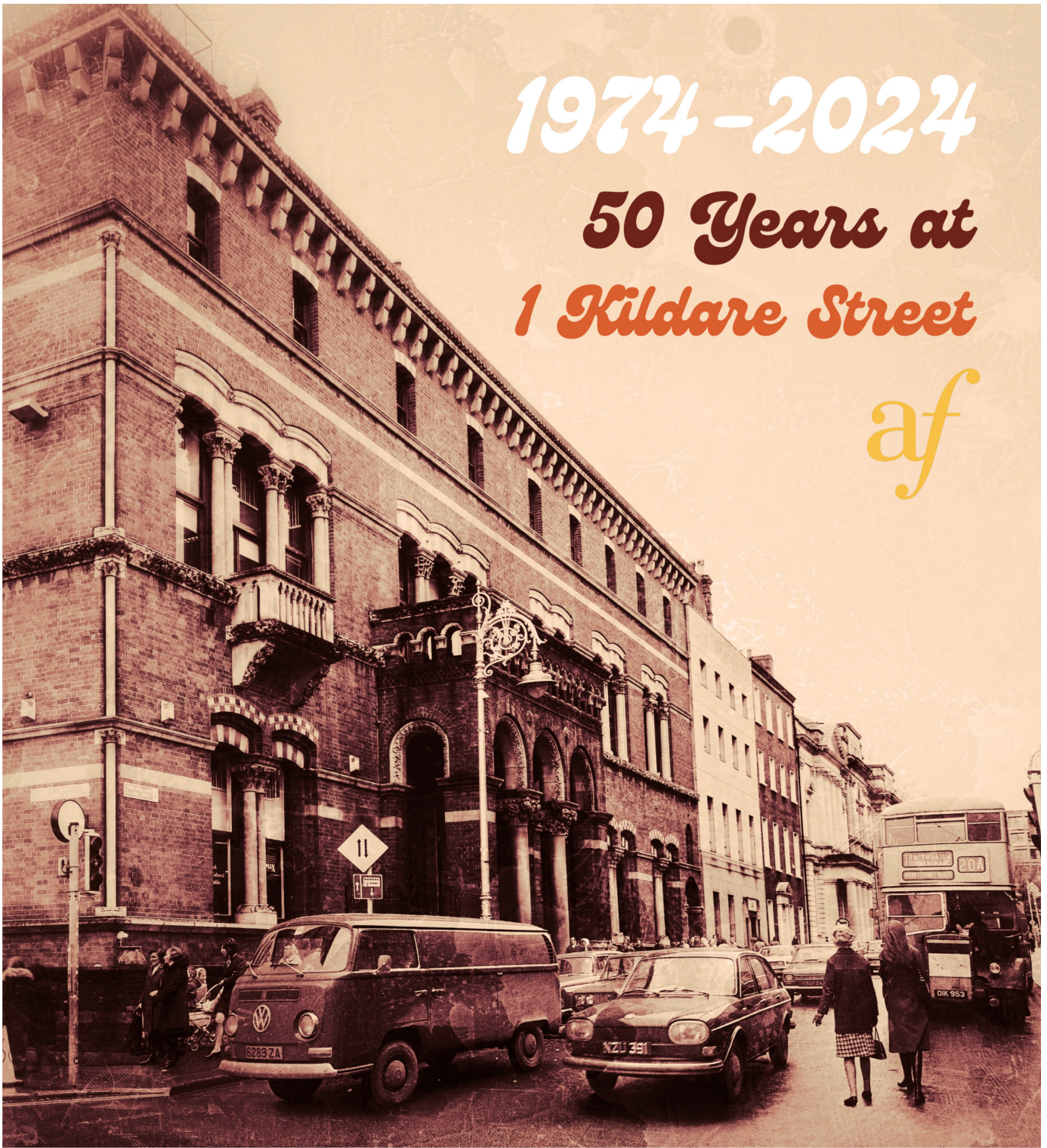
- 1859 – Construction of the building on a design by Benjamin Woodward
- 1861 – The Kildare Street Club, a gentlemen's club created in 1782, moves in
- 1883 – Creation of the Alliance Française in Paris
- 1907 – The “Cercle Français de Dublin” is formed
- 1922 – First shot fired in the Irish Civil War, accidentally, on one of the building pillars.  
– The Cercle becomes the “Dublin French Society” and already offers tuition
- 1954 – The Kildare Street Club divides the building and parts are sold
- 1960 – The French Society becomes officially “Alliance Française Dublin” in Herbert Street
- 1971 – Significant changes to the interior of the Kildare Street building, with additional floors
- 1974 – Alliance Française Dublin moves into the Kildare Street building  
– Inauguration on 15th November by the then French Prime Minister Jacques Chirac
- 1987 – The French Ministry of Foreign Affairs purchases the building for the Alliance Française Dublin.
- 2003 – Innovative laser treatment restoration of the exterior walls & carvings by Paul Arnold Architects.
- 2006 – Extensive interior renovation and refurbishment works on all four floors.
- 2016 – Opening of The French Library, a digital and multi-form space, unique in Ireland at the time.
- 2023 – Alliance Française Dublin ranked 2nd in Europe for the 1st time in its history
- 2024 – Landmark Celebration of 50 years at 1 Kildare street on October 12th



1974-2024

50 Years at  
1 Kildare Street

af



Saturday 12th October 2024

10am - 6.30pm

af

Alliance Française  
Dublin



Open  
House  
Dublin

DUBLIN  
FESTIVAL OF  
HISTORY  
FÉIS NA STAIR  
BAILE ÁTHA CLUICH

Free Guided Tours, Talks, Exhibitions, Scavenger Hunts,  
Memory Kicks, Screenings, Music, Competitions & More



# Retrospective 2021-2024

## 2021-2022

- Sep 2021: New Executive director & re-opening of Alliance after 18 months closure due to Covid-19
- Nov 2021: New President elected
- First Semester 2022: French Presidency of EU
- Mar 2022: Agreement signed between Alliance Dublin, Paris Department of Education and the city of Paris for teachers mobility
- Apr 22: end of restrictions for cultural events and number of students per class
- Apr 2022: Franco-Irish Literary Festival New format : opening evening 'Incipit'
- Jun 2022 : 50% classes onsite - 50% online
- Nov 2022: 1st Quarterly All Staff Meeting

**Turnover 2021-2022 : €1,2M**

## 2022-2023

- Sept 2022: New Course Director and New partnership with Irish National Opera
- Oct 2022: 'An Irish Story' by Keely Rivière & 1st anniversary of Irish Civil Servants Network in Alliance Française
- First Semester 2023: Cross-cultural year with Normandie / Cotentin
- Jan 2023: Start of Open Days with special Guests of Honour
- Mar 2023: Teaching rate increase to encourage specific courses and exams / Lift reparation
- Jun 2023: 1st 'Business Rendez-vous'
- Summer 2023: All lamps converted to LED lighting (Energy efficiency)
- Aug 2023: Mural in the lobby by French artist Claire Prouvost
- 225th anniversary of the "Year of the French"

**Turnover 2022-2023 : €1,2 M**

- Sept 23: Redesign of our adults offer: New calendar (4 terms vs. 6), pace, curricula, textbooks, new courses, ... with new visual identity focusing on our iconic building / End of «free for all» (paying memberships & events, fees increase...) to reach profitability back to pre-pandemic period / Fibre Broadband in the building
- Oct 2023 : 1st guided building tour (Dublin History Festival & Open House) to celebrate 140th anniversary of the AF Network. Botanists from Trinity College classify 28 different sculptures plants.
- Nov 23 : Structural re-organization (Operation & HR manager, development manager, course coordinator, finance controller)
- Jan 2024: New online assessments
- Mar 2024: 1st Hyflex course
- May 2024: Rehearsed Reading 'Salome' / 1st event with France-Ireland Chamber of Commerce on AI
- Summer 2024: Brand new offer 'A la carte'

**Turnover 23-24: €1,5M**

- Sept 24 : Redesign of our offer for minors: New calendar, pace, curricula, textbooks, new courses, specialised bilingual section... A new mascot: Gaston le Pigeon.
- Autumn 2024: FrancophonIA contest, finale for Culture Night and trip to Paris / Château de Villers-Cotterêts.
- Sept-Dec 2024: Best Autumn session!
- Oct 2024 : 50 years at 1 Kildare street Celebrations (Open House Junior & Festival of History)
- Nov 2024: 1st Graduation Ceremony at Alliance Française / Rehearsed Reading 'Le Roi s'amuse'
- Dec 2024: 1st certificates for levels completion
- Dec 2024-Mar 2025: Best Winter session! (almost 1,500 enrolments)
- Jan 2025: journées des associations françaises

**27/02: AGM 2025**

## 2022-2023

## 2023-2024



## 2. A Year of Achievements

2024 has been a transformative and very positive year for Alliance Française Dublin, reinforcing our position as the 2nd largest Alliance Française in Europe and a leader in French language education and cultural programming. Our success is built on:

- ✓ Record course enrolments and financial sustainability (first operational profit in years)
- ✓ Innovative event formats and strategic partnerships with Irish and French institutions
- ✓ A vibrant cultural calendar fostering Franco-Irish identity
- ✓ A strengthened sense of belonging within our community of students, staff, and partners

### *Educational Growth & Training Innovation*

#### **Course Enrolment & Revenue Growth**

- Teaching income represents 90% of total revenue
- 1st positive operational result in years, demonstrating that our core business is now self-sustainable

#### **New & Expanded Course Offerings**

- *Back to French* (refreshers) & *Taste of Literature* (pre-Literary Festival workshops)
- New young learners program (Sept 2024)

#### **Strategic Partnerships in Training**

- Agreement with Department of Education (*Say Yes to Languages*)
- Irish Civil Servants training (French for International Relations exam)
- Teacher Mobility Program (Paris in February ; Hauts de France in October)

### *Cultural & Community Engagement*

#### **Key Events & Partnerships**

- Francophonie Open Days (with Francophone Embassies)
- Business community engagement (FICC, French Tech, Business France)
- *HyFlex*: Innovative flexible learning models

#### **Major Milestones & New Initiatives**

- 50th anniversary at Kildare Street
- 1st Christmas Gathering with *Les Amis de l'Alliance*, Team & Board
- New Community Space (*Affinité*) for Friends of the Alliance
- Enhanced event formats celebrating French lifestyle

### *Support our core activities: HR, Operations & Finance*

#### **Professionalization of our activity**

- Creation of new positions
- Training available to continuously develop our staff
- Monitoring of the activity

#### **Investment in our building to improve working conditions**

- Focusing on security, health and safety
- Digitalization of our activity (IT equipment, fibre, hyflex)

#### **Financial Direction**

- A dedicated person in charge of all financial aspects to implement strategy, evaluate performance, manage financial metrics and ensure compliance.



With a clear vision for 2025, Alliance Française is set to further enhance its educational offering, cultural influence, and business sustainability.

# Top 10 2024 Achievements



Expanding our cultural offerings with innovative event formats celebrating French lifestyle



Celebrating half a century at our historic location, a symbol of cultural excellence and community engagement



Strengthening collaborations and partnerships with major cultural institutions fostering our cross-cultural Franco-Irish identity



A new focus on the Business community has been introduced, fostering professional connections and collaborations



## Alliance Française Dublin ranking 2nd place in Europe

Alliance Française Dublin proudly took the 2nd place in the European leading Alliances Françaises, for the first time in 65 years, reflecting our excellence in cultural and educational initiatives



## Open Days & Francophonie

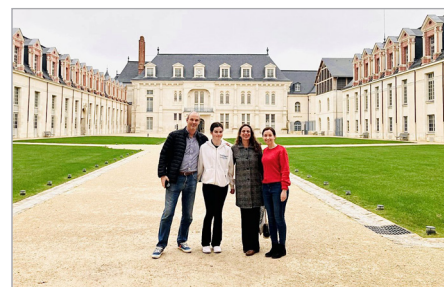
Our Open Days with Francophone Embassies (Switzerland, Belgium, Luxembourg, Canada) and March special program for Francophonie Festival successfully brought the community together, promoting French language and cultural diversity



Launching new dedicated program for young learners, fostering early language acquisition and cultural appreciation



1st Christmas Gathering with Les Amis de l'Alliance, Ordinary Members, AF Team & Board of Directors



*FrancophonIA* dynamic partnership with French institutions and Irish secondary schools, through a very innovative project.



HyFlex: Pioneering flexible learning models and innovative approaches to life-long learning and training for our teachers



# Key Figures

- \* 50 people work at AF Dublin
- \* 30 Teachers
- \* 4,000 students
- \* 93,000 Hours Sold
- \* 6 Floors
- \* 14 Classrooms  
(including 2 HyFlex rooms)
- \* 2 Multifunctional Rooms  
(for Library activities, Events and Functions)
- \* 1 Legendary Location
- \* Open 6 days a week
- \* 1,200 Amis de l'Alliance
- \* 1,000 Exams Candidates
- \* 200 cultural events
- \* 10,000 Attendees
- \* 13,000 documents in the French Library
- \* 7,000 Loans per year
- \* 35,000 Social Media Followers
- \* 14,000 E-mail Subscribers
- \* 260,000 Website Visitors





# Our Core Activities

## a) Language, Exams & Training Centre

Alliance Française Dublin's Language Centre is at the heart of our institution, serving over 4,000 students annually and accounting for more than 90% of our revenue. We offer a comprehensive range of French courses tailored to various age groups, proficiency levels, and professional needs.

Our centre is not only a hub for learning French but also a recognized examination and training centre for teachers and professionals. Our team consists of around 30 experienced, native French-speaking teachers, all fully qualified in teaching French as a foreign language and continuously trained to ensure high-quality instruction.

*A Language Centre offering a structured and flexible learning approach*

We structure our courses into a comprehensive learning journey following the Common European Framework of Reference for Languages (CEFR) from A1 to C2.

### Flexible Course Formats

- General French Courses: 3-month term (2h/week)
- Children's Courses: 17-week term
- Teenager Courses: 15-week term

### Monthly Sessions

- Intensive French Courses (4 weeks, 2x2h/week)
- Thematic Workshops (e.g., theatre, creative writing, travel)
- *Back to French* (Refresher Courses): A1 to B2 level
- Conversation Classes: Supervised oral practice
- Tailored Courses: Private tuition and customized training

### Diverse Course Options for All Audiences

- Adults: General French, conversation, business French, diplomacy
- Children & Teenagers: Bilingual and non-bilingual courses from age 2
- Corporate Clients: Tailored French language training
- Schools in Dublin: In-school and after-school courses

### Diverse Scheduling and Learning Environments

- Classes available Monday to Saturday, all day
- Courses offered on-site, online, and in hybrid format (HyFlex in 2 fully equipped rooms)
- Off-site courses available for corporate clients and schools throughout Dublin and surrounding areas

### Specialized and Thematic Courses

- *A Taste of France*: Discovering French regions through culture and gastronomy
- *A Taste of French Literature & Ateliers d'écriture*: Exploring different literary genres and developing writing skills
- Specialized Courses: Business, international relations, legal, and medical French

### Learning Beyond the Classroom

- *Field Trips*: Full-day French immersion experiences for Irish schools at the Alliance Française
- Creative Writing Workshops and Literary Meetings
- Immersive Simulations: Mock interviews, debates, and negotiations
- Contests for Irish Secondary Schools: Joutes Oratoires and *Francophonie*





## First Exam Centre in Ireland

Alliance Française Dublin is the main official examination centre in Ireland, offering internationally recognized French language diplomas and certificates.

### General French Diplomas

- DELF (*Diplôme d'Études en Langue Française*) : DELF Prim (for children under 12), DELF Junior & Scolaire (for teenagers), DELF Tout Public (for adults)
- DALF (*Diplôme Approfondi de Langue Française*): Advanced proficiency for adults C1-C2

### Professional French Diplomas

- DFP (*Diplôme de Français Professionnel*): specializations in Business, International Relations, Tourism, Hospitality, and Health (levels B1, B2, C1)

### Official Tests

- TEF (*Test d'Évaluation de Français*): Required for academic, immigration, or naturalization purposes
- TCF (*Test de Connaissance du Français*): General language proficiency test



In 2024-25, we are proud to launch a brand-new range of preparation workshops which includes face-to-face tuition, the Exam registration fee with discount, a mock oral exam, and, for DELF B1 & B2, a 12-month unlimited access to the PrepMyFuture platform.

**In 2024, 100% of the DELF candidates who prepared with us passed the exam!**

## A reference Training Centre for Teachers

Alliance Française Dublin is a premier resource centre for French teachers across Ireland, offering comprehensive training and support.

### Continuous Professional Development

- Upskilling for Primary and Secondary School Teachers in Ireland
- Training for French Language Assistants
- DAEFLE (*Diplôme d'Aptitude à l'Enseignement du Français Langue Étrangère*)

### Training and upskilling opportunities

- A strong partnership with French Académies (regional Education Departments) to train educators from primary and secondary schools in French on Irish pedagogy
- DELF/DALF official jury accreditation

### Resources

- Privileged access to The French Library and its teaching material collection, and online library *Culturethèque*

**Alliance Française Dublin is the leading French language and training centre in Ireland. It stands out for the variety of its course offerings and its ability to reach audiences who typically have limited contact with Alliances Françaises, including young learners from the age of 2 and advanced / bilingual levels.**





## b) Development & Customer service

At Alliance Française Dublin, we continuously strive to improve our customer experience through **personalized services**, **data-driven strategies**, and **enhanced corporate engagement**:

- Our reception desk has been transformed into a comprehensive customer service centre,
- We leveraged our management software to analyse customer data and offering personalized communication to boost loyalty and engagement,
- Corporate course services have been strengthened with follow-ups, attendance tracking, and personalized communication.

Building on our long-standing partnerships and expanding our focus to French-linked companies, we have strengthened our position as a **corporate hub**. By offering innovative class formats, we continue to attract **new clients**. Corporate memberships, along with strategic communication materials such as booklets and LinkedIn engagement, have further enhanced our reputation.

### They trust us:

#### Public Entities:

*Ambassade de Belgique*  
*Ambassade du Canada*  
*An Garda Síochána*  
*Department of Children, Equality,  
Disability, Integration and Youth*  
*Department of Defence*  
*Department of Enterprise, Trade and Employment*  
*Department of Finance*  
*Department of Foreign Affairs*  
*Department of Health*  
*Department of Justice*  
*Department of Public Expenditure & Reform*  
*Department of the Environment,  
Climate & Communications*  
*Department of Tourism, Culture, Arts,  
Gaeltacht, Sport & Media*  
*Higher Education Authority*  
*Houses of the Oireachtas*  
*Ireland's Foreign Direct Investment Agency*  
*Irish Defence Forces*  
*Académie de Paris mobilité*  
*Académie des Hauts-de-France*

#### Corporate Companies:

*Allianz Ireland*  
*Airbus*  
*BNP Paribas*  
*Central Bank of Ireland*  
*CNP Santander Insurance*  
*Colas Ireland*  
*Comgest Asset Management*  
*Crédit Agricole Creditor Insurance*  
*Foamalite Ltd*  
*General IDA Ireland*  
*GIP-FCIP DE PARIS*  
*GOAL*  
*GoFundMe*  
*European Movement Ireland*  
*Thea Pharma*

### Did you know?

Retention rate rose to

**70%**

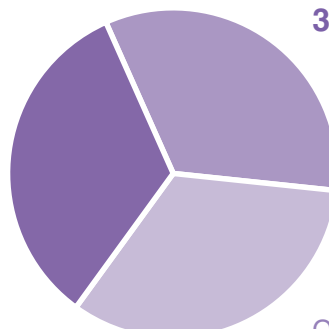
while innovative class  
formats attracted  
new clients

The adult average age gaps narrowed  
in 2024, leading to an almost  
perfect harmonization of the  
3 age groups:

18-34 years old  
**31%**

35-54 years old  
**33%**

Over 55 years old  
**36%**

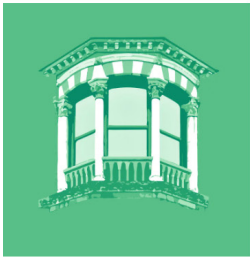


## c) Communication

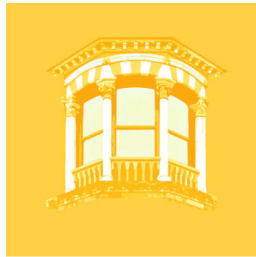
### *A more engaging, diverse, and clear communication, centred on our core mission and assets*

Alliance Française Dublin embraced a more engaging, diverse, and clear communication strategy, firmly centred on our core mission and key assets. Our approach is dynamic, community-driven, and highlights every aspect of our activities – from language courses and exams to vibrant cultural events.

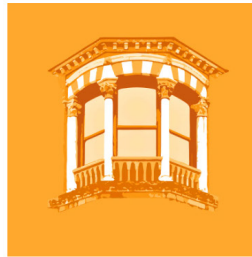
A major milestone this year was the renewal of our website, with the addition of a dedicated *Agenda* section that allows everyone to stay informed about all upcoming interdisciplinary events at the Alliance.



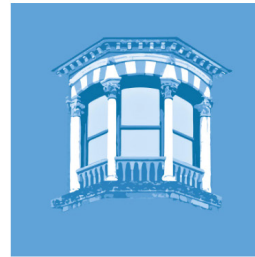
*Spring*



*Summer*



*Autumn*



*Winter*

*2024 saw a renewed branding enhancing our iconic building*

To reach a broader audience, we expanded our presence across various digital platforms, including Instagram, LinkedIn, and TikTok, ensuring our messages are accessible and engaging.

Our communication is now embodied, fostering a deeper connection with our students and members. A unique initiative introduced this year is the signing of event posters by our guests, creating lasting memories and reinforcing our cultural impact.

Additionally, branded promotional items such as mugs and notebooks further strengthen our visibility and community spirit, making Alliance Française Dublin a recognizable and cherished institution among Francophiles and Francophones alike.



## d) Our commitment towards CRS

Alliance Française Dublin is dedicated to **sustainability**, **social inclusion**, and **diversity** while ensuring strong economic performance. Our commitment to reducing our carbon footprint includes **energy conservation**, recycling, and minimizing paper use by adopting digital alternatives such as QR codes and screens.

We actively promote gender **equality**, **accessibility**, and **social solidarity** by supporting charitable organizations like Simon Communities and Trócaire. As a key partner of the Trinity Access Program, we welcome students annually, providing them with training and insights into studying French and opportunities in France. Our engagement extends to investing in DEIS schools, fostering educational equity and expanding access to language learning for all.

## e) Recognizing our community: *Amis de l'Alliance* & Members

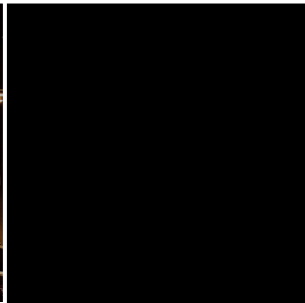
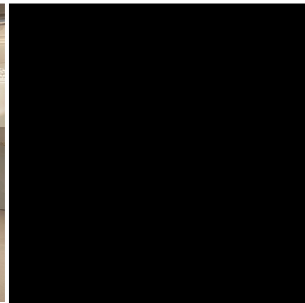
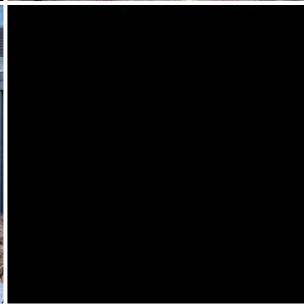
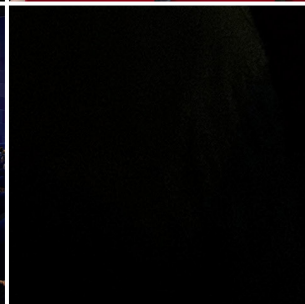
Alliance Française Dublin is committed to fostering a vibrant community where Francophiles and Francophones can connect, engage, and celebrate French culture. Members are the foundation of all Alliances worldwide, and their contributions as part of a **non-profit and registered Irish charity** help sustain our cultural and educational initiatives.

By joining **Amis de l'Alliance**, members enjoy exclusive benefits, including special rates, discounts, and privileged access to events. Ordinary Membership also provides the opportunity to participate in and vote at the Annual General Meeting, strengthening the collective voice of our organization.

To nurture a sense of belonging within this dynamic community, *Amis de l'Alliance* receive a dedicated newsletter. In 2024, we also hosted our first exclusive pre-Christmas event, offering a unique opportunity for members to connect, engage in discussions, and celebrate together.

Expanding our network further, we have introduced a new initiative: '**Corporate Members**' – a program bringing together key partners who support and align with our mission. This network includes businesses, educational institutions, and companies such as The French Tech, The Digital Hub, TCL, and Natixis.





## f) Culture

*Alliance Française Dublin excels in the cultural field, ranking 3rd in Europe for the number of events (nearly 200 per year) and spectators (more than 10,000) and 2nd for the number of library loans*

**Culture remains at the heart of our mission**, shaping our approach to education, engagement, and innovation. As we refine our strategic direction, we are embracing new priorities to enhance impact and sustainability.

- **Less is More: Maximizing Impact**

A more focused approach allows us to create deeper, more meaningful cultural experiences. By prioritizing quality over quantity, we ensure that every initiative leaves a lasting impression.

- **Expanding Offerings**

We are broadening our reach with corporate events, making our expertise accessible to professionals. Additionally, we are reimagining the valorisation of our historic building, transforming them into cultural hubs. An expanded audience strategy will further democratize access to culture while maintaining excellence.

- **Evolving Our Model**

To sustain and enrich our cultural offerings, we are transitioning from a fully free model to a more balanced approach, ensuring long-term viability while preserving inclusivity.

- **Bridging Education and Culture**

By integrating cultural elements into our educational programs, we create immersive learning experiences that break down barriers between disciplines.

**Through these strategic shifts, we reaffirm our commitment to culture as a driving force for knowledge, creativity, and engagement.**

At the heart of our program are our 3 major Festivals:

*Week-end francophone* (each March)

Le Festival du film francophone brings free premiere screenings of unsung films selected by participating Embassies from member countries of the Francophonie represented in Ireland.

*Franco-Irish Literature Festival* (each Spring)

Founded in 2000, it brings together international authors and promotes 3 languages French, Irish and English. The 2024 edition explored the theme of "Taste," featuring roundtables, readings, interviews, film screening and performances, highlighting linguistic and cultural diversity, with guests from Québec, Morocco, Switzerland, Ireland, and France.

*Comic Book Festival* (each May)

Celebrating both French and Irish comic strip traditions, the festival features live readings, workshops, storytelling, book signings, discussions, exhibitions, screening and a Zine and Comics fair.

## *A Cultural Hub*

The Alliance Française Dublin's Library offers a wealth of resources, including books, films, music, and magazines in French. It's an ideal space for those learning French or anyone passionate about French culture. *Amis de l'Alliance* also gain access to *Culturethèque*, a digital portal with over 130,000 online titles.

Our Library hosts a variety of social and cultural activities:

- *French Corner* (last Tuesday and Thursday of each month): A friendly and informal conversation workshop to practice French, improve communication skills, and meet new people.
- *Cinéclub*: A monthly subtitled screening of must-see French films.
- *Board Game Evening*: Open to all, regardless of French proficiency, for a fun night of games and socializing.
- *Matinées*: Monthly informal, walk-in screenings of family films.
- *Les Ateliers du Samedi*: Storytelling and arts & craft sessions for children, focusing on classic fairy tales.
- *Reading Aloud*: A space for participants to read and discuss selected texts.



# Alliance Française Dublin's Ecosystem:

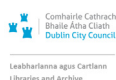


## Alliance Française Dublin's Partners:

### French Institutional Partners



### Irish Institutional Partners



## International Partners



## Cultural Partners



## Educational Partners



## Media Partners



## Corporate Members 2024





# 3. Annual Accounts

## Summary

For the financial year from September 2023 to August 2024, Alliance Française Dublin achieved its highest-ever turnover of €1.7M, with a positive net result of €100K.

**Alliance Française Dublin is independent and 99.5% self-funded.**

This success was driven by the restructuring of our core business – mainly our language courses, making them more diverse, appealing and profitable, along with strict expense control.

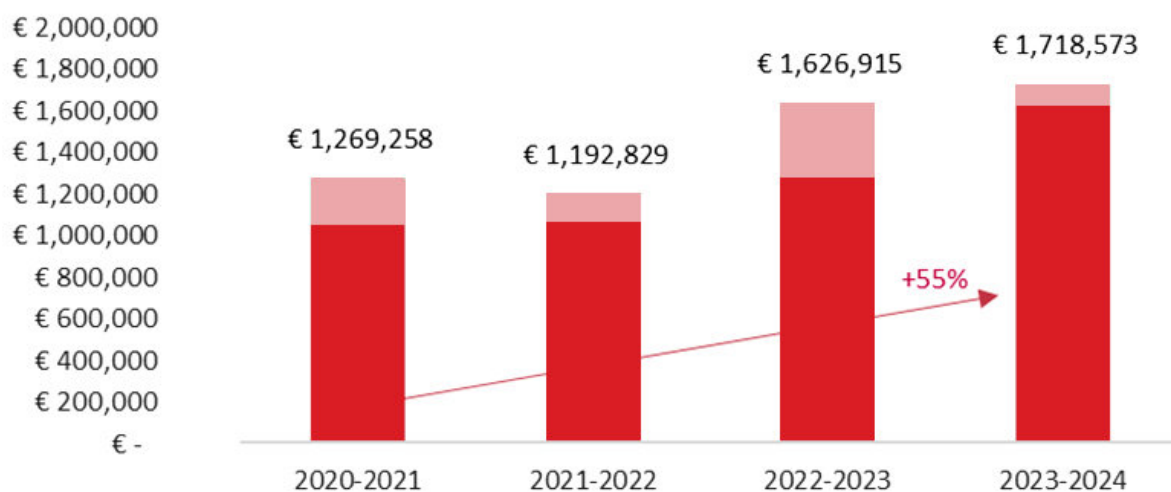
### Remarkable results

Total Income: +35% between 20-21 (1.3M€) and 23-24 (1.7M€)

Including TWSS covid: +137k€ in 20-21 and Insurance refund +176k€ in 22-23

Income 23-24 is exclusively based on our operational activities

## Turnover since 2020



■ Teaching Income

■ Other Income

*Teaching Income represent 90% of our total Income*

*Other Income includes paying cultural events, grants and donation.*

*Repartition:*

*83% Group classes  
12% Corporate clients  
5% Private tuition*

*80% Adults / 20% Minors*

**+55%**

**in Teaching Income between 20-21 (1M€) and 23-24 (1.6M€)**

## Balance Sheet

	2024	2023
<b>Fixed assets / Tangible assets</b>	<b>€ 361,079</b>	<b>€ 353,151</b>
<b>Current asset</b>	<b>€ 950,502</b>	<b>€ 843,379</b>
Debtors	€ 29,308	€ 41,468
Cash at bank and in hand	€ 921,194	€ 801,911
Creditors (within one year)	-€ 485,548	-€ 455,732
Net current assets	€ 464,954	€ 387,647
Total assets less current liabilities	€ 826,033	€ 740,798
Creditors (more than one year)	-€ 1,182,599	-€ 1,197,593
Net liabilities	-€ 356,566	-€ 456,795
Capital and Reserves	-€ 356,566	-€ 456,795
<b>Members deficit</b>	<b>-€ 356,566</b>	<b>-€ 456,795</b>

## Profit and Loss Account

Financial Year ended 31st August 2024

	2024	2023
<b>Turnover</b>	<b>€ 1,659,909</b>	<b>€ 1,428,844</b>
Cost of Sales	-€ 834,257	-€ 788,494
<b>Gross Profit</b>	<b>€ 825,652</b>	<b>€ 640,350</b>
Administrative expenses	-€ 780,956	-€ 751,964
Other operating income	€ 58,664	€ 198,071
<b>Operating profit</b>	<b>€ 103,360</b>	<b>€ 86,457</b>
Other interest receivable and similar income	€ 1,321	€ 191
Interest payable and similar expenses	-€ 4,452	-€ 4,856
<b>Profit before taxation</b>	<b>€ 100,229</b>	<b>€ 81,792</b>
Tax on profit	€ -	€ -
<b>Profit for the financial year</b>	<b>€ 100,229</b>	<b>€ 81,792</b>



## *4. Outlook 2025*

*2025 a year of  
consolidation &  
further growth*





# Perspectives & Strategy

With a strong financial foundation, expanded course offerings, renewed team, and dynamic cultural programming, Alliance Française Dublin is ready for the next phase of development. Looking ahead, 2025 will be a year of **consolidation**, **innovation**, and **expansion**. Our strategic objectives include:

## Consolidating AFD's leadership position in Europe

- Maintaining our position as a top Alliance Française in Europe and worldwide
- Driving continuous innovation in pedagogy
- Enhancing our client relationship management

## Expanding our influence through education & cultural partnerships

- Developing new strategic partnerships with Irish and French institutions
- Develop comprehensive integrated approach (courses, exams, culture, library, business)
- Promote lifelong learning & professional development

## Enhancing community engagement & member experiences

- Implementing the Third Place Strategy to transform the Alliance into a dynamic social and cultural hub
- Optimise spaces and visitors experience
- Developing Affinité, a dedicated and flexible space
- Showcasing cultural and linguistic diversity through a rich and inclusive program
- Strengthening engagement with *Amis de l'Alliance*

## Investing in long-term sustainability & financial growth

- Diversify revenue streams for greater financial stability
- Invest in long term growth
- Reinforce security and ensure regulatory compliance
- Promoting sustainability and accessibility
- Increasing our social impact within the local and international community

## Short-Term Goals

Alliance Française Dublin strategy and offer are aligned with Irish Government major roadmap:

### • Irish teachers' upskilling - 'Say Yes to languages'

Foreign languages will become mandatory in Irish primary schools from September 2025. The pilot project, running since 2021, shows that French is chosen by 30% of participants. The Alliances Françaises will both provide continuous training for primary school teachers and directly intervene in schools that lack the resources to teach French.

### • Training for Irish Civil Servants ahead of Ireland's European Presidency

Ireland is an observer member of the OIF and will hold the Presidency of the EU Council in 2026. Alliances Française Dublin is being called upon to train civil servants in French.

### *Our immediate action focuses on:*



**Constant innovation** in courses and events, with a great Joutes oratoires 2025 competition on 10th March. The economic dynamism and strengthening ties between Ireland and France are fostering the growth of business French, corporate training programs, official French exams.



**Celebrations** of major inhouse and international events, such as our 25th Literary festival or the rugby match between Ireland-France



**Strategic investments** focused on modernization, sustainability, and enhancing the overall experience for our students and staff.



## 5. Acknowledgments

*We would like to extend our warmest thanks to the members of the Board and the entire team of the Alliance Française, the Amis de l'Alliance, our members, partners, supporters, volunteers, our faithful students, visitors, and loyal community.*

*Your dedication and commitment have been invaluable to us throughout the year.*

*Thank you for being part of our journey in 2024!*









Alliance Française

*Dublin*

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Registered Irish Charity – RCN: 20016876