



Intrepid

PRESENTS THE 36TH

**ALLIANCE FRANÇAISE
FRENCH FILM
FESTIVAL**

**20
25**

2025 FESTIVAL REPORT



KEY INFO & FIGURES



198,893

CINEMA SEATS FILLED IN 2025

77%
AUSTRALIAN

73%
FEMALE



1.7M+
**WEBSITE
PAGEVIEWS**

56%
**EARN OVER
\$100K**





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FRANÇOIS ROMANET - PRESIDENT OF THE BOARD ALLIANCE FRANÇAISE FRENCH FILM FESTIVAL LTD

On behalf of the Board of Directors, it is with great pleasure that I present this report, highlighting the activities and achievements of the 2025 Alliance Française French Film Festival.

This year's edition marks a defining moment in the Festival's evolution. With **over 198,000 admissions** and **more than 6000 screenings in 20 cities** throughout every state and territory of Australia, it stands as the most successful edition in the Festival's 36-year history.

It reaffirms the Festival's position not only as a **cultural landmark in Australia**, but also as the largest French film festival presented outside of France; a distinction that reflects its global significance and enduring appeal.

As we look ahead to the 2026 edition, the Board remains committed to a Festival that is ever more inclusive, innovative, and resilient.

We extend our deepest thanks to our dedicated teams, loyal audiences, valued sponsors, and trusted partners — especially the **Embassy of France**, whose continued support reinforces the Festival's mission and strengthens the cultural ties between France and Australia. This ongoing support is the cornerstone of our collective success.

ABOUT THE FESTIVAL

The Alliance Française French Film Festival is **managed by a not-for-profit company**, established in January 2024 by the Alliances Françaises of Adelaide, Brisbane, Canberra, Melbourne, Perth, and Sydney. Its mission is to **promote French-language cinema across Australia** through a collaborative approach whilst safeguarding the unique identity and autonomy of each participating Alliance.

Its success is made possible by combining dedicated local engagement with strong institutional support from, in particular, the **Embassy of France in Australia**, whose partnership is instrumental in realising the Festival's reach, visibility, and artistic integrity.

At the heart of its governance structure is a **national Board of Directors**, which guides the Festival's strategic direction. The Board ensures that decisions align with the core values of the Alliance Française movement; promotion of the French language and culture, inclusivity, access to culture, political neutrality, and a commitment to intercultural dialogue.

National coordination is entrusted to a professional executive team led by Frédéric Alliod, supported by experts in cultural programming, communications, and logistics, and closely aligned with local Alliance leadership across the country.

The results of the 36th edition reflect the strength of this model — one that brings together strategic vision, cultural excellence, and grassroots engagement.

BOARD MEMBERS 2025 (UNTIL MAY 2025)

Henry Boston OAM, Hugh Chevrant-Breton, Joe Hardwick, Laurence Poquet-Autret, Grant Powell, Peter Rohan, François Romanet, Nigel Stevenson and Kahlehla Williamson



FREDERIC ALLIOD - CHIEF EXECUTIVE OFFICER ALLIANCE FRANÇAISE FRENCH FILM FESTIVAL LTD

2025 was a record-breaking year for the Alliance Française French Film Festival — our most successful edition to date.

With **198,893 admissions**, screenings in **20 cities**, and **over 6,000 sessions**, the Festival reaffirmed its status as the largest celebration of French cinema outside France.

This year marked a milestone: our debut in Darwin — a powerful step toward national inclusion and cultural reach. French cinema now connects with audiences across the entire country.

Our **42-title line-up**, including two school-only selections, captivated audiences with a rich tapestry of genres. Epic adventures like *The Count of Monte Cristo* and *Beating Hearts* thrilled crowds, while compelling biopics — *Monsieur Aznavour*, *Bolero*, *Niki*, *The Divine*, *Sarah Bernhardt*, and *Saint Ex* — brought the spotlight on French cultural legends.

We proudly highlighted the talents of women in French cinema, both on-screen and behind the scenes — reaffirming our enduring commitment to diversity and inclusion.

Audiences also embraced immersive experiences beyond the screen:

- **Taste of France** (*All Stirred Up!*) and **Ladies' Night** (*Riviera Revenge*) brought flair and fun,
- A stunning 4K restoration of *Army of Shadows* added a nostalgic touch,
- And our ever-popular **CinéWine** sessions returned to great acclaim, blending film and French culture in signature style.

More than **11,000 students** joined our school screenings, while **150+ special events** — from Q&As and panels to live music — sparked vibrant cultural exchange and deeper audience engagement.

None of this would have been possible without the passion and support of our long-standing partner Palace Cinemas, our generous sponsors, dedicated distributors and cultural allies, and the incredible Alliance Française teams across Australia.

Together, we created an edition that was not only record-breaking but truly unforgettable.

With this momentum, the Festival enters its next chapter — stronger, more visible, and more cherished than ever.

Merci for being part of this extraordinary journey.

À l'année prochaine!



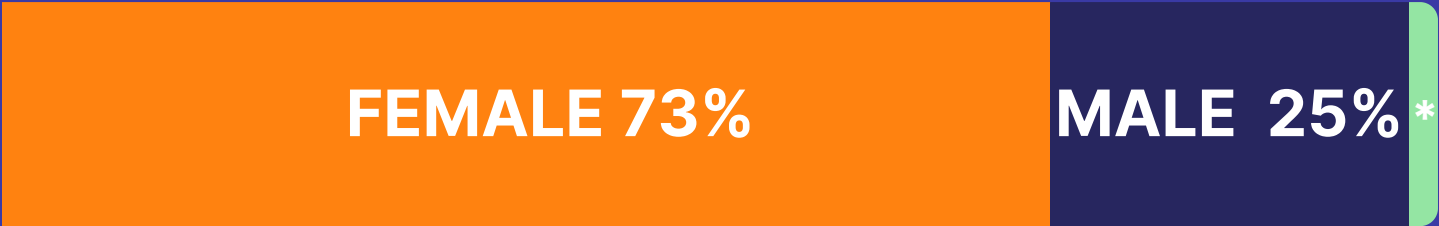
ALLIANCE
FRANÇAISE

FRENCH FILM FESTIVAL

20
25

AUDIENCE STATISTICS

GENDER

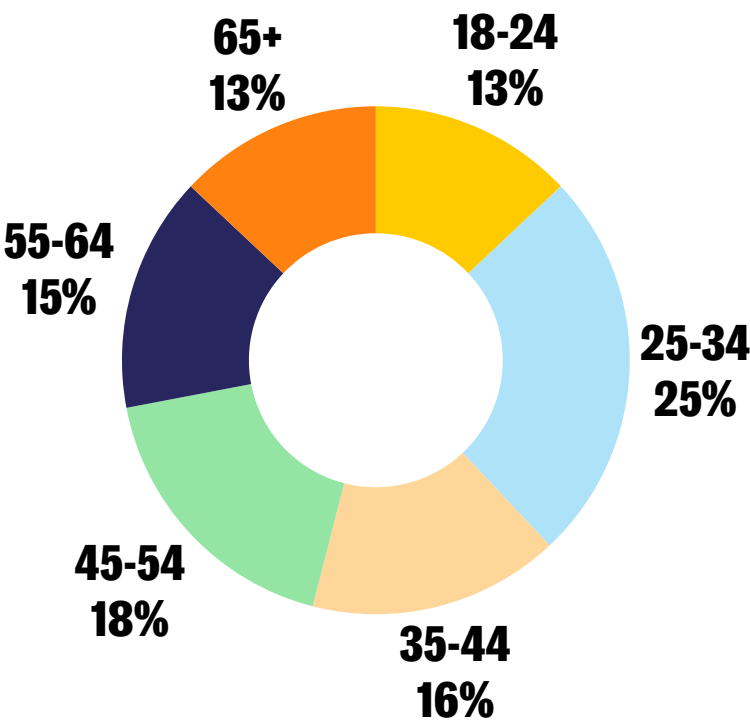


Source: AF FFF Survey

*Other Answers 2%



AGE



Source: Google Analytics

MAIN INTERESTS



Source: Google Analytics

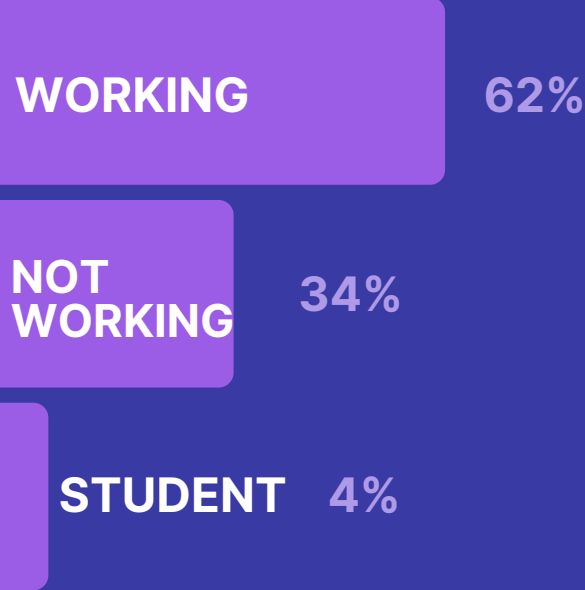
AUDIENCE STATISTICS

INCOME

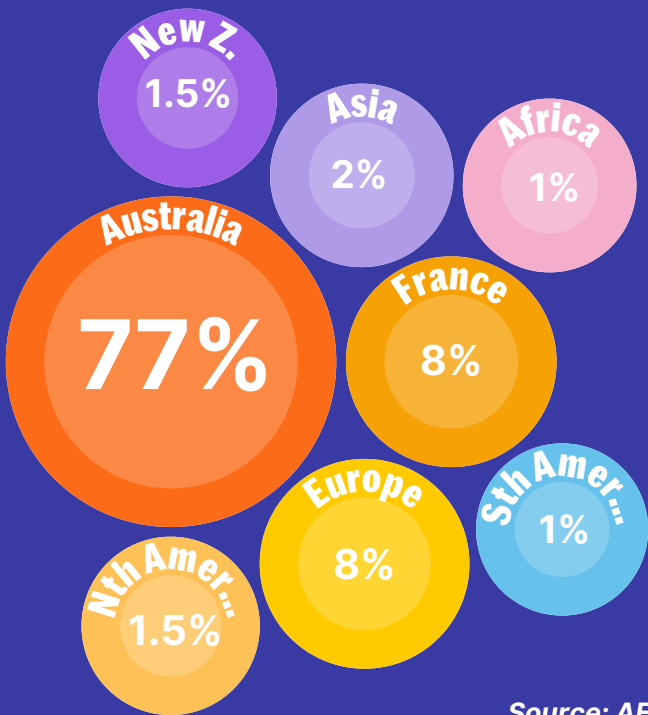


Source: Palace Cinemas

OCCUPATION



ORIGIN



COMMUNICATION KEY FIGURES

OUTDOOR ADVERTISING - JCDECAUX CAMPAIGN

LIKELY TO HAVE BEEN SEEN BY **OVER 23M** **NATIONALLY**

Source: JCDecaux

ONLINE COMMUNICATION

WEBSITE PERFORMANCE & REPORT

5.8M EVENT COUNTS

between January and May 2025

- **264K** active users
- **56%** of mobile traffic vs **44%** of desktop
- **3.3minute** engagement time
- **1.7M** pageviews counts

DATABASE & E-NEWSLETTERS

30,294 SUBSCRIBERS

in the AF FFF database

+ 11%

- **187** newsletters sent on the AF FFF database
- **48.52%** open rate
- **6.37%** click through rate
- **7,052** competition registrants

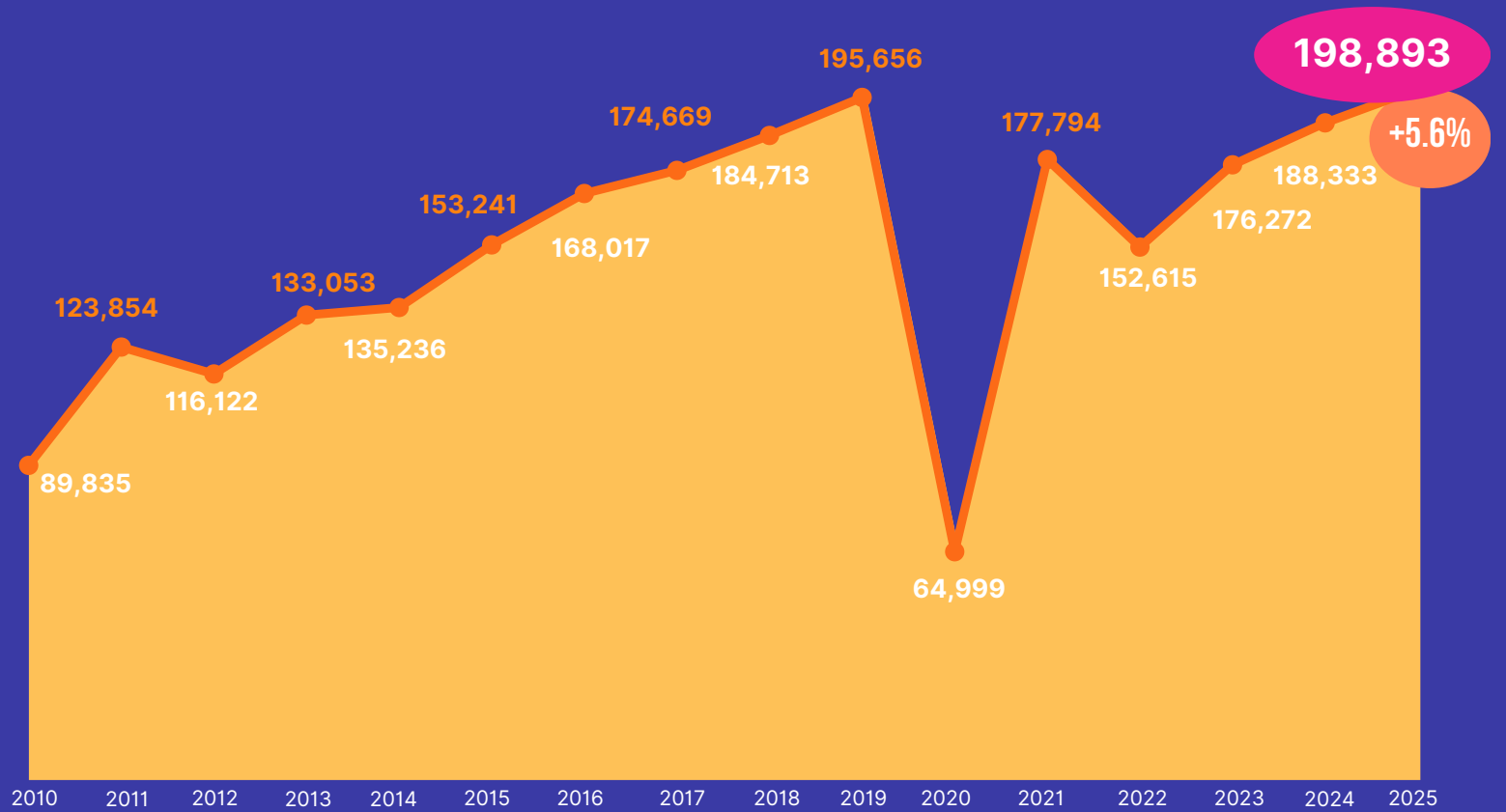
SOCIAL MEDIA - NATIONAL AF FFF

 **19,160** followers (+/-0%)

 **4,659** followers (+21%)



STATISTICS



NUMBER OF SCREENINGS PER CITY

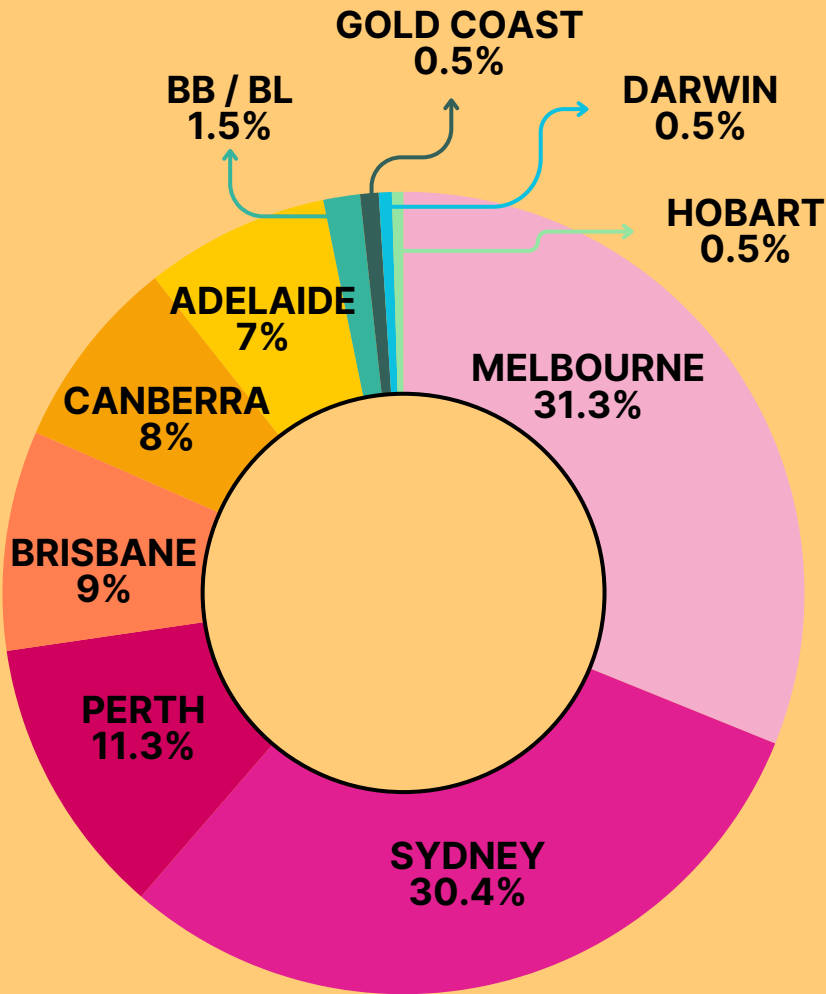
MELBOURNE 2,038	SYDNEY 1,526	PERTH 782	BRISBANE 624
ADELAIDE 431	CANBERRA 325	BYRON BAY 149	GOLD COAST 106
BALLINA 49	SA REGIONAL 28	HOBART 15	WA REGIONAL 15
DARWIN 6	=6,094		



STATISTICS

ATTENDANCE PER CITY

MELBOURNE	62,042
SYDNEY	60,051
PERTH + WA	22,544
BRISBANE	17,603
CANBERRA	15,515
ADELAIDE + SA	14,764
BYRON BAY & BALLINA	2,935
GOLD COAST	1,482
DARWIN	1,039
HOBART	918



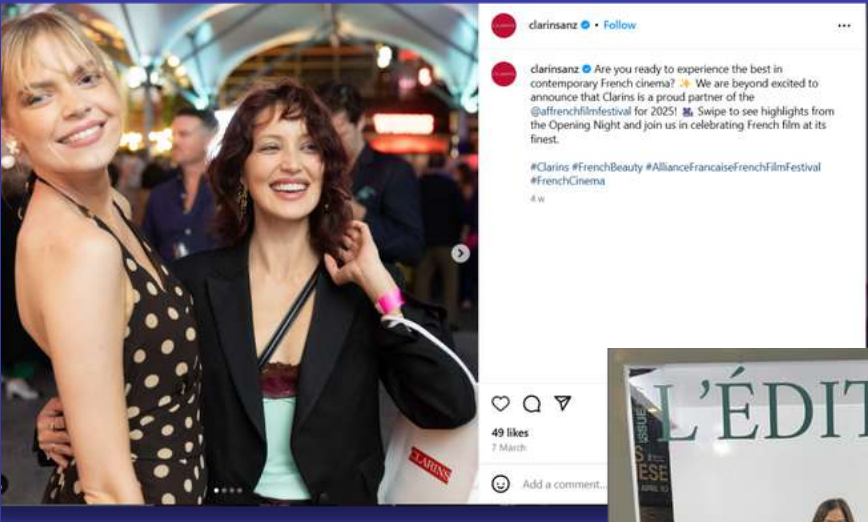
TOTAL: 198,893

CROSS PROMOTION

In its 36 years, the Alliance Française French Film Festival and the six Alliance Française locations across Australia have developed a wide-reaching network and formed strong, lasting partnerships.

To celebrate this milestone, many of these partners have organized giveaways to help promote the Festival.

A heartfelt thank you to everyone!



CLARINS' INSTAGRAM

BLUE ILLUSION ' INSTAGRAM



FRANCEATHOME'S INSTAGRAM



OPENING NIGHTS

For the 36th anniversary edition, the Alliance Française French Film Festival opened with the film **Monsieur Aznavour**, starring Tahar Rahim. Audiences enjoyed incredible performances and storytelling, with our Opening Nights marking the beginning of another year of exceptional cinema, exciting entertainment and sponsor activations!

- **Sydney:** The AF FFF opened in five locations, the Gala being held at Palace Moore Park with **600** guests, among them several esteemed Australian personalities including **Her Excellency the Honourable Margaret Beazley AC KC**, Governor of New South Wales, **The Honourable John Graham MLC**, as well as journalists from top-tier national publications including *The Australian*, *Marie Claire* and *Vogue Magazines Australia*.
- **Melbourne:** Melbourne's gorgeous Astor Theatre welcomed **630 patrons** with live Armenian music and a photo booth. A heart-warming speech from the Ambassador of France **H.E. Pierre-André Imbert** set the tone. After the screening, guests enjoyed live French music, French sparkling and wines and delicious food stations.
- **Perth:** **590** guests attended opening nights at three locations. The event at Luna Leederville was a standout, proving a hit with both the public and media, as guests enjoyed a French buffet in a charming setting that combined indoor and outdoor spaces.

- **Canberra:** The AF FFF opened at Palace Electric Cinema in the presence of the Ambassador of France, **H.E. Pierre-André Imbert**. A total of **282** guests attended, enjoying wine, gourmet delicacies, and fine cheeses from Ondine and Fromager d'Affinois.
- **Brisbane:** Despite the disruptions caused by Cyclone Alfred, **364** guests gathered at Palace Barracks to celebrate the Opening Night of the 36th edition. The evening was brought to life with a warm atmosphere, featuring a selection of delightful food, cheese, and wine, all enjoyed to the sound of a traditional accordion.
- **Adelaide:** **192** French cinema lovers gathered at Palace Nova Eastend Cinemas, warmly welcomed by a live band performing iconic songs by Charles Aznavour. Guests enjoyed an elegant evening with sparkling wines, delicious canapés, cheese, and macarons.

Our celebrations also extended to a number of regional locations including: **Hobart, Darwin, Byron Bay, Bendigo, Ballarat, SA Regional, Parramatta, and Gold Coast.**

With our community surrounding us – Opening Night left us feeling inspired as we began to look forward to another year of standout French cinema.

PARTICIPANTS: 4,058



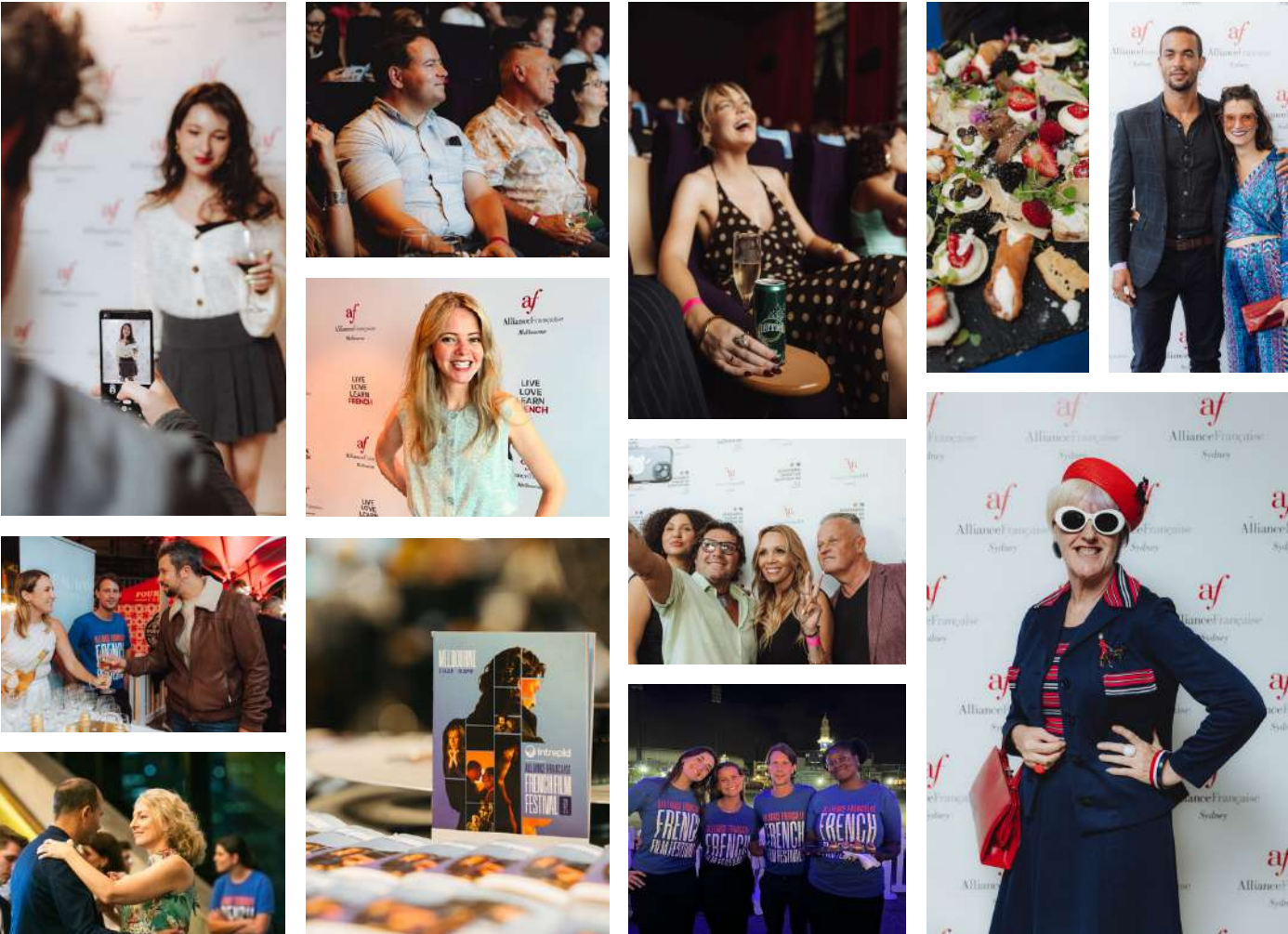
CLOSING NIGHTS

We wrapped up the 36th edition of the Alliance Française French Film Festival with the charming and offbeat romantic comedy *In the Sub for Love* by Lucas Bernard.

It was a joyful and light-hearted finale, where audiences came together one last time to toast French cinema — with a glass of wine in hand and a few tasty nibbles to match.

Closing night events took place across six capital cities as well as the Gold Coast, with 1,542 film lovers joining us to celebrate the end of this year’s cinematic journey.

PARTICIPANTS: 1,542



SPECIAL EVENTS: NATIONAL

CENTREPIECE PREMIERE

SYDNEY, MELBOURNE, PERTH, BRISBANE, ADELAIDE, CANBERRA, BYRON BAY, GOLD COAST

Audiences were swept into a world of adventure and vengeance with César and Lumières award winner **The Count of Monte Cristo**, a bold new adaptation of the beloved literary classic. Held across most participating cities, this prestigious event was a celebration of storytelling and a cinematic spectacle. Guests were treated to an evening of elegance, complete with a glass of fine French wine to toast the timeless tale brought vividly to life on the big screen.



LADIES' NIGHT

SYDNEY, MELBOURNE, PERTH, BRISBANE, ADELAIDE, CANBERRA, BYRON BAY, GOLD COAST

Women took centre stage once again during our Ladies' Nights, uniting audiences across all cities for a sparkling screening of **Riviera Revenge** — with César winner Sabine Azéma. This delightful comedy, swept viewers into a whirlwind of glamour, intrigue, and high-society drama. Guests indulged in delicious food and fine French wines and left with Blue Illusion goodie bags, making for an unforgettable evening of cinematic celebration.

TASTE OF FRANCE

SYDNEY, MELBOURNE, PERTH, BRISBANE, ADELAIDE, CANBERRA, BYRON BAY, GOLD COAST

A celebration of culinary passion, our Taste of France events took place across eight cities. Audiences were invited to dive into the vibrant world of French cooking with **All Stirred Up!**, a delightful Canadian comedy directed by Manon Briand and starring French actor Édouard Baer. This heartwarming film about the competitive world of chefs was perfectly paired with exquisite French wines and mouthwatering bites, creating an unforgettable evening of cinema and cuisine.





CLASSIC MASTERPIECE

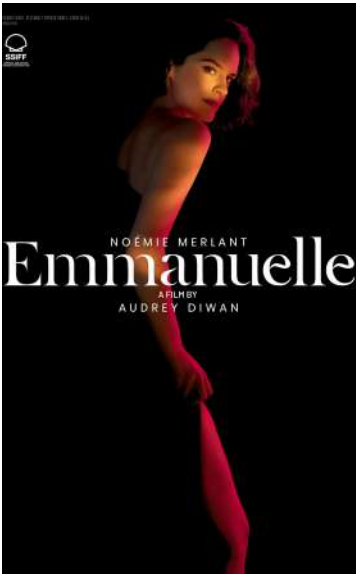
SYDNEY, MELBOURNE, PERTH, BRISBANE, ADELAIDE, CANBERRA, BYRON BAY, GOLD COAST

Our classic masterpiece this year was a tribute to cinema and history. ***Army of Shadows***, widely acclaimed as one of the greatest French films depicting the World War II Resistance, was screened in all participating big cities, offering cinephiles a gripping and powerful journey through that turbulent era.

OH LA LA NIGHT

SYDNEY, MELBOURNE, PERTH, BRISBANE, ADELAIDE, CANBERRA, BYRON BAY

A compelling journey into passion and self-discovery, ***Emmanuelle*** reimagines the iconic tale for a new generation. The film follows a young woman as she embarks on a path of sexual liberation, exploring the complexities of love and desire. With stunning visuals and a modern twist, ***Emmanuelle*** offers a fresh perspective on intimacy, empowerment, and the quest for personal freedom.

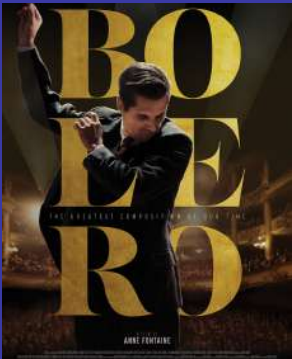


APRIL FOOLS' DAY

BRISBANE, ADELAIDE, CANBERRA

This year's highlight was a darkly humorous exploration of luck and fate. ***Lucky Winners*** is a black comedy that follows a group of ordinary people whose lives are transformed when they win the lottery. As they navigate the challenges that come with their newfound wealth, the film offers a sharp and insightful look at the impact of fortune on relationships and personal identity.

SPECIAL EVENTS: LOCAL



MUSIC TO CINEMA - MELBOURNE & ADELAIDE

Audiences were treated to a special screening of *Bolero*, which drew 97 guests for an unforgettable evening. The film, a visually stunning meditation on passion, repetition, and rhythm, captivated viewers with its bold artistic vision. The event featured live music performances and a curated selection of drinks, creating a vibrant and immersive cinematic experience.



FAMILY SESSION - PERTH

In Perth, the film *Speak Out* was screened to an intimate audience of 30 attendees for the family session. The heartwarming comedy-drama follows 14-year-old Colin, a new student with a stutter, who finds his voice through an unexpected role in a school play—guided by a passionate drama teacher. The film’s uplifting message resonated strongly with viewers.



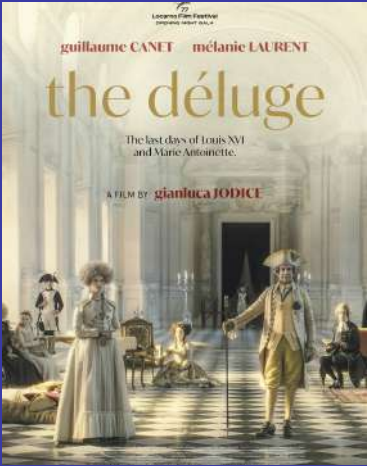
JANE AUSTEN SNEAK PREVIEW - ALL CITIES

Across all cities, the premiere of *Jane Austen Wrecked My Life* drew 1,991 attendees, each welcomed with a complimentary drink. The witty and heartfelt film follows an unpublished romance author battling writer's block who takes up a writing residency and finds herself living out a series of romantic entanglements worthy of a Jane Austen novel. Audiences were charmed by its blend of romance, humour, and literary intrigue.



CINÉWINE

CINÉWINE My Brother's Band	CINÉWINE Bolero	CINÉWINE Army of Shadows	CINÉWINE The Deluge
CINÉWINE Saint Ex	CINÉWINE Jane Austen Wrecked My Life	CINÉWINE Speak Out	



Q&A'S

Film screenings paired with Q&A sessions, offered a deeply enriching experience for our guests. Each event showcased a film from the 2025 lineup, followed by lively and thought-provoking discussions. These interactive sessions proved to be immensely popular, uniting film lovers for an unforgettable experience.

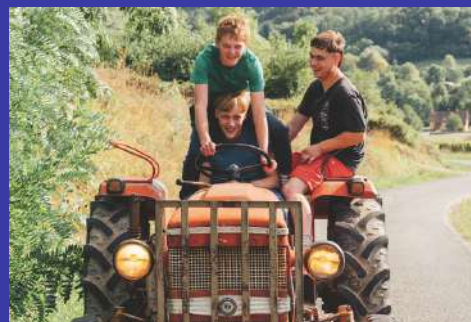
This year Q&As took place in Perth, Melbourne & Adelaide with diverse speakers, such as:

- **The Stolen Painting** with Pr. Kit Messham- Muir (WA)
- **The Count of Monte Cristo** with Associate Professor Bertrand Bourgeois (VIC)
- **Niki** with AGWA Curator Melissa Harpley (WA)
- **Before What Comes After** with Briget Kelly - Death Doula (SA)

**A TOTAL OF 150 SPECIAL
EVENTS NATIONWIDE**

LINE-UP - 42 FILMS IN 2025

English Title	French Title
All Stirred Up!	Tous toqués !
Army of Shadows	L'armée des ombres
At the End of the Day	Finale
Beating Hearts	L'amour ouf
Before What Comes After	Le dernier souffle
Being Maria	Being Maria
Bolero	Bolero
Elyas	Elyas
Emmanuelle	Emmanuelle
Family Therapy	Jamais sans mon psy
Holy Cow	Vingt dieux
How to Make a Killing	Un ours dans le Jura
In the Sub for Love	À toute allure
Jane Austen Wrecked My Life	Jane Austen a gâché ma vie
Juliette in Spring	Juliette au printemps
Like a Prince	Comme un prince
Love Boat	La petite vadrouille
Lucky Winners	Heureux gagnants
Meet the Leroy	Nous, les Leroy
Miss Violet	Louise Violet
Monsieur Aznavour	Monsieur Aznavour
My Brother's Band	En fanfare
My Everything	Mon inséparable
Niki	Niki
No Chains No Masters	Ni chaînes ni maîtres
Prodigies	Prodigieuses
Riviera Revenge	N'avoue jamais
Saint Ex	Saint-Exupéry
Speak Out	Le Panache
The Count of Monte Cristo	Le Comte de Monte Cristo
The Deluge	Le Déluge
The Divine Sarah Bernhardt	Sarah Bernhardt, la divine
The Good Teacher	Pas de vagues
The Kingdom	Le royaume
The Scammers	A l'ancienne
The Stolen Painting	Le tableau volé
The Story of Souleymane	L'histoire de Souleymane
The Thread	Le fil
The Ties That Bind Us	L'attachement
This Life of Mine	Ma vie ma gueule
Three Friends	Trois Amies
When Fall Is Coming	Quand vient l'automne



MOST POPULAR FILMS

RANKING BASED ON TOTAL ADMISSIONS

1



23,801

2



19,038

3



18,620

4



10,367

5



10,065

6



9,392

7



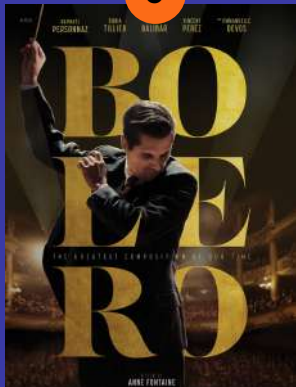
8,888

8



7,355

9



6,132

10



5,703

MOST POPULAR FILMS

RANKING BASED ON AVERAGE ADMISSIONS PER SESSION

1



191/SESSION

2



144/SESSION

3



136/SESSION

4



104/SESSION

5



80/SESSION

6



77/SESSION

7



66/SESSION

8



65/SESSION

9



58/SESSION

10



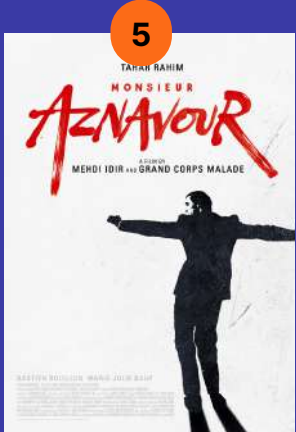
48/SESSION

YOUNG VIEWERS

TOTAL NATIONAL ADMISSIONS: 11,112

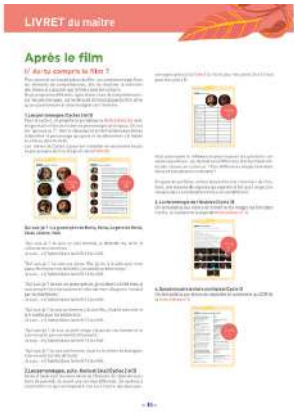
+8%

School screenings allow the Festival to promote the language and education focus of the Alliances Françaises. Teachers are offered one free ticket per 20 students.



TEACHING KITS

The Alliance Française offers teaching kits designed to assist both students and teachers in preparing for a film screening, with activities to enhance the experience afterward.



SPONSORSHIP OPPORTUNITIES

Our Festival would not be possible without the invaluable support of our sponsors. At the Alliance Française French Film Festival, we view our sponsors as essential partners.

The Festival provides a unique opportunity to spotlight and promote our sponsors, offering nationwide exposure across cinemas and all AF FFF media platforms. Our popular special events help enhance brand visibility and foster consumer interaction.

We also offer exclusive corporate hosting opportunities through private screenings.

KEY FIGURES - CINEMA AS A MEDIUM

The Cinema market in Australia has experienced significant growth and development in recent years.

A thriving market in 2024*

- \$960 million+ annual BO revenue
- **+26% school holiday admissions**
- **Best attention to media ads**
 - 97% engagement (vs. TV: 38%, CTV: 35%)
 - 3x longer viewing than TV/CTV ads
 - 10x more attention than social media

49%

PENETRATION RATE

10X

MORE ATTENTION THAN
ON SOCIAL MEDIA

**Sources: Statista, Mediaweek Australia, Adnews, Val Morgan*

SPONSOR AD REEL IN CINEMAS

The promotion of the Festival started on Boxing Day 2024 with the release of the 30-second festival promo advertisement screened in all participating cinemas, on the AF FFF website and on social channels. Each sponsor had their ad reel screened in all locations until the end of the Festival (2 months in total). A great visibility opportunity for our partners to improve their brand awareness.



BRAND & PRODUCT ACTIVATIONS

To enhance benefits for our partners, we offer exclusive corporate brand and product activation opportunities during high profile occasions such as Opening Nights and Special Events. Activations can provide valuable advantages:

- **Maximise Your Brand's Exposure :** Brand activations offer our valued sponsors the chance to enhance visibility and build lasting connections with our/your audience.
- **Make Your Brand Shine :** Engaging audiences at cinemas and events ensures your brand grabs attention in ways traditional advertising can't.
- **Create Meaningful Connections :** Interactive and memorable experiences help audiences connect with your brand on a deeper level, making the engagement more impactful and enduring.
- **Gain Instant Insights :** Direct interactions with potential customers at events foster personal connections and provide immediate feedback, boosting brand loyalty and recognition.



Blue Illusion photo booth



Taittinger stand activation



Perrier Banner



Payot gift bags

PRIVATE SCREENINGS

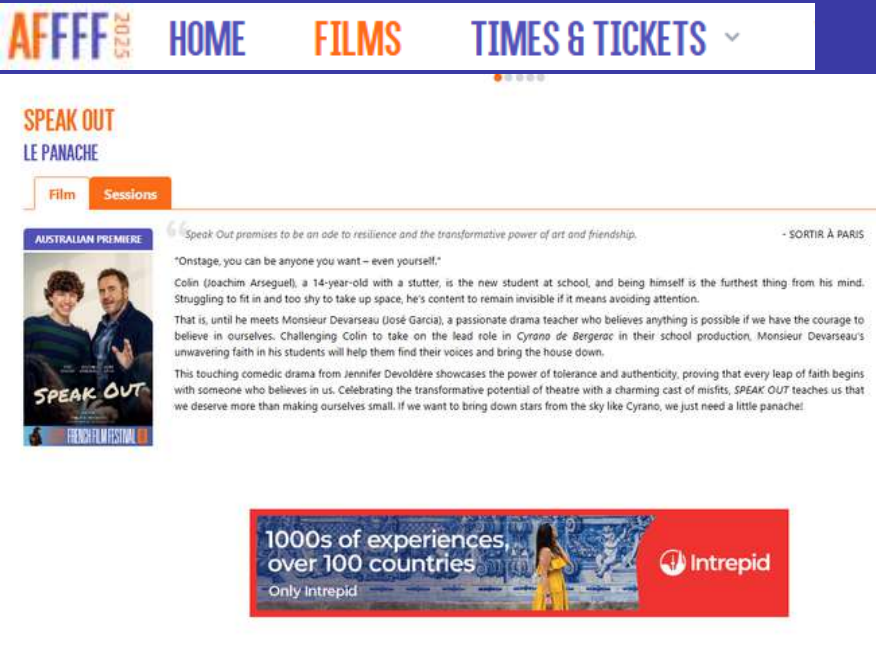
To enhance the benefits for our partners, we offer exclusive corporate hosting opportunities with private screenings of a movie of their choice, allowing their internal teams and/or business partners to enjoy the experience.

Private screenings can provide valuable advantages:

- **Client Appreciation:** Inviting clients or potential clients to a private screening helps strengthen your relationship with them.
- **Team-building:** A relaxed, out-of-office environment allows you to connect with your team. Private screenings also serve as a great way to show appreciation for employees' hard work.
- **Exclusive Experience:** Private cinema screenings create lasting memories for your guests, offering a unique and unforgettable experience.



EXPOSURE ON FESTIVAL WEBSITE

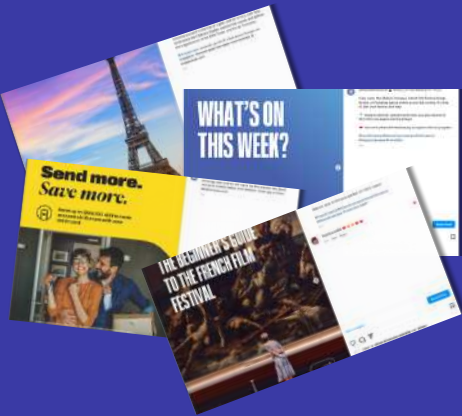


Intrepid Banner on one of our film pages



Website competition page featuring national sponsors

PROMOTIONAL MEDIA EXPOSURE



AF FFF INSTAGRAM



LINKEDIN AF FFF



Ad in THE SELECTOR



Influencer posts



Ad: HER CANBERRA

COLLATERAL EXPOSURE

NATIONAL POSTER

700MM X 1000MM (A0)

National exposure : posters are displayed in all participating Alliances Françaises and cinemas from the beginning of the year. They are also distributed to national sponsors.

QUANTITY:
185 PRINTED



LOCAL POSTER

297MM X 420MM (A3)

Distributed to local sponsors and partners. Also displayed in cafés, restaurants and cultural spaces. Custom-designed for each city.

QUANTITY:
665 PRINTED



OPENING NIGHT INVITATIONS

ELECTRONIC INVITATIONS

QUANTITY:
4,000+ INVITATIONS SENT

(National and Local sponsors)



STREET BANNERS

JCDecaux Campaign

QUANTITY:

**102 BILLBOARDS FOR
4 WEEKS**

**OPPORTUNITY TO BE SEEN
BY 23 MILLION+**



CITY BANNERS

City of Sydney Campaign

QUANTITY:

126 IN SYDNEY



NATIONAL PROGRAMS

A6 BOOKLETS

96-page programs distributed to the
Alliances Françaises, participating cinemas and partners

QUANTITY:

147,400 PRINTED



T-SHIRTS

Worn by volunteers and staff during Opening and Closing Nights, and Special Events.

QUANTITY:
210 PRINTED



**FESTIVAL PASSES
ADMIT TWO**

QUANTITY:
4,480 PRINTED



**FESTIVAL PASSES
ADMIT TWO**

QUANTITY:
1,550 DIGITAL



**FESTIVAL PASSES
2 FOR 1**

QUANTITY:
1,170 PRINTED



NATIONAL MEDIA OUTREACH



PRODIGES

Described as France's answer to *Whiplash* (the Academy award-winning film starring Miles Teller), this tells the story of twin piano prodigies whose dreams are challenged by a devastating diagnosis. Led by *Emily in Paris* star Camille Razat in an unmissable performance, the passionate true story unravels layers of obsession through a tense tale of sibling rivalry.



EMMANUELLE

A sensory remake of a '70s softcore cult classic, French filmmaker Audrey Diwan lets pleasure and play take charge in this indulgent new drama. When Emmanuelle, a quality controller for a luxury hotel, arrives in Hong Kong, her work brings her to Kei, a mysterious client with whom she becomes infatuated. Starring Noémie Merlant and Naomi Watts, fans of *Saltburn*, *White Lotus* and *Babysitter* secure your seat now as *Emmanuelle* will be showing exclusively at the AFFF with limited sessions.

FRENCH FLICKS

Calling all Francophiles, your screening of the annual Alliance Française French Film Festival is about to commence

A TASTE OF CANNES AT YOUR LOCAL PICTURE THEATRE, the Alliance Française French Film Festival (AFFF) is Australia's largest showing of French cinema. Screening at independent cinemas across every major city, this year's program boasts an impressive lineup of more than 42 films. From Cannes highlights to France's biggest box office, enjoy a curated selection of passionate dramas, spirited true stories and thought-provoking documentaries. The AFFF 2025 is screening at select cinemas around Australia from March 4 to April 20. Visit alliancefrancaise.org

21.6M COVERAGE REACH

175 PIECES OF COVERAGE

CULTURE



THE DIVINE SARAH BERNHARDT

You might recognise Sarah Bernhardt as the muse in Alphonse Mucha's famous Art Nouveau illustrations and paintings. But behind these portraits was a businesswoman, a fashion icon, a sculptor, an actor and arguably one of the world's first celebrities. Sumptuous, rapturous and full of drama, this theatrical biopic navigates the illustrious and controversial life of The Divine Sarah.

MARIE CLAIRE
FEBRUARY 2025

+182% INCREASE
ON 2025



BEATING HEARTS

Bright young things radiate off the screen in this genre-spanning romantic epic starring French cinema's hottest new talent. A cooler, grittier take on the star-crossed lovers tale, actors Adèle Exarchopoulos (from *Blue is the Warmest Color*) and François Civil steal every scene.



MEET THE LEROYS

On the cusp of a divorce, a man takes his wife (played by Charlotte Gainsbourg) and their teenage children on a road trip down memory lane. In this painful yet at times humorous portrait of a family in crisis, director Florent Bernard reminds us that even the strongest bonds can weaken despite our best intentions.

With the support of Organic PR, JP Media, Think Tank Communications and 75Communications, we were able to secure **175+** outstanding pieces, reaching an estimated audience of **21.6 Million+** with press coverage.

- 1 significant print feature within **The Australian** and 1 within **Marie Claire**
- 21 interviews

We hosted media launches in each participating capital city, providing journalists with early access to the 2025 Festival program - presented with flair and energy by the charismatic AF FFF CEO, Frédéric Alliod.

Journalists were also given access to film screeners prior to the Festival's opening, allowing national coverage in time for the Festival's launch.

Some other key highlights include:

- **182% audience reach increase**
- **\$2,541,745 Ad rate**

ENGAGING INFLUENCERS NATIONALLY



2025 marked the best influencer turn outs we've received to-date for our media launches.

Our PR partners across the country conducted research and leveraged their existing networks of creator relationships, to secure the attendance of several top-tier influencers at our media launches and opening nights

We also launched a trial of influencer gifting packages to Sydney contacts, comprising partner gifts and comp passes to the AF FFF.



TOTAL INFLUENCER SOCIAL POSTS: 19
REACH: 2,511,035

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RAMEAU D'OR

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The Monthly
The Saturday Paper
7am

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UNITED CINEMAS WARRIEWOOD

PERTH

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LUNA ON SX
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LUNA OUTDOOR CINEMA

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HOBART

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BENDIGO

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DARWIN

THE DECKCHAIR CINEMA

CANBERRA

PALACE ELECTRIC CINEMA

BRISBANE

PALACE BARRACKS
PALACE JAMES STREET

REGIONAL NSW

WARRAWONG - GALA TWIN
CINEMAS

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CANBERRA

Her Canberra, Canberra Weekly, The Canberra Times, Region, Canberra International Music Festival, Les Bistronomes Restaurant, Courgette, Chef Christophe & Josephine, Savoir French, Fromager d’Affinois, France at Home, Embassy of Belgium, Embassy of Canada, Embassy of Italy

GOLD COAST

Screen Queensland, Sofitel Brisbane Central, City of Gold Coast, Bonne Maman, Le Bon Choix

PERTH

Ligne Roset, Howard Park Wines, Olivia Porteous, Avant Garde Coaching & Consulting, RTRfm, The Post, Aurore Aguetaz Photography, Harvest Boulangerie, La Lune, French Resistance, Maison St Honoré, Le French Quarter, The Healthy Baker, L’Atelier Gournet Food, Who Gives a Crêpe!, Miss Mi, Chez Pierre, Bonne Maman, Fromager d’Affinois, Kronenbourg 1664

ADELAIDE

The Government of South Australia, The City of Unley, Fromager d’Affinois, The Macaron Bar, Region Bretagne, InDaily, Jarvis Peugeot, Palace Nova Cinemas

BRISBANE

Screen Queensland, Sofitel Brisbane Central, Brisbane City, QPAC, Le Bon Choix, Fromager d’Affinois, Bonne Maman

BYRON BAY

Sofitel Brisbane Central, Bonne Maman

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AF FFF LTD BOARD MEMBERS: François Romanet, President of the Board of the AF FFF and President of the Board of the AF de Sydney | Grant Powell, President of the Board of the AF de Melbourne | Hugh Chevrant-Breton, President of the Board of the AF de Canberra | Henry Boston, President of the Board of the AF de Perth | Laurence Poquet-Autret, President of the Board of the AF de Adelaide | Jason McKenzie, Kahlehla Williamson and Joe Hardwick, AF de Brisbane | Nigel Stevenson, Treasurer | Peter Rohan, Secretary.

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FRENCH EMBASSY IN AUSTRALIA: Pierre-André Imbert, Ambassador of France to Australia | Olivier Boasson, Counsellor for Culture, Science and Education | Raphaël Coulhon, Cultural Attaché
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We would like to take this opportunity to say 'Merci' to our valued Festival partners, our national and local sponsors. Without your financial and in-kind support, the Festival would not be possible - THANK YOU!

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Thanks to all Festival volunteers and our extraordinary Australian Festival enthusiasts!



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FRENCH FILM
FESTIVAL **2025**

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A l'année prochaine!



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