

KÉRASTASE PRESENTS THE 37TH  
PARIS

# Alliance Française French Film Festival 2026

## 37<sup>TH</sup> EDITION REPORT

af  
Alliance Française  
Australie

  
AMBASSADE  
DE FRANCE  
EN AUSTRALIE  
Liberté  
Égalité  
Fraternité

PALACE  
CINEMAS 

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## François Romanet CHAIR OF THE BOARD

On behalf of the Board of Directors, I am pleased to present this report outlining the key activities and achievements of the 2026 Alliance Française French Film Festival (AF FFF).

The 2026 edition confirms the consolidation of a national cultural platform that is now operating at full maturity. With nearly 213,000 admissions across 21 locations nationwide and close to 6,800 screenings, the Festival recorded its highest attendance to date, reaffirming its position as the leading showcase of French cinema outside France.

This performance reflects a governance model designed to support national scale while ensuring coherence and long-term sustainability. Since the establishment of AF FFF Ltd in 2024, the alignment of the six Alliance Française chapters within a single national structure has strengthened coordination, improved consistency of delivery, and supported the Festival's continued development.

The Festival's success also relies on a committed ecosystem of partners, including Palace Cinemas as principal exhibition partner, alongside distributors, sponsors, and public and private stakeholders, whose combined contribution is essential to its national reach and cultural impact.

I would like to warmly thank all partners and teams across Australia whose ongoing commitment continues to underpin the Festival's success and long-term development.

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 37th edition reflect the strength of this model — one that brings together strategic vision, cultural excellence, and grassroots engagement.

### 2026 BOARD MEMBERS

Henry Boston OAM, Myriam Boisbouvier-Wylie, Laurence Poquet-Autret, Sally Mitchell, Hugh Chevrant-Breton and François Romanet.

OFFICE BEARERS : Nigel Stevenson and Rachel Audigé.



**Frederic  
Alliod  
CEO**

The 2026 Alliance Française French Film Festival confirms the continued expansion of both its audience reach and its cultural impact, delivering a record-breaking edition that further consolidates its position as a leading cultural event in Australia.

This performance reflects the strength of a programming model built on three complementary pillars: the quality of contemporary French cinema, a strong pipeline of premieres, and a nationally coordinated rollout ensuring consistency across all territories. Together, these elements enable the Festival to operate at scale while preserving a clear and distinctive curatorial identity.

The 2026 programme once again showcased the diversity and vitality of French filmmaking. Opening with *Colours of Time* by Cédric Klapisch and closing with *Rodrigue in Love* by Johann Dionnet, the selection balanced established auteurs with emerging voices. Highlights included *The Stranger*, adapted from Albert Camus, *Private Life*, marking Jodie Foster's first major French-language role, and *The Richest Woman in the World*, starring Isabelle Huppert. These works illustrate both the richness of contemporary French cinema and its continued international resonance.

Beyond the screen, the Festival continues to evolve into a multi-dimensional cultural experience. Signature events such as *Taste of France*, *Ladies' Night*, and *Classic Movie* contributed to a more immersive and convivial atmosphere. Combined with Q&As, guest appearances, and local activations across the country, these initiatives reinforce its role as a space for exchange, discovery, and shared cultural moments.

Education remains a central pillar of the project. In 2026, approximately 146 school screenings welcomed thousands of students, supporting long-term audience development and fostering early engagement with French language and culture through cinema.

Operationally, the Festival relies on a highly coordinated national framework bringing together the Alliance Française network, Palace Cinemas, distributors, sponsors, and a wide range of cultural partners, ensuring both consistency of delivery and national reach.

In an increasingly competitive cultural environment, the Festival stands as both a major public event and a premium platform for French cinema, offering audiences a distinctive selection of contemporary works, while providing partners with meaningful visibility within a highly engaged national audience.

The 38th edition will take place in March–April 2027, with the ambition to further expand our reach, deepen audience engagement, and continue strengthening the presence of French cinema across Australia.

À l'année prochaine.

# FESTIVAL OVERVIEW & KEY RESULTS



1

best edition on record

7

participating  
Alliances Françaises

8

weeks

21

locations

37<sup>th</sup>

edition

39

French films

41

venues nationwide

77%

Australian audience

6,768

screenings

212,937

admissions nationally in 2026

## DARWIN

23-26 APR  
THE DECKCHAIR CINEMA

## BRISBANE

5 MAR-8 APR  
PALACE BARRACKS  
PALACE JAMES STREET

## GOLD COAST

19 MAR-8 APR  
DENDY SOUTHPORT

## BYRON BAY

6 MAR-2 APR  
PALACE BYRON BAY

## CANBERRA

5 MAR-8 APR  
PALACE ELECTRIC CINEMA

## SYDNEY

3 MAR-8 APR  
HAYDEN ORPHEUM PICTURE PALACE  
PALACE CENTRAL  
PALACE MOORE PARK  
PALACE NORTON STREET  
ROSEVILLE CINEMAS  
STATE THEATRE  
UNITED CINEMAS WARRIEWOOD

## ADELAIDE

18 MAR-22 APR  
PALACE NOVA EASTEND  
PALACE NOVA PROSPECT

## HOBART

9-19 APR  
STATE CINEMA

## MELBOURNE

4 MAR-8 APR  
PALACE BALWYN CINEMA  
PALACE BRIGHTON BAY  
PALACE CHURCH ST  
PALACE CINEMA COMO  
PALACE PENNY LANE  
PALACE WESTGARTH  
PENTRIDGE CINEMA  
THE ASTOR THEATRE  
THE KINO CINEMA

## PERTH

12 MAR-15 APR  
LUNA LEEDERVILLE  
LUNA ON SX  
LUNA OUTDOOR  
PALACE RAINE SQUARE  
WINDSOR CINEMA

# FESTIVAL DATES & VENUES

### NSW

**BALLINA** / 7 MAR-2 APR  
PALACE BALLINA FAIR

**DUBBO** / 16-19 APR  
READING CINEMAS DUBBO

**KATOOMBA** / 19-29 MAR  
THE EDGE UNITED KATOOMBA

**RHODES** / 9-19 APR  
READING CINEMAS RHODES

**ROUSE HILL** / 3-12 APR  
READING CINEMAS ROUSE HILL

**WARRAWONG** / 3-14 APR  
GALA TWIN WARRAWONG

### SA

**VICTOR HARBOR** / 25 MAR-1 APR  
VICTA CINEMA

### VIC

**BALLARAT** / 5 MAR-8 APR  
PALACE REGENT BALLARAT

**BENDIGO** / 17-26 APR  
STAR CINEMA

**GEELONG** / 16-28 APR  
THE PIVOTONIAN CINEMA

### WA

**BUNBURY** / 25-29 MAR  
BREC - BUNBURY REGIONAL  
ENTERTAINMENT CENTRE

# 2026 LINE-UP

Alliance Française  
French Film  
Festival 2026



13 JOURS 13 NUITS



UNE POINTE D'AMOUR



UN HOMME ET UNE FEMME



DOUX JÉSUS



VIE PRIVÉE



ALPHA



ARCO



ON IRA



DOSSIER 137



T'AS PAS CHANGÉ



LA VENUE DE L'AVENIR



COUTURES



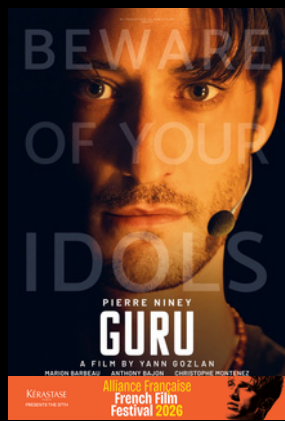
C'ÉTAIT MIEUX DEMAIN



CHIEN 51



ENZO



GOUROU



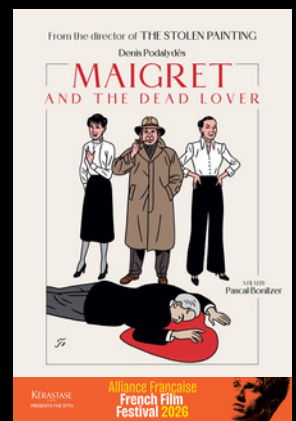
JEAN VALJEAN



PARTIR UN JOUR



AMÉLIE ET LA  
MÉTAPHYSIQUE DES TUBES



MAIGRET ET LE MORT  
AMOUREUX

# 2026 LINE-UP

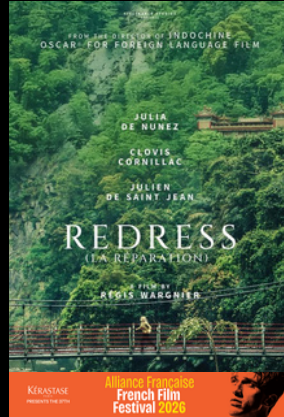
Alliance Française  
French Film  
Festival 2026



IL ÉTAIT UNE FOIS  
MICHEL LEGRAND



LES ENFANTS VONT BIEN



LA RÉPARATION



À BICYCLETTE!



AVIGNON



SIX JOURS, CE  
PRINTEMPS-LÀ



LES RÈGLES DE L'ART

**39**  
**FRENCH**  
**FILMS**



L'INCONNU DE LA  
GRANDE ARCHE



LA TOUR DE GLACE



LA PETITE DERNIÈRE



L'AFFAIRE BOJARSKI



LES MUSICIENS



CLASSE MOYENNE



LA FEMME LA PLUS RICHE  
DU MONDE



LE ROUTARD



FILS DE



L'ÉTRANGER



LE SECRET DE KHÉOPS



C'EST QUOI L'AMOUR?

# TOP-PERFORMING FILMS

Alliance Française  
French Film  
Festival 2026

BASED ON TOTAL ADMISSIONS



22,803 ADMISSIONS



16,033



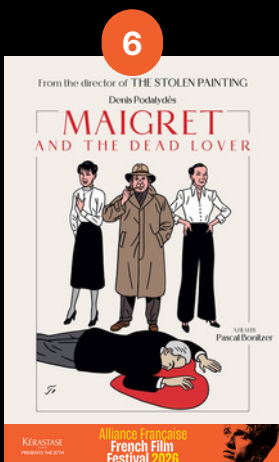
15,606



13,331



11,903



10,461



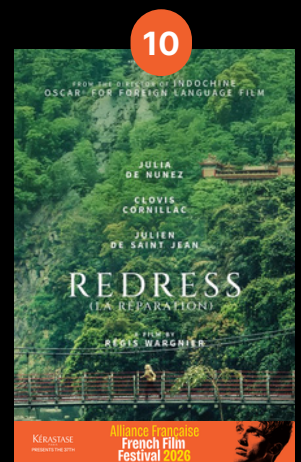
9,232



6,843



6,662



6,542

# TOP-PERFORMING FILMS

Alliance Française  
French Film  
Festival 2026

BASED ON AVERAGE ADMISSIONS PER SESSION

1



124  
ADMISSIONS/SESSION

2



121/SESSION

3



116/SESSION

4



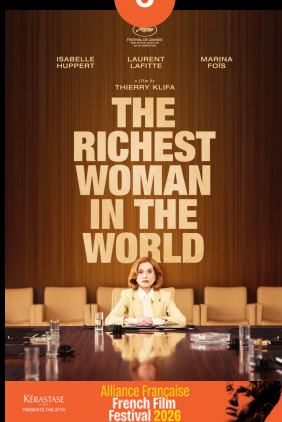
114/SESSION

5



81/SESSION

6



75/SESSION

7



75/SESSION

8



56/SESSION

9



48/SESSION

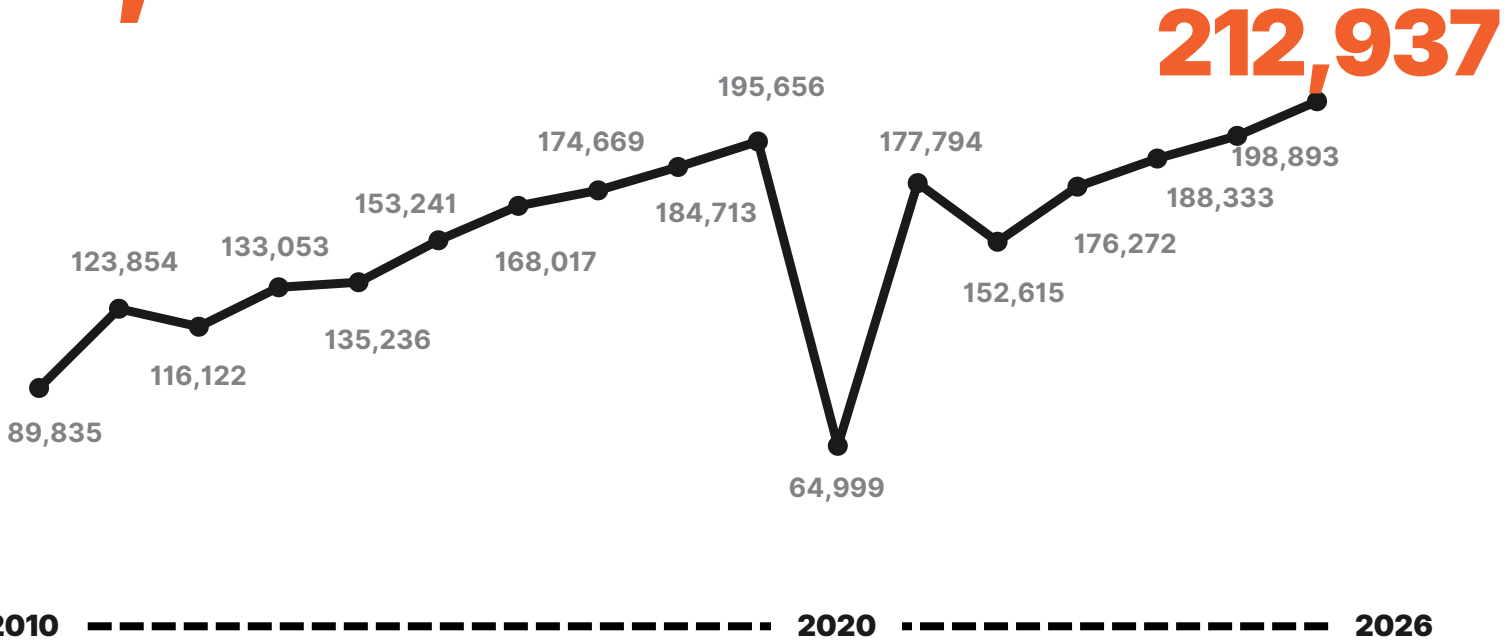
10



39/SESSION

# RECORD ADMISSIONS

**+7,1%**



<b>SYDNEY</b> 65,638	<b>MELBOURNE</b> 65,576	<b>BRISBANE</b> 21,298	<b>PERTH</b> 20,774
<b>CANBERRA</b> 16,159	<b>ADELAIDE</b> 15,055	<b>BYRON BAY BALLINA</b> 4,007	<b>GOLD COAST</b> 2,048
<b>DARWIN</b> 1,154	<b>HOBART</b> 1,228	<b>TOTAL</b> 212,937	

# SCREENINGS PER CITY

<b>MELBOURNE</b> 2,468	<b>SYDNEY</b> 1,496	
<b>PERTH</b> 840	<b>BRISBANE</b> 740	
<b>ADELAIDE</b> 457	<b>CANBERRA</b> 348	
<b>BYRON BAY BALLINA</b> 260	<b>GOLD COAST</b> 138	
<b>HOBART</b> 15	<b>DARWIN</b> 6	<b>TOTAL</b> <b>6,768</b> in 41 venues

# KEY AUDIENCE INSIGHTS

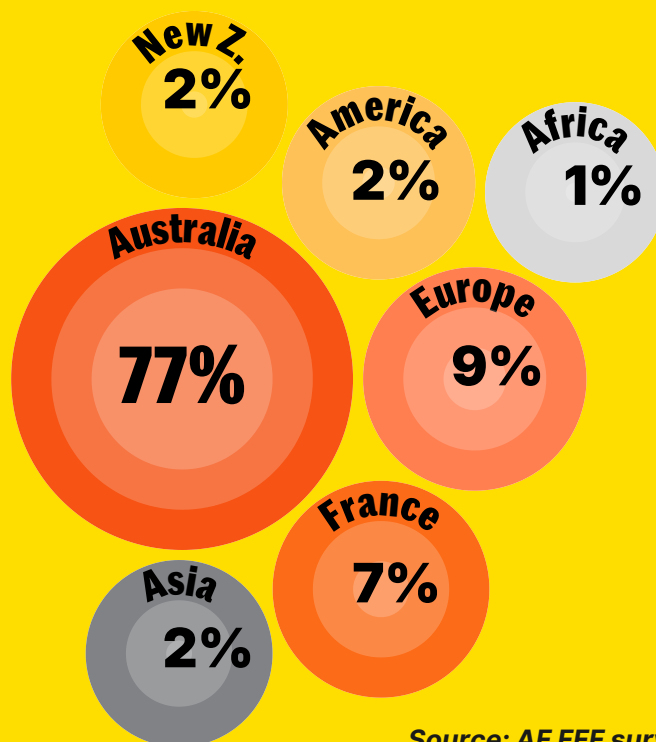
## A PREMIUM, ENGAGED & AFFLUENT AUDIENCE

The Alliance Française French Film Festival captures a **highly desirable, affluent AB demographic primed for premium spending.**

Our audience is predominantly **Australian (77%)** and **female-led (67%)**, centered around a **deeply loyal core (ages 40–65+)** and a growing segment of young urban professionals (25–35).

As discerning epicureans, frequent global travellers, and early adopters of the arts, they treat the festival **as a premier social outing.** This event-driven mentality results in exceptionally high dwell times, arriving early and staying late, providing unparalleled physical exposure and making them **highly receptive to on-site brand integrations, sampling, and experiential activations.**

### ORIGIN



Source: AF FFF survey 2026

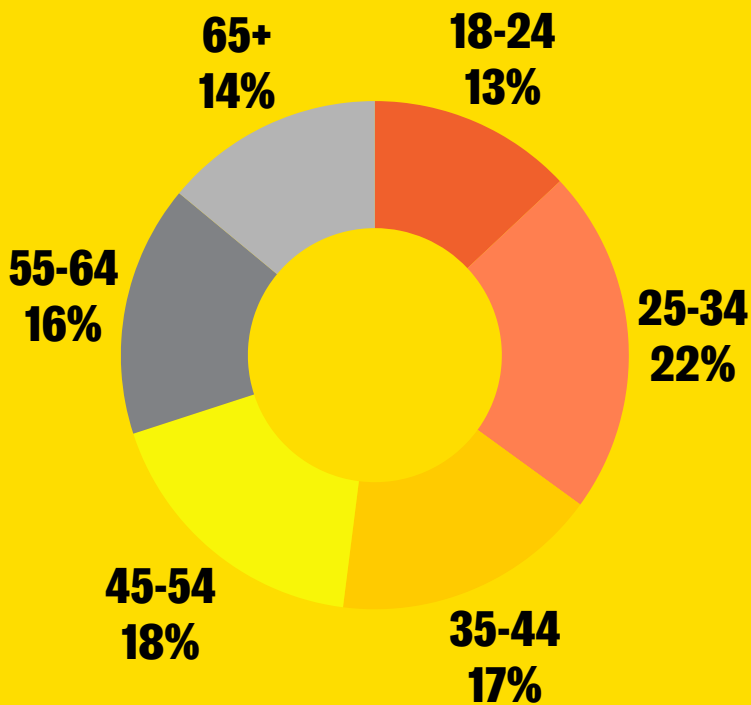
### GENDER



Source: Google Analytics

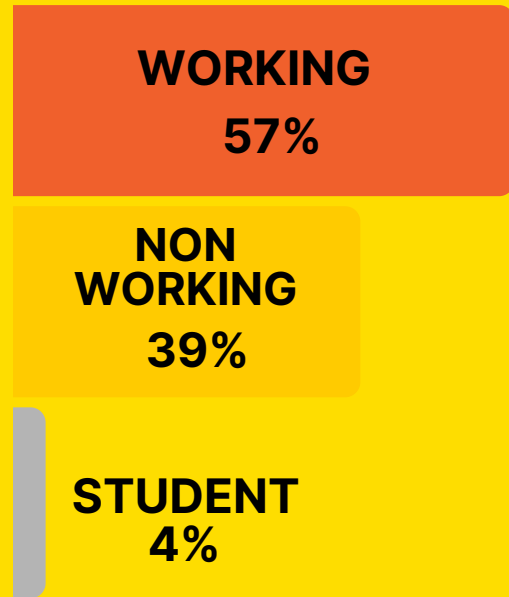
# KEY AUDIENCE INSIGHTS

## AGE



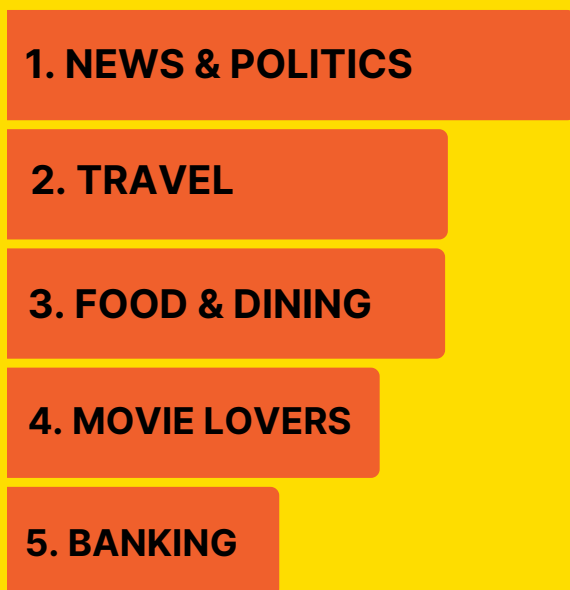
Source: Google Analytics

## OCCUPATION



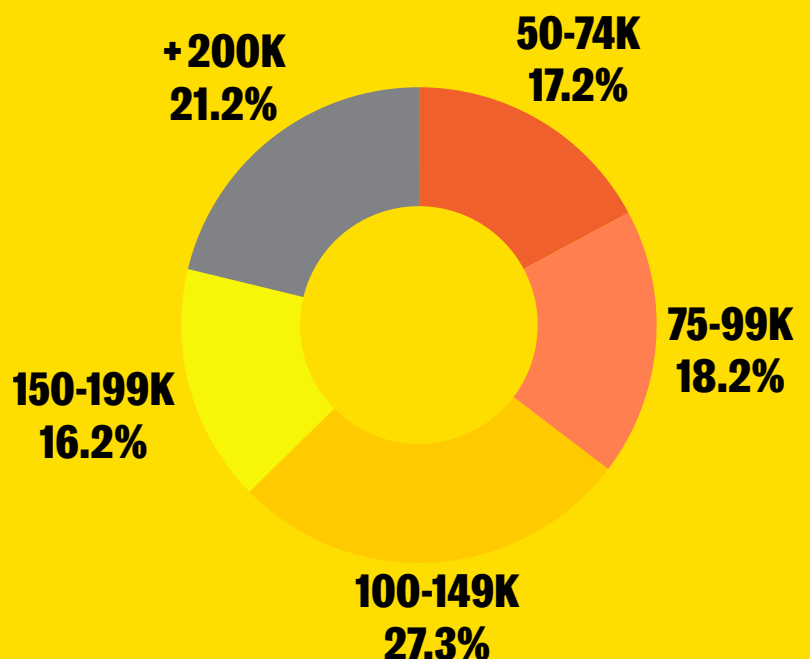
Source: 2026 AF FFF survey

## MAIN INTEREST



Source: Google Analytics

## HOUSEHOLD INCOME

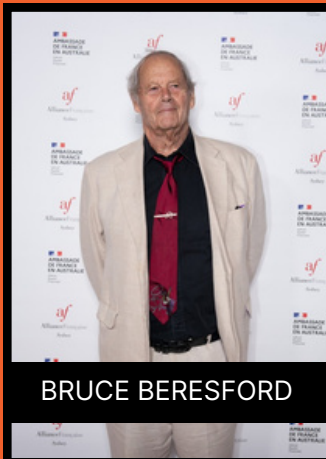


Source: 2026 AF FFF survey

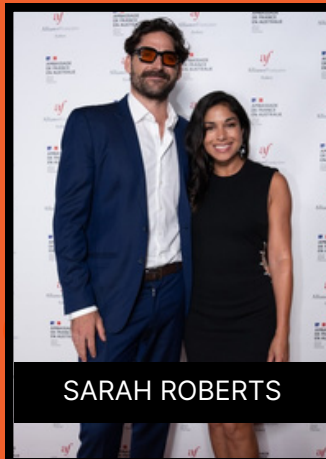
# MEDIA & VISIBILITY



GRACIE OTTO



BRUCE BERESFORD



SARAH ROBERTS



BARRY DU BOIS



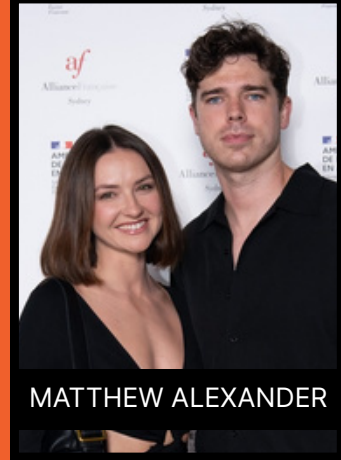
ANA THU NGUYEN



DANNY CLAYTON



DEAN GLADSTONE



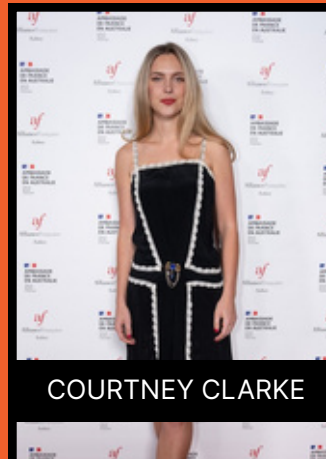
MATTHEW ALEXANDER



SUZAN MUTESI



GEMMA CHUATRAN



COURTNEY CLARKE



MILLIE FORD

**28**

interviews in media

**64**

influencer posts

**108**

City of Sydney banners

**126**

JC Decaux billboards

**380+**

pieces of media coverage

**153K**

AF FFF programs

**40M+**

total media impressions



**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

**IN THE NEWS**

# NATIONAL MEDIA COVERAGE

Alliance Française  
French Film  
Festival 2026

affrenchfilmfestival.org/info/press

## 40M+

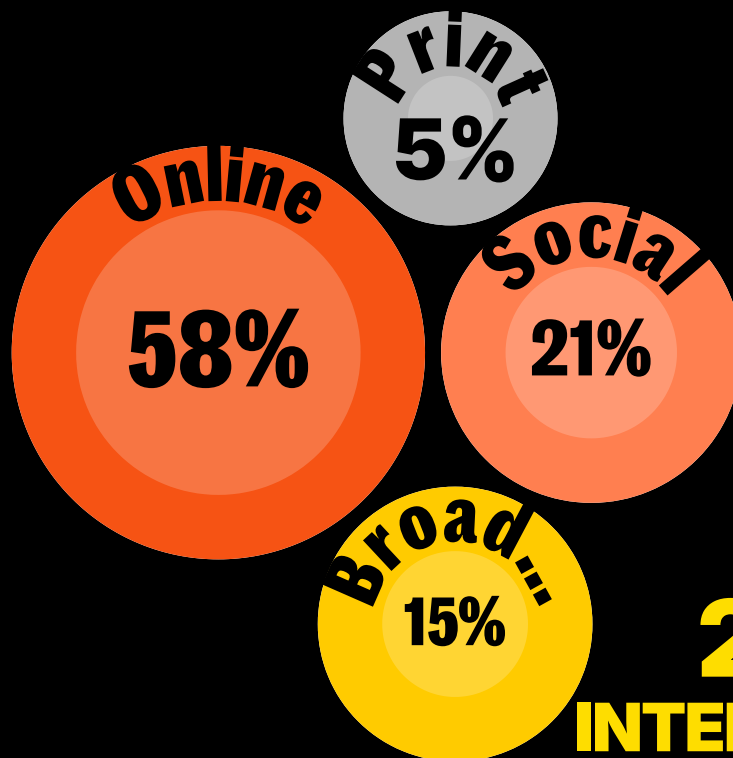
### TOTAL MEDIA IMPRESSIONS



CHANNEL 9, TODAY EXTRA - Interview with Gracie Otto  
03/03/26

**380+**  
PIECES OF  
COVERAGE

**+117%**  
vs.2025



**28**  
INTERVIEWS

affrenchfilmfestival.org/info/press

Famous faces line up alongside new discoveries in this year's French Film Festival  
Here are four highlights.

STEPHANIE BUNBURY

Film

ENZO

Seven weeks before shooting, Robin Campillo (best known for 2017's *BPM*, an energetic recap of the fight against AIDS) took over directing this last film by veteran director Laurent Cantet, who was then dying of cancer.

"The two friends' sensibilities – gay and straight, older and younger – blend in this perceptive, ambiguous portrait of an upper-class teenager who rejects his family's ambitions to become a builder's labourer. Enzo turns out to be hopeless with a hammer but embraces workplace camaraderie – especially with the Ukrainian worker Vlad, whose honest toil and association with a just war fills him with a romantic yearning.

"His desire is haunted with a lot of elements," says Campillo. "He wants to go away with this guy; two people storming through the night. It's a fantasy but a fantasy connected to the body."

"We forget the intensity of adolescence," he says, but "we've all been there. Everything burns inside you, everything is too much – and it's good."

CASE 137

A perfectly paced police procedural, Dominik Moll's immersive account of an internal investigation of police brutality finds its focus in a superb performance by Lea Drucker as the investigating officer.

A family from a country town who came to Paris with the Yellow Vests movement, eager to protest against the closure of their local bus service, is devastated when a police officer shoots teenage Guillaume in the head. The boy is left with brain damage; meanwhile, his best friend goes to prison for six months. He did nothing but nobody in court listens to him.

"When the [Yellow Vests] protests began, I didn't know what to think of it," says Moll. The media painted the thousands of protesters as far-right extremists.

"And I guess in the beginning I fell for that. But then I started to get more

interested. It was mainly just people who wanted to be seen.  
"What struck me was, after the lockdowns, nobody talked any more about this movement that had shaken the whole country. But the fractures are still present, so how can we talk about that?"

ALPHA

Julia Ducournaux, whose flamboyant scorcher *Titane* won the Palme d'Or at Cannes a few years ago, takes a futuristic voyage into the lower depths as a virus turns the infected into crumbling ceramic statues. Alpha, 13, believes herself to be infected after a class bully forces a tattoo on her. Her uncle Amin, a junkie, hopes for death; her mother, a doctor whose hospital is surrounded by the rioting sick, is on the brink of collapse but compelled to care for everyone, even feckless Amin. "Too much love makes you crazy," he tells his niece between withdrawal spasms.

Ducournaux's memories of the AIDS crisis, the scars left by the pandemic and her own immigrant family's crises are all part of Alpha's searing, squalid mix. "I'm going to do a film with love, I cannot talk about another family than mine," she said in Cannes, where Alpha appeared at least as many people as it impressed. "Every time you make a film you expose a side of yourself you didn't even know existed before you started. That is what is scary; that you are naked in front of everyone."

THE LITTLE SISTER

Fatima is the youngest in her devoutly Muslim Algerian family, a beloved but puzzling daughter who hangs out with loudmouth boys and horses around, although she brides when her family suggests she get a job. Hafsa Herzi's adaptation of Fatima Daas's autofiction *The Last One* is no hackneyed coming-out story, however; it is about one girl's determination to establish her own identity, achieved on screen by an appealingly fresh performance by Nadia Melliti. An almost domestic intimacy tempers the drama of Fatima's first real affair – with a Korean nurse who turns out to suffer from crippling depression – her awkward relationship with her family and a toe-curling interview with the imam, to

whom she turns for advice.

"She doesn't talk about her life with anyone, so she goes to him," says Melliti, who spent a lot of time with Daas to prepare for the role. "But this is what I love in the book: this isn't someone who says no to her religion and education. She wants a way to live with the two of them. I identified with that. She was a fighter."



The festival runs until April 8.

6.8M REACH

1.5M REACH

THE AUSTRALIAN WOMEN'S WEEKLY  
01/03/26

What's on!

Flora

Created by Bangarra's Frances Rings with costumes by Grace Lillian Lee, this Australian Ballet collaboration opens on March 12 in Melbourne, then Sydney.

THE AUSTRALIAN  
03/02

5M REACH

HOLLYWOOD'S FRENCH AFFAIR



ROSEMARY NEILL

Two of the biggest American stars have taken French-speaking lead roles in new releases that will feature in the 2026 French Film Festival

In recent decades, French artists including director Louis Leterrier (the *Expendables*), actor Marion Cotillard (La Vie en Rose, *The Dark Knight*), and actor Jean Reno (the *Gladiator* franchise) have made deep forays into Hollywood, while maintaining their European careers.

Now, in a striking cultural reversal, two of Hollywood's biggest names not only star in Gallic films but have tackled French-speaking lead roles. Oscar winner Angelina Jolie and Jodie Foster anchor new French language films *Guerra* and *A Private Life* respectively – both titles feature prominently in the 2026 Alliance Française French Film Festival, Australia's biggest cinematic festival.

Festival CEO Frederic Allard says that when it comes to their French-speaking roles, Jolie and Foster are "the best ambassadors we could have", and he jokes George Clooney might be next. "Maybe next year we will have a movie with George Clooney, maybe that's his French year!" Allard speculates over Zoom, flanking a pantheon of French film festival icons. Clooney's recent revelation that he and his high-profile wife, Amal, had become French citizens triggered Donald Trump, who, in a social

media darling opt, modelled the "totally mediocre" movies of the *Alter* – and attacked France's "border-rending" immigration record.

French Film Festival chair Francis Renaud also believes

immense wealth, another daughter inherits and a legal case centred on allegations of elder abuse; Allard says its power is in Leterrier's ability to humanise the kindness and heroism of a billionaire – a figure who could easily have been a caricature. "I think she can alter anything," he says of Foster (*Omega's* grand-daughter).

Clara, the festival's Sydney event partner set in the present and 1970, and a story about the "invisible box" that shape families across generations.

Reviewer tipped satire finds a home in the program with *The Party's Over* which features Sex Education alumnae Sami Oshani and Call My Agent star Laure Calamy. Known for her surrealistic roles, Calamy here shows a different side of her acting chops as a

misogynistic boss who humiliates her employees. *Parasite* couple and the certainties of their banal holiday homebound over. Noting the film's "specific Frenchness" and "a touch of dark comedy," Allard says it is also a compelling study of petty human behaviour and hypocrisy.

No French film festival would be complete without a leading period movie and another official program highlight, Jean Valrain, offers a fresh French perspective on Victor Hugo's 19th century epic *Les Misérables* starring Gregory Gadbois as the halting title character, this film serves as a terrific story, depicting the early journey of ex-convict Valjean, who has internalised this century's city's damning view of him. Allard says the film is "beautifully shot and you see the portrait of a man where the world has not been kind with him... I think this remains a beautiful message to share."

Contemporary film *The Little Sister* is a queer coming-of-age drama by Hafsa Herzi and features French-Algerian breakout star Nadia Melliti as a devout Muslim struggling to come to terms with her homosexuality. Melliti says she discovered her coming-out story in a Paris street and went on to tell it in Cannes, with this, her debut role.

comedy, directed by Rebecca Zlotowski and costarring Virginie Efira and Daniel Auteuil.

Hollywood stars aside, Australia's French Film Festival has grown with ambitious goals in its 27 years to become the biggest show-

the world," he says.

Renaud, from Oscar-winning director Régis Wargnier, is set in Normandy and Taiwan and explores the fusion food scene as well as the mysterious disappearance of a Michelin-starred chef. The

French screen reality *Guerra* reigns in another coming-of-age tale, a story titled *The Love* and inspired by Hans Christian Andersen's *The Ice Queen*, which The Hollywood Reporter has described as "a twisted retro fairy tale that sits somewhere between *Frozen* and *Mulholland Drive*".

Entry festival program reviews a French classic, and this year Allard has chosen Claude Lelouch's *Palme d'Or* and Oscar-winning *A Man and A Woman*, which is marking its 60th anniversary with a 4K restoration. Starring Jean-Louis Trintignant and Anouk Aimée, Lelouch's classic depicts a young widow and another who meet at their school and fall in love, while her professional Allard says "he regards it as a movie-movie history," as "a movie for its beautiful visual style and simple pleasures."

Changing the "boundaries" of "boundaries" an Allard is a well as festival films are an art form, Korean film, the French film festival describes how and more need have brightness and more need be inspired by respect and especially "to shed a call with power just look at the simple. Today could identify me. Now it's home."

"The American however, and it's a cultural product brings awareness

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

French Film Festival

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French Film Festival



# INFLUENCER ENGAGEMENT

Alliance Française  
French Film  
Festival 2026

**@SUZAN\_MUTESI**  
FOLLOWERS : 1.3M



**@BONJOUR.MATE**  
FOLLOWERS : 567K



**@AMAZINGSYDNEYLIFE**  
FOLLOWERS : 270K



**6M+**  
**REACH**

**64**  
**INFLUENCER**  
**POSTS**

**+236%**  
vs.2025

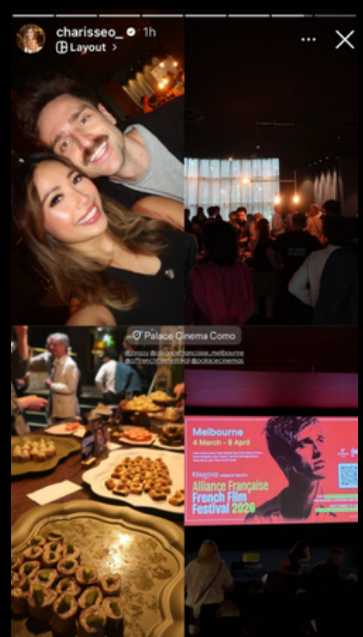
**@BENFROMBRISBANE**  
FOLLOWERS : 149K



**@GEMMACHUATRAN**  
FOLLOWERS : 136K



**@CHARISSEO\_**  
FOLLOWERS : 125K



# THE SATURDAY PAPER COVERAGE

Alliance Française  
French Film  
Festival 2026

**2,25M**  
TOTAL PRINT IMPRESSIONS



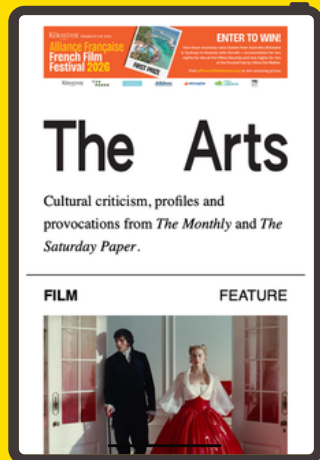
28/02-11/04  
5 x full national pages



28/02-04/04  
4 x half regional pages  
(NSW/ACT/QLD, SA, VIC, WA)

**414,918**  
EDM

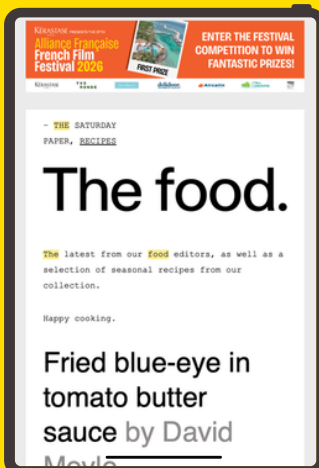
**49,27%**  
OPEN RATE



**96,003**  
TOTAL DIGITAL  
IMPRESSIONS

**thesaturdaypaper.com.au**

28/02-15/04  
Premium Roadblocks  
Mobile Roadblocks



25/02-13/03

Solus EDM, The Arts, Post, The Food



**IN THE STREET IN THE STREET**

**IN THE STREET IN THE STREET**

**IN THE STREET IN THE STREET**

**IN THE STREET IN THE STREET**

# OUTDOOR MEDIA

Alliance Française  
French Film  
Festival 2026

## SYDNEY



03/03-09/03  
35 JC.Decaux billboards

+



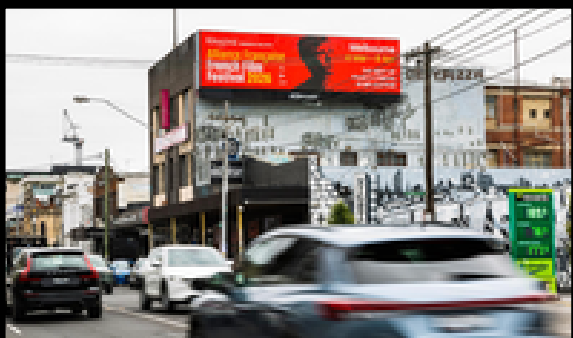
02/03-15/03  
108 City of Sydney banners

## MELBOURNE



02/03-09/03  
34 JC.Decaux billboards

**23M+**  
**REACH**



## BRISBANE



02/03-09/03  
25 JC.Decaux billboards



**126**  
**BILLBOARDS**

## PERTH

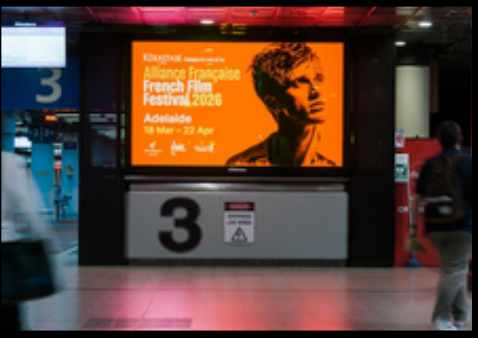
**5**  
**CITIES**



## ADELAIDE



16/03-23/03  
16 JC.Decaux billboards



09/03-16/03  
16 JC.Decaux billboards

**4**  
**WEEKS**

**IN CINEMAS IN CINEMAS**



**IN CINEMAS IN CINEMAS**



**IN CINEMAS IN CINEMAS**



**IN CINEMAS IN CINEMAS**

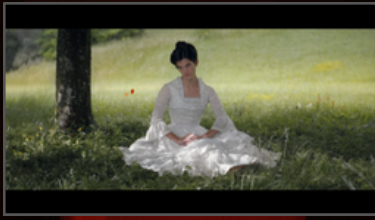


# IN-CINEMA EXPOSURE

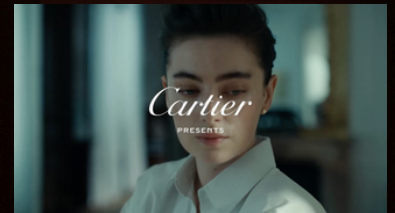
Alliance Française  
French Film  
Festival 2026



AF FFF TRAILER



6,700+  
CINEMA  
SCREENS



MOVIE TRAILERS

HOLDING SLIDES

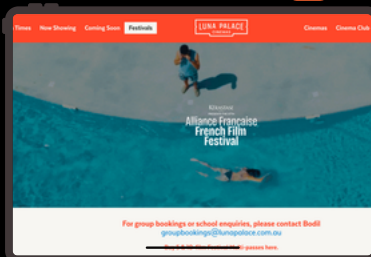
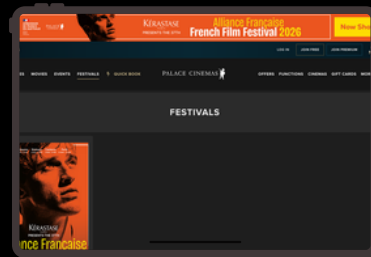
AD REELS

IN-CINEMA EXPOSURE

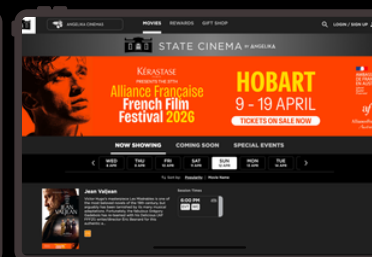
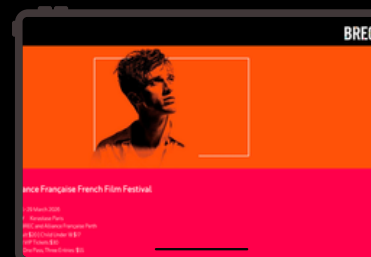
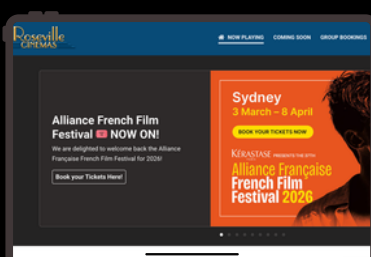
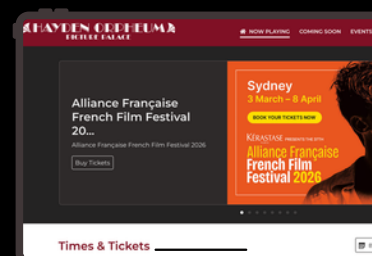
CINEMAS DEDICATED AF FFF PAGES



- CINEMAS NEWSLETTERS
- CINEMAS PLASMA DISPLAY
- CINEMAS SOCIAL MEDIA
- CINEMAS MEDIA CAMPAIGN



41  
CINEMA  
PARTNERS



# IN-CINEMA PROMOTION

Alliance Française  
French Film  
Festival 2026



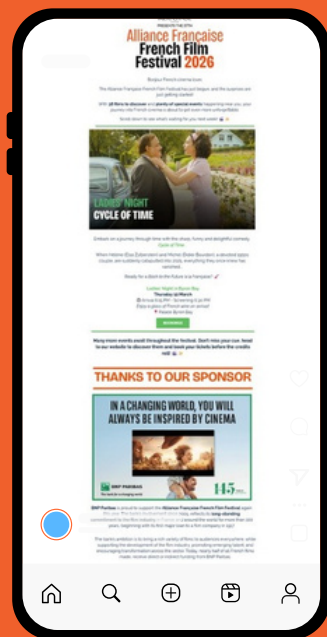
**1,000  
POSTERS**



**153,000  
PROGRAMS**

**8  
CITIES**

# OWNED MEDIA PERFORMANCE



**5**

AF FFF exclusive interviews  
on social media

**+17%**

followers on Instagram vs.2025

**6,114**

registrants to the AF FFF competition

**19,440**

followers on Facebook

**39,137**

subscribers to the AF FFF newsletter

**267K**

active users on [affrenchfilmfestival.org](http://affrenchfilmfestival.org)

# AF FFF SOCIAL MEDIA

Alliance Française  
French Film  
Festival 2026



**19,440**  
FOLLOWERS

**+1,5%**  
vs.2025



**5,469**  
FOLLOWERS

**+17%**  
vs.2025

**1,3M** VIEWS

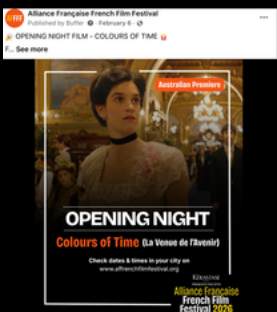
**343K** ACCOUNTS REACHED



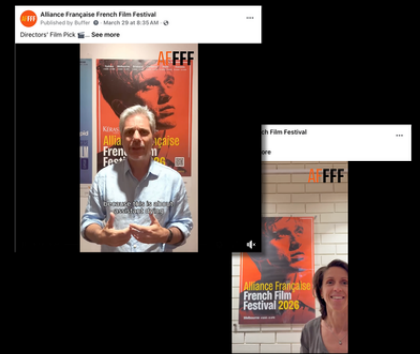
**5 EXCLUSIVE INTERVIEWS**  
Claude Lelouch, Alex Lutz  
Mathias Mlekuz, Johann Dionnet  
Baptiste Lecaplain



**FILM LINE-UP**  
Trailers, Interviews  
Categories, AF FFF trailer...



**SPECIAL EVENTS**  
Opening night, Centrepiece  
Classic Movie...



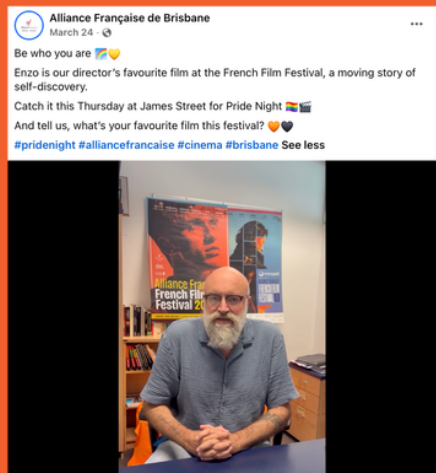
**AFs DIRECTORS FILM PICK**



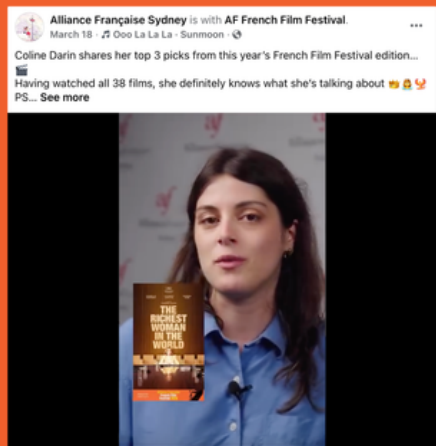
**AF FFF NEWS**  
Program, Competition

# AFs SOCIAL MEDIA

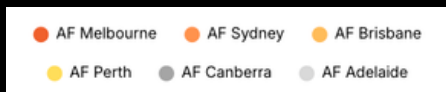
Alliance Française  
French Film  
Festival 2026



**1,100+** SOCIAL POSTS



## TOTAL AFs NETWORK FOLLOWERS



**FESTIVAL DATES**

Sydney, NSW 3 March - 8 April	Melbourne, VIC 4 March - 8 April	Brisbane, QLD 5 March - 8 April
Canberra, ACT 5 March - 8 April	Perth, WA 12 March - 15 April	Adelaide, SA 18 March - 22 April

**REGIONAL DATES**

Ballarat, VIC 5 March - 8 April	Ballina, NSW 7 March - 2 April	Bendigo, VIC 17 April - 26 April
Bunbury, WA 25 March - 29 March	Byron Bay, NSW 8 March - 2 April	Darwin, NT 23 April - 26 April
Dubbo, NSW 16 April - 19 April	Geelong, VIC 16 April - 28 April	Gold Coast, QLD 19 March - 8 April
Hobart, TAS 9 April - 19 April	Katoomba, NSW 19 March - 29 March	Rhodes, NSW 9 April - 19 April
Rouse Hill, NSW 3 April - 12 April	Victor Harbor, SA 25 March - 1 April	Warrawong, NSW 3 April - 14 April

SELECT YOUR CITY

**267K  
ACTIVE  
USERS**

**+1,1%**



**1,7M  
VIEWS**



**3,3 min  
ENGAGEMENT  
TIME**



**5,8M  
EVENTS**

between January and May 2026

# AFs WEBSITES

Alliance Française  
French Film  
Festival 2026

**34K VIEWS**



AF SYDNEY

**25K VIEWS**



AF MELBOURNE

**13K VIEWS**



AF BRISBANE

**9K VIEWS**



AF ADELAIDE

**3K VIEWS**



AF PERTH

**6K VIEWS**



AF CANBERRA

Alliance Française  
French Film  
Festival 2026

**39,137**  
**SUBSCRIBERS**

in the AF FFF database

**+29,2%**



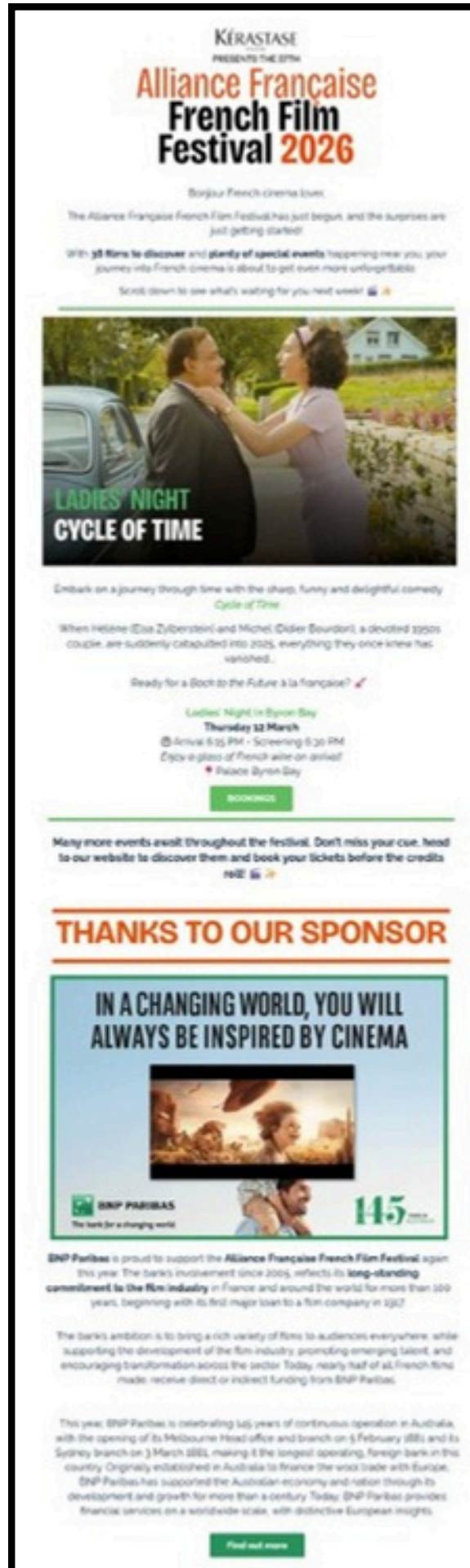
**125**  
**AF FFF**  
**NEWSLETTERS**

**46%**  
**OPEN RATE**

**2,8%**  
**CTR**



**46**  
**AFs**  
**NEWSLETTERS**  
mentioning the Festival

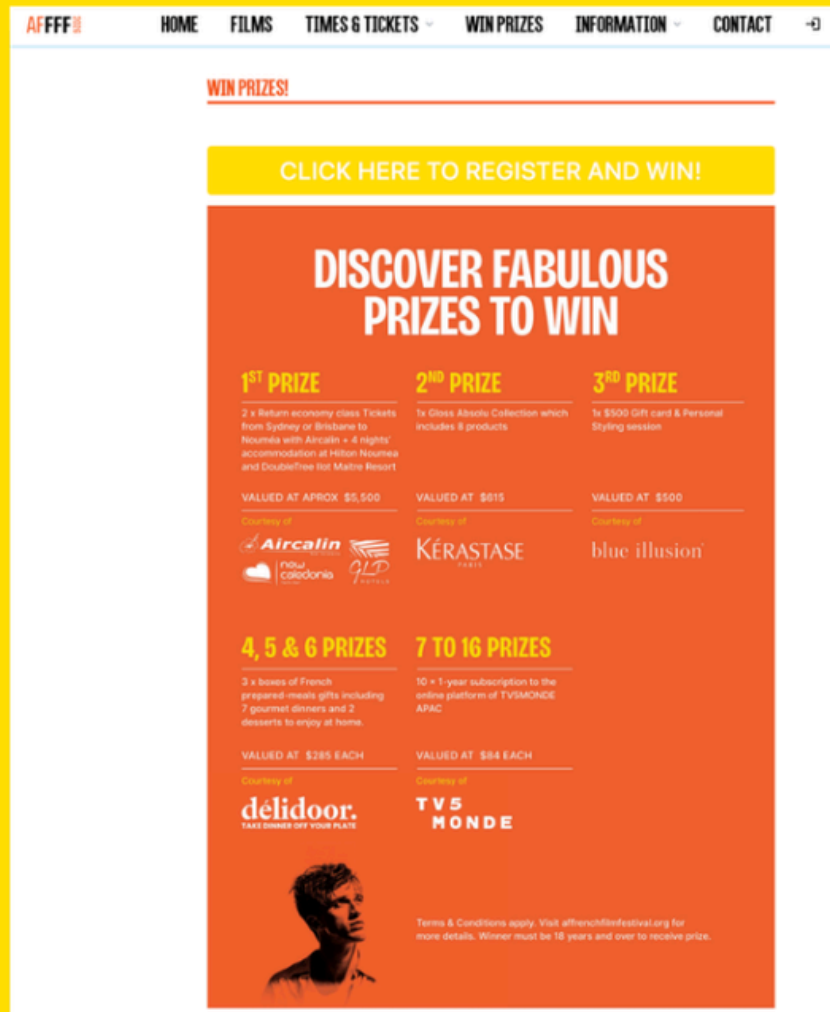


**AF FFF NEWSLETTERS**

## CINEMA SCREENS



## AF FFF WEBSITE



# SPECIAL EVENTS



**15**

cities

**27**

Opening Nights

**52**

local events

**146**

school screenings

**190**

Special Events

**224**

schools

**10,584**

students attending the school screenings

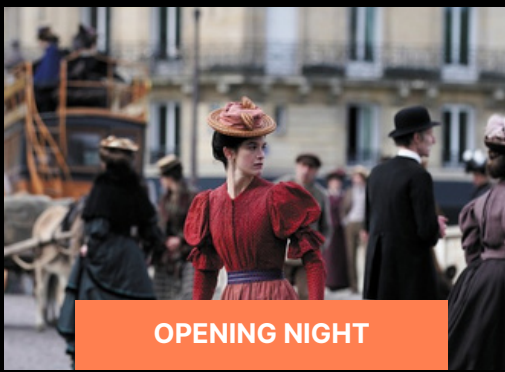
**22,571**

participants

to the Special Events



FESTIVAL PREVIEW



OPENING NIGHT



CENTREPIECE



LADIES NIGHT



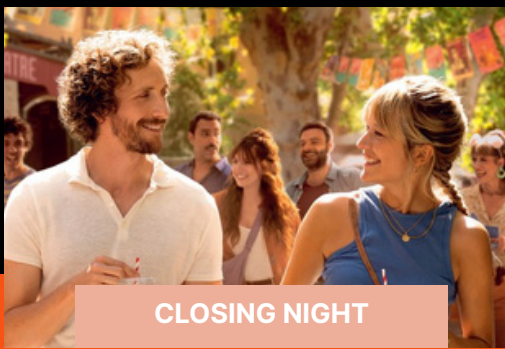
TASTE OF FRANCE



CLASSIC MOVIE



FAMILY SESSION



CLOSING NIGHT



ENCORE SESSION

# SPECIAL EVENTS

**190**  
**Special**  
**Events**

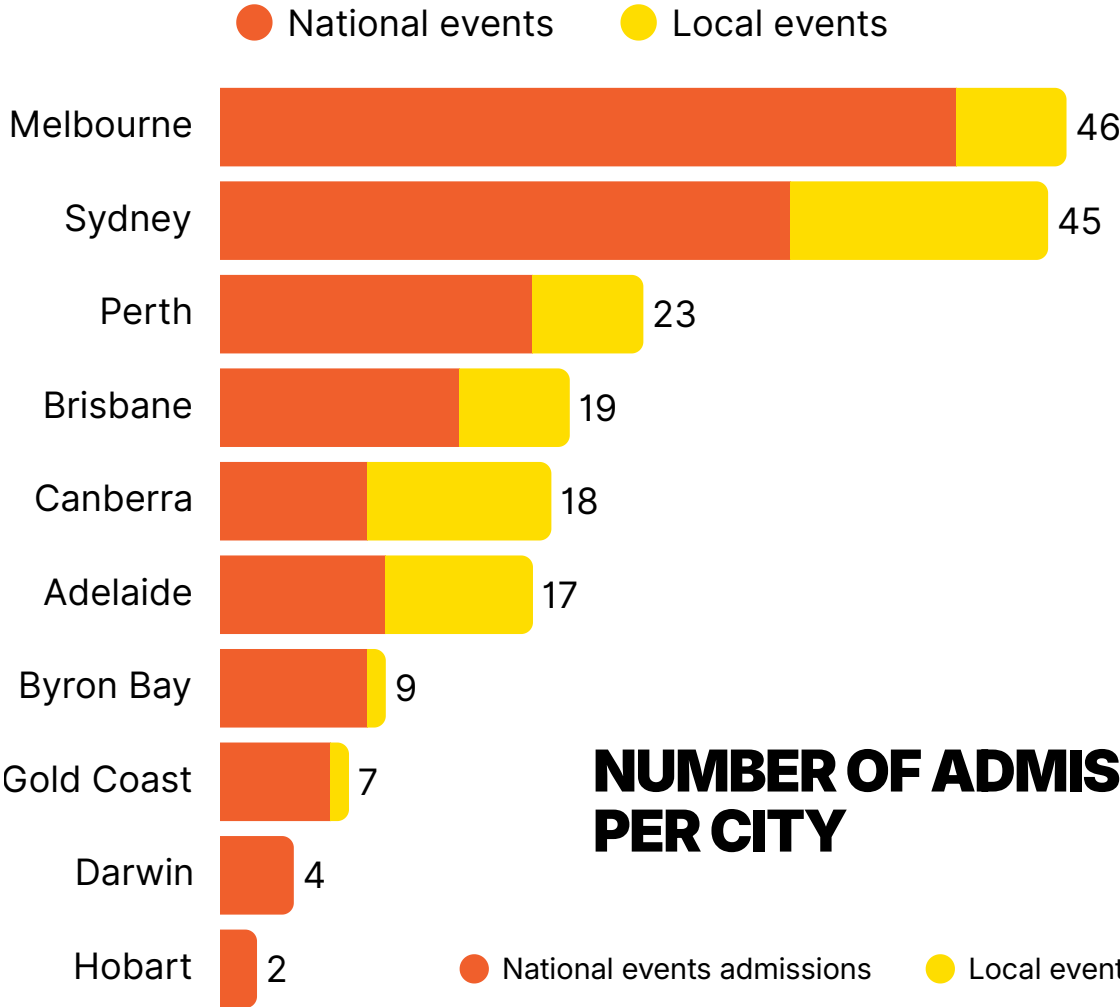
**22,571**  
**participants**

**138**  
**National**  
**Events**

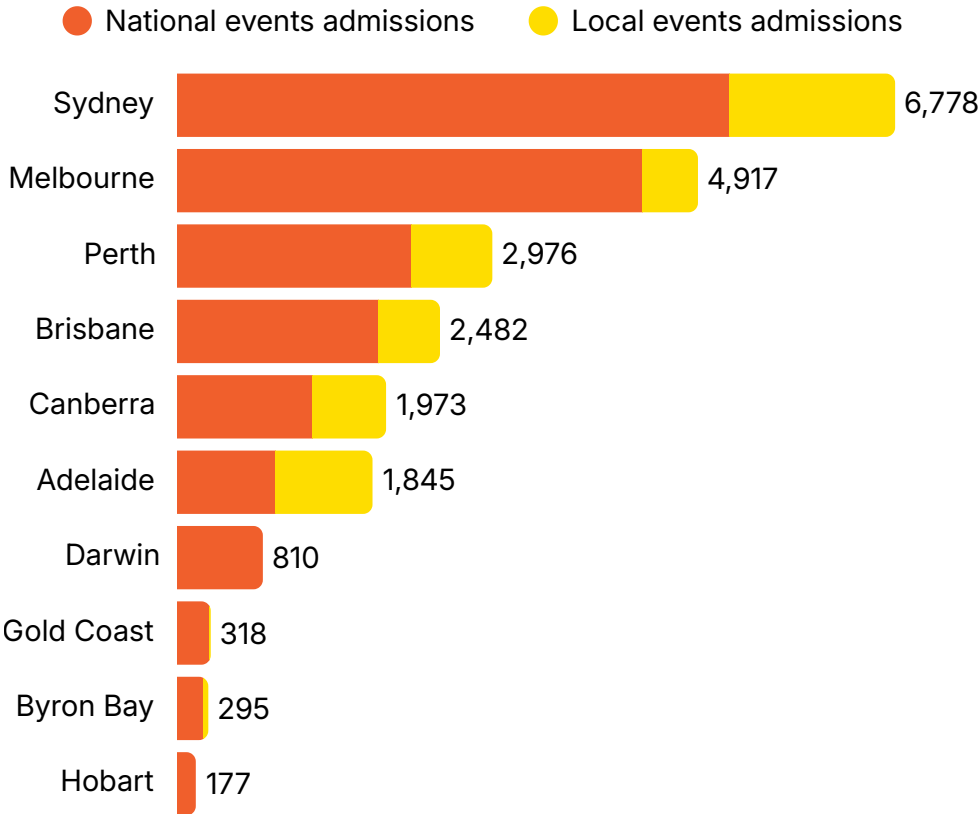
**52**  
**Local**  
**Events**

**15**  
**cities**

## NUMBER OF SPECIAL EVENTS PER CITY



## NUMBER OF ADMISSIONS PER CITY



# OPENING NIGHTS

## COLOURS OF TIME

27

Opening  
Nights

4,997  
participants

15  
cities

The **37th edition of the Alliance Française French Film Festival** opened with the latest film by **Cédric Klapisch**, *Colours of Time*.

This comedy-drama transported audiences between two eras, 1895 and 2025. The film stirred strong emotions in cinemas, with viewers leaving the screenings with eyes still shining from this beautiful journey.

# SYDNEY

The AF FFF opened in 7 locations, with the gala held at the prestigious **State Theatre**, welcoming **750 guests**. Among them were several esteemed Australian personalities, including Her Excellency the Honourable **Margaret Beazley** AC KC, Governor of New South Wales; His Excellency **Pierre-André Imbert**, Ambassador of France to Australia; and **Gracie Otto**, Festival Ambassador, as well as actors, directors, leaders from the arts and cultural sectors, international officials, sponsors, and partners.



# MELBOURNE

Melbourne's gorgeous **Astor Theatre** welcomed **500 guests**, in the presence of the Consul General of France, **Paule Ignatio**, and the Honourable **Colin Brooks**. After the screening, guests enjoyed an after-party with drinks and food, along with various activations including live music and the presence of our presenting sponsor, Kérastase.



# CANBERRA

**320 guests** were present for the festival opening at **Palace Electric Cinema**. They enjoyed live music, food, and drinks, and the presence of **Guillaume Dabouis**, Deputy Head of Mission at the Embassy of France in Australia. The Canberra International Music Festival brought a wonderful musical touch to the evening.



# BRISBANE

The opening took place across two venues, with the gala at **Palace Barracks** and the reception at **Palace James Street**, gathering nearly **500 guests**. Premium food, live music, and live painting performances added even more magic to the evening, making it a truly wonderful night.



# PERTH

Across three cinemas simultaneously, **Luna Leederville**, **Luna SX**, and **Palace Raine Square**, nearly **450 people** gathered for an evening that began with live music, live painting, and food and drinks. The screening was introduced by **Frédéric J. Flipo**, Honorary Consul of France in Western Australia, alongside general manager and board president of the Alliance Française de Perth.



# ADELAIDE

**207 guests** gathered at **Palace Nova Eastend** for an unforgettable evening. They were welcomed on arrival with drinks and nibbles, and the screening was followed by an after-party featuring live music.





EN MUSIQUE / JAZZ NIGHT



CINEWINE



Q&A



CASH & CRAFT



BELGIAN NIGHT



PRIDE NIGHT



CHAMBER MUSIC NIGHT



DYSTOPIA NIGHT

# LOCAL EVENTS

**52**  
**Local Events**

**5,111**  
**participants**

**15**  
**cities**

# SCHOOL SCREENINGS



## ARCO

**146**  
**School**  
**Screenings**

**10,584**  
**participants**

**224**  
**schools**

At the Alliance Française French Film Festival, we believe in the power of cinema to educate, inspire, and open young minds to the world. Each year, our highly anticipated School Screenings invite thousands of primary and secondary students **to step out of the classroom and immerse themselves in French language and culture.**

Through a carefully curated selection of age-appropriate, critically acclaimed films, we provide educators with a dynamic tool to bring their curriculum to life.

# SCHOOL SCREENINGS

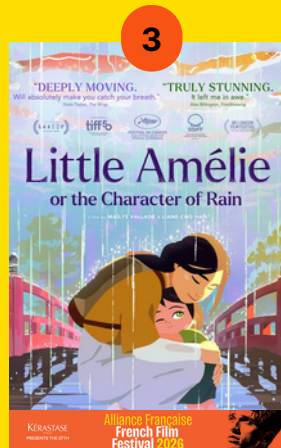
## A CURATED SELECTION OF 5 FILMS



3,842 ADMISSIONS



2,288



1,540



1,251



1,051

## 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.



# THANK YOU

TO ALL PARTNERS AND TEAMS  
FOR MAKING THIS EDITION A SUCCESS

SEE YOU NEXT YEAR!



# SPONSORS & PARTNERS

PRESENTING SPONSOR

## KÉRASTASE PARIS

### NATIONAL

RED CARPET SPONSORS



blue illusion



ORGANISED BY



FRONT ROW



EXHIBITION PARTNER



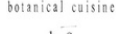
FESTIVAL PARTNER



MEDIA PARTNERS



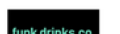
### MELBOURNE



### SYDNEY



### PERTH



### ADELAIDE



### CANBERRA

HER CANBERRA



### BRISBANE



Dedicated to a better Brisbane



### BYRON BAY



### GOLD COAST



# PARTICIPATING ALLIANCES

## ADELAIDE



- [af.org.au](http://af.org.au)
- [adelaide@af.org.au](mailto:adelaide@af.org.au)
- (08) 8272 4281
- 319 Young St, Wayville

## BRISBANE



- [afbrisbane.com.au](http://afbrisbane.com.au)
- [info@afbrisbane.com.au](mailto:info@afbrisbane.com.au)
- (07) 3844 4460
- 262 Montague Rd, West End

## CANBERRA



- [afcanberra.com.au](http://afcanberra.com.au)
- [enquiries@afcanberra.com.au](mailto:enquiries@afcanberra.com.au)
- (02) 6257 6696
- 66 McCaughey St, Turner

## DARWIN



- [afdarwin.org](http://afdarwin.org)
- [info@afdarwin.org](mailto:info@afdarwin.org)
- 17 Chapman Rd, Rapid Creek

## MELBOURNE



- [afmelbourne.com.au](http://afmelbourne.com.au)
- [info@afmelbourne.com.au](mailto:info@afmelbourne.com.au)
- (03) 9525 3463
- Lvl 4, 140 Bourke St, Melbourne

## PERTH



- [afperth.com.au](http://afperth.com.au)
- [reception@afperth.com.au](mailto:reception@afperth.com.au)
- (08) 9386 7921
- 75 Broadway, Nedlands

## SYDNEY



- [afsydney.com.au](http://afsydney.com.au)
- [enquiries@afsydney.com.au](mailto:enquiries@afsydney.com.au)
- (02) 9292 5700
- 257 Clarence St, Sydney

# ACKNOWLEDGEMENTS

**Alliance Française French Film Festival Board:** François Romanet, President of the Board of the AF FFF and President of the Board of AF de Sydney | Myriam Boissouvier-Wylie, President of the Board of AF de Melbourne | Hugh Chevrant-Breton, President of the Board of AF de Canberra | Henry Boston, President of the Board of AF de Perth | Laurence Poquet-Autret, President of the Board of AF d'Adelaide | Sally Mitchell, President of the Board of AF de Brisbane; Ruari Elkington and Joe Hardwick | Nigel Stevenson, Treasurer | Rachel Audigé, Secretary.

**Alliance Française French Film Festival Ltd:** Frédéric Alliod, CEO | Vanessa Audigand-Gordon, Anaïs Leloup, National Festival Managers | Lisa Sanigou, Marketing Coordinator | Idoia Astabie Galé, Logistics Assistant | Françoise Libotte, Films Logistics Manager.

**Alliance Française de Sydney:** Denis Morandet, General Manager | Philippe Ostermann, National Festival Business Developer | Janine Hewitt, Finance & Administration Manager | Coline Darin, Festival Coordinator | Madison Howse, Festival Assistant | Louise Roudiere, Marketing Coordinator | Hélène Carmona, Cultural and Communications Assistant  
Special thanks to the Alliance Française de Sydney Festival Committee: Patrick Cocquerel, Chair of the Film Committee | François Romanet, President of the Board | Denise Anderson, member | Amaury Treguer, member, and all the AFS Board members

**Alliance Française de Melbourne:** Marie-Hélène Predhom, General Manager | Lucie Brocard, Aurélie Audureau, Cultural Events Manager | Sara Harrington, Events Manager 2025 | Anne-Sophie Pink, Director of Studies | Stéphanie Goreux, Marketing Manager | Charlie Ballot, Events and Marketing Coordinator | Mia Jordan, School Screenings Coordinator

**Alliance Française de Canberra:** Nabila Aliane, Director | Lou Benard, Culture and Communications Manager | Ambre Niotou, Head Teacher | Xavier Steiner, Culture assistant | Leila Izarn, Communication assistant | Anna Branchut, Events assistant

**Alliance Française de Brisbane:** Jean-Philippe Bottin, Director | Pauline Ferté, Cultural Coordinator | Dimitri Vergé, Course Coordinator | Zoe Sheridan, Communications and Marketing Assistant | Pauline Dumont & Arnaud Bouton, Festival Assistants

**Alliance Française d'Adelaide:** Anne-Lise Heynen-Giri, Executive Director | Axelle Conchard, Cultural Coordinator | Lesley Cooper, Office Administrator | Andrei Pick, Digital marketing officer

**Alliance Française de Perth:** Alexandre Allais, General Manager | Frédérique Antoine, Culture Manager | Natacha Delsinne & Clément Extier, Communication Officer | Audrey Courson, Marketing and Business Development Officer. Special thanks to Marine Idier, assistant for the Festival

**French Embassy in Australia:** Pierre-André Imbert, Ambassador of France to Australia | Olivier Boasson, Counsellor for Culture, Science and Education | Raphaël Coulhon, Cultural Attaché.

**Special thanks to** Gilles Barrier, the Consul général of France in Sydney, and Paule Ignatio, the Consule générale of France in Melbourne

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!

**ANZ distributors:** Hi Gloss Entertainment, Kismet Movies, Knight Cap Pictures, Limelight Distribution, Madman Entertainment, Palace Films, Plainwater Films, Potential Films, Studiocanal Australia, Transmission Films and Vendetta Films

**Partner Palace Cinemas:** Antonio Zeccola, Benjamin Zeccola, Elysia Zeccola, Antony Zeccola, Stephanie Zeccola, Alex Moir, Paul Timos, Michael Raftery, Lisa Ricketts, Lilly Roesler, Tanea Panagopoulos, Amy Miller, Magenta McHalick, Abhilash Kaimal, Sinead Taranto, Renato Fonti, Karen Karpinski, Ingrid van den Berghe, Candice Skinner and all Palace Cinemas managers and staff

**Festival Partner Exhibitors:** Jarrad Jenkins, Alex Temesvari, Rachell Baker, Robert Love, Emma Addario, Noel Collier, Nick Scott, Ian Hyslop, Mike Vile & Christopher Upton

**Publicity:** Jilian Heggie, Carly Lincoln & Elizabeth Noonan (NIXCO), Natalie Farinola (JP Media), Georgina Stegman (Think Tank Communications), Lucy Gibson (75communications), Michelle Rowe (PitchPerfect Media)

**Graphic Designer:** Hands | Hannah Lane & Lucien Jankelson

**Design & Print:** DPPP Pty Ltd

**Website:** Tip Top Web

**AF FFF Video Trailer:** RH DESIGNS | Music: «Soleil Bleu» Performed by Luiza & Bleu Soleil / Written by Luiza Fernandes Viana, Nino Challeton Faerdig & Antonin Parmentier / © Wagram Publishing, OGD Publishing, Sony Music Publishing France / (p) 2025 Chapter Two – Wagram Music / Courtesy of Wagram Music, Wagram Publishing, OGD Publishing and Sony Music Publishing France

**Legal Support:** Squire Patton Boggs

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

KÉRASTASE  
PARIS

PRESENTS THE 37TH

Alliance Française  
French Film  
Festival 2026

# SPONSORSHIP OPPORTUNITIES



KÉRASTASE  
PARIS  
PRESENTS THE 37TH  
Alliance Française  
French Film  
Festival 2026



# HIGH-IMPACT VISIBILITY AT A LEADING NATIONAL CULTURAL EVENT IN AUSTRALIA

The 37<sup>th</sup> Alliance Française French Film Festival (AF FFF) has concluded **its most successful edition on record**, reaffirming its position as **one of Australia's leading cultural events**.

Now in its fourth decade, the Festival operates as a nationally coordinated platform **reaching audiences across major capitals and regional communities**. Its delivery is supported by a long-established ecosystem bringing together the Alliance Française network, cultural institutions, film exhibitors, distributors, public bodies and private partners.

AF FFF offers brands a range of high-impact sponsorship opportunities designed to **deliver strong visibility and meaningful engagement throughout the festival journey**. Across **in-cinema advertising, exclusive brand activations, private screenings, and a powerful ecosystem of owned digital channels**, partners benefit from multiple touchpoints with a highly engaged, culturally driven audience. Together, these visibility opportunities enable brands **to maximise exposure, strengthen cultural relevance, and build lasting connections** across digital platforms and on-site experiences. delivering measurable reach across all participating cities.

The Alliance Française French Film Festival would **not be possible without the invaluable support of its sponsors**. Join us in championing the very best of contemporary French cinema through an unmissable national cultural showcase!

# A PREMIUM, ENGAGED & AFFLUENT AUDIENCE

Alliance Française  
French Film  
Festival 2026

The Alliance Française French Film Festival attracts one of Australia's most coveted, high-value demographics; a discerning audience that views the festival not just as a cinematic event, but as a premium lifestyle experience.

The Festival creates conditions where audiences are **more receptive, emotionally engaged and culturally aligned with your brand.**

## WHO THEY ARE

### AB Demographic Skew

Highly educated professionals, executives  
active, affluent retirees

### Strong Purchasing Power

A highly desirable segment with significant disposable income,  
primed for premium and luxury spending

### Australian & Female-Led Audience

77% Australian

67% female,

offering a powerful avenue for lifestyle, beauty,  
and fashion brands

### Core Age Bracket

A deeply loyal base of 40-65+

complemented by a growing, highly engaged segment of young urban  
professionals (25-35) attending Opening Nights and Special Events



## WHAT THEY LOVE

### Discerning Epicureans

Passionate consumers of gourmet food, fine wine,  
and premium hospitality experiences

### Global Travellers

Frequent international flyers  
with high-tier passports and a strong affinity  
for European travel and culture

### Culturally Engaged

Early adopters and active consumers of the  
arts, premium entertainment, luxury goods,  
and sophisticated lifestyle brands

## HOW THEY ENGAGE

### High Dwell Time

Unlike standard cinema-goers, our audience  
arrives early and stays late to socialise over drinks,  
offering exceptionally high physical exposure  
for foyer activations and sampling

### An Event-Driven Mentality

Attendees treat the festival as a premier social outing,  
meaning they are highly receptive to on-site brand  
integrations, experiential moments, and premium gifting

# PREMIUM CINEMA ADVERTISING

Alliance Française  
French Film  
Festival 2026

80%

ACTIVE  
ATTENTION

97%

VIEWERSHIP  
RATE

TV : 38%

59%

AD  
RECALL

DIGITAL VIDEO: 22%

10X

SOCIAL  
ATTENTION  
SCORE

\*2026 Data from Amplified Intelligence, Lumen Research and Dentsu studies on the impact of cinema advertising.



Sponsors benefit from **premium in-cinema advertising** across 41 venues, with ads screened before nearly 6,800 AF FFF sessions over two months from the release of the official Festival trailer on Boxing Day.

This high-impact in-cinema presence offers partners exceptional visibility and a powerful platform to **strengthen brand awareness among a highly engaged audience.**

# HIGH-IMPACT BRAND ACTIVATIONS

To enhance value for our partners, the Festival offers **exclusive brand and product activation opportunities** at key moments such as Opening Nights, Closing Nights and Special Events (Premiere Centrepiece, Taste of France, Classic Movie).

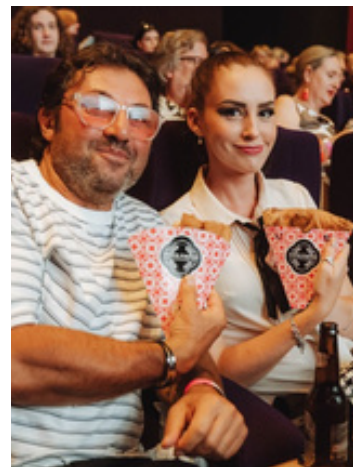
These activations provide sponsors with **high-impact visibility in a premium cultural setting**, helping brands stand out beyond traditional advertising formats. By engaging audiences directly at cinemas and events, partners can create memorable experiences that **foster stronger emotional connections** with Festival-goers.



Clarins



Peugeot



Four Frogs



Payot



Blue Illusion Photo Booth



Saint Agur



Beau Viva



Bonne Maman

# EXCLUSIVE PRIVATE SCREENINGS

Alliance Française  
French Film  
Festival 2026



We offer **exclusive corporate hosting opportunities** through private screenings of a film of your choice.

These bespoke experiences provide an ideal setting for welcoming **internal teams and/or business partners in a premium cinema environment.**

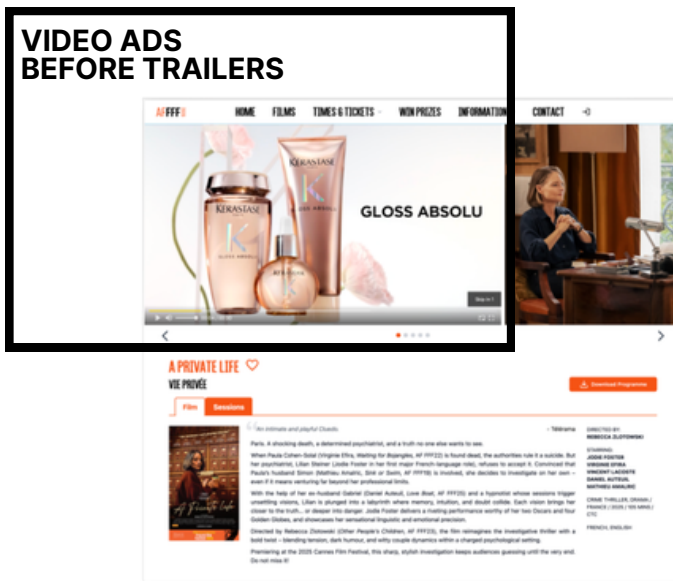
Hosting clients or prospects at a private screening creates a **memorable shared experience that helps strengthen professional relationships**, while also offering a **relaxed, out-of-office setting for team building and employee recognition.**

Private cinema screenings deliver a **distinctive and high-impact moment**, leaving guests with a unique and lasting impression.

# AF FFF POWERFUL OWNED CHANNELS ECOSYSTEM

AF FFF offers partners **high-impact digital visibility across a powerful ecosystem of owned channels**, delivering strong reach and meaningful engagement with a culturally engaged audience.

The **AF FFF website** records 1.7 million views and 267,000 active users, providing **premium opportunities** for brands to showcase video ads and display banners in a highly contextual and brand-safe environment aligned with cinema, culture, and lifestyle.



BANNERS

SPONSORS PAGE

## AF FFF WEBSITE ADS

# AF FFF POWERFUL OWNED CHANNELS ECOSYSTEM

Alliance Française  
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This visibility is reinforced through **AF FFF newsletters**, reaching 39,137 subscribers with an exceptional 46% open rate, demonstrating a highly engaged and receptive audience. Newsletter articles allow brands to **connect directly with film-loving audiences** at key moments of discovery and decision-making.

KÉRASTASE  
PRESENTS THE 37TH  
**Alliance Française  
French Film  
Festival 2026**

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## THANKS TO OUR SPONSOR

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**TV5 MONDE+**

Discover TV5MONDE+, the streaming platform dedicated to French-language cinema and series.

This month, explore a hand-picked selection featuring acclaimed actors and directors. From heartfelt dramas to laugh-out-loud comedies, gripping thrillers to inspiring documentaries, TV5MONDE+ brings the diversity of French-speaking cinema, straight to your screen.

Whether you're in the mood for a moving love story, a suspenseful journey, or a lighthearted escape, you'll find it here, subtitled in English and accessible anytime, anywhere!

Watch now on TV5MONDE+!

TV5MONDE+ is available online at [tv5mondeplus.com](https://www.tv5mondeplus.com), on mobile apps on Google Play and Apple Store, and on connected TVs.

For all the latest updates, exclusive content, and behind-the-scenes glimpses, join the AF FFF Family and follow us on:

À bientôt

The Alliance Française French Film Festival team

## AF FFF NEWSLETTER ARTICLES

KÉRASTASE  
PRESENTS THE 37TH  
**Alliance Française  
French Film  
Festival 2026**

Begin a French cinema love.

The Alliance Française French Film Festival has just begun, and the surprises are just getting started!

With 38 films to discover and plenty of special events happening near you, your journey into French cinema is about to get even more unforgettable.

Scroll down to see what's waiting for you next week!

Embark on a journey through time with the sharp, funny and delightful comedy *Cycle of Time*.

When Hélène (Ella Zuberstein) and Michel (Olivier Bourdon), a devoted 2020s couple, are suddenly catapulted into 2025, everything they once knew has vanished.

Ready for a look to the future à la française?

**Ladies Night on Screen Day**  
Thursday 12 March  
8:30 PM - Screening 8:30 PM  
Enjoy a glass of French wine on arrival!  
Place Symon-Denis

Many more events await throughout the festival. Don't miss your cue, head to our website to discover them and book your tickets before the credits roll!

## THANKS TO OUR SPONSOR

### IN A CHANGING WORLD, YOU WILL ALWAYS BE INSPIRED BY CINEMA

BNP Paribas is proud to support the Alliance Française French Film Festival again this year. The bank's involvement since 2005, reflects its **long-standing commitment to the film industry** in France and around the world for more than 100 years, beginning with its first major loan to a film company in 1927.

The bank's ambition is to bring a rich variety of films to audiences everywhere while supporting the development of the film industry, promoting emerging talent, and encouraging transformation across the sector. Today, nearly half of all French films made receive direct or indirect funding from BNP Paribas.

This year, BNP Paribas is celebrating 145 years of continuous operation in Australia, with the opening of its Melbourne Head office and branch on 5 February 2025 and its Sydney branch on 3 March 2025, making it the longest operating foreign bank in this country. Originally established in Australia to finance the wool trade with Europe, BNP Paribas has supported the Australian economy and nation through its development and growth for more than a century. Today, BNP Paribas provides financial services on a worldwide scale, with distinctive European insights.

Find out more

ARTICLES

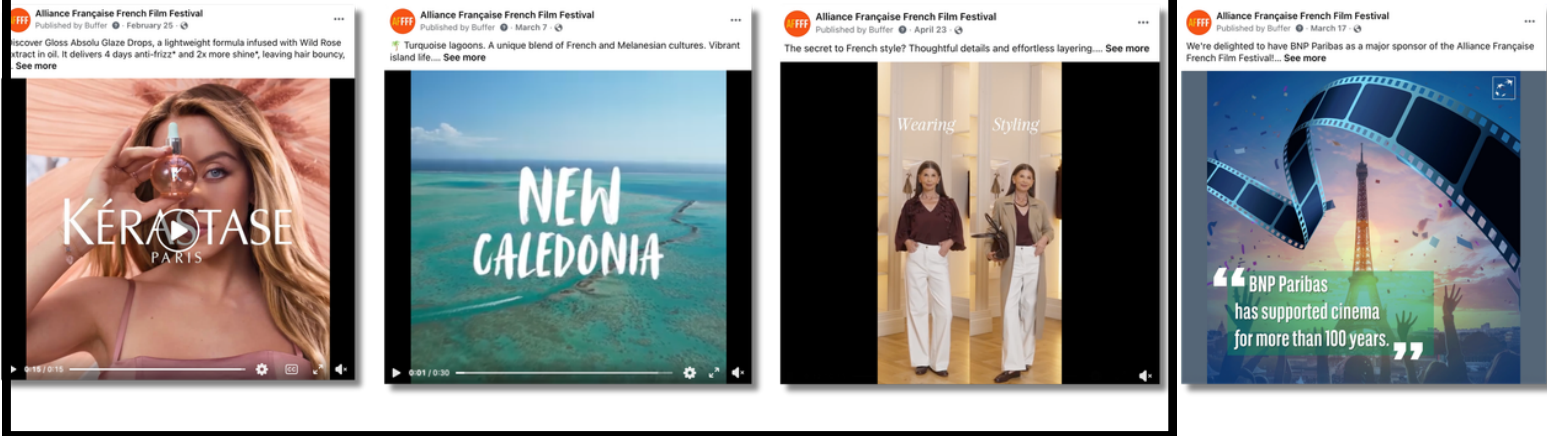
SOLUS

# AF FFF POWERFUL OWNED CHANNELS ECOSYSTEM

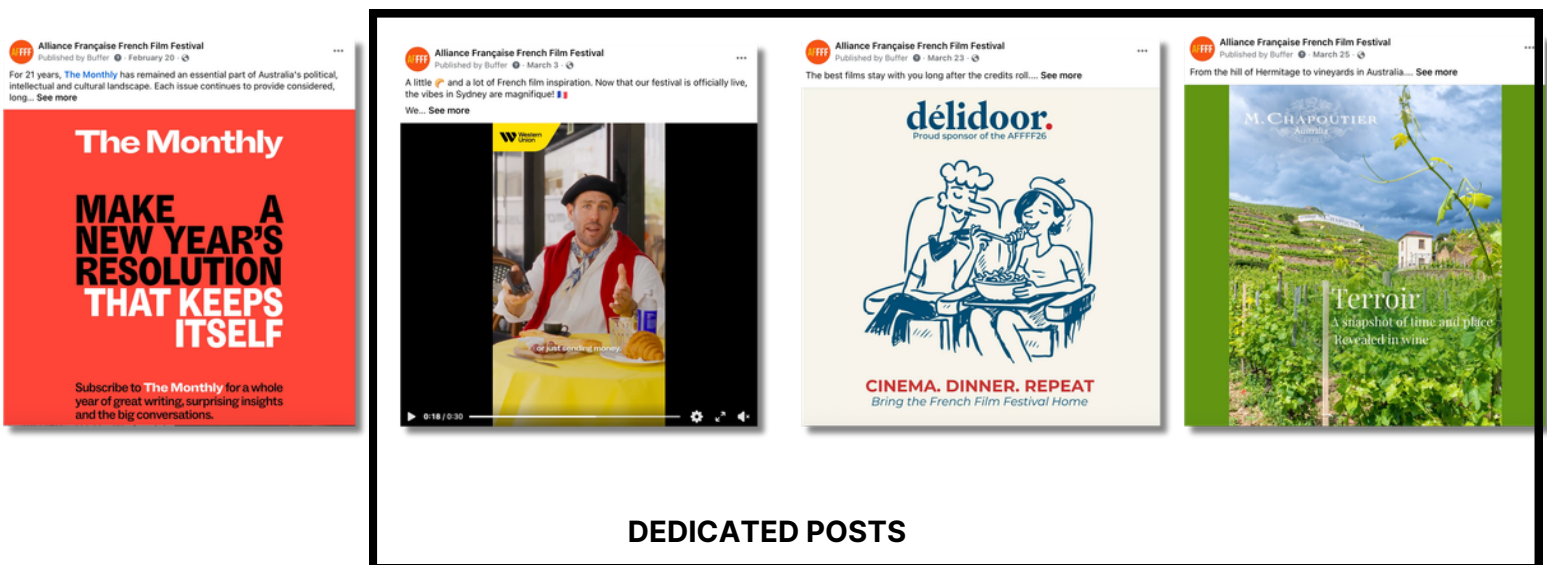
Alliance Française  
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## AF FFF SOCIAL ADS



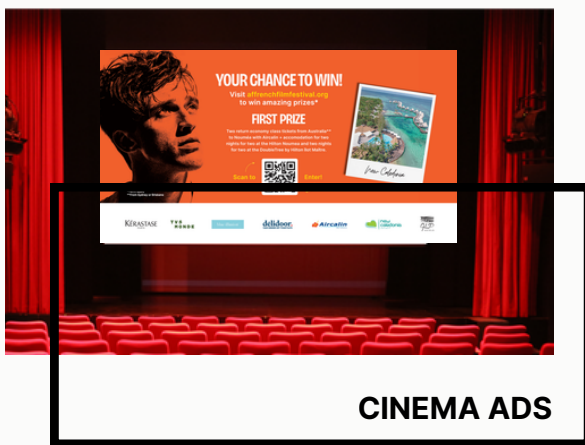
On social media, AF FFF connects with a growing community, offering additional touchpoints to amplify brand presence and extend campaign reach across platforms.



DEDICATED POSTS

# AF FFF POWERFUL OWNED CHANNELS ECOSYSTEM

AF FFF offers a unique and highly engaging opportunity through its annual competition. With 6,114 participants in 2026, sponsoring the competition prizes allows brands to associate with an experience that drives active participation, positive brand perception, and strong memorability.



CINEMA ADS



COMPETITION WEBPAGE



BANNERS

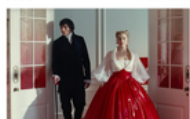
## AF FFF ANNUAL COMPETITION



### The Arts

Cultural criticism, profiles and provocations from *The Monthly* and *The Saturday Paper*.

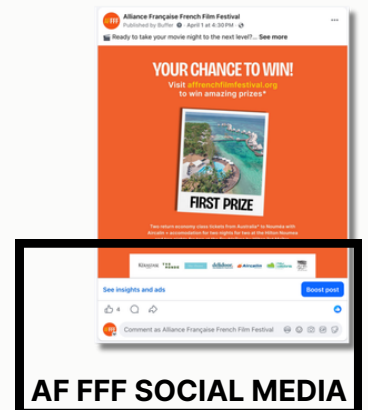
FILM FEATURE



Is 'Wuthering Heights' a new



AF FFF NEWSLETTER



AF FFF SOCIAL MEDIA

# HIGH-VISIBILITY AF FFF COLLATERAL

Alliance Française  
French Film  
Festival 2026



AF FFF offers sponsors high-visibility exposure through a **wide range of premium promotional materials** distributed nationally throughout the festival period. These high-impact promotional assets **offer brands consistent, premium and highly visible presence across both print and on-site environments.**

Partners benefit from prominent placement via a **full-page advertisement in 150,000 official festival programs**, a 96-page publication distributed nationwide to Alliance Française members, students, visitors, cultural and economic partners, as well as all participating AF FFF cinemas.

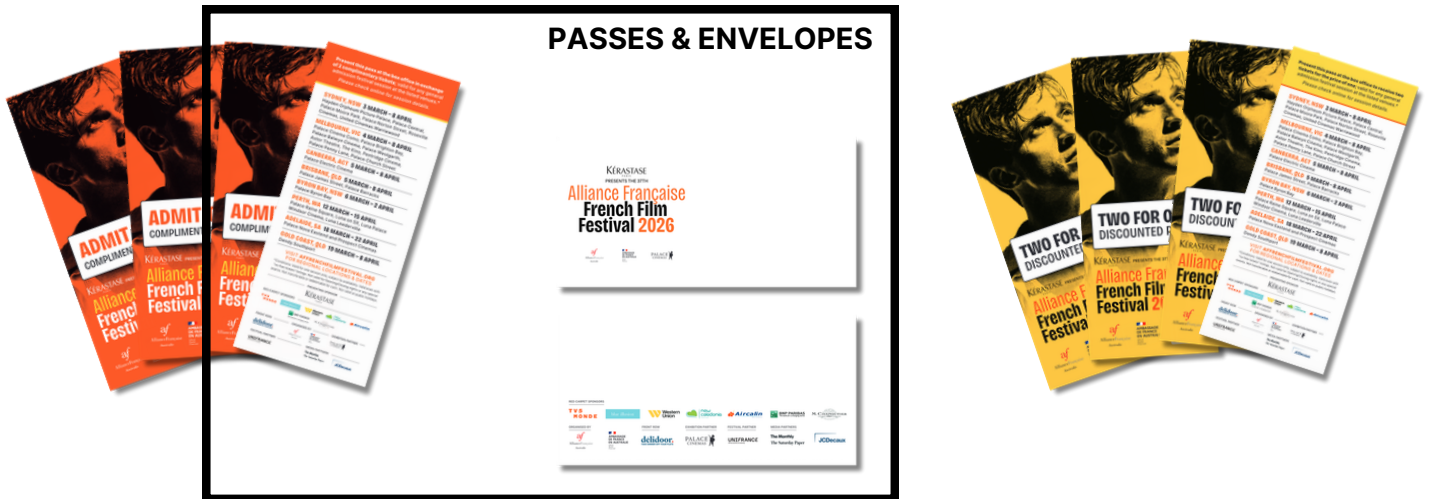
Brand exposure is further amplified through a **network of 1,000 national and local posters**, displayed across key venues and partner locations, reinforcing awareness and recognition before and during the festival.



NATIONAL & LOCAL POSTERS

# HIGH-VISIBILITY AF FFF COLLATERAL

In addition, sponsors gain prestigious visibility on **Opening Night and Closing Night materials, including invitations, passes and official credentials.** These high-profile touchpoints place partner brands at the heart of the festival's most exclusive moments, ensuring strong association with flagship events attended by key stakeholders, partners, media and guests.



# LET'S TALK 2027!

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KÉRASTASE  
PARIS

PRESENTS THE 37TH

**Alliance Française**  
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