



Australian Furniture Association
Membership Prospectus
2016-17

Australian Furniture *for every room in the world*



AUSTRALIAN
FURNITURE
ASSOCIATION



THE AUSTRALIAN FURNITURE ASSOCIATION



'Australian Furniture for every room in the world'

Executive Summary

The Australian Furniture Association (AFA) is a peak Australian industry association which represents the interests of the entire furniture sector from raw material supply to the end user. Collectively the industry supply chain employs more than 200,000 people nationally.

The AFA is committed to helping Australian Furniture Industry businesses with a focus on building competitive and sustainable business models and to promote the profitable growth, competitiveness, innovation and export readiness of our members.

The AFA is recognised as the voice of the Furniture Industry by the government, media and the general public. Membership covers manufacturers of both residential and commercial furniture, suppliers to the industry, retailers, designers, allied National and International associations and key stakeholders such as testing and training organisations and students. AFA Members benefit from being part of a collective and respected voice. This is critical in the AFA's communication with government.

The AFA's public policy positions are continually developed through ongoing analysis and consultation with members and our team regularly provides submissions on a wide range of areas to various Parliamentary Committees, independent bodies, commissions, and to government.

Values

- » Opportunity
- » Respectfulness
- » Innovative thinking
- » Resourcefulness
- » Professionalism
- » Responsiveness
- » Commitment to Service

Statements of Purpose

The purposes of the AFA are to:

- » Act as the national body to **Advance** the legitimate interests of the Australian Furniture Industry and those engaged in the industry.
- » **Advocate, Promote** and **Represent** the Australian Furniture Industry, its products and its value, providing a unified voice to government, the public and other stakeholders.
- » **Improve** the standard of products produced by adopting standards of manufacture to establish a premium value proposition for Australian furniture.
- » **Grow** the Australian Furniture Industry brand locally and globally.
- » **Communicate** on all matters affecting the Furniture Industry to its members and industry stakeholders.
- » **Support** our members by providing training, resources, mentoring and other services.



NEW LOOK AUSTRALIAN FURNITURE ASSOCIATION - AFA

In 2013, the Australian Furniture Association (AFA) embarked on a significant change process activating the Strategic Plan 2013-18 and the strategic priorities identified as critical to supporting the growth of the Australian Furniture Industry.

This very important step enables the Association to serve the industry Australia-wide. The AFA's members are represented in every State and spanning the entire industry supply chain from students and apprentices, designers, manufacturers, suppliers of materials, services and components through to allied associations and retailers at national and international level.

The launch of a new brand encapsulates the recognisable DNA of the AFA's history but has evolved to reflect the strategic priorities of the furniture manufacturing industry and the Association. It is a bold statement of who we are and where we are heading as an industry and coincides with the AFA's pivotal transition to a national body. The development of a strong corporate structure to formalise the Australian Furniture Association as the peak body supports the Strategic Plan to represent all partners and promote Australian Furniture for every room in the world!

The inaugural Australian International Furniture Exhibition transformed the Royal Exhibition Building in Melbourne into the largest 'display home' in Australia. Open to the public for an exhibition of Australian Furniture for every room in the world, entries in the Australian Furniture of the Year Awards were also on public display for the very first time.

The AFA is viewed by government as a key partner in many major industry decisions and our international standing is paramount to the many opportunities available to AFA members.

AFA Members can enjoy access to a wide range of business tools designed to meet their needs, including industrial relations advice, reciprocal marketing and promotion across all mediums internationally, business to business and business to consumer leads, and recognition programs to build brands.

All AFA services represent value for money, particularly providing operational cost savings for commercial operators and individuals each year.

The AFA continues to develop additional services and welcomes the feedback and contribution of all members as it evolves as a professional services association.

The AFA thanks and recognises the contribution and generosity of our corporate partners. They play an integral role in providing significant assets for the benefit of AFA Members, which in turn brings the AFA and its members to the attention of government, industry and the global market.

Working with the entire supply chain, this industry can demonstrate that by taking a collaborative path to innovation, expansion and diversification, it can deliver Australian Furniture for every room in the world.



MEMBER BENEFITS



All AFA Members are entitled to AFA Membership Status Certification.

AFA Member Benefits represent savings for our members and deliver real value for money.

AFA Membership Certificate

The AFA provides Certification of AFA Membership status to AFA Members, to be displayed proudly and prominently in your place of business.

AFA Membership is highly regarded by the industry, government and wider community.

Member Access to AFA Business Tools and Templates

The AFA provides members with access to a comprehensive suite of briefing and template documents to assist members with compliance and legislative matters.

These documents are regularly updated and compliant with any legislative changes as they occur.

A selection of high use documents include:

- » Contracts of employment.
- » Warning letters.
- » Warranty against defects.
- » Credit and Supply agreements, including full coverage of retention of title under the new PPPSA regime.
- » Human Resources policies.
- » Workplace Health and Safety audit documents and policies.

AFA Member access to these valuable resources is available online via secure log in or by email request to membership@australianfurniture.org.au



AFA Member Briefings/Seminars/Training/Events

The AFA facilitates access to industry expertise, unity and growth through the delivery of:

- » Social networking events.
- » Seminars, webinars and workshops on topics such as industrial relations, Workplace Health and Safety, marketing, tender preparation, financial management and other business imperatives.
- » Industry events and promotions showcasing the industry and its successes.

AFA Multimedia Communication Channels

The AFA brings you the latest industry news and events from local and international markets through newsletters, email bulletins and other media channel updates.

Adopting digital technologies, such as mainstream and social media platforms, the AFA's communication services assist AFA Members to stay informed on regulatory changes that directly affect the industry, and access information to support business growth.

An AFA Member dedicated website allows exclusive password protected access for AFA Members.

The site provides specific advice on topics such as changes in legislation and policy, tender and grant opportunities, sales leads and other important industry information.

AFA Member access to Legal/Financial Professional Advice on Industry Wide Issues

The AFA's established partnerships with legal and accounting professionals provides access to professional advice on issues which genuinely affect AFA Members and the industry.

Membership of the AFA provides access to the latest information in relation to a number of legal and finance topics.

Recent examples include advice on restrictive trade practices, ACCC related changes to Australian consumer law and warranty information.

Advocacy/Lobbying on Behalf of AFA Members and the Industry

The AFA is recognised as the peak body of the furniture industry, advocating on behalf of our members and the industry as a whole. The AFA's role in government representation continues to benefit from the critical industry mass which is growing in strength and voice.

As the industry peak body, the AFA represents the industry on a number of national committees, advisory groups and through submissions to enquiries.

AFRDI Alliance Discount

The Australasian Furnishing Research and Development Institute (AFRDI) is an independent not-for-profit technical organisation providing standards, testing, product certification and research for buyers and sellers of furniture.

The AFA's alliance with AFRDI provides a significant financial benefit to AFA Members seeking the full range of AFRDI compliance services.





MARKETING AND PROMOTION



Marketing and promotion activities are focused on increasing public awareness of AFA Member businesses through the AFA's branding and media initiatives.

AFA Member Access to E-Commerce

This service enables AFA Members discounted access to sell products and services direct to the public. The AFA has an extensive consumer subscription to which members would have direct access via direct marketing and promotion.

The AFA's VIP mailing list provides advertising opportunities for special deals and discounts to be distributed via weekly bulletins to thousands of readers and subscribers both nationally and internationally.

Use of AFA Member Certification

The Certified use of the AFA Member brand is adopted with pride by AFA Members to communicate to the Australian and international community that they belong to the national furniture industry community.

AFA Members Website Listing

The AFA Members website listing allows the public to locate AFA members. This exclusive marketing tool may lead to genuine enquiries and direct sales leads. Access to this listing is exclusive to AFA Members - excluding importers and individual members.



AFA Member access to Reciprocal Digital Media Promotion

The AFA uses a high end digital platform which allows it to disseminate information to a global reach of over 1.2 million contacts. Access to the world's media via PR and Media Releases is targeted to both industry specific media and mainstream distribution channels globally. In addition, the weekly AFA e- news is heavily subscribed and regularly filled with member, industry and government articles and provides reciprocal links to AFA Member communications. This valuable investment in new media enables greater direct and indirect reach to the national and international community.



DIRECTORIES

AFA Directories provide a one stop-shop for Business to Business and Business to Consumers product sales and service

Inclusion in AFA Member Online Directory

Savvy consumers check to see if their supplier or service provider is registered and/or is a member of an accredited industry association.

It gives them confidence that they are dealing with a qualified and reputable provider.

All AFA Business Members are listed in the AFA's Online Directory. From materials and labour to products and stockists, the online directory covers the entire supply chain.

This is an optimal marketing tool, and one stop shop to find AFA Members quickly and easily for transactional purposes.

Public Awareness (Advertising/Media Campaigns)

One of the AFA's major projects is the Buy Australian Furniture campaign. This three pronged approach combines:

- » Mainstream and digital media
- » e Commerce for members
- » Scheduled broadcast advertising

This long term campaign seeks to position Australian furniture at the forefront of consumer purchasing decisions. The AFA will continue to deliver rounds of broadcast advertising to support the campaign.

In addition, the Association has entered into a series of corporate partnerships with industry related publications, providing AFA Members with free subscription for direct access to print and digital media publications and discounted advertising rates where applicable.





SHOWS AND AWARDS



AFA Events are focused on enhancing AFA Members, their products, services and achievements by increasing recognition amongst consumers, buyers, government and the industry itself.

AFA Member access to Exhibition at Shows

In 2016, the AFA will be delivering a bigger and better **Festival of Australian Furniture**, combining the **Australian International Furniture Exhibition (AIFE)**, the **AFA Australian Furniture Industry Awards (AFIA)** and a program of industry seminars featuring national and international experts. AFA Members benefit from discounted floor space and platforms to present product ranges to consumers and national and international buyers.

AFA Member Access to Discounted Entry to Shows

All AFA Members enjoy discounted entry fees to attend the **Australian International Furniture Exhibition** and associated exhibitions.

AFA Member Access to National Awards Nominations

The AFA operates the only national awards program dedicated to the furniture industry, with the most innovative of each year's new products competing for the recognition and marketing edge that goes with being the best of the best.

All AFA Members eligible to enter the Awards enjoy discounted nomination fees and exhibited at AIFE free of charge.

AFA Member Access to Discounted Entry to AFA Awards Ceremonies

All AFA Members enjoy discounted ticket prices to attend AFA Furniture Industry Award ceremonies.

In 2016, the national Australian Furniture Industry Awards will again be presented at a black tie Cocktail Evening in Melbourne as a fitting climax to the **Festival of Furniture**.





EVENTS

Strong industries survive and grow through positive business relationships, connections and partnerships.

The AFA delivers networking and information related events which provide tremendous learning and collaboration opportunities.

The AFA connects the industry to move it forward.

AFA Networking Events (Social)

Bringing industry members together is an important function of the AFA. From networking opportunities and industry development, through to the annual Australian Furniture Industry Awards, there are many great opportunities on offer to stay in touch with your industry colleagues.

The main focus of these activities is for the industry to engage and network, to share information and celebrate achievements. All AFA Members enjoy discounts to these events.

AFA Member Access to Seminars and Workshops (Professional Development)

The Association schedules a program of seminars, including webinars and workshops on topics such as industrial relations, workplace health and safety, marketing, tender preparation, superannuation etc.

All AFA Members enjoy discounted registration fees for these events.





PROFESSIONAL SERVICES



Critical business support for AFA Members.

Keep up with your rights and responsibility in relation to financial, legal, employment and health and safety matters.

The AFA makes it easy, with quick access to expert help and advice.

AFA Member Access to Professional Services

The AFA provides access to industry leading advice and representation on a range professional issues.

Our experienced independent experts are qualified and offer the latest advice and assistance with:

- » Industrial relations
- » Employment law
- » Wage rates, allowances and awards
- » Staff Agreements
- » National Employment Standards
- » Performance management and disciplinary issues
- » Policies and procedures

- » Safety and workers compensation
- » Termination of employment
- » Employees making claims against their employer, e.g. unfair dismissal, discrimination and underpayment claims
- » I.P Protection
- » ACCC Regulations and Legislation
- » Financial Services
- » Legal Services
- » Accounting Services
- » Referral to employment lawyers as necessary.

The AFA also hosts and provides discount access to a series of workshops and seminars on topics related to these services.



TENDERS & GRANTS

Business opportunities don't grow on trees, but AFA provides member access to central listing of industry tenders, grants and associated business ventures.

Don't miss out on this invaluable business identification tool.

AFA Member Access to Tender & Grants

The AFA provides details of calls to tender for the supply of commercial and residential furniture.

To assist AFA Members interested in tendering, the AFA will also conduct workshops on tender preparation in conjunction with allied corporate partners.

The AFA also provides comprehensive updates and details of grants and other financial assistance packages available to AFA Members.

AFA Member Access to Affiliate Services, Business Ventures and Associated Opportunities

A platform for AFA Members to promote opportunities to partner and/or collaborate on current working projects, business ventures, business growth, award showcases or other associated opportunities.

EXPORT READINESS

'Australian Furniture for every room in the world'. It's a big world out there. In order to prepare AFA Members for the international market, AFA provides its members with the latest in international trading advice and support.

AFA Member Access to Export Readiness, Workshops and Information

In order to drive the AFA vision for our industry 'Australian Furniture for every room in the world' access to expert advice is available to select AFA Member categories, to help guide them through the export opportunities and avoid common pitfalls associated with exporting Australian furniture.

The AFA assists AFA Members with access to information and workshops which explore export opportunities and provide advice to achieve vital return-on-investment.





AUSTRALIAN
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 Australian Furniture Association

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