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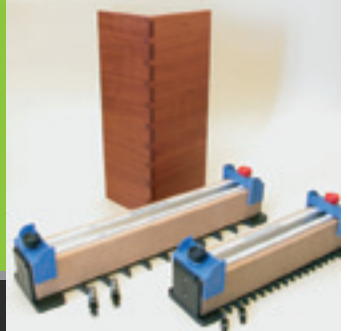
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Welcome to the first edition of Australian Furniture magazine

BY PATRIZIA TORELLI, CHIEF EXECUTIVE OFFICER, AUSTRALIAN FURNITURE ASSOCIATION

This milestone launch has been achieved in just under two years since the Strategic Review of the Australian Furniture Association (AFA), which saw it evolve from a historically significant, but small, organisation to become the national peak body for the Australian furniture sector. This is a publication that features the past, present and future of this dynamic industry, and looks to leaders for inspiration.

As the peak Australian industry association, the AFA represents the interests of the furniture sector from raw material supply through to the end user. Collectively, the industry employs more than 250,000 people nationally. The AFA is committed to helping Australian businesses with a focus on building competitive and sustainable business models, and promoting the profitable growth, competitiveness, innovation and export-readiness of our members.

As the voice of the furnishing industry recognised by government, media and the general public, we have called on our members, partners and allied associations to provide an insight into the world of furniture as fashion.

AFA Members include manufacturers of both residential and commercial furniture, suppliers to the industry, retailers, allied associations, key stakeholders (such as testing and training organisations), designers and individuals both nationally and internationally, all of whom benefit from being part of a collective and respected

voice. This credibility is critical in communicating with government and other key stakeholders, but, more importantly, in cultivating a presence on the global scene.

The AFA is also the owner of Australia's largest and longest furniture and furnishing trade exhibition, FURNITEX connect. This is the most important platform on which the Australian furniture industry can showcase its brilliance to the global market.

In the past few years, a number of factors have impacted on the success and sustainability of the Australian furniture industry and FURNITEX connect as an exhibition tool, but now we have 'connected the dots'. In just two short years, the AFA led the charge to make necessary changes and evolve the industry into one of the most successful design and manufacturing sectors for the next generation.

Following the 2013 Strategic Review of the AFA, all stops have been pulled out to reverse attrition, add value to services for AFA Members and the wider community, and build a globally recognised event for the benefit of all industry stakeholders.



The appointment of event management partner, Expertise Events, in late 2014 has resulted in the re-establishment of FURNITEX connect as the premier furniture event to showcase the Australian industry in a lifestyle exhibition environment.

Together with a number of industry leaders and corporate partners, the recognition that FURNITEX connect is, and will remain, the marquee event for the furniture sector has resulted in a number of changes for 2015 and beyond. To secure the exhibition's position as the premier event and the place to be for all Australian manufacturers, designers, suppliers and buyers, the AFA has engaged with experts and leaders in the industry to explore international trends, and to apply some of those learnings to FURNITEX connect.

The key focus has been to address the perpetual question: What will make the event attractive to both exhibitors and visitors?

The future of FURNITEX connect and its repositioning came about after months of discussion that stimulated many potential solutions, which, in summary, identified the priority areas for further development. These include:

- » leveraging the natural beauty of Australian-made products while competing in a global marketplace
- » encouraging international buyers
- » introducing a dynamic new show format to include both trade and public visitors

- » co-locating related events, such as awards and conferences for furniture industry businesses
- » positioning FURNITEX connect as THE Asia-Pacific show
- » leveraging consumer passion for lifestyle programs and magazines, and raising the profile of Australian furniture as part of the Australian lifestyle mix
- » shining the spotlight on Australia's emerging designers
- » lifting AFA Member brands via awareness campaigns to drive consumer demand of FURNITEX connect exhibitors.

The review period has been tough, but most worthwhile, and combined with the efforts of quality industry leaders and good business practice, the AFA looks toward a very sound and successful future for the industry.

We very much look forward to welcoming you to FURNITEX connect 2015. ↘

Patrizia Torelli

Chief Executive Officer, AFA

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To learn more about the AFA, visit www.australianfurniture.org.au.

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Creative thinking delivers a new approach that will be music to your ears



The Australian Furniture Association (AFA), owner of FURNITEX connect, is working with Australian family-owned exhibition company, Expertise Events, to reposition the expo as the leading Asia-Pacific show. This is a positive step for the Australian Furniture industry.



We welcome you to our event, which includes the following major initiatives:

- » quality exhibitors
- » welcoming our Hosted Buyers, who are keen to explore the event floor
- » site tours to distribution and manufacturing sites
- » combined trade and consumer show format
- » Australian Furniture Industry Awards (AFIA) and Australian Contemporary Emerging (ACE) Design Awards competitions and exhibitors
- » industry conference in conjunction with Manufacturing Skills Australia (MSA) – FURNISHING futures
- » on-floor Knowledge Hub Sessions
- » partnerships with our industry association alliances and their members.

Hosted Buyer program

In what has been described as a game changer, this year's FURNITEX connect has launched a bold new program targeting key buyers.

Exhibitors had a say in who they wanted to see on the show floor, by nomination. Those buyers who were nominated most often, and who were judged to be important influencers, were offered airfares, accommodation and tickets to the design awards cocktail function – free of charge.

Site tours

Well-organised pre-event site tours will give buyers a 'behind the scenes' look at some of Australia's major and bespoke manufacturers and distributors.

Education – a key ingredient

Companies and individuals are always looking to upskill or re-skill, develop management or motivational styles, and be inspirational. So, the industry conference, which is developed by MSA, will cater specifically for the needs of an evolving industry. This conference component is held across Thursday and Friday. Key personnel can attend sessions and stay close to the action.

Knowledge Hub sessions

Exhibitors with new initiatives will present 20-minute sessions at the on-floor Knowledge Hub.

Learn while you laugh

Keynote speaker and retail consultant Debra Templar will be conducting illuminating seminars and presentations as part of the event's professionally developed education program. Enjoy sessions here, and you'll come away with inspiration, strategies, tips and techniques that you can use from the moment you return to your business!

By the industry, for the industry

With the new, energised team at AFA and its active board, this year's event mantra is: 'By the industry, for the industry'.

Working in favour of the local industry is the recent change in the Australian dollar, which is helping the local market. Behind the scenes, a lot of work is being put into place, and covers awards, education and specific tributes to industry foundations.

Your opportunities from FURNITEX connect:

- » keep up to date with the latest industry innovations
- » source products and services from pre-qualified, quality suppliers
- » be inspired and informed by the conference and educational sessions supporting the event
- » source products, learn and network with industry peers, which would normally take months to do
- » improve your company's competitiveness and benchmark products





- » find new suppliers who offer benefits and solutions
- » network with peers and share best practice
- » meet existing suppliers and enhance relationships on neutral territory
- » be inspired by the display of short-listed Design Awards entries
- » research and find solutions for the future.

FURNITEX connect has established guidelines for all exhibitors to ensure that visitors and buyers at the event will be presented with a showcase of original design, and the best-quality furniture (and furniture components) that adhere to Australian manufacturing standards.

Products that meet these criteria give buyers the confidence that they are investing in original, quality goods that are fit for purpose and manufactured under appropriate conditions.

Exhibitors whose products meet these quality standards gain a competitive



edge in the market, and ensure the future of their industry by giving confidence to buyers both at the annual event and beyond.

Trade or public – what’s good for the whole industry, and not just for some?

We get it: in challenging times, companies become even more focused on their individual needs, rather than exploring what’s good for the whole industry – which would benefit them in the long term.

The decision by the AFA to deliver a new format for this year’s FURNITEX connect, which combines a trade element with a consumer aspect, is good for the industry as a whole.

‘Over the past few years, the rise in the dollar, cheap imports and cost of labour have seriously impacted this industry,’ says AFA Chief Executive Officer Patrizia Torelli. ‘So much so that many of our larger manufacturing firms no longer exist. We have lost a great number of iconic Australian brands as a result – but a very strong industry still exists. It just looks different.

‘Seventy-two per cent of our industry is now made up of small to medium-sized enterprises, many of which adopt mixed business models – supplying independent retailers or direct to the public,’ explains Ms Torelli. ‘We are determined to support our larger companies, but at the same time, we need to grow some of the small to medium-sized businesses to fill the gap that now exists.’

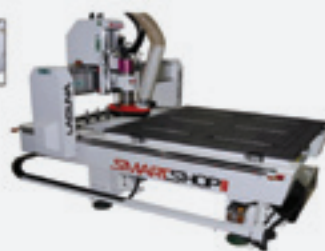
Expertise Events’ (EE) Gary Fitz-Roy reiterates the benefits of the move to a combined format show, saying, ‘We have committed to a format that benefits the majority of the industry’.

Mr Fitz-Roy continues, ‘Most importantly, though, you will see new exhibitors due to the fact that, as a combined team made up of the AFA – a strong industry association taking the lead – and an energetic new event team in EE, we have revved the whole industry up and are doing our best to cater for big, small and specialised enterprises. It’s a genuine solution to a problem, and FURNITEX connect is underpinning the new position of being the conduit that connects the whole industry’.

Commercial Connect is an exclusive area within the fair, dedicated to furniture and furnishings with a commercial application. In this trade-only floor space, you can engage solely with buyers doing business in the hospitality, office, school or university environments. Make use of the presentation theatre to impress buyers with the depth and breadth of your products and/or services. Floor space is limited in this area, so we advise booking early to avoid disappointment. ▽

FURNITEX connect will be reviewed on an annual basis to ensure that it continues to evolve to meet the market needs, and to deliver a solution to the industry for its long-term success.

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Welcome to Australia – International Alliance of Furnishing Publications

The Australian Furniture Association (AFA) is pleased to welcome President Zeki Yücel and Vice-President Zilahi Imre of the International Alliance of Furnishing Publications (IAFP) as guests of the AFA's signature event – FURNITEX connect 2015.

Visitors will hear from these international specialists throughout FURNITEX connect events, including through VIP off-site tours, floor talks and conference sessions.

In addition, both Mr Yücel and Mr Imre will formally present key 2015 Australian Furniture Industry Awards (AFIA) and Australian Contemporary Emerging (ACE) Design Awards at the 11 July AFIA gala event. Exhibitors and visitors will benefit from the international exposure that FURNITEX connect will receive via these respected international guests, and the respective international publications and promotional/media activities associated with these individuals.

AFA Chief Executive Officer Patrizia Torelli says, 'This is a rather significant achievement, given the importance of this group, which represents a global network of leading industry journals that aim to

facilitate and inform business activities across the global furniture sector'.

The IAFP comprises the world's premier furniture trade magazines and, since its formation 18 years ago, the alliance has grown to boast a global network of 19 members, covering 20 major furniture markets around the world.

Mr Yücel says, 'We look forward to working with AFA Members to develop some global or regional (country)-based projects that may help to initiate, to launch and to regenerate furniture commerce between specific markets. To this end, we will work with the AFA to identify target markets where Australian furniture companies want to enhance their business relationships, both in terms of exports and imports. As international B2B publications, IAFP members are also implementing successful projects both for groups of companies and individual businesses.



Zeki Yücel, President of the International Alliance of Furnishing Publications

'This is why show organisers and associations from all around the world often collaborate with us, and we are very pleased to work with the AFA as the peak industry body here in Australia. The Alliance's objective is for greater exchange of information between members and markets, which is crucial to helping furniture businesses, agencies and organisations make effective decisions as they continue to work towards the goal of helping facilitate the growth of the furniture trade globally'.

Ms Torelli goes on to say, 'The AFA will work towards a more substantial representation of this international Alliance in future FURNITEX connect events. We aim to provide a portal for future international gatherings of this important group, and [this is] a first step to FURNITEX connect becoming an Asia-Pacific destination for this important Alliance'. ▽

For more information on the IAFP, visit www.iafpalliance.com.



The IAFP Executive Committee. L-R: Milena Kirilova, Zeki Yücel, Paul Farley, Carlos Bessa, Zilahi Imre

A word from the Australian Furniture Association Masters Sub-Committee

As Chair of the Australian Furniture Association (AFA) Masters Sub-Committee, I am proud to represent my colleagues, Max Didier, Lee Kidman, Ian Reidy, Ted McAuliffe and Gerald Easden.

We are all longstanding AFA (formerly FIAA) Members, who have volunteered to support the new direction of this peak industry association. When we were first approached by current Chief Executive Officer Patrizia Torelli, we all agreed to come together to be a part of an association that, for the first time in some 50 years, represents designers, manufacturers, suppliers, educators, distributors and industry leaders across Australia with one voice. The AFA now has the ear of federal and state government on all sides of politics, and financial support for international promotional opportunities for AFA Members.

As a group with more than 400 years' experience collectively, we are invited to offer our various opinions, contribute to the national and international direction of the Association, and provide information and guidance, based on our knowledge and vision, for the betterment of the industry as a whole.

Over the past few years, the industry has been subject to extreme changes in legislation, economic impacts, policies and direction, with the world becoming an open marketplace for all to compete in.

International manufacturing giants of industries in many countries are constantly evolving and searching for ways to grow, and Australian companies following similar business practices are reaping the benefits, too, when they are prepared to change and adapt to global markets and consumer

demand. The good old days will never return, so only the savvy will succeed.

The future is extremely challenging and, as experienced industry experts, the Masters have given advice and support to Ms Torelli and her team at the AFA, drawing from our varied backgrounds and our understanding of the industry, both from inside an association governance perspective, and as recipients of services that members of professional associations can expect.

While we understand that there is still much to do, the way in which this industry association has reviewed, researched and mapped out its strategic plan for the future gives us great confidence that each of the segments of the supply chain is considered when developing a consolidated plan for the future. It's tough, but we believe that it's necessary, and the Board of Directors is to be commended on having the courage to see it through.

In my own personal opinion, this strategy will result in the Australian furniture industry becoming a force to be reckoned with, under one powerful umbrella where unity is strength.

The Masters Sub-Committee congratulates the Chairman, the Board, and the Chief Executive Officer and staff for a job well done in very difficult circumstances, and we wish them every success into the future. We encourage them to continue to look ahead with vision, to be transparent and open to Members and new ideas, and to take advantage of the genuine opportunities that are already here, as well as those that will arrive.

We are particularly pleased with the AFA successfully achieving government support to present AFA Members to the world at Furniture

China (Shanghai). This prestigious event for Australian companies will help to set the benchmark that is required in the marketing and design opportunities that exist in the global market. In addition, the opportunities to be derived for AFA's artisan, bespoke and design members with the International Pavilions at the upcoming Tent London show as part of London Design Week in September is both significant and exciting.

We implore our industry peers to take up the challenge. The nation needs your enthusiasm for this important industry sector to succeed and flourish. My colleagues and I agree that some of the initiatives implemented more than 23 years ago have outlived their usefulness, but, at the time, they were both innovative and forward-thinking. It is now up to the current membership to get behind the reinvigorated FURNITEX connect, have the business sense to collaborate and leverage this tremendous opportunity, and demonstrate the professional nature of the industry. We strongly urge you to build on the past and learn from our experience for the benefit of the next generation of furniture industry leaders.

We commend the AFA Board's forward-thinking to the total membership and, in only its second year of this vital restructuring period, we are proud to be associated with an Association that has been able to grasp the opportunities and face the challenges in an ever-changing and adapting world. ▽

Yours sincerely

Graeme Cock

**Chair, Masters Sub-Committee,
Australian Furniture Association**

MSA and AFA collaborate to deliver FURNISHING futures 2015

Manufacturing Skills Australia (MSA) is committed to improving the sustainability and success of furnishing enterprises in Australia. We continue to work closely with the Australian Furniture Association (AFA) with the goal of securing a well-skilled workforce for the future of the industry; together, we are delivering FURNISHING futures 2015, which runs from 9–10 July as part of the FURNITEX connect event at the Royal Exhibition Building in Melbourne.

We are pleased to partner with the AFA in holding this conference, with the aim to foster and develop the skills and innovation of the industry. FURNISHING futures 2015 will provide professional development opportunities for industry leaders, vocational education professionals (TAFE teachers), higher education lecturers, tutors, and secondary design and technology teachers, and will also provide some further insight into the furnishing industry and allied trades

to students. The two-day event will provide a wide range of stakeholders with a unique opportunity to come together to create new dialogue, new tools and new types of businesses to achieve successful social and economic outcomes.

Discussions will focus on a shift culture: what works, and what is needed in the next 10 to 15 years to secure a thriving Australian furniture community that is able to participate in a strong national economy and on a global stage.

The conference will draw upon Australian and international research and practices that have informed, and will continue to inform industry standards, best practice and the growth of small to medium-sized businesses. Building on the learnings presented before, during and after the conference, conference delegates will together establish an agenda for action that provides innovative pathways from VET to work, and work to business growth; opportunities to build an enterprise culture; and new ways of thinking about infrastructure, incentives and pathways to enable today's apprentices and students to become tomorrow's Australian business leaders. MSA believes that industry associations such as the AFA are vital in bringing together and providing a voice for furnishing enterprises throughout Australia. Furthermore, they provide opportunities for members to collaborate with government at all levels, ensuring that the industry continues to develop and contribute to the Australian economy. ↘

Speaker profiles



Welcome Address

Patrizia Torelli

Australian Furniture Association

Patrizia Torelli is the Chief Executive Officer of the Australian Furniture Association (AFA), and her appointment just two years ago has seen her lead a complete Strategic Review of the Association, testing its relevance to the industry and scrutinising the services that it offers.

The results have provided a five-year Strategic Plan, which includes the establishment of a truly national peak body for the furniture industry, together with a strong voice to secure the future

of Australian furniture for every room in the world.

The AFA is now entering the second year of the plan, and Ms Torelli continues to drive the industry on a global scale, and position the AFA as the key voice across government, corporate and allied stakeholder groups. The Association's membership has doubled in this short time, as the AFA delivers on its promise to deliver quality professional services to the entire supply chain.



Keynote: The new era of manufacturing

Peter Roberts

Australian Manufacturing Forum

Peter Roberts is a leading journalist, editor and social media communicator on issues ranging from technology, innovation and manufacturing, to government policy as it affects business. In 2013, he founded the Australian Manufacturing Forum on LinkedIn, which is the country's largest social media networking and discussion group focused on the manufacturing sector. In 2014, the Forum crowdsourced two policy submissions to the federal government on future manufacturing issues based on Forum discussions – the first such policies created via social media. In 2015, the Forum plans a 'manufacturing meets Canberra' event to take its

message to the country's policymakers. Today, Mr Roberts advises companies and organisations, including on how to use professional social media to increase their profile, and to influence and identify new partners and clients. Previously, Mr Roberts was industry writer for *The Australian Financial Review*, and Managing Editor of *BRW* magazine and of Fairfax Business Media's Asian technology magazine business, based in Singapore. Mr Roberts is a member of Nestlé Oceania's Creating Shared Value advisory board, and a member of the advisory board of First 5000, a network of the owners of Australia's largest private businesses.

Cameron Baker is the Deputy Chief Executive Officer of Manufacturing Skills Australia (MSA). MSA is one of Australia's 12 national Industry Skills Councils recognised and funded by the Australian Government. The organisation's roles include the ongoing development and maintenance of national vocational qualifications for the manufacturing industry, gathering and providing industry intelligence, and assisting companies with their workforce development needs. Mr Baker was appointed to MSA at the end of 2013 with more than 16 years'

experience in vocational education and training (VET). Mr Baker's previous roles include General Manager – Skills and Engagement at the Transport and Logistics Industry Skills Council (TLISC); Commercial Director – Canberra Institute of Technology (CIT); and various educationally focused appointments over 10 years of service with the Department of Defence. Mr Baker holds qualifications in teaching, public policy development, quality audit, business and human resources management.



Session: Maximising capability and minimising confusion – Skills Standards explained

Cameron Baker

Manufacturing Skills Australia



Master of Ceremonies

Jo Pearson

Media Strategies

Corporate filmmaker and former broadcaster Jo Pearson returns to facilitate the Australian Furniture Association's (AFA) FURNISHING futures conference this July. Ms Pearson is a strong supporter of establishing a sustainable and distinctively Australian furniture industry in this country, and believes that Australian design is some of the best in the world.

Ms Pearson has worked as an MC and communications specialist with industry organisations and businesses for more years than she cares to admit, and has experience in hosting televised and live interviews and discussions. Most recently, Ms Pearson has delivered media training for a major Sydney-based national organisation, and produced films and animations for a global professional services firm in London.



Panel: What constitutes best practice?

Dr Bronwyn Evans
Standards Australia

In October 2013, Dr Bronwyn Evans took on the role as Chief Executive Officer of Standards Australia. She has more than 30 years' experience as an engineering executive in the areas of power generation, engineering education, Standards creation and medical devices.

Dr Evans is the Chair of the Industry Growth Centre for Medical Technologies and Pharmaceuticals, and of the Advisory Board for Robogals, and is a Director of The Warren Centre for Advanced Engineering. Dr Evans has previously held positions as an independent, Non-Executive Director of John Holland Limited; Chair of the Medical Technology Association of Australia Board; Chair of the National

Board of the Centre for Engineering Leadership and Management; and a member of the Future Manufacturing Industry Innovation Council.

Dr Evans is a Fellow of The Institution of Engineers Australia, a Fellow of the Australian Academy of Technological Sciences and Engineering, and an Honorary Fellow of the University of Wollongong. In 2013, she was named the Professional Engineer of the Year, Engineers Australia, Sydney Division.

Dr Evans has a Bachelor of Engineering (Elec) and a PhD in Electrical Engineering from the University of Wollongong in the field of industrial automation, and is a graduate of the Australian Institute of Company Directors.

Peter McLean is the Principal of Development Impacts Pty Ltd, a strategic advisory firm with a focus on accelerating the competitiveness and innovation capability and capacity of individuals, organisations and other entities through adopting a collaborative approach.

Mr McLean is a highly experienced consultant, published business author, senior manager, business owner and company director.

He strongly believes that if Australian small to medium-sized businesses work together, they can compete globally. He has worked extensively with small to medium-sized businesses, not-for-profits and major multinational companies. Mr McLean was a faculty member of the BHP Global Leadership Program

(GLP2), and is an Associate of Mt Eliza Executive Education (Melbourne Business School) in facilitating strategic alliance building nationally.

Over the past five years, Mr McLean has worked with more than 200 small to medium-sized firms and other entities to form collaborative arrangements, clusters and joint ventures across their value chains for productivity and growth. He has been instrumental in designing, developing and delivering the methodology that supports the Innovation Working Groups established by ForestWorks ISC.

Mr McLean currently works with Sandy Harman on the Export Imperative Project, which is assisting and supporting high-end furniture makers in exporting their products overseas.



Panel: Succeeding in global markets

Peter McLean
Development Impacts

Panel: Reality Check – No Nonsense Approach to New Technologies

Ben Batagol
Amaero Additive Manufacturing

Panel: Reality Check – No Nonsense Approach to New Technologies

Dr Swee Mak
RMIT

Helix (spiral) cutter blocks



For retrofitting to all thicknessers, jointers and combination woodwork planing machines

Historically, the planer cutter block is the main functional component of the machine that transforms rough wood into straight, finished, dimensioned timber that is ready for the next practical stage of a wood project. Traditionally, these machines were associated with high noise levels, routine blade sharpening and the time-consuming, accurate setting-up

of knives – a job none of us relished! Spiral cutters have been used in the metal industry for years, but no-one had thought to use helix curves and small, square, solid tungsten insert cutters on wood planing blocks until Tom Byrd in Kentucky did so some 12 years ago. The ‘Shelix’ spiral cutter was created, and it can be adapted to suit almost every design of planing machine brand on the market today. One major advantage is that quality planing/thicknessing machines don’t wear out!

Retrofitting with a spiral cutter realises the benefits of substantial noise reduction, no sharpening of knives, no setting up, and the cutting action is like a high-speed spoke shave, so there’s no tear-out, and it produces a finish like it’s been sanded with 150-grit sandpaper. The below ad lists the available machines for which spiral cutters are currently available. The latest addition to this list is the spiral cutter for the Makita 82-millimetre electric hand-planer – a long-awaited innovation that is available now from WoodCraft Supplies.

Your favourite, quality planing machine won’t wear out, so don’t discard “old faithful”. Upgrade almost any model of Jointer, Thicknesser or Combination Machine with a High Performance

Spiral Cutter Head Retro-fits

by Shelix® and CTS



Spiral Cutter Retrofits currently available:

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| <p>Thicknessers ex Taiwan/China
12.5" (318mm) suitcase, portable design Jet JWP-12.5, Ryobi, Woodman, Delta 22-540, 560, 580
13" (330mm) Jet JPM13 Planer/Moulder
13" (330mm) suitcase, portable design Jet-JWP-13 DX, Hafco T330
15" (375mm) motors above or in cabinet stand CT38, CT381
16" (418mm) Jet, Rexon, C/Tec
20" (508mm) CT508
22" and 25" Powermatic</p> | <p>Thicknessers & Jointers (made in Australia)
Davden 20"
Durden T360, T520
Durden P600 (jointer) and UP10/600
Robinson 16" jointer
Woodfast T-320, TH-410
Woodfast 6" and 10" jointers
Wolfenden models
Brand Special Model Thicknessers
Barker 12"
Hafco T382-15" (Special)</p> |
|--|---|

- Dewalt DW-733, 734, 735
Leda WJ-20, WJ-24
Leda CT508, CT508G-HD
Makita 2030N-300mm, 2030
Tanner GB-165
Woodman AP215, AP218, AP268
- Brand Special Model Jointers**
ACE-16
C/Tec TB-6 Bench – 6" (150mm)
C/Tec CTJ-150 – 6" (150mm)
C/Tec CTJ-196 – 6" (150mm)
C/Tec CTJ-350 – 8" (208mm)
C/Tec CTJ-360B – 12" (303mm)
Delta 12" (303mm)
Delta 6" (153mm) Model 37-195
Generic 6" – York Craft
Geetech 8" (208mm) SM0088JT
Grizzly DJ20-8" (208mm)

- Hafco 8" P200H – 67mm cutter
Hafco 8" (208mm) – 75mm dia. cutter
Hafco 12" (303mm)
Jet 6" (153mm) 75mm cutter
Jet 8" (208mm) Generic 75mm cutter
Powermatic P60-8", PJ-882
Powermatic P-1285-12" (305mm)
SCM-F3A
- Brand Imported Thicknessers and Jointers**
Invicta/Delta 20", 25" thicknessers
Felder 310, 410, 510
SCM Series 30, 50, S520, S63
Wadkin 12" Jointer
Wadkin 24" Thicknesser
- Planer/Thicknesser (over/under) Combinations**
C/Tec 10" x 6" (260x150mm)

- Casadei E-350
Dewalt 1150
Elektra Beckum HC-260M, 2600
Emco B20, 2000, B30
Felder Series 30, 410, 500
Hammer Series A31, 41, 51
Hafco PT-300
Jet JPT-260, JPT-310, JPT-410
Luna L38, L69
Metabo (300mm)
Mini-Max C26, Lab 300N, Lab 350, CU 300N, FS410
Robland X260, X31, K31, 410, 510
Scheppach HC260, 2600
SCM Series 2000D, 2041FS, 30, 410
Sherwood (Timbecon) 10" x 6"
Woodfast WPT-310
Zinken ZC21

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A life in furniture

Renowned furniture manufacturer Ian Howard humbly attributes his success to good fortune. But, as is the case in most distinguished careers, determination, hard work, passion and creative thinking also feature strongly in this Australian master's inspiring story.

Mr Howard founded the internationally recognised furniture manufacturing company Aristoc Industries, and has now been in furniture manufacturing for almost 40 years. Even over such a long career, his list of achievements is remarkable. Most recently, his contribution to Australian furniture was recognised with the inaugural Australian Furniture Industry Master Award 2014, which was presented at the Australian International Furniture Exhibition.

Australian Furniture Association CEO Patrizia Torelli says Mr Howard and Aristoc Industries have always been 'at the forefront of design and innovation.' Indeed, Mr Howard has worked with some of the best-known Australian designers, including Grant Featherston, William Oyston, Fred Lowen, Ernest Rodeck and Robin Boyd, and pioneered innovative designs using materials new to furniture manufacture.

Mr Howard's furniture career began shortly after finishing six years of service with the Royal Australian Naval Reserve in 1946, when he acquired a small furniture business making kindergarten chairs out of solid steel rods. From these humble beginnings, Aristoc Industries was founded, and a partnership with engineer Bernie Mears began.

Mr Howard says he first became interested in design when visiting his uncle William Robert Oyston in England. 'He was a most extraordinary

man; he was a pianist by profession, but he was also an inventor. He was the greatest inspiration for me throughout my career,' says Mr Howard. Mr Oyston developed what was, in its day, one of the most successful seating products in Australian history, the Tierstack – a multiple seating unit that came in four-, five- and six-seat configurations.

Buoyed by its great design, Aristoc Industries started producing the Tierstack multiple seating units using custom-made jigs, dies and tools, from a small factory in Fishermans Bend, Melbourne.

Simultaneously, Mr Howard and Mr Mears started to experiment making tubular chairs with upholstered seats and backs, which they put on the market as 'dINETTE' kitchen settings. The move from timber to steel was an innovation at the time, and Aristoc had to work hard to convince the public to embrace this new furniture aesthetic.

By 1954, Aristoc had outgrown its Fishermans Bend premises, and relocated to a purpose-built factory on the corner of Aristoc Road and Waverley Road, Glen Waverley.

Shortly after, Mr Howard met Grant Featherston of Featherston Interiors, who became a consultant to Aristoc. 'We started to grow immensely with Grant's input,' says Mr Howard, 'he had an understanding of what design was all about... it was a very rewarding time for about 13 years. We did some wonderful things; we created scores of products.'



Of these products, The Industrial Design Council Australia (IDCA) accredited 14 chairs and nine other products for inclusion in The Australian Design Index as examples of 'good design'.

Among them was the 1957 'Mitzzi' chair, designed as a stacking chair for venues, and also popular in the domestic market.

The product was unique, and Mr Howard says it expressed Aristoc's ability to 'go it alone'. 'When Grant wanted to have a tapered tube, which was unknown in its day, we actually manufactured a machine to taper those tubes.'

More than 160,000 Mitzzis were produced from 1957 to 1967, and one is in the collection of Sydney's Powerhouse Museum as an example of a product that has significantly enriched Australia's design history.

The Howard-Featherston partnership also resulted in the production of the 'Scape' chair (1960), and the 'Expo 67 Talking Chair', a Robin Boyd concept that was perfectly executed by the pair, who were also joined for the first time by Featherston's wife Mary Curry, an interior designer. The Talking Chair was designed for the Montreal World Exposition 1967, and 240 units were mounted in a silent circular pavilion on white carpet.

When visitors sat down in a chair, it automatically began playing one of 34 three- to five-minute audio messages narrated by Australians like Robert Menzies, Patrick White, and Robert Helpmann. The tape was audible only to those seated in the Talking Chair.



Grant Featherston
(designer)
Australia 1922–95
Mary Featherston
(designer)
born England 1943, arrived
Australia 1953
Danish De Luxe Pty Ltd,
Huntingdale, Melbourne
(manufacturer)
(c. 1958) –1999
Aristoc Industries Pty Ltd,
Glen Waverly, Melbourne
(manufacturer)
1946–68
Expo '67 Talking chair
(1966)
polystyrene, polyurethane
foam, wool, (other
materials)
113.0 x 73.7 x 85.0 cm
National Gallery of
Victoria, Melbourne

The 'Stem' chair (1969), a rotation-moulded one-piece plastic chair that took 18 months to reach production stage, was another of the team's lauded creations. Mr Featherston was one of the first to embrace the plastics era in furniture design, and Mr Howard recalls his friend declaring that plastics were the future of furniture design. 'There was no way, he used to say, that timber would be able to compete,' says Mr Howard. In its day, the Stem chair was one of the most technologically sophisticated chairs ever made in Australia.

At its peak, Aristoc had 360 employees, a factory in Auburn, New South Wales, and showrooms in four cities. The company joined Actrol just after it took over Fler Furniture, run by Fred Lowan and Ernest Rodeck, both of whom left shortly after.

Mr Howard made the most of his profession by supporting young aspiring designers through Aristoc's annual open day; he would get 25 to 30 design students into the factory so that they could witness the manufacture of one selected product from the Aristoc range.

To add to his illustrious professional biography, Mr Howard has earned a number of awards and placements, including IDCA Prince Phillip Award (1965), membership of the IDCA, and a Victorian ANZAC of the Year Award (1993). His longstanding involvement with the community earned him two nominations for the Order of Australia for his work with the YMCA, of which he was director from 1965 until 1994.

Today, at 92 years of age, the master furniture maker, former Lieutenant, and father of three reflects on his impressive career with fondness. 'We did it all,' he says '...and we had marvellous times'

Mr Howard is generously sponsoring the emerging winning designers of ACE 2015 for International Pavilions. Seven young Australians will benefit hugely from this contribution, and it is likely to become an ongoing sponsorship.

Mr Howard will also be on hand to 'pass on the green jacket' to the next Master Icon on Saturday 11 July, and will make a guest appearance for the opening of the Modern Icon Gallery at FURNITEX connect.

The AFA welcomes Ian Howard's son Paul as an official AFA Member and exhibitor at FURNITEX connect.

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What we believe and conceive, we can achieve... with Biesse

AS AN AIRCRAFT ENGINEER, DESIGNS AND CONCEPTS WERE ALWAYS BUZZING AROUND INSIDE THE MIND OF TIM SCARCE, A FURNITURE DESIGNER FROM NOOSA.

While working with companies such as Boeing and Qantas, Tim started making tables, chairs and surfboards as a hobby. He eventually channelled this energy into full-time furniture manufacturing at Green Cathedral Bespoke Furniture, which he runs with his wife, Sally, at their busy and colourful Noosa studio, on Queensland's Sunshine Coast.

'It's a dream realised,' says Tim, who, at the age of 10, was inspired by a furniture restoration class that he attended with his mum. In 2009, and for the next four years, he worked exclusively for famous interior design houses, custom-building one-off pieces.

When Sally joined her husband in the business full-time, she discovered that Tim's personal style was very different. About three years ago, Sally 'bought' Tim's time for two weeks with the directive: 'Make me something that I can sell'. The very next day Tim had made the now-popular Babanees stool, and the following day, Sally had it selling in a local store in fashionable Hastings Street, Noosa. Shortly after, the stools were going gangbusters on the chic Melbourne furniture scene. Green Cathedral soon expanded, but it became hard for production to keep up with demand.

Enter the high-performance Biesse Rover Gold with C axis

'Boy, did that smarten up production,' says Sally. 'A lot of products were being hand-produced; each item would take about 30 minutes to finish in a rough form.

Now, with the Rover Gold, we can turn them out in about 90 seconds!

'In fact, a production line [item] that previously took 10 to 15 hours to assemble now goes through to complete finish on the Biesse machine in about 90 minutes.'

Sally admits that at first she was sceptical about the Rover Gold's capacity, and its ability to 'read' and produce the furniture designs that were constantly changing and shaping in her husband's mind.

'But with Tim's engineering skills, and the advice from the Biesse team, it worked for us, giving speed and consistency along the production line,' Sally says.

'What was believable and conceivable became achievable with Biesse,' says Tim, who became fascinated with the CNC machine.

'It broadened our range and responded to the configurations of our program, combining the high-performance skills of a mobile working table with the precision and stability of the gantry structure.'

The Rover Gold's 16-position revolving tool changer, drilling head (16 vertical and eight horizontal), and 18 rotatable sliding bases that follow the shape of any finished part clamped onto the machine appealed to the clever engineer.

Green Cathedral works with American oak (a mixture of *Quercus* species), Tasmanian oak (*Eucalyptus regnans*), certified hardwood plywoods, and medium-density fibreboard (MDF).

Trials will soon start on creating furniture shapes from thermoplastics.

Today, Tim and Sally employ four full-time staff in a dedicated factory and a separate design gallery: two furniture

makers, an upholsterer and a showroom manager – all a far cry from their beginnings in a backyard shed.

Furniture items such as the Babanees range of benches, tables, floor lamps and bookshelves, and the Archie range, which includes Australia's first glow-in-the-dark children's bed, have been scooped up by furniture outlets in five states.

'The cream on the cake for us this year was our inclusion in Biesse's Hall of Fame in Sydney,' Sally says.

'Now that's appreciation.'



The stool that started it all: Tim and Sally Scarce with their popular Babanees stools, in their furniture design gallery at Noosa.



ROVER A

User-friendly technology

The Rover A makes it easy to process complex pieces whilst ensuring quality, precision and long term reliability. The Rover A is a 3, 4 or 5 axis working centre, it can be configured to suit small and large joineries. High-tech becomes accessible and intuitive using the bSolid 3D cad cam software. Planning is achieved in just a few clicks.

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 **BIESSE**

Australian Furniture Industry Awards – past winners



BEST OF THE BEST 2014
Classical Elegance
by Grain Timber Furniture, Victoria

WINNER 2014
Excellence in Student Design
– Bedroom Furniture
Atmos
by Joseph Casey, Matthew
Donaldson and Matthew
Booth, Victoria

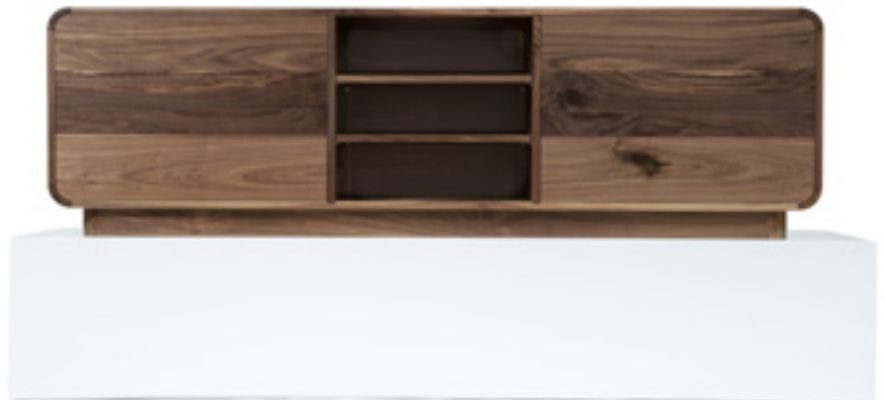


WINNER 2014
Residential – Lounge
Wholesale-Retail
Mercer
by Molmic, Victoria



WINNER 2014
Excellence in Student Design – Seating
Kumo
by Jenna Dexter, Victoria

WINNER 2014
Residential – Occasional-
Entertainment-Cinema
Quarter Curved Audiovisual Unit
by Christian Cole Furniture, Victoria



WINNER 2014
Residential – Bedroom
Wholesale-Retail
Gap
by Silver Lynx, Victoria



WINNER 2014
Residential Built-in –
Bathroom Indulgence
Applecross Master Suite
by International Cabinets,
Western Australia



WINNER 2014
Excellence in Student Design
– Decorator Furniture
Floating Hall Table
by Ryan Livesey, Queensland





WINNER 2014
Residential Built-in – Kitchen
Rous Crescent
 by MMM Interiors, Australian Capital Territory



WINNER 2014
Residential – Sleep Set (Mattress and Base)
The Lifestyle Advanced
 by Slumber Corp, Western Australia

Special Commendations 2014



1. ***Built-in Lounge-Dining-Cinema-Home Office***
Baringa Road
 by Steele Associates, New South Wales
2. ***Built-in Commercial-Industrial-Public Spaces***
Executive Suite
 by Atelier Furniture, Western Australia
3. ***Built-in Lounge-Dining-Cinema-Home Office***
The Regent
 by International Cabinets, Western Australia



Australian Furniture Industry Awards – Jury



Daphna Tal

Australian Living

Daphna Tal is Australian Living's in-house Sustainable Interiors Director and Consultant. She has been involved in designing residential interiors for more than 10 years, and has been involved in the design industry for more than 20 years.

When designing interiors, Ms Tal focuses on obtaining environmentally friendly and sustainable products that suits clients' lifestyles and tastes. Ms Tal. She is very focused on increasing the awareness and use of products that benefit the client and the environment through educating the building and design industry.

Ms Tal will award the Green Medallions.



Cameron Baker

Manufacturing Skills Australia

Cameron Baker is the Deputy Chief Executive Officer of Manufacturing Skills Australia (MSA).

Mr Baker was appointed to MSA at the end of 2013 with more than 16 years' experience in vocational education and training (VET).

Mr Baker's previous roles include General Manager – Skills and Engagement at the Transport and Logistics Industry Skills Council (TLISC); Commercial Director – Canberra Institute of Technology (CIT); and various educationally focused appointments over 10 years of service with the Department of Defence.

Mr Baker holds qualifications in teaching, public policy development, quality audit, business and human resources management.



Dr. Brandon Gien

Brandon Gien is the CEO of Good Design Australia, and President of the International Council of Societies of Industrial Design (ICSID) – he is the first Australian to hold this position in the organisation's 57-year history. Prior to founding Good Design Australia, Mr Gien was the Executive Director of Design Strategy and Head of Corporate Services at Standards Australia, recognised by the Government as Australia's peak standards body. Through his work on the ICSID Executive Board, he has been instrumental in creating the World Design Impact Prize – a new prize to honour industrial design driven projects that make a positive impact on our social, economic, cultural and environmental quality of life.



Zilahi Imre

Zilahi Imre is the publisher at *MagMob* furniture magazine in Romania, and editor in chief of *Mobila* furniture magazine, sister magazine to *MagMob*. *MagMob* is a retail publication focusing on product, design and trends; while *Mobila* – the main Romanian furniture publication – is an industry publication covering news, trade fairs, interviews and manufacturing information. *Mobila* has made itself known as the most credible information source for the Romanian furniture sector since its first issue in 1964. Romania has a long tradition in the furniture sector and several internationally recognised furniture specialists.

Prior to these roles, Mr Imre was editor of *Kronika* – a Hungarian daily newspaper in Romania.



Babette Hayes

Babette Hayes OAM completed her education in England specialising in interior and mural design. She started styling interiors and writing cookery columns for a variety of home and lifestyle magazines in London, before coming to Australia in the mid-1960s.

Ms Hayes became Australia's first Design Stylist at a time when the magazine scene was changing, and soon became a household name in the world of design. She also ran a busy interior design studio and produced 14 books on design and interior decoration and cooking, another passion.

She returned to London in the mid '80s where she lectured and ran courses and seminars in personal development and creative expression. Ms Hayes returned to Sydney in 1990 continuing with her private design work, styling and writing freelance for numerous magazines, and lecturing and holding courses in New Zealand, the United States, the United Kingdom, the Netherlands and Australia.

Ms Hayes is a member of the Design Institute of Australia in Interior Design and is a committee member of the Colour Society of Australia. She was awarded the Order of Australia Medal (OAM) in June 2014 in recognition of her service to interior design, Australia and writing.

Australian Contemporary Emerging (ACE) Design Awards



Ostberg Bench by Sawdust Bureau

The Australian Contemporary Emerging (ACE) Design Awards exist to showcase all of Australia's emerging design talent on a single platform. They exist to unearth and promote new talent, and to create new heroes of Australian design, providing a positive experience in their journey.

The ACE Design Awards aim to develop the knowledge, understanding and skills necessary to ensure that, individually and collaboratively, the careers of nominees will evolve. The ACE Design Awards will encourage originality of design and quality of workmanship, and reinforce these values.

The transparency of the judging process will provide an insight into industry expectations, consumer demand related to trends, and future business expectations for the nominee.

Confidence and expectation levels will increase, which, in turn, will improve the skill set required for successful design, and prepare nominees for the future.

This opportunity will hold nominees in good stead for career development, and will be reflected in all ongoing support from the AFA.

International showcase 2015

In 2015, award winners will be offered exhibition space at the AFA's International Pavilions as part of an Australian Trade Mission to Tent London.

All finalists will receive international promotion to encourage more participation and recognition of a greater number of designers and makers.

These awards are to be structured differently to other events of this nature, with competitors being divided into two separate groups from which award winners will be selected.

The 'Gold Medal' Award and the 'Cutting Edge' Award will be selected from the total pool of entrants.

'Gold Medal' identifies an overall winner that ticks all of the boxes – it is simple and well-resolved. The 'Cutting Edge' Award identifies and rewards innovation or forward thinking.

Agave Credenza by Richard Greenacre



Award categories

There are seven award categories:

Gold Medal Award (combined category) – selected from all Finalists

This award reflects a piece that covers all the major elements of design, manufacturing and market relevance.

Cutting Edge Award (combined category) – selected from all Finalists

This award recognises a piece that has true innovation in its design, production, marketability or potential for development.

Creative Vision Award (Separate ED Category and Student Category) – selected from Category Finalists

This award recognises a piece that successfully ties together the main elements of design, and that is visually mature.

Craftsmanship Award (Separate ED Category and Student Category) – selected from Category Finalists

This award recognises a piece that not only incorporates great design, but that also demonstrates high levels of

difficulty and quality of craftsmanship in its production.

People’s Choice Award (combined category) – selected from all Finalists

This award reflects a piece that is voted on by the visiting public throughout the duration of the FURNITEX connect event from 9–12 July 2015 at the Royal Exhibition Building, Carlton, Victoria. ↘

For enquiries, please contact Bryan Furtado on +613 9856 1608.



Zev chair by Zev Bianchi



Sputnik Stool by Robert Bennett

Australian Contemporary Emerging (ACE) Design Awards – Jury



Holger Dielenberg

Holger Dielenberg founded Space Tank Studio in Melbourne to support creative entrepreneurs. With 25 years of experience in the fields of fine art, digital video effects and boat building behind him, Holger sees a very real concern facing manufacturing today – namely, what happens when, as a people, we lose the ability to prototype and make what we need and desire?

Providing machinery, technology and fabrication space to support a multitude of makers was a clear solution, but it is only the beginning. Helping them to succeed as businesspeople is where the challenge lies, and Holger believes that maker spaces can provide a solution to this, all under one roof.

Holger continues to engage with industry, local government, businesses and the world of makers in an effort to broaden the acceptance of maker spaces and grow an ecosystem of connections to assist creative entrepreneurs.

Read about Space Tank Studio on page 47.

Jan Henderson

Highly regarded in the architecture and design community, Ms Henderson is currently the Co-Editor of *(inside) Interior Design Review Magazine*, Principal of Henderson Media, and Interiors Editor at ArchiTel TV. She contributes to various architecture and design magazines and online portals, drawing on her extensive experience as Editor of *(inside)* for five years, Associate Publisher at Architecture Media for four years, and her previous success as an interior designer of note. She is passionate about design and, through her different roles, supports and contributes to design in Australia.



Rebecca Harkness

With more than 15 years' international experience in the design industry, Ms Harkness's expertise in business development and brand activation has seen her work with some of the world's biggest brands and designers.

Heading up the Tent London sales team, Ms Harkness's understanding of the design industry is instrumental in helping both large and small design brands to successfully exhibit annually during the London Design Festival. She is also responsible for introducing a number of new international designers to the United Kingdom market for the first time.

Ms Harkness is integral to the continuous growth of Tent London, and she has helped to cement the reputation of it being one of the largest and most international design destinations during the London Design Festival.

uk.linkedin.com/in/rebeccaharkness | [@london_rebecca](https://twitter.com/london_rebecca)

Michael Hayes

Michael Hayes is the Australian Furniture Association's Chairman of the Bespoke Makers Sub-Committee. As a third-generation joiner who has worked with timber all his life, Michael started his own personalised bespoke timber furniture business in 2001. Michael has worked in the furniture industry for 22 years, and has been a finalist in many award programs. He brings a maker's eye to the judging panel, along with enthusiasm and passion for the Australian furniture industry.



The world of furniture

Furniture China 2015 – the highlight of global furniture trade.

The Australian International Pavilions program will feature at the 21st China International Furniture Expo (Furniture China 2015) in September, and will showcase Australia's leading furniture designers who demonstrate the following attributes:

- » original Australian design
- » adherence to high safety and environmental standards
- » use of environmentally sustainable materials, such as Australian timber
- » innovation in technology and production.

The International Pavilions program – which recently received a grant from the Federal Government Department of Industry and Science – was established to represent Australian furniture designers and manufacturers on an international scale, as well as to highlight export success stories and motivate manufacturers to explore global opportunities. The program is also designed for those in the sector to build contacts in new international markets, and to be inspired by the designs of their international counterparts.

Themes planned for 2015:

- » Industrial Clusters Exhibition Area
- » steel furniture, solid wood furniture and traditional Chinese-styled furniture
- » O2O Experience Zone.

Renowned as being the most crucial global furniture exhibition, Furniture China (Shanghai) is a leading international event, attracting buyers from more than 150 nations and regions each year. The expo, held in the vibrant Shanghai in its 21st year, and co-hosted by the National China Furniture Association and Shanghai UBM Sinoexpo International Exhibition Co. Ltd, will provide Australian furniture designers and manufacturers a chance to network at various events, allowing those in the sector to meet with potential businesses or collaborators to discuss export opportunities, and learn about the latest technologies and new markets.

The expo hit a record high in 2014, attracting 98,401 visitors, including 21,823 overseas buyers from 158 countries and regions – a high that is predicted to be replicated at this year's event.

According to Jime Essink, President and Chief Executive Officer of UBM Asia, 'Furniture China 2015, to be held from 9–12 September, will be the largest ever, with a total of 3000 exhibitors (a 13.2 per cent increase compared to 2014) and a total floor space of 380,000 square metres in SNIEC and World Expo (an 8.6 per cent increase compared to 2014). As part of the activity program during that week, Mr. Wang Zhiping, Chairman of the National Exhibition & Convention Center (NECC), will visit Furniture China; I, in turn, will visit the China International Furniture Fair, which will be organised in Shanghai by the China Foreign Trade Centre (CFTC) in the NECC venue in the same week'.

The exhibitor line-up for this year's



event is star-studded, and includes such famous brands as Ligne Roset, Parisot, Alsapan, Sifas, Gautier, CountryCorner, Meubar, Evan, VincentSheppard, Verdon, Interstil, Actona, Rowico and Tvilum. ↘

For more information on the event, or to register for the Australian International Pavilion, contact Bryan Furtado on +613 9856 1608.

On-site activities planned for 2015:

- » Industrial Clusters Conference
- » Asian Furniture Conference
- » China Furniture Design Conference
- » Designers' Night
- » Shanghai Home Design Week
- » The Techno-Experience 3
- » DOD Design Forum
- » O2O E-Commerce Forum
- » Gold Idea Design Award
- » China Furniture Product Innovation Award.



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Tent London

For the first time ever, Australia will be represented as a collective at the London Design Festival – Tent London, from 24–27 September 2015. As part of the International Pavilions, the Australian exhibit is designed to elevate the prominence of Australian furniture designers and manufacturers in international markets, and to highlight export success stories to motivate manufacturers to explore global opportunities.

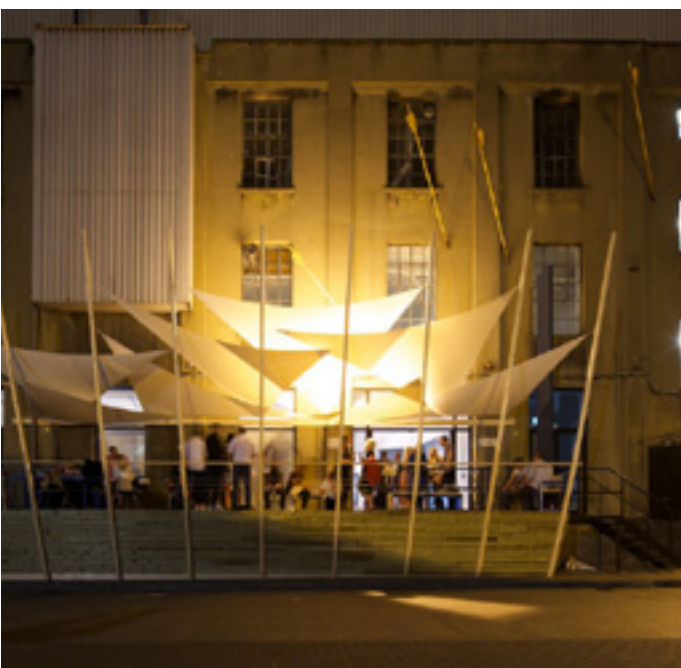
The Australian International Pavilions will feature at both Tent London and Furniture China (Shanghai), and will highlight the quality and innovation of the Australian furniture industry by showcasing designers who demonstrate the following:

- » original Australian design
- » adherence to high safety and environmental standards
- » the use of environmentally sustainable materials, such as Australian timber
- » innovation in technology and production.

The Australian Furniture Association (AFA) has acquired 160 square metres of space at the event. The Federal Department of Industry and Science is supporting Australia's attendance to promote Australian-made and -designed furniture to the world. During these exhibits, there are major networking events to provide participants with the opportunity to meet one-on-one with potential businesses or collaborators to discuss export opportunities, and to learn about technologies, opportunities and new markets.

The International Pavilion will display the products of AFA Members who are the first priority to attend. In addition, the winners of the Emerging Designer category from the Australian Contemporary Emerging (ACE) Design Awards will showcase their products.

The perpetual Ian Howard International Pavilions for Emerging Designers Award





was announced at the Australian Furniture Industry Awards (AFIA) on Saturday 12 July 2014 as part of the Festival of Furniture.

Mr Howard's generous patronage helps to secure a global platform for emerging Australian designers, who will be selected from AFIA nominees and winners, and will form a delegation to exhibit under a collective 'Australian' banner.

For more information contact Bryan Furtado on +613 9856 1608.

About London Design Festival

Running from 19–27 September, the London Design Festival has attained a reputation as one of the largest and

most innovative design events across the globe. This year, the Festival will again celebrate and promote London as the design capital of the world, creating a platform for inspirational design initiatives.

More than 350 events and installations will be on offer across the city – from a stimulating program at the Victoria and Albert Museum, to a series of installations and exhibitions in Somerset House. The Festival will showcase ideas from more than 250 partners, representing the heart of London's design community. ↘

All images © Sophie Mutevelian.

About Tent London

Tent London is held at the Old Truman Brewery, and is seen as a forward-thinking exhibition that gives valuable insight into the most important design directions from around the world.

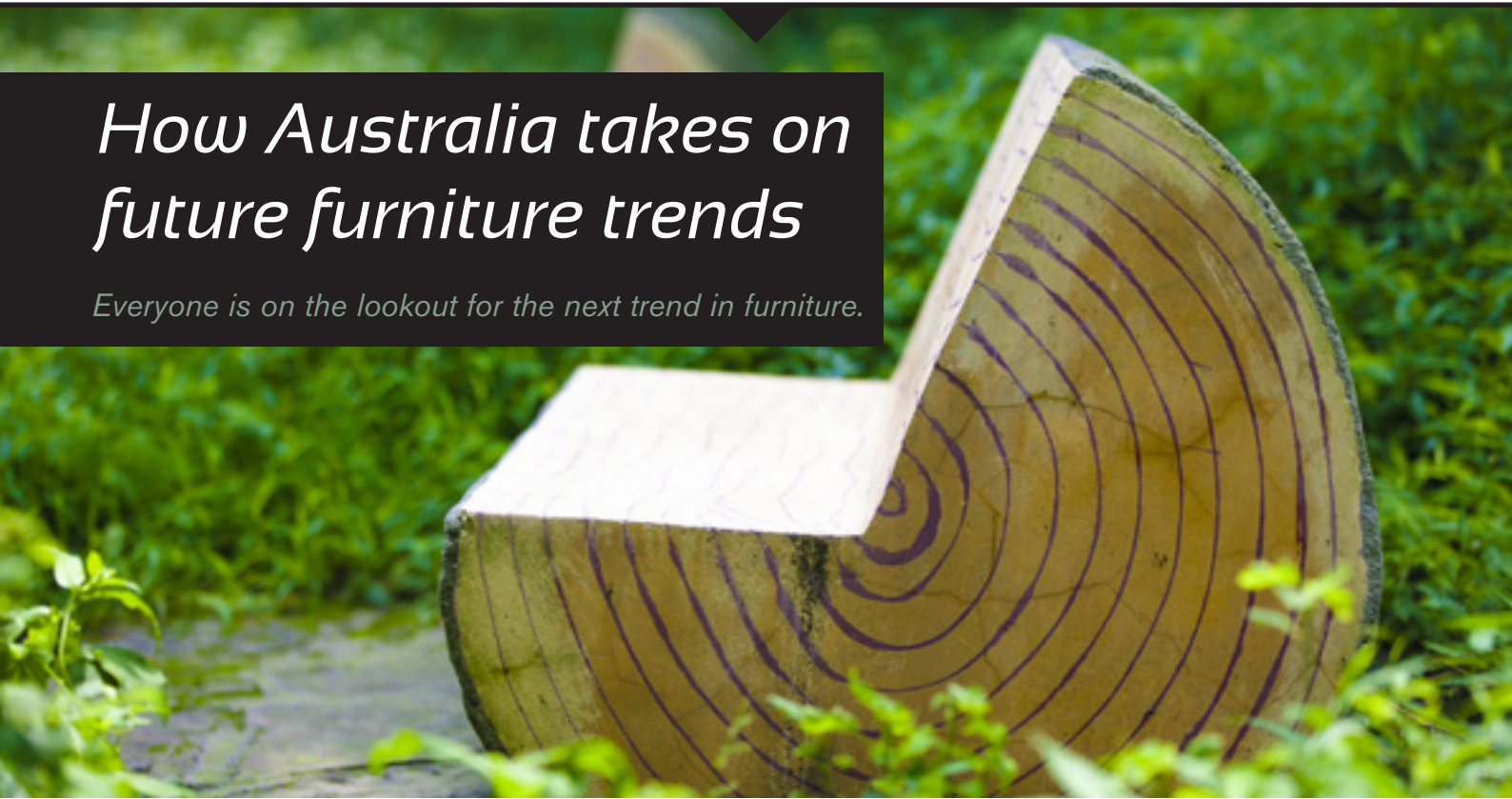
Constantly evolving, always thought-provoking – design trade shows Tent London and Super Brands London return for their ninth year in 2015. Last year, there were more than 280 companies from 29 countries, which presented a vast and diverse range of products by leading global brands, established independents and undiscovered talents.

In 2014, approximately 25,000 people attended the exhibition, 76 per cent of whom work in the trade as architects, designers, agents and distributors.



How Australia takes on future furniture trends

Everyone is on the lookout for the next trend in furniture.



Furniture design shows around the world – from Milan to London, Dubai to Shanghai, and landing in Melbourne – all exhibit the latest trends and inspired design.

As an Australian furniture designer or maker, where do you get your inspiration, or how do you decide which next trend is right for you and your target market?

Many Australian furniture makers agree that the challenge is great, and the 'hottest trend' is often hard to define. There are numerous factors to be taken into consideration in this daily moving feast of ideas and concepts, but here are a few to consider:

Tip 1: Quality vs quantity

Australia's recent scare over imported products has heightened awareness of the flaws of imports. Consumers are alarmed that the necessary quality checks, which are expected to be in place, simply are not.

The need for education across the furniture industry around the quality and sustainability of imported furniture products is critical. Consumers would prefer to buy Australian, although budgetary constraints often come into play when choosing furniture.

Assurances over the health and safety of products will override these constraints – particularly when the consumer's health is at risk, and especially for families.

Emphasis is also being placed on environmentally friendly products. The magic words to attract consumer attention are recycled, recyclable, sustainable and natural. While some consumers shopping for furniture want new, not second-hand, words such as 'made from sustainable forested timbers', and 'naturally dyed fabrics' are key touch points and part of the emotive judgements made in the purchasing decision.

That is where bespoke furniture is a real hit. A one-off, custom piece made especially for the client never fails to please. The secret for consumers is to choose the best 'maker', and to ensure that the brief meets with the client's expectations. While price is often a consideration, the real secret is to work with a professional who understands the business transaction, together with the process of design and manufacture.

There is a growing appreciation for handmade and handcrafted goods. Consumers prefer to stay connected with the crafts, especially now, in the mass-produced world in which we live.

Tip 2: Minimalist vs volume

As baby boomers start to age and commence downsizing from their family homes, there is a demand for smaller, multi-functional furniture. Consider designs that aren't exactly new, but that have a different twist; for example, a couch that becomes a bed, a coffee table that becomes a dining room table, a couch with hidden storage, nesting tables that provide greater surface space when expanded, or bespoke furniture that caters specifically for a confined space or the client's needs.

Technology is important, too. Technology is an ever-evolving environment that changes faster than furniture, so furniture and its makers must be adaptable to these changes.

Furniture makers need to be on top of technology trends before they happen;

for example, that DVD player space in the TV cabinet might be obsolete, but a bespoke cabinet to house cinema and sound systems that are invisible to the eye are on trend.

The 'multiple screen syndrome' phenomenon also needs careful consideration. Consumers now watch television, check their smart phones and operate their tablets at the same time. The question that designers and manufacturers should be asking is, 'Do current seating designs accommodate technology use trends?'

Tip 3: Australia is a global player

Australians are more globally aware than ever before, and they want Australian products to be at the forefront of globally designed and inspired trends, without losing the 'Australian' edge. Australian furniture is founded on international and traditional design; however, the future of what constitutes Australian combines with a new interpretation of influences from Africa, Asia, the Middle East and Europe. Industrial-style furniture has been a staple in the past few years. Consumers still love the look and character of these pieces, but there is now a trend to blend the purpose of an item with other items to have a more practical use within the home. There's a move towards convenience, functionality and longevity, and a

desire for quality from items that are mass-produced, to go along with the character in our homes.

Lighter woods are now in favour, such as oak, ash and teak. The dark wood of our forefathers has been relegated to another era. The look is for a lighter, brighter, more spacious feel, synonymous with the Australian way of life. The trend for raw wood or timber cut back to show its natural appeal is now being appreciated, as is the use of simpler materials and finishes, which look more authentic. Australia leads the way in access to these exquisite materials and sustainable forest products.

Tip 4: Tactile textiles

Natural, woven fabrics combined with lighter timbers are reflecting a retro feel that is internationally bang on trend. The popularity of prints and patterns is on the rise, and visual impact is the key theme. Fabrics are textured and raw, with weaves a popular choice for upholstery. Splashes of colour that make a statement are popular; however, the diversity of colour ranges from muted pastels to smoky shades of grey and soft neutrals, which are set off with bold shots of vibrancy in upholstery or accessories.

What next?

While staying on top of changes and trends can prove to be all-consuming,



trade shows like FURNITEX connect, as well as other shows around the world, provide a focal point to gather intel to assist makers in making educated decisions. So, you want to be a trendsetter? What can you do? Write your own blog. Set the pace. Be a leader, not a follower. Keep in touch with other like-minded businesses by following other design blogs and websites, and share the latest news and information. Join social media forums such as LinkedIn. But, most importantly, 'belong' to the industry, contribute to its viability in a professional business capacity, and watch your business grow. ▾

For more information, contact the Australian Furniture Association at enquiries@australianfurniture.org.au.

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AFRDI: what testing means to your customers

The Australian Furnishing Research and Development Institute (AFRDI), established more than 25 years ago, tests and certifies a broad range of commercial and domestic furniture.

Testing broadly focuses on strength, durability and safety, with an overall assessment of how these factors can contribute to sustainability in a practical sense.

When AFRDI certifies a newly

tested product, it marks the commencement of a legal agreement between the manufacturer and AFRDI that, for the following three years, the quality of the product will be maintained to at least that of the tested samples.

It's what stands behind AFRDI's Blue Tick and other certification marks – the promise of quality to consumers. ↘

Safe seating for public spaces

How can you determine who sits where in a public place, such as a plaza or a mall coffee shop? The short answer, of course, is that in practical terms, you can't allocate seating according to the size of individuals, and that means that, if you're a provider of public seating, you may be knowingly using chairs that could fail in service, leading to personal injury.

The AFRDI approach is to test fixed-height seating under its Rated Load Standard, which, even at its most modest testing level, assumes users with a body mass of up to 135 kilograms. The other options are 160 kilograms and 185 kilograms. It's a peace of mind thing for anyone who has to specify fixed-height seating for a public space. ↘

Interested? Call AFRDI on 03 6326 6155.

Manufacturing a skilled Australia

Manufacturing Skills Australia (MSA) is the national body responsible for ensuring that manufacturing enterprises have the workforce skills that they need to be globally competitive now and into the future. We work with enterprises, employer and industry associations, trade unions and industry advisory bodies to identify what skills are needed, and how these can most effectively be implemented in industry. We are a national Industry Skills Council, owned by industry and managed by a board from across industry, and funded by the Australian Government through the Department of Education and Training.

What we do:

- » develop and maintain national, industry-endorsed training

packages to establish skill standards and provide a framework for skills development

- » support the implementation of training through advice and resources, and brokerage of Australian Government-funded programs
- » provide leadership to support economic and environmental sustainability
- » provide government with industry intelligence to inform the development of policies and programs aimed at workforce development.

Our coverage:

MSA addresses the skill needs of the many thousands of manufacturing and related enterprises, and around

one million Australians who are employed using manufacturing skills. We work across most manufacturing sectors, including:

- » aerospace
- » furnishing
- » laboratory operations
- » metal, engineering and boating
- » process manufacturing, including chemicals, hydrocarbons, mineral products, plastics and rubber
- » recreational vehicles
- » textiles, clothing and footwear. ↘

Call us to discuss your skill needs, or visit our website.

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Do you import timber or wood-based products?

Australia has laws in place to combat illegal logging and to support the international trade in legally harvested timber and wood-based products. If you import furniture that contains timber or wood-based materials into Australia, these laws affect you. You have new responsibilities, and you need to be aware of your obligations under these laws.

Illegal logging refers to the harvesting of timber in contravention of the laws that are in place where the timber is harvested. This includes timber harvested illegally in Australia or overseas. By complying with the laws, you'll be helping to combat the highly destructive trade in illegally harvested timber, while supporting local investment, profitability and jobs.

What you need to do

The new laws affect you in two different ways:

- » If you receive information that the furniture you are importing contains timber that has been illegally logged, or if you have reason to suspect that it was illegally logged, you should not import that product. It is now a criminal offence to intentionally, knowingly or recklessly import illegally logged timber or wood-based products into Australia.
- » If you are importing certain 'regulated timber products' into Australia, you must actively manage the risk that the timber or wood fibre in these products has been illegally logged. This process is known as undertaking due diligence.

Regulated timber products include most timber and wood-based products, such as sawn timber, veneer, mouldings, wood panels, plywood, pulp, paper products and any furniture containing wood.

Your due diligence obligations

To undertake due diligence, you need to:

- » have a documented system that outlines how you will meet your due diligence requirements
- » gather information about the regulated timber products you are importing
- » assess the risk of the timber in these products having been illegally logged
- » undertake additional reasonable steps to reduce any risk (where necessary)
- » keep a written record of the steps you have undertaken.

You can demonstrate that you have undertaken due diligence in a number of ways. You may be able to use existing commercial practices to meet your responsibilities; for example, you may be able to use information obtained through invoices or purchasing contracts to assess whether a product is likely to be a risk. The laws also allow you to use timber certification systems such as Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) to help satisfy your obligations.

Due diligence is only required where the customs value of the regulated products in the consignment exceeds A\$1000. Products made out of recycled materials are also exempt.

Declaration to customs

Whenever you import a regulated timber product into Australia, you (or your customs broker on your behalf) will need to make a declaration to the Australian Customs and Border Protection Service. This confirms that you have complied with your due diligence obligations.

Helping you to comply

The Department of Agriculture is responsible for ensuring that importers understand and comply with the laws. Its illegal logging website has a range of useful information and guidance: www.agriculture.gov.au/illegallogging.

Since March 2015, the Department has been assessing how businesses are complying with the regulatory requirements. It is initially assessing businesses that are importing large amounts of regulated timber, paper or wooden furniture products. It is also assessing businesses that have asked for a compliance assessment as a health check of their due diligence practices.

Businesses that are being assessed will receive a Request for Information Notice, which asks them to provide information about their due diligence practices and how they were applied to a particular product that they have imported. The Department then provides feedback to the businesses about where their due diligence practices meet the requirements, and where improvements are required to comply in future.

The Department has acknowledged that it may take some time for you to adjust to your new responsibilities. For the period leading up to May 2016, it will not be issuing penalties if your due diligence practices are found not to be compliant.

- » The Department of Agriculture's illegal logging website has a range of information and guidance on regulated products, completing your due diligence and answering the customs declaration: www.agriculture.gov.au/illegallogging
- » Subscribe to the E-Update to keep up with news and developments by visiting www.agriculture.gov.au/illegallogging. ↘

If you have any questions about the laws or your responsibilities, send an email to: illegallogging@agriculture.gov.au or call us on 1800 657 313.

Timber panel products for any furniture application

Established more than 70 years ago in Melbourne, Elton Group has a long association with the furniture industry in Australia. Perhaps best known for its Eveneer® timber veneers, Elton Group's range of products has expanded in recent times to include Eveneer Alpikord®, a prefinished veneer on a laminate back; Likewood™, an amazingly realistic timber-look panel; Timber Acoustic Panelling; and PurePly™, an ultra-lightweight plywood.

The beauty of the Eveneer range lies in its uniformity and ease of use. Eveneer real wood veneers are made from rotary peeled timber that is colour-enhanced with the most sophisticated and lightfast treatments available, reformed to a square log, and then re-sliced into rectangular veneer sheets. Supplied in standard sheet sizes for better yield, it is more suited to modern furniture manufacturing processes, and can be handled, jointed and laid more easily than conventional veneers. Even in colour and pattern, it eliminates the need for progressive numbering to sequence match panels, and allows for a considerable saving of time, materials and labour. Future additions can be more easily matched, damaged panels are more easily replaced, and large projects look consistent throughout. With ease in mind, and an understanding that today's projects are run on increasingly tight time frames, our Eveneer Alpikord range of pre-finished timbers has been created to bring out the natural character of the wood, through natural textures and



low gloss levels. Factory finished with high-quality two-pack polyurethane, complete with ultraviolet inhibitors, Eveneer Alpikord has a high-pressure laminate back (3050 millimetres by 1300 millimetres, or 2500 millimetres by 1250 millimetres), ready for immediate application. We carry all items in stock, as well as matching edging.

For the more budget-conscious, we are proud to offer our stunning new timber-look low-pressure laminated board, Likewood. With a face of CLPL made from wood fibre, printed with a synchronised texture and lacquered to closely replicate solid timber, Likewood™ is offered on 18-millimetre E0 moisture resistant (MR) medium-density fibreboard (MDF), and complemented by matching durable one-millimetre ABS edging. Likewood™ panels are suitable for interior vertical surfaces in residential and commercial

applications. Kitchens, bathrooms, laundries, wardrobes, domestic and office furniture, interior cabinetry, shop fittings, doors and wall panelling, and boat, caravan and campervan interiors all benefit from its amazingly realistic timber appearance, tactility and value for money.

Not forgetting the substrate, Elton Group represents Panguaneta's plywood panels, including the ultra-lightweight PurePly. With superior stability and ease of machining, PurePly is a favourite of some of Australia's and the world's finest furniture manufacturers, and is used in our own made-to-order Acoustic Panelling.

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The importance of sustainable furniture



BY HELEN EDWARDS, STYLIST, BLOGGER AND AUTHOR, RECYCLED INTERIORS

Have you ever had a piece of furniture come into your life that has a history? Something of personal meaning that has a story that you can connect strongly with? These kinds of pieces hold emotional durability, and will be the things that you never throw away; that you hold onto to pass on to the next generation. Sometimes, you create that story as you find a discarded chair on the side of the road and stuff it into your car, eager to get it home and give it new life. Other times, you go out on the hunt for something specific, something that you want to use to finish off a room or add function to your home, and fall in love with the piece you will later place in your home and keep forever. There is a tendency in today's fast-paced, fast-consumption world for

people to look at the dollar sign and the imagery that is being presented to them, and to never consider the history – where it comes from, or who made it. A story is sold to them via advertising that is not real; that is based only on profits. Yet, only a generation or two ago, when my grandparents were a young couple with a young family, cost was most certainly a priority after going through the war, and they took whatever they had and made it last, but there was also a mentality of saving up, and of purchasing something with beauty and integrity of design.

Some of these things now live on in my parents' home, or in my home, and I hope that they will live on in my children's and grandchildren's homes. Many of the pieces in my own home I have bought from charity shops or second-hand stores, or upcycled from roadside finds,



Helen Edwards

and they will also stand the test of time. Even more wonderfully, the pieces I buy now from craftspeople making with their own hands will become the pieces that are part of my own story, passed on through the generations.

Sustainability is not just a word, or a trend. It is one of the most important

aspects of our lives, and it should be discussed in all that we do, as without it we will not continue to enjoy the world that we are lucky enough to still have. It is about the longevity of items and the reduction of waste. It is about health and community, and how you can make things last long after you are here, and reduce the need to create new things every time something breaks. It is about craft, integrity and beauty. Many times, I have spoken to a bespoke maker who has told the story of the material she or he is working with, the way that they found a tree and took it back to the warehouse to begin its journey into something functional and beautiful for a person's home. That passion is infectious.

One of the most sustainable items you can have in your home is one that already exists. It's something that you find in a second-hand or antique store, or something that you restore yourself

from the charity shop, a garage sale or the side of the road. These pieces have already been made – most likely at a time when longevity was important – and they will have the integrity to go the extra mile, especially when maintained properly.

Another highly sustainable piece is something made locally, by a bespoke maker who crafts something just for you, or by a designer who you visit to select a piece you love. By using someone local, you reduce the travel miles associated with buying items that have been made overseas, and you put money back into our economy, as well as supporting our local industry. If that person has made the piece with sustainable materials like reclaimed or recycled timber, or responsibly grown timber, then that's even better. Using materials that already exist is just as good as buying pieces that already exist.

Knowing the story of the piece, who made it, where it came from, how they made it and what they love about it also increases the emotional durability of the piece. If you love a piece of furniture so much that you never want to give it away – or, even worse, throw it away – then there is nothing more sustainable than that, and the chair, table or dresser will live well after you have finished your time here. That is the true essence of sustainability, and it is a beautiful thing and part of the cycle of life. ↘

Helen Edwards is Stylist, Blogger and Author at Recycled Interiors (www.recycledinteriors.org), and consultant at Social Media 4 Good Consulting. Ms Edwards has a Bachelor of Social Work in Diabetes Education, and is a PhD candidate.



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Global appetite for healthy interiors



To set the scene, here is an excerpt from 'Health, Wellbeing & Productivity in Offices: The next chapter for green building', a research report developed by the World Green Building Council in 2014.

'Office occupants can be exposed to a range of airborne pollutants that typically include chemicals, microorganisms and particles originating from sources both within and outside the building.

'Ozone, off-gassed volatile organic compounds (VOCs), allergens and asthmagens make for a veritable cocktail of potential pollutants that may come from building materials, carpets, finishes, cleaning products, office equipment and traffic; while the carbon dioxide exhaled by office workers themselves can be detrimental when left to amass in high concentrations.

'The various health implications associated with poor indoor air quality – from respiratory problems to infections to irritants – have been the subject of research for a long time,

and are well established. But as we better understand the impacts, so our understanding changes on what is considered acceptable or desirable.'

Getting the picture? Hopefully, you are already thinking about your own profession and how you can help to create healthier environments that we all deserve. Remember that the same applies in all buildings and homes.

Recognising this important and positive move forward by industry, the world is sitting up and taking notice of an awards program developed in Australia that is purely focused on recognising interior designers and architects who use green interior products to create healthy spaces for their clients, and the manufacturers who create these green products. The 3rd Annual International Green Interior Awards, the brainchild of the innovative and passionate team

at Australian Living, will take place in November this year.

For the first time, this year's Awards are incorporating two new categories – product innovation and student/graduate – adding to the existing categories of office, residential, retail, hospitality, health care, aged care and education.

These two new categories are an important step forward for the International Green Interior Awards. Today's students are keen both to make a real difference and, as architects and designers, to be able to make responsible decisions when it comes to product specification. Product innovation is a critical path towards an industry that fully supports manufacturers who respect our environment and health by providing us with more green interior products to choose from.

The Australian Furniture Association (AFA) is proud to be a supporting partner of the International Green Interior Awards program. ↘

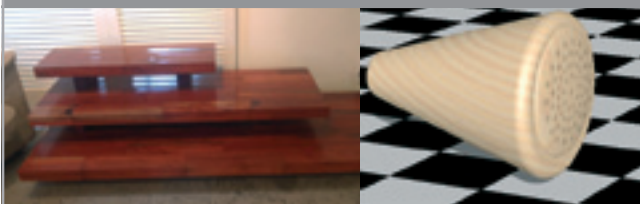
For more information, and to submit your entries, visit www.greeninteriorawards.com.au.



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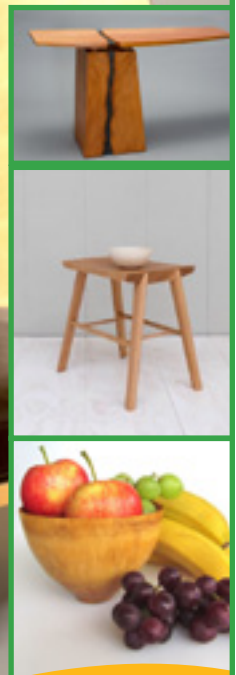
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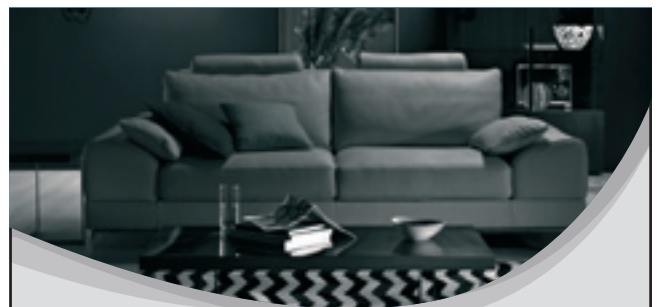
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Australian Made Campaign teams up with the Australian Furniture Association for FURNITEX connect

The Australian furniture industry's signature event, FURNITEX connect, is once again proudly sponsored by Australian Made Campaign in 2015.

We are proud to help promote the exceptional capabilities of the Australian furniture and furnishing manufacturing industries,' says Australian Made Campaign Chief Executive Ian Harrison.

The not-for-profit organisation administers and promotes the Australian Made logo, Australia's registered country-of-origin certification trademark for genuine Australian products, and is promoting country-of-origin branding

throughout FURNITEX connect.

'It is important that the furniture and furnishing industry uses every asset [it has] to sell its products. The strong resurgence in Australian consumers recognising the value and importance of buying Australian and reinvesting in the community continues, so labelling products with the Australian Made logo can give Australian manufacturers a significant competitive advantage. The direct connection with jobs is obvious, but there is also the realisation that

buying Australian represents a value purchase. This is particularly significant in the case of the furniture and furnishing industries, where Australian-made products are of the highest standard of exceptional design and quality, and are often customised,' Mr Harrison says.

'We are encouraging manufacturers to certify their products as genuinely Aussie, and market them prominently using the Australian Made logo, and we are also working closely with the Australian Furniture Association and major distributors to ensure that they communicate the benefits of buying Australian-made to their customers.'



A powerful marketing tool backed by industry

The iconic green-and-gold kangaroo symbol has been branding genuine Australian-made furniture and furnishings for nearly three decades, and is promoted in a multimillion-dollar marketing and communications campaign each year. It is a powerful marketing tool for both wholesalers and retailers, recognised by 98 per cent of Australians, and trusted by 88 per cent as an identifier of Australian craftsmanship; synonymous with quality, innovation and outstanding customer service.

The Australian Made Campaign works closely with major distributors and the furniture and furnishing industries via the Australian Furniture Association (AFA) to raise community awareness of the many benefits of buying Australian furniture. All Australian Made Campaign partners and consumers can now find a wider range of locally manufactured furniture and furnishings than ever before in stores around the country. The added profile that these distributors are generating for the Australian Made logo further strengthens its credentials.

The Campaign is very much a collective effort, and more than 2000 companies now use it on some 15,000 products around the world, with its significant and growing recognition and trust in Australia and abroad making it a particularly important asset for Australian manufacturers.

The logo provides crucial authenticity in export markets, reinforced in recent years by the registration of the trademark in China, Singapore,

South Korea and the United States, with plans for further registrations underway. Approximately one-third of the companies that use the logo export their goods, and research by data-gathering organisation YSC Online in 2010 found that products carrying the logo in export markets were more likely to have increased sales than those that did not. Indeed, for many small businesses involved in export, the logo, with its proven, established links

to Australia, becomes their strongest brand in the marketplace.

The Australian Made Campaign provides access to a range of promotional opportunities via its network of partners, but, perhaps most importantly, it showcases Australian furniture and bedding products via the official Australian Made online product directory at www.australianmade.com.au, which enables consumers – be they individuals, a business or government – to quickly and easily find genuine Aussie products. Only products certified to carry the logo can be featured, and every business has its own online listing, fully searchable by name or products offered, and integrated with social media. ↘

The fees for licensing the Australian Made logo changed on 1 July 2014, making the logo more accessible to businesses of all sizes. To find out more, visit www.australianmade.com.au/for-business/how-much-does-it-cost.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trademark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time, it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing

the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, goods must meet the criteria set out in Australian Consumer Law, as well as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world. ↘

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, Victoria 3205.

www.australianmade.com.au





The value of craftsmanship

An interview with Barry Du Bois

*You could never
accuse Barry Du Bois
of living a mundane
life. 'Baz', as he's
affectionately
known by his
fans, has so far
lived through a
range of personal
challenges and
successes, all
the while fostering
a career that has
encompassed a wide
variety of achievements.*

Baz got into property developing from a very early age, and made a successful career from his building talent and business acumen before most people his age had even decided what to do with their lives.

When Baz's success was at its peak, a string of life-changing events caused him to re-evaluate his priorities. After losing his mother to cancer, he cashed out on his success and took to the seas; he spent some time travelling Europe on a yacht with friends and family, and later battling some of his own health issues, before an unexpected set of circumstances (involving casting agents, medical tests and luck) saw him propelled – somewhat reluctantly – onto Australian television screens.

After a run as a judge on Network 10's *The Renovators*, Baz has now settled into his role as one of the hosts of the network's popular lifestyle show *The Living Room*. His experience in property, his keen eye for interior design, and his passion for quality Australian products inform his home renovation and decoration segments on the show, and make Baz a natural ambassador for Australia's maker industries.

Recently, Baz presented at a furniture industry event held at the workshop of bespoke furniture maker Michael Hayes in outer industrial Melbourne. There were around 100 people at the event, which focused on the bespoke furniture industry in Australia, and the importance of quality and sustainable Australian products. Baz introduced the speakers, stuck around for the day, and then gave a thoroughly entertaining presentation himself, running overtime at the expense of another minor engagement that he had that weekend – the TV WEEK Logie Awards.

This is the essence of Baz – he has enduring passion and commitment to the causes that are close to his heart. To him, appearing in front of a small gathering of local furniture makers is just as important as appearing at the Logies (at which, incidentally, *The Living Room* won the Most Popular Lifestyle Program award).

As he addressed the crowd of local craftspeople, Baz's enthusiasm for the craft of furniture making, and his belief in the makers and the industry as a whole, was obvious.

Australian Furniture caught up with Baz to get his thoughts on the Australian furniture industry, and on the support that our makers need to help the sector to thrive.

'There is absolutely no doubt that Australian furniture makers and any bespoke craftsmen should be encouraged,' Baz says. 'It would be a real shame if the ability of our great craftsmen and our abundance of raw materials wasn't capitalised on or utilised.'

He compares our society to that of Scandinavian countries like Denmark, where craftsmanship has historically been given as much importance as services such as serving in the defence forces.

'In Europe particularly,' Baz says, 'they take great pride in craftsmanship. We [in Australia] definitely have a lot of quality makers, but because we don't recognise them the way that other cultures do, they are slowly being phased out. That would be a real loss to our community in terms of sustainability, and culturally, if we were to allow that to happen.'

'It's the sort of thing that government should get behind. We should encourage craftsmanship, just like we should encourage the arts – musicians and artists and actors, and

everything else – because they're great foundations of a solid society.

'The simple fact is that governments don't back these sorts of people; we don't help furniture makers very well when it comes to training young people, and unfortunately, because this has been a cycle over about the last 30 or 40 years, we are losing that culture. Young people don't seem to have the same respect for [craftsmanship] as they used to.'

It's not just that, says Baz. Our society is geared towards quick consumption, buying cheap products, and following trends.

'It [shouldn't be] just about mass producing things – we should take pride in the things that we create, and believe in them, and have them last an actual lifetime – not a lifetime of 18 to 24 months before they end up on the verge,' he says.

'It's about quality, and does that mean you have to pay more? Not necessarily, because in the scheme of things, [quality products are] cheaper. They're cheaper because they don't cost our planet, because they add to the holistic nature of our community, and because they're taking carbon out of the air.'

'An investment in a bespoke piece of furniture is not just an investment for you, but for your children and your children's children, and that's a special thing. To be able to pass something on, or to have something that lasts a century, for example, and that meets the requirements of the owner and brings them joy – that's amazing. When you come home, your home should light up and welcome you, and it should put a smile on your face. Only bespoke furniture can do that.' ▽

*Meet Michael
Hayes, Chair of
the AFA Bespoke
Makers
Sub-Committee*

As the Chair of the Australian Furniture Association's Bespoke Makers Sub-Committee, Michael Hayes is determined to bring bespoke furniture makers together, and to raise the profile of this important sector of the furniture industry.



One of Michael's beautiful designs

Australian Furniture spoke with Michael about the importance of creating a strong, supportive community for bespoke furniture makers, and how the Australian Furniture Association's (AFA) sub-committee can help to achieve this aim.

It's evident when you speak with Michael that he is passionate about his work, and that's what you would come to know of someone who has been working with joinery and carpentry his entire life. Michael is a third-generation joiner whose passions transitioned from helping the family with construction, into the finer, more detailed space of bespoke furniture making.

'The thing that I enjoy most is being able to look at a flat pack of wood and then turn it into something,' says Michael. 'I like to allow the timber to create its own form, which is very much a sculptor-style approach.'

It's this desire to create a unique, quality piece of furniture that defines the bespoke maker. 'Bespoke makers are very much client-driven, and very much about satisfying the needs of the clients,' says Michael. Those needs include quality and longevity, which are things that bespoke makers are geared to deliver.

Michael would like to see manufacturing return to how it was decades ago. 'I'd like to move it back to what it was like in the '50s,' he says. 'For example, Parker was a household name, and retailers would be pining to have Parker in their showrooms because of the reputation. 'We're seeing this undercurrent of people really being discerning about

where they're spending their money,' says Michael. 'They're saying, "I want to know where my money's going, and I want something that's going to last longer than two or three years and wind up on hard garbage."

'I think a lot of people are getting sick of seeing jobs going offshore; I think they're really concerned about what's happening with the economy here. And I'm trying to educate people on how – if they're really worried about that – they can spend their money with a local maker, because that filters out into their local community, and supports families and education – it supports so many different areas. It's not just about coming and buying bespoke furniture – it has a flow-on effect that's far larger than we are,' says Michael.

One of the difficulties facing bespoke makers is that it can be hard for the public to locate them. As Michael says, 'We need the exposure, we need sales. What we need is someone to help prop us up in terms of exposure to the public'.

The Bespoke Makers Sub-Committee is a part of that, and Michael is working hard to create a way for bespoke makers to be a present, visible part of the furniture manufacturing industry.

'The AFA is actively working really hard at trying to make it a more comfortable environment for furniture manufacturing in Australia, and hats off to them!' he says.

'The government's not willing to throw any money at it to ensure the longevity of the industry, so this is where I step in in terms of my role at the AFA – trying to compile all of these bespoke makers

and put them into a concentrated area, underneath the AFA, and then when the AFA liaises with the government and says, "Look, we're going through a hard time", the government's actually got a point to direct their money, if that's what's needed in terms of support.

'A lot of my work is around trying to enable bespoke makers to be found a lot easier. My goal is to lift the AFA's profile in terms of the general public. For a long time, it's been an industry-only organisation, but I believe that for the success and longevity of the industry, we need to lift its profile so that it's a household name, and then it's a reference for people if they're looking for a bespoke maker.'

Michael talks about the reciprocity in the industry, and how bespoke makers are always there to help each other, to recommend each other to clients who are in need of a particular type of work, and to work together towards common goals.

'As individuals, we don't have the money for the marketing, the stands – we just don't have that sort of capital lying around. That's why we're one- or two-man shows in little factories scattered throughout the country. I feel that if we band together and make some really smart moves, we can touch a larger audience really quickly.' ↘

Michael Hayes will exhibit at FURNITEX connect, with other bespoke makers. Be sure to stop by and say hello!

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A space for makers



For furniture makers, or indeed any kind of craftsperson or manufacturer, it can be difficult and expensive to set up shop. Finding a suitable space for your trade is one thing; then, there's the cost of a lease or a mortgage, as well as the tools that you need to establish your business.



Holger Dielenberg

With many makers operating alone or as very small businesses, the overheads can be prohibitive when it comes to running a successful business. This is where maker spaces come in.

Holger Dielenberg, boat builder turned fine art painter turned animator and visual effects expert, has created Space Tank Studio – a facility in the industrial northern suburbs of Melbourne that provides shared workshop space for anyone who needs it. The warehouse is equipped with traditional tools and new technologies that allow makers to create

their products, without the huge financial outlay of procuring their own premises.

Having worked in creative industries throughout his life, Holger appreciates the collaboration that is fostered in those types of spaces.

'I thought, wouldn't it be amazing if you could create an environment that naturally promotes and harnesses that energy? I decided that I'd really love to create a huge warehouse factory environment, where you have digital art, practical tools for practical skills, and also all of the technology that's coming out today that's so useful

to makers. If you could bring those three areas together and add a huge fabrication space, it would be like a playground for makers!'

Space Tank is certainly living up to this vision, having attracted many creators since it opened in late 2014. The facility has a large fabrication space and, above that, 12 studios on the second floor, all of which are geared towards giving people space to create and work together. Traditional woodworking machinery sits alongside technologies like 3D printers and laser cutters, ensuring that the skill



and craftsmanship of the traditional is enhanced by the innovation of the new. '[In today's society], there's a definite move away from hands-on skills.

People as a whole are losing dexterity,' says Holger. 'We're losing our ability to make things on a physical and economic level. Manufacturing is seen as a dirty and lower-class occupation. It's pushed away from city centres because nobody wants to live near a factory, and it's pushed offshore because it's cheaper and nobody wants to get their hands dirty anymore.

"Manufacturing in the inner city is dead" was the catchcry that galvanised a wave of urban rezoning that led to the near eradication of all our inner-city industrial pockets. How will our creative entrepreneurs make anything when the inner city becomes a dormitory?

'With facilities like maker spaces using technologies like laser cutting and 3D printing, it's very easy and affordable to make one-off designs, so now there's no difference between a mass-manufactured object, and a bespoke custom-designed object. It's just a matter of combining all of those elements in a smart factory environment, so that the maker can come in, and everything is there for them.'

Space Tank hosts creators making a variety of products, from furniture and leather goods to design objects, bespoke knives, custom bikes, and even beer tap handles. Holger says that the combination of different skills in the one facility has led to some incredible outcomes.

'The people who are gathering here naturally and working here, they're all starting to vibe off each other, and

there's a lot of product development going on here. Everyone's giving everyone else positive feedback and criticisms.'

Furniture makers in particular are strongly represented at Space Tank, largely because the set-up is perfect for woodworking.

'A lot of casual members also come in and use the machinery and the welding bay to make furniture. People who have been commissioned to fit out cafés, for example, have timber to machine and joinery to do. They do that all here because it's much quicker and more affordable than setting up a facility themselves.

'In that sense it's great, because we're helping to service the needs of a whole variety of different makers.'

A comprehensive maker space has the ability to tick many boxes. It requires a low real estate and carbon footprint for high-output results measured by the many products, individuals and future employment opportunities that are supported.

Holger says that there's a gradual shift towards this kind of cooperative workspace. It started with shared creative studio and hot desk environments, but not much is being offered in terms of providing a broad manufacturing-hub type service where many different types of fabrication procedures can be practised.

'The main factors that hinder the development of a comprehensive maker space that covers all of your main fabrication methods are the huge investment that is needed for a building and the purchasing of

equipment, as well as the substantial health and safety responsibilities that must be taken into consideration. For many shared workspace organisations, such a huge capital investment and exposure to risk is not reasonable. The ones that have tried are usually renting, and they get closed down due to urban rezoning. I think the people who run such organisations have a lot of guts and passion, and it's unfortunate for them and the makers who rely on them that it is so difficult for them to pursue their dream.

'So, I thought: "Right, we need a long-term solution. We need to buy a building and invest in equipment. There needs to be a centralised ethic in terms of how that equipment is maintained and used, and the facility must have OHS standards and be open to everyone who wants to make anything".'

Holger says that maker spaces tap into a new type of informed consumer – one who's looking for sustainability and purchasing decisions that contribute to the local economy.

'It's obvious, if you move more in that direction, that the money and the creative people stay local. That's what you're trying to achieve – a really vibrant community that supports a healthy work/play balance,' says Holger.

'Everyone's finally starting to realise that new business usually stems from creativity. If you don't nurture your creative entrepreneurs – if you don't provide a social/business environment to keep them within your local areas – you'll lose them and you'll lose all of that potential.' ↴

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What VET reform means for the furniture industry

The national vocational education and training (VET) system of Australia has, for the past decade, allowed numerous training programs to be developed and delivered to the various sectors of many industries, reaching thousands of people in every state and territory.

Training has been delivered both by publicly funded providers, and by privately funded providers that have access to nationally accredited qualifications. Training comes in the form of Pre-Vocational Certificates, Certificate III Apprenticeships, Traineeships, Vocational Certificates, Diplomas and Advanced Diplomas.

The 2000–2014 ‘sign-up culture’ has seen a churning of people through the system. Training is sometimes delivered flexibly, to fill a labour void. Alternatively, trainees might be siloed into labour outcomes that are determined by the enterprise facilitating the training, and their skills are less likely to be transferable.

It will be essential for Australia to have a broad but highly skilled, sophisticated and adaptable workforce, with the skills to drive productivity gains and capitalise on new global opportunities – skills that allow the provision for manufacturing quality, innovation, and the delivery of a service and product that is second to none. To do this, it is paramount that Australia has a flexible training system that is both current and forward-looking.

In mid-September 2014, Minister for Industry and Science the Hon. Ian Macfarlane MP made the announcement that the Australian Government was to commence overhauling the skills and training system with a package of reforms that should elevate trades and vocational education to the centre

of Australia's economy, and put the focus squarely on ensuring that Australian workers are highly skilled and job-ready.

The Minister said that the most important goal of the skills and training sector is to provide industry with the skilled and productive workers that it needs in order to capitalise on the opportunities of the future, and to give young Australians the best possible opportunity to get jobs. He said that research has shown that the current system has lost sight of its fundamental purpose of connecting skilled workers with jobs.

The Department of Education and Training called for a national consultation process that provided the opportunity for all VET providers, developers and end users of VET courses to engage throughout the Australian workshop sessions in Adelaide, Brisbane, Canberra, Darwin, Hobart, Perth, Sydney and Melbourne, or through written feedback responding to the discussion papers.

Melbourne stakeholders had the first opportunity to do so, with a choice of two sessions that were held on Thursday 25 January 2015. This was a chance for the Australian Furniture Association (AFA) Education and Training Officer, Bryon Stanley, and the Deputy Chief Executive Officer of Manufacturing Skills Australia, Cameron Baker, to provide valuable feedback that would help to shape VET reform in Australia. This was the first real event for the Senator for Training and Education, The Hon. Simon Birmingham, to address representatives from government departments, industry skills councils, registered training organisations, Australian apprenticeship centres and industry associations. Senator Birmingham had the opportunity to

join the delegates at the tables during the discussion sessions, in order to gain valuable grassroots insight into delegates' mixed feelings regarding the VET system.

Participants were asked to identify two or three areas where they thought further reforms were needed, using the following steps:

- » describe the problem or issue
- » outline the possible solutions and ways they could be implemented
- » discuss the impacts on the sector
- » identify the areas of the system that are working well.

From the interactions, the four main responses were as follows:

- 1. Industry responsiveness:** Many attendees noted the issues that RTOs face when consulting and engaging with industry, such as the difficulty in motivating industry to engage. Further, most participants highlighted the lack of definition of 'industry', noting the competing needs of different types of employers in the same sector.
- 2. Funding:** Support for governments implementing funding for skill sets noted that funding for the VET system does not match funding for universities and the school systems. It was also noted that RTOs require stability in VET sector funding to facilitate long-term planning.
- 3. Quality:** There is a need to define what 'quality' is, as well as a need to focus on outcomes, and to raise the status of VET. Issues on quality required balancing relevant needs, such as work-ready skills and career-long skills, or the economic needs of the employer and the educational needs of the student.

4. Streamlining and deregulation:

There was support for a national regulator for Victoria, as well as for the changes to the Australian Skills Quality Authority (ASQA) and the more educative role that the regulator will play; however, there was some scepticism about the ability of the ASQA changes to effect change in the VET system.

Participants were asked to consider the following questions:

- » What objectives for training packages are important to you?
- » What is working well?
- » What areas need improvement?

There was a further mechanism for stakeholders to provide feedback, through responding to the following discussion papers.

- » Industry Engagement in Training Package Development – October 2014
- » Comprehensive Review of Training Packages and Accredited Courses – October 2014

As a result of the National Consultation process, Minister MacFarlane, as Chair of the Council of Australian Governments (COAG) Industry and Skills Council, gained agreement from state and territory ministers on the following six objectives for reform of the VET system:

- » a national VET system that is governed effectively, with clear roles and responsibilities for industry, the Commonwealth and the states and territories
- » a national system of streamlined industry-defined qualifications that is able to respond flexibly to major national and state priorities, and emerging areas of skills need

- » trade apprenticeships that are appropriately valued and utilised as a career pathway
- » a modern and responsive national regulatory system that applies a risk-management approach, and supports a competitive and well-functioning market
- » informed consumers who have access to the information they need to make choices about providers and training that meets their needs
- » targeted and efficient government

funding that considers inconsistencies between jurisdictions, or disruption to the fee-for-service market.

Many people are sceptical when it comes to governments carrying out their promises – whether it's at a state or federal level doesn't seem to matter. Through the opportunities given during the past six months, many stakeholders have responded with their concerns, and their wishes for the future directions of vocational education in Australia, which means that something is happening in the sector. ▽

References:

Press Statement by The Hon. Minister Macfarlane Minister for Industry (2014): 'Minister for Industry outlines the future of VET'. Available at: vetreform.industry.gov.au/publication

Discussion Paper: 'Towards a Contestable Model – Industry Engagement in Training Package Development' (2014). Available at: vetreform.industry.gov.au/publication

Discussion Paper: 'Review of Training Packages and Accredited Courses' (2014). Available at: vetreform.industry.gov.au/publication

Website: www.vetreform.industry.gov.au



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The Australian Furniture Association – why belong?

The Australian Furniture Association (AFA) is a peak Australian industry association that represents the interests of the entire furniture sector, from raw material supply to the end user.

The AFA is committed to helping Australian businesses with a focus on building competitive and sustainable business models, and to promoting the profitable growth, competitiveness, innovation and export-readiness of our Members. Membership covers manufacturers of both residential and commercial furniture, suppliers to the industry, retailers, allied associations, and key stakeholders such as testing and training organisations.

Voice

The AFA is recognised as the voice of the furniture industry by the government, media and the general public. AFA Members benefit from being part of a collective and respected voice.

The AFA:

- » successfully lobbied to have the Australian Competition and Consumer Commission (ACCC) review the country of origin guidelines for the furnishing industry, resulting in an updated and more rigorous set of guidelines being published: 'Furnishing Industry: Country of Origin Guidelines to the Trade Practices Act (2007)'
- » obtained assistance from Austrade and financial support from the Department of Industry for Australian manufacturers to exhibit at Furniture China and Tent London, elevating the prominence of Australian furniture designers

and manufacturers in international markets

- » has made submissions on behalf of the furniture industry including matters such as Supply Chain Standards, the VET Funding Review and Illegal Logging Prohibition Regulations
- » represents the furniture industry on Standards Australia and Joint Standards Australia/Standards New Zealand Committee CS-088 – Furniture; and Standards Australia Committee BD-089 AS/NZS 4386 – Cabinetry in the built environment – Commercial and Domestic
- » belongs to relevant industry advisory bodies such as the Food, Fibre and Timber Industry Training Council, the Furniture Industry Training Advisory Group (FITAG), and MSA Skills Reference Group
- » sits on the board of the Australasian Furnishing Research and Development Institute (AFRDI).

Credibility

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 peak body.

Savvy consumers check to see if their tradesperson, supplier or service provider is registered and/or is a member of the relevant 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, which is an optimal marketing tool and one-stop shop for finding AFA Members quickly and easily.

Exposure

The AFA not only promotes the Australian furniture manufacturing industry, it also promotes its members' businesses and their products through:

- » television advertising
- » extensive social media marketing on Facebook, LinkedIn and Twitter
- » the AFA Member online directory, with links to Members' websites
- » the annual FURNITEX connect trade and consumer show
- » annual national award programs, including the Australian Furniture Industry Awards and Australian Contemporary Emerging (ACE) Design Awards
- » supporting Australian manufacturers' and designers' participation in the Australian International Pavilions at Furniture China (Shanghai) and Tent London
- » Member listing and discounted advertising space in the AFA's new trade magazine *Australian Furniture*.

Business benefits

AFA Members enjoy access to a wide range of benefits and services in support of their business success. These include:

- » access to expert advice through our corporate partners, whether it be industrial relations or protecting

your intellectual property rights; accounting and financial advice; assistance with export planning, strategy and market identification; or assistance with apprenticeships and traineeships

- » up-to-date business tools and templates accessible online from the AFA Member area of the AFA website
- » notification of requests for tender
- » discounts on compliance testing, product certification and research through the Australasian Furnishing Research and Development Institute
- » access to distribution channels, recruitment assistance and sharing

of business opportunities through the AFA Newsletter and Member Area of the AFA website.

Stay informed

Stay up to date with what's going on through the AFA's weekly e-Newsletter, the newsfeed on the AFA website, and our regular exclusive Member Bulletins. Whether it is the impact of the federal budget on your business, changes to industrial relations legislation or award wages, trends in design, the latest developments in vocational education and training, or new opportunities for our members, we cover it.

Regular seminar, webinar and

networking events are also a great way to stay up to date with what's going on in the industry. Refresh your knowledge of industrial relations, workplace health and safety, financial management, exporting and much more.

The annual national furniture industry training conference, FURNISHING futures, is two days jam-packed with information for trainers, business owners and managers, delivered by leading national and international experts. Just take a look at the program for this year's conference – you are sure to be impressed. If you missed it, book early for next year! ↘

AFA Membership Type

Membership Benefits

	Business			Individual		Importer	International	Reciprocal Member
	Platinum	Gold	Silver	Student	Other			
Annual Fee (including GST)	\$1,650	\$990	\$495	\$88	\$165	\$1,980	\$1,980	Neg
Newsletter Subscription	✓	✓	✓	✓	✓	✓	✓	✓
Access to Online Member Only Area on AFA Website (level of access determined by level of membership)	✓	✓	✓	✓	✓	✓	✓	
Access to Online Business Resources	✓	✓	✓			✓		
Access to AFRDI discount	✓	✓	✓	✓	✓	✓	✓	
AFA Public Awareness, Advertising and Media Campaigns	✓	✓	✓	✓	✓	✓	✓	
Access to Reciprocal Promotion	✓	✓	✓	✓	✓		✓	
Certificates of Membership	✓	✓	✓	✓	✓	✓	✓	
Access to digital AFA Logo	✓	✓	✓	✓	✓		✓	
Inclusion in AFA Online Member Directory	✓	✓	✓	Opt In	Opt In		✓	
Listing in AFA Industry Directory	✓	✓	✓	Opt In	Opt In	Service Fee	✓	
Access to AFA media channels for marketing campaigns	✓	✓	Service Fee	Service Fee	Service Fee		✓	Service Fee
Access to Professional Services								
Legal (incl IR/HR, IP etc)	Platinum Discount	Gold Discount	Silver Discount		Service Fee	Gold Discount		Service Fee
Financial	Platinum Discount	Gold Discount	Silver Discount	Service Fee	Service Fee	Gold Discount	Gold Discount	Service Fee
Insurance	Platinum Discount	Gold Discount	Silver Discount	Service Fee	Service Fee	Gold Discount	Gold Discount	Service Fee
Education and Training	✓	Gold Discount	Silver Discount	Service Fee	Service Fee	Gold Discount	Gold Discount	Service Fee
Export Advice	Platinum Discount	Gold Discount	Silver Discount	Service Fee	Service Fee			Service Fee
Access to Tenders and Grants	✓	Service Fee	Service Fee	Service Fee	Service Fee	Service Fee	Service Fee	Service Fee
Advertising Rate Discounts	Platinum Discount	Gold Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount
FURNITEX connect and Other AFA Exhibition Rate Discounts	Platinum Discount	Gold Discount	Gold Discount	Gold Discount	Gold Discount	Gold Discount	Gold Discount	Gold Discount
Free to All Exhibitors								
FURNITEX connect and Other AFA Exhibition Entry Fees	Platinum Discount	Platinum Discount	Platinum Discount	Platinum Discount	Platinum Discount	Platinum Discount	Platinum Discount	Platinum Discount
Australian Furniture Industry Award Nominations Fees	Platinum Discount	Gold Discount	Silver Discount	Silver Discount	Silver Discount			Silver Discount
Australian Contemporary Emerging (ACE) Design Awards	Discounted Fee	Discounted Fee	Discounted Fee	Discounted Fee	Discounted Fee			Silver Discount
All Nominees of AFIA and ACE receive one free ticket								
Award Event Entry*	Platinum Discount	Gold Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount
Networking Events*	Platinum Discount	Gold Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount
Seminars and Workshops*	Platinum Discount	Gold Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount	Silver Discount

*Members/students belonging to institutions joining as Platinum or Gold members receive the Platinum or Gold Discounted rate respectively.

Member Directory

Name	Address	City	State	Postcode	Phone	Website
Agility Fairs & Events Pty Ltd	28-32 Sky Road	Melbourne Airport	VIC	3045	03 9330 3303	www.agility.com
Aitken Partners	Level 28, 140 William St	Melbourne	VIC	3000	03 8600 6000	www.aitken.com.au
Apr Detailed Joinery	52 Allingham Street	Condell Park	NSW	2200	02 9791 0717	www.aprjoinery.com.au
Arteil (WA)	2-5/95 Garling Street	O'Connor	WA	6163	08 9337 8399	www.arteil.com.au
Artifex Australia	138A Bannister Road	Canning Vale	WA	6155	08 9455 1400	www.artifexaustralia.com
Astra Furniture	17 Dennis Street	Campbellfield	VIC	3061	03 9303 7622	www.astrafurniture.com.au
Atelier Furniture & Interiors	11 Whyalla Street	Willeton	WA	6155	08 9457 5877	www.atelier.com.au
Australian Living Pty Ltd	PO Box 357	Rose Bay	NSW	2029	02 9388 2323	www.australianliving.com.au
Australian Made	161 Park Street, Suite 105	South Melbourne	VIC	3205	1800 350 520	www.australianmade.com.au
B Seated Global	7/22 Mavis Street	Revesby	NSW	2212	02 9796 7400	www.bseatedglobal.com.au
Bausele Australia					1800 882 848	www.bausele.com
Bern Chandley Furniture	2/3A Wingrove Street	Alphington	VIC	3078	03 9417 7395	bernchandleyfurniture.com
Bindi Furniture	5 Fitzpatrick Street	Revesby	NSW	2212	02 9773 4042	www.bindifurniture.com.au
Bizfurn Express	PO Box 8236	Maroochydore	QLD	4558	1300 866 522	www.bfx.com.au
Blue Diamond Furniture	57 Temple Drive	Thomastown	VIC	3074	03 9464 1025	www.bluediamondfurniture.com.au
Body Rest Bedding Co	Unit 4, 37-41 Cooper Street	Campbellfield	VIC	3061	03 9305 2365	www.bodyrest.com.au
Bunkers	1079 South Road	Melrose Park	SA	5039	08 8277 3506	www.bunkers.com.au
Burgtec Australasia	3 Kirke Street	Balcatta	WA	6021	08 9344 6266	www.burgtec.com
Carjo Furniture	55 Radford Road	Reservoir	VIC	3073	03 9462 2844	
Chesterfield House	8 Cramp Street	Goodna	QLD	4300	07 3381 9261	www.chesterfieldhouse.com.au
Chiropedic Bedding	240-242 Ballarat Road	Braybrook	VIC	3019	03 9318 1211	www.chiropedic.net.au
Christian Cole Furniture	5 Dairy Drive	Coburg North	VIC	3058	03 9350 3327	www.christiancolefurniture.com.au
Christopher Blank	Unit 17/7 Lakewood Boulevard	Carrum Downs	VIC	3201	0450 745 075	www.christopherblank.com.au
Christopher Scott Furniture	7 Flinders Road	Longwarry	VIC	3816	03 9041 7375	www.christopherscott.com.au
City Of Melbourne	Town Hall 90-120 Swanston Street	Melbourne	VIC	3000	03 9658 9658	www.melbourne.vic.gov.au
CLU Living	265 Swan Street	Richmond	VIC	3121	03 9041 7375	www.cluliving.com.au
Collesione Chesterfield	17 Apex Court	Thomastown	VIC	3074	03 9466 3778	www.collesionechesterfield.com.au
Comfort Sleep Bedding Co	204 Holt Parade	Thomastown	VIC	3074	03 9465 6444	www.comfortsleepbedding.com.au
Commercial Furniture Makers Australia	54 Bungower Road	Somerville	VIC	3912	03 5978 0811	www.cfma.net.au
Coringle Furniture Australia	13-16 Summer Lane	Ringwood	VIC	3134	03 9870 3900	
Decor Design Centre	346 William Street	Perth	WA	6000	08 9328 1077	www.decor.design.com.au
Design Furniture	9 Meredith Street	Newton	SA	5074	08 8336 1533	www.designfurniture.com.au
Dixie Cummings Enterprises Pty Ltd	20 Holloway Drive	Bayswater	VIC	3153	03 9762 2988	www.dixiecummings.com.au
Dunlop Foams	36 Commercial Drive	South Dandenong	VIC	3164	03 9215 2028	www.dunlopfams.com.au
Dynamic Concepts	58 Rushdale Street	Knoxfield	VIC	3180	03 9753 2265	www.dynamicconcepts.com.au
East Street Upholstery	14 Kyabram Street	Coolaroo	VIC	3048	03 9309 1599	www.eastst.com.au
Eastern Commercial Furniture	1F Marine Parade	Abbotsford	VIC	3067	03 9818 5444	www.ecf.com.au
Eastgate Furniture	PO Box 40	Reservoir	VIC	3073	03 9460 1822	eastgatefurniture.com
Edwards Sofas By Design	94 Victor Cres	Narre Warren	VIC	3805	03 9705 0655	www.edwardssofasbydesign.com.au
Elton Group	1-5 Brought Street	Springvale	VIC	3171	03 8555 2235	www.eltongroup.com
Eness Pty Ltd	125 St.Kilda Road	St. Kilda	VIC	3182	03 9521 5521	www.eness.com
Envisage Furniture	215 Numurkah Rd	Shepparton	VIC	3630	03 5831 1595	www.envisagefurniture.com.au
Eureka Street Furniture	1021 Beaudesert Road	Archerfield	QLD	4108	07 3717 7600	www.eurekastreetfurniture.com.au
Executive Media Pty Ltd	430 William Street	Melbourne	VIC	3000	03 9274 4200	www.executivemedia.com.au
Expertise Events	4/1 Skyline Place	Frenchs Forest	NSW	2086	02 9452 7575	www.expertiseevents.com.au
Export Imperative					0411 113 483	www.exportimperative.com
Falecki	2 St.Aidans Avenue	Oatlands	NSW	2117	0414 446 502	www.falecki.com.au
Five Star Furniture (Vic)	12 Dilop Drive	Epping	VIC	3076	03 9401 3266	www.fivestarfurniturevic.com.au
Flamingo Furniture	1-3 Kelvin Road	Bayswater North	VIC	3153	03 9720 1188	www.flamingofurniture.com.au
Frank Audrey And Gus	6 Verdant Place	Dingley Village	VIC	3172	0409 335 485	www.frankaudreygus.com
Furnishing International	384 George Street	Fitzroy	VIC	3065	03 9417 9399	www.furnishinginternational.com
Furntech-AFRDI	PO Box 2042	Launceston	TAS	7250	03 6326 6155	www.furntech.org.au
Gascoigne Furniture	PO Box 1635	East Victoria Park	WA	6981	08 9355 0555	www.gascoigne.com.au
GDA Furniture	3 Catherine Street	Coburg North	VIC	3058	03 9090 7503	www.gdafurniture.com.au
Grain Timber Furniture	31 Chivers Road	Templestowe	VIC	3106	0418 188 024	www.graintimberfurniture.com.au
Hafele Australia	29-33 Juna Drive	Malaga	WA	6090	08 9249 3833	www.hafele.com.au
Hansens Group	Level 3, Suite 1/255 Blackburn Road	Mount Waverley	VIC	3149	03 8805 8000	www.hansens.com.au
Holmesglen Institute Of Tafe	Chadstone Campus, Batesford Road	Chadstone	VIC	3148	03 9564 1733	www.holmesglen.edu.au
Hotfurn Interiors	Factory 5, 14 Elsum Avenue	Bayswater North	VIC	3153	03 9720 0601	www.hotfurninteriors.com.au
Houzz Australia P/L	Suite 16, 285A Crown Street	Surrey Hills	NSW	2010	02 8935 5308	www.houzz.com.au
Howimports	L10, 60 Albert Road	South Melbourne	VIC	3205	03 9682 8425	www.howimports.com
HTL Australia	1/88 Henderson Rd	Rowville	VIC	3178	03 9763 2883	www.htlinternational.com

Member Directory

Name	Address	City	State	Postcode	Phone	Website
Inglewood Products Group	264 Gossage Rd	Oldbury	WA	6121	08 9525 0084	
International Cabinets Designs	12 Stretton Place	Balcatta	WA	6021	08 9240 9000	www.internationalcabinets.com.au
Jamel Enterprises	64-68 Achievement Way	Wangara	WA	6065	08 9302 3311	www.jamel.com.au
Jardan Australia	66 Ricketts Road	Mount Waverley	VIC	3149	03 9548 8866	www.jardan.com.au
Kangan Batman TAFE	Private Bag 299	Somerton	VIC	3062	03 9279 2697	www.kangan.edu.au
KATMA Furniture Manufacturers	Unit 3/17 Mosey Street	Landsdale	WA	6065	08 9302 1404	www.katma.com.au
KM Tubular Industries	21 Western Avenue	Sunshine	VIC	3020	03 9311 6211	www.kmtubular.com.au
LV Furniture	5-11 Maygar Boulevard	Broadmeadows	VIC	3047	03 9359 5744	www.lvfurniture.com.au
Madison Commercial Interiors	40 McDonald Rd	Brooklyn	VIC	3012	03 9315 2999	www.madison.com.au
Make Your House A Home	132 High Street	Bendigo	VIC	3550	03 5442 6093	www.makeyourhouseahome.com.au
Manufacturing Skills Australia (MSA)	104 Mount Street	North Sydney	NSW	2060	02 9955 5500	www.mskills.com.au
Mark Perry Commercial Furniture	113 Metrolink Circuit	Campbellfield	VIC	3061	03 9308 7900	www.markperry.com.au
Mataro Furniture Manufactures	3/156-162 Barry Road	Campbellfield	VIC	3061	03 9357 9033	www.mataro.com.au
Mathews Timber	125 Rooks Road	Vermont	VIC	3123	03 9874 1666	mathewstimber.com.au
Media Strategies					0414 842 354	www.media-strategies.com.au
Merlino Furniture Imports	5 Sainsbury Road	O'Connor	WA	6163	08 9314 3999	www.merlino.com.au
Michael Hayes Furniture	2/16-18 Burgess Rd	Bayswater North	VIC	3153	0404 043 620	
Mlily Australia	15 Chestnut Place	Forest Lake	QLD	4078	0421 256 758	www.mlilyaustralia.com
Molmic Furniture	37-39 Moore Road	Airport West	VIC	3042	03 9335 2413	www.molmic.com.au
Moran Furniture	Unit 1, 800 Princes Hwy	Springvale	VIC	3171	1300 786 222	www.moranfurniture.com.au
Nannup Timber Processing	Warren Road	Nannup	WA	6275	08 9756 1006	www.ntp.net.au
Nolan UDA	PO Box 246	Rosebery	NSW	1445	02 9669 3333	www.nolanuda.com.au
Northern Melbourne Institute Of TAFE	77-91 St Georges Rd	Preston	VIC	3072	03 9269 1200	www.melbournepolytechnic.edu.au
Nouveau Furniture	56 Beischer Street	Bendigo	VIC	3550	03 5441 6925	www.nouveaufurniture.com.au
Orchid Furniture	6-8 Tradeway	Kilsyth	VIC	3109	03 9761 6223	www.orchidfurniture.com
Oscar Furniture	6 King Drive	Horsham	VIC	3401	03 5381 1404	www.oscarfurniture.com.au
Palace On Street	250 Chapel Street	Prahran	VIC	3181	03 9041 1171	www.palaceonstreet.melbourne
Period Style Furniture	23 Timbertop Drive	Rowville	VIC	3178	03 9793 6511	www.periodstylefurniture.com
Peter Ross Enterprises	75 Killara Road	Campbellfield	VIC	3061	03 9357 8970	www.peterrossenterprises.com.au
Polytec Pty Ltd	2 Wella Way	Somersby	NSW	2250	02 4340 9800	www.polytec.com.au
Premium Lighting	37 Industry Street	Malaga	WA	6090	08 9248 1888	www.premiumlighting.com.au
Profile Fabrics	30 Merola Way	Campbellfield	VIC	3061	03 9357 8807	www.profilefabrics.com.au
Quedos Billiard Tables	19 Gympie Way	Willeton	WA	6155	08 9354 4235	www.quedos.com.au
Ridge Furniture	24-32 Killara Road	Campbellfield	VIC	3061	03 9357 0199	www.ridgefurniture.com.au
RMIT School Of Architecture And Design	23 Cardigan Street	Carlton	VIC	3053	03 9925 4127	www.rmit.edu.au
Saigon Kyndan Rubber Stock Co	PO Box 390	Doncaster	VIC	3108	03 9687 2177	
Sealy Of Australia (Vic)	77-91 Pacific Drive	Keysborough	VIC	3173	03 9553 0855	www.sealy.com.au
Silver Lynx	11-17 Sages Road	Glenroy	VIC	3046	03 9359 4000	www.silverlynx.com.au
Simplythebest	391 Victoria Road	Malaga	WA	6090	08 9248 6449	www.simplythebest.com.au
Slumbercare Bedding	26 Mills Road	Braeside	VIC	3195	03 8586 7000	www.slumbercarebedding.com.au
Slumbercorp	105 Radium Street	Welshpool	WA	6106	08 9358 3100	www.slumbercorp.com.au
Slumberking	13-15 Hazelhurst Street	Kewdale	WA	6105	08 9353 3888	www.peacocksbedding.com.au
Snugfit Australia Pty Ltd	5-9 Cleeland Road	Oakleigh South	VIC	3167	03 9544 0723	www.protectabed.com.au
Space Tank Studio	9 Warner Street	North Coburg	VIC	3058	0409 066 506	www.spacetankstudio.com.au
Tasmanian Wood Panels (Manufacturing)	5 Dunstons Court	Thomastown	VIC	3074	03 9469 2114	
Tessa Furniture	10 Jersey Road	Bayswater	VIC	3153	03 9729 7233	www.tessafurniture.com
The Mattress Company	5 Pioneer Road	Yandina	QLD	4561	07 5446 7541	www.themattresscompany.com.au
Toffi Furnishings	1-5 Myrtle Street	Mordialloc	VIC	3195	03 9587 6455	toffi.com.au
Toledo Furniture	60 Forster Street	Launceston	TAS	7250	03 6334 4111	www.toledofurniture.com.au
Top Form Furniture	69-71 South Arm Road	Rokeby	TAS	7019	03 6272 1444	www.topform.com.au
Torrance & Mckenna	PO Box 263	Mount Hawthorn	WA	6915	08 9443 9500	www.leatherinteriors.com.au
Total Bedroom	16 Westside Drive	North Laverton	VIC	3026	03 9314 6666	www.totalbedroom.com.au
Tuv Rheinland (Guangdong)						www.tuv.com
UCI	700 Spencer St	West Melbourne	VIC	3003	03 8379 0200	uci.com.au
Vella Furniture	19 Burwood Ave	Nth Sunshine	VIC	3020	03 9311 2924	www.vellafurniture.com.au
Warranbrooke	Factory 3 - 1490 Fertree Gully Rd	Knoxfield	VIC	3180	03 9763 1923	www.warranbrooke.com.au
Wellbuilt Furniture Manufacturers	70-76 Bakers Road	Coburg North	VIC	3058	03 9350 1544	www.wellbuiltfurniture.com.au
Winna Furniture (Aust)	66-72 Arkwright Drive	Dandenong	VIC	3175	03 9793 1022	www.winnafurniture.com.au
Woods Furniture	564 Geelong Rd	Brooklyn	VIC	3012	03 9316 0616	www.woods furniture.com.au
Workplace Services	Suite 7, 342 Albany Highway	Victoria Park	WA	6100	08 9362 4122	www.workplace.asn.au
Zuster	10-12 Centofanti Place	Thomastown	VIC	3074	03 9465 4700	www.zuster.com.au



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