



# Grow. Promote. Protect.

## Forum

### 19 July 2024

The Australian Furniture Association concluded several successful Commonwealth and state-funded research projects in recent years, which delivered a series of recommendations to be implemented in the next 3-5 years.

This Forum explores the strategic priorities for implementing these recommendations based on the industry's short-, medium—and long-term needs.

Time	Session
10.00 AM	<b>Introduction to the Forum:</b>
10.15 AM	<b>Welcome address</b> <b>The Future of the Furniture Industry – Grow. Promote. Protect.</b>
10.30 AM	<b>Panel: Current State of Play – Supply Chain. Import. Export. Competitors.</b>  The Australian economy is significantly impacted by the global economy. Australian Furniture and Furnishing Industry supply chain businesses can no longer focus only on the domestic Australian marketplace as access to resources become increasingly competitive.  Panel members will outline the issues facing the industry, identify the business barriers, solutions to successfully compete in a global marketplace and their experiences so far.
11.15 AM	<b>Morning Tea</b>
11.45 AM	<b>Panel: Business Tools – secrets to succeeding with the business tools of the trade</b>  Compliance. Financial Management. Legal. Insurance. Tools to help simplify the complex stuff so you can improve the good stuff.  Panel members will share the 'secrets' to successful business transactions in global markets.
12.45 PM	<b>Networking Lunch</b>
1.15 PM	<b>Panel: New Technologies. Augmented Reality. Digital Media. Online Sales.</b>  No longer a fad – digital media has become the medium of communications, consumerism and culture in today's digital world. How can an effective digital media and augmented reality strategy deliver value to your business?  Advertising. Digital Media. Exhibitions and Trade Shows. It's all too much. So how do you decide where to spend your valuable marketing bucks for the best return on investment? Media, marketing and events with the top tips for success and how to track it.
2.15 PM	<b>Panel: Future leaders focus: The next generation – Case Studies and Best Practice</b>  Where will the future leaders of the Australian furnishing industry come from? Insights into how some Furniture and Furnishing Industry Businesses are shape shifting to meet consumer and commercial demand for ethical products. Government intervention vs industry leadership foster the next generation of success across the Australian furniture and furnishing industry.
3.45 PM	<b>It's a Wrap:</b>
From 4 pm	<b>Networking Drinks</b>