

BUILT ENVIRONMENT CHANNEL

The national broadcasting network of over 180 digital screens broadcasting in workplaces and studios to an audience of over 7,755 architects, designers, specifiers and construction professionals across Australia. Check Out Our Member Network [HERE](#)



AFA Feature : March 2025

Grow. Promote. Protect.

The Australian Furniture Association is Partnered with BEC and will feature the Australian Furniture and Furnishing Industry for 5 weeks exclusively across all 180+ Built Environment Channel screens across Australia throughout March 2025

BUILT
ENVIRONMENT
CHANNEL



Furniture Spotlight

Corrugated House –
Aichi Prefecture, Japan

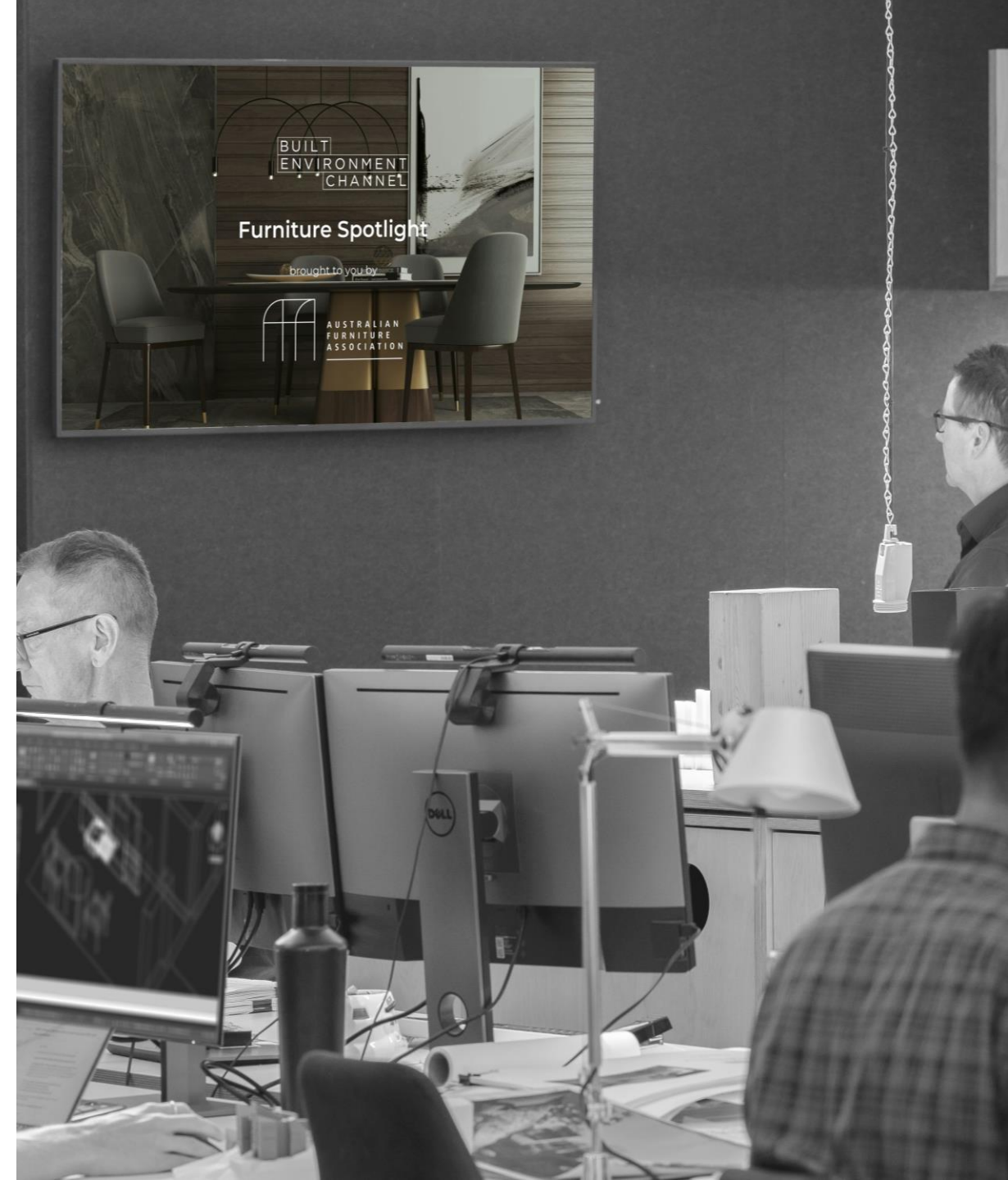
Designed by monotrum

© Yoshiro Masuda

AFA Exclusive Furniture/Furnishings Feature Month

- markets: national
- # of screens: 181
- timing: March 2025
- inclusions: 50 x AFA ads per screen, per week
600 x AFA Inspired BEC content
400 x AFA branded industry content
- engagement: 7755 architects, designers, specifiers and construction professionals
- projects value: \$27 Billion (AUD) per annum

**EXCLUSIVE CAMPAIGN PARTNER OFFER
AFA MEMBERS ONLY**



Exclusive Campaign Partner Offer

Become an Exclusive Campaign Partner in March 2025:

ONLY 5 Spots Available.

ONLY Available to AFA Members

5-week AFA Campaign.

Promote your design, manufacturing and supply capabilities directly to architects, designers, specifiers and construction professionals across Australia. Be the source of inspiration for educated choices about the products and services you offer to meet their commercial clients' needs.

Read what regular Campaign Partners 'Have to Say' [HERE](#)

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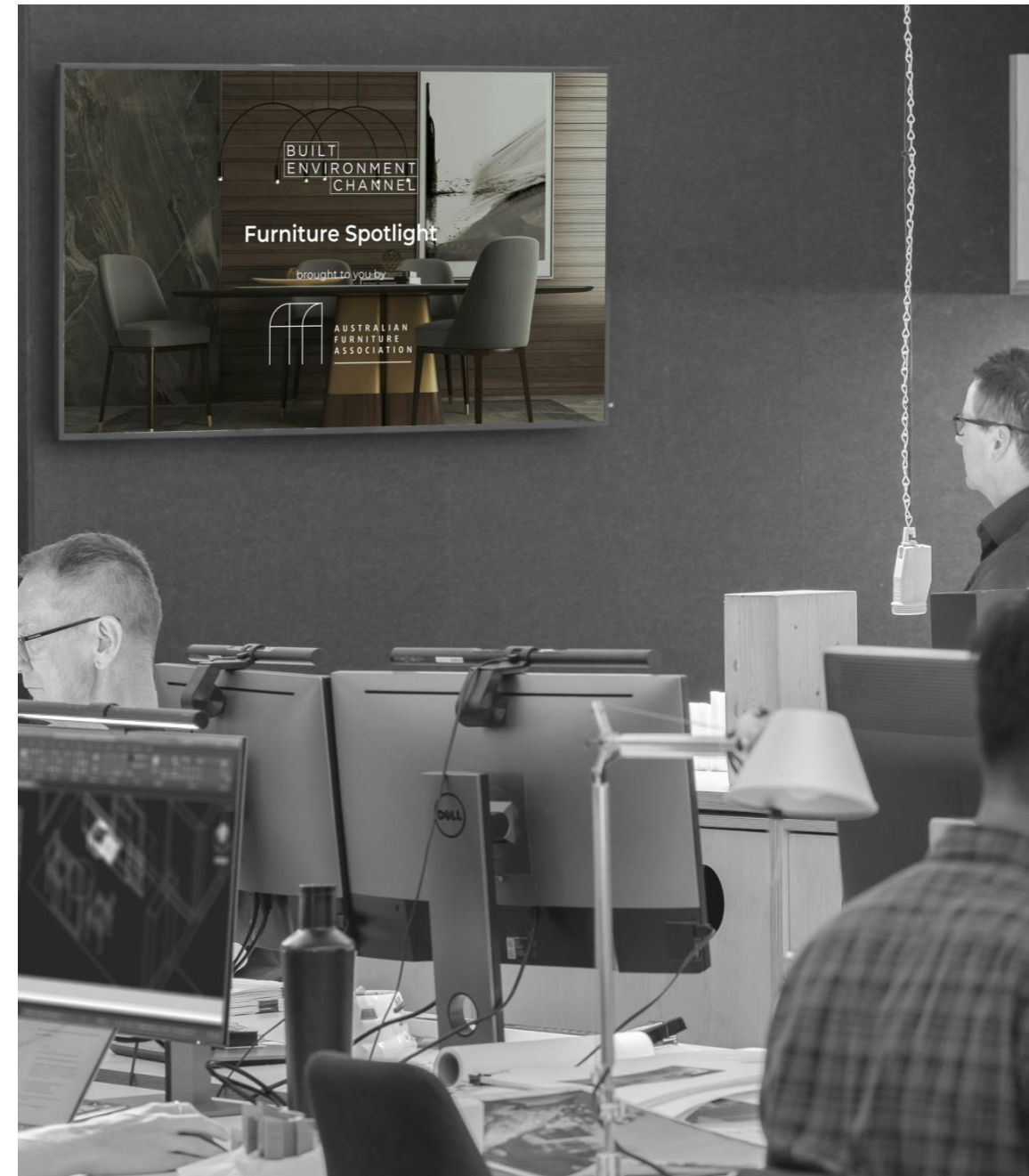
campaign partner inclusions:

- heavy ad package – exclusive ownership
(100 plays per screen, 1 week)
- excl. sponsorship of the spotlight billboard
(150 plays per screen, 1 week. “brought to you by...”)
- up to 5 featured of YOUR company projects or news articles included as branded network content
(featured projects or industry relevant news)
- continuity ad package
(50 spots per screen, per week – 5 weeks)
- ads in sponsorship week will run directly after AFA content ensuring true ownership



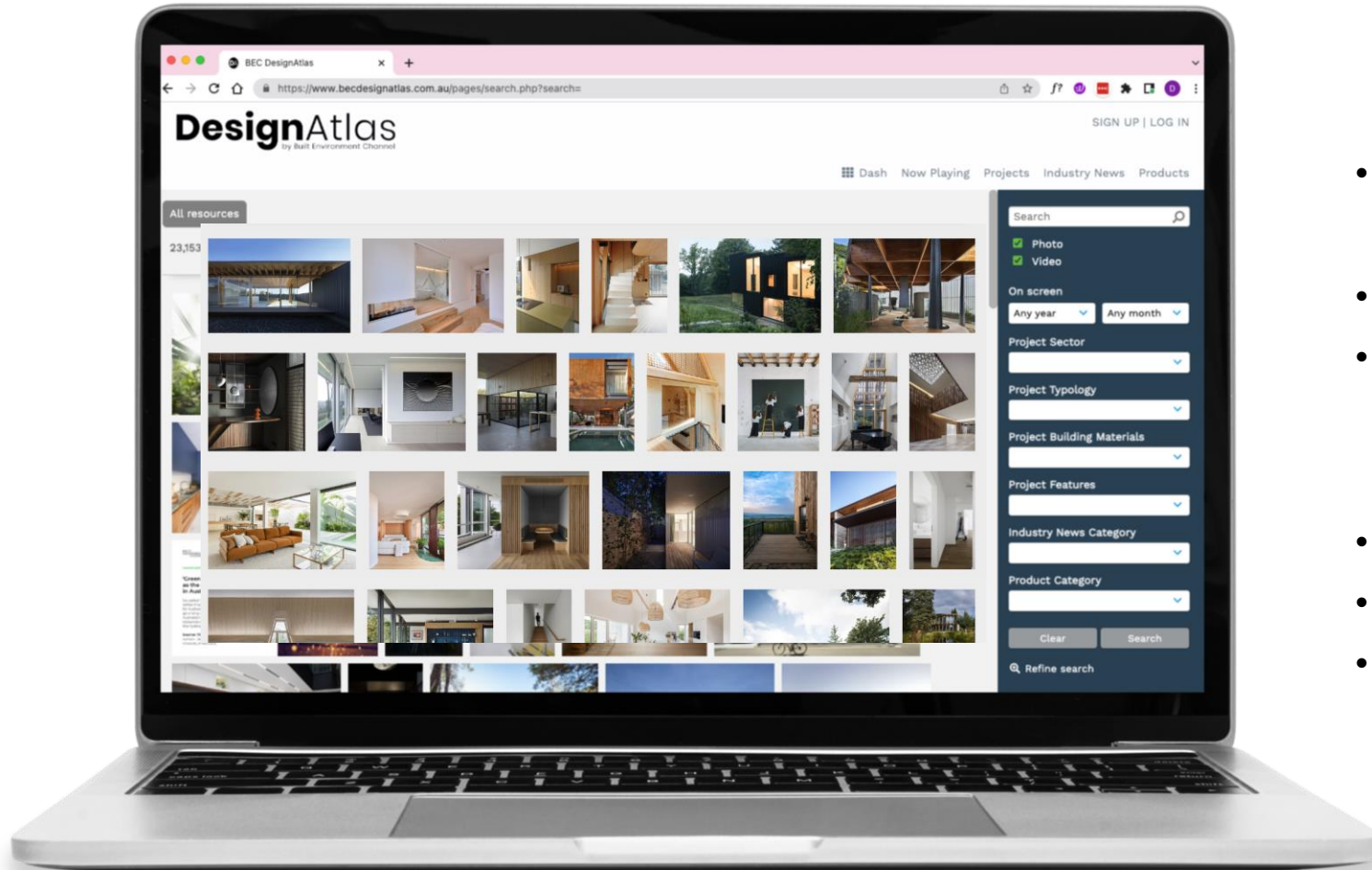
Standard media value: \$49,470

Exclusive AFA Member Investment Rate:
\$12,700 +gst*



Campaign Partner EXTRAS

DesignAtlas
by Built Environment Channel

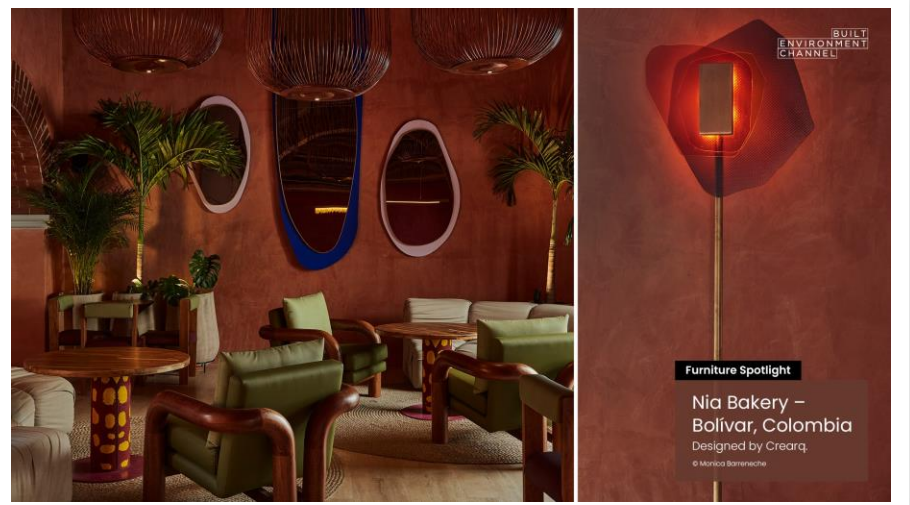
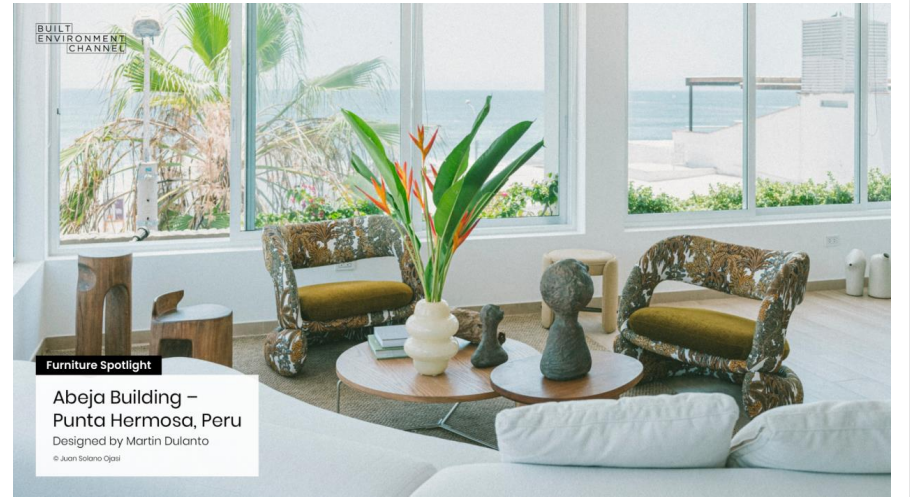
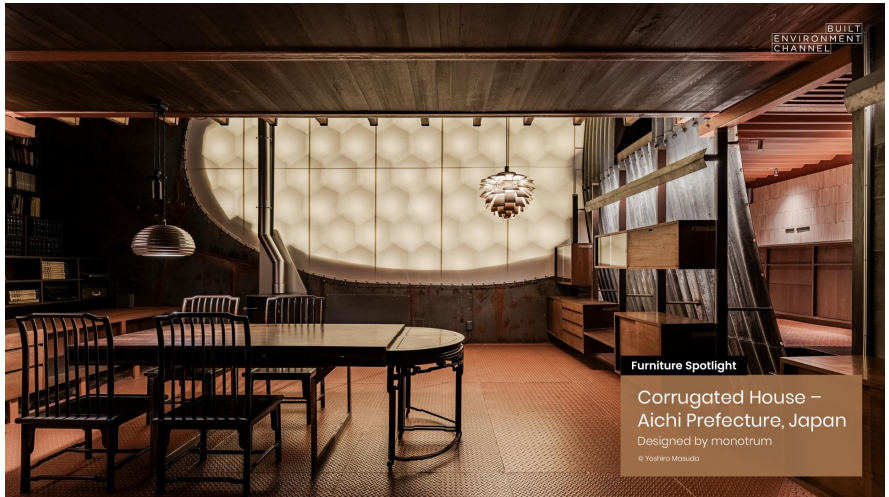


- All on screen feature content will also be included in BEC's online platform, DesignAtlas
- URL links to website & Instagram
- Access exclusive to 7,755 architects, designers, specifiers and construction professionals
- Page Opens: 120 per month
- Clicks/Downloads: 18 per month
- Value Add: \$3000 no extra cost

<https://www.becdesignatlas.com.au>

BEC Inspired content – focusing on AFA Member Achievements

Examples Below For Demonstration Purposes Only



what our audience has to say



“ We recently had the Built Environment Channel come and install this screen in our Sydney office. This will be a source of inspiration and up-to-date product information for the team to view throughout the day. **We love it!**

- **Mark Hitchcock**
Director, BHI Architects



“ I had a meeting with one of our suppliers. They were asking us the best way that we receive supplier information. We showed him the BEC screen and he loved it. I'd like to put him in touch with you to organise a way for them to advertise on the screens.

- **Lynsey Maloy**
Senior Associate - Head of Interiors,
Marchese Partners

Member Profile

fitzpatrick + partners

Locations:

NSW

Staff:

40 employees

Annual Project Value:

\$800M

Industry:

Commercial, Urban Design, Residential,
Workplace, Hospitality, Education, Health.

Disciplines:

Architecture, Interior design.



Member Profile

BALDASSO CORTESE

Locations:

VIC

Staff:

60 employees

Annual Project Value:

\$400M

Industry:

Education, Care + Health, Commercial,
Residential, Master Planning, Community.

Disciplines:

Architecture, Interior design.



Photographer: Lisbeth Grosmann

Member Profile

Foreground

Locations:

VIC

Staff:

39

Annual Project Value:

\$80M

Industry:

Education, Justice, Civic, Residential,
Commercial, Interiors, Seniors Living

Disciplines:

Architecture, Interiors



AFA will provide industry content to support viewers in making educated choices when selecting products for major projects.

Including:

- AFA case studies
- AFA news and updates
- AFA digital media
- AFA research insights
- AFA events
- Industry Compliance and Regulations

BEC are experts at creating inspiring content based on existing or new material.

All AFA related content will be approved prior to publishing.



Pioneering the Transition to Sustainable Practices

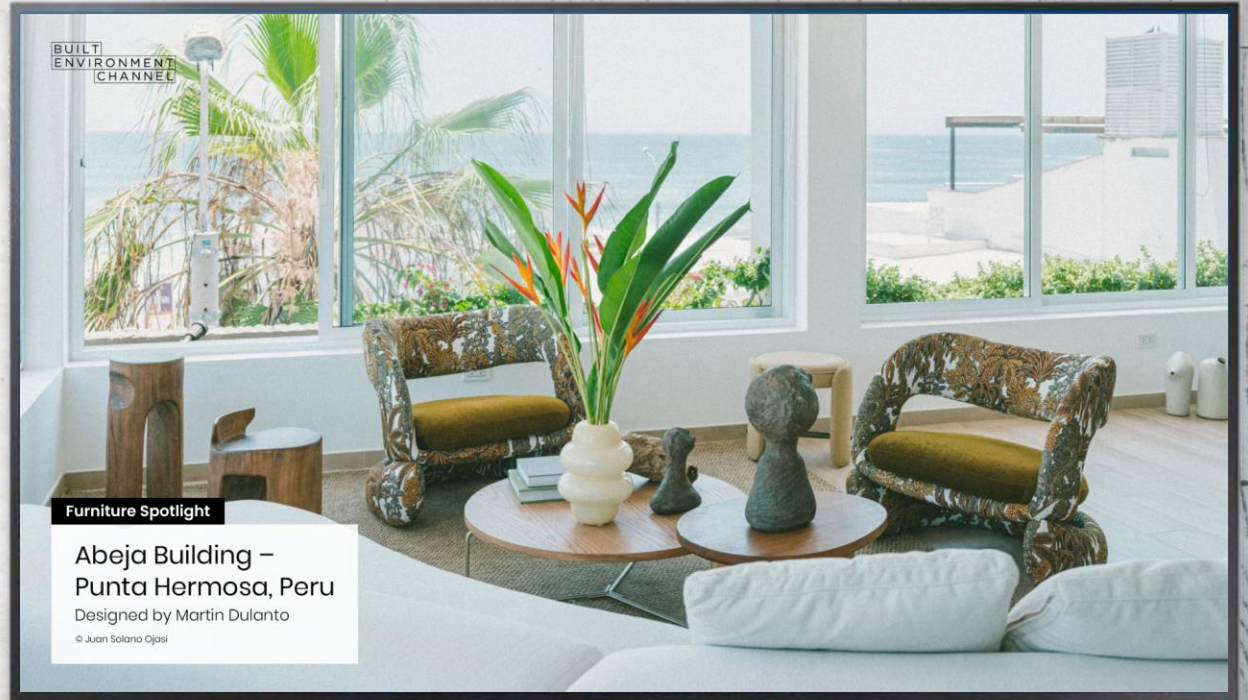
The Circular Economy (CE) concept has emerged as a solution to address these challenges. Unlike the traditional linear model of "take-make-use-dispose," CE focuses on creating circular material, component, and product flows within the economy, aiming to minimise resource inputs, emissions, and waste.




australianfurniture.org.au

AFA feature on BEC network in October...

The curated inspirational on-screen projects will feature many of the best global project work of AFA Members




AFA Industry News Examples



In Oak We Trust

The AFA will be watching this closely over the coming months as the Australian timber supply chain is preparing for life after native hardwoods, with manufacturers now importing boatloads of 40-foot containers of American hardwoods to keep up with record demand.



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Illegal Logging Prohibition Regulation Review

Public consultation on the Illegal Logging Prohibition Regulation 2012 has been concluded by the Australian Department of Agriculture, Fisheries and Forestry, and the Australian Furniture Association contributed to the consultation process on behalf of the furnishing industry.



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Wood - Getting so much better all the time!

The Australian Furniture Association (AFA) is pleased to support Forest & Wood Products Australia as they announce The Ultimate Renewable campaign. The launch, hosted at NSW Parliament House in Sydney, marks a significant milestone in championing the sustainable virtues of wood used in furniture.



australianfurniture.org.au

always

FRESH.

RELEVANT.

ON.

unavoidable messaging

- **no opt in:**
 - ▷ no reliance on permissions
 - ▷ no reliance on reading a magazine
 - ▷ no reliance on visiting a website
- **no open rate reliance:**
 - ▷ can't be deleted
 - ▷ can't be blocked
 - ▷ can't be left unopened
- **no mystery ad placements:**
 - ▷ no below the fold
 - ▷ no unsafe ad environments