



# AUSTRALIAN FURNITURE INDUSTRY AWARDS



Let's put Australian Furniture into Every Room in the World

# 2015 | Nomination Pack

# 2015 AFIA NOMINATION PACK



Designer: Grain Timber Furniture  
Piece: Classical Elegance



Designer: Design Furniture  
Piece: Murano Easy Chair

## AUSTRALIAN FURNITURE INDUSTRY AWARDS 2015 @ FURNITEX CONNECT

The annual Australian Furniture Industry Awards are the highlight of the furnishing Industry calendar. The awards acknowledge excellence, encourage innovation and design within the Industry and celebrate the success of the Australian furniture sector.

For the first time ever, **Australian Furniture Industry Award** product entries will be on public display as part of the **FURNITEX connect 2015**.

**FURNITEX connect 2015** is Australia's largest, most exciting **Public Gallery of Australian Furniture Excellence** and will be held at the iconic **Royal Exhibition Building** in Melbourne, Australia from **Thursday 9 July** until **Sunday 12 July**. Supported by television, social and mainstream media, and global promotions campaigns, **FURNITEX Connect 2015** expects to see upwards of 10,000 visitors to its doors over the course of the exhibition.

These **National Australian Furniture Industry Awards** represent a tremendous opportunity for all sectors of the furniture industry to engage in a collaborative way to put the Australian furniture industry on the world map. **Australian Furniture for every room in world!** Nominations are open to members and non-members of the **AFA** in all states and territories of Australia.

**The National Award Winners** will be announced at the **Australian Furniture Industry Awards - Cocktail Event** on **Saturday 11 July 2015** at the **Royal Exhibition Building**, Melbourne.

Don't miss this exceptional opportunity to showcase your business, workmanship and quality product to the world!

# 2015 AFIA NOMINATION PACK



Designer: Molmic  
Piece: Sotherby

## AWARD CATEGORIES

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The Australian Furniture Industry Awards are open only to Australian made products and Australian owned businesses.

### Residential - Free standing

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#### Lounge

(Indoor or Outdoor)

Bespoke/Custom Product

Wholesale/Retail Product

#### Criteria

This award is for lounge furniture, Judging Criteria will include design, ergonomics, and quality of materials, workmanship, durability, sustainability and value for money or marketability. Entries may include a complete lounge suite, or individual item. Great aesthetics and design in conjunction with innovation and originality will be rewarded with extra marks.

#### Dining

(Indoor or Outdoor)

Bespoke/Custom Product

Wholesale/Retail Product

#### Criteria

This award is for excellence in dining furniture and may include a complete dining setting, or individual item. The judging criteria will include the design and aesthetics, ergonomics, quality of materials and finish, workmanship, durability, sustainability and value for money or marketability. Great aesthetics and design in conjunction with innovation and originality will be rewarded with extra marks.



# 2015 AFIA NOMINATION PACK



Designer: Silver Lynx  
Piece: Gap

## Occasional/Entertainment/Cinema (Indoor or Outdoor)

Bespoke/Custom Product

Wholesale/Retail Product

### Criteria

This award recognises excellence in the design and manufacture of occasional furniture such as coffee tables, lamp tables, sofa tables, hall stands, audio visual entertainment units, etc. The criteria include design, functionality, quality of materials and finish, workmanship, durability, sustainability and value for money or marketability. Great aesthetics and design in conjunction with innovation and originality will be rewarded with extra marks.

## Home Office/Study

Bespoke/Custom Product

Wholesale/Retail Product

### Criteria

This award recognises excellence in the design and construction of home office /study furniture. The key criteria include the design and aesthetics, functionality, ergonomics, quality of materials and finish, workmanship, durability, sustainability and value for money or marketability. Great aesthetics and design in conjunction with innovation and originality will be rewarded with extra marks.

## Bedroom

Bespoke/Custom Product

Wholesale/Retail Product

### Criteria

This award is for any piece or suite of Bedroom furniture. Entries may include complete settings, or individual items. Criteria will include design, quality of materials, workmanship, durability, sustainability and value for money or marketability. Great aesthetics and design in conjunction with innovation and originality will be rewarded with extra marks.

## Sleep-set (Mattress and Base)

### Criteria

Key criteria for this award include innovation (with extra marks given to Australian innovation), support, comfort, partner disturbance, customisation options, sleep environment (breathability/moisture relief), pressure relief, finish, aesthetics, durability, sustainability and value for money or marketability. Great design in conjunction with innovation and originality will be rewarded with extra marks.

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## Residential - Built in

### Lounge/Dining/Cinema/Home Office/Al fresco/Outdoor Living etc

#### Criteria

This award celebrates excellence in premium built-in residential furniture. The key judging criteria include innovation in design and use of materials, aesthetics, functionality, quality of workmanship, durability, sustainability, on-site installation and finish, and overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

### Kitchen

#### Criteria

This award celebrates excellence in premium built-in residential furniture. The key judging criteria include innovation in design and use of materials, aesthetics, functionality, quality of workmanship, durability, sustainability, on-site installation and finish, and overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

### Bathroom

#### Criteria

This award celebrates excellence in premium built-in residential furniture. The key judging criteria include innovation in design and use of materials, aesthetics, functionality, quality of workmanship, durability, sustainability, on-site installation and finish, and overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

# 2015 AFIA NOMINATION PACK



Designer: Patrick Cristian Gheorghu  
Architectural Design  
Piece: Built-in Kitchen

## Commercial

### Free Standing

#### Criteria

This award celebrates excellence in furniture designed specifically for use in commercial, industrial or public spaces. The key criteria include the design and aesthetics, ergonomics, quality of materials and finish, workmanship, durability, sustainability and the overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

### Built-in

#### Criteria

This award celebrates excellence in furniture designed specifically for use in commercial, industrial or public spaces. The key criteria include the design and aesthetics, ergonomics, quality of materials and finish, workmanship, durability, sustainability and the overall value for money. Great design in conjunction with innovation and originality will be rewarded with extra marks.

## Supply Chain

### Supplier of the Year

#### Criteria

The supplier of the year award recognises excellence in all aspects of customer service. It is open to suppliers of materials to Australian furniture manufacturers. Criteria include timeliness of deliveries, goods as ordered, quality and pricing of goods supplied, customer liaison and technical follow-up and support. Judging of this category will be assessed on the nominator's submission together with referee checks.

### Retailer of the Year

#### Criteria

The retailer of the year award recognises a store, buying group or individual franchisee that has gone above and beyond to promote and encourage the purchase of Australian made furniture as the smart choice. The key judging criteria include product knowledge, store presentation, marketing activities and creativity, marketing effectiveness and achievements over a 12 month period. Judging of this category will be assessed on the nominator's submission together with referee checks.



# 2015 AFIA NOMINATION PACK



Designer: Joshua Suklan  
Piece: Too Lean

## Leadership

### Furniture Industry Master

#### Criteria

This award recognises an individual for their outstanding contribution to furniture manufacturing in Australia. The winner of this award is someone whose legacy has been to the benefit of the entire furniture manufacturing industry in this country – a pioneer, innovator, master craftsman or promoter of Australian furniture. The key judging criteria will be the significance of this individual's contribution to the industry in terms of design, innovation, industry reputation domestically and/or overseas, or exploration and opening up of new markets etc.

### Best of the Best

#### Criteria

The winners from each PRODUCT category will automatically become finalists in the Best of the Best. The key criteria will include the quality of materials used; quality of finish; selection of materials and their harmonious blend; is the piece aesthetically pleasing on the eye, with judges evaluating the artistic elements to achieve form, balance; proportion; the degree of difficulty; and the execution of crafts skills considering the environment/setting; functionality, durability and sustainability. Great design in conjunction with innovation and originality will be rewarded with extra marks.

### People's Choice

#### Criteria

Power to the people... This is the key message behind the Australian Furniture Industry **People's Choice Award** - That's right – the Australian Public will decide who wins. This year ALL Nominated pieces will be on display at **FURNITEX connect 2015**. Visitors where visitors to the exhibition will be able to vote for their favourites in each category which will culminate in the announcement of the People's Choice for the best of the best in Australian made furniture. The Australian Furniture Industry **People's Choice Award** will give audiences the chance to choose the best across key **'Product'** categories. It is expected that upwards of 10,000 visitors will converge on the Royal **Exhibition Building** in Melbourne, Victoria for the exhibition, with Public voting concluding on **Saturday 11th July 2015** for announcement at the Australian Furniture Industry **Awards Cocktail Event** the same evening. This award represents a brilliant marketing opportunity for the winner as it reflects consumer demand for the product. Official judges will **NOT** be involved in the process of selection.

# 2015 AFIA NOMINATION PACK



Designer: Christian Cole Furniture  
Piece: Curved Audiovisual Unit

## How to Nominate

### Self & Collaboration Nominated Awards

Self and collaboration nominated awards allow for Nominees to self-nominate or to nominate in collaboration with their client or supplier. This nomination process is often acknowledged as recognition from peers who view the collaboration of a project as paramount to the success of the final outcome. The AFA strongly encourages greater participation from collaborative nominations in order to highlight and demonstrate the vital role of working together as part of the industry supply chain.

#### Examples of collaborative nominations may include:

- » Retailer/Manufacturer
- » Manufacturer/Designer
- » Supplier/Manufacturer
- » Designer/Supplier/Manufacturer
- » Supplier/Tester/Manufacturer

### Industry Peer Nominated Awards

#### Furniture Industry Master:

The history of Australian furniture is strong and world renowned. This award will be presented to an individual for his or her outstanding contribution to furniture manufacturing in Australia – an Australian of great merit. Industry members are invited to nominate individuals who meet the required criteria. Nominations will be judged by a panel of three **(3)** industry representatives.

#### Supplier of the Year:

'Suppliers' may be presented as component suppliers to manufacturers, or a combination of service providers to Industry members (e.g. freight company to manufacturer). Industry members are invited to nominate suppliers who meet the required criteria. Nominations will be judged by a panel of three **(3)** industry representatives.

#### Retailer of the Year:

'Retailers' play an important part in the promotion and sale of Australian made furniture. Independent and group retailers provide one of the main distribution channels for Australian furniture manufacturers. Industry members are invited to nominate retailers who meet the required criteria. Nominations will be judged by a panel of three **(3)** industry representatives.



# 2015 AFIA NOMINATION PACK



Designer: Clu Living  
Piece: Song Buffet

## How to Enter

**Award Nominations Open**  
– Friday 1st May 2015

**Award Nominations Close**  
– Wednesday 12th June 2015

The Australian Furniture Industry Awards are open only to Australian made products and Australian owned corporations

**Entrants in each category must complete the appropriate nomination form for each entry.**

**Separate forms are available for the following categories:**

- » Product Category
- » Supplier of the Year
- » Retailer of the Year
- » Furniture Industry Master

Please ensure all details are complete and that each declaration has been signed.

### Exhibition Certificate

Entrants in each category must complete an Exhibition Certificate for each entry. These certificates will be displayed with the nominated pieces at **FURNITEX connect 2015** for the benefit of visitors to the exhibition.

## Photographs

Nominations must be accompanied by two (2) photographs, supplied in digital format (jpeg version – with resolution that is at least 1000x1000 pixels). These images must be submitted via email or mailed on a CD or USB storage device. Each photograph shall be of professional quality and be suitable for reproduction on widescreen visual presentation/s, event programmes and other marketing collateral.

**Mobile phone photographs will not be accepted.**

### Please Note:

- » A clean and clear backdrop/environment must be used in order to show the item/space(s) clearly
- » Files must be saved as an abbreviation of 'name of company', 'product name' and 'category nomination number' e.g. 'smithssaturn3.jpeg'
- » Photographs may be used before, during and/or after the event for marketing purposes.
- » The AFA is able to refer nominees to professional photographers if required.
- » The cost of photography for nomination purposes is the responsibility of the nominee

Nominations that are not accompanied by photographs meeting the aforementioned criteria will not be judged.

# 2015 AFIA NOMINATION PACK



Designer: King Furniture  
Piece: Neo Bed

## Entry Fees

### Entry is:

- » **AFA Members \$250 (inc. GST)** for the first entry and \$100 (inc. GST) for any subsequent entries.
- » **Non-AFA Members \$500 (inc. GST)** for the first entry and \$250 (inc. GST) for any subsequent entries.

To learn more about AFA membership please visit [www.australianfurniture.org.au](http://www.australianfurniture.org.au)

### Please Note:

- » All nominations must be accompanied with payment
- » Payment is accepted via, credit card, direct debit or cheque only - (payment details are included on the nomination form)
- » Refunds will not be provided under any circumstances should an entry be withdrawn by a nominee

## Conditions of Entry

- » All nominations are required to meet the **Australian Competition and Consumer Commission's** (ACCC) guidelines for 'Made in Australia', in addition to the Australian Furniture Association (AFA) policy with respect to these guidelines.
- » **Imported furniture will not be considered for judging**
- » Where nominees have different business and trading names, all names must be provided
- » All documents will be destroyed by 31 December 2015 if not previously claimed
- » There is no limit to the number of entries that may be submitted.

# 2015 AFIA NOMINATION PACK



## Judging

Judging of each **PRODUCT RELATED** nominated piece will take place at **FURNITEX connect 2015**. The only exception to this will be 'fixed/fitted/built-in' or 'custom ordered' entries which cannot be or have not been released by the client. These pieces will be judged based on the nominees application and package of information as per criteria, and will be displayed at **FURNITEX connect 2015** via digital visual displays.

It is the responsibility of each nominee to arrange for the transport of nominated pieces to **FURNITEX connect 2015 on time** and at their **own cost**. The AFA is able to refer nominees to transport suppliers if required. Judging of the peer nominated **LEADERSHIP** categories nominations will be completed by a panel of industry experts.

Each judging panel shall consist of industry leaders who are specialists in the relevant award category field.

**Entries shall be judged based on a range of criteria including:**

- » Innovation
- » Design
- » Functionality
- » Value for Money/Marketability
- » Visual Appeal
- » Quality of Workmanship
- » Business Processes
- » Use of materials
- » Customer Service
- » Honours etc

Each nominated item is to be available to be shipped to reach the **FURNITEX Connect 2015** at the Royal Exhibition Building, Melbourne, for Judging by **Wednesday 8 July 2015**.

The Judging will commence on **Thursday 9 July 2015** and conclude on **Friday 10 July 2015**.

Each item shall be on public display as part of **FURNITEX connect 2015**. Throughout the Exhibition the general public will have the opportunity to vote for the **'People's Choice Award'**.

Each nominated item will be professionally photographed during the judging process. These images shall remain copyright of the AFA for future media/promotional and historical archive purposes.

The AFA has access to a preferred supplier list of shipping companies to assist in the transportation of nominated items to be delivered to Melbourne, Victoria. These can be found on the Australian Furniture Association website – [www.australianfurniture.org.au](http://www.australianfurniture.org.au)

If in the opinion of the judges, the information provided on the entry form varies greatly to the entry viewed on the day of judging, the judges reserve the right to disqualify the entry.

Failure to fully comply with the conditions of entry may result in disqualification of the entry.

Should the number of entries per category exceed 20 in total, the Australian Furniture Association reserves the right to undertake preliminary judging to determine which pieces shall be exhibited at the **FURNITEX connect 2015**.

If there are less than three entrants in a category no award will be made.

The judging criteria for each category is available on the Australian Furniture Industry Awards website: [www.australianfurniture.org.au](http://www.australianfurniture.org.au)



# 2015 AFIA NOMINATION PACK



## 2015 Award Category Criteria

Each piece must comply with the **ACCC** guidelines for **Made in Australia** and the **AFA's** position with respect to these guidelines. For example, that means wooden and/or metal furniture shall have had all components machined and docked in Australia and the production cost shall meet the **ACCC** guidelines for **Made in Australia**.

In the case of Lounge or other upholstered furniture, upholstery shall have been cut and sewn in Australia and the production cost shall meet the **ACCC** guidelines for **Made in Australia**. Please refer to [www.australianfurniture.org.au](http://www.australianfurniture.org.au) for a copy of the complete **ACCC** guidelines and the **AFA's** position with respect to these guidelines.

For each **PRODUCT** category, the concept of value shall play a role. The judges consider the ability of the designer to reach compromises between the design, materials and cost to manufacture such that the end product is fit for purpose and represents value for money to consumers. For the furniture produced for the retail market, the marketability of the piece shall be evaluated.

The selling price declared on nomination documents forms an important part of the judging, therefore it shall be subject to close scrutiny and a determination made as to whether it is realistic.

## Key Dates for Entrants

<b>Award Nominations Open</b>	Friday May 1st, 2015
<b>Award Nominations Close</b>	Friday June 12th, 2015
<b>Nominated Pieces to arrive at Royal Exhibition Building, Melbourne</b>	Tuesday 7th July 2015
<b>Bump-in commences at Royal Exhibition Building</b>	Tuesday 7th July 2015
<b>FURNITEX connect 2015 Opens to public</b>	Thursday 9th July 2015
<b>Australian Furniture Industry Awards Gala Evening</b>	Saturday 11th, 2015
<b>FUNITEX connect 2015 Closes to public</b>	Sunday 12th July, 2015
<b>Bump-out commences at Royal Exhibition Building</b>	Monday 13th July 2015