
AFA AND AGHA FORM PARTNERSHIP TO LAUNCH INDUSTRY LEADING EVENTS ACROSS AUSTRALIA.

1 FEBRUARY 2018

MEDIA CONTACTS
Briana Healey / AGHA
T: 1300 441 384
E: briana@agha.com.au

Joe Perri / AFA
Joe Perri & Associates Pty Ltd
T: +61 3 9324 0362
M: +61 412 112 545
E: jperri@joeperri.com.au

An exciting new working partnership between the Australasian Furnishing Association (AFA) and the Australian Gift and Homewares Association (AGHA) will see the launch of new industry events and an upscaling of existing events across Australia commencing in February 2018.

Both organisations are peak industry bodies representing thousands of businesses across Australia and this partnership will provide even more opportunities for members in a very cost-effective environment across a broader audience reach and specific target markets.

AFA CEO, Ms Patrizia Torelli, said that the synergies between both organisations and the sharing of resources and capabilities was an exciting development that could be rolled-out across many likeminded industry associations in the near future.

“We’re proud to be partnering with AGHA and sharing their extensive inhouse event management capabilities and networks to complement those of our Association. Between us we will launch some of Australia’s most exciting events and reboot some old favourites including the relaunch of the iconic ‘Furnitex’,” Ms Torelli said.

AGHA CEO, Wayne Castle, welcomed the partnership.

“In addition to all the new projects that we will be working on together the relationship will add a new dimension and content to our already successful Gift Fairs. The members of both associations will benefit from the sharing of resources and the extended international promotional opportunities created by the new partnership,” he said.

One of the most exciting ventures for the new partnership will be the relaunch of the Australasian Hospitality Industry Exhibition and Conference to be held in Sydney in March 2019 with more details being released in the coming weeks.

The partnership will also give a much stronger combined voice on industry matters while increasing the profile and reach of both organisations for the benefit of their members.

..ends

AFA AND AGHA FORM PARTNERSHIP TO LAUNCH INDUSTRY LEADING EVENTS ACROSS AUSTRALIA.

1 FEBRUARY 2018

MEDIA CONTACTS

Briana Healey / **AGHA**

T: 1300 441 384

E: briana@agha.com.au

Joe Perri /**AFA**

Joe Perri & Associates Pty Ltd

T: +61 3 9324 0362

M: +61 412 112 545

E: jperri@joeperrri.com.au

ABOUT THE AUSTRALASIAN FURNISHING ASSOCIATION

The Australasian Furnishing Association (AFA) is the peak industry organisation representing Australian and International Members spanning national and global markets. The AFA contributes to worldwide consultation, collaboration and developments on behalf of all Members, particularly in the Australasian region. AFA Members benefit from the AFA's services in both residential and commercial environs and provides advocacy and lobbying leadership via government and industry led networks.

AFA Members operate across all areas of the residential and commercial furnishing supply chain including education and training, design, manufacturing, supply of services and materials, installation, compliance, testing and certification, import and export of furniture, furnishings and components

ABOUT AUSTRALIAN GIFT AND HOMEWARES ASSOCIATION

The Australian Gift & Homewares Association (AGHA) is the only gift and homewares industry body in Australia representing thousands of business and individuals in the sector. AGHA has been delivering pre-eminent trade exhibitions (including Sydney Gift Fair and the Melbourne Gift Fair), dedicated business services and resources to our Members since 1977. AGHA creates extensive opportunities for our Members to develop new industry connections and further their own business growth.