



## Furniture Cabinet Joinery Alliance

*One of the more interesting announcements made at the AWISA Exhibition was the release of a document outlining progress to date of the Australian Furniture Cabinets Joinery (FCJ) Alliance.*

Established in early 2011, this Alliance consists of seven key Australian industry bodies who decided that in order to generate better strategic policy outcomes for their collective membership base they should form a collaborative alliance. These bodies are the Furnishing Industry Association of Australia (FIAA), the Australian Furniture Association Inc (AFA), the Australian Woodworking Industry Suppliers Association Ltd (AWISA), the Australian Window Association (AWA), the Window and Door Industry Council Inc (WADIC), the Australian Shop and Office Fitting Industry Association (ASOFIA) and the Cabinet Makers Association in Victoria (CMA).

These bodies collectively represent a significant economic grouping given the total industry activity they represent: a gross value of some \$31 billion in current prices. In the past eight months the Alliance has investigated and evaluated the most relevant strategic directions for the industry as a whole and identified four critical success factors to ensure the industry's future well being.

### **A culture of design and innovation**

This focuses on the development of an industry that is globally recognized for its unique and vibrant design and innovative approach to product design, process improvement and customer relations. The underlining emphasis is to promote a prestige, premium quality image based on Australian made product – 'Brand Australia'.

### **An effective regulatory framework and compliance regime**

The removal or lowering of tariff and other trade barriers over the last twenty years has led to a massive increase in imported goods much of which comes from countries with comparatively low effective standards and regulatory regimes. The aim is to ensure there is a regulatory framework and compliance regime that does not impact unfairly on the relative international competitiveness of the domestic FCJ industries but at the same time raises the standards and safeguards, applied equitably to all products and services – in effect, a level playing field.

### **Enhanced skills development and training**

The overall aim is to develop a world class management and workforce within Australia/s FCJ industry that truly reflects the latest skill and knowledge levels, underscoring the future prosperity of the industry. This aim is underpinned by the need to create loyalty and pride in the FCJ industries and the fostering of an enhanced entrepreneurial spirit fuelled by a confidence based on better business decisions derived from a more informed, better trained management/workforce. This in turn would lead to measurable improvements in productive capability and efficiency, increased product and service quality and more relevant, user friendly training delivery.

### **An efficient and streamlined supply chain**

The aim is to enhance industry consolidation in order to improve supply chain efficiencies. This in turn would assist in strengthening the industry's bargaining power and improve relative scale economies through collaboration and a collective approach. This all leads to a more streamlined supply chain that is cost effective with increased competitiveness.

*For further information, visit [www.awisa.com](http://www.awisa.com)*



**John Berry - Support Manager**

## Enhanced support for Joinerysoft users

John Berry, working within Joinerysoft Customer Support for over 6 years, has recently been promoted to Support Manager providing additional support for our overseas customer support representatives. A trained joiner John worked in the industry for 32 years before joining the team at Joinerysoft. John says, "The role that our customer support team plays is vital, and I am looking forward to expanding the team while maintaining our high standards."

Joinerysoft's Customer Support Team provide on-site installation and training as well as remote assistance. Customers who sign up for support and maintenance not only receive telephone support, but also have access to specialist advice through remote log in, allowing Joinerysoft's experienced support team to remotely demonstrate how to complete a task – an effective learning tool in itself. A key component of the support and maintenance contract is the free upgrade to new releases. This means that customers who subscribe to support and maintenance will receive ALL version 4's new features for FREE.

### **For more information contact:**

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