

Code of Ethics

- To serve my customers by fostering a reputation for honesty and integrity.
- To Exhibit the highest degree of professionalism and competency as required by our industry.
- To Improve my knowledge of the soft furnishing industry and promote the aims of the Association to all who come into contact with my business.
- To Abide by the rules and regulations of the Association as set out from time to time.

Membership Criteria

Current and potential members of the SFIAA must:

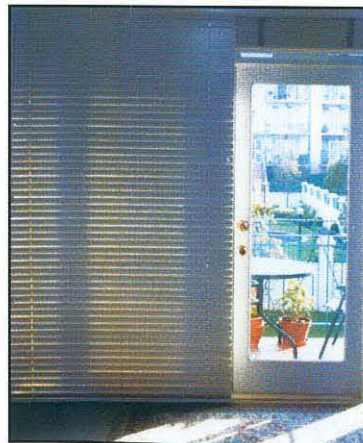
- Be a Registered Business with a registered ABN
- Be earning a livelihood by manufacturing or selling soft furnishing or fabrics or other related items.
- Comply with the Soft Furnishing Industry Associations Code of Ethics and maintain Soft Furnishing Industry Association standards of quality and professionalism.
- Must have an investment in tools of trade to maintain a professional standards e.g. samples, machines, tools etc.

How Do I Join?

Membership advice and Application forms for your local Soft Furnishing Industry Association can be obtained by calling the following numbers or visiting -

www.sfiaa.org.au

P.O. Box 333
Reservoir VIC 3073
P: 1300 SFIA AZ
F: 9460 8317
E: vic@sfiaa.org.au



The Soft Furnishing Industry Association of Australia

What's in it for me?



**“Coming together
is a beginning.
Keeping together
is progress.
Working together
is success.”**

Henry Ford

The Soft Furnishing Industry Association of Australia (SFIAA) has been established to encourage and promote excellence in workmanship for curtain and blind manufacturers, suppliers and retailers.

The Association is committed to developing the professionalism of the industry and to promoting to consumers the benefits of using its Members for superior customer service, quality assurance, and peace of mind.

Organisations that choose to become members of the SFIAA share a genuine interest in developing the future and integrity of the industry and to providing the highest standards possible in materials, design, manufacture and reliability.

The SFIAA represents a range of practitioners including manufacturers and suppliers of furnishing products, wholesale and retail outlets for curtains, blinds, awnings and soft furnishings, interior designers, decorators and architects, importers and exporters, installers, and educational organisations.



Your Membership will:

- Help to increase business by generating customer confidence that they are dealing with a reputable company that stands by its quality and service.
- Allow you to use the SFIA endorsed logo on all promotional materials including letterhead, business cards and advertising.
- Provide you with a range of SFIA promotional products to assist your business e.g. brochures, posters, magazines, window decals etc.
- Include you in national and state marketing initiatives that promote to consumers the benefits of using SFIA members.
- Give you access to the SFIA Consumer Complaints Service to assist with the arbitration and resolution of consumer complaints.
- List your company details on the SFIA website, with a direct link to your own website. This is an increasingly popular method for customers to find local accredited outlets.
- Provide you with opportunities to network with like-minded people and experts in the industry and to attend social functions, seminars and workshops on key issues.
- Provide you with regular updates on new products and tools designed to assist industry practitioners.
- Include regular newsletters to keep you up to date on the latest developments, issues, and events relevant to your business.
- Provide easy access and industry discounts for Care Labels.
- Give you access to the Encyclopedia of Window Fashions and other trade publications not generally available to non-members.
- Give you representation on the State Furnishings Industry Training Council.
- Help to facilitate the development of TAFE certification programs aimed at encouraging trainees and younger people into the industry.
- Give you industry representation with the Dept. of Consumer Affairs and other influential government and industry bodies.

Who is the SFIAA?

The SFIAA is made up of five State associations and an Honourary Nation Board comprising of two delegates from each State association with an elected National President and Secretary.

Each State association is made up of Committee Members who are practitioners from within the soft furnishing industry. Committee members are nominated and voted in each year at each State's annual general meeting. Any current member of the SFIAA is welcomed to nominate themselves to their State Committee and/or to participate in specialist task groups.

Membership is offered to wholesalers manufacturers, retailers, decorators and individuals in the soft furnishing industry that operates a bona fide registered business out of official business premises.

Membership in most States is based in the financial year with membership fees set by each State. Upon renewal or joining each member receives a Membership Certificate, Code of Ethics and window decal.

On joining the SFIAA, Members agree to abide by the Code of Ethics and to adopt the industry standards for manufacture, installation and care labelling.

To maintain the integrity of the Association, Members that fail to meet Industry Standards or to uphold the Code of Ethics will have their membership cancelled and it will not be renewed until it is demonstrated that their standards have improved.

