

New Professional Opportunities from ASOFIA

The launch of a new website with added service features, a pending National Conference in New Zealand and a prestigious awards program are all great professional opportunities just around the corner for the shop and office fitting industry.

The initiatives are being lead by the Australian Shop and Office Fitting Industry Association (ASOFIA), which promotes the increase of professionalism, high standards in workmanship and customer service across the sector.

GET CONNECTED to the New Website.

The ASOFIA website has been completely redeveloped to offer greater value to its users. Behind its fresh new look is a powerful platform for dialogue between buyers and suppliers. A Showcase section presents the work of ASOFIA members in a practical resource for those seeking quality suppliers.

A Subcontractor Directory also provides a nation-wide listing across a range of business types.

Important news coverage, an Events Calendar and Image Gallery all cement ASOFIA's role as the voice of the shop and office fitting industry. For members, the new website also provides greater convenience and flow of information, with a dedicated login area, details on ASOFIA's awards and recognition programs as well as recruitment and training.

Find out more at www.asofia.com.au

National Conference

ASOFIA is busy preparing for its 16th National Conference, which this year returns to Queenstown, New Zealand. The Conference gives industry professionals an opportunity to network, gain professional development and discuss important developments in the industry.

Speakers will include Felicity Zadro, Managing Director of Zadro Communications, who will offer advice on using the web to generate leads and managing social media. Graham Hyman, billed as Australia's funniest serious speaker, will share some practical tips on maximising business success without sacrificing quality in family and personal life.

The Conference is also an opportunity for informal networking and team bonding for industry colleagues. A program of activities will take advantage of the stunning Queenstown landscape, with bungee jumping, jet boat and helicopter rides, 4WD safaris and white water rafting all on offer.

Contact the ASOFIA National Office for more information: national_office@asofia.com.au

ASOFIA to crown Best Fitout

As the voice for the Australian Shop and Office Fitting Industry, ASOFIA takes great pride in its member award program.

Now underway for 2009 / 2010, the National Award Program is aimed at celebrating and promoting the highest standards in workmanship across a range of categories. The two main sections of the Award Program include the Interior FitOut Awards for completed fit outs and the Apprentice Awards.

In conjunction with Major National Sponsor, The Laminex Group, ASOFIA is pleased to invite its members to submit nominations for the **2009-2010 Interior FitOut Awards**.

The Interior FitOut Awards will determine the best fit out completed in the previous 18 months. Information on the fit out can be supplied by the contractor or client.

The National FitOut Awards will be given to the best fit out in the following categories: Kiosks, Interior Fit outs up to \$150K, between \$150K and \$300K, between \$300K - \$500, between \$500 - \$1M and over \$1M. Awards will also be given to the best fit out in a food/restaurant business up to \$250K and the best commercial fit out (offices, medical etc).

Apprentice to win trip to New Zealand

To be named Apprentice of the Year is not only a befitting title for a hardworking and diligent worker; it is also a major boost for a company as a whole.

The Tom Brown Shop Fitting Industry Apprentice of the Year Award, sponsored by Asset Flooring Group, is the jewel in the crown of the National Award Program. It is a chance to recognise the next generation of industry professionals and a way to celebrate the high standards evident in the sector.

Members can make nominations for Apprentice of the Year through a simplified process this year, needing only to complete an online form.

The recipient of this award will win a trip to New Zealand to attend ASOFIA's 16th National Conference, where a special award presentation will be held.

The FitOut Awards are a terrific opportunity for ASOFIA members to gain national recognition as a leading supplier. All winners will be announced at the Gala Dinner of ASOFIA's national conference in October in New Zealand.

Deadline for applications: 30 June 2010.

Application forms are available in the members-only area of www.asofia.com.au