

newfurn

Australasia's most progressive
retail floor coverings group

Annual Report

f
'24

+Contents

Board of Directors & Executive Team	2
Corporate Details	3
Chairman's Report	4
CEO's Report	10
Choices Flooring Australasian Conference	16
Product	18
Marketing Campaigns	20
Marketing Online	24
Chillingworth Training Institute	32
Commercial	38
Style Flooring & Interiors	40
National Chairmen	42
Store Changes	44
Member Stores - Choices Flooring	45
Member Stores - Style Flooring & Interiors	55
Annual Financial Report	57

+ Board of Directors



Shane Chillingworth
Chairman



Rod Preston
Deputy Chairman



Lincoln Smith
Director



Gemma Binning
Director



Scott Shearer
Director



Graham Meecham
Director



Mark Winterton
Director

newfurn



+ Executive Team



Andrew Lewis
CEO



Helen Nguyen
CFO



Jason Verstak
GM - Marketing



Terry Triggs
GM - Product



Tim Drew
GM - Retail Development AUS



John Nicholls
GM - Retail Development NZ



Andrew Verstak
GM - Style Flooring & Interiors

Corporate Details

Newfurn Floor Coverings Ltd

Choices Flooring ABN: 63 004 650 668

Choices Flooring NZBN: 94 290 419 32551

WoolSet ABN: 14 073 819 637
(trading as Style Flooring & Interiors)



5-9 Hobbs Court
Rowville VIC 3178



+61 3 9850 9311
1800 813 538 (Toll free)



PO Box 2981
Rowville VIC 3178

newfurn.com.au

choicesflooring.com

choicesflooring.com.au

choicesflooring.co.nz

stylefloors.com.au

ctitraining.com.au

newfurnevents.com

joinchoicesflooring.com.au

joinchoicesflooring.co.nz

+ Chairman's Report



Shane Chillingworth

'F'24 was a year of challenges & triumphs for the Group'

The past 12 months have been challenging for most businesses, with the Australian and New Zealand economies experiencing a significant slowdown in growth. Australia's GDP growth decelerated to 1.1% YOY by mid-2024, with particularly weak growth in the December 2023 quarter at 0.2%.

Australia's inflation remained a persistent issue. Despite a robust labour market with an unemployment rate of 4.0%, household spending was constrained by rising interest rates and higher mortgage payments, affecting disposable incomes and leading to historically low savings levels. Consequently, the demand for flooring innovation has declined compared to the previous financial year.

Some Key numbers:

- **Total Operating Revenue \$178.4 million down 7% YOY**
- **Central Billings (Purchases from Suppliers) \$173.8M down 7% YOY**
- **Profit after Tax (\$828k)**
- **Rebates and Discounts paid back to members of \$3.1M**

Despite these hurdles, the Group has remained focused on innovation, improving supply channels, addressing labour shortages, and promoting stylish, well-designed, and feature-enhanced products. We have also emphasised educating consumers on our exclusive product ranges, including eco-friendly materials.

As part of the long-term strategic direction the Group continues to create tools to allow the members to strive and realise a positive outcome for their investment in the Choices Flooring brand. The Newfurn Central Office team has spent some years developing those tools that have allowed us the ability to keep moving forward and it is with pride that I have seen the membership as a whole embrace change to their own benefit. A sound strategy involves thinking for the long term and I believe that the decisions are yielding positive results in what we are experiencing on the front lines today.

...the Group continues to create tools to allow the members to strive and realise a positive outcome for their investment in the Choices Flooring brand.





In May 2024, we celebrated our Australasian Conference in Melbourne and it was an event of inspiration and collaboration.

The continuous shortage of quality flooring installers has significantly impacted the industry’s ability to complete projects efficiently. To address this, the Group has successfully implemented strategies such as establishing our own Registered Training Organisation and running apprenticeship programs for flooring installation and interior design certifications. These initiatives have seen significant year-on-year growth in student enrolments, supported by various State Government funding.

Our Enterprise Registered Training Organisation (RTO) is humbly named the Chillingworth Training Institute (CTI). The flooring industry has lacked a credible consistent training option throughout Australia for decades and although many well-meaning passionate industry professionals have tried, politics has always played a role in consigning efforts to history. We firmly believe by driving the training inhouse we will achieve a better outcome and turn the tide in developing the next generation of industry craftspeople.

When it comes to the Groups assets, our central office building in Rowville was re-appraised and has increased substantially in value, as reflected on our balance sheet.

In May 2024, we celebrated our Australasian Conference in Melbourne and it was an event of inspiration and collaboration. From our dedicated member retailers to the brilliant insights shared by our keynote speakers, every moment embodied the spirit of innovation and growth. The invaluable support from our Alliance Partners helped make this event truly exceptional.

We will continually adjust our strategies to align with evolving consumer needs and preferences, prioritising our product offerings, enhancing the quality of our services, and expanding our brands. Our approach is rooted in a culture of care and dedication to our Members, Alliance Partners, Employees, and Communities.

Navigating economic challenges while maintaining market dominance requires a strategic blend of innovation, adaptability, and resilience. We are committed to staying ahead of industry trends and consumer needs. Additionally, we will continue to foster strong relationships with our stakeholders, optimising supply chains, and maintaining financial prudence to weather economic fluctuations.

As a Board we always challenge the Executive Team to strive to make our member stores the best in the region and to deliver the tools and programs that enable our members to be as profitable as possible. The Executive Team in conjunction with the Central Office team continue to live up to that challenge. Along with the Business Operating System (BOS) and the many new enhancements including RBOS Commercial in F’24, we also lead the industry in digital marketing, through our relaunched websites, room visualiser program RoomView, Digital POS and CRM.

There is no doubt that the market will become a more difficult one to navigate than we have enjoyed over the past few years. As part of our strategic plan, we now have the tools to be able to deliver on the customer experience, and I urge all members to ensure we stay on trend with our store evolution.

As a Board we always challenge the Executive Team to strive to make our member stores the best in the region and to deliver the tools and programs that enable our members to be as profitable as possible.

Like every year F'24 had its challenges but once again the membership and the Executive Team successfully addressed them, leading to the group's achievements. I extend my congratulations to everyone involved for their outstanding accomplishments.

If you look at all the successful retailers, they are the ones that offer the experience to the consumer and given we are offering an aspirational product, the process starts with the first impression of entering our showrooms.

Our relationships with our Alliance Partners are a key ingredient in delivering on our consumer led business model and we are lucky to have business partners that continue to work with us in partnership. On behalf of the Board, the Members, and the Executive Team, I would like to thank them for their support in F'24.

In F'24 significant progress was made in program development and process enhancement, ultimately benefiting members who operate businesses under the Choices Flooring brand. Like every year F'24 had its challenges but once again the membership and the Executive Team successfully addressed them, leading to the group's achievements. I extend my congratulations to everyone involved for their outstanding accomplishments.

To the Members that we as a Board represent, I would also like to thank you on behalf of all the Board Members and the Executive Team for your commitment in embracing new initiatives, stepping out of your comfort zone, learning new processes and most importantly safeguarding our brand.

As brand custodians, we all need to ensure we stand together in how we operate in our service levels, the look and cleanliness and modern appeal of our

showrooms and our communication with our business partners. We have a great membership, and our success can be attributed to the dedication that our members exhibit towards the group's objectives and their support for our preferred Alliance Partners' products.

I would also like to thank the Executive Team and the whole of Central Office for their dedication and pursuit in driving the direction of the group and its members. With a group that collectively has revenue that returns over \$750m, the Central Office does an amazing job in delivering on the outcomes of the overall group strategy, so again, I say thank you and congratulations.

As a Board we are honoured to work on your behalf to ensure we have a strong sound business management and good corporate governance. The path forward is one that will require all of us to be the best versions of ourselves as human beings and businesspeople to continue to strive in what are certainly going to be uncertain times.

While I have said it before, it's an altruism, especially in the current market. So, I repeat, if we continue to play to our strengths, to operate with enthusiasm and integrity and to see our customers as the ultimate guide and measure of our success, then we have a solid grounding to continue to do well.

Shane Chillingworth,
Chairman



+ CEO's Report



Andrew Lewis

Despite hurdles, we remained committed to our vision and core values, focusing on long-term success over short-term gains and continued to invest in the future.

As we reflect on the past year, we find ourselves at a pivotal moment in our journey. While our revenue has seen a decline of 7% with consolidated revenue \$178.4 million compared to the previous year's record of \$193.6 million, I want to emphasise that this is merely a cyclical point in the economic confidence within the Australia and New Zealand market. Despite the decline in revenue, we see that it is also a crucial opportunity for strategic reinvestment and future growth.

Economic activity in Australia continued to weaken as the year progressed, which saw large falls in dwelling investment over the 12 months to just 164,000 total dwelling approvals, far below the 240,000 required annually. Multiple factors slowed down new home construction, including industrial relations laws, a lack of critical infrastructure, and high developer taxes and charges, however, the most significant challenge remains the shortage of skilled labour.

Unprofitable building contracts, cost blowouts, planning delays, labour shortages, red tape and other challenges sent nearly 3,000 building companies broke in the last financial year.

Many of the industry's challenges today seem to stem from the labour shortage in construction. With highly fluctuating labour costs, project delays and supply chain instability, the skill shortage is arguably the biggest challenge facing construction.

This skilled labour shortage, along with soaring construction material prices, hampers new home construction. Construction has already slowed due to huge State and Federal Government infrastructure projects employing large numbers of skilled workers. Even with streamlined approval processes, the release of unused government land, and improvements to industrial relations laws, there aren't enough workers to initiate projects.

After a strong recovery from the pandemic, the New Zealand economy slowed, with higher interest rates again weighing on housing construction, and inflation undermining purchasing power and consumption. New Housing consents were down 26% from the previous year with the cost of building a home rising dramatically over the last 3 years as material and labour costs increased by nearly 40%.

Despite the decline in Central Billings in F'24, we decided to continue to invest in future proofing developments following a decade of solid growth with the Newfurn and Members businesses. We believed that investing now will not only help strengthen our members businesses but allow them to take full advantage of the change in the economic momentum as confidence returns.



Navigating Challenges with Resilience

The challenges we faced this year were multifaceted, influenced by market dynamics, shifting consumer behaviours, and ongoing global uncertainties. Despite these hurdles, we remained committed to our vision and core values, focusing on long-term success over short-term gains and continued to invest in the future.

Investing in Our Future

In line with our commitment to future-proofing the memberships businesses, we made several strategic investments that will position us strongly for the years to come:

Training of New Apprentices: We recognise that our workforce is our greatest asset. This year, we have significantly increased our investment in training through the Chillingworth Training Institute (CTI) and developing new apprentices. This initiative not only helps to address current skill gaps but also ensures that we build a pipeline of talent that can drive innovation and excellence within our organisation.

Investing in the future through the CTI apprenticeship program is crucial for several reasons. Firstly, these programs cultivate a skilled workforce tailored to meet the evolving demands of the floorcovering industry. By training the next generation, our members businesses can ensure a steady pipeline of qualified talent equipped with both practical skills and relevant knowledge.

This not only enhances productivity but also fosters innovation, as fresh perspectives from apprentices can lead to creative solutions and improvements in installation standards.

Upgrading Our Business Operating System: We have invested in a state-of-the-art commercial suite (Com RBOS) that will enhance the operational efficiency and data analytics capabilities of our members businesses. This upgrade is essential for streamlining processes and improving decision-making across all levels of our members businesses who are invested in the commercial opportunities within the market. The ability for members to diversify their business into multi streams of residential and Commercial projects will ensure long term success and the ability to ride any economic shift in the market.

Building a robust business operating system tailored to managing a commercial flooring business in Australia is essential for several reasons. The flooring industry is characterised by unique challenges, including project management complexities, supply chain logistics, and compliance with local regulations. A well-structured operating system streamlines processes, enhances communication, and improves efficiency, allowing businesses to respond swiftly to market demands.

It helps in accurately tracking inventory, managing labour resources, and ensuring quality control, all of which are critical in maintaining competitiveness. Furthermore, an effective operating system can integrate customer relationship management, enabling better service delivery and fostering long-term client relationships. Ultimately, investing in a specialized operating system not only optimizes operations but also positions a commercial flooring business for sustainable growth in a dynamic market.

Unfortunately, we cannot escape digital transformation as it is now part of everything we do. Through strong leadership and education, we now have the bulk of the Choices Flooring members in tune and evolving with the system and growing because of it. There will be many new improvements to the system, with many of the ideas coming from within the membership itself, with the aim of making the daily tasks of running a floorcovering retail store easier and more profitable.

Enhancing Our Digital Presence: A new website was launched in February 2024 to support our omnichannel retail model. This platform will not only improve customer experience but also integrate our online and offline channels more effectively. By continuing to invest in our digital infrastructure, we are better positioned to meet the evolving needs of our customers and stay competitive in the market.

Omnichannel retailing effectively blends digital and brick-and-mortar models to create a seamless customer experience, where online platforms serve primarily to engage rather than sell. This approach allows us to utilise the website and social media to share valuable content, showcase products, and provide information that enhances brand awareness and customer loyalty.





The new website allows the marketing and online team to post more enhanced design inspiration, installation tips, customer testimonials online, encouraging potential buyers to visit the physical store for a hands-on experience. This strategy not only drives foot traffic but also allows our customers to interact with products directly, fostering a deeper emotional connection with the brand. By leveraging digital tools to inform and inspire, our members can enhance in-store experiences and build stronger relationships with customers, ultimately leading to increased sales and brand loyalty.

The Australasian Members Meeting held in April 2024 was a resounding success, drawing over 450 attendees, with 95% of Members in attendance and 31 Alliance Partners showcasing new product ranges and their support for the Choices Flooring members and the Newfurn Group. Keynote speakers, including industry leaders and renowned experts, captivated the audience with their insights on latest trends, regional demographics and emerging technologies.

Feedback was overwhelmingly positive, with many highlighting the excellent networking opportunities and the sense of community that developed throughout the event. Plans are already underway for an even larger gathering next year for the MCR event in Phu Hoc Vietnam, building on the momentum, enthusiasm and culture these events bring to the membership.

While the decline in revenue is a concern, I firmly believe that the strategic investments we are making today will yield significant returns in the future. Our focus remains on building a resilient organisation that can adapt to change and seize new opportunities.

The Newfurn Executive team has always worked hard to ensure the profitability of our members' businesses, and we are continually driven to ensure the futureproofing of the members, the brand, and the group by being courageous in making the hard decisions when we need to make them. We are constantly appreciative of the support we get from our members through the discipline they have in maintaining the standards that all members should expect of each other. Collectively, we are but mere custodians of the brand and it is up to each individual to do their part in maintaining the standards for all families that rely on it for their future.

With that I would like to thank the members for who we are honoured to work with, and their support and courage in adopting new technologies and living up to the brand promise. The success of our members is not an accident, and opportunities don't just happen you create them so I would like to congratulate you on your success.

I would also like to thank our Chairman, Mr Shane Chillingworth. Shane's guidance and leadership is one that comes from absolute passion for the group as a successful floor covering retailer. To the Board, I would also thank for your governance, strong strategic plan, and the understanding of the landscape in which we are all working to ensure we understand where the light on the hill is for our organisation.

To the Executive team, I thank you for your endeavours and hard work in a changing landscape and the understanding of who and why we continually push in the pursuit of excellence. To the Central Office team, for the dedication to your roles within the organisation and the ability to work together as a small team to deliver outcomes for our members, I again thank you for the work ethic in creating a culture to be proud of. It seems the year ahead will be a difficult one to navigate and one where we will all need to be the best we can be to be successful and control the controllable's.

The externals we cannot control but the choices we make in regard to them we do control. The one thing that we can control in a tough market is service, and we are confident that as a group we have all the tools at the members' disposal for them to be the best they can be. The most successful retailers in a difficult market will be those that go above and beyond in being consumer focused. I believe that our membership has what it takes to deliver on consumers' expectations.

Looking Ahead

While the decline in revenue is a concern, I firmly believe that the strategic investments we are making today will yield significant returns in the future. Our focus remains on building a resilient organisation that can adapt to change and seize new opportunities.

Andrew Lewis
Chief Executive Officer

Choices Flooring's Australasian Conference 2024:

With over 450 delegates gracing the event, the Choices Flooring Australasian Conference was a powerhouse of inspiration and collaboration.

Melbourne, May 14-15, 2024

From our dedicated member retailers – to the brilliant insights shared by our keynote speakers like Bernard Salt, Marc Phillips, Andrew Gaze, Janine Allis, Sir Peter Cosgrove, every moment was infused with the spirit of innovation and growth.

And let's not forget the invaluable support from our esteemed 31 Alliance Partners whose contributions helped make this gathering truly exceptional.

The opening address by our **CEO Andrew Lewis** inspired all delegates and was a great way to start the Australasian Conference. Andrew's address focused on the Choices Flooring strategy and the Hybrid Retail Model and that it isn't just about enhancing the in-store experience; it is about extending the Choices Flooring brand far beyond its physical footprint via the use of robust omnichannel strategies. His message to you is to seamlessly bridge the gap between their brick-and-mortar locations and digital platforms, creating a cohesive ecosystem where customers can seamlessly transition between online browsing and offline engagement.

The future of Artificial Intelligence in Retail presentation delivered by **Marc Phillips of Search Forecast** and **GM-Marketing Jason Verstak** had many delegates questioning what has come in terms of technology. The rate in which AI will shape our world in the next decade will have a profound impact in the way we do business.

Then there was our Alliance Partner hall. Which was the largest ever – covering over 2,600sqm of space –

showcasing over 31 partners of the Choices Flooring family displaying their products with pride, with all going above and beyond to ensure you know you get the best from the best.

To cap it off we presented our Australasian GEMS Awards for 2023. The State winners presented at the members meeting earlier in February, acted as nominees for the Australasian awards. Our top award of the evening, the Jack Swinton Award 2023 went deservedly to **Choices Flooring Coffs Harbour**.

During the breaks in the Alliance Partner Hall, the Chillingworth Training Institute (CTI) held a State v State Installation competition. The competition pitted the best Second to Third year apprentices selected from each State by the CTI Trainers to compete for the coveted Martin Lambert Australasian Apprentice Of The Year.

These outstanding apprentices had to complete two installations throughout the course of a day. The first being a Temuka Heavy Wool Loop carpet and the other an Armstrong Commercial Sheet Vinyl. All delegates got the opportunity to witness from a far their handywork whilst the judging panel of CTI trainers looked closely to rate their craft.

At the Choices Flooring General Excellence in Sales and Marketing (GEMS) Gala Dinner, **Brendan Lynch of Choices Flooring Atherton (QLD)** was crowned the winner and took away the \$2,500 prize and the coveted **Martin Lambert Apprentice of the year award**.

We also awarded two prestigious awards – **Legend of Industry and Hall of Fame**.

The first Legend of Industry was awarded to **William (Bill) Tree**. Bill has been a pioneer in teaching flooring apprentices for many years with devotion to the craft far exceeding expectation. At Newfurn, we are honoured to have him as one of our trainers through the Chillingworth Training Institute (CTI) teaching and guiding the installers of today and tomorrow.

It's rare at Choices Flooring that we induct a Hall of Fame recipient. Only three individuals have been bestowed the honour of being in the Choices Flooring Hall of Fame – **Jack Swinton, Martin Lambert and Bill Aggenbach**.

Yet, in 2024 we inducted **Shane Chillingworth** as our fourth inductee recognising outstanding service to our network over many decades. Shane, who until recently the owner of Choices Flooring Tamworth, Shane has served the membership with professionalism and dedication, putting personal interests aside whilst guiding and assisting the members of the Choices Flooring family, as well as the Style Flooring members. It is with his support of the group that in recent years that our training institute was named in his honour – Chillingworth Training Institute.



newfurn



+ Product

The idea that good interior design starts from the floor up is a foundational principle in design. The floor is often the largest continuous surface in a room, and its treatment can set the tone for the entire space. From determining the style to personal expression, selecting the right floor ensures that the design accommodates the functional needs of the space.

At Newfurn, our dedicated Product Team ensures our proven product mix delivers results that cannot be achieved independently or through other groups. Knowing our consumers has helped us re-engineer and develop our product offering to suit their needs. Whether it's carpet, timber, laminate, luxury vinyl, hybrid/rigid, window furnishings or rugs, we have the perfect solution for every space.

We've established and solidified relationships with all of our Alliance Partners and distributors to assist our member retailers with their day-to-day product requirements. Providing a co-ordinated range, so consumers have the ability to mix 'n' match to create the perfect foundation for their space.

In F'24, we launched a variety of new carpets across our retail networks in both Australia and New Zealand. With the Polyester market expected to continue to grow rapidly in both countries over the next few years, Signature Floorcoverings committed to healthy inventory across our preferred exclusive ranges in a new brand called Enchantia.

Hard flooring continues to grow across various categories, suggesting a preference for these options by consumers. Luxury Vinyl Plank had ongoing refreshments within the category as consumers needs for new designs and specifications became more apparent. The introduction of the Genero Grove, Genero Boulevard and the recent addition of Genero Glades are testament to that and selling extremely well.

This year there has been a slight change to the Rigid/Hybrid offering under our exclusive Abode brand, whereby the focus has been ensuring our Alliance Partners, via their representatives deliver the correct information regarding floor preparation and other procedures for this category. Whilst Rigid/Hybrid as a category is our second largest volume seller, internal data shows the sector is in slight decline.

The sector showing steady growth is Laminate, which could be due several factors: water resistance technology and or a better alternative to that of Rigid/Hybrid. Due to this growth, we are in the midst of bolstering our Plantino Laminate exclusive profile, which will be available in Australia and New Zealand.

Our MOOD program (Window Furnishings) is going from strength to strength with recent alliance with Norman Australia at the forefront of this growth. Norman's commitment to training has seen many members completing the 2-day Certification Training which Norman ran as an exclusive for Choices Flooring members. The Newfurn Commercial team have also contributed to the growth by specifying Window Furnishings in many new projects. This has encouraged Choices Flooring members to take on Window Furnishings as a category where they may not have been interested in the past.

In New Zealand, we were pleased to welcome Santa Fe and Bay Blinds to the MOOD by Choices Flooring brand. Santa Fe offers the same products as Norman Australia, while Bay Blinds, as a sub-brand, provides a range of curtains and blinds. We've provided an extensive training suite to our New Zealand members through these companies, contributing to growth in the window furnishing sector.

+Marketing campaigns

In the future retail model Personalisation is Everywhere. In every imaginable aspect of shopping will truly become personalised, making the process of discovery, purchase, and receiving goods completely effortless. In-Store, advanced analytics, drawing from historical and real-time shopper behavioural data will allow in-store staff to know pertinent information about each individual who enters the shop.

If the buyer is a loyal customer, retailers will understand past purchases, taste, and preferences. They'll be able to offer curated support based on the needs of new and existing customers. Digital technology – such as smart mirrors, QR codes, interactive apps, and more – will become a staple of physical retail in the future of shopping, allowing brands like Choices Flooring to provide guided digital journeys through brick-and-mortar stores.

In contrast to previous years, in F'24, we made a strategic decision to optimise our campaign approach by increasing the frequency of market engagement. Instead of running five campaigns spanning six to ten weeks each, we opted for eight smaller campaigns, each lasting four weeks.

Backed by these eight integrated campaigns, we continued to drive significant growth and reinforced brand recall. This approach led to improved engagement and ultimately, higher sales for Choices Flooring stores across Australia and New Zealand.

Despite the rise of digital media, traditional media remains significant in Australian and New Zealand households, to effectively connect with a broad audience and maximise cost efficiency. Our campaign strategy was primarily concentrated on three pivotal aspects: enhancing brand awareness and positioning, driving financial performance and acquiring new members.

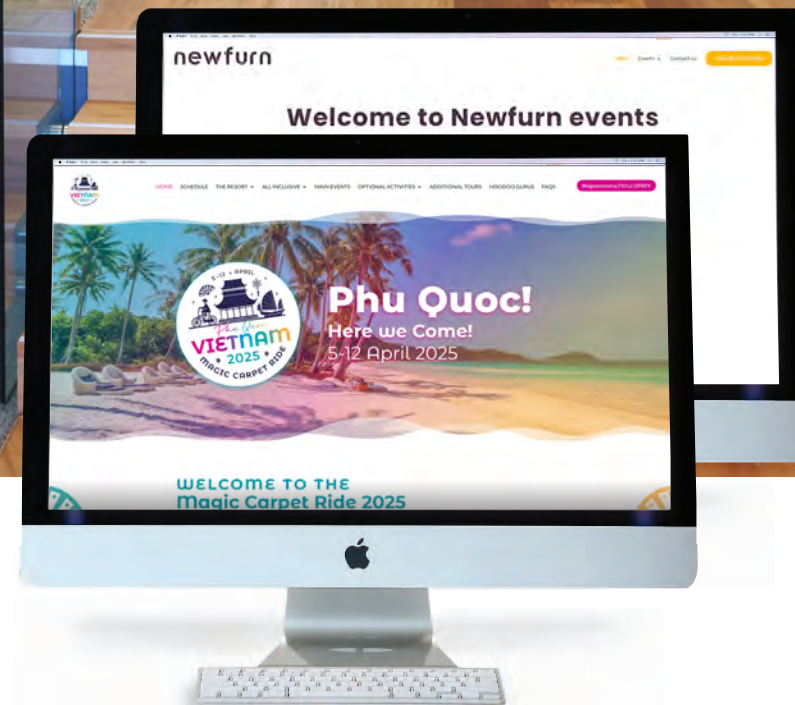
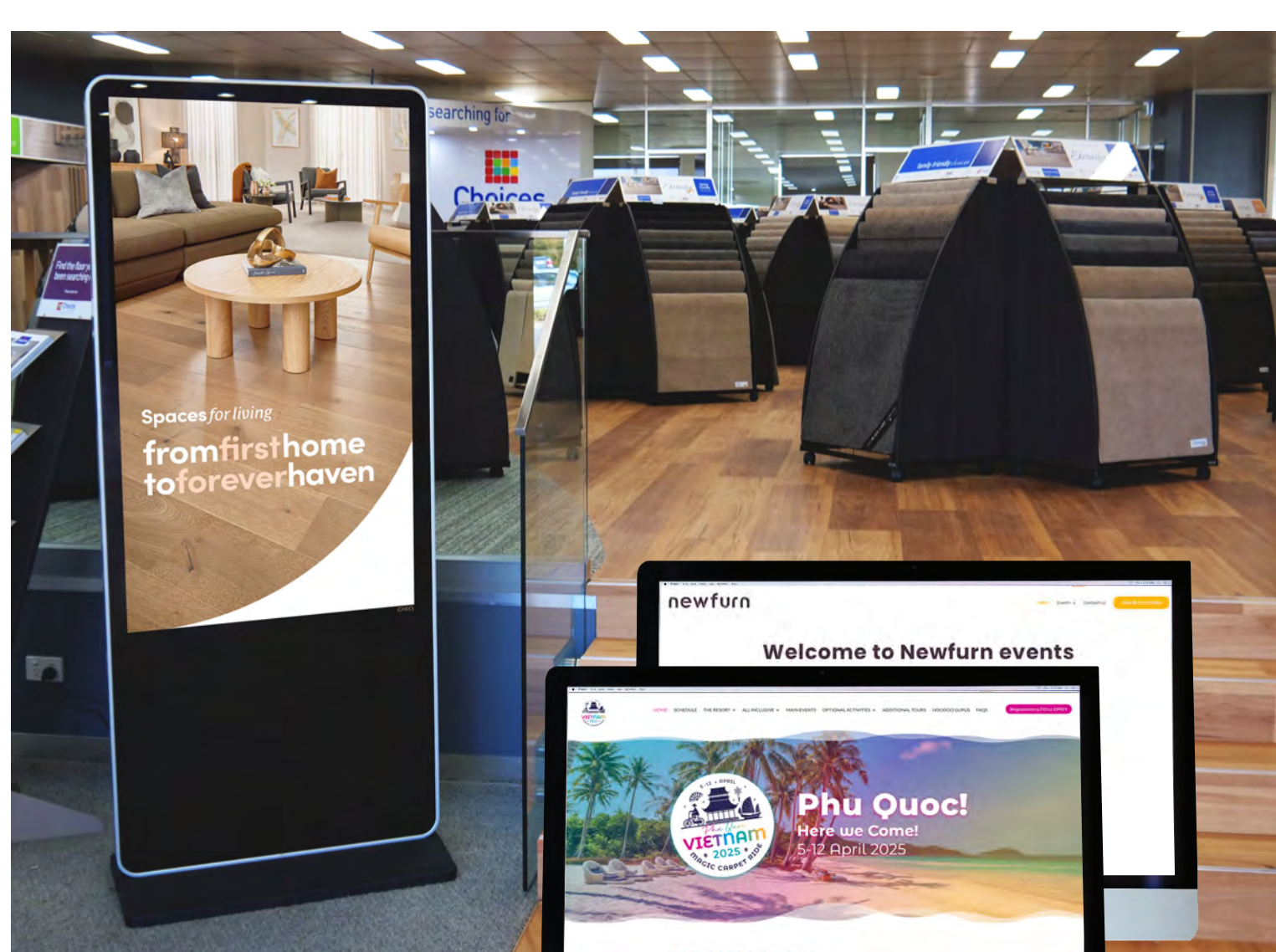
With 145 Digital POS screens installed in our stores, it serves as an immensely effective medium for updating store campaign displays. Central Office also facilitates the incorporation of any store-specific messaging alongside national displays.

Photoshoots are still a large part of the group's support for campaign imagery. In F'24, we focused on enhancing the efficiency of our photoshoots without compromising quality. In October 2023, we successfully completed our annual 10-day photoshoot, held both in our in-house studio at Central Office and various locations across Melbourne. Leveraging our dedicated studio allowed us to expand our image and video content. The captured footage is now prominently featured on television and online platforms.

With an extensive library of new moving footage – the largest in southern hemisphere, we've elevated the quality of our catalogues and website assets. With over 1,000 images on all flooring types including window furnishing and over 100 hours of video footage, this year's shoot was the largest by far equipping us with new content for all our advertising mediums.

Leveraging a strategic blend of traditional and online media channels, with effective and proficient integrated marketing communication strategies, these campaigns have fostered wide-reaching connections with our target audience and also optimised cost-effectiveness in the process.





In F'24 we also extended our audience reach in the sports segment with partnering with the Melbourne Mavericks Super Netball team via the SEN network. The Melbourne Mavericks - A name fitting of its bold and innovative approach both on and off the court. The team's ambition is to unapologetically break boundaries, think differently and embrace the beauty of the sport, all the while pushing the netball narrative into a new frontier. In their inaugural season, the team finished just outside the finals which was an outstanding effort.

With new and improvised tools like A4 and A5 Discovery Day boxes, RoomView, Digital Screens, Join Choices, Newfurn Events Portal we leveraged the power of technology and data to make well informed decisions and support our member community.

Our Newfurn events schedule returned to its vibrant state. The Style Flooring Conference commenced in October 2023, followed by the Regional Meetings in February and March 2024. Finally, in May 2024, we hosted the highly anticipated Australasian Members Meeting in Melbourne.



Room View

Inspire & Visualise with RoomView

Explore all your flooring, rug & window furnishing options instantly with our room visualiser.

Try it now at choicesflooring.com



+ Marketing online

In response to the rapidly evolving digital landscape, Choices Flooring recognised the importance of staying ahead by implementing a multi-pronged digital strategy. With this in mind, we embarked on a comprehensive review of our online assets, with a goal to refresh the infrastructure to lay a solid foundation for future growth and development.

F'24 marked a key phase of digital transformation, aiming to position Choices Flooring as an industry leader while setting new standards in digital marketing. With a focus on improving customer experience, we launched our new Choices Flooring.com websites, CRM journeys, revamped social media, RoomView and Inspiration Station to improve accessibility and engagement across our 140 store locations in Australia and New Zealand.

As we review F'24, it's essential to assess how well we achieved our objectives, using key metrics and accomplishments to guide future improvements.

Choices Flooring (AU & NZ) Website

In F'24, the extensive redevelopment of choicesflooring.com for both Australia and New Zealand was complete. This 18-month process was crucial to ensure we remained dominate within the retail flooring sector.

It's no secret that a good website is of paramount importance in today's digital age. It serves as the virtual face of our business and plays a crucial role in attracting, engaging and retaining visitors. Over the years the Choices Flooring website has grown from strength to strength – catering per year to over 2 million unique visitors and over 20 million users. Our website is more than just a retail flooring destination – it is a place to inspire, engage and provide the best user experience in all things flooring and window furnishings. It is also the main driver of traffic to our stores with 9 out of 10 customers visiting our website before visiting the shop front.

It was our goal to continue being the number one online destination for flooring in Australia and New Zealand, whilst providing personalised user experiences, tools and inspiration to all our customers and qualified leads to our stores. Some enhancements included:

- Local Store Focus
- Enhancing online tools such as RoomView
- Greater optimisation to generate sales leads for stores
- Personalisation of the user experience
- New CMS platform
- Optimisation for social sharing
- Enhanced product catalogue including stronger representation of MOOD Window Furnishings
- A Commercial Flooring focus
- Better search functionality
- Lower bounce rates
- Increased page speed

Since launch in January 2024, we saw an exponential increase in our website traffic with both Australia and New Zealand combining to over 2.7million visitations.

+Marketing online

continued

stylefloors.com.au

F'24, the Style Flooring and Interiors website saw a significant boost in online visibility, with an 80% increase in views on Google Search and Google Maps results pages. This increased exposure resulted in greater customer engagement, enhancing lead generation for the stores.

Slight SEO enhancements were made to the website, with a push to localised Style Flooring members to also update their own website to align with the corporate site.

Google My Business & Google Reviews

As a result of our organic traffic, Google My Business pages grew YOY. In F'24 Choices Flooring Australia and New Zealand recorded a substantial 11M+ views on Google Search Maps.

Moreover, our click-through rate (CTR) experienced a substantial improvement, reaching 1.94% compared to 1.11% in the previous year, indicating heightened interest and engagement.

Notably, the percentage of clicks to calls to businesses also saw a significant increase, reaching 1.91% in F'24 compared to 0.94% in the previous year, demonstrating a greater propensity for direct engagement with our stores via phone calls. These performance metrics underscore the importance of our GMB presence in facilitating customer interactions and driving business growth.

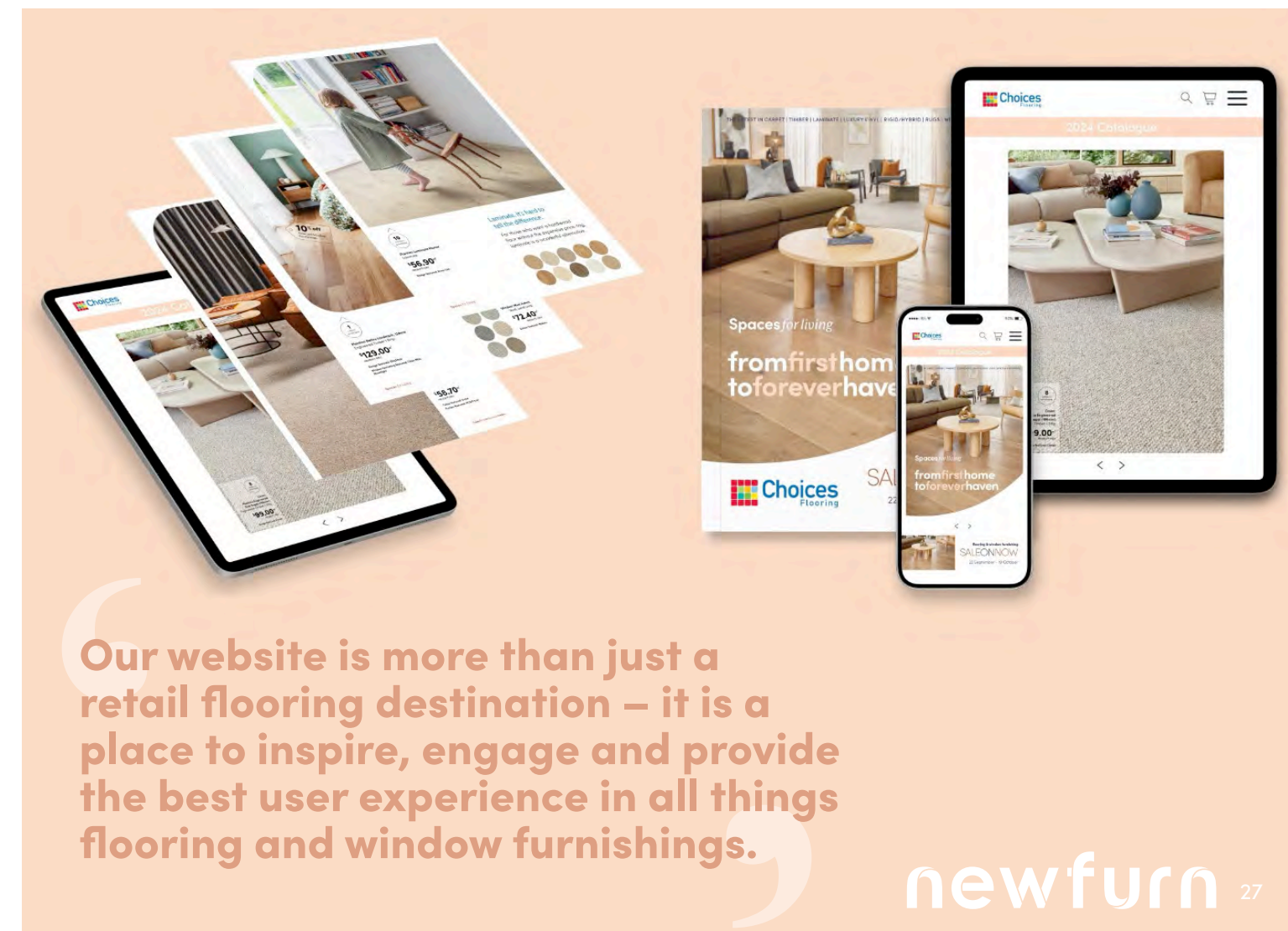
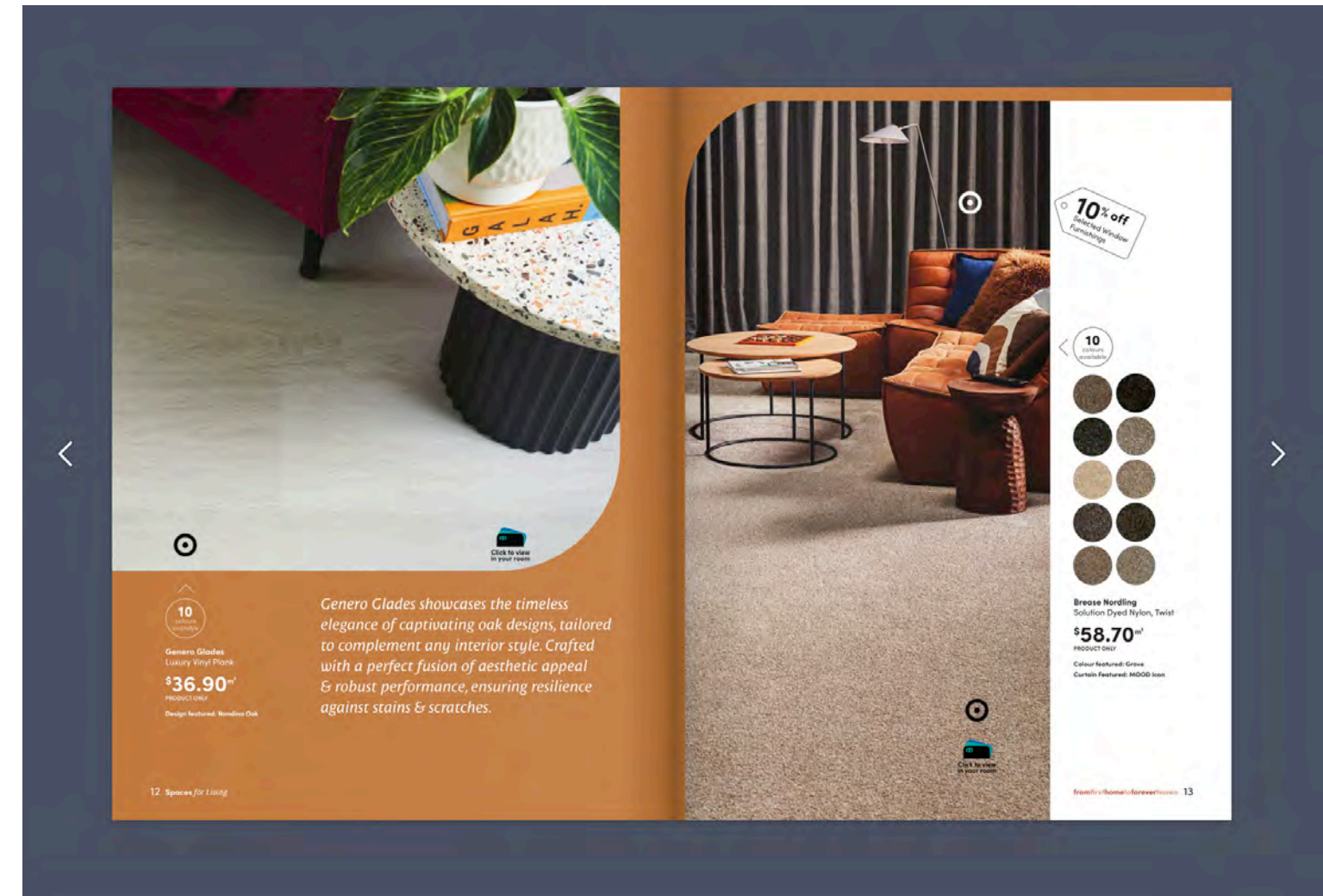
Our stores focus on achieving Google Reviews has assisted in bringing our overall rating to 4.7 out of 5. We now have stores in excess of 300 5-star reviews.

Lead Generation and Search Engine Optimisation

In F'24, RoomView remains the most viewed and used app across both countries. In conjunction with the website launch in January 2024, we launched an enhanced version of RoomView which featured better user experiences and interfaces. Our website has been a powerhouse in generating leads, contributing to nearly 30,000 leads.

With our ongoing SEO efforts, we are consistently evaluating all our websites ensuring its finely tuned for enhanced visibility. This entails scrutinising area targeting, refining website information within profiles, enhancing onsite SEO, and optimising Google Business Profiles to establish a robust technical SEO framework.

Last year through a comprehensive analysis, several critical technical issues were identified, including canonicalisation challenges, complex internal linking structures, and 404 errors with backlinks. This exercise focused on implementing solutions such as proper canonical tags, streamlined internal linking practices, and rectification of such errors. By executing these strategic initiatives, Choices Flooring anticipates significant enhancements in organic traffic and search engine visibility, reinforcing its digital presence and competitiveness in the online landscape.



Our website is more than just a retail flooring destination – it is a place to inspire, engage and provide the best user experience in all things flooring and window furnishings.

Instagram



+ Marketing online

continued

Additionally, we worked all the product descriptions in strict adherence to SEO requirements. For our new Choices Flooring website serving both Australia and New Zealand, our online team has meticulously crafted a comprehensive SEO strategy that encompasses not only on-page SEO aspects such as page titles, meta descriptions, and off-page SEO but also strategic link building. This comprehensive approach aligns seamlessly with our core mission of providing an elevated journey for our customers in their quest to find the ideal flooring solutions.

We are committed to delivering fresh and valuable content that resonates with our customers as they embark on their journey to discover the perfect flooring solutions. Leveraging cutting edge programmatic SEO techniques, our content is tailored to be not just engaging but profoundly relevant to our customers' specific needs. These proactive initiatives underscore our dedication to enhancing engagement with our products and services, all while ensuring our stores receive high-quality leads within their respective Primary Market Areas

Social Media Management

F'24 saw exponential growth in new customer acquisitions via organic social media by 187%. At the start of the financial year, we implemented a multifaceted approach aimed at enhancing brand visibility, fostering engagement, and amplifying our brand narrative.

We've equipped our stores with customisable templates sent at the start of every month to actively participate in campaigns, ensuring localised engagement while maintaining brand consistency.

Our robust repository of resources and templates streamlines content creation, empowering our team to craft compelling content that resonates with our audience. Leveraging automation tools, we streamline our presence and optimise engagement, fostering a vibrant online community.

At the core of our strategy is strategic brand highlighting, where we articulate the value proposition of Choices Flooring and emphasise the trust and reliability that underpin our customer relationships. Together, these initiatives reflect our commitment to innovation and excellence, setting new benchmarks for social media success in the flooring industry.

Customer Relationship Management

Our persistent objective is to inspire even more stores to embrace this cutting-edge technology. We're committed to expanding and refining the platform continually to further enhance the connection between our stores and their customers. As part of our efforts, we have completed the process of redesigning various sections of our website, with a particular focus on improving customer communication. Some of the key areas under transformation include the Free Measure Quote submissions, Store Contact, Floor Calculator, and RoomView features.

+Marketing online

continued

We have not just revamped the visual elements, but we also reworked the email templates and content to ensure a more effective and engaging user experience. These changes have gone live alongside the launch of the new website.

In line with our website personalisation project, we aim to elevate the existing customer journeys, ensuring that they seamlessly connect with their nearest Choices Flooring Store. By bringing their local store to the forefront, we seek to provide a more personalised and convenient experience for every visitor to our website.

Inspiration Station

The Inspiration Stations located in over 80 Choices Flooring stores across Australia and New Zealand underwent an overhaul in January 2024.

As a result, we updated the design to appear more modern, user-friendly, and intuitive. One notable improvement was the introduction of floating buttons, which allows users to view more room images, lending the interface a sleek and relaxed aesthetic. Additionally, the design of icons and buttons has been standardised across the entire interface to ensure consistency.

To simplify the user experience, the number of on-screen buttons has been reduced. These buttons have been consolidated into a single 'Customise' button, providing users with the ability to add blinds, rugs, and change wall colours in the room setting. This streamlined approach enhances usability and navigation.

Furthermore, we have enhanced the visual appeal of the interface with an updated, brighter appearance that aligns with the new colour scheme and design. Users can now intuitively swipe vertically to browse and explore a wider range of rug options, enhancing their browsing experience. These improvements aim to elevate the overall usability and visual appeal of Inspiration Station, providing users with a more enjoyable and engaging design experience in-store.

The Inspiration Stations located in over 80 Choices Flooring stores across Australia and New Zealand underwent an overhaul in January 2024.

image to come



+Chillingworth Training Institute

**Academic and Vocational Training Pty. Ltd trading
as Chillingworth Training Institute (RTO Code 91070)**

This year has been a remarkable period of growth and achievement for the CTI, marked by several key milestones that have enhanced our training and development programs. Such achievements include:

Renewed RTO Registration: We successfully renewed our registration as a Registered Training Organisation (RTO) with the Australian Skills Quality Authority (ASQA). This renewal reaffirms our commitment to maintaining the highest standards in vocational education and training.

Qualification Transfer: In line with industry standards, we smoothly transitioned our apprentices to the updated qualification of MSF30822 – Certificate III in Flooring Technology. This update ensures that our apprentices receive the most current and relevant training in their field.

Improved Learning Materials: We significantly upgraded our learning and assessment materials, focusing on improving the online learning experience for apprentices. These enhancements make it easier for apprentices to engage with course content, boosting both accessibility and comprehension.



+ Chillingworth Training Institute

continued

Streamlined Application Process: To improve efficiency and reduce administrative burden, we revamped our application process, eliminating unnecessary paperwork. This change has simplified the onboarding process, making it faster and more straightforward for new apprentices to get started with their training.

These achievements highlight our ongoing dedication to delivering high-quality training and supporting our apprentices' growth and success.

Apprentice Workshops

CTI successfully conducted seven in-house workshops for apprentices from across the country, offering comprehensive learning experience in our state-of-the-art training facility. These workshops are carefully tailored to address the individual needs of each apprentice, combining theoretical instruction with hands-on practical experience.

Under the guidance of our experienced training team, apprentices were given the opportunity to enhance their knowledge and develop their skills in a supportive environment. With the assistance of industry partners, these workshops also provide additional expertise, broadening the scope of apprentice learning. A variety of installation techniques were demonstrated, ensuring apprentices gained the practical know-how needed to succeed in the field. These sessions offer apprentices the space to refine their abilities and progress confidently in their trade.



Key Achievements

The Martin Lambert Annual Apprentice of the Year Award

This year, we proudly hosted the prestigious Martin Lambert Australasian Apprentice of the Year competition, showcasing the exceptional talent of our apprentices from across the country. The event featured second and third-year apprentices, each selected by their trainers from various states, competing for this coveted title.

Our state winners included:

Daniel Clayton (**Choices Flooring Burnie, TAS**)

Leory van den Dool (**Choices Flooring Albany Interiors, WA**)

Clair Crawley (**Choices Flooring Ballarat, VIC**)

Brendan Lynch (**Choices Flooring Atherton, QLD**)

Jesse Harfield (**Choices Flooring Goulburn, NSW**)

These outstanding apprentices demonstrated their skills by completing two challenging installations: a Temuka Heavy Wool Loop carpet and Armstrong Commercial Sheet Vinyl. We congratulate **Brendan Lynch from Choices Flooring Atherton (QLD)** on winning this event.

Community Projects

Community projects offer a wide range of learning opportunities for the attending apprentices. Through various project activities, apprentices have the chance to both demonstrate and expand their existing skills, while also learning and practicing new techniques across multiple disciplines and floor covering types.

The projects are a great way to facilitate numerous workplace demonstrations and observations. These are recorded by CTI trainers as essential components of the apprentices' course progression. In many cases, observing specific tasks during routine workplace visits can be challenging, as those tasks may not be occurring at the time of the trainer's visit, delaying the completion of certain units of competency. These workshops effectively address that challenge.



Hobart Football Club Clubroom – Hobart, TAS

In another highlight of the year, we collaborated with our member store in Hobart as well as the City of Hobart to revitalize the iconic TCA Ground, affectionately known as 'The Den'. This significant revamp aimed to breathe new life into the aging clubrooms.

The renovations included the installation of:

- Patterned carpet
- An engineered timber dance floor
- Commercial vinyl and vinyl plank flooring

These enhancements have transformed the club's environment, providing a modern and welcoming space for players and fans alike, ensuring that the TCA Ground continues to be a beloved landmark in Hobart.

Animal Welfare League – Coombabah, QLD

This community project presented significant challenges, including high moisture issues in an old concrete subfloor. Proper subfloor preparation was crucial to achieving a successful outcome and provided an excellent opportunity to demonstrate the necessary remedial work and materials to address these issues. It became a valuable learning experience for all apprentices on site.

+ Chillingworth Training Institute

continued

With support from our Alliance Partner Mapei, who provided moisture barriers, leveling compounds, and adhesives, along with flooring product donations from NFD, Beaulieu of Australia, Dunlop, and Tarkett, apprentices had the opportunity to install:

- Dual bond carpet
- Commercial vinyl
- Vinyl plank

The team at the Animal Welfare League was thrilled with the results and has invited us back next year to renovate additional areas on site.

Partnership Training

Newfurn values its relationships with all their Alliance Partners. That's why over the past 12 months, partners such as **Signature Floorcoverings, Airstep and Imagine Floors by Airstep, Dunlop, National Flooring Distributors (NFD) and Karndean** have to attended Newfurn for a one-day training Masterclass to ensure consistency in messaging when dealing with consumers and retailers.

Delivered by the experienced Chillingworth Training Institute (CTI) trainers, partners have been presented tailored training sessions and learnt installation best practises on LVT, Carpet and Hybrid flooring as well as subfloor preparations.

It's because of collaborative alliances with their partners, many being major Australian and International flooring manufacturers and distributors, Newfurn is in a unique position of providing high level robust Industry credentialling. This unique partnership combines Nationally accredited, and industry led training with the best flooring industry experts, drawing on the most current product developments, installation techniques and industry practices to the highest standards.

Our Trainers

With our NSW/QLD trainer, Lee Tollett, transitioning to becoming a Choices Flooring member (Brendale), it was essential for CTI to fill the role with someone who not only has hands-on installation experience but also excels in building team dynamics and fostering a positive learning environment.

We sought a strong communicator who could mentor apprentices through their apprenticeship while enhancing collaboration within the team. Paul Maiolo, who joined the CTI in May, brings extensive installation expertise and a strong track record of supporting apprentices in their development, making him the perfect fit for this role.



< The CTI has launched the apprentice website via ctitraining.com.au

established to explain the function of the RTO to potential businesses and retailers, but now has a dedicated site purely for apprentices. There has also been a variety of new videos created, not only for apprenticeship training but for advertising purposes.

CTI Training Facility

In September 2023, Newfurn unveiled their new state of the art inhouse training facility at their Newfurn Central Office in Melbourne. The CTI Training Facility is a 160sqm internal house with four bedrooms, kitchen, dining, hallway and lounge with an internal staircase. The first group of apprentices from across Victoria converged on the facility to prepare and install different categories of flooring.

At the launch, Newfurn CEO Andrew Lewis stated that the facility will allow our trainers to train apprentices and partners in a facility that depicts real life situations. The facility has been designed to ensure most facets of the core competency of flooring installation is covered and will allow trainers to train apprentices anytime without restrictions.

Marketing and Online Tools

There have been many new marketing and online initiatives for the CTI in F'24. From dedicated information brochures for Employers, Apprentices and Government bodies, to digital video boxes targeting schools, the CTI's presence has grown from strength to strength.

Specialised online videos were also created including **A Day in the Life of an Apprentice** - focusing on what it is like to be a flooring apprentice to specialised install instructional videos including floor preparation and install techniques.

The CTI has also launched the apprentice website via ctitraining.com.au. The website was already



+ Commercial

As we reflect on the past year, the Commercial team of Newfurn stand out as a pillar of resilience and innovation within the organisation. Despite a challenging economic landscape, the team have demonstrated remarkable adaptability and growth, positioning ourselves as a leading provider of flooring solutions for commercial spaces.

The Commercial team have achieved a robust increase in revenue, driven by a surge in demand across key sectors, including hospitality, education, and healthcare. Our strategic focus on sustainable and innovative flooring options has resonated well with clients, aligning with their increasing commitment to environmental responsibility. Our partnerships with leading manufacturers have allowed us to offer a diverse range of high-quality products, ensuring we meet the unique needs of our customers.

The cornerstone of our success has been our commitment to innovation and sustainability. The team have introduced several new product lines that incorporate cutting-edge technology and sustainable materials, positioning us as a forward-thinking leader in the industry. This commitment not only enhances our competitive edge but also reinforces our dedication to sustainable practices, contributing to healthier indoor environments.

The team's customer-centric approach has enabled us to build stronger relationships with clients. There has been an investment in training the sales and installation teams, ensuring they are equipped with the knowledge and skills to deliver exceptional service. By listening to our clients' needs and tailoring our solutions accordingly, the team have fostered loyalty and trust, which are essential for long-term success.

While we celebrate our achievements, commercially we remain mindful of the challenges that lie ahead. Supply chain disruptions and fluctuating material costs continue to pose hurdles. However, we view these challenges as opportunities to enhance our operational efficiencies and explore alternative sourcing strategies. A continual proactive approach will enable us to navigate these uncertainties while maintaining our service quality.

As we move forward, our vision for the commercial division is one of continued growth and innovation. We will expand our footprint in emerging markets and leverage technology to streamline our operations and enhance customer experience. Additionally, our commitment to sustainability will drive our product development initiatives, ensuring that we remain at the forefront of industry trends.

The Commercial team have achieved a robust increase in revenue, driven by a surge in demand across key sectors, including hospitality, education, and healthcare.



+ Style Flooring & Interiors

Style Flooring and Interiors had an exceptional year, continuing on the growth of F'23.

However, it wasn't easy. F'24 itself proved to be quite challenging year as outlined in the Chairman's report. The economic landscape within Australia contributed to slower sales as a result of higher interest rates and a downturn in consumer confidence.

Despite the challenges, we welcomed one new stores into our family, which further expanded our footprints in Australia – Simon Flooring (Bayswater, VIC).

A major focus for F'24 was to continue to provide business support and design assistance to all members. To achieve this, we encouraged our members to utilise the Marketing and Online Team as a resource if they need assistance with Brand Guide, Store livery designs, Promotional items and uniforms, Store profile booklets and local area marketing materials and plans.

Embracing innovation and keeping pace with evolving market dynamics remains central to our strategy. It has taken some time, but we are now our first member fully integrating the Group's business operating system (BOS) into their store (Carpet House, Geelong VIC). This system aligns with the technological enhancements retailers in today's economic climate need in order to be successful.

Style Flooring & Interiors Conference

The Style Flooring & Interiors conference was held in October 2023 in Melbourne. The conference had discussions about the future of retail, insight on the new and exclusive products and new initiatives on marketing, online and training perspective. The second day saw members and guests enjoy a day at the Yarra Valley.

A major focus for F'24 was to continue to provide business support and design assistance to all members.

+National Chairmen



Mr K. T. Dahlsen

October 1958 – June 1963



Mr R. M. Hoskins

October 1979 – July 1984



Mr L. H. Butler

July 1963 – February 1972



Mr I. R. Price

August 1984 – February 1991



Mr W. T. Braithwaite

March 1972 – September 1973



Mr J. L. Swinton

March 1991 – October 2005



Mr J. L. Swinton

October 1973 – September 1979



Mr S. M. Chillingworth

October 2005 – Present



+ Store Changes



New Stores



Choices Flooring Invercargill
INVERCARGILL



Choices Flooring Noarlunga
NOARLUNGA, SA



Choices Flooring by Somerfields
MT GAMBIER, SA

Change of Ownership



Choices Flooring Batemans Bay
BATEMANS BAY



Choices Flooring Bellevue
BELLEVUE



Choices Flooring Brendale
BRENDAL



Choices Flooring Campbelltown
CAMPBELLTOWN, SA



Choices Flooring Dandy
DANDENONG



Choices Flooring Ferntree Gully
FERNTREE GULLY



Choices Flooring Fortitude Valley
FORTITUDE VALLEY

+ Member Stores



Australian Capital Territory



Choices Flooring Belconnen
BELCONNEN

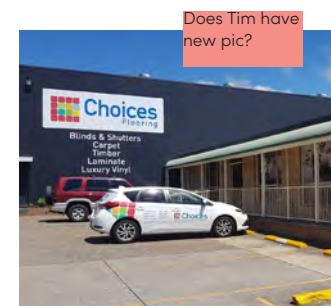


Choices Flooring Fyshwick
FYSHWICK



Choices Flooring Mitchell
MITCHELL

New South Wales



Choices Flooring Adamstown
ADAMSTOWN HEIGHTS



Choices Flooring Albion Park Rail
ALBION PARK RAIL



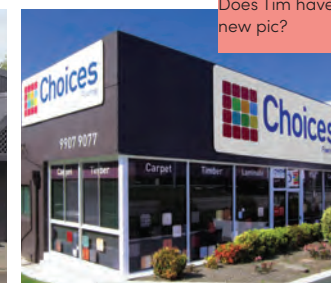
Choices Flooring Albury
ALBURY



Choices Flooring Alexandria
ALEXANDRIA



Choices Flooring Armidale
ARMIDALE



Choices Flooring Balgowlah
BALGOWLAH



Choices Flooring Batemans Bay
BATEMANS BAY



Choices Flooring by Brights
BATHURST



Choices Flooring by Bel Air
ORANGE



Choices Flooring Blacktown
BLACKTOWN



Choices Flooring Caringbah
CARINGBAH



Choices Flooring Castle Hill
CASTLE HILL

New South Wales (continued)



Choices Flooring Coffs Harbour
COFFS HARBOUR



Choices Flooring Dubbo
DUBBO



Choices Flooring Erina
ERINA



Choices Flooring Fairy Meadow
FAIRY MEADOW



Choices Flooring Tuggerah
TUGGERAH



Choices Flooring Wagga
WAGGA WAGGA



Choices Flooring Warners Bay
WARNERS BAY



Choices Flooring by Godfreys
NORTH RICHMOND



Choices Flooring Greenhills
East Maitland
EAST MAITLAND



Choices Flooring Goulburn
GOULBURN



Choices Flooring Heatherbrae
HEATHERBRAE

Northern Territory



Choices Flooring Darwin
WINNELLIE

Queensland



Choices Flooring Forster
FORSTER



Choices Flooring Hornsby
HORNSBY



Choices Flooring Narellan
NARELLAN



Choices Flooring North Bega
NORTH BEGA



Choices Flooring Nowra South
NOWRA SOUTH



Choices Flooring Parkes
PARKES



Choices Flooring Penrith
PENRITH



Choices Flooring Port Macquarie
PORT MACQUARIE



Choices Flooring Alderley
ALDERLEY



Choices Flooring Atherton
ATHERTON



Choices Flooring Brendale
BRENDALE



Choices Flooring Bundaberg
BUNDABERG EAST



Choices Flooring Port Stephens
TAYLORS BEACH



Choices Flooring Silverwater
SILVERWATER



Choices Flooring Southern Highlands
MITTAGONG



Choices Flooring Tamworth
TAMWORTH



Choices Flooring Bundall
BUNDALL



Choices Flooring Burleigh Heads
BURLEIGH HEADS



Choices Flooring Cairns
CAIRNS



Choices Flooring Caloundra
CALOUNDRA, QLD

Queensland (continued)



Choices Flooring by Campbells
YEPPON



Choices Flooring Cannon Hill
CANNON HILL



Choices Flooring Capalaba
CAPALABA



Choices Flooring Fortitude Valley
FORTITUDE VALLEY



Choices Flooring Helensvale
HELENSVALE



Choices Flooring Hervey Bay
PIALBA



Choices Flooring Mackay
NORTH MACKAY



Choices Flooring by Mallets
IPSWICH



Choices Flooring Maroochydore
MAROOCHYDORE



Choices Flooring Noosaville
NOOSAVILLE



Choices Flooring Toowoomba
TOOWOOMBA



Choices Flooring Warwick
WARWICK

South Australia



Choices Flooring by Somerfields
MT GAMBIER



Choices Flooring Campbelltown
CAMPBELLTOWN



Choices Flooring Keswick
KESWICK



Choices Flooring by Kym Woolford
PORT LINCOLN



Choices Flooring Marion
MARION



Choices Flooring Modbury
MODBURY



Choices Flooring Modbury
NOARLUNGA



Choices Flooring Parafield
PARAFIELD AIRPORT

Tasmania



Choices Flooring by Advance
MOONAH



Choices Flooring by Boxall
MIDWAY POINT



Choices Flooring Burnie
COOE



Choices Flooring Devonport
DEVONPORT



Choices Flooring Hobart
HOBART



Choices Flooring Kingston
KINGSTON



Choices Flooring Launceston
LAUNCESTON



**Choices Flooring
by Aggenbachs**
WANGARATTA



Choices Flooring Ararat
ARARAT



Choices Flooring Ballarat
BALLARAT



Choices Flooring Bendigo
EAST BENDIGO



Choices Flooring Moorabbin
MOORABBIN



Choices Flooring Narre Warren
NARRE WARREN



Choices Flooring Nunawading
NUNAWADING



Choices Flooring Parkdale
PARKDALE



Choices Flooring Colac
COLAC



Choices Flooring Dandy
DANDENONG



Choices Flooring Doncaster
DONCASTER



Choices Flooring Echuca
ECHUCA



Choices Flooring by Pughs
ASHBURTON



Choices Flooring by Paulls
MOE



Choices Flooring Robinvale
ROBINVALE



Choices Flooring Shepparton
SHEPPARTON



**Choices Flooring
Ferntree Gully**
FERNTREE GULLY



Choices Flooring by Fletchers
GEELONG WEST



**Choices Flooring
Hoppers Crossing**
HOPPERS CROSSING



Choices Flooring by Knights
KYABRAM



Choices Flooring by Smiths
MORNINGTON



Choices Flooring Sunbury
SUNBURY



Choices Flooring by Swintons
SWAN HILL



Choices Flooring Warrnambool
WARRNAMBOOL



Choices Flooring by Lamberts
THOMASTOWN



Choices Flooring Leongatha
LEONGATHA



Choices Flooring Lilydale
LILYDALE



Choices Flooring Mildura
MILDURA



Choices Flooring by Thomsons
EUROA



Choices Flooring by Thomsons
SEYMOUR



Choices Flooring Torquay
TORQUAY



Choices Flooring by Watsons
WARRAGUL

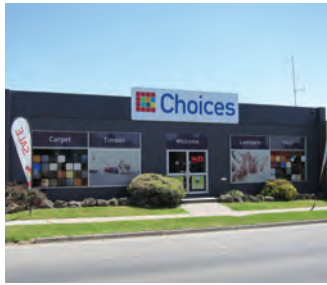
Victoria (continued)



Choices Flooring by Westside
HORSHAM



Choices Flooring by Westside
STAWELL



Choices Flooring Wodonga
WODONGA



Choices Flooring Wonthaggi
WONTHAGGI

Western Australia



Choices Flooring
by Albany Interiors
ALBANY



Choices Flooring Bellevue
BELLEVUE



Choices Flooring Bunbury
BUNBURY



Choices Flooring Busselton
BUSSELTON



Choices Flooring by Dallimores
NORTHAM



Choices Flooring Esperance
ESPERANCE



Choices Flooring by G & A
OSBORNE PARK



Choices Flooring Geraldton
GERALDTON



Choices Flooring Joondalup
JOONDALUP



Choices Flooring Kalgoorlie
KALGOORLIE



Choices Flooring Margaret River
MARGARET RIVER



Choices Flooring Myaree
MYAREE



Choices Flooring Rockingham
ROCKINGHAM



Choices Flooring by Charteris
HAMILTON



Choices Flooring Invercargill
INVERCARGILL



Choices Flooring Nelson
NELSON



Choices Flooring New Plymouth
WAIWHAKAIHO



Choices Flooring North Shore
AUCKLAND



Choices Flooring by Pearce
ROTORUA



Choices Flooring Tauranga
TAURANGA SOUTH



Choices Flooring Whakatane
WHAKATANE

+ Member Stores

New Stores



Overflow Carpets
DIAMOND CREEK, VIC
SEPTEMBER 2022



Style Benalla
BENALLA, VIC
OCT 2022

New South Wales



Camden Valley Flooring
NARELLAN, NSW



Homestyle Flooring Solutions
BROOKVALE



Menadue Floorcoverings
DENILIQUIN



Newline Carpets
DURAL



Premier Carpets
BEACONSFIELD

Queensland



Impact Floors
MAROOCHYDORE



Adelaide Flooring Interiors
BRIGHTON



Adelaide Flooring Interiors
CROYDON PARK



Goodwood Floors
GEPPE CROSS



Victoria



Carpet House
GEELONG



Col Haigh's Carpet Centre
SHEPPARTON



Delta Carpets
AIRPORT WEST, VIC



Hoskins Carpet Gallery
BLACKBURN



Floorcraft
CLAYTON



Middleton's Carpets
WODONGA



Mode Flooring
SALE



Nebozuk Carpets
BALLARAT



Overflow Carpets
DIAMOND CREEK, VIC



Style Benella
BENALLA, VIC



Wood Street Floor Coverings
BAIRNSDALE

Tasmania



Roberts Mobile Carpets
SOUTH LAUNCESTON



Unique Floors
HOBART



Carpet Force
CLAREMONT



Mega Flooring Centre
MANDURAH

Western Australia