



AFRA: Elevating Standards and Supporting Growth in the Australian Removals Industry: A Case Study



AFRA: Case Study

The Australian Furniture Removers Association (AFRA) is the peak body for the removals and relocation industry. Our mission is to support our members, uphold industry standards, and drive innovation across the sector. With members in 270 locations across Australia, AFRA plays a pivotal role in shaping the landscape of the removals industry through a multifaceted approach encompassing advocacy, compliance, education, and training.

Advocacy and Industry Representation

AFRA serves as the trusted professional voice for the removals industry, engaging with government bodies, regulators, and stakeholders to influence policy development and address industry challenges. By representing the collective interests of our members, AFRA ensures that the removals sector's concerns are heard and considered in legislative and regulatory processes. This advocacy contributes to the establishment of fair and effective policies that support the industry's growth and sustainability.

Compliance and Accreditation

To become an AFRA member, a removals business commits to upholding high standards of service, safety, and operational practices. The AFRA accreditation process involves comprehensive audits to ensure that member businesses meet the association's stringent criteria.



AFRA: Case Study

This commitment to compliance not only enhances the credibility of individual businesses but also elevates the overall reputation of the removals industry in Australia.

Education and Professional Development

AFRA recognises the importance of continuous learning and development in maintaining industry standards. We provide a range of training programs, workshops, and certifications designed to upskill staff and improve service quality. With over 9,000 professionals benefiting from AFRA's educational initiatives, members are equipped with the knowledge and skills necessary to adapt to industry changes and meet evolving customer expectations.

Networking and Industry Collaboration

Through conferences, events, and workshops, AFRA facilitates networking opportunities that allow members to connect, share insights, and collaborate on best practices. These interactions foster a sense of community within the industry and encourage the exchange of ideas that drive innovation and improvement. By bringing together professionals from various sectors of the removals industry, AFRA strengthens the collective capacity to address challenges and seize opportunities.



Consumer Protection and Dispute Resolution

AFRA is committed to ensuring that consumers receive high-quality services from accredited removalists. The association offers a no-cost dispute resolution process to address complaints and resolve issues between customers and members. This service not only protects consumers but also helps maintain the integrity and trustworthiness of the removals industry.

Impact and Industry Recognition

The benefits of AFRA membership extend beyond individual businesses to the industry as a whole. Members report increased customer satisfaction, improved operational efficiency, and enhanced business growth as a result of their affiliation with AFRA. Additionally, our efforts in advocacy and policy development contribute to a more favourable business environment for the removals sector.