

05th June 2016

To the Productivity Commission Enquiry

My name is Richard Munao and I am the founder and sole director of Cult Design. I have been in the furniture industry for over 30 years. Cult currently invests as importer over \$500,000 annually in marketing and promoting the designers behind the products we import and have been doing for 20 years in January 2016 and it is my opinion that copies fakes and counterfeits have caused the industry incalculable losses of the iconic designs we have invested in marketing and promoting.

CULT employ over forty five Australian's and generate in excess of 20 Million Dollars of revenue and we contribute to the Australian economy in a number of ways. As well as employing Australian's we work with Australian Designers and Australian Manufacturers to develop and manufacture Australian designed products for both the commercial and domestic markets. In the last two years we have launched two collection's which today make up a 48 page catalogue by Australian Designer Adam Goodrum. Adam would today be one of the most respected and successful Australian Designers.

We feel strongly that the current laws need to be changed not only to protect the designers of iconic designs that we and many of our competitors like Living Edge, Space Furniture, Kezu, import equally as important is protecting the Australian designers from being copied. This not only affects their income it affects our economy. Since working with the manufacturer of the timber products we produce in Australia designed by Adam Goodrum the manufacturer has doubled his staff to keep up with the growing demand and is this that we would like to protect.

Cult and Adam Goodrum's latest design Bower was just awarded the Good Design Award against international competition and we are very proud to have won award as it this is one of Australia's most prestigious design awards. The good design awards are one

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of the world's longest standing design awards dating back to the 1950's.



Another of Adams design the Molloy chair is so complex to make it took us over twelve months to bring the design to market and we worked closely with an Australian manufacturer to be able to make it in Australia that had the equipment necessary to produce it locally. The Molloy chair is an expensive chair to produce and through our research we believe the chair cannot be easily copied.

The collection is one that sits well against any of our esteemed imported collections and we are confident about the potential for this collection to sell well in many overseas markets.

My dream was to be able to export Australian Designed and manufactured product to the world but given the current climate the option of manufacturing these designs in Europe is becoming an option we have to consider against my wishes.

The latest launch of one of our competitors of an Australian conceived collection designed and manufactured in Europe is of concern to me as it is not only taking away from Australian Designers and manufacturers it is taking away from our economy and from the design industry.

If the productivity commission is serious about ensuring our economy grows through encouraging innovation it needs to change the current laws and protect intellectual property as Adam Goodrum



Said at a vivid talk in May 2016 “if you were at school and were caught copying from someone sitting beside you, you would be expelled.

Let’s expel the copy cats that stifle the innovation economy our government is clearly trying to promote as our future. Please feel free to contact me should you have any questions

Richard Munao
Founder and Managing Director
Cult Design

