

TOMFEREDAYDESIGN

14th Jun 2016

To the Productivity Commission Inquiry,

My name is Tom Fereday, I am a furniture and product designer running the studio practice Tom Fereday Design, a furniture design studio founded in 2010 based in Sydney. Our studio designs and develops original furniture designed in Australia and manufactures in Australia, Italy and Asia Pacific for the Australian market.

I have invested the past 6 years developing unique furniture pieces for the Australian market and begun in the last year distributing in Asia Pacific and US.

IP in Australia and the issues relating to authentic design is and continues to affect emerging businesses in Australian including my practice. Within the UK a 2 year grace period intended for product development and industry feedback allows designers to recoup some of the huge expenses involved in product development without fear of replicas. After this period the designer can choose to register such design. This is not offered in Australia.

The current state of IP laws in Australia are without question affecting my studios development forcing me to look at offshore production and distribution and capping the potential growth of my business.

Laws relating to IP in Australia must be reviewed in relation to furniture and product design to ensure production and design industry remain in Australia. It would be fair - as an Australian designer competing in the global market place - to ensure we have the same design protection as our peers in Europe. This would give me the confidence to continue to invest building my business and career here in Australia.

Regards,
Tom Fereday

W: www.tomfereday.com