



Company Profile

company profile

what we do

Our purpose is to bring lasting enjoyment to public places.

We believe that street furniture plays a central role in animating and connecting places. It ensures a place is vital, accessible and enriching for its community.

Our active research and development program puts users at the heart of everything we do. Since 1986 we have furnished more than 30,000 places in Australia and around the globe.

We specialise in the design, manufacture and supply of quality street furniture including modular furniture systems, seats, benches, tables, drinking fountains, litter bins, bollards, planters, bicycle stands and smart furniture.

All of our core products are designed and assembled at our studio and factory in Western Sydney, Australia.

We are able to meet all of your requirements through our standard range, tailored or wholly custom-built products.

Together with our design, custodian and contracting partners, we strive to make public places enjoyable for all.



company profile

our values

design

Design matters, it is in everything we do. Design ensures our solutions are enjoyable, inclusive and lasting.

caring

The care we put into what we produce, our processes and our people, all combine to ensure we bring lasting enjoyment to the spaces we help create and the relationships that make them possible.

inclusive

We are inclusive in our work. We strive to make public spaces accessible and enriching for all.

curiosity

Our curiosity drives a constructive discontent that constantly fuels our desire for positive change and improvement.

dependable

We will always be there for our customers. Our integrity is seen in our approach to creating and supporting lasting solutions that lead our industry to new standards.

company profile

our core beliefs

We believe design matters. It must be seen in not just our products but in everything we do.

We believe street furniture plays a central role in animating and connecting spaces. It is the connective tissue that ensures spaces are vital, enjoyable and enriching.

We believe everyone has a right to access great public spaces.

We believe relationships are important. Collaborations with customers, like-minded partners and the community are necessary to achieve our goals for the public domain.

We are market makers: our company started the street furniture industry in Australia. We believe we have much more to contribute in leading and driving standards and innovation in the industry.



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history

In 1974, leading architects Darrel Conybeare and William Morrison were fruitlessly searching for locally-made, high-quality products to furnish their iconic projects in Sydney and Canberra.

The unsuccessful hunt inspired them to develop their first prototype seat in a friend's backyard. Still sold and installed around Australia today, the 'Classic Plaza Seat' was successfully adopted in 1981 to furnish the central city area of Canberra.

Conybeare and Morrison founded Street Furniture Australia in 1986, making the company one of the first street furniture suppliers to be established in Australia.

In fact, the two architects coined the term "street furniture" in Australia.

The company expanded its product range, including litter bins and bollards, and became the standard furnishing in Sydney and Canberra. Notable historic projects include bus shelters for the Queen Victoria Building in Sydney, the Telstra phone booth - distributed nationwide, and the furniture suite for Macquarie Street and the western foreshore of Circular Quay in Sydney.

The company now offers a full product range including seats, benches, tables, drinking fountains, litter bins, bollards, planters and bicycle stands.

In 2016 Street Furniture Australia joined the Australian Institute of Landscape Architect and ACT Government in an activation project for Garema Place, Canberra, called #BackyardExperiment.

The company's resulting research report won the Built Environment category at the inaugural Australian Smart Cities Awards in 2018, and the Research Project Award at Parks and Leisure Australia's 2017 NSW and ACT Regional Awards of Excellence.

With an extensive portfolio of local and international projects and a dedicated inhouse research and development team, Street Furniture Australia is an experienced industry leader with a constant drive towards excellence and innovation.



Founders Darrel Conybeare and William Morrison

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design philosophy

We believe design matters. It must be seen in not just our products but in everything we do.

Street Furniture Australia solutions are designed to improve the quality of daily life of public citizens. Our commitment to the public domain includes:

- creating spaces that make smiles.
- improving enjoyment of the public domain.
- ensuring public spaces are accessible for everyone.
- partnerships that help custodians to create a sense of place.
- long-term thinking, so our business and the spaces we help to create endure.



company profile

sustainability statement

We only bring quality products into the urban environment. To do this responsibly, our company implements best practice in environmental management.

Inhouse Manufacturing

All products are made-to-order and dispatched from our factory floor in Western Sydney, Australia. The factory gives preference to local suppliers and actively practises LEAN manufacturing methodologies to minimise waste.

Eco-certified Timber

Our hardwood is eco-certified and sourced from local sustainably managed forests.

Durability

Our products are made to last through the exclusive use of premium heavy-duty materials and finishes.

Spare Parts

Our products are designed to allow for easy replacement of damaged parts. We provide our customers with the assurance that spare parts will be readily available well into the future.

100% Recyclable

We only use 100% recyclable materials in our products and packaging.

Thoughtful Design

Design quality impacts the lifespan of a product. We invest in R&D to deliver the best in safety, ergonomics, functionality, low maintenance and vandal-resistance to our clients. Every part is designed thoughtfully to bring lasting enjoyment to the public environment.



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ISO Certified

Street Furniture Australia has successfully implemented Quality, Environmental, OH&S and Integrated Management Systems, certified by QAS International under ISO9001:2015, ISO14001:2015, ISO45001:2018, AS/NZS4801:2001 and PAS99:2012.



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parts promise

What is our parts promise?

Street Furniture Australia ensures that customers will be able to purchase spare parts for the entire life of their product, or for a period of up to five years after the product has been discontinued. Our Parts Promise applies to the standard product range.

Why do we offer this?

We believe our responsibility to the customer lasts long after the point of installation. The ability to access spare parts, combined with our warranty, gives customers peace of mind in knowing their products can last for decades with correct maintenance.

Additional benefits include minimising whole-of-life cost and treading more lightly on the planet.

What happens when a product is discontinued?

Street Furniture Australia rarely discontinues products however when this occurs we make sure tooling is maintained so that parts can be made to order for up to five years.

How can customers order parts?

Call 1800 027 799 or go to streetfurniture.com/au/order-spare-parts. Please have your original order number ready to ensure the precise parts and colours are specified.

organisational chart

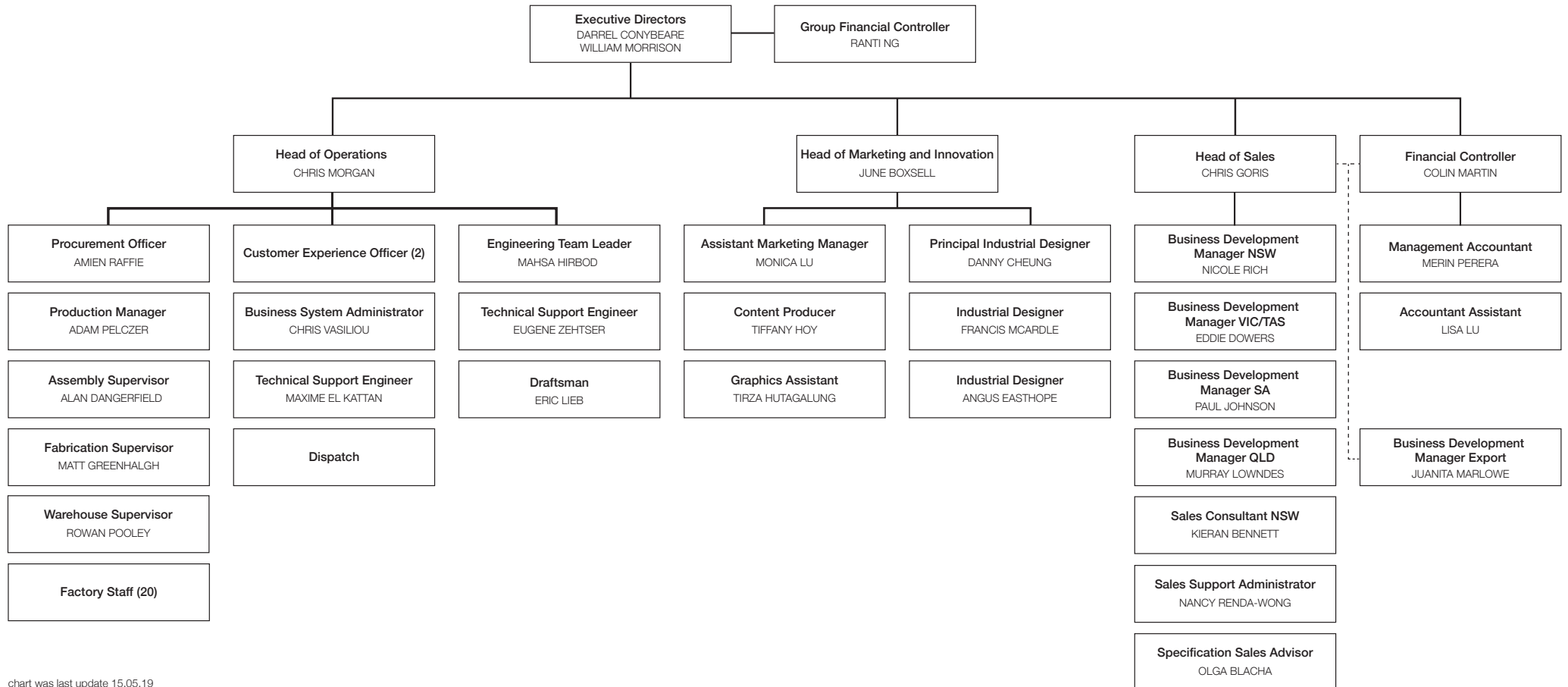


chart was last update 15.05.19

design team

Darrel Conybeare
director
MCP, FRAIA, FRAPI

Darrel Conybeare is a Director of Street Furniture Australia and CM+. He has worked in the design of interior and exterior furniture for more than 45 years, including three years as an intern in the Charles and Ray Eames studio in California from 1967. As environmental design director for the initial City of Sydney Strategic Plan (1970) he developed a litter bin and participated in furniture designs for Martin Place, Sydney's first pedestrian precinct. He co-directed the CM+ proposal for the JCDecaux tender bid in 1997 and managed the initial supply contract between Street Furniture Australia and JCDecaux. Darrel and William Morrison jointly founded Street Furniture Australia in 1986 and established the unique 'Sydney look' of the furnishings and embellishments for the bicentennial projects of Macquarie Street and Circular Quay.

William Morrison
director
FRAIA

William Morrison is a Director of Street Furniture Australia and CM+. A graduate of architecture from Sydney University, he has more than 30 years of experience in the urban design of cities and development of streetscapes, waterfronts and urban places. His portfolio spans Australia, the United Kingdom, China and South East Asia. As an extension of the architectural and urban design practice of CM+, Bill and Darrel Conybeare established Street Furniture Australia. During the growth of this business and international expansion Bill has promoted the development of new and innovative designs to maintain Street Furniture Australia's reputation at the forefront of public domain furniture.

Mark Armstrong
design director

Mark Armstrong is Design Director with Street Furniture Australia, a Practice Professor in Design, a Fellow of the Design Institute of Australia and inductee into the Design Hall of Fame. Professor Armstrong provides industrial design expertise to several strategic research projects utilising user-centered design methods to change outcomes for end-users. Mark is recognised as one of Australia's foremost designers. He applies a collaborative multi-disciplinary processes to studio-based research to achieve design excellence and innovation. He is Founder and Director of Blue Sky, one of Australia's leading design consultancies. Clients include Qantas, Cochlear, ResMed, Breville, Philips, Coles, Electrolux, Commonwealth Bank, United Nations, Olympus and Sydney Olympic Committee.

design team

June Lee Boxsell head of marketing and innovation

June Lee Boxsell leads and supports the design and marketing teams at Street Furniture Australia. With more than 15 years experience in furniture manufacturing, her work includes product and user research, concept development and go-to-market strategies to achieve design and commercial objectives. She has overseen public space activations in collaboration with government and landscape architects, such as #BackyardExperiment, which reached a global audience and won a 2018 Australian Smart Cities Award for Built Environment.

Danny Cheung principal industrial designer

Danny Cheung is the Principal Industrial Designer at Street Furniture Australia. He is a graduate of industrial design with the University of Technology Sydney. Danny is inspired by the challenge of each design brief as it offers a springboard to creativity. Since joining Street Furniture Australia he has worked in the design and development of the company's first smart furniture, including Australia's first smart bench, and the modular Aria Seating System.

Francis McArdle industrial designer

Francis McArdle is an Industrial Designer at Street Furniture Australia. He graduated with Honours in Industrial Design from RMIT in Melbourne. Francis is inspired by designing products that improve the quality of peoples' lives. He is also passionate about the environment and making sustainable choices in everything we do.

Angus Easthope industrial designer

Angus Easthope is an Industrial Designer at Street Furniture Australia. He is a graduate of Industrial and Product Design from the University of Technology Sydney.

design team

Christopher Morgan head of operations

Christopher Morgan is Head of Operations at Street Furniture Australia. He has more than 20 years of experience leading continuous improvement programs in a wide range of manufacturing fields. He is a strong advocate of LEAN manufacturing in all aspects of the Street Furniture Australia business. Chris is inspired by people's desire to improve in every aspect of the business. He believes a world-class product can only come from a world-class facility, one that instills confidence in both its customers and its employees.

Mahsa Hirbod engineering team leader

Mahsa Hirbod has 10 years of design engineering experience, particularly in lighting with two of Australia's most reputable suppliers, Gerard Lighting and Harcroft Lighting. She has also worked in various other manufacturing industries such as medical accessories and equipment, sheet metal and steel fabrication, laser cutting and CNC punching. As Engineering Team Leader, Mahsa is inspired to bring out the best in people. She enjoys seeing Street Furniture Australia products in the public domain, as serving the community brings her joy.

Eugene Zehntser technical support engineer

Eugene Zehntser joined Street Furniture Australia more than 16 years ago as a qualified welder and boilermaker. His technical and organisational skills led to taking on the role of Technical Support Engineer to oversee NPD prototyping, post-production improvements and provide technical support to the sales and design departments.