

The Inside Scoop

AGHA Sydney Gift Fair
19–21 September 2026
Sydney Showground
Sydney Olympic Park

AUSTRALIAN
Gift & Homewares
ASSOCIATION



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Our Business Partners



A Word From Our CEO

Welcome to Inside Scoop—your exclusive preview of what’s waiting for you at AGHA Sydney Gift Fair 2026.

With **Sydney Gift Fair** just around the corner, I’m excited to share a little of what we have planned for this September.

Taking place **19–21 September at Sydney Showground**, this year’s Fair will bring together a curated mix of brands and buyers for three focused days of sourcing, connecting and doing business.

We’re also bringing plenty of inspiration to the Fair. **Erica Berchtold** from David Jones will share insights and expertise from one of Australia’s most recognised retailers, while celebrity chef **George Georgievski** will bring his signature energy and fresh perspective to the AGHA Insights stage.

And there’s another reason for buyers to get involved — our **\$5K Passport*** is coming to Sydney, with **three winners sharing \$15,000** in

cash prizes simply by placing orders with participating exhibitors and collecting their Passport stamps. We are also running our popular **Spin & Win**, where buyers can win prize packs from attending exhibitors.

Sydney Gift Fair is designed to create meaningful opportunities for our industry — to discover new products, strengthen relationships and connect face-to-face with the people behind the businesses.

There’s much more still to be revealed, and I look forward to sharing it with you as we get closer to opening day. I hope to see you in Sydney next month!

And the opportunities don’t stop in Sydney. From 16–18 October, Gifted Brisbane makes its debut, creating another opportunity to connect, source and grow in the Queensland market.



Anita Campbell

Australian Gift &
Homewares Association CEO



AGHA



ahga.social



ahga_events



What’s Happening at AGHA Sydney Gift Fair?

19–21 September 2026

Sydney Showground
Sydney Olympic Park

Spin & Win

AGHA Insights

\$5k Passport*

Connections Hour

5–6pm 20 September

Featured Themed Pavilions



Register now to attend

*T&Cs Apply. Authorised under: NSW TP/05116. Visit <https://ahga.com.au/sydney-gift-fair/visitor-rewards/order-your-way/> NSW and VIC residents only.

INSURANCE



NEW EXCLUSIVE INSURANCE SOLUTIONS FOR AGHA MEMBERS

Austbrokers ABS has been partnered with the AGHA for over 15 years and we are happy to announce a new and exclusive suite of insurance products with discounted rates for members

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Austbrokers ABS has a long-standing relationship with the Australian Gift and Homewares Association (AGHA), which has spanned more than 15 years. Through this enduring partnership, Austbrokers ABS has developed a deep understanding of the specific risks and insurance needs facing businesses within the gift and homewares industry.

Business Insurance

For any organisation, having the right business insurance is essential—whether you're a small start-up or a large enterprise. Austbrokers ABS offers a suite of business insurance solutions designed to cover a broad range of exposures, from property damage and liability through to business interruption.

For members of AGHA, this has been taken a step further through the exclusive Business Package Insurance facility. This tailored solution has been specifically designed for the gift and homewares sector, ensuring coverage responds to the real-world risks faced by retailers, wholesalers, and importers in the industry. The strength of this offering is reflected in its rapid adoption, with circa 90% of eligible members electing to take up the facility.

Marine Transit Insurance

For companies involved in the import, export, or transport of goods, risk extends well beyond the warehouse. Austbrokers ABS offers marine transit insurance solutions designed to protect goods while in transit—whether by land, air, or sea.

The policies cover a wide range of scenarios, including accidental loss or damage, theft, and delays caused by unforeseen circumstances. By tailoring coverage to the specific nature of shipments, Austbrokers ABS ensures comprehensive protection across the entire supply chain.

Cyber Insurance

As digital threats continue to evolve, cyber insurance has become a critical component of modern risk management. Austbrokers ABS recognises the increasing exposure businesses face from cyber-attacks, data breaches, and system disruptions.

The cyber insurance solutions are designed to respond to a wide spectrum of risks, including data loss, business interruption, third-party liability, and breach response costs such as forensic investigations, legal expenses, and public relations support.

In addition, Austbrokers ABS works proactively with clients—including AGHA members—to assess cyber exposures and implement risk mitigation strategies, often incorporating value-added services such as cyber risk assessments to strengthen overall resilience.

Corporate Travel Insurance

Austbrokers ABS also offers a market-leading Corporate Travel Insurance solution through specialist partners, specifically designed to meet the needs of modern businesses and their employees.

This policy provides comprehensive cover for both business and leisure travel, a key benefit for AGHA members and their staff who often combine work trips with personal travel. Cover extends beyond traditional travel risks, offering protection for medical emergencies, trip cancellations, delays, lost luggage, and personal liability.

Importantly, the policy can be structured as an annual corporate facility, providing seamless, automatic cover for directors, employees, and in some cases their accompanying partners or families—without the need to arrange insurance for each individual trip.

Australian Made licensees **Abundance Unlimited** and **Solmates Australia** proudly showcase the quality, creativity and ingenuity being produced right here at home. **Abundance Unlimited** offer natural, beautifully crafted wellness products, while **Solmates Australia** combines clever design with planet-conscious thinking through its refillable products.



Made in Australia

Supporting Aussie Makers



This page, top to bottom:
Abundance Unlimited, Tilley Soaps Australia, The Songbird & the Bee



They're joined by **Tilley Soaps**, **The Songbird & the Bee**, **Sacred Synergy** and **REVEA**, each bringing their own approach to Australian made and inspired products across fragrance, wellness, jewellery and skincare.

Together, they showcase the incredible talent on our doorstep—and we couldn't be prouder to support Australian makers.



This page, top to bottom:
Sacred Synergy, Solmates Australia, REVEA

Fashion & Jewellery

Fashion is becoming less about following the crowd and more about finding pieces with personality—and we're excited to welcome a diverse mix of exhibitors who understand where the category is heading.

For jewellery and finishing touches, **Super Amazing Jewellery** is showing fashion-forward jewellery and hair accessories inspired by seasonal trends, while **Museum of Accessories** takes a considered approach with timeless jewellery, gemstones, pearls and leather goods. **PAILQUE** adds its own distinctive aesthetic to the mix.

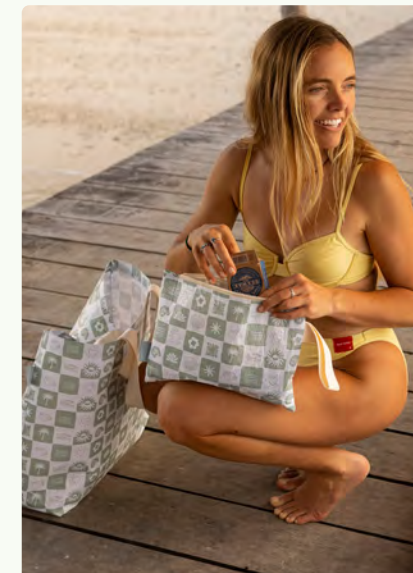
For bags, footwear and everyday style, **Serenade Leather** brings beautifully designed leather and vegan bags, while **Focus on Footwear** connects retailers with characterful European footwear balancing comfort, craftsmanship and style. **World Collection** adds an eclectic collection of European giftware and accessories.

Meanwhile, **Hello Weekend, Istanbul Authentic Bazaar** and **Exquisite Gifts & Hampers by Lynne** offer retailers opportunities to broaden their fashion and gifting ranges with products that feel distinctive, considered and giftable.

Together, these exhibitors reflect a trend we're seeing across the sector: customers want accessories with personality, quality and a story—not simply another thing to wear.

All that
glitters

This row, left to right:
*Super Amazing Jewellery, Hello Weekend,
PAILQUE*



This row, left to right:
*Istanbul Authentic Bazaar, Exquisite Gifts &
Hampers by Lynne, Focus On Footwear*



This row, left to right:
*World Collection, Museum of Accessories,
Serenade Leather*



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Style inside & out

Homewares are becoming more expressive, with customers looking for pieces that add personality, warmth and a little sense of escape to their spaces.

For decorative and lifestyle pieces, **Verve & Vibe** brings colour, character and contemporary design to the home, while **Noble Sun Trading** offers an eclectic mix of pieces with a global, artisanal feel. **Tiaki Life** brings a strong connection to nature and mindful living,

creating products designed to make everyday spaces feel more considered.

For those looking to add a little luxury and indulgence, **Get Posh** brings a playful, stylish approach to home and gifting, while **The Tranquil Muse** embraces a calmer aesthetic, with products designed to encourage relaxation and wellbeing.

And **Delta Tales** adds its own distinctive storytelling approach to homewares and décor.

Below: Verve & Vibe Australia

Home & Outdoor



*This page, clockwise from above:
Noble Sun Trading, Tiaki Life, Get Posh,
The Tranquil Muse, Delta Tales*

From bold, personality-led pieces to quieter, more considered designs, these exhibitors demonstrate that there's no single way to create a beautiful home.





This page, clockwise from top left:
Ruhe Rituals, SASHABOO, MexiLove, Harlequin Toys



Mum, Dad & the kids



For the *Whole* Family

Finding a gift for everyone under one roof can be a challenge but these brands make it more fun.

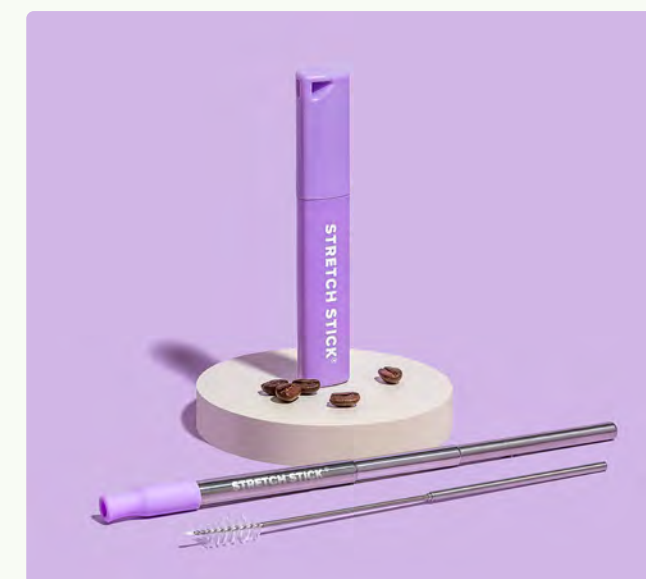
For Mum, **Ruhe Rituals** brings self-care designed to turn everyday moments into little rituals. **MexiLove** adds colour and character with its vibrant Mexican-inspired offering while **Cognescenti** and **Stray Willow** round things out with beautifully considered fragrance and lifestyle gifts for everyday indulgence.

For Dad, **AUVRA** brings audio gear designed for switching off and tuning in, while **Stretch Me Co.** offers a clever, colourful take on reusable hydration, proving practical doesn't have to be boring.

And for the kids, **Harlequin Toys** and **SASHABOO** offer inspiration for imaginative play, creativity and childhood fun, while **Rau Socks** brings a playful touch for all ages — with something for everyone.



This page, clockwise from top left:
Cognescenti, Rau Socks, AUVRA, Stretch Me Co., Stray Willow



KEYNOTE TALKS

AGHA Insights



Erica Berchtold

CEO David Jones

The Best of Both Worlds: Lessons from The Iconic and David Jones

12:30pm Saturday 19 September

Erica Berchtold is the Chief Executive Officer at David Jones. Having previously held positions of CEO of THE ICONIC, Managing Director of Rebel and CEO of Mosaic Brands, she is a passionate, high energy, high impact female Executive with the ability to build, lead and motivate high performing teams to achieve outstanding results.



George Georgievski

Chef & Entrepreneur

From Story to Success: Building a Brand People Want to Follow

12:30pm Sunday 20 September

George Georgievski is the creator of the hugely popular School Lunchbox platform, with hundreds of thousands of followers all around the world. He is the author of the bestselling books Lunchbox Express and Air Fryer Express and a proud ambassador for Jamie's Ministry of Food. George lives in Geelong, Australia, with his wife, Marina, and daughters, Anela and Kiara.

50%

of Australian customers
have stayed longer
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OneMusic

Lucy Godoroja. All
Buttons Great and Small.

Spin & Win



Every day from
19–21 September

Win prize packs from Sydney Gift
Fair 2026 exhibitors.



\$5k passport



AGHA members get a
bonus chance to win
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Authorised under: NSW TP/05116. Visit <https://agha.com.au/sydney-gift-fair/visitor-rewards/order-your-way/>
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Become a Member With Us!

By the industry, for
the industry.

The Australian Gift & Homewares Association is the leading and peak industry body representing the interests of both wholesale and retail businesses in the Australian gift and homewares sector.

AGHA provides its members with a range of dedicated services, support and opportunities to assist in the running of their businesses. **Choose more than a trade fair, choose an association, choose AGHA!**



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2026

AGHA Gifted BRISBANE

16–18 October

AGHA Member Connect
& Showcase PERTH

4 November

2027

AGHA Gifted MELBOURNE

30 January–1 February

AGHA Member Connect
& Showcase GOLD COAST

22 March

AGHA Member Connect
& Showcase ADELAIDE

28 April

AGHA Member Connect
& Showcase CANBERRA

20 May

AGHA Melbourne Gift Fair

31 July–4 August

AGHA Sydney Gift Fair

18–20 September



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