



## *Newsletter June 2014*

### **PRESIDENT'S REPORT – NEW ZEALAND**

Hi Everyone

WFAANZ Australia AGM was held at the end of last year and Michael Miller stepped down as President. I would like to take this opportunity to thank Michael on behalf of myself and our Executive Committee for the great support Michael has given WFAANZ NZ during his term, and for the hard work and dedication he gave to his role as President. Michael will remain on Committee as a Distributor and will continue to support both WFAANZ Australia and NZ. Thank you Michael.

Congratulations to Ally Cronan, who was nominated and accepted as President for WFAANZ, Australia, and Rob Hamilton, Vice President. Ally has worked for WFAANZ, Australia for a number of years as their Marketing Manager, and is a great asset to WFAANZ. We look forward to working closely with Ally in the future.

Interest rates are rising but reports of our economy are certainly positive, so I hope this is flowing through to each and all of us. Small self employed businesses are the back bone of the country's economy, but often taken for granted. Very little attention/assistance is given to the self employed by Government/Banks, and I know that we struggle with both financial and work load stress at various times.

Good marketing and advertising is imperative in running a successful business, so remember to take the opportunity to contact WFAANZ and utilize the web site marketing options to your advantage.

We are in the process of finalizing all the relevant data required to have our web site fully functional.

Remember, if you have any interesting/different window installations (small or large) that you have carried out; Ed would love to have photos and a short article for the newsletters.

Our AGM and Conference will again be held in Rotorua, Saturday 30 August, so mark this in your diaries now. It is great to network with fellow tinters, meet up with old acquaintances again, learn a few things, and have a fun time.

Thanks again to Ed and Carol for the great work they undertake for us, and to the Executive Committee for their support.

Kind regards

Lynda Bell

President NZ





## PRESIDENT'S REPORT - AUSTRALIA

For the first time in the history of WFAANZ an entirely independent President has been elected by the committee to help the Association fortify its position in the Australian building and renovation sector. I'm honoured to accept the role.

For the past eight years I've worked alongside some of the industry's most experienced players as the WFAANZ Marketing and PR Manager. My mentors represent a broad and colourful cross-section of the industry – auto and flat glass installers, small business owners, sales managers, technical experts, regional managers and general managers from across the country. I'm lucky to have learnt from the best.

I launched the new WERS For Film program, helped write the new training modules and exams, forged relations with International Associations, generated numerous media articles, participated in countless committee meetings, attended site visits, developed videos, prepared brochures...and the list goes on.

It's fair to say my time in the Aussie window film industry has been entirely unique. I've never worked for a particular brand or company. My agenda has never revolved around the bottom line or pushing commercial interests. I have always, always focussed on the industry as a whole.

This independent perspective lends itself to steering our Association towards its goals while acknowledging all levels of membership. My mission is to safeguard the interests of our associate members, helping them present a compelling story of reliability and professionalism to prospective clients and existing customers.

WERS For Film is extremely close to my heart. I see it as an installer's chance to define themselves as an energy efficiency expert with the training and tools necessary to offer a complete sustainability package. It's the best sales tool our industry has ever seen and as such should be widely adopted by flat glass

professionals who know that the right credentials can equal more business. Our efforts this year will support licensed installers and make it easier than ever to become accredited if you haven't already done so.

Now I have a favour to ask you. As I've never worked at the coalface I'm relying on our members, both associate and distributor, to help me out. I'll need your input, advice and experience to ensure our message is on-point and activities on-track. Contact me at [ally@acpublicrelations.com.au](mailto:ally@acpublicrelations.com.au) or (02) 9401 022.

I've said it before and I'll say it again, the best way for you to get the most from your WFAANZ membership is to get involved. We're coming out of one of the hottest summer's for decades so now is the time to strengthen your market position. I'm always here to help with advice on ways our Association can further your business objectives. All I ask is that you stay in touch.

Regards,

Ally Cronan

WFAANZ Australia President



**WINDOW FILM ASSOCIATION  
OF AUSTRALIA AND NEW ZEALAND INC.**

**ANNUAL GENERAL MEETING**

**The ANNUAL GENERAL MEETING of the  
Window Film Association of Australia and New Zealand Inc.  
will be held on Saturday 30th August 2014 at the  
Sudima Hotel, Rotorua**

**Come along and support your Association and reconnect  
with all your tinting friends in the industry!**

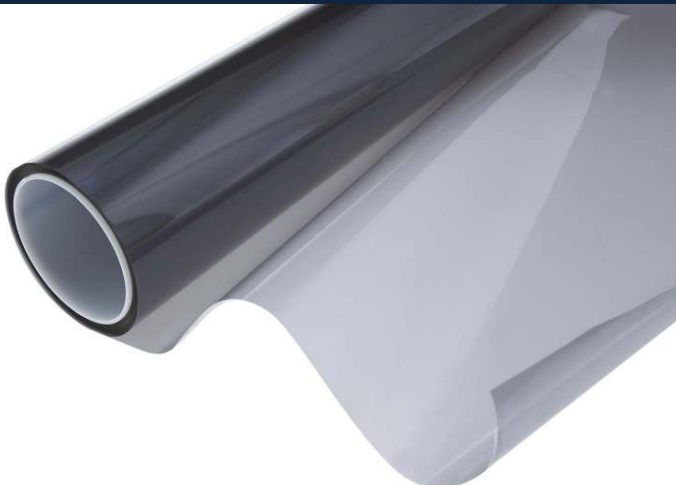
**Further information will be sent out soon but you can make  
your travel and accommodation bookings now.**



**wfaanz**

WINDOW FILM ASSOCIATION  
OF AUSTRALIA AND NEW ZEALAND

Incorporated in New Zealand



## GLASS SHIELD WINS FILMING CONTRACT FOR ANZ BANK WELLINGTON REFURBISHMENT

The main objective of this refurbishment was to Green Star this commercial building to make it energy efficient, with LED lighting, replacing HVAC systems and installing energy efficient window film (Enerlogic VEP70) as well as a major refit throughout all levels.

This job required the removal of existing film (I believed this to be R20s or something similar) from 7 floors, some 700sqm, and then the installation of Enerlogic VEP70 window film. Each window measured 1.9m x 1.6m to which there are 36 panels per floor. There was also the possibility of an additional 5 floors to do on another contract after the building had undergone earthquake strengthening.

The removal of the old film wasn't the easiest as some of you Tinters would know, but had to be done, each floor taking a full day to remove. Installing the Enerlogic VEP70 was physical work, having to work from a mobile platform to make the job easier. I allowed myself 2-3 days per floor for installing the film. Fortunately I wasn't under any pressure due to other Tradesmen working on other jobs around the building. I could do this work when I wanted to, trying my best to avoid working alongside other Tradesmen which was great as long as I met the handover time frames. This allowed me to carry on with my regular work too and keeping past and new customers happy.

With 7 floors completed the ANZ Bank under-went earthquake strengthening due to the two big shakes in Wellington last year.

Having successfully won this contract allowed me to finish the project completely, thus keeping consistency throughout all 12 Floors.

In total there are 470 windows and some 1700sqm of film to be installed. This project is expected to be completed around August this year. I believe this to be the largest Enerlogic job to be done in Australasia to date.



Brent Walton  
Glass Shield  
Wellington Ltd

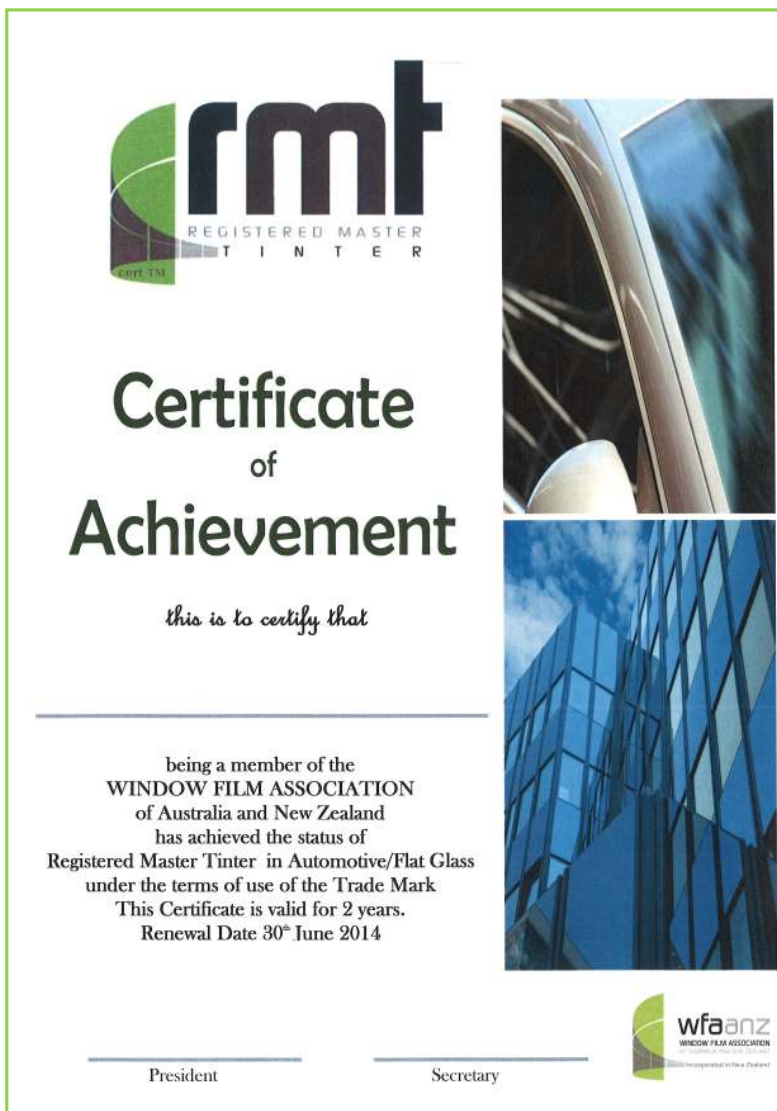


# Registered Master Tinter (rmt)

This is the most valuable marketing and promotional tool the Association has developed for members in recent times. It provides your customers with an assurance that you are an experienced and professional Tinter who is serious about providing excellent service and workmanship. Don't underestimate the value of promoting this as a point-of-difference and quality assurance to your Customers.

Being a Registered Master Tinter offers you a unique advantage which is only available to members of WFAANZ. It is in your best interest to pursue this qualification and use it to your best advantage.

**Stand out from the bunch and show your customers that you really care about your chosen trade!**



## Terms and Conditions of rmt

All members are entitled to sit either the flat glass or auto (or both) examinations.

Once your registration form and payment of the course fee has been received, the Examining Committee will determine the suitability of the applicant including whether further information or a site visit/interview is required before acceptance.

When the application has been accepted, the handbook(s) will be forwarded to the member.

Once the member has received the handbook(s), and is ready to sit the examination, they contact the Secretary who will forward the questions, which must be completed within 3 days.

Completed questions are to be returned to the office.

**rmt** accreditation must be updated every 2 years at a cost of \$46.00 (incl. GST).

All accredited auto **rmt** members **must** use the 35% VLT stickers.

The Executive reserves the right to visit a member's premises to inspect and appraise the standard of the work place as a condition of displaying the rmt logo.


All terms and conditions of the Trade Mark use must be adhered to.

## Wall Posters

These are being reproduced now and all auto tinters will receive one when they pay this year's subscription.


The posters are A3 in size, laminated for protection. We hope you all attach these to the wall in your work place for all to see.

# Why We Tint Legally!




## Because It's The Law!

- *You/We could be subject to substantial fines by tinting illegally!*
- *Possible Drivers Licence Demerit Points!*
- *You/We could be subject to legal action!*
- *Your insurance company could refuse any claim if your vehicle is illegally modified!*
- *Because it's the right thing to do and our reputation is a valuable asset to us!*



**wfaanz**  
WINDOW FILM ASSOCIATION  
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Incorporated in New Zealand

**Window Film Association of Australia  
and New Zealand Inc.**



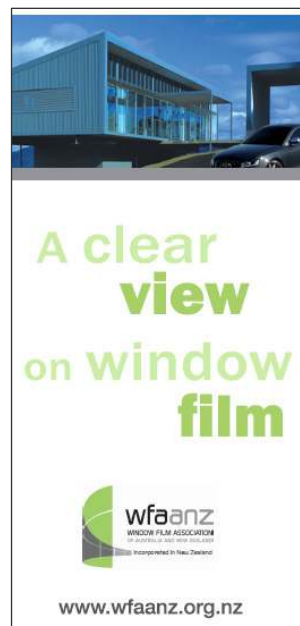
## Marketing Tools

Why spend money, time and resources designing and printing brochures when WFAANZ has already done it for you?

Flat glass and auto film brochures are available, outlining the many benefits of film. They explain why it pays to use a WFAANZ member, which gives you an advantage over competitors who are not members.



Available Free of  
Charge to Members



Simply print your contact information onto an address label and stick it on the back of the brochure to get direct leads.

## Build your brand

For members who wish to market their business, a WFAANZ Marketing Tool Kit CD Rom is available from the office.



Included on the CD Rom is:

- Window film DVD
- Auto film brochure
- Flat glass film brochure
- Order forms for copies of the DVD and brochures
- Logo
- List of cost effective marketing ideas

Available Free of  
Charge to Members

Armed with these materials, you can market your business cheaply and effectively. Use the WFAANZ logo to build credibility, set up a WFAANZ web page, distribute the brochures or use the list of marketing ideas to create your own PR plan.

Contact Ed at [info@wfaanz.org.nz](mailto:info@wfaanz.org.nz) to order a Marketing Tool Kit CD.

## MEMBER SERVICES

### Website

This is a fabulous promotional tool for the Association and its members and don't forget we are always looking for fresh material by way of articles and features from the membership. All it takes is a couple of photos and a few words about the project and we can feature it on the website and in our Newsletters.

### Newsletters:

Don't forget – we're always looking for interesting articles and photos of jobs for inclusion in the Newsletters. Send anything of interest to Ed and we will organise it.

### Advertising Opportunities:

#### Newsletter:

We are offering advertising space in our newsletters for those members who wish to advertise their company/product/services. The cost is –

Full page advertisement                \$150 plus GST per issue

Half page                                 \$ 75 plus GST per issue

Smaller area - can be negotiated with the Secretary.

This offer does not only extend to Distributors; it's open to all members.

#### Website:

Advertising space is also available to all members on the WFAANZ website. Shortly, we will be able to add a full page plus your logo within your own area when your name is searched.

### Member Certificates:

How many of you display your Membership Certificates on the wall at work? Why not promote the fact that you belong to a national association and that you are in turn supported by the Association?

Send any comments or suggestions to us at [info@wfaanz.org.nz](mailto:info@wfaanz.org.nz) or mail to:

**WFAANZ**

**PO Box 302-486**

**North Harbour 0751**

