



# Newsletter September 2014

## New Zealand

### PRESIDENT'S REPORT

Hi Everyone

We held our AGM and Conference in Rotorua again this year and even though we were down on member numbers that attended we all had an enjoyable time including the evening meal at the skyline restaurant.

The attending members elected me from Kooltintz Masterton to the role of President and Brent Walton from Glass Shield Wellington as Vice President.

Both Lynda Bell and Wayne Anstis stood down from the President and Vice Presidents roles but remain on the Executive of the Association and I would like to thank them both for the work that they have put into the Association for the benefit of our members.

Ed asked for me to supply a profile of myself but I don't think he meant a side on photo.

I have been in the construction industry for 41 years and started my employment as an apprentice carpenter –joiner and am still working with the same building company as a Project Manager. One of my roles within the company is an apprentice assurer for which I was awarded the Wairarapa Apprentice Assurer of the year for 2011.

Sarah and I purchased Tint Magic (rebranded Kooltintz) Masterton in 2010 and in 2011 we purchased a car valet business which we run in Tandem. Sarah looks after the car grooming and we have a tinting manager looking after the tinting side of the business. We are both committed to ensure that our staff have the opportunity when available to attend any training courses.

We are also committed to the RMT and would encourage other members to be a part of this as we feel it is beneficial to not only your business but to your staff as well.

Thanks again to Ed and Carol for all the great work they have undertaken for us, and to the Executive Committee for their support and I look forward to working with you all in the future.

Kind regards

David Hargood  
President NZ



*Photo courtesy of Lynda Bell, Abee Window Coatings*

## PRESIDENT'S REPORT - AUSTRALIA

Welcome to the September issue of the WFAANZ newsletter. Plenty to report from the world of window film in Australia, both at an association and industry level, which I've boiled down for you here.

With temperatures hitting the extremes in Australia recently – with some of the coldest mornings and hottest winter days on record for years – predicting and preparing for seasonal conditions has become a juggling act for home owners. Enter Low E film. It would be a travesty not to position Low E film as a sure-fire way of counteracting the unpredictability and severity of our erratic weather patterns.

The weather should also impact an auto film installer's approach to marketing, in that the benefits of auto can now be felt across the year, not just in traditionally warm months. On-selling from flat glass to auto should also be the order of the day for this reason.

In an exciting move for the window film industry, the Department of Industry has confirmed the updated version of the CHENATH engine will be released on the 1st October 2014.

How does this affect us? WERS Manager Richard Hamber comments, "Windows and film will now be able to be directly imported into the software packages and used for their specific energy performance in a house. This will enable all of our members energy rated products to be specified rather than using the outdated "generic" and algorithmically converted windows currently available. It is hoped this will lead to the direct specification of WERS energy rated products and reduce the number of jobs where stand-in products are in many cases blindly selected, making the energy efficiency requirements easier to meet."

In marketing news we've produced two new videos made specifically to help our members sell film. If you haven't visited [YouTube](#) yet and watched the [videos](#), I implore you to do so.

People these days like to consume their info in bite-sized snippets, so a quick video can be far more effective than a detailed brochure, and much easier to disseminate. You can send the YouTube weblinks as a text message to your potential client, for example, as many people have internet access on their smart phones. This allows you to instantly channel your message and sales pitch to them for free.

WFAANZ Australia has also entered an arrangement with New Zealand-based online design portal *myTrends* ([www.trendsideas.com](http://www.trendsideas.com)). Click [here](#) for a short clip to see how it works. Drawing on the best features of Pinterest, Facebook and other websites, *myTrends* is an instant source of inspiring design products and projects from around the world, compiled and collated for homeowners, designers, renovators and builders.

As part of its relationship with *myTrends* WFAANZ will have its own *myTrends* association profile, including an online contact form for direct consumer enquiries. We'll be able to link 80 images and 10 videos to our profile – all searchable by *myTrends* users. This represents another avenue to promote the new WFAANZ videos. With 395,041 page impressions in August, the number of users already searching *myTrends* is impressive.

If you want to put your company in touch with these potential clients you can arrange to have a *myTrends* business profile, email Shailan Patel at [shailan.patel@trendsideas.com](mailto:shailan.patel@trendsideas.com) for more information.

Congratulations on our New Zealand counterparts for organising another impactful AGM and conference. We applaud the work of the committee and Ed Hawkes in their efforts to support and promote the window film industry for the benefit of their members. While having our own unique characteristics, the New Zealand and Australian markets do share some key similarities. Like when it comes to being part of either arm of our Association, it pays to apply the "you've got to be in it to win it" principle - the more you get involved in the activities and offerings of WFAANZ, the more you'll get out of your membership.

Warm regards,

Ally Cronan  
President Australia



## OUTGOING PRESIDENT'S AGM REPORT – NEW ZEALAND

To all members, committee members, and guests – welcome to our Window Film Association of Australia and NZ, Rotorua Conference and AGM.

Good things come in small packages, so let's hope that applies to our Conference. Thank you to all of you who made the effort to travel to participate. Sadly other members will be missing out. We know from past experience that we all learn and take something away from the conference, and not always a sore head the next morning!!

Today is all about catching up with other members, learning something we didn't already know, participating in the future of WFAANZ and having fun along the way.

I have been on the WFAANZ Committee for a number of years, and this has been my second year as President. Ed and Carol do a wonderful job handling the day to day issues of WFAANZ, and I have very much enjoyed my time as President, and look forward to helping out, back on the Executive Committee.

Funding of the Association is inevitably an issue and in 2013/2014 this necessitated a "back to basics" budget programme, which has got us back on financial track, thanks to Ed and the Committee. Our main source of revenue is membership fees, and we are always endeavoring to recruit new members but it is always a challenge. Being a member of WFAANZ is a great marketing tool to your business and the more you put into the Association the more you take out.

This year has been a relatively quiet year as far as marketing initiatives, etc. go as we regrouped our financial situation.. Our Website is almost complete and Ed continues to work on this project.

Wayne our Vice President and Ed have met with Andy Jansen (Auto WOF Consultant) and Dave Mabey (NZTA) re WOF Training and tinting regulations. They suggested we push on with our submission to have the regulations changed re parity between vehicles with AS3 glass and film.

The NZ BRANZ Bulletin (566) on window film has been updated, which was well due for an overhaul. These can be purchased direct from BRANZ. Myself, Wayne and Ed, attended a WANZ/GANZ meeting last November in Christchurch to

improve relations between us. We have no plans to join GANZ, but it was a good meeting with positive feedback.

We have continued with the WFAANZ Newsletter, but in electronic form, again to save costs. This is a great opportunity to have your say, or share an "installation project" you have undertaken. Plus, we are now offering full page advertising in the newsletter for both members and distributors.

Committee agreed not to attend the WFAANZ Australia AGM last December due to financial restraints. Michael Miller stepped down as their President and Ally Cronan, their Marketing Manager, was elected as their President, with Rob Hamilton St Gobain as Vice President. Thanks to Ally and the team for their support, it is much appreciated by NZ. We wish Michael all the best, in his new venture as National Business Development Manager, Instant Windscreens and Tinting Australia.

I encourage members to undertake our Registered Master Tinter (RMT) accreditation; this is a very useful marketing tool for your business. New membership is always welcome, so please encourage other tinters to join. We can offer dispute resolution, advice and inspection procedures, and lobby NZTA, Government departments etc.

In closing, I would like to thank the Executive Committee, Wayne, Ed and Carol for their support, advice and encouragement over the past 2 years. I am standing down this year as President and congratulate the new President. I look forward to working back on Committee this year and hopefully some new faces will put up their hands, we only meet 4 times a year and now provide teleconferencing facilities for members out of Auckland.

A big thank you to our members especially in taking the time to attend this conference. Thanks for your support, commitment, great industry standards and great fun.

Lynda Bell



## Health & Safety

The Health & Safety Reform Bill currently before Parliament will be the greatest change to H&S regulations in NZ for over 20 years. The Bill is expected to be passed before the end of this year and to come into force on 1st April 2015. Both major political parties support the reform so there should be little change regardless of the outcome of the recent elections.

There are significant changes ahead that will affect business owners, senior management and directors, as well as the business itself.

Under the Bill, the primary H&S duties will fall on the "person conducting a business or undertaking" (PCBU). PCBU's and other duty holders will be required to identify '**risks**' to health and safety as well as '**hazards**'. They must take all reasonably practical steps to eliminate or minimise those risks. 'Risks' may be determined at a significantly lower level than 'hazards' so there will be many more duties to be undertaken by PCBU's, senior staff and management.

**There is no doubt—this will affect all members!** *(More to come next issue)*



# AGM Report

The New Zealand AGM and Conference held in Rotorua at the end of August was a success, despite it being smaller than previous years, with good discussion and participation by delegates. The day began at 11.00am with refreshments and the AGM was held at 11.45am.

There are some new faces in the Executive which is refreshing to see. Lynda Bell stood down as President after serving a 2 year term but remains on the Executive. Lynda has done an excellent job during her term and her dedication to the role was greatly appreciated.

The Executive elected at the AGM is:

**President:** David Hargood – Kooltintz, Masterton

**Vice President:** Brent Walton – Glass Shield Wellington Ltd., Wellington

**Executive Committee:**

Wayne Anstis – MEP Films (as Distributor), Auckland

Ian Cooper/Andy McIntyre - Window Films NZ (as Distributor), Wellington

Lynda Bell – Abee Window Coatings, Auckland

Steve Davey – Tint Tech, Hamilton

Reg/Julie Smith – GlassProtech, Taupo

Dave/Carol Hodgkinson Tint A Window Manawatu, Palmerston North

After the AGM, presentations were delivered by Ed Hawkes and Wayne Anstis on some important topics for members and the industry.

Subjects covered were:

- The inspection procedure for installed window film;
- The Consumer Guarantees Act, Fair Trading Act and Terms of Trade;
- Safety and security film;
- The Building Code, Acceptable Solutions and applicable industry Standards (NZS, AS/NZS, AS, ISO).

In particular, we discussed the recent amendments to the fire rating requirements in the Building Code.

These were proven to be very appropriate subjects with actual cases discussed by delegates.

Misrepresentation and unsubstantiated claims made about products and services can result in legal action being taken and can be very costly. Likewise, if the Terms of Trade for a contractor job are not adequate or the customer is not advised of the terms correctly, there can be severe consequences if something goes wrong or if the customer does not pay the bill on time.

Lessons have been learnt by several of our members over advertising standards and terms of trade in recent times with one particular advertising issue being taken to the Commerce Commission; and one member having a costly experience over a debt collection problem due to having inadequate Terms of Trade.



The day was finished off with a gondola ride up Mt Ngongotaha to the Skyline Restaurant where everyone enjoyed their superb buffet dinner. Once back at the hotel, the stayers continued with a pool competition to round the night off (Earlier than last year!).



The AGM is scheduled to be held in Wellington next year and we look forward to returning to the capital for another successful event.

Ed Hawkes



*Delegates at our recent AGM held in Rotorua*

## ***Site Safe***

WFAANZ has recently joined Site Safe as a Trade Association Member.

We will be receiving health and safety information by way of Newsletters and Emails and vital updates will be passed onto our members.

Also, as a member of WFAANZ, you are entitled to a discount on your annual subscription to Site Safe.

**EnerLogic®**   
ENERGY EFFICIENT WINDOW FILMS

THE WORLD'S BEST GREEN  
PRODUCT CERTIFICATION HAS  
GIVEN US A GOLD PLUS RATING.



Gold Plus Global  
Green Tag Certified™



# 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.



## Certificate of Achievement

*this is to certify that*

being a member of the  
WINDOW FILM ASSOCIATION  
of Australia and New Zealand  
has achieved the status of  
Registered Master Tinter in Automotive/Flat Glass  
under the terms of use of the Trade Mark  
This Certificate is valid for 2 years.  
Renewal Date 30<sup>th</sup> June 2014

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary



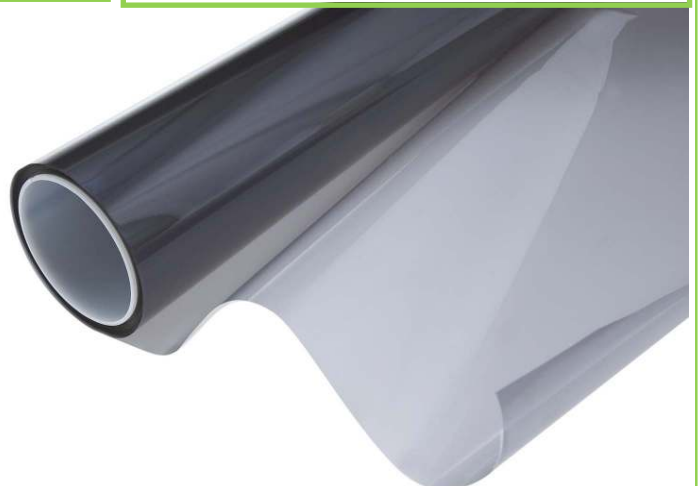
Being a Registered Master Tinter offers you a unique advantage which is only available to members of WFAANZ. It is in your best interest to pursue this qualification and use it to your best advantage.

REGISTERED MASTER TINTER



WINDOW FILM ASSOCIATION  
OF AUSTRALIA AND NEW ZEALAND

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





# Working at Height

## What's the Big Deal if Under 3 Metres?

Working at Height means work in any place where a person could fall down and injure themselves; e.g.

- ◆ Working above ground level
- ◆ Working at ground level but exposed to an opening in a floor or hole in the ground
- ◆ Working around an edge, opening or near a fragile surface

The Health and Safety in Employment Act 1992, regulation 21, references “work at height” as being a distance of 3 metres. It is a common misconception though, that if a person is working at a height below 3 metres, no height safety precautions are necessary.

WorkSafe NZ statistics on construction falls from height show that:

- ◆ **More than 50% of falls are from less than 3 metres**
- ◆ **About 70% of falls are from ladders and roofs**
- ◆ Builders, roofers, electrical workers, painters and decorators are the most likely to fall from height and get seriously hurt while they are working
- ◆ The cost of falls from height in construction has been estimated at \$24 million per year

The all-encompassing duties of the Health and Safety Act 1992 requires a level of control to be implemented whenever there is potential for harm. That means working at height at any level.

When using any equipment for work at height it is essential that:

- ◆ The equipment is set up correctly
- ◆ Users are trained in safe and proper use of the equipment
- ◆ Equipment is well maintained

Working at height at any level is hazardous (under or over 3 metres). The most effective method of control possible must be implemented, using the hierarchy of control (*eliminate, isolate, minimise*)

The Health & Safety Reform Bill, which will come into force in April 2015, focusses on the severity of risk and how Persons Conducting Business or Undertaking (PCBU's) actively control and reduce the health and safety risk of hazards in the workplace.

**Doing nothing is not an option!**




Photo courtesy of Bill Breukelaar, Tint-A-Window Ltd.

## Wall Posters

These have been reproduced 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  
OF AUSTRALIA AND NEW ZEALAND  
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**

