

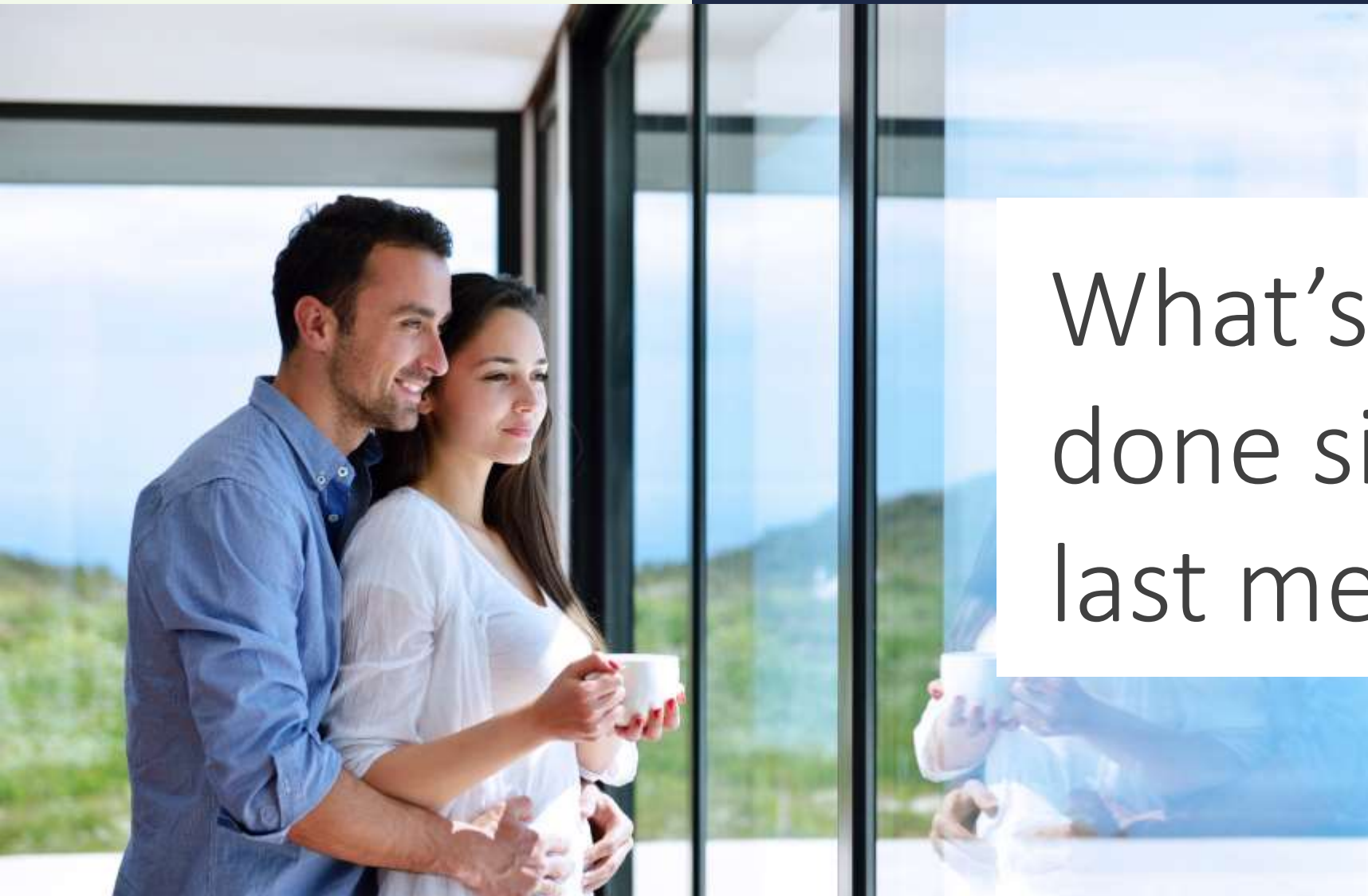
Marketing Update

September 27, 2023



wfaanz
WINDOW FILM ASSOCIATION
OF AUSTRALIA AND NEW ZEALAND

PRESENTED TO THE
WINDOW FILM ASSOCIATION OF
AUSTRALIA AND NEW ZEALAND



1:

What's been
done since
last meeting?

Train the trainer session



Friday, 11 August 2023, 9:30am - 4:30pm. Aaron McCarthy, Andrew Booth and Chris Wingard were trained to deliver WERS For Film training and the Architectural Window Film workshop.

Architectural Window Film workshop



WFAANZ
Architectural
Window Film
Certification
Workshop

PRESENTED BY THE
WINDOW FILM ASSOCIATION OF
AUSTRALIA AND NEW ZEALAND

WFAANZ
WINDOW FILM ASSOCIATION

WEBINAR
8am - 11.30am (NSW Daylight Saving Time)
Thursday, 19th October 2023

To register, please email
info@wfaanz.org.au

- 8:00am - 11:30am, Thursday, 19 October, 2023
- Rob Hamilton to present
- **Eleven (11)** confirmed attendees to date
- More follow up required
- Covers theory elements of architectural window film (AWF)
- Previously called the Flat Glass Exam
- Attaining AWF Certificate is a prerequisites of WERS For Film accreditation
- Participants attend webinar and afterwards sit an exam
- **Topics:** Glass types, considerations when installing film, solar energy as it pertains to windows, regulations and standards, different types of film, thermal stress indicators, terminology, installation

AWF exam & certificate

- Rewrote the exam
- 80 questions
- Based on the new training presentation – tailored and targeted to this market/region
- Three hour time limit
- Open book - PDF of presentation
- Helen working on making the changes into the program called Moodle – deadline Thursday, 19 October

NB: all participants who had been sent the IWFA guide but hadn't completed the exam have been contacted; offered free attendance at the upcoming AWF workshop



CERTIFICATE in ARCHITECTURAL WINDOW FILM

This is to certify that

Alexandra Cronan
on 24th April 2023

successfully completed the
WFAANZ Architectural Window Film Exam

A handwritten signature in black ink, appearing to read "Alexandra Cronan".

President
Window Film Association of
Australia & New Zealand



A handwritten signature in black ink, appearing to read "Helen".

Executive Director
Window Film Association of
Australia & New Zealand

WERS For Film accreditation training



- 8:00am - 12:00pm, Wednesday, 11 October, 2023
- Andrew Booth, Chris Wingard, Aaron McCarthy to present
- **Ten (10)** confirmed attendees to date
- More follow up required
- This is the other pre requisite of WERS For Film accreditation
- Participants attend this session and then complete a quick 15 question exam
- **Topics covered:** Glass and windows, windows and energy, the National Construction Code, WERS For Film and the role of a WERS For Film Accredited Individual

TRAINING WEBINAR

Wednesday, October 11
8am - 12pm (NSW Daylight Saving Time)
info@wfaanz.org.au

Online training for WERS For Film accreditation.

WERS exam & certificate

- Simple exam covers some general basics to ensure participant engagement
- 15 questions
- Based on the new training presentation
- Emailed to webinar participants after the session
- Participants send back once completed
- No pass mark has been set for this exam
- Once participant has completed AWF certification and WERS For Film training and paid their licence fee – they are issued a WERS licence number and certificate



WERS FOR FILM EXAM



Student's name: _____ Test date: _____
 Company name: _____ Phone: _____
 Email: _____

1. What does NCC stand for?		
a.	National Construction Commission	
b.	Normal Construction Commission	
c.	National Construction Code	
d.	New Construction Code	

2. In an IGU, surface 3 is...		
a.	Facing the outside/exterior	
b.	Facing the inside/interior	
c.	The outside face of the inside pane	
d.	The inside face of the outside pane	

3. Whose responsibility is it to apply a safety label to each pane of glass when installing safety film in compliance with AS1288-2006 Section 5, Criteria for Human Impact?		
a.	Window film installer	
b.	Glass manufacturer	
c.	Window fabricator	
d.	Building certifier	

4. For every WERS For Film job, film choice must be compatible with glass and window construction to...		
a.	Achieve a <u>5 star NatHERS</u> rating	
b.	Deter smash and grab thieves	
c.	Increase the whole of window U value	
d.	<u>Provide</u> optimum energy performance while preventing glass breakage risks	

Training enrolment



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WFAANZ TRAINING ENROLMENT FORM

Student name: _____ Student mobile: _____

Student email: _____

Business name: _____ Business phone: _____

Business address: _____

I understand and accept that all contents and materials related to this training remain the property of WFAANZ and shall not be copied, reproduced or distributed in any way; and that while reasonable efforts have been taken to ensure the information contained in this training is accurate and accords with current standards at the date of publication/delivery, I will establish the accuracy of the information in relation to specific circumstances and will rely on my personal judgement at all times.

Signature: _____ Date: _____

TRAINING & PAYMENT OPTIONS

Prices are in AUD, and are not inclusive of GST. Rates are provided for WFAANZ members and non members. Please select all applicable boxes.

Architectural window film certification	MEMBER: \$230 + GST <input type="checkbox"/>	NON MEMBER: \$340 + GST <input type="checkbox"/>
WERS For Film accreditation package*	MEMBER: \$760 + GST <input type="checkbox"/>	NON MEMBER: \$1180 + GST <input type="checkbox"/>
WERS For Film webinar	MEMBER: \$230 + GST <input type="checkbox"/>	NON MEMBER: \$340 + GST <input type="checkbox"/>
WERS For Film annual licence	MEMBER: \$300 + GST <input type="checkbox"/>	NON MEMBER: \$500 + GST <input type="checkbox"/>

*WERS For Film accreditation package includes: architectural window film certification, WERS For Film webinar and the WERS For Film annual licence fee.

Enrolment will be processed upon payment. Please make payment to:
 Window Film Association of Australia & New Zealand
 Bank: Westpac 656 032 016 Account number: 377654 SWIFT Code: WIPACAU25

Office use only			
Student login:	Invoiced:	Payment received:	

- Created new WERS training enrolment form
- Fillable PDF and regular versions
- New training fee structure – simplified the process
- Opportunity for more certification programs to be introduced: automotive, safety and security film, etc.

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*WERS For Film accreditation package includes: architectural window film certification, WERS For Film webinar and the WERS For Film annual licence fee.

Window film technology: which film and why?

- CPD training program developed as a 'master' file, to be tailored for different audiences
- Offered to different industry groups/associations/speaking opportunities
- Educates different audiences on when, where, how and why window film should be used

BDAA, National Festival of Design
Eoin invited to speak at the BDAA National Conference, Western Sydney Conference Centre, October 20th and 21st.

101: Window Film Technology *Which film and why?*



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WINDOW FILM ASSOCIATION OF
AUSTRALIA AND NEW ZEALAND



Training plan

WFAANZ certification program: webinars and online

- Webinars as Teams Meetings
- WERS For Film and the AWFE Workshop – done
- Other training to come – automotive, safety/security, Australian Standards update, etc.

Hands-on, short course training by external service providers which WFAANZ recommends

1. Andrew Booth, All About Window Tinting
2. Boyd Hunter, PFD

TAFE NSW

1. 2023 schedule of auto and flat glass for beginners courses
2. Discussions with TAFE NSW regarding Cert II (ongoing)

Train the trainer concept

Further discussion required pending outcome of TAFE liaisons regarding an expansion of the TAFE NSW courses.

CPD training

Window Film Technology presentation. WFAANZ educates other industry groups and audiences about the benefits of window film – facility managers, architects, building designers, assessors, etc.


Transport For NSW

- **Transport For NSW Vehicle Standard Information (VSI) sheet re: passenger vehicle window tinting regulations will be the first to be updated in next revision phase**
- Visited an authorized inspection station
- Interviewed inspectors asking how they're briefed
- Referred to manuals 20 years old
- Receive VSIs they're meant to insert
- AC made a case for importance of new VSI re tinting, received confirmation August 30
- After extensive liaison trying to push them into action
- Last time the VSI was updated: 2003
- A timeline for release has not been given
- WFAANZ will keep its NSW members updated
- FB post – 516 post impressions



Window Film Association of Australia and New Zealand
Published by Ally Cronan · August 30 at 12:44 PM · 🌐

In an announcement that should bring relief to many a NSW auto tinter, WFAANZ has received confirmation from Transport For NSW that its Vehicle Standard Information sheet regarding passenger vehicle window tinting regulations will be the first to be updated in its next revision phase. A timeline for release has not been given, but WFAANZ will keep its NSW members updated at every stage.

Transport for NSW 

Vehicle Standards Information

See insights and ads [Boost post](#)

👍❤️ 5 1 comment 5 shares

👍 Like Comment Share


Rob Hamilton
Another win for wfaanz and the industry. Without Ally pushing these issues for us all then nothing would have been done. 20% behind the driver would not exist, SA probably would have gone back to 70% and there would not be a 5% tolerance on light meter... See more

👍 Like Reply Hide

Post Insights

Total Insights: See more details about your post.

Post Impressions	Post reach	Post Engagement
516	451	64

Transport for NSW 

Vehicle Standards Information

VSI.03 | Rev. 3 | 1 July 2003

03

New Zealand WFAANZ

- Met with Ross Eathorne, Wayne Anstis and Rob Hamilton to develop a strategy for WFAANZ NZ on Thursday, 24th August

Campaign for 20% VLT allowance on rear windows; five percentage point tolerance. WFAANZ to lobby Waka Kotahi NZ Transport Agency.

- Government change in October, hold off on campaign until next year
- Prepare materials this year

Establish WFAANZ as the leading industry body in NZ representing window film installers and distributors. Communication campaign to window film installers.

- NZ phone number
- Web address and NZ email – done already
- NZ member benefits doc
- NZ installer database
- Email blast
- Member doc and email communication to include messages:
 - Tinters need to be aware of H1 legislation/regulation changes, beneficial to be part of the industry association updating you on these issues
 - H1 legislation has made identifying glass even more important; WFAANZ provides information and training
 - Value adds – business support, marketing advantage
 - Credibility
 - Code of conduct provides assurance to your customers and helps protect the industry from ‘cheap imports’ and ‘cowboy tinters’; no purple bubbling with our film

GENERAL NOTES

- Remove RMT from website
- Second phase – introduce Architectural Window Film Certification for NZ installers; delivered via webinar; train the trainer session with WA/RE to establish NZ WFAANZ trainers

Facebook

766 likes • 815 followers

Window Film Association of Australia and New Zealand
Published by Ally Cronan • 3d

The strength of an association revolves around the people in it - which is why WFAANZ was lucky to have these two legends represent us at the International Window Film Conference & Tint-Off in the US last week. Chris Wingard and Aaron McCarthy, both WFAANZ executive committee members, are pictured here with Jim Freeman, President of the IWFA. Shout out to Chris and Aaron and all our executive committee members who volunteer their time to grow and protect the Oz and NZ window film industries.

Total Insights
See more details about your post.

Post Impressions	Post reach	Post Engagement
515	479	88

Window Film Association of Australia and New Zealand
Published by Ally Cronan

Aaron McCarthy competes in the architectural window film division today at the International Window Film Conference and Tint Off, Virginia Beach, USA.

Total Insights
See more details about your post.

Post Impressions	Post reach	Post Engagement
1,078	1,029	211

Window Film Association of Australia and New Zealand
Published by Ally Cronan • September 11 at 12:27 PM

"Single-glazed windows are common in Australian housing. Heat travels easily through these windows so they are a thermal weak spot. Around 40 per cent of household energy use in the average Australian home is for heating and cooling." The Conversation, ABC News, posted 09.09.23. With only 11% of windows in Australia classified as 'high performance', retrofit options like solar control window film are integral to improving the thermal performance of the built environment.

Percentage of housing with high-performance windows

Region	Percentage
Australia (new)	11%
USA (all)	~85%
USA (new)	~95%
UK (all)	~98%
NZ (all)	~80%

Chart: The Conversation • Source: Authors, using CSIRO data • Get the data • Created with Datawrapper

See insights and ads [Boost post](#)

Total Insights
See more details about your post.

Post Impressions	Post reach	Post Engagement
2,582	2,294	87

Window Film Association of Australia and New Zealand
Published by Ally Cronan • August 31 at 5:02 PM

Next WERS For Film webinar: Wednesday, 11th October via Teams Meetings. This training session is a requisite of WERS For Film accreditation - Australia's only independent accreditation program for window film installers. If you want to expand your knowledge, add to your credentials, offer energy certificates and position your business as a verified energy expert - WERS For Film accreditation is for you. Contact Helen at info@wfaanz.org.au for more info.

Total Insights
See more details about your post.

Post Impressions	Post reach	Post Engagement
1,640	1,444	52

Meet the committee

Meet the committee



Rob Hamilton,
Vice President



Andrew Booth,
Treasurer



Ally Cronan,
President



Eoin Geaney,
Vice President



Jo Gomm



Michael Miller



Aaron McCarthy



Damian
Whitehead



Kenny Benson



Emma Conlon



Paul Moore



Chris Wingard



Wayne Anstis



Michael Miller



Crystal Gross



Ross Eathorne

One from each company; please send me pic if you're not up here or you haven't sent me info

Households Energy Upgrades Fund

- AC attended round table discussion for the Household Energy Upgrades Fund
- Australian Government provided \$1 billion
- Joint program - Department of Climate Change, Energy, the Environment and Water (DCCEEW) and the Clean Energy Finance Corporation (CEFC)
- Supports households reduce energy bills by offering low interest green loans to make 'green' upgrades to improve efficiency
- Main goal – support the transition towards net zero emissions by 2050
- “Important co-benefits for industry includes new investment, growth and employment opportunities, as well as enhanced skills in the deployment of residential clean energy and energy efficiency technologies, which will become increasingly critical as we transition to more sustainable housing.”
- Finance may include: Green home loans; Personal loans; other
- Target: Australian-based properties only, low-middle income households (excludes social and affordable housing), private rental stock, strata (high value properties excluded).
- Interesting initiative, and right in our wheelhouse as its all about retrofit.
- Talk about how they'd need to work with industry associations, focus on importance of using “accredited” installers (avoiding pink batt situations) – WFAANZ is ready to go, through WERS For Film, in its offer of an established accreditation program for installers and rating program for film products.

Other

- Massive overhaul of website uploading revised materials and creating new training page
- Inspection: Auckland, NZ, August
- Member requests
- New members on the website/welcome emails/socials promos
- New membership application forms, fillable PDFs
- Employment ads
- Supporting Aaron McCarthy and Chris Wingard at the International Window Film Conference & Tint Off





2:

What's next?

To do...

PHASE ONE

- Promotion and follow up for training sessions
- Create a feedback form for training sessions
- WERS For Film survey - Eoin
- Newsletter
- Household Energy Upgrade Fund liaison

PHASE TWO

- Film + glass – Low E, toughened, double glazing, laminated, etc.
- WERS For Film video
- Constitution rewrite