

Window & Glass Association - Strategy on a Page - 2025

Purpose	The Association exists to create a better and healthier built environment for all New Zealanders			
Strategic Area	Voice of Industry	Members Education and Support	Key Industry Partners and Consumer Education	Sustainable Organisation
What success looks like	To be recognised as the voice of the Industry and be the “go to” organisation for all things Windows and Glass.	Members are kept up to date with standards, best practice and regulatory changes and have the information to deliver high-quality/compliant work.	The Association has strong strategic partnerships with key industry participants. Consumers have the information they need to make informed decisions.	The Association has an appropriate business model along with the capability and capacity to be sustainable in the long-term.
Initiatives	<ol style="list-style-type: none"> To assist Government and MBIE to understand our industry, standards and imports. Continue our relationships with key officials to ensure they invite the Association to provide feedback on: <ul style="list-style-type: none"> new or changed regulations the impact of import standards Track import volumes Highlight non-compliant and illegal products to Councils and MBIE as appropriate To engage with major Councils to influence how the regulations are interpreted Attend industry conferences to enhance brand recognition of the Association (presentations and booths) 	<ol style="list-style-type: none"> To provide easily accessible, clear and up-to-date information to members via the website (less people asking the same questions) To increase credibility of members in the marketplace (value of using a member) To develop a strategy to increase the number of Apprentices that complete their qualification To ensure there is a fair and transparent complaints process, with claims closed within 3 months. Explore pathways for the provision of high quality Health and Safety, and business advice for members through partnering agreements. <ul style="list-style-type: none"> Review current providers performance and member usage/uptake prior to next renewal. To provide alternative or additional quality providers where appropriate 	<ol style="list-style-type: none"> To research how other membership organisations engage with key industry partners and customers To develop a prioritised key industry partners map that identifies <ul style="list-style-type: none"> who the partners are What their needs are How best to engage and deliver on those needs To develop and implement a consumer engagement strategy and plan to <ul style="list-style-type: none"> enhance media exposure through the “right” channels ensure easily accessible, accurate and easy to understand content that meets their needs ensure our independence is clear 	<ol style="list-style-type: none"> Identify alternative funding models, evaluate each and provide a recommendation to the Board. Determine opportunity for membership growth from underrepresented industry sectors To develop a succession strategy for the Association and the Board. To increase web/social media engagement with our members by at least 10% Clarify the Associations role with compliance, inspections, and training Develop a robust membership application approval process and determine ongoing oversight.