



Window Shading Association of Australia

Strategic Plan 2024-2027

Vision: To be the trusted authority in the window shading industry, where members, government, and consumers aspire to join and engage with us.

Mission: To foster a vibrant ecosystem within the window shading industry in Australia by uniting Manufacturers, Retailers, and Suppliers in a collaborative network. We are committed to promoting professionalism, knowledge sharing, and ethical practices to enhance the quality of products and services offered to consumers. Through advocacy, education, and innovation, we strive to drive sustainable growth, create opportunities for business advancement, develop sustainable products and practices as well as contribute to the overall prosperity of our industry.



PROFILE: Transform the Association & Build Industry Awareness to Stimulate Growth

Strategic Goal 1: Build upon and enhance a strong, credible brand that fosters membership growth, engagement and a highly valued membership.

Strategic Goal 2: Promote the performance and desirability of industry products and benefits of buying from a WSAA member.



VOICE: Forge a name in energy efficiency and with regulatory bodies and government.

Strategic Goal 3: Position indoor & outdoor window shadings as a commercially viable alternative for achieving energy saving targets.

Strategy Goal 4: Build collaborative partnerships to support lobbying and advocacy.



EMPOWER: Safe-guard the Reputation, Business & Credibility of Members & Industry

Strategic Goal 5: Provide members with trusted operational business support & resources.

Strategic Goal 6: Attract & accelerate the capacity building and skills development of the industry workforce.

Strategic Goal 7: Uphold the integrity of the industry by establishing professional standards.



FOUNDATIONS TO SUPPORT DELIVERY OF THE STRATEGY:

Governance: Embed best practice governance to build the capacity and effectiveness of the Board.

Collaborations: Establish and formalise strategic alliances with like-minded associations.

Volunteer culture: Provide opportunities for members to actively contribute to the achievement of the strategic plan.

Revenue: Diversify revenue model to enable long term financial sustainability.