

## About the WCAA

The WCAA is an industry incorporated association made up of five state associations. The National Committee is comprised of two delegates from each State Association with an elected National President, Treasurer and Secretary. Each State Association has a Committee of members who are representatives and practitioners from within the window coverings industry.

Membership is offered to businesses and individuals in the window coverings industry who operate a registered business out of official business premises or an official online business and who support the manufacturing and selling of custom made products. The WCAA represents a range of practitioners including manufacturers and suppliers of furnishing products, wholesale and retail outlets for curtains, internal and external blinds, awnings, shutters and soft furnishings, interior designers, decorators and architects, importers and exporters, installers and educational organisations.



On joining the WCAA members agree to abide by the Code of Ethics and to adopt the industry Standards for manufacture, installation and care labeling. They also receive a Membership Certificate, Membership Window Decal for the current year of membership and some WCAA promotional flyers to give to customers. Members also have access to the WCAA logo to display on their website and other promotional stationary.

## Contact

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**WINDOW COVERINGS  
ASSOCIATION OF  
AUSTRALIA INC.**



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**MEMBERS BENEFITS**

## CODE of ETHICS

To serve my customers by fostering a reputation for honesty and integrity

To exhibit the highest degree of professionalism and competency required by our industry

To improve my knowledge of the Window Coverings industry and promote the aims of the Association to all who come into contact with my business

To abide by the rules and regulations of the Association as set out from time to time

***WCAA proudly supports Australian custom made products by Australian workers in Australian conditions to Australian standards***

## Membership Criteria

Must be a Registered Business (ABN and/or CAN)

Must earn a livelihood by manufacturing/selling internal or external window coverings, soft furnishings, window covering fabrics and other related items

Must have an investment in 'tools of trade' to maintain a professional standard (for example, samples, machines, tools etc)

Must comply with the WCAA Code of Ethics, maintain WCAA Standards of quality and professionalism and comply with relevant Australian laws, regulations and requirements

Each applicant is screened prior to being granted membership

## Your Membership will:

- Help increase business by generating customer confidence because the customer understands they are dealing with a reputable company that stands by its quality and services
- Give you a license to use the WCAA endorsed logo and name on all promotional materials including letterhead, business cards, website and advertising
- Provide you with a range of WCAA promotional point of sale products to assist your business, eg, brochures, posters, window decals etc
- Include you in national and state marketing initiatives that promote to consumers the benefits of using a WCAA member
- List your business details on the [www.wcaa.com.au](http://www.wcaa.com.au) website with a direct link to your own website. This is an increasingly popular method for customers to find local accredited members
- Access to the Member's only area on the website where you can look up Minutes, Association Rules, be involved in the Member's Forum, find out about State meetings and events and source wholesalers
- Provide you with updates and newsletters on new products and tools designed to assist industry practitioners, and the latest developments, issues and events relevant to your business
- Provide easy access to and industry discounted prices on WCAA care labels
- Help to regenerate interest in and facilitate the development of training programs aimed at encouraging younger people into the industry
- Give you industry representation in consumer affairs and other influential government bodies if required.
- Provide you with opportunities to network with like-minded people and experts in the industry

