

uPVC Windows ALLIANCE

AN INITIATIVE OF VINYL COUNCIL OF AUSTRALIA

Strategy and Activities

Product Promotion

The uPVC Windows Alliance was formed as a special interest group of the Vinyl Council with its own identity branding. As an independent authority (i.e. non-commercial) we actively promote uPVC windows. A [website](#) representing the Alliance is used to promote and generate interest in uPVC windows in Australia. We have produced videos, animations, blogs, trade media articles and printed materials for distribution.

We conduct windows related events including with key stakeholder groups such as the Building Designers Association of Victoria and Master Builders Association, to educate stakeholders and raise awareness of the benefits of uPVC windows.

We post regular news items to the website and circulate an e-newsletter to a growing subscriber list. The Alliance website is the 'go to' site for impartial information on the benefits of uPVC windows.

Advocacy

Energy Efficiency Standards for Homes

We actively advocate, to government and stakeholders, on behalf of the uPVC window industry to improve thermal comfort and raise the energy efficiency standards for the built environment so that higher performing windows

will be mandatory in future. We actively respond to key legislation and regulatory developments to influence policy to benefit the uPVC windows sector.

On behalf of the Alliance, the Vinyl Council is an active member of the Australian Sustainable Built Environment Council (ASBEC) - a peak advocacy body for a coalition of industry and government organisations committed to advocating for greater stringency in building codes and standards in terms of energy efficiency.

The Council financially supported crucial research undertaken by ASBEC to make an evidence-based case for changes to the efficiency standards within the Code. NCC 2022 released in September 2022, raising the standard for new homes to 7 stars.

Non-combustibility in External Walls

We have researched, developed, and lodged a Proposal for Change of the National Construction Code to allow uPVC windows to be used as a Deemed-to-Satisfy solution in construction of residential buildings of 3 or more storeys where the current Code limits materials to those that are non-combustible.

We continue to develop this case and engage with fire safety experts and the Australian Building Codes Board to find an acceptable solution.

Quality Standards

Recognising that we need to be vigilant in ensuring that uPVC window profiles are of a quality and durability suitable to Australia's harsh climate, the VCA together with Alliance members and representatives of the Australian Glass and Window Association, developed an Industry Code of Practice (ICP) for weathering resistance of uPVC profiles, which sets stringent quality requirements for uPVC profiles to be used in windows, appropriate to Australia's climate.



Member suppliers of uPVC profiles that are accredited under the ICP and are listed on our online [register](#).

The Alliance submitted revisions to the Australian window standard, AS2047 - tightening the weathering provisions of the standard relevant to uPVC materials - which were included in AS2047:2014. We have also recommended improvements to the AS2047 auditing process to ensure proper validation of weathering resistance is provided.

Market Data

Alliance members have exclusive access to the annual uPVC Windows Market Report, which combines data drawn from member surveys, ABS import data and CSIRO building data. The report provides a unique insight into the growth of the uPVC windows market.

Looking Ahead

The uPVC Window Alliance Task Group consisting of member representatives oversees implementation and development of the Alliance's strategy. It is critical that we build on the platform we have been developing to lead to favourable outcomes for the uPVC window sector in Australia.

We therefore intend to:

- Continue to provide research and advocate to revise the National Construction Code favourably for uPVC windows.
- Lobby State governments to update their building codes and approach to use high performing windows in residential construction.
- Administer and promote the ICP and work with industry to reduce the risk of non-compliant and poor-quality product being used.
- Promote the use of uPVC windows to consumers and builders and educate them on benefits of uPVC windows.
- Continue to develop the uPVC window market survey to provide robust industry data.
- Support the development and implementation of uPVC window waste recovery and recycling.

If you'd like to discuss this further and how membership will best serve your company, please contact us at:

info@vinyl.org.au or 03 9510 1711