

APPLICATIONS FOR DEALER MEMBERSHIP

Applications for dealer membership have been received from the following organisations.

FNQ Roller Door Doctor Pty Ltd, Little Mulgrave QLD

Auto-Lift Garage Doors, Auburn NSW

TRAINING FOR GARAGE DOOR INDUSTRY

Training for the industry is an issue of major importance and which has been an objective of AGDA for some years.

Our aim is to have "Industry-Accredited Installers" available throughout Australasia. These installers will be a mix of existing installers and new entrants to the industry. Existing installers will receive accreditation by participating in an assessment process.

New entrants will come to the industry with many levels of pre-existing skill, from complete novice (school-leavers) to experienced contractors or tradespeople. These people will participate in training and assessment to achieve their accreditation.

The purpose of having industry-accredited installers is multi-fold:

- Public confidence in the people entering and working on their homes and assets
- Improved quality of work and customer service
- Improved customer satisfaction
- Reduced re-work and claim rates
- Transportability of qualifications,
- Improved safety for installers and consumers,
- More uniform and proven processes and procedures,
- Greater numbers of qualified installers available to dealers which reduces costs and lead-times,
- Possibly reduced insurance costs,
- More professional image to the buying public,
- Greater respect and credibility towards qualified installers by dealers, wholesalers, manufacturers, financiers and government bodies,
- Greater emphasis on installation quality as a marketing tool at dealer level,
- Segregation of product and installation to enhance the perceived role of installation

The initial focus will be on accrediting the existing workforce, and this will be done at a series of face-to-face training events. Face-to-face is considered by the AGDA Executive to be essential to the development of the right attitudes amongst installers, and to initiate personal contact and dialogue throughout the

industry. The existing workforce is key to attracting and training new entrants to the industry.

The existing workforce probably lacks essential "paperwork" and basic business skills, so these will be key features of the initial training.

The first training event is targeted for mid 2013, and it will signal to the industry that a career pathway is now available: from new entrant to accredited installer; to advanced installer; to specialist or manager. The phase-in process will take twelve to eighteen months.

There may be a "wage supplement" plan, funded by members/dealers, to encourage participation in this training program. It may apply to a new installer's first three doors.

2013 IDAEXPO™

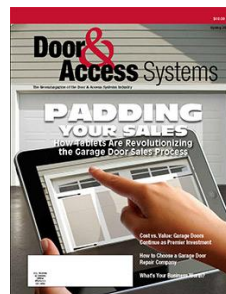
The 2013 IDAExpo™ was held in Nashville, Tennessee, May 8-11 at the Gaylord Opryland Resort & Convention Centre.

And next year the Expo will be held in Las Vegas - April 23-26, 2014.

MORE FROM THE US

These three reviews and extracts come from articles the US magazine Door & Access Systems Newsmagazine, Spring Edition 2013 and are reproduced with their kind permission.

How Tablets Are Revolutionizing the Garage Door Sales Process



The way you sell garage doors may never be the same ... after you read the cover story of our spring 2013 issue

Daniel Boulanger talks about Garaga's new software program for selling garage doors on a computer tablet. In case

the lingo is new to you, a tablet is a flat one-piece mobile computer typically operated by a touch screen. It's lightweight, easy to use, features a long battery life, and typically has a built-in camera. No mouse or keyboard is needed. Many newer models boast high-definition displays.

Several garage door dealers and manufacturers in the U.S. and Canada are interviewed, and we reveal how the hottest new computer product can revolutionize your garage door selling process. A typical dealer comment was-

"When I go to a customer's house, I pull up, take a photo of the house, add all their contact data, prepare the quote, and then knock on the door. So when I'm sitting with them, I can show them pictures of their house with the new

door and send them a full quote right there.”
But that’s not all. “I can even order the door right from the customer’s home and tell them what day it will ship from the factory.”

2013 Report: Garage Door Replacement Is Top Investment



Cost vs. Value: Garage Doors Continue as Premier Investment Garage door replacement continues as one of the highest value-home improvement investments, according to the Remodelling 2012-13

Cost vs. Value Report (www.costvsvalue.com). The study compares the average cost for 35 popular remodelling projects with the value those projects retain at resale in nine U.S. regions and 80 U.S. cities.

An upscale garage door replacement ranked second of 13 projects, while the midrange garage door replacement ranked third of 22.

The roughly \$2,700 cost for an upscale garage door replacement delivered an estimated value at sale of \$2,046, equating to a 75.2% return. The typical \$1,500 cost for a midrange garage door replacement had an estimated value at sale of \$1,132, or 75.7% of the original cost.

Of all projects that cost less than \$5,000, a garage door replacement ranks #2 and #3 on the list of projects that deliver the most value at resale.

“This continues the trend we’ve seen for several years now,” says Joe Dachowicz, vice president of marketing at Overhead Door.

“Curb appeal upgrades are always money well spent, especially when a homeowner is preparing to put a property on the market. A garage door upgrade is often the one project that will make the biggest impact on curb appeal.”

To capitalize on the strengthening real estate market, Dachowicz recommends that Dealers provide customers with the survey’s results for their region and city.

EXECUTIVE MEMBERS OF AGDA MOVING ON

Jim Mole, immediate past President of the Australian Garage Door Association and Managing Director for Chamberlain Oceania, announced his resignation from the Company, effective Friday March 1st, 2013 at the same time leaving the executive of AGDA.

Jim joined Chamberlain in June 2006 and gave freely of his time and energy, in order to

make a substantial contribution to the industry by way of serving in various capacities within the Australian Garage Door Association. He was Treasurer of AGDA in 2007/8 and 2008/9; Vice President of AGDA in 2009/10 and President in 2010/11 and 2011/12.



He was proud of the association’s work on developing a range of initiatives including Survey of Garage Doors to benchmark future AGDA priorities for Safety awareness, the association’s profile

enhancement through Standards review incorporating wind code, mandating entrapment protection systems and the prospect of clarification of the Bushfire Standard. And in addition the revamp of the rules to enable expansion of the association through Dealer Membership as well as advancing the Association’s long term work on developing accreditation / training for the industry.

Ben Lumbers left the executive of AGDA in December 2012 having moved on from Gliderol. Ben was part of the founding group of representatives of manufacturers which started the Australian Garage Door Association in September 2001.

Ben was instrumental in developing the Rules of the Association, its logo and the trademark registration of the logo as well as supporting initiatives in training, review of Standards and expanding membership of AGDA



He was Vice-President of the AGDA in 2005/6 and 2006/7; President of the AGDA in 2007/8 and 2008/9 as well as Treasurer of AGDA in 2009/10 and 2010/11.

Ben guided Gliderol International Pty Ltd as it made its mark from the beginning after being established in 1974, in Adelaide, SA.

George Morihovitis represented Stramit Garage Doors as member of Executive of AGDA from December 2007 until January 2013 when he moved on From Stramit / Taurean Doors. During this time he oversaw the rebranding of Stramit’s door business to Taurean Doors and was a keen supporter of AGDA initiatives on Safety, training and Dealer Membership.