



# SUMMARY NATIONAL INDUSTRY TRAINING PLAN 2023 – 2028

## INTERIOR AND EXTERIOR WINDOW FURNISHINGS

Industry operators manufacture, support consumer options, and install and service various window treatments and covering products including blinds, awnings, shutters, security screens, curtains, and draperies.



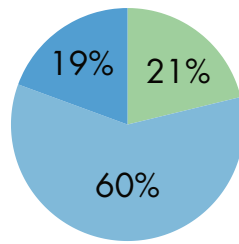
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# At a glance

The window furnishing industry produces, installs, maintains and provides consumer and product service associated with blinds, curtains, shutters and awnings. Much of the industry's output involves custom products that are made-to-measure or altered to meet client specifications.

## Products and services

- Curtains, drapes and valances
- Shutters and awnings
- Blinds



## External industry drivers

- Real household discretionary income
- Demand from multi-unit apartment and townhouse construction
- Trade-weighted index
- Demand from house construction
- Demand from non-residential building construction

## Anticipated growth 2021-2026



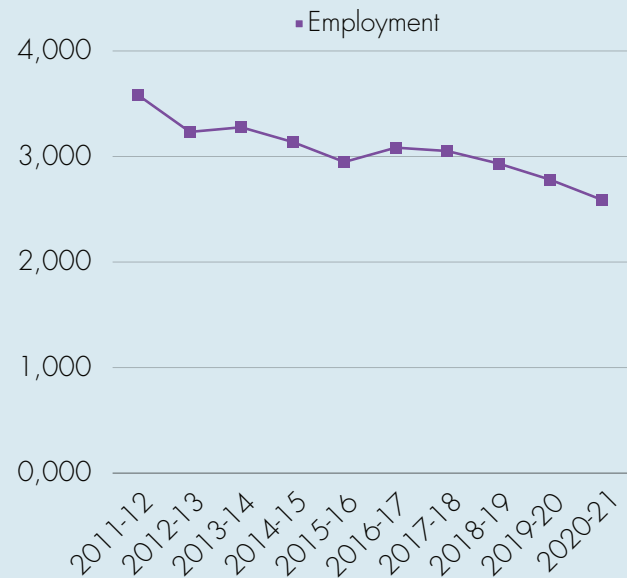
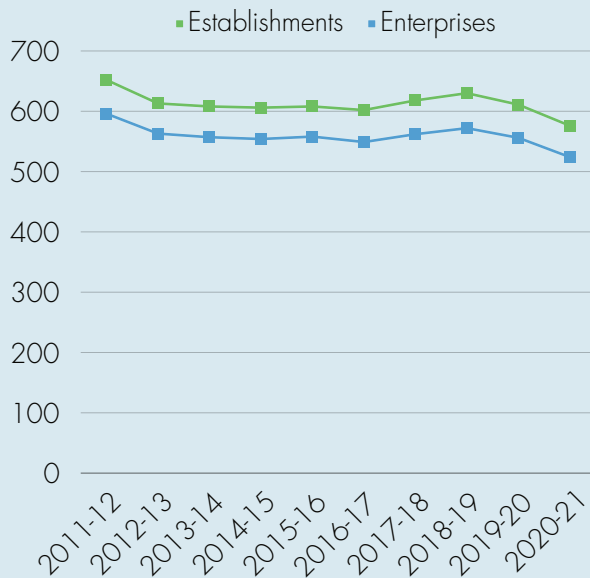
1532  
Businesses

↑ **0.3%**



142k  
Employment

↑ **0.6%**



'It is becoming increasingly difficult to secure new workers. There is a real shortage of skilled workers in this industry, and we have seen it across both manufacturing and installation.'

Trainer

# The Industry Training Plan 2023-2028

The 5-Year National Industry Training Plan identifies the key skills and training requirements for the window furnishing industry for the period 2023 – 2028. It has been compiled by Frontline Thinking for the Blind Manufacturers' Association of Australia (BMAA).

It is based on:

- outcomes from the 2017 – 2022 plan
- aggregated national evidence and data
- significant input from 300 industry leaders.

This report offers an overview of the challenges, technological and environmental impacts, and emerging opportunities affecting the industry and its skills needs.

## Employment

Employment within manufacturing, retail and servicing roles within and relevant to this industry on the basis of sampling and data provided by businesses correlated with ABS data is conservatively projected to increase by an annualised 1.2% over the five-year period covered by this Plan (2023 – 2028), with commencements projected to increase by 9%. Industry enterprise numbers are also forecast to increase.

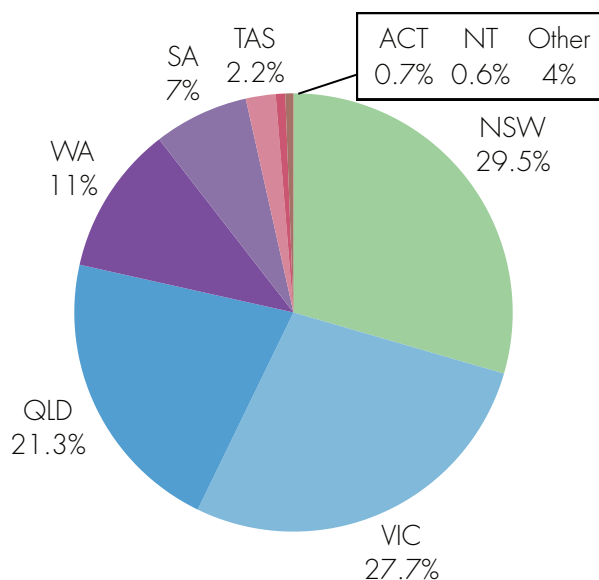
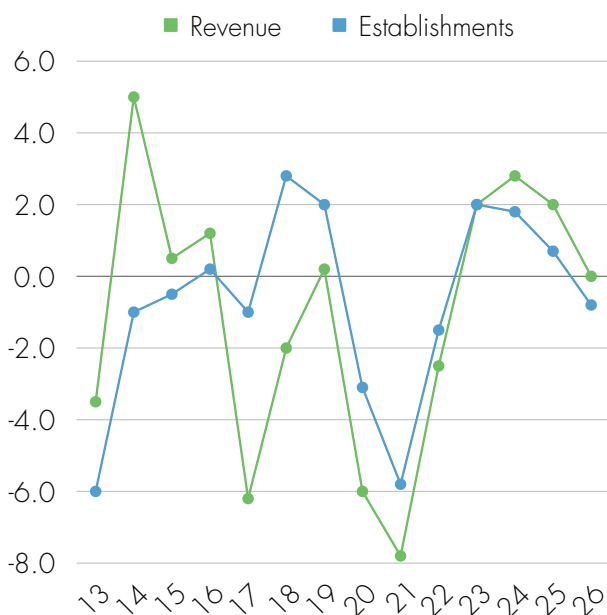
**142,600 workers in 1532 companies by 2025-26**

Productivity improvements generated by training initiatives may contain labour inputs wage cost growth parallel with revenue.

## Trends

Over the years since the first training plan was developed, domestic demand for window coverings has been constrained by varying trends, including:

- decline in household discretionary income
- strong import competition (import penetration is estimated to rise to 56.1% of domestic demand over the five year through 2023-28).





## Potential opportunities

The five top opportunities identified during the Summit held in November 2022 were:

### 1 Certification

A certification scheme for both installers and manufacturers, where businesses are recognised for their quality and compliance to standards including quality materials, qualified tradespeople and commitment to product quality. The opportunity for the BMAA to review and set clearer standards for industry across:

- a. product quality (cyclone resistance, sustainability and environmental impact)
- b. material / design quality (including fire and cyclone resistance)
- c. installation quality (e.g. compliance certificates and more detailed quality standards and tolerances)
- d. invoicing and payments (e.g. an agreed national progress payment format).

### 2 Sustainability

Environmental sustainability and energy efficiency being a focus for the future, including:

- a. solar power
- b. thermal efficiency of buildings
- c. incentives (e.g. rebates to include those related to window furnishings)
- d. use of sustainable and recyclable materials
- e. finding ways to recycle existing product

### 3 Recruitment

Capturing young people so they can see a clear career path in this industry:

- a. school based programs (VET in Schools / VCAL / SBATs)
- b. having a presence at career expos to be seen as an industry to strive towards

### 4 Funding

Access to incentivised/funded training with government subsidies and BMAA subsidies.

### 5 Just in time qualification

Exploring efficient ways to get people qualified:

- a. options for a shorter, more intensive training commitment
- b. recognition of experience / prior learning.

### Top opportunities



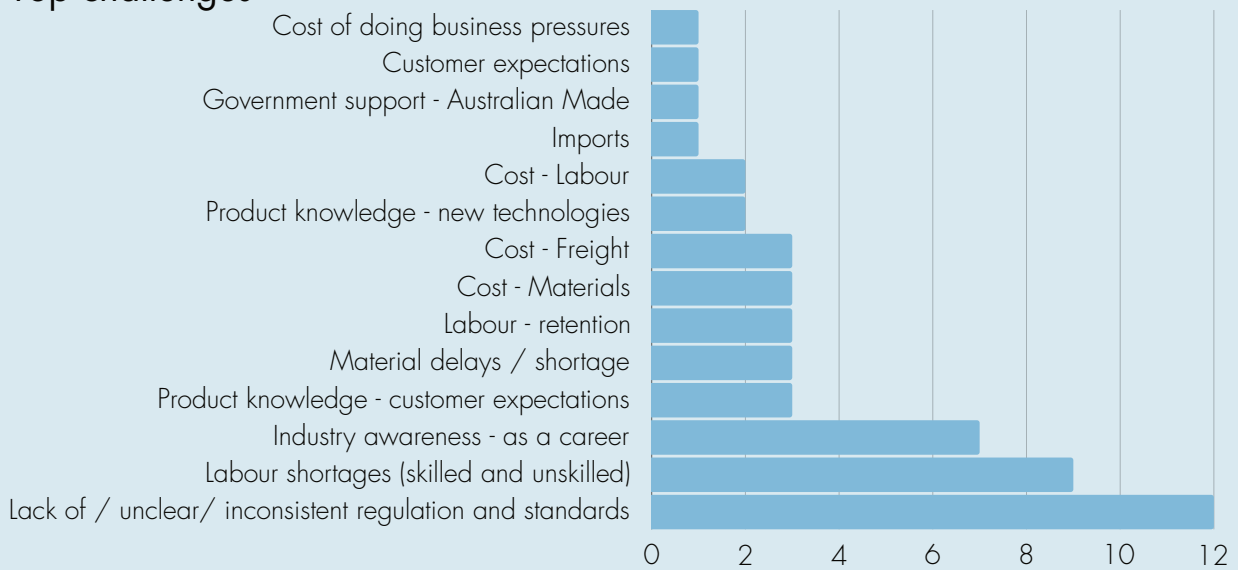


## Potential challenges

The top challenge areas businesses expected to face over the coming five years included:

1. A lack of, or unclear regulation and standards that are inconsistent between states and territories and each individual business
2. Labour shortages
  - a. skilled labour is hard to secure
  - b. hiring unskilled labour is costly, compounded by people not committing to work despite applying, interviewing and being made a job offer.
  - c. poor retention
3. Lack of industry awareness, particularly as a viable career
4. Procurement challenges
  - a. Freight (cost and time)
  - b. Materials (cost and availability)
5. Product knowledge
  - a. of sales people and installers
  - b. of customers – who can have unrealistic expectations.

### Top challenges



# TRAINING PROGRAM OUTLINE

<b>Immediate needs 2023-2024</b>	Working with industry improve awareness of current training opportunities
	Expansion of Certificate III apprenticeship program into NSW, SA, Tasmania, and WA
	Engaging with secondary schools to implement pathway programs
	Qualifying experienced workers on an accelerated pathway
	Workforce diversity optimisation
	Training needs of workers with low literacy and numeracy, poor pre learning and who present neural diversity
	Market analysis and trends: products, services
	Development and recruitment of trainers and workplace mentors
	Industry compliance / certification / licensing scheme
	Harmonize industry licensing arrangements
<b>Medium-term needs 2024 - 2026</b>	Review and integrate licensing requirements within training options
	Developing and delivering programs in leadership, process improvement: <ul style="list-style-type: none"> <li>• analysis and rectification, e.g. reworks</li> <li>• lean process improvement</li> <li>• reskilling / upskilling</li> <li>• speed manufacturing</li> <li>• reducing waste</li> <li>• supply chain monitoring and shortage management</li> </ul>
	Establishing industry centres of excellence in cities and regions where training is delivered



	Diversifying range to offer more specialised options for: <ul style="list-style-type: none"><li>• security</li><li>• curtains</li><li>• exterior products</li><li>• motorisation</li></ul>
	Implement and monitor training pathways: <ul style="list-style-type: none"><li>• skillsets</li><li>• apprenticeships</li><li>• product knowledge</li></ul>
	Supply chain optimisation, development, and regionalisation
	Career path development and management
Long term strategy 2026 - 2028	Employee retention
	Delivering pathways for senior tradespeople / technicians
	Design and Services
	Influencing the training sector to adapt the program to better meet industry needs
	Review and evaluation of the Industry Training Plan 2023 – 2028
	Drafting and consultation of Industry Training Plan 2029 - 2034



# THE FRONTLINE GROUP



PO Box 5142, Cheltenham, Victoria, 3192 Australia



1 300 FRONTLINE



[enquiries@thefrontlinegroup.com.au](mailto:enquiries@thefrontlinegroup.com.au)



[thefrontlinegroup.com.au](http://thefrontlinegroup.com.au)

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