



Window Shading
Association of
Australia



AWARD CATEGORIES & ENTRY GUIDELINES



Celebrating excellence, leadership and innovation in Australia's window shading industry.

The inaugural Window Shading Association of Australia (WSAA) Awards recognise members who are making meaningful contributions toward a more sustainable, responsible, and forward-thinking industry. From advancing local manufacturing and sustainable practices to championing community initiatives and innovative product design, the WSAA Awards shine a spotlight on those driving positive change and setting new benchmarks for the industry.

It is recommended that all entrants read these Entry Guidelines carefully and respond to all entry requirements.



ELIGIBILITY & GENERAL ENTRY CONDITIONS

- The WSAA Awards are open only to current financial WSAA Members.
- FREE entry to the 2026 awards (please note that an entry fee will be applicable for future award programs).
- Members can enter into one or multiple award categories.
- A maximum of two entries per category, per member is permitted.
- All entries must be submitted online at windowshading.awardsplatform.com
- All entries and additional material must be received by 5pm Thursday 2nd April 2026 (Requests for extensions or late entries will not be considered).
- Entries are required to address all criteria and contain sufficient information for the judging panel to adequately assess the merits of the entry.
- All award entries that nominate a product, initiative, strategy, process, etc must have been introduced to the market or the business operations after 1st July 2023 to be eligible.
- Winners will be announced and their awards presented on stage at the WSAA Gala Dinner during SuperExpo on Thursday 11th June 2026 on the Gold Coast at The Star.
- Up to three finalists for each award will be announced prior to the Gala Dinner. If shortlisted, you agree to send at least one representative to the Gala Dinner.

WSAA 2026 AWARD
CATEGORIES

Product Sustainability Award
Corporate Social Responsibility Award
Community Impact Award
Product or Service Innovation Award
Manufacturing Excellence Award
Independent Showroom Award
Independent Retailer of the Year Award

PRODUCT SUSTAINABILITY AWARD

The Product Sustainability Award recognises WSAA members that can clearly demonstrate reducing environmental impact through the design, manufacture or delivery of a window shading product, fabric, hardware or automation system. It celebrates those reimagining what a more sustainable product can be by embedding environmental responsibility into its material selection, responsible manufacturing practices, packaging, energy efficiency performance, etc.

Product sustainability entries, may include for example:

- Sustainability – products demonstrating environmental awareness or achievement in the utilisation of recycled or sustainable materials.
- Energy Efficiency: products designed to improve thermal performance by cutting energy use and CO₂ emissions in residential or commercial buildings.
- Health and Environmental Safety: products developed with materials and processes that increase benefit to or eliminate or reduce possible health and environmental impact on, employees, the public and the environment.

The nominated sustainable product must have been launched in the market after 1st July 2023, and there needs to be evidence of sustainability claims.



ENTRY QUESTIONS:

- **Innovation:** describe the innovative or novel aspects of the product and how it addresses a specific sustainability issue. (200 words) (Judged weighting 20%)
- **Market Relevance:** explain how the product meets a current market need or addresses evolving customer expectations around sustainability. Who is it designed for, and how has it been received by the market so far? (200 words) (Judged weighting 30%)
- **Impact:** outline the measurable or potential environmental benefits of the product. This could include energy efficiency, carbon reduction, sustainable materials use, lifecycle impact, or waste reduction. (200 words) (Judged weighting 30%)
- **Verifiable:** provide evidence to support the sustainability claims made about the product. This could include certifications, testing data, lifecycle analysis, customer case studies, or internal assessments that verify the environmental benefits. (200 words) (Judged weighting 20%)

Additional information to support your submission:

Please attach evidence to support your submission such as; product photographs, product/company brochures, video, customer testimonials, published articles, certification certificates, testing data results, etc



A close-up photograph of two hands gently cupping a small green seedling. The seedling is growing out of a cracked, light brown eggshell. The background is a soft, out-of-focus green.

CORPORATE SOCIAL RESPONSIBILITY AWARD

The Corporate Social Responsibility Award recognises a new initiative by a WSAA member that demonstrates a stronger commitment to ethical, social, or environmental responsibility. This award celebrates a recent program, project, action or newly introduced business-wide strategy that has been meaningfully integrated into day-to-day operations.

It honours members who view CSR not as a side project, but as a core part of how they operate. These members are advancing sustainable practices, reducing their environmental footprint, supporting community wellbeing, or championing diversity and inclusion - while also driving commercial success.

From responsible manufacturing and ethical sourcing to employee wellbeing and climate-conscious innovation, this award highlights those who are setting a benchmark for responsible business in the window shading industry. It recognises members that seamlessly embed CSR into their operations, align their strategies with sustainable and ethical principles, and in doing so, creating a more resilient window shading industry.

Entries may reflect a broad range of initiatives, for example:

- A commitment to reduce the carbon footprint of its manufacturing facilities with more sustainable business operations, such as the installation of solar or LED lighting, waste minimisation, and sustainable packaging.
- Obtaining third party environmental certifications.
- Introducing a comprehensive and impactful CSR business-wide strategy.
- Improved team culture and enhanced employee satisfaction through diversity, equity, and inclusion programs.
- Ethical labour practices and/or responsible sourcing of materials across the supply chain.

The nominated CSR initiative must have been implemented in the business after 1st July 2023.



ENTRY QUESTIONS:

- **Description:** describe the CSR initiative and why you believe you should be recognised with the CSR Award (200 words)(Judged weighting 20%)
- **Rationale:** describe how the CSR initiative was identified and how this aligns with your overall strategy (200 words) (Judged weighting 20%)
- **Implementation:** illustrate how the CSR initiative was implemented (200 words) (Judged weighting 20%)
- **Outcomes:** outline the outcomes achieved (200 words) (Judged weighting 20%)
- **Engagement:** identify how the knowledge and experience gained is shared and promoted either within the organisation, your customers and/or the wide window shading industry (200 words) (Judged weighting 20%)

Additional information to support your submission:

Please attach evidence to support your submission such as; photographs, video, customer testimonials, product/company brochures, published articles, certification certificates, testing data results, etc



COMMUNITY IMPACT AWARD

The Community Impact Award recognises WSAA members who have made a meaningful difference through initiatives that positively impact their local or the broader community.

These members go beyond business as usual and recognise the power of community connection and actively contribute to building stronger, more inclusive and supportive communities. Whether through hands-on volunteering, fundraising or donating the supply and installation of window shading, these members demonstrate how they can play a vital role in supporting and strengthening the communities around them and deliver tangible, lasting benefits to others.

Entries into the Community Impact Award, may for example refer to:

- Charitable giving or fundraising efforts
- Volunteer work by staff or teams
- Advocacy or awareness campaigns that address social or community needs
- Donation or installation of window shading in schools, community centres, or crisis accommodation, etc

The community impact initiative must have been completed after 1st July 2023.

ENTRY QUESTIONS:

- **Description:** describe the Community Impact initiative and why you believe you should be recognised with the Community Impact Award (400 words) (Judged weighting 30%)
- **Impact:** include evidence of the impact your community initiative has had on the community – include any facts, figures or testimonials (300 words) (Judged weighting 40%)
- **Engagement:** did your initiative involve members of staff? How did they get involved and what did they enjoy or learn? (200 words) (Judged weighting 30%)

Additional information to support your submission:

Please attach evidence to support your submission such as; photographs, video, testimonials, published articles, etc



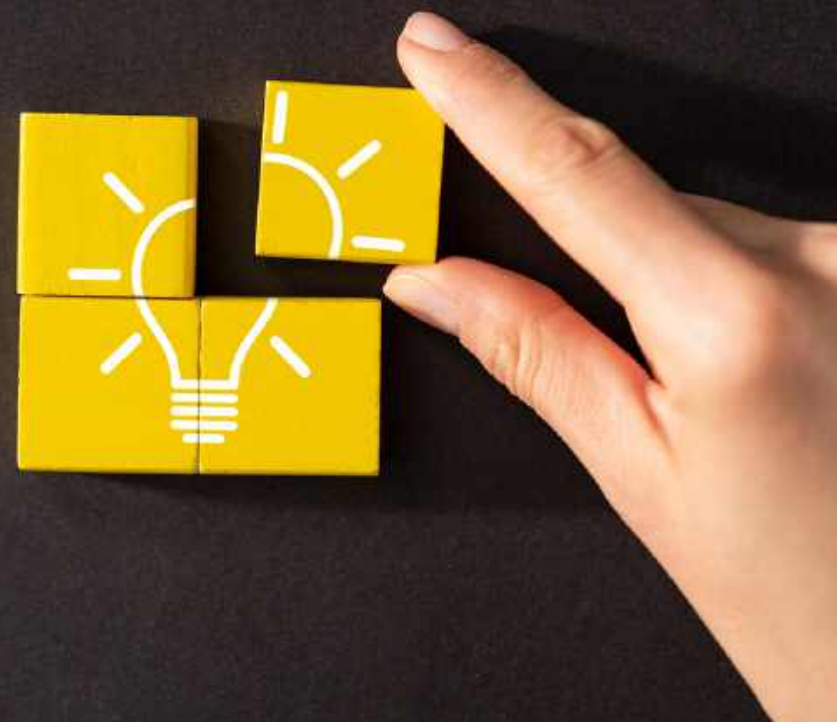
PRODUCT OR SERVICE INNOVATION AWARD

The Product or Service Innovation Award recognises a newly launched product or service by a WSAA member that demonstrates originality, ingenuity, and market relevance within the window shading industry. This could include a new shading system, fabric, component, hardware, automation, machinery, digital tool, or service offering.

This award celebrates innovations that address emerging needs or challenges such as energy efficiency, safety, aesthetics, user experience, sustainability, or technological integration - and delivers measurable value to customers or the industry. Whether your innovation represents a breakthrough design, a reimaged application, or a commercially successful new concept, the judges will assess both its uniqueness and its impact or potential in the market..

This is your opportunity to showcase how your innovation sets a new benchmark and positions your business as a leader in shaping the future of window shading.

The nominated innovative product or service must have been launched in the market after 1st July 2023.

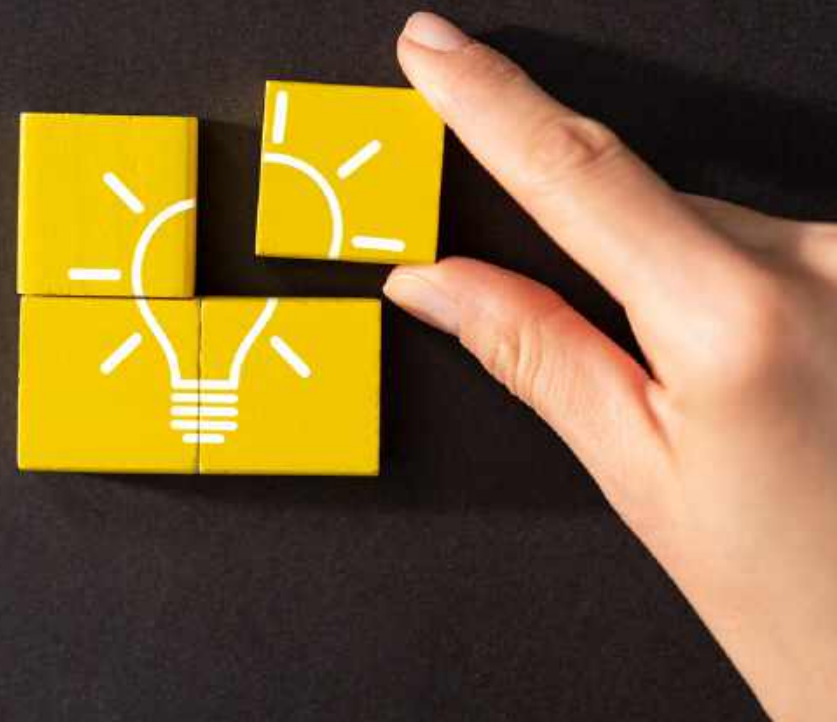


ENTRY QUESTIONS:

- **Innovation & Design:** describe the product/service – its features, benefits and advantages. What sets this product or service apart – how is it groundbreaking? (300 words) (Judged weighting 40%)
- **Market Need:** explain the market need and why the product or service is valuable to the industry and/or how it solves a specific problem or need. What gap in the market was it designed to fill? (300 words) (Judged weighting 30%)
- **Impact:** describe the impact this product or service has had on its intended use - provide evidence of the success of product or service by up-take, market penetration, sales metrics, etc. (200 words) (Judged weighting 30%)

Additional information to support your submission:

Please attach evidence to support your submission such as; product photographs, product/company brochures, video, customer testimonials, published articles, certification certificates, testing data results, etc



MANUFACTURING EXCELLENCE AWARD

The Manufacturing Excellence Award recognises a WSAA member that exemplifies excellence across all facets of manufacturing within the window shading industry. This award celebrates a business that not only produces high-quality products but also demonstrates leadership in innovation, sustainability, continuous improvement, workforce development, and operational performance.

Open to Australian-based manufacturers of window shading products, this award represents the highest recognition of manufacturing achievement within the window shading industry by honouring a member that is also helping shape the future of Australian manufacturing.

ENTRY QUESTIONS:

- **Innovation & Design:** provide a brief introduction to your business, including what you manufacture, your company history, key milestones, and what makes your business stand out in the window shading industry. (200 words) (Judged weighting 10%)
- **Business Growth & Resilience:** describe your business performance and resilience over the past three years, including growth in revenue, notable expansions and/or achievements, and any diversification of your customer base. Include major investments in the business to secure future success and strategies that have helped ensure your long-term success. (200 words) (Judged weighting 20%)
- **Continuous Improvement & Quality Assurance:** describe how your business ensures continuous improvement across operations, including any lean manufacturing practices or process optimisation initiatives. Detail your approach to quality control and how you ensure the consistent manufacture of high-quality products. (200 words) (Judged weighting 20%)
- **Innovation, Technology & Manufacturing Excellence:** outline how you're driving innovation through product development, smart technologies, automation, or new business models. (200 words) (Judged weighting 15%)

- **Sustainability:** detail the actions your business has taken to reduce your environmental impact, for example by improving energy efficiency, managing waste, or use of more sustainable materials. (200 words) (Judged weighting 15%)
- **People, Culture & Leadership:** explain how your company supports its workforce and builds a positive culture. Include examples of employee engagement, rewarding of employees, safety practices, diversity and inclusion programs, demonstrated commitment to apprenticeship/traineeship programs, training or upskilling efforts, and how leadership reinforces your company values. (200 words) (Judged weighting 20%)

Additional information to support your submission:

Please attach evidence to support your submission such as; photographs of your manufacturing facility, product/company brochures, video, customer testimonials, published articles, certification certificates, etc

INDEPENDENT SHOWROOM AWARD

The Independent Showroom Award recognises excellence in customer experience, design, and innovation in a physical retail space operated by a WSAA member. Open to independently owned and operated showrooms not affiliated with a franchise or national brand, this award celebrates businesses that are setting new standards in how window shading products are presented, experienced, and sold.

Eligible showrooms may be of any size, in any location, and open to the public either generally or by appointment. This award acknowledges those who have transformed their space to inspire customers, elevate their presence, and create a standout in-person experience.

Whether through a full redesign, a targeted upgrade, or a clever concept rollout, this award celebrates independent showrooms that are turning heads, shaping trends, and leading retail excellence in the window shading industry.

ENTRY QUESTIONS:

- **Store design and layout:** detail the store design/layout and how the physical space enhances the ability to showcase products. (200 words) (Judged weighting 25%)
- **Customer experience:** how does the store design/layout enhance the overall customer experience and engagement? (200 words) (Judged weighting 25%)
- **Innovation:** what are the unique features of your store design including the use of technology? (200 words) (Judged weighting 25%)
- **Business impact:** what impact has your store design/concept had for the business? Describe the impact with recent measurable results such as increased foot traffic, sales, customer retention or brand awareness. (200 words) (Judged weighting 25%)

Additional information to support your submission:

Your submission must include photographs and/or video of the outside and inside of your showroom. You may want to add a commentary to a video to explain the customer journey or how you use your showroom to help customers.

Any data on how your showroom supports your business would be useful as would any testimonials from customers.



INDEPENDENT RETAILER AWARD

The Independent Retailer Award recognises an outstanding independently owned and operated window shading business that is not affiliated with a franchise or national brand. This award celebrates retailers who continue to grow, evolve, and lead and stand out in a dynamic and competitive market.

This award honours retailers who demonstrate strong business acumen, an authentic brand identity, and an unwavering focus on customer experience. Whether through innovation, community engagement, marketing excellence or company culture, these businesses exemplify what it means to be an agile and values-driven independent retailer in today's market.

This award is open to WSAA members who can show how their independent status empowers them to be flexible, distinctive, and customer-focused, building strong supplier and customer relationships and delivering meaningful results.

ENTRY QUESTIONS:

- **Overview:** demonstrate why you believe you deserve this award and include a brief overview on the history of the business, what you sell and your point of difference. (200 words) (Judged weighting 20%)
- **Business planning:** describe the key goals, strategies and outcomes of your business over the last three years. You may want to include metrics that provide evidence of your growth and/or outcomes. (200 words) (Judged weighting 20%)
- **Culture & Customer Experience:** Describe your company's values, work environment, and approach to customer service. How does your internal culture and service practices contribute to business success? You may wish to include examples of team engagement, customer satisfaction processes, or how you create lasting value for clients. (200 words) (Judged weighting 20%)
- **Marketing:** describe the key goals, strategies and outcomes of your marketing activities over the last three years. These may include online marketing, radio advertising, etc. (200 words) (Judged weighting 20%)
- **Innovation:** describe any innovations or forward-thinking initiatives you have implemented in the past three years. How have these improved or impacted your business? (200 words) (Judged weighting 20%)

Additional information to support your submission:

Please attach evidence to support your submission such as; showroom or office photographs, product/company brochures, video, customer testimonials, published articles, etc

THE ENTRY PROCESS

All entries must be submitted via the Awards platform online portal.

[Click here](#) to access the portal.

- You can start your submission and then save and come back to it at any time.
- The system will guide you through the entry process.
- It is imperative that all entries adhere to the specified entry questions, so please read all the information carefully and address all questions to ensure that your entry has the best opportunity of winning.
- Once your entry is submitted you will receive an email confirmation confirming successful submission.

JUDGING

The judging of the WSAA Awards will comprise of a panel of independent judges, with relevant product and industry experience chosen across Australia and internationally, to ensure impartial appraisals of each submission.

- Each category is judged by a panel of three judges, who are bound to declare if a conflict of interest occurs.
- The judging panel may decide not to grant an award in any category if they deem entries are not of sufficient standard or worthy of an award.
- Judges are only able to judge each entry based on the information and images that are supplied by each entrant.
- Judges are required to keep all information they review confidential.

The decision of the judges is final and no further correspondence shall be entered into.

USE OF ENTRY MATERIAL

By entering the awards, the entrants accept full legal responsibility (and agrees that WSAA is excluded from any legal responsibility) for all the information provided in each submission. By entering the awards, the entrants agree to allow WSAA to promote and publish details of the winning entries.

ENTRY FEES

It is FREE to enter the 2026 awards.

Please note however that an entry fee will be applicable for future award programs.



GOOD LUCK WITH YOUR AWARDS ENTRY

**Winners will be announced at the Gala Dinner & Awards
during SuperExpo on 11th June 2026 on the Gold Coast at The Star.**

For further information,
please email WSAA CEO Wesley Fawaz at wesley@wsaa.au