



PRESIDENT'S ADDRESS



Greetings to all AIW Members

There is probably no need to point out that the construction industry is at full tilt right now. We are seeing a number of builders struggling with cash flow and some are falling due the difficulties; getting paid is only second to getting the job done right.

This is a time where sub-contractors need to be alert and keep on top of your paperwork.

Any change or variations that are requested must be in writing, agreed to and signed off before the work is carried out. We are also seeing more and more sub-contractors requiring a deposit prior to starting, progressive payments being invoiced, and the Warranty

Cert and Compliance Documents not being issued until full payment is received. The old terms set by principal contractors have gone out the window and 30 days EOM is now a joke.

No one should wait that long (maybe 59 days) for payment.

All this is doing is providing free credit to the builder, instead of the builder having to use a bank overdraft at a cost or heaven forbid, their actual money at bank to pay their subcontractors! From the builders' perspective the ones who are prompt payers, should be getting better prices and the ever-decreasing value of a prompt service.

If the builder cannot pay you when your job is done, they should not be trading, as they would be insolvent.

As a remedial waterproofing contractor and builder, I feel the pain on both sides of this payment argument. But as the late great Judith Durham of The Seekers and Bob Dylan would have sung "times are changing".

In my last address, I mentioned each subcommittee holding AIW State meetings where members can attend a night and just talk about what they are doing and generally "chew the fat" with fellow contractors/re-sellers/manufacturers/consultants and the like.

I must give NSW and big pat on the back as they are holding regular meetings. In Victoria, we too are getting organised with one meeting held with good numbers and another organised for November. Attending these meetings will expand your thinking on how and why you do what you do.

Please do not hold back, contact your local subcommittee member, and see what you can do to assist with a group meeting.

To finish on a positive note, we are seeing more and more waterproofing contractors and everyone else connected to waterproofing, becoming seriously aware of the waterproofing process, and working towards the prevention of failures.

After many, many years of pushing the need for more awareness to waterproofing, now everyone is listening.

"Show em" how good you are. Remember to show the AIW logo on your correspondence, websites, etc as it shows you're a professional.

PAUL EVANS
AIW PRESIDENT



How Leading Indicators Can Help You Win The 13-Week Race (Part 1)



Every quarter is a 13-week race. It goes by fast. Before you know it, the quarter is over. And then the year is over. You are left with the question, "Did we accomplish what we set out to accomplish?"

Winning the 13-Week Race every quarter is critical to achieving your annual goals. To win the 13-Week Race, you need to use leading indicators to help you make adjustments along the way.

Leading Indicators are KPIs (Key Performance Indicators) that you measure to help you achieve your goals. They help you to forecast and predict your results. Good leading indicators should answer the question, "Am I on track to achieving my goal?" People tend to confuse KPIs with priorities. **A priority is something that you do whereas a KPI is something you measure.**

Let's consider how you would go about achieving the number of new sales for the quarter. In this case, your leading indicator would be a measurement for you to know if you are on track towards achieving those new sales.

For example, you could measure the number of meetings with new prospects per week. If you are not having the number of meetings you need to have with new prospects, you can already predict that you won't achieve your sales goal early in the quarter. You don't have to wait until the end of the quarter to see the final result.

Your leading indicator (the number of meetings with new prospects) tells you that you are not on track. That's a punch in the mouth!

Now, how are you going to react? What are you going to do? What adjustments can you make to your execution plan to get more meetings with prospects?

Think of leading indicators as levers that you can push on to get to your results. Meetings are low... what can you do to get more meetings? What can you adjust to help change your outcome? Many people freeze by staring at the goal without knowing what they can do to affect the goal. Staring at the goal does not help you achieve it. Instead, work your levers. What can you do to push on that leading indicator? Focusing on moving your leading indicators will help you to change your results faster and with less effort.

Want to practice using leading indicators? Consider having a 13-Week Race. Think of one thing you can do this quarter that will help you achieve a strong 13-Week Race. Start with your KPI, and then set a leading indicator to measure it. Look for our next article on how to set the right success criteria for your KPIs.

ARTICLE BY ANNA SAMIOS
(BUSINESS COACH)



IS WATERPROOFING THE NEW TARGET FOR SCAMMERS?

Recently I received a phone call from someone who'd been scammed. The caller (let's call him, Dave) asked me why my company hadn't been in contact with him after paying a deposit for balcony waterproofing.

I could hear the anger in his voice.

I asked a few questions to try and help him and down the rabbit hole we went. Dave explained that he recently organised a waterproofing 'company' to come out, measure up and provide a solution for external waterproofing. Dave said that a company rep even came out and measured his balcony. A quote was sent, and Dave accepted it and paid a sum of money – \$10,000 by direct transfer.

At this point, the 'company' told Dave there would be a delay as materials were short and that prices were increasing. As time went on, he was told that the manager or applicators were ill and that they'd be another delay. Then, they vanished! No contact from waterproofing company – no return calls to voicemail messages. The only contact number Dave had was a mobile for the 'manager'. Kind of sounds like the old, 'we have left over road tar from a council project' trick.

So, how did I get involved here?

Well, Dave was provided a website of the 'company'. He visited the website and clicked on the contact tab and it came my company's phone number! The website was not even genuine – all gibberish and the addresses on it were for New York and Florida.

The sound of Dave's voice when he realised that he might be the victim of a scam and stung for \$10K, was confronting.

He just kept saying he is usually good at spotting scams. Not this time.

There are still a lot of questions unanswered. I told Dave to keep me informed after he potentially calls the police or ASIC.

What to Check Before You Accept

- ABNs. Dave's quote would have had an Australian Business Number (ABN) on it. And, you guessed it, the quote did have an ABN on it and it's a legit ABN for a legit company. But that did not stop scammers

using it on false paperwork to deceive Dave.

- Banking Details. The bank transfer would have had to be a proper bank account.
- Other Ways. Think about other ways you can check the credentials of supplies. Some ideas that come to mind are ASIC, social media, reviews in Hi-Pages and checking if they are part of an industry association.

I guess where I'm going with this is that **we must always be protective of our brand**, our IP and our image. The website is the first place many clients would find out about me so simple things like checking your spelling and grammar are important. When was the last time you looked at your website and updated it?

Being registered companies, being licensed (where this is required), being open about your business details and being members of the AIW helps send an image to clients that we are legitimate and long-term operators. Being pro-active about protecting your brand also sends an image that you are serious, long-term operators in this industry.

It would be great if every potential client came to the AIW to search for registered waterproof contractors before going to Google. Don't discount the use of the AIW image and brand from your material. You can direct clients to the AIW website to show them you are serious and legitimate among the other AIW members nationally.

Protect Your Business

Things like this are a macro threat to our businesses. How many other people are now seeing your company phone number tied up to a potential scam website? What can you do about it?

I feel for Dave. I hope he wasn't scammed and it's just a series of unfortunate events, but it makes us ask the question, is waterproofing the new field for scammers? Be aware. Protect your business.

Your Thoughts

We'd love to hear your thoughts. Tell us on the AIW LinkedIn and Facebook social media pages.

CHRIS BARNES

Multi-Storey Basements Must be Kept Dry

Recent decades have seen the construction of an unprecedented number of multi storey apartment complexes. Many of these buildings feature basements for underground car parking, storage, and utility areas. However, an unfortunate consequence is a greater frequency of building defects. Of these, water leaks are one of the most common.

The consequences are serious. Leaking basements and foundations may compromise the structural integrity of the entire building. Without watertight footings and foundations, building structures have the potential to deteriorate rapidly. Water and moisture are the source of many problems in construction and two of the biggest factors in corrosion of reinforcing steel in basements. Accordingly, below ground waterproofing is as important as the structural foundations supporting a building.

Below ground waterproofing is a construction system that once completed is usually unseen. **This 'out of sight, out of mind' mentality can lead to neglect. That is, until there are leaks.**

Best practice for below grade waterproofing design and installation is critical. Waterproofing design must not be determined simply by budget constraints, and must be given adequate consideration during design in order to protect the building over its useful life. This is especially important as costs to repair or replace failed systems buried below ground can be exorbitant.



Cost of Waterproofing Remediation

Of all the water ingress possibilities, basement water leaks can be the most expensive and complex to rectify.

Unlike other building components that may be designed to be replaced several times over the building's life, below grade waterproofing systems need to last for the building's entire service life. Basement leaks add up to lost money, wasted time, upset customers and long and protracted litigation.

Often, below grade waterproofing systems are inaccessible for repairs. For some failed basement membranes, rectification may not be commercially viable or even possible to fix. Occasionally, poor waterproofing design, substandard product/s used and/or suboptimal installation are identified and rectified immediately. In most cases, however, problems are only identified where water ingress occurs down the track. Where this happens, extremely costly repairs are needed.

Concrete is not waterproof. Concrete does crack and this provides potential weakness for water ingress. Even where additives are applied, it is important to understand that concrete is not entirely waterproof. Additives can take years to achieve their desired outcome. At any rate, relying on the success of additives alone is concerning as their effectiveness is influenced by concrete movement and resultant cracks.

In addition, it is important to note that block work and masonry walls are porous. Even PVC type wall systems have the potential to leak at the base. It is also important to beware of vertical joints that can 'pop open' during concrete infilling.

Then, there are concrete block systems which are built by stacking the blocks and filling the wall with concrete and steel reinforcing. These systems have several specific concerns in relation to water leaks. Often, builders try to waterproof these walls without first filling in all open joints. This is problematic as each block has a bevelled edge and creates a "V" at each joint. These edges in most cases prevent any waterproof membrane being applied properly.

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One solution to this challenge is a 'bagged' wall which is constructed by using a slurry of sand/cement to fill all the divots first. This provides a prepared surface which is now ideal for a membrane to be correctly applied. A sheet membrane can be applied over these joints without bagging, but the overlapped joints can break and create micro ports for water ingress into the wall. The termination at the base of wall is tricky to seal as well and waterproofing may fail.

Damp proofing vs Waterproofing

When designing and applying waterproofing systems, it is important to understand the difference between damp proofing and waterproofing.

Damp proofing is intended to keep soil moisture out, but not liquid water, which may enter via penetrations, gaps, cracks, and holes.

By contrast, waterproofing keeps out both water AND moisture. A quality waterproofing system is therefore required as part of structural design in order to permanently stop water moisture and prevent water vapor from entering below ground structures.

This is important as the benefits of full waterproofing far outweigh those of simple damp proofing over the building lifespan. This is despite the fact that the upfront cost for waterproofing is significantly higher compared with that for damp proofing.

Below Ground Waterproofing - Design & Planning

For new construction several steps are needed to ensure water ingress does not occur in basements. In particular:

During construction of the slab floor / wall zone - these areas require a water stop for either tilt panels or block work.

Crystalline growth should be included compound in the concrete pour of walls or as a fill-in for block work.

Once walls are constructed, 'tanking' should be applied with quality waterproofing membrane.

Quality implies that a below ground waterproofing system is expected to last the lifetime of the building.

Membranes should be protected by installing a suitable barrier prior to backfilling.

Effective water management should be provided via good drainage. There are many design options for this

Sufficient ventilation must be allowed for.



Below Ground Waterproofing – System Installation

Waterproofing membrane systems are available as either post-applied or pre-applied products for use in either positive-side, negative-side, or blind-side applications.

Positive-side waterproofing systems are post-applied to the surface of the element that is directly exposed to moisture, typically the exterior side of the foundation wall.

Negative-side waterproofing systems are post-applied to the surface of the element opposite the surface exposed to moisture, typically the interior of the foundation wall.

Blind-side waterproofing systems are pre-applied to the area where the concrete element will be placed that is directly exposed to moisture.

Positive-side systems are available in numerous materials and forms. Negative systems are generally limited to cementitious systems.

Positive Below Ground Waterproofing Installation - General Guidelines

At the time of construction, positive below ground tanking (exterior wall) should be applied to the foundation and/or retaining walls.

Waterproofing should be applied a minimum of 50 mm above the finished grade, and then applied to a point 300mm below the top surface of the interior slab (base of footing) on a constant grade.

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Weather & Waterproofing

Weather plays a large part in the success or otherwise with waterproofing installation. This needs to be appreciated and understood.

Planning and timing below ground waterproofing installation around climatic conditions is problematic as construction scheduling rarely allows. As a result, installation is often applied at a time when inclement weather will adversely affect the below ground waterproofing system.

Climatic conditions will affect the foundation as wet soil beneath a basement/foundation can swell causing loss of strength.

Generally, it is very difficult to achieve successful waterproofing during wet seasons.

Keeping Basements Dry

Did you know that waterproofing represents 1.8 percent of a building's construction costs, but accounts for a whopping 83 percent of building defect complaints?

There is currently no below ground waterproofing standard in Australia. Instead, best practices and performance solutions are the norm for designing waterproof structures today. Currently there is a direction to adopt the British Standards with amendments for Australian conditions. Furthermore, the need for "dry" basement standards and waterproofing has become even more important with the growing use of living space below ground such as home theatres.

Exterior basement waterproofing systems should be intended to resist water and accompanied by a water management system that will remove ground water away from the structure as best as possible. In some cases, a secondary water collection/management system can be installed on the inside or the negative side of a basement.

Overall, when it comes to below ground structures, we need to eliminate the possibility of water penetration for the duration of the life of the structure.

Australian Institute of Waterproofing

The Australian Institute of Waterproofing (AIW) is a voluntary group of contractors and manufacturers offering their own time to be a voice for waterproofers and better the industry in general across Australia.

As always, the AIW is here to help. We have a strong team of qualified and dedicated members who care about the industry.

Our Team is currently working to provide Below Ground Waterproofing guidelines for Australia.

The AIW has representation in most states and with members across Australia.

Contact AIW at info@waterproof.org.au or find out more on our website: <https://waterproof.org.au/>

ARTICLE BY PAUL EVANS

PRESIDENT

Australian Institute of Waterproofing (AIW)

MANAGING/DIRECTOR FINDLAY

Evans Waterproofing

Registered Victorian Building Practitioner (RBP)

Building Practitioners Board License CBU-4077 & DBU-7983

Master Builders Association Victoria (MBAV) Specialist Contractor – License 094507

Telephone: (03) 8812 2918

Website: www.waterproofingfew.com.au

Email: info@waterproofingfew.com.au

AUSTRALIAN INSTITUTE OF WATERPROOFING (AIW)

Website: <https://waterproof.org.au/>

Address: 155 Barkly Ave Burnley Vic 3121

Phone: 1300 249 466

Email: info@waterproof.org.au

Waterproofing in 2022 and Beyond

Friday, 14 October, 2022 (Melbourne)

Waterproofing in 2022 and Beyond brings together prominent waterproofing experts in one place.

Event Summary

Waterproofing in 2022 and beyond brings together a range of experts from across the construction industry with unique contributions to the waterproofing sector. The seminar will be covering a range of complex issues including design and practice, understanding of the legal and regulatory space, as well as strategies for best practice and innovation.

This full-day seminar provides an overview of the waterproofing industry's state-of-play. This event will be of interest to small or large construction/waterproofing businesses, contractors, product manufacturers and suppliers, designers, project managers and certifiers.

Not only is the seminar an excellent opportunity to obtain a better understanding of your rights and responsibilities in the context of the current regulatory environment in all jurisdictions, but you can also earn 8 CPD points as you learn.

Our speakers will share their expertise on the following topics:

Design

- ☞ The regulation of building design in Victoria.
- ☞ Common waterproofing failure points from a design perspective

Practice

- ☞ Common waterproofing failure

points from a workmanship perspective.

- ☞ Australia and New Zealand's 'leaky building syndrome'
- ☞ Quality control during the construction process.
- ☞ Interaction of trades
- ☞ Importance of scope of works specification
- ☞ Introduction to the Industry Best Construction digital waterproofing compliance tool

Regulation

- ☞ Common waterproofing failure points from a regulatory perspective.
- ☞ Australian Standards for waterproofing and how they apply.
- ☞ Standards development process and their status.
- ☞ Waterproofing design compliance in new and remedial construction – what is it and why is it important.

Legal

- ☞ Hierarchy of standards, regulation, legislation
- ☞ Common issues in subcontracts/ contracts
- ☞ Statutory warranties and contractual warranties
- ☞ Legal issues arising from the interaction of trades
- ☞ Legal issues arising from manufacturers' instructions/ specifications
- ☞ Legal issues arising from the Cladding Rectification Program.
- ☞ State of litigation, including recent case law on limitations periods

- ☞ Our speakers are on the flyer draft, and we do have a very strong line up of presenters.

Our Speakers

- **Stan Giaouris** - Principal Building Consultant, The Construction Adviser
- **David Previte** - Founder and CEO of Waterproofing Integrity
- **Byron Landeryou** - Founder and CEO of Waterproof Awareness and Industry Best Construction
- **Maddi Manousaridis** - Sydney based lawyer specialising in building construction law and compliance
- **Tim Law (PHD)** - Architectural science . Principal at Archscience
- **Phillip Vassilliadis** - Melbourne based construction and projects partner at Moray&Agnew Lawyers.

Where	The Langham 1 Southgate Avenue Southbank, VIC 3006 Australia
Timings	7:30 AM – 5:00 PM

Bookings

Event bookings via Eventbrite
<https://www.eventbrite.com.au/e/waterproofing-in-2022-and-beyond-tickets-400550907547>

Proudly sponsored by the AIW

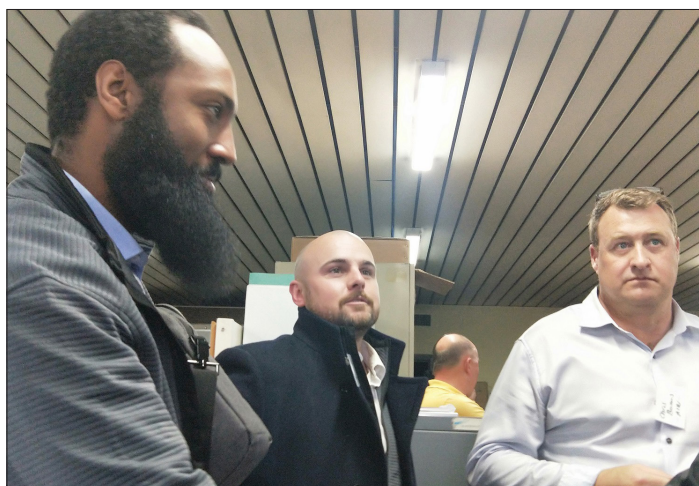
WHAT YOU MISSED National Construction Code Members' Meeting

Melbourne – Tuesday, 6 September, 2022

The Melbourne members' meeting on Tuesday 6 September was an informative session with many questions, concerns and discussion generated. Members chatted over supper in a warm and welcoming atmosphere. Many mentioned how much they enjoyed the night and that can't wait for the next one! Here are some of the pics from the night.



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Megasealed AIW Newsletter Article Submission

Megasealed Bathrooms & Balconies

Servicing NSW, ACT, VIC, QLD, SA & WA
1300 658 007

Established by Jacques Courtin in 1996, Megasealed provide market leading waterproofing solutions to stop leaking showers and balconies without the unnecessary cost, time, and fuss of removing tiles.

Jacques, tell us about your business story?

When I first ventured into the building industry at the age of fourteen in my homeland of France, I never imagined my profession would take me halfway around the world to Australia. It was in Sydney that my passion for tiling, waterproofing, and bathroom renovation technology took off. After spending years working in the bathroom renovation industry, I was disappointed by the ineffectiveness of industry sealants in addressing the main causes of leaking showers. I grew determined to break what I saw as a culture of patchwork repairs and expensive bathroom renovations. This led me to develop a cost effective, time efficient, and guaranteed leak repair solution. The result was the pioneering Megasealed Epoxy Solution.

What do you specialise in?

Having developed this groundbreaking leak repair solution, I established the first specialised bathroom and balcony stop-leak service of its kind. Even after 25

years in business, providing an innovative service remains at the core of our operations. At our core we are leak-repair experts, helping customers through diagnostic, repair, and rejuvenation services to give their wet-areas a new lease on life. Our business network has gone from strength to strength with our 33 franchises providing tailored solutions to communities, virtually Australia-wide.

What's new in your business? How have you responded to the COVID-19 pandemic?

Like many businesses in the industry, we have undoubtedly seen many challenges arise out of the COVID-19 pandemic. This has invigorated our business in that we have had to shift our focus to innovate and continually adapt our services to meet changing industry and client needs. Early in 2020, we began offering virtual quoting and inspection processes to ensure customer safety remained a priority. Our decision to pivot our services early on has helped us continue business expansion, including growth in South Australian service regions and a new franchise for Melbourne's Mornington Peninsula region. October will also see us add an entirely new Queensland territory with Megasealed Mackay due to kick off October 4th.

What are your hopes and dreams for 2022?

I hope Megasealed will continue its current trajectory and keep expanding across Australia into 2022 and beyond. As we emerge from the challenges of the last two years, I hope that as Megasealed's Managing Director, I can continue to support our franchisees whilst helping them realize their full potential as Megasealed continues to be a leading business provider of waterproofing and leak repair solutions to the communities we serve.



Jacques Courtin - Founder

Free Training

WATER-STOP Instalation



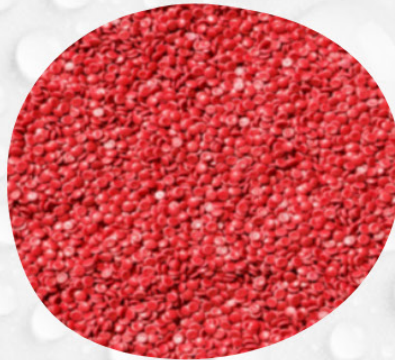
MELBOURNE (choose from any of below sessions)

12 th October, 3:30 pm to 6:00 pm

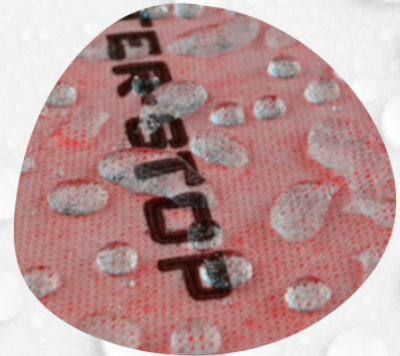
13 th October, 9:00 am to 11:30 am



Sustainable



Light Weight



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Session Time	Details
3:30 pm to 4:00 pm 9:00 am to 9:30 am	Quick overview to the system & its benefits
4:00 pm to 4:30 pm 9:30 am to 10:00 am	Instalation demonstration
4:30 pm to 6:00 pm 10:00 am to 11:30 am	Questions & Answers Hands on Practicing

Light refreshments will be provided

Location: I9 Venture Drive,
Sunshine West, VIC,3020

☎ 0493398013

✉ inquiries@o3oz.com

