

INSULATION AUSTRALASIA (IA)

WORK, PLAY, AND LIVE BETTER WITH INSULATION

It's generally recognised that [Australians spend 90% or more of their time indoors](#), meaning the health and comfort of our homes and buildings has a serious influence on our lives.

"Insulation impacts how we work, play and live," says Stuart Braine, Insulation Australasia (IA) board member.

"With this in mind, organisations like IA have a significant role and responsibility in uniting the insulation industry to achieve the best outcomes for people. We can do this by raising the standards of quality in our products and services."

Founded in 2011, [Insulation Australasia](#) (IA) represents diverse insulation product-types and installation services groups across Australia and New Zealand.

Insulation has a role in Australia's complex and diverse construction industry, and associations like IA take advice and education seriously.

"A common theme across our membership is the desire to work to the highest levels of quality and compliance," Stuart says. "But this can be a challenge when others in the industry do not share the same values."

"Education can play a part in promoting quality. For example, our '[don't get stuck with the bill](#)' educational resource is among our most popular. It stresses the importance of doing due diligence when it comes to products," he explains.

However, Stuart acknowledges that lifting industry standards requires more than just education.

"I previously worked in the plumbing industry, which is more straightforward in terms of its primary function. However, insulation deals with a lot of interconnected factors. Insulation impacts fire safety, moisture management, structural integrity, thermal performance, and acoustics—each of which requires a deep understanding to get it right."

To address this, Stuart says we need a diverse range of high-quality insulation products and services.

This is part of the reason IA was a founding member of the [Affiliated Insulation Industry Coalition](#) (AIIC), a collective of insulation trade associations representing different product types and installation services.

"IA does what it does well, but collaborating with the AIIC and our [partnership with the Energy Efficiency Council](#) enables us to lift our voice on messages common to the industry," he says.



“None of our organisations alone capture everyone, but together we are a united voice for shared values, such as world class standards for quality of product and installation. We also want to ensure the right products are used in the right applications.”

When asked what is most exciting for the industry currently, Stuart points to the National Construction Code (NCC).

“The evolution of the NCC to improve energy performance means newer homes will be built to a higher standard, which ultimately makes them safer and more comfortable for occupants,” he explains.

This has benefits beyond thermal comfort.

“The better the insulation of a home or building, the more efficient space heating and cooling will be. This means more comfort, for less money on your energy bill.”

Stuart says that ultimately, success for the insulation industry is a high level of understanding of the role and value of the product in the construction industry, and in the community.

“We want to see quality driven by demand, because consumers have come to understand the value of top-quality product and installation.”

Finally, Stuart notes the important role of governments.

“When industry recommendations and advice are considered and implemented, there will be benefits to the industry, and the community. This could come through code changes, increased requirement for third party certified products, and the widespread use of trained and Certified Insulation Installers.”