Director, Investigations 1
Australian Trade Remedies Commission
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Investigation 691: Aluminium windows and doors

Non-confidential public version — identifying details removed

I am a customer of ProCon Materials, therefore an interested party for the purposes of this investigation. I make this submission in my personal capacity as a homeowner and end user of the goods.

I am currently building our family home in Australia and have experienced firsthand how difficult escalating construction costs have made it to plan and complete a project. Our build is already millions of dollars over its original budget.

Our project is large and highly customised, with particular architectural requirements for windows and doors. Before choosing a supplier, I obtained Australian quotes for products that, in my assessment, offered inferior specifications and design at substantially higher prices (some up to $5000 p sqm!!!). If Australian producers could meet our requirements at a competitive price, I would happily use them. The options available to us did not offer that combination. FYI The design has some large span windows (up to 9000mm wide and 3000mm height, with slim sightlines etc)

We chose Procon after carefully comparing quality, suitability and cost. As an Australian-owned business supplying imported products, Procon also contributes to the Australian economy, with profits flowing back to Australian owners. The country of manufacture alone does not capture the full economic benefit of a purchase. Australian businesses and workers contribute across the supply chain through design, supply, logistics, installation and ongoing support.

Many smaller, more conventional homes may be well served by local systems, in fact I used an Australian window manufacturer for a recent renovation of our current family house because the windows were smaller and straight forward. Larger and highly customised projects, such as our current build, can have different requirements, and customers need access to suitable, competitively priced alternatives at the top end of the market also, rather than just very high end brands charging extortionate prices.

Regarding the date of imposition, I do not believe that it is fair that you are considering charging me an extra amount to an agreement I executed in March 2026 for products that I would have never have selected in Australia. The local, high end products are unaffordable and clearly run at incredibly high profit margins.

My concern extends well beyond the additional cost to our own build. These measures risk embedding higher prices into future construction projects, affecting families building their first home, people renovating, developers delivering housing and tenants who ultimately depend on that supply.

The government should clearly demonstrate how the benefits to window manufacturers and their employees compare with the costs imposed across the wider economy. How many manufacturing jobs would be protected, and what would be the consequences for Australian builders, importers, installers,

tradespeople and other businesses if higher costs cause projects to be delayed, reduced or abandoned? Australian businesses and jobs exist on both sides of this issue.

The social consequences deserve equal consideration. At a time when housing affordability and supply are under enormous pressure, measures that increase the cost of delivering homes need compelling justification. Protecting one industry cannot be assessed in isolation from the people who need housing and the businesses responsible for building it.

From a homeowner's perspective, these charges can look like another government tax grab layered onto already inflated construction costs. The government needs to explain how the wider community benefits, rather than simply asking families and construction businesses to pay more. I don't think I would've taken the risk to do this again, its actually terrifying because the govt constantly has its hand out, who knows what this government will come for next? If I am thinking this, people who are considering building will be thinking the same way – which is not great when we need a significant increase in the number of new homes in Australia.

I urge the Minister to assess the full public interest before imposing final measures, including housing affordability, competition, product choice, construction employment and the viability of both existing and future projects.

Australian manufacturing deserves support. That support should encourage competitive, high-quality production while preserving access to imported products where they offer better value or meet requirements that local suppliers cannot competitively satisfy. The objective should be a stronger Australian economy and more affordable housing over the long term.

Thank you for considering my views.

Customer of ProCon Materials

Home buyer / homeowner — end user of the goods