



## Industry Snapshot: Elena Gosse

**N**ext in the series of Industry Snapshots is Elena Gosse, CEO of AIS Water.

### How did you get into the pool and spa industry?

When I came to Australia back in 1994, I couldn't speak a word of English. So I needed to do something, and being a professional actress, my understanding was very clear that I wouldn't be able to continue my work on television or even in the theatre. I had to do something, so I finished up being in the family business.

### How do you see the local market?

I think our industry has great potential. Then, back in the 1990s, I looked at all they guys leading the industry and I thought, oh they are so big. I could never stand up there with them. But that probably was because I couldn't speak English, so I couldn't understand what they chatted about. But there was a lot of integrity back then, and a lot of innovation in the industry.

What's happening now is that people are trying to diversify; businesses are trying to diversify to meet their market demand. But what they don't realise is that this is actually creating competition amongst ourselves and starting a price war. Which shouldn't happen.

*"My dream is for the Australian swimming pool and spa industry to regain the position of being a pioneer."*

### Where do you think the industry is heading?

Technological innovation should be a never-ending process. So I believe when you stop learning something, or when you stop challenging yourself, that's when you're finished. So I see the industry as embracing more innovation and embracing collaboration. Because my dream is for the Australian swimming pool and spa industry to regain the position of being a pioneer.

And what I would like to see is businesses going back to their core. If you're good at selling, you should be selling. If you're good in innovation you should be innovating and manufacturing more. If you're good at putting things together and presenting them to the world, then that's what you should be doing.

So, collaboration to me is the key.

Not competition.

Another dream is for us to put Australian technology together - made from filters, pumps, heaters, chlorinators - then present it as innovative technology to the world. ■

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