



Small Business **AWARDS**

2023

\$30,000 IN
CASH TO BE WON

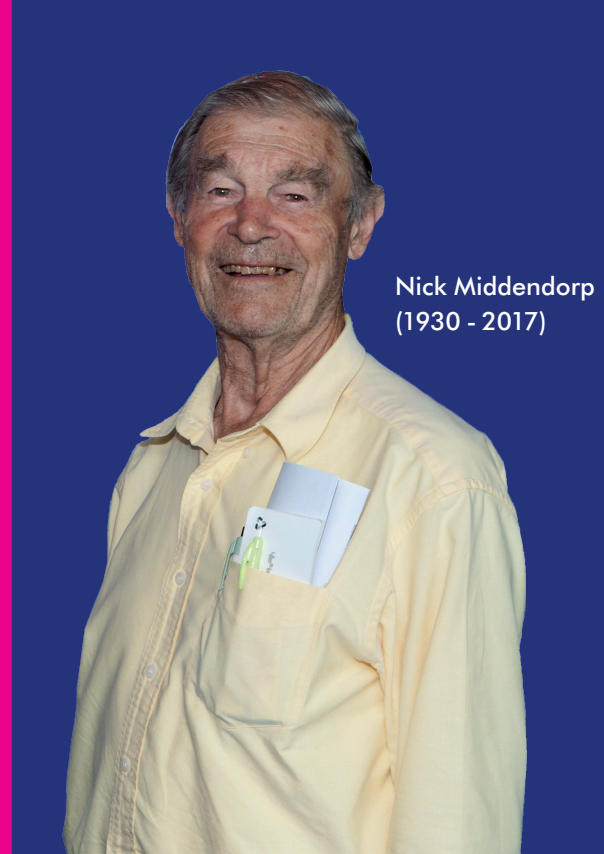
4 x \$5,000 Awards
\$10,000 Nick Middendorp SBA

The Middy's Small Business Awards reward and recognise the small electrical contractors in the electrical industry.

What is the MIDDY'S Small Business Awards?

Middy's is Australia's largest independent electrical wholesaler, 100% Australian and family owned. Established in 2018 our Middy's Small Business Awards reward and recognise the small electrical contractors in the electrical industry. We value the future of the Australian Electrical Industry with the funds rewarded going a long way in supporting small businesses.

Named in honour of the late second generation Middy's director Nick Middendorp, the awards are designed to help small electrical contractors improve business sustainability and increase the ability to plan, manage and respond effectively to growth. The awards can assist contractors invest in new equipment or infrastructure, or help them enter into new markets. The aim of the awards is to help in whatever way possible to run and grow a small business. This in turn helps stimulate small businesses to accelerate employment and generate more income.



Nick Middendorp
(1930 - 2017)

How the SBA has helped past winners...



Brendan Eggins - 2021 Nick Middendorp SBA Winner

Brendan Eggins of Eggins Electrical used the funds to continue investing in his business and take it to the next step with further business management training and upgraded work utes.



Leigh Marshall - 2019 Nick Middendorp SBA Winner

Leigh from Marshall Electrical used the funds to undertake Middy's accredited Solar Grid Connect & Solar Storage courses and extend his business into solar.



Matt Campbell - 2021 SBA \$5K Winner

A long time customer of Middy's, Matt actually won a Middy's Scholarship Award back in 2017 and as a result made the transition from electrician to small business owner of his new company Accelerate Electrical. Matt then went on to win a 2021 SBA and put the money towards further training and equipment for his new business.



Ashley Flegg - 2018 Nick Middendorp SBA Winner

Ashley invested his winnings in his electrical company True South Electrical and was super chuffed with the recognition that winning the award brought.

We caught up with Simon Hoppe, 2022 Nick Middendorp SBA Winner for a chat...

Middy's: Congrats Simon on being a 2022 Middy's Small Business Award Winner (and winner of the \$10K Nick Middendorp Award). Can you please tell us a bit about your business?

Simon: Konekt Electrical is a family owned electrical contracting business in Albury having grown from being a sole trader over ten years ago to now being a team of 3 employing a qualified electrician and an apprentice.

In alignment with customer expectations our business has changed over the years and we have now branched into solar installations as a specialisation. Adaptability is one of the key elements in maintaining a successful business; to the changing needs of builders and home owners, and to embrace rapid improvements in technology.

We partner with a number of local builders that build bespoke homes and undertake historical restorations and expansions. We enjoy the challenge that these unique builds bring to deliver top notch outcomes. We also cover a range of electrical works for individuals, encompassing heating and cooling, fans, lights, maintenance and safety upgrades. Essentially, we aim to help people with any of their electrical needs.

We focus on the quality of what we deliver and spend the extra time to ensure that our work is completed to an exceptionally high level, even if it takes longer, it's worth it. Our staff are engaging and we make a point of being open with our clients on our ability to complete the works and the time frame of deliverables. This makes a huge difference in managing our business, reducing stress and pressure by using transparent communication.

M: How has winning a Middy's Small Business Award helped your business?

S: It has helped heaps and we are looking at splitting the funds across some different areas. We are keen to progress with additional training on solar and battery installations and home charging bases for electric vehicles so the funds will be perfect for that.

We are also looking at expanding our van fleet to enable us to work across additional sites. The funds can go to fitting out a new van with shelving and roof racks. We are also looking at setting up a new trailer for solar transportation as currently we are just using our general trailer. Setting up a new trailer tailored for solar panels and equipment transportation would vastly improve our efficiency in delivering solar projects.

Another area we are looking to invest in is IT improvements. Along with many small electrical contractors, we often find ourselves drowning in paperwork. Any remaining funds could be spent on improving our current processes to help automate our administrative operations.

M: What future plans do you have for your business?

S: Our business will continue to explore opportunities for sustainable environmental electrical installations and delivering more advanced solar and battery solutions is a key part of this. We're keen to provide advanced technologies proactively to our builder and home owner customers.

Enhancing the efficiency in our operations is a big part of our future plans. Operational improvements will allow us to expand to an additional apprentice and ensure succession planning across the business to provide us with more flexibility as we manage delivery across multiple jobs.

M: Why do you choose Middy's as your wholesaler of choice?

S: Middy's has been instrumental in supporting us with our expansion to solar installations. Middy's do all our solar design and provide us with competitive prices on all of the solar panels and equipment. The staff who work on our solar designs are terrific and if we ever have issues on site they have been able to provide us with an extra level of support. Our local Middy's Albury branch typically holds a large variety of stock on site and are efficient in ordering when we require unique items. Middy's also lock in low prices on stock that we use regularly.

M: How hard was it to apply for a Middy's Small Business Award, would you recommend it to others?

S: It was super easy. We spent an hour or so entering the application online which was a very smooth and simple process. We actually had entered a few years ago, but Matt at our Albury branch suggested we try entering again and I'm glad we did, because now we are \$15K better off.

The awards night itself was bloody awesome. Middy's put us up in a hotel and the awards venue was top notch (Garden State Hotel in Melbourne CBD) we really enjoyed it. We also learnt a lot more about the Middy's business and all of the additional work they do to support the community. I'd definitely recommend to anyone to enter the awards, the rewards for winning are so great and can make a real difference to your small business.



2022 Nick Middendorp SBA Winner
Simon Hoppe of Konekt Electrical

Entry Information

Runs nationally from 3 April - 26 May 2023

4 x \$5,000 Awards

Four winners announced 23 June 2023

\$10,000 Nick Middendorp Small Business Award

Drawn from the four winners and announced at the Awards Function later in the year



Prerequisites:

- Australian registered Electrical Contracting businesses with 1-5 staff
- Must be a Middendorp Group of Companies account customer of at least 1 year with an average spend of \$5,000 a month
- Business must be trading for at least 1 year +

How to Enter:

Apply online at middys.com.au/smallbusinessawards and answer the 6 questions. The online process is straight forward and uncomplicated. If you run a small electrical contracting business with up to 5 staff and think you deserve a break, we'd like to hear from you.

There are no right or wrong answers, we genuinely and honestly want to hear about your business and what it is about your business that makes it unique.



Awards Function

Winners will be hosted at our awards function in Melbourne later in the year to celebrate in style at a gala presentation.

The awards presentation function recognises the Middy's annual Scholarship winners with the Nick Middendorp Small Business Winner also being announced on the night.

Mingle alongside industry leaders, Middy's directors and hear from keynote speakers at a night that celebrates industry excellence. Interstate winners and partners are flown into Melbourne with accommodation included.



APPLY ONLINE

middys.com.au/smallbusinessawards



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