

 **MIDDY'S**

MAG

ISSUE 49

OCTOBER 2025 - MARCH 2026

**STAYING AHEAD OF THE CURVE:
HOW TO ADAPT & EVOLVE
IN A CHANGING MARKET**

**STAY SWITCHED ON:
PROTECT YOUR
WELL-BEING**

**TURNING SAFETY
INTO A BUSINESS
ADVANTAGE**

**STRATEGIES TO
FUTURE PROOF
YOUR BUSINESS**

**FUTURIST
STEVE SAMMARTINO
ON AI**

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Welcome From Middy's

ISSUE 49 OCT '25 - MAR '26

Being able to adapt and evolve in our ever changing industry is crucial to success. In this issue we highlight key challenges, trends and opportunities and offer advice and strategies to future proof your business.

Staying switched on and protecting your well-being is also crucial in the electrical and data game. Find out how looking out for each other and making mental health part of the conversation we can make sure no one gets left behind.

Safety is no longer just about ticking compliance boxes. We show you how you can turn it into a business advantage. And Steve Sammartino, Australia's leading Futurist and part of Middy's Innovation Committee, tells us how contractors can benefit from the almighty AI boom.

Plus, there's the regular favourites like Sparky and Staff Spotlights, Community Snapshot, Meet Your Branch much more...

From everyone at Middy's, we hope you enjoy this issue of your favourite industry MAG and we thank you for your ongoing support.



Nicholas Middendorp, Director



Anton Middendorp, Director

Nicholas Middendorp

Anton Middendorp

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Staying Switched On: Protecting Your Wellbeing in a Fast Changing Industry

Working in the electrical and data industry has always meant long days and being on your toes. It's a sector that never stands still. New regulations, technologies and customer expectations arrive almost monthly, and the past few years have added the uncertainty of skills shortages and a cost of living crisis.



Warren Davies, the Unbreakable Farmer, starting conversations with customers at a recent Middy's Info Night

As someone who has spent evenings speaking at Middy's Info Nights across the country, I've had the privilege of hearing the real, unfiltered stories from sparkies, apprentices, business owners and suppliers. Over a cuppa, a beer or a chat after my talk, people share what's really going on beneath the surface. The common thread? Stress, pressure and a sense that the pace of change just isn't letting up.

We're talking about long hours on the tools, mountains of paperwork, juggling staff shortages and trying to keep customers happy all while making the numbers stack up. Add financial strain to that mix, and it's no wonder many in the industry are feeling stretched to breaking point.

The data backs this up. A Beyond Blue survey with Steel Blue found more than half of tradies said skills shortages were impacting their mental wellbeing, with many working while injured or unwell because they "can't afford to stop." Safe Work Australia's latest stats show mental health conditions now account for over one in ten serious workers' comp claims and those numbers are climbing.

But here's the thing, talking about mental health isn't a sign of weakness it's a sign of strength. In fact, some of the best conversations I've had after my presentations are the ones where someone admits, "I've been struggling too." Those moments matter. They remind us that we're human first, tradies second.

If there's one thing I've learnt on the road as a speaker, it's that everyone has a story and everyone has limits. But there are things we can do, simple, practical things to look after ourselves and the people around us.

Three ways to start looking after your mental health

- 1. Start the conversation early** - Don't wait for a crisis. A simple "How's things?" with a mate, apprentice or colleague can open the door to support.
- 2. Set boundaries where you can** - The work will always be there, but you won't if you burn out. Take breaks, switch off when you can and don't be afraid to say no when your plate is already full.
- 3. Know where to get help** - TIACS (0488 846 988) Beyond Blue (1300 22 4636), Lifeline (13 11 14) and industry programs like MATES in Construction are there for a reason. Use them and share those numbers with your crew.

The electrical and data game will always be competitive and fast-moving. But by speaking up, looking out for each other and by making mental health part of the conversation, not the taboo, we can make sure no one gets left behind. ●

Written by
Warren Davies, The Unbreakable Farmer
theunbreakablefarmer.com.au





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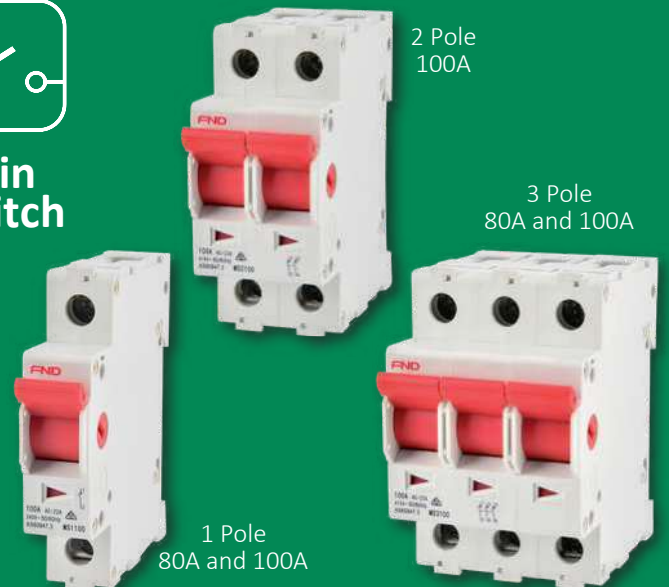


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EVENTS

Middy's Info Nights

This year, Middy's has hosted eight Info Nights across the country, welcoming over 1,000 attendees. We still have two events remaining in 2025 and our 2026 schedule is already out.

If you attended one of this year's nights, thank you for coming along. We hope you enjoyed the latest updates in the electrical industry, shared some laughs and had the chance to connect with your peers.

If you haven't had the chance yet, there's still time.

Check out the remaining Info Nights for this year or take a look at our 2026 schedule, we hope to see you there.

WA - 15 October

SA - 29 October

What to Expect

- Connect with fellow contractors, apprentices and industry partners in a relaxed, informal setting
- Explore the latest technologies at our supplier trade show
- Hear from keynote speakers on regulations, safety and innovation
- Enjoy a two-course dinner, drinks and light-hearted entertainment from our MC



Melbourne South East Info Night welcomed over 180 attendees in August at Bunjil Place in Narre Warren

Highlights of the Evening

- Welcome from the Middendorp family
- Supplier product displays and demonstrations
- Product of the Night awards
- Door prizes and showbag giveaways

Middy's Info Nights are FREE for contractors, apprentices, partners and anyone in the electrical industry ●



INFO NIGHTS

Register today

middys.com.au/infonights

Middy's ESG Update: Recycling, Reducing Waste & Supporting Our People

At Middy's, we understand that meaningful change begins with the way we operate and the way we care for our people. Our newly reformed Environmental, Social and Governance (ESG) Committee is actively implementing initiatives that create a positive impact across the electrical industry, our communities and within our workforce.

Recycle Your Cable, Power the Future

Our first campaign focuses on an item central to everyday work: cable. Rather than sending offcuts to landfill, we provide simple solutions for recycling, demonstrating how electricians can contribute to sustainability while reducing environmental impact.

Reducing Waste Through Practical Measures

In line with sustainable practices, we now use recyclable paper towel at Middy's National Branch Support Centre (NBSC) and some of our sites. This small but significant change reduces non-recyclable waste and underscores our commitment to more responsible, circular practice.

Supporting Our People, Our Most Valuable Asset

Our teams remain at the heart of everything we do. We have recently introduced mental health sessions with mental health speaker, Warren Davies, fostering open discussion and offering practical support to enhance wellbeing across our business.



Recycle your cable at Middy's



BCNA morning tea at Middy's NBSC

We also champion initiatives that strengthen community connections:

- RCD Team Run: Facilitated by Middy's own Robyn Pretty and Chris Caetano, combining fitness, engagement and team building
- Breast Cancer Network Australia (BCNA): From local events such as the Perth BCNA Ladies' Day and NBSC Morning Tea to ongoing fundraising through gifted merchandise, we actively support awareness and critical community programs

Why It Matters

These initiatives reflect the ESG Committee's commitment to turning strategy into action. By prioritising recycling, workplace wellbeing and community engagement, Middy's is embedding sustainability and people-focused practices into daily operations.

Next time you handle cable, or participate in a team initiative, remember that you are contributing to a broader effort, powering a cleaner, stronger and more connected future ●

Powering the Future of EV Charging

With the 2022 update to the National Construction Code, Section J9D4 now requires dedicated distribution boards for EV charging in many commercial and residential buildings with carparks. For contractors, this means new compliance obligations and new opportunities.



NHP's Concept Plus EV Panelboard range simplifies installation and ensures full compliance with J9D4. Each board ready for EV charging, saving time on-site and reducing design complexity.

To manage load across multiple chargers, NHP offers EnergySync™ a smart, scalable solution that supports up to 24 charge points with a single upfront cost and no ongoing subscription. It's engineered for flexibility, with options to expand in blocks of 6, 12 or 24 as site demand grows. Software updates are free and available via the NHP website, so you can keep systems current without extra overhead.



EnergySync™ integrates seamlessly with NHP's EV distribution boards, and the system topology shown in the image below illustrates how simple it is to deploy across a site. Whether you're wiring up a small carpark or a large commercial facility, this solution gives you full control, reliable performance, and peace of mind.

For more details and to download the latest EVDB & EnergySync™ updates, visit nhp.com.au.



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Turning Safety Into a Business Advantage



In today's electrical industry, safety is no longer just about ticking compliance boxes. It's a business advantage.

Electrical businesses that embed safety deeply into their operations find that it not only reduces risk but also improves efficiency, builds trust with clients and helps win work in an increasingly competitive market.

1. Treat Safety as a Business System

For many small electrical businesses, safety can seem like a mountain of paperwork. But when seen as a system rather than a collection of separate tasks, it becomes doable. A well-structured safety system - with checklists, regular reviews and clear responsibilities - gives contractors confidence that nothing is missed. Just as you wouldn't wire a switchboard without a plan, having a structured approach to safety makes compliance simpler and more dependable.

2. Build a Culture, Not Just Compliance

Regulations will always evolve, but what doesn't change is the need for a culture where safety is second nature. Small businesses, where owners work side-by-side with apprentices and tradespeople, are in a unique position to influence habits directly. Simple actions - like starting each week with a quick safety discussion or involving apprentices in reviewing safe work method statements (SWMS) - create buy-in. "The strongest safety cultures are built in the everyday moments on site, not just in the paperwork," says Robert Pearson, General Manager - Operations at Master Electricians Australia. When safety is part of the everyday conversation, it becomes less of a "tick-the-box" and more of a shared responsibility.

3. Focus on the Hidden Risks

While most contractors are across the obvious hazards, it's the hidden risks that often catch businesses off guard. For example:

- Outdated SWMS that don't reflect current equipment or methods (or even knowing what a SWMS is)

- Poor record keeping on testing and tagging, leaving gaps if an incident occurs
- Fatigue management in smaller crews working long shifts

Taking the time to identify and close these gaps before they become issues shows real professionalism to clients and regulators alike - and it's exactly the kind of head start Master Electricians Australia can help you with.

4. Stay Ahead of Regulatory Change

The compliance landscape is changing quickly. Governments and regulators are imposing stricter rules, especially around electrical safety systems, licensing and training. Contractors who stay informed - and act early - put themselves in a better position to adapt. Instead of scrambling to respond, proactive businesses can market themselves as "ahead of the curve," which is a strong advantage when tendering or vying for commercial contracts.

5. Safety as a Selling Point

Finally, don't overlook the importance of safety in building trust with customers. Homeowners, builders and commercial clients want contractors who show professionalism and care. Demonstrating that your business has current safety systems, documented procedures and a strong safety culture sets you apart. It's more than just compliance - it's a key selling point.

The Bottom Line

Electrical contractors who see safety as a key part of growth, not just a duty, will be better prepared to succeed in a competitive market. By integrating safety into business systems, culture and client discussions, you don't just lower risk - you boost your business.

Master Electricians Australia supports thousands of contractors with the tools, training and systems needed to keep safety at the heart of their businesses.

Learn more at masterelectricians.com.au

The strongest safety cultures are built in the everyday moments on site, not just in the paperwork.

*Robert Pearson, General Manager
- Operations at
Master Electricians Australia*





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3 Year Warranty

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LUMEN SELECT

COLOUR SELECT



IP20
Ingress Protection Rating



Ta 40°C
Operational Temperature Rating



CRI 80
Colour Rendering Index



54,000 hrs
Lifetime (L70/B50)



3 Year Warranty



Essential SmartBright Solar Pathway Light

- Built in solar panel and LiFe04 battery point
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- Wall mounting arm kit included



IP65

IK06

TA
0-45°C

1 year



PHILIPS

How Industry Thought Leaders Are Staying Ahead of the Curve



OWEN FEENSTRA

Director - A2Z Electrical and Irrigation (23 Years of Experience)
Middy's Traralgon Customer



PETER PARASKEVAS

Director - PCP Electrical (20 Years of Experience)
Middy's Keilor East Customer

What types of projects does your business specialise in?

We specialise in a wide range of electrical services including residential, commercial and industrial installations. In recent years, we've also focused heavily on integrated irrigation systems, smart automation and energy-efficient solutions for agricultural and rural clients.

What trends are you seeing in the industry that electricians should be paying attention to?

We're seeing huge momentum in areas such as smart home automation, renewable energy systems, battery storage and electric vehicle charging infrastructure. These technologies are no longer just niche, they're becoming everyday requirements for both residential and commercial clients. There's also growing demand for integrated control systems that bring together lighting, climate control, security and energy management in one streamlined solution. Electricians who actively build skills in automation and data systems will have a significant advantage as these technologies become standard.

How important is ongoing learning and upskilling in today's trade environment?

It's absolutely essential and arguably more important now than ever before. With technology evolving at such a rapid pace, electricians who don't commit to continuous learning risk being left behind. Compliance rules, safety standards and product innovations are constantly shifting and clients are becoming more informed and selective. Upskilling is not just about keeping your license valid, it's about staying competitive, delivering better results and building trust through expertise.

What opportunities do you think most electricians are missing right now?

We believe there's a lot of untapped potential in specialised niches such as irrigation automation, off-grid power generation and advanced digital control systems. These areas may not be the first that come to mind for many electricians, but they can offer highly profitable and rewarding work. In rural and regional communities especially, tailored solutions that improve efficiency and sustainability can have a huge impact and demand for them is growing steadily.

What do you wish you had known earlier about staying competitive in the industry?

If we could go back, we'd place a much stronger emphasis on building efficient business systems and a clear marketing strategy from day one. The reality is that being a skilled tradesperson is only part of the equation, running a successful business requires strong processes, consistent communication with clients and a visible presence in the market. Those who treat their trade as both a craft and a business from the start are more likely to build long-term success.

What's one piece of advice you'd give to electricians looking to build a future-proof career?

Be open to change and embrace it as an opportunity rather than a challenge. The trade is evolving fast and those who can adapt will thrive. Take the time to understand the technical side of new systems, ask questions and take on jobs that stretch your capabilities. Don't limit yourself to one type of work. Explore different areas and develop a variety of skills so you can remain flexible no matter how the industry shifts. Most importantly, take pride in your work and approach every job as a chance to learn and improve.

What types of projects does your business specialise in?

We specialise in new installations, custom lighting, smart technology integration and reliable service work. Our focus is on premium electrical services for high-end residential homes and commercial shop fit-outs and maintenance. Our team is trusted by leading builders, architects and business owners to deliver cutting-edge electrical installations, tailored lighting designs, smart automation systems and ongoing service.

How do you keep up with industry changes and new technologies?

Staying ahead of emerging technologies is a key part of our commitment to providing high-quality, future-ready electrical solutions. Close relationships with leading electrical suppliers like Middy's allow us early access to the latest products, smart tech and installation methods.

What trends are you seeing in the industry that electricians should be paying attention to?

Electric vehicles and smart home automation are shaping the future of residential and commercial electrical design. Automation platforms like CBus and Control4 link EVs with lighting, HVAC and security systems, all controllable via voice or app. Many homes are now pre-wired for multiple EVs and future battery storage, which we believe is the way forward.

What opportunities do you think most electricians are missing right now?

The younger generation of electricians are stepping into the trade at an exciting time full of opportunities. While there are many talented and motivated apprentices, the industry also faces the challenge of helping all young sparkies develop the drive, discipline and long-term commitment needed to thrive. It's important for new entrants to understand that mastering the trade takes time, dedication and a willingness to learn beyond the basics. The best electricians are those who embrace hard work, problem-solving and continuous improvement, recognising that electrical work is a skilled profession that requires pride and care. With the right support and mindset, the future of the trade is bright, full of passionate young professionals ready to grow, innovate and raise the standard for the industry.

What do you wish you had known earlier about staying competitive in the industry?

Using digital tools for quoting, job management and reporting improves efficiency and builds customer trust. Charging what you are worth and consistently delivering value helps maintain a strong reputation and ensures long-term success.

What's one piece of advice you'd give to electricians looking to build a future-proof career?

The quality of an electrician truly reflects the years of training, licensing and hands-on experience invested in the trade. Charging what your skills and expertise are worth not only highlights the value of your work but also helps maintain high standards across the industry. When electricians set fair prices, it builds trust with clients and supports a healthy, sustainable market where quality and safety come first. Remember, the true cost of electrical work includes compliance, safety, insurance, licenses, quality materials, tool upkeep and ongoing learning. By valuing your work properly, you set yourself up for long-term success, strong business growth and a great reputation.



With over 67 years of combined experience in the electrical industry, our panel of sparkies, who all saw the market shift and pivoted early, share their insights on how to adapt and evolve in an ever changing market. They share insights on key challenges, trends, plus opportunities and advice for businesses to adopt to help them succeed.



ADAM KOE

Director - Koevolt Electrical Services (16 Years of Experience)
Middy's Narre Warren Customer



BAILEY BAMFORD

Owner - Bamford Electrical (8 Years of Experience)
Middy's Moorabbin Customer

What types of projects does your business specialise in?

Our work covers a really broad spectrum across the electrical industry. We specialise in residential projects, construction and maintenance, but we also take on industrial work when required. I like to think of it as having a bit of everything, it keeps things interesting and ensures we're always learning and adapting to different types of challenges.

How do you keep up with industry changes and new technologies?

For me, it starts with conversations. I regularly connect with my network, whether that's the team in Middy's branches or other electrical contractors I know. There's always something new happening and those conversations spark ideas. Beyond that, I do a lot of my own research. Social media is a fantastic tool to see what's trending in the industry and what other electricians are experimenting with. If something catches my attention, I'll take the time to look deeper into it, learn more and consider how it could be applied in my own work.

What trends are you seeing in the industry that electricians should be paying attention to?

There are a few big ones. AI is quickly becoming a game changer, helping businesses like my own, streamline processes and work more efficiently. Home automation is another area that has really taken off and continues to grow in popularity, as more clients want smarter and more connected homes. And finally, the shift towards sustainability is huge. The industry is moving toward greener, more energy-efficient solutions.

How important is ongoing learning and upskilling in today's environment?

It's absolutely critical. If you're not learning and upskilling, you risk being left behind. New tools, technologies and methods are emerging constantly and they're designed to make our work safer, faster and more efficient. From a safety perspective alone, staying updated is vital, but it's also about performance and business growth. Upskilling gives you the knowledge to offer more to your clients and ultimately makes you a stronger electrician.

What opportunities do you think most electricians are missing right now?

I think a lot of electricians underestimate the power of AI. AI can help with really practical, everyday things. For me, it's been useful in creating templates, refining emails and helping me communicate more clearly. These tools save me time and take some of the manual work off my plate, so I can focus on my clients and their projects. If you're not using AI in some form, you're missing out on a huge opportunity to streamline your business and work more efficiently.

What do you wish you had known earlier about staying competitive?

Building a strong network across the industry, whether with customers, other contractors, builders or suppliers gives you access to insights and opportunities you wouldn't have otherwise. Everyone you meet has a different perspective and you can learn so much from simply listening. Looking back, I wish I had invested even earlier in building and nurturing those connections because they've been so valuable for my career.

What's one piece of advice you'd give to electricians looking to build a future-proof career?

Never stop learning and never shy away from opportunities. Even if you doubt yourself or feel unsure, put your hand up and give it a go. Every challenge teaches you something, whether it's an important lesson or a new skill that makes you better at what you do. There's no real failure when you're learning, only growth. If younger electricians adopt a growth mindset, they'll set themselves up for a long and successful career.

What types of projects does your business specialise in?

At Bamford Electrical, we specialise in residential renovations, residential and commercial property maintenance and industrial machine servicing and repairs.

How do you keep up with industry changes and new technologies?

By regularly sharing knowledge with a network of electricians I work alongside in different fields. I'm also active in industry-related social media groups, forums and pages, which makes it easy to access the latest information. Plus, my local Middy's branch keeps me informed whenever I visit and I take advantage of their regular Info Nights and courses to keep my skills and knowledge current.

What trends are you seeing in the industry that electricians should be paying attention to?

Automation continues to improve every year, but with the push for greener homes, businesses and electric vehicles, connecting these systems will be key going forward. Being able to monitor and control energy use beyond just flipping a switch is huge. Another trend is the rapid arrival of new tools and testers that make work faster, safer and more accurate. Even small innovations can save a lot of time on site. Tools like advanced multifunction testers, thermal imaging cameras and innovative accessories are becoming more affordable and accessible. Electricians who keep up with these tools can work more efficiently and deliver higher-quality work.

How important is ongoing learning and upskilling in today's trade environment?

It's extremely important. If you're not actively improving your skills and knowledge, you'll fall behind fast. Our trade needs to adapt quickly to keep up with new technology, standards and customer expectations. Ongoing learning is about more than technology, it's about running an efficient workplace, improving safety and delivering better outcomes for clients.

What opportunities do you think most electricians are missing right now?

Many electricians miss out on chances to boost their knowledge through seminars and trade events such as Middy's Info Nights, many of which are free or low cost. These events help you stay current on new products, technologies and regulations. They're also a great way to connect with suppliers and other electricians.

What do you wish you had known earlier about staying competitive in the industry?

I wish I'd known not to be so narrow-minded and to avoid seeing electrical work as just residential, industrial or commercial. There's a lot of crossover and having a broad skill set opens up more opportunities and makes you more competitive. I've also learned that networking and learning from the right people makes a huge difference in how quickly you grow and adapt.

What's one piece of advice you'd give to electricians looking to build a future-proof career?

Invest in yourself. Set up systems early to manage your workload, stay organised and keep learning. The more you put into your growth, the better your chances of a long-term career. Also, take care of your body with good food, regular exercise and proper downtime. No matter how skilled you are, you'll burn out if you don't look after yourself.



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Life Is On

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Future-Proof Your Business: Strategies for Long-Term Success and Staying Ahead of the Curve



Today's economic, digital climate, places electricians in a unique position. Market fluctuations, technological shifts and changing consumer demands present both challenges and opportunities but those who plan ahead and remain adaptable are best placed to thrive.

Now more than ever, it's essential to think beyond the immediate job at hand. Future-proofing your business means building resilience and embracing innovation. Here are some powerful strategies to help you stay ahead of the curve and ensure your business is prepared for whatever comes next.



Promote ongoing training to cultivate a growth mindset in your business

1. Adopt a Growth Mindset with your team

The concept of a 'growth mindset' introduced by psychologist Carol Dweck, is the belief that abilities, intelligence and even business success can be developed through dedication and effort. It encourages innovation, supports continuous learning and makes businesses more resilient in the face of disruptions. Whether it's a shift in energy policy, or a sudden change in customer demand, this mindset is critical for long-term sustainability.



Businesses that prioritise a growth mindset tend to:

- Adapt quicker to market shifts
- Retain and develop staff who are motivated to be skilled and add value
- Foster resilience, helping employees bounce back from setbacks or failures

To cultivate a growth mindset in your business:

- Promote ongoing training - invest in your team's development so they feel confident embracing new responsibilities and technology
- Encourage team feedback and reflection - to build trust and uncover insights that can drive improvement
- View mistakes as learning opportunities - a culture that supports smart risk-taking is more likely to evolve, innovate and stay competitive



Automate routine tasks and unlock time to focus on hands-on work

2. Automate What You Can

Don't let admin slow down your business. Manual processes are often clunky, time-consuming and prone to human error. Misplaced emails, outdated spreadsheets and lost paperwork can slow productivity and increase the risk of mistakes.



That's where efficiency comes in. Job management software like Fergus, Tradify, and simPRO not only streamlines workflows by reducing repetitive admin tasks, but also automates quoting and provides smart scheduling systems to keep your operations running smoothly. By centralising documents, data and communications in a single platform, these tools make it easy for your team to organise, access and retrieve information.

The result? Faster response times, fewer errors, better collaboration between team members and an elevated customer experience. Automating routine tasks means you unlock time to focus on hands-on work and scale your business with purpose.



Embrace the power of data and identify your most profitable services

3. Leverage Data and Digital Tools

Today's successful electricians are not just skilled with their hands; they understand the power of data. Tracking quotes, margins, job duration and customer feedback (which can all be done through automation) helps you identify your most profitable services, spot inefficiencies and make confident decisions based on facts, not guesswork.



For example, if your data shows most of your profit comes from EV charger installs or switchboard upgrades, you can focus more of your marketing and training efforts in those areas. If you're quoting lots of jobs but not winning them, that's a sign to adjust your pricing, follow-up process, or how you're presenting your value.

Digital tools make this process easier by organising everything, keeping your data clean and giving you access to real-time reports. They help you understand trends in your business, so you're not just reacting to problems, but actively planning for growth.



Spread your business across multiple channels to create more ways for customers to discover your business

4. Diversify Your Channels to Grow Customer Base

In a competitive and shifting market, you need to be visible where people are looking and that means using a mix of digital and local channels to promote your services.



Start by building a strong presence on social media platforms like Facebook and Instagram. These are great for showcasing your work, sharing testimonials and building trust with potential clients. Setting up a website and a Google Business Profile ensures your business appears in local searches, making it easier for customers nearby to find and contact you.

Don't stop there. Tap into local neighbourhood apps like Nextdoor, school newsletters and community boards to stay top of mind in your area. Even traditional methods like mailbox magnets with your branding and contact details serve as a helpful prompt when someone suddenly needs an electrician.

By spreading your presence across multiple channels, you're creating multiple entry points for customers to discover your business. This builds brand recognition, trust and a pipeline of new and returning work. Over time, this approach helps you diversify your clientele, smooth out seasonal slowdowns and drive steady business growth.



Follow industry updates and join professional forums to help anticipate change before it happens

5. Use Strategic Foresight to Stay Ready

Strategic foresight is the ability to anticipate change before it happens. This involves actively monitoring industry developments, consumer behaviour and regulatory changes that could affect how you work and what consumers expect.

The growing demand for electric vehicles, smart home systems, or changes in solar and battery installation standards can all present new business opportunities. By staying informed and flexible, you can be one of the first to offer solutions your competitors haven't yet considered.



Here's how to put this into action:

- Follow industry updates: Read trade publications, subscribe to newsletters, or join professional forums and groups where trends are discussed
- Use scenario planning: Think through "what if" situations, like what if battery storage becomes a legal requirement for all solar installs? What if home automation becomes standard in new builds?

Having a plan for different possibilities keeps you agile.

Stay Ready for What's Next

To future-proof your business, it's not about guessing what's coming, it's about being ready for whatever does. With the right mindset, tools and strategies in place, you can lead the charge in Australia's electrical and energy evolution.

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Brodie Scott's Journey: From Bold Beginnings to Apprentice at Valley Electrical Group

Sometimes, determination and initiative are what it takes to stand out. Brodie Scott is a perfect example.

Earlier this year, Brodie took an unconventional approach to finding an apprenticeship. Equipped with a completed Pre-Apprenticeship in Electrotechnology, Brodie positioned himself outside Middy's Lilydale Branch. There, he personally approached tradies and business owners as they arrived, asking if they were willing to take on an apprentice.

His bold move didn't go unnoticed. The Middy's team, including Sales Representative Chris Dally, was impressed by his initiative and invited him to share his story at our Melbourne Outer East Info Night. Brodie took the stage alongside Middy's Director Nicholas Middendorp, where he once again voiced his passion for joining the electrical trade and his determination to find a host employer.

That very determination is exactly what first caught the attention of Valley Electrical Group Group.

"We first came across Brodie from Middy's social media post about him standing out the front of Middy's Lilydale each morning looking for an apprenticeship," said Brendan Tymms, Director of Valley Electrical Group. "When we saw the post, we thought, wow, that kid has some initiative. At the time we weren't looking for an apprentice, but four months later, when we were in a position to hire, we decided to circle back and see if Brodie had been successful. We were surprised but glad he hadn't yet been snapped up and we reached out for a chat."

After meeting Brodie in person, the Valley Electrical Group knew they had found the right fit. "It was clear he had the drive and determination to get started in the industry, so we jumped at the opportunity to bring him onboard," they said.

As it turns out, Brodie's idea to wait outside Middy's each morning came from a bit of local wisdom. "A good friend and fellow contractor had done some work at Brodie's parents' house. Earlier in the year, Brodie had reached out to him for advice, and he actually suggested standing out the front of a wholesaler to find an employer. Fast forward six months and now he's working with us."

Since starting at Valley Electrical Group, Brodie has continued to impress with his work ethic and willingness to learn. "He's fitted in well with the team and shows an eagerness to grow his skills. He's not afraid of hard work, comes in ready to listen, and is progressing really well. It's a credit to our whole team how well they've embraced and supported our latest team member. We're looking forward to having Brodie around for a long time to come."

From standing out the front of Middy's to standing on stage at an industry event and now, standing shoulder to shoulder with a supportive team at Valley Electrical Group Brodie's story is a powerful reminder that persistence and passion don't go unnoticed.

We're proud to have been a small part of Brodie's journey and wish him all the best as he builds a bright future in the trade ●



Brodie at the Middy's Melbourne Outer East Info Night

My experience working at Valley Electrical Group has been amazing, the friendly environment and positive work life makes me really enjoy the work that I do. I am very proud to be a part of the team at Valley Electrical Group and am very grateful to be able to work with such a great company.

*Brodie Scott
- Valley Electrical Group apprentice*



Brodie with Brendan Tymms, Director of Valley Electrical Group

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Middy's Welcomes Simon Baynes as New COO

Middy's is excited to announce the appointment of Simon Baynes as our new Chief Operating Officer. Simon brings a wealth of industry experience, having most recently served as CEO within the electrical wholesale sector and a strong focus on customer service excellence. His leadership will play a key role in strengthening Middy's national branch network and developing our technical customer support capabilities, ensuring we continue delivering on our promise to offer customers more...

We spoke with Simon to learn more about his experiences and his vision for the future of Middy's.

A Career Built on Experience and Growth

Simon began his career as an electrician before transitioning into electrical wholesaling while travelling around Australia. His journey started with GEC in 1994, where he gained experience in nearly every role, ultimately leading to CEO positions. Alongside this, Simon studied business at the University of Western Australia, which complemented his hands-on experience and gave him a strong foundation for leadership.

Over the years, Simon has also served on several industry boards, including Gemcell and IMELCO, contributing to broader industry strategy and global collaboration. A consistent passion throughout his career has been training and development, helping people grow their skills and achieve their potential.

Looking to the Future

Since joining Middy's in June 2025, Simon's key call out has been the staff. "From the moment I started, everyone has made me feel incredibly welcome. It speaks volumes about Middy's culture - genuine, supportive and team-focused."

Simon is enthusiastic about the future of the electrical industry and Middy's role within it. "The industry is evolving faster than ever, with new competitors, digital platforms, AI advances and evolving delivery methods. To succeed, we must embrace technology while continuing to invest in our most valuable asset, our people. There's endless opportunity for innovation, growth and stronger customer relationships."

He sees Middy's culture as a unique balance between performance and care. "We focus on results while genuinely supporting our people. This combination creates an environment where employees feel valued and motivated to achieve great things."

Simon's personal goals as COO are clear. "I aim to strengthen Middy's performance culture, invest in training and development and ensure a safe, supportive workplace. Embracing technology, improving performance across all states and building cultural strength are key priorities. Ultimately, I want Middy's to be in an even stronger position when we proudly celebrate our 100-year milestone in 2028."



L-R: Middy's CEO, Nick Collins welcoming recently appointed Middy's COO, Simon Baynes

To succeed, we must embrace technology while continuing to invest in our most valuable asset, our people.

*Simon Baynes,
Middy's COO*

Lessons That Guide Leadership

Reflecting on his career, Simon highlights two lessons that continue to shape his approach today. "My mother taught me to treat people the way you'd like to be treated - respect and fairness go a long way in building trust. And the second is simplicity: if you can't explain something clearly, you probably don't fully understand it yourself. Both principles guide how I lead and make decisions every day."

Outside of Work

Outside the office, Simon swims weekly to stay grounded and maintain mental health. He also coaches footy at Morningside Football Club, enjoys golf and spends quality time with his wife. "Without question, my greatest accomplishment is my family. They bring me pride and joy every single day."

Simon's appointment reinforces Middy's ongoing commitment to investing in people, innovation and operational strength, ensuring we continue to support our customers across Australia now and into the future. We're proud to have Simon on our team and wish him every success in his new role.



Staff Spotlight

Walid Abdo
Middy's Industrial Product Technical Support

Walid Abdo is a key part of Middy's growing technical support within our Industrial team. Since joining the business in 2024, Walid has been focused on building and strengthening our dedicated technical support service. He says the challenge and opportunity to contribute to a team committed to doing things better has been a strong motivation for him.

In just 18 months, Walid has made a significant impact. From delivering product training to sales teams to appearing on Middy's TV he has become a familiar face and trusted resource across the business.

Walid's customer first approach and strong product knowledge have been instrumental in helping both our teams and customers deliver effective technical solutions.

One of the best parts of the job for Walid is collaboration. Everyone he's met across Middy's has been welcoming and supportive, making the experience even more rewarding.

Prior to joining Middy's, Walid worked as a support engineer at NHP and holds a background in electrical engineering. He has a strong passion for power distribution and brings a highly technical skill set to the team. As the Middy's technical support function continues to evolve, Walid is excited about the opportunities ahead.

Outside of work, Walid brings the same focus and drive to his other passion, coaching wrestling and weight lifting. One of his proudest moments was helping UFC athlete Jake Matthews prepare for a major fight in Singapore, where Matthews achieved a stunning knockout victory. Walid also represented Australia at the 2023 Oceania Freestyle Wrestling Championships, bringing home a silver medal, an achievement he considers one of his proudest.

Whether its solving electrical engineering problems or performing on the mat, Walid brings dedication, discipline and a growth mind-set to everything he does. He plays a crucial role within our Industrial team and we look forward to seeing his continued growth and success ●

For Industrial Technical Product Support contact:
Walid Abdo | M. 0408 891 590 | E. walid.abdo@middys.com.au
For Sales, Product, myAccount & Website Support:
P. 1800 Middys (1800 643 397)



Sparky Spotlight

Jordan Martinovich - Director, Live Volts Electrical
Middy's Pakenham Customer

What type of projects does your business specialise in?

We mainly focus on commercial projects, taking care of everything from the civil works right through to the internal fit-outs. It means we can handle the whole job from start to finish and make sure every project is done to a high standard.

What's the most rewarding part of working as an electrician?

For me, the most rewarding part is seeing the full journey of a project. As electricians, we're one of the trades that spends the most time on-site, often from the very beginning through to the handover stage. It's really satisfying to watch a build go from nothing but the ground up to its full architectural design, knowing that the systems and services we've installed are essential to how that building will function for years to come.

What trends in the industry should electricians be paying attention to?

The industry is becoming much more diverse. It's no longer just about light and power, we're seeing big growth in areas like automation, data, renewable energy and smart technologies. Electricians who embrace these opportunities and broaden their skill sets will be best positioned to stay competitive and meet the changing demands of clients.

What changes do you anticipate in the electrical industry in the next 5-10 years?

I think the industry will continue to expand rapidly, with homes and commercial buildings becoming more reliant on electricity than ever before. With the rise of electric vehicles and renewable energy integration, electricians will play a key role in shaping that future. On top of that, the demand for smart home systems, lighting control systems and energy-efficient solutions will only continue to grow, creating even more opportunities for innovation.

What type of industry training do you recommend and believe is important for future electricians?

Keeping up to date with regulation changes is extremely important, especially as they seem to be coming more frequently as the industry evolves. Beyond that, I recommend attending information nights, product launches and training sessions on new technologies. Even if it's just an area you're curious about, those extra insights can give you a competitive edge and help you adapt to new systems quickly when they become mainstream.

What are your hobbies and interests outside of work?

I really value spending quality time with family and friends. Whether it's catching up over a meal, heading out for a weekend activity, or just enjoying downtime together, those moments help me recharge and keep a good balance between work and life.

What is the coolest experience you've had?

For me, the coolest and most rewarding experience has been watching my kids grow up and change as they get older ●

PRODUCT NEWS

Introducing the **Essentials Range** from **Omega Power Equipment** to help you stay ahead in the fast-evolving electrical industry, as recommended by Middy's category experts.



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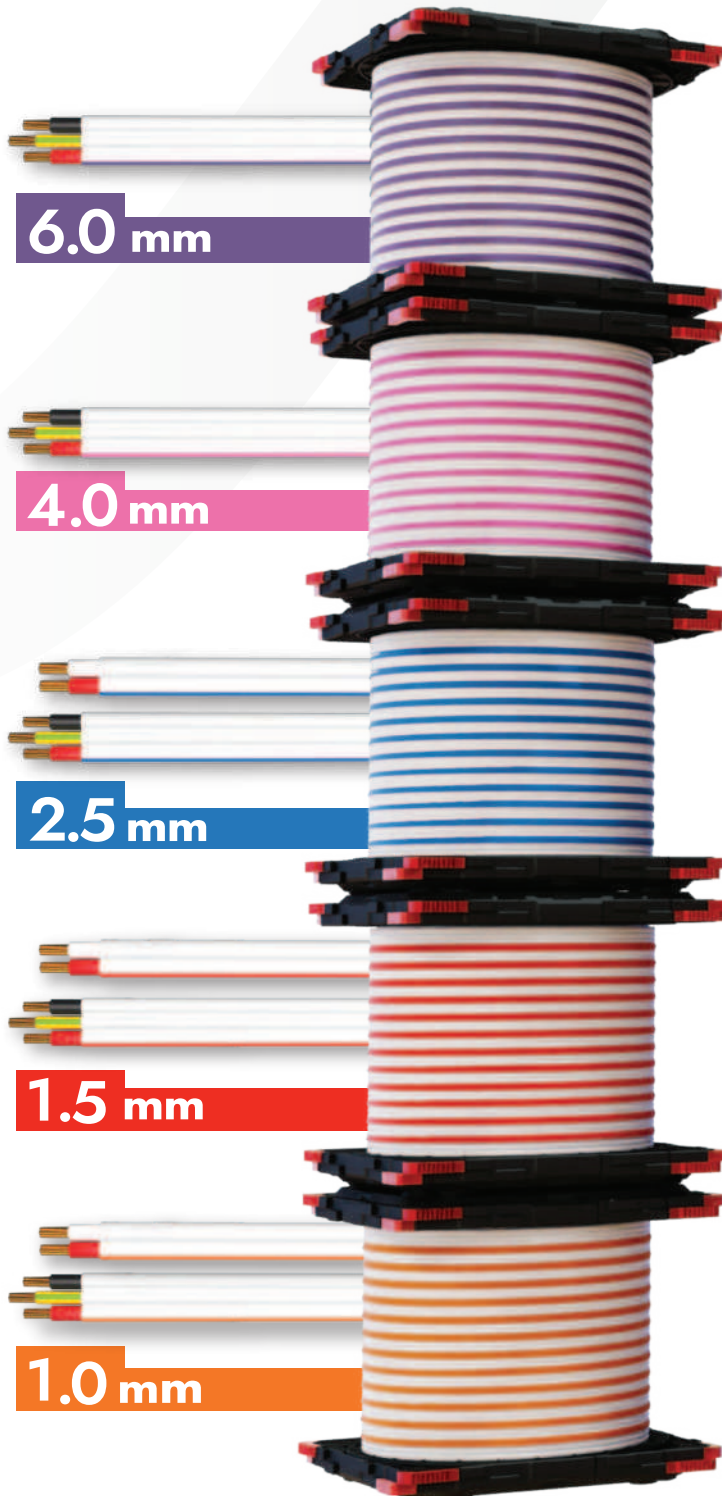


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From Filing Cabinets to Giant BrAIns: How Electrical Contractors Can Benefit from the AI Boom

As the tools of the trade evolve, electricians are finding themselves at the cutting edge of something big: artificial intelligence (AI).



Steve Sammartino

Artificial Intelligence isn't new. In fact, the term itself was coined more than 70 years ago, back in 1952 at a Dartmouth University conference where academics first speculated about machines that could think. For decades, AI lurked in the background - powering chess computers, credit scoring systems and recommendation engines on shopping websites. Finally, it has arrived for us.

The real revolution didn't arrive until November 2022, when OpenAI launched ChatGPT to the public. Within two months it had gained 100 million users, making it the fastest adopted consumer technology in history. Today, it attracts over a billion users every month. To put that in perspective: it took the telephone 75 years to reach 100 million users, the internet 7 years, and smartphones 16 months.

Now, ChatGPT has competitors: Google Gemini, Anthropic's Claude, Groq, Perplexity and others. But the story isn't about brands - it's about the underlying shift. And this shift matters a lot to electrical contractors.

What Makes Generative AI Different?

The key word here is generative. Unlike old search engines or static software, generative AI can create new content. Instead of pointing you to a website, it generates a direct answer. Instead of crunching numbers in a spreadsheet, it writes a report or produces an idea.

This was unlocked by Natural Language Processing (NLP) - which is literally teaching computers to understand human language. NLP means that if you can talk or type, you can use AI. No coding. No new skills. Just everyday language.

And they aren't limited to words. These systems are multimodal - they can talk, see, read, analyse, suggest and even learn from new data you upload. If you haven't yet - use your smart phone to ask the ChatGPT app what it sees on a job sight and even ask it to suggest stuff. It will blow your mind.

You can show an AI a wiring diagram, a photo of a switchboard or a PDF of a standards document and it can help you interpret it. It's a game changer.

Think of it this way: the internet used to be a giant filing cabinet - type in keywords and you'd get a list of options. Now it's a giant brain - you ask it a question and it creates an answer, personalised to exactly what you need.

Why Should Electrical Contractors Care?

For contractors, time is money. Much of your day is spent not just on the tools, but on the "other stuff" like looking up standards, writing quotes, managing parts lists, dealing with clients, calculating load requirements or chasing suppliers. This is exactly where generative AI is most powerful.

Let's explore some practical, real-world ways electrical contractors can benefit:

Parts & Procurement - AI can build instant parts lists from your job notes or drawings. Type in "three-bedroom house wiring, standard Australian codes" and it can spit out a draft bill of materials. Need alternatives because your supplier is out of stock? Ask AI for equivalent brands and model numbers.

Calculations Made Easy - From voltage drops to load balancing or maximum demand calculations, AI can guide you step-by-step. It won't replace your knowledge, but it can save time double-checking formulas, especially on complex jobs.

Reading Standards and Regulations - Electrical standards are long and often hard to interpret. Upload a PDF of a regulation or rulebook and AI can summarise the key parts in plain English. You can ask, "What are the rules

for installing RCDs in residential dwellings under AS/NZS 3000?" and get a usable answer in seconds.

Imagination & Design - Need to show a client what a lighting design might look like in their new kitchen? AI image tools can create realistic renders from a simple description. Want to test layouts for commercial lighting, switchboards or solar panel arrays? Generative AI can help visualise it before you quote.

Quoting & Client Communication - AI can draft professional quotes, emails and proposals. Instead of spending hours typing, you give it the basics - job description, hours, parts - and it formats it into clear client-ready language. It can even adjust tone: friendly, formal, technical. But ask it to use a tradie voice - be specific.

Jobsite Support - Voice-based AI (on phones or wearables) can become a digital apprentice. Imagine asking aloud:

- "What's the torque setting for this model of breaker?"

- "How do I test continuity in this circuit?"

- "What are the colour codes for Cat 6 wiring again?"

You get instant answers without stopping work.

Document Control - Upload job specs, architectural drawings or supplier manuals. AI can search and retrieve the relevant details instantly, instead of flicking through 300 pages.

If you can imagine it - it can do it. And if it can't today it can tomorrow as these models are improving very quickly indeed.

But AI Isn't Perfect

Here's the important part. AI isn't flawless. It can make mistakes. It can misunderstand context. Sometimes it "hallucinates" answers that sound convincing but are incorrect. That's why it always needs a human eye - your expertise, your judgment.

Think of AI like a first-year apprentice. It's eager, fast and surprisingly capable - but it still needs supervision. You wouldn't send an apprentice to rewire a house alone and you shouldn't trust AI without oversight either. Like we always say at Middy's - Don't Risk It.

The Real Revolution

We're at the beginning of what I call the Robot Economy - a system where robots (both software and physical machines) don't just replace labour, but create entirely new markets. Just as electricity birthed the Night-Time Economy, and cars birthed the Automobile Economy, generative AI is birthing new industries.

For electrical contractors, this isn't abstract. It's immediate. The tools exist today. Some are free. Many are on your phone already. They don't require coding, IT departments, or expensive licences.

Generative AI is not hype. It's here. It's real. It's being used every day in trades and industries across Australia. For electrical contractors, it's a tool that can save time, cut admin, impress clients and reduce costly mistakes.

It won't do the wiring for you - but it will make you faster, sharper and more competitive.

The trades that thrive in the next decade won't be the ones with the cheapest rates. They'll be the ones who embrace the tools that amplify human skill.

And that's exactly what generative AI does ●

Written by Steve Sammartino, Australia's leading Futurist and part of Middy's Innovation Committee.

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Chelmsford Place Promenade Upgrade, Leeton CBD

In the heart of Leeton, Chelmsford Place has long been a defining part of the town's character, a civic square framed by Art Deco architecture and the iconic water towers that shape the skyline. Originally designed as a central hub for community gatherings and celebrations, the space gradually lost its vibrancy over time. What was once a focal point for local life had become tired and under-used, no longer reflecting the welcoming spirit it was intended to embody.



Project Background

The Chelmsford Place Promenade refurbishment set out to change that. With a focus on restoring the square's functionality and charm, the project paid homage to Walter Burley Griffin's original town layout while adapting it for modern needs. Enhancements included the introduction of ornamental pools and shaded walkways, along with the restoration of heritage features such as the Band Rotunda and Light Poles. The goal was to create a space that locals could once again take pride in, while also offering visitors a vibrant and inviting destination at the heart of town.

Project Components

The electrical and lighting components supplied by Middy's included:

- Ligman Post Top Lights
- Zumtobel Bollards
- Havit Commercial LED Strip Lighting
- NHP Contactors, RCDs, and other components
- Electra Cables

Middy's Involvement

Key Middy's staff involved in the project:

- Anthony McDonald, the engine behind the project, was hands on from the very beginning, co-ordinating and facilitating the proposal and supply of products
- Tara Hogan, branch manager oversaw the efficient running of the project
- Tony Turnbull, provided a compliant lighting design which proposed the Art Deco products that were used to illuminate the space

The team collaborated with MIA Electrical Services to provide lighting design and timely supply of all electrical components to contractors, ensuring the project ran smoothly.

MIA Electrical is a locally based contracting company specialising in industrial and electrical works across the Riverina and Murrumbidgee regions. Engaged by Boots Civil, MIA delivered all electrical components for the Chelmsford Place upgrade. Their role included working closely with Leeton Shire Council, Boots Civil's engineering team and the appointed audiovisual specialist contractor to ensure seamless delivery.

Through this collaborative approach, MIA successfully integrated modern technologies into the project while preserving the precinct's iconic Art Deco character. The result is a revitalised Chelmsford Place that blends heritage aesthetics with contemporary functionality, serving as a true showpiece for Leeton.

Delivered across three stages as part of the CBD Enhancement Project, the revitalisation of Chelmsford Place Promenade has reshaped the heart of Leeton into a space the community can be proud of.

One of the most memorable results has been the integration of projection lighting onto the heritage water towers, adding a dramatic and moving backdrop to the annual Anzac Day Dawn Service, where over 70 Anzacs of the Leeton Shire are commemorated ●



Project Outcomes

- Installation of 12 heritage-style light poles
- Extensive tree planting and landscaping
- Full restoration of the heritage Band Rotunda
- Completion of new pavers and pathways
- Creation of a versatile venue capable of hosting community markets, celebrations and events

Strong supplier relationships are key to the success of our projects and we are fortunate to have built a long-term partnership with Middy's Electrical Leeton. For the Chelmsford Place electrical upgrade, we had no hesitation in engaging them for all parts and materials. Tara and Tony consistently go above and beyond, providing exceptional customer service and a smooth procurement process that keeps our projects on track. - Gerard Cooper, MIA Electrical

Working with MIA Electrical Services made this a well-organised and efficient project. Their coordination with local trades, including Boots Civil, ensured the upgrade was completed on schedule to a high standard. Gerard Cooper and his team's knowledge and experience made planning and execution a positive experience. - Tara Hogan, Leeton Branch Manager

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Human-Centric Lighting: Enhancing Spaces and Opportunities for Electricians

Lighting today is more than just brightening a room, it's about supporting the people using it. Human-Centric Lighting (HCL) creates environments that promote wellbeing, focus and comfort, making it a growing trend in commercial, healthcare, education and even residential spaces. For electricians, understanding and installing HCL systems is an opportunity to deliver higher-value solutions and stay ahead of client demands.

What is Human-Centric Lighting?

HCL systems adjust light intensity and colour temperature throughout the day to align with natural circadian rhythms, the body's internal clock that regulates sleep, alertness and other daily biological processes. Cooler, brighter tones during the daytime help boost alertness and focus, while warmer, softer tones in the evening encourage relaxation and prepare the body for rest. Installing these systems allows electricians to create environments that support wellbeing, productivity and an overall better experience for clients.

Where HCL Makes a Difference

- **Commercial & Offices:** Enhance focus, reduce fatigue and create flexible working environments
- **Healthcare Facilities:** Support patient recovery, sleep cycles and comfort
- **Schools:** Boost student attention and engagement
- **Residential:** Offer adaptable, lifestyle-focused lighting for daily living

Leading Solutions

NatureConnect by Signify is ideal for spaces with limited or no access to natural daylight. It simulates the sun's daily patterns, replicates a view to the sky and uses light recipes to boost energy levels and connect indoor spaces with nature. The system includes luminaires and scenes that provide automatic day rhythms, all controlled via a simple wall switch.

PIXIE by SAL offers colour-tunable, flicker-free HCL that improves comfort, mood and productivity. Paired with SAL Coolum PLUS RS downlights and PIXIE RippleShield™ dimmers, it delivers high-quality human-centric lighting quickly and cost-effectively.



NatureConnect by Signify

Why It Matters for Electricians

HCL relies on LEDs, smart controllers, sensors and automated schedules. Key installation considerations include:

- Wiring for dimming and colour control
- Integrating occupancy and daylight sensors
- Programming dynamic lighting schedules

Electricians familiar with these systems can provide custom solutions for anything from single boardroom upgrades to full building retrofits.

HCL isn't just a trend, it's shaping client expectations. Commercial and educational spaces are increasingly requesting lighting solutions that support wellbeing. By mastering HCL installations and leveraging trusted products, electricians can differentiate their services, offer tailored solution, and stay ahead in a competitive market ●

For Commercial Lighting Design contact:
Tony Turnbull | M. 0408 579 780 | E. tony.turnbull@middys.com.au
For Sales, Product, myAccount & Website Support:
P. 1800 Middys (1800 643 397)



Pixie by SAL



Did you know?

Using a **Theatre Exit** in the below environment is **not compliant:**



If you want black...

This is compliant:



NEW



TRADE SERIES ECONOMY BLACK Exit Signs

Black 'Theatre Exits' are designed for auditoriums, lecture rooms, and cinemas — not for spaces with natural light or higher ambient lighting during normal use.



COMPLIANT IN ALL SETTINGS.



SAFE AND RELIABLE EV CHARGING

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Experience fast & efficient electric vehicle charging with a dedicated EV power source

- Quick and simple installation with inline terminals for minimal disruption and easy set-up
- Extra safety protection against electric shock, with Integrated internal shutters
- 20A Rating
- Part of the Excel Life wiring device range



ED787/20EVWE



SCAN FOR MORE INFORMATION OR VISIT [LEGRAND.COM.AU](https://www.legrand.com.au)

Meet Your Branch: Middy's Darwin

Opened in 1999, Middy's Darwin (Woolner) has been a trusted local hub for all things electrical, data, industrial, lighting and technology. The branch is home to 18 dedicated staff who collectively bring over 300 years of electrical and wholesale experience.



Middy's Darwin, a trusted hub for all things electrical, data, industrial, lighting and technology

Middy's Darwin offers a full suite of services including a specialised projects team, an experienced trade counter, retail and lighting solutions, a lighting and fan showroom and industrial stock holdings. With a large inventory and a reliable delivery fleet, the branch is equipped to meet the needs of every customer, from residential and commercial projects to large-scale industrial requirements.

Branch Features:

- Lighting Display
- Electric Vehicle Charging Station
- Smart Display
- Industrial Stockists
- Fan Showroom
- Open Saturdays



Nick Hollobone - Branch Manager

With more than 36 years in the electrical industry, including 13 years as an electrician and 23 years in electrical wholesale, Nick Hollobone brings a wealth of experience and leadership to his role as Branch Manager. Nick joined Middy's six years ago, drawn by the appeal of working for a family-owned business where people are treated as individuals and local teams have the autonomy to make decisions that best serve their community. Since then, he has been instrumental in building a strong, successful branch team and fostering close collaboration between the Northern Territory branches to operate cohesively as "Middy's NT." Passionate about developing the next generation of industry professionals, Nick's business goals focus on contributing

to the ongoing success of Middy's NT while mentoring future leaders who can carry on the company's proud legacy. Outside of work, he enjoys travelling, renovating and spending time with his family. Married for 36 years, Nick is most proud of his four children and seven grandchildren.

Shane MacDonald - Senior Trade Counter Sales

Shane has been a dedicated member of Middy's for 30 years. Starting out as a hobby to support his hockey career, Shane soon embraced the challenge of working on the trade counter and in purchasing, eventually realising that the energy and camaraderie of the trade counter was where he truly thrived. Throughout his time at Middy's, Shane has been involved in a variety of projects, including 101 Esplanade and the Howard Springs Workers Campout, all while building lasting relationships with customers, suppliers and colleagues. A proud family man, Shane is focused on supporting his children. Outside of work, he enjoys hockey, coaching his kids and family camping trips at Douglas Hot Springs. Some of his standout experiences include becoming a father to three wonderful children, marrying his wife and winning a national hockey title as coach of the 2000 NT Under 15 boys team. Shane's greatest accomplishment is the continued support he provides to his family and the strong, enduring relationships he has cultivated with customers, suppliers and staff alike.

Ross Hay - Project Officer

With over 22 years at Middy's, Ross has built a career defined by strong relationships with staff, customers and suppliers. He began in 2000 at Middy's Hobart Eastern Shore, moved to Middy's Darwin in 2010, continued there until 2015 when he took a short break and returned in 2018. Over the years, Ross has experienced the business from multiple perspectives and locations. Drawn to Middy's for its family-owned values, Ross is passionate about sharing knowledge gained over decades in the industry.



L-R: Paul Malinao, Glen Stephenson, Nick Hollobone, Jenna Keeley, Michael Fitirikkos, Tammy Hollobone, Emily Staveley, David Skippings, Sue Harris, Shane Macdonald, Travis Skippings, Margaret Sage and Tom Grills. Not in photo: Ross Hay, Stephen Chenery, Lindsay Deveril, Becky Johansen, Georga Lee and Luke Glenister

Before joining Middy's, he worked at Pasmenco Metals–EZ in Risdon, Tasmania, gaining valuable experience in a fast-paced industrial environment. Outside of work, Ross enjoys relaxing at the local pub and spending time with family. A three-week crayfishing trip in Port Davey, Tasmania, remains a highlight life experience. Married with two boys and two granddaughters, family is his proudest achievement.

Thomas Grills - Trade Supervisor

Thomas has been with Middy's for 13 years. Throughout his time, he has progressed through various roles including trade counter, retail, purchasing and projects, eventually leading as Trade Supervisor. Thomas joined Middy's after finishing Year 12 in 2011, motivated by the need for full-time work to support his daughter and inspired by friends working as electricians. His personal goals focus on continual growth, both professionally and personally, seeking opportunities to enhance his skills, strengthen his leadership and develop as an individual. Outside of work, Thomas enjoys footy, golf, baseball, fishing, camping and supporting his daughter to reach her potential. One of his standout experiences is travelling through Canada for two months. He considers his greatest accomplishment to be providing for his daughter and building strong customer relationships that have developed into lifelong friendships.

Georga Lee - Lighting Supervisor

Georga has been part of the Middy's Darwin team for three years. She values working alongside her colleagues and enjoys unique opportunities such as attending the V8s and Middy's Info Nights. After deciding it was time for a career change, Georga joined Middy's, inspired in part by the sight of the iconic pink Middy's van around town. Her goal is to continue developing her skills and knowledge in business and management. Before entering the electrical industry, Georga worked as an early childhood teacher. Outside of work, she enjoys buggy riding and creative pursuits like macrame. One of her proudest personal achievements is backpacking overseas for three months, an experience that strengthened her independence and love for adventure ●



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 P (08) 8981 3333 | E darwin.nt@middys.com.au
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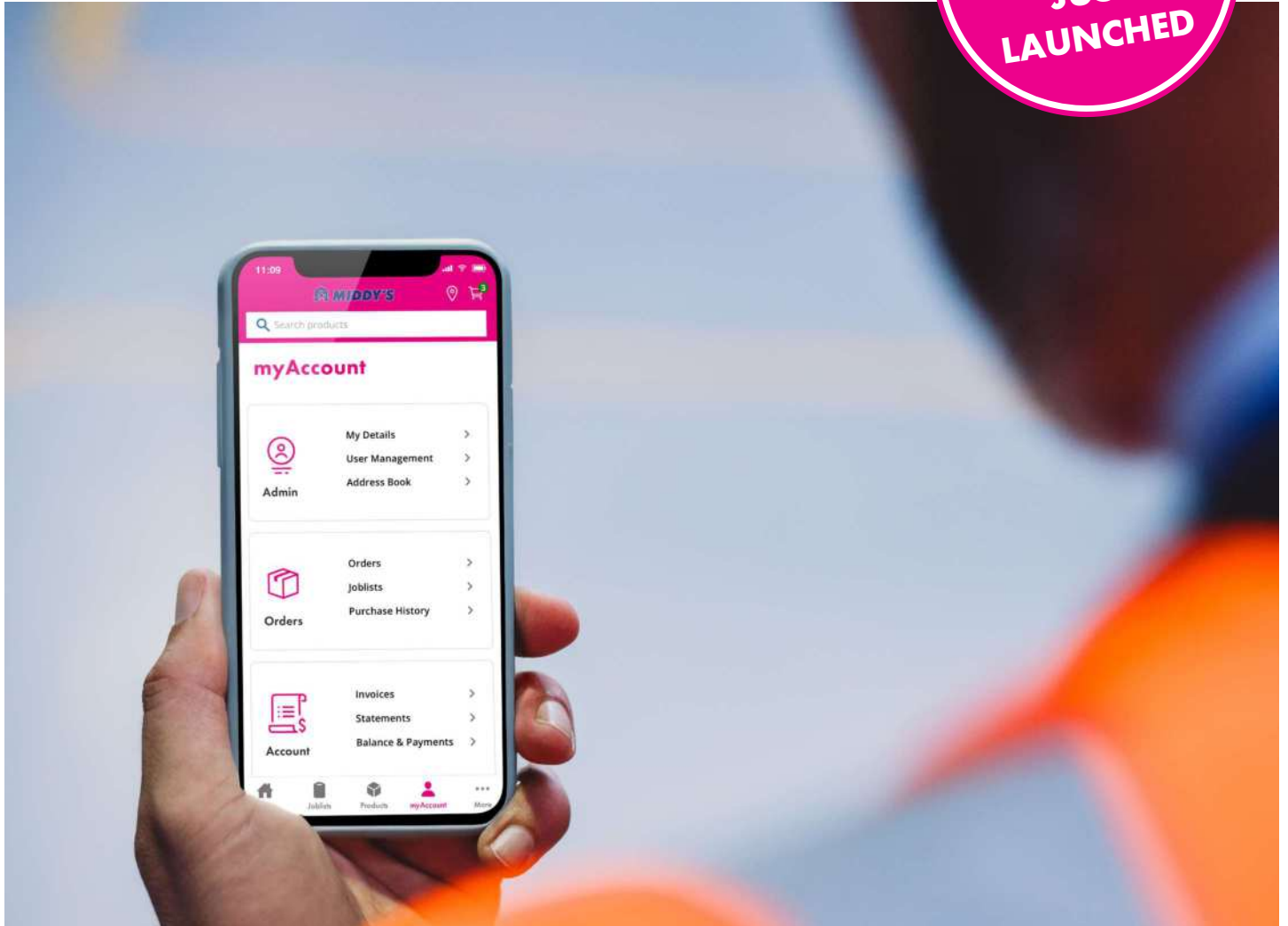


MIDDY'S DARWIN

Middy's myAccount App: All Your Tools, Now in One Place

Middy's has just made managing your account and ordering products easier than ever with the launch of the brand-new Middy's myAccount app. Built for electricians, it brings all the features you rely on from our website into a single, fast and intuitive mobile experience.

NEW
JUST
LAUNCHED



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Once you've downloaded the app and logged in, you stay signed in, no repeated logins, no delays. Browse products, check pricing and manage your account with speed and simplicity, wherever you are.

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- One-Tap Reorders: Quickly repeat past purchases without scrolling through pages
- Manage Accounts on the Go: View balances, make payments and review invoices and statements in seconds
- Team & Permissions Control: Admin users can manage staff access so your team sees only what they need

Get Started Today

The Middy's myAccount app is the way to work smarter. From checking stock before heading to a site, to managing invoices on the fly, or reordering materials for a repeat project, the app saves time, reduces admin and keeps your team connected ●

Download the App today & take your account wherever you go. Your tools, your team, your projects all in one place.



Existing Middy's
Trade Account Customer?
Download the App Today

Middy's Community Snapshot



Middy's continues to engage with and support customers and local communities through our nationwide branch network.



The Johansson family from Big Red Electrics in Rosebud keeping cozy in our iconic pink Middy's hoodies & We Are Posi socks



Middy's stands for family, support & community. Thanks Mundy family in NT for your support



Middy's Tim Cornell & Ben Scanlon (Regional GMs) braved the bucket for MND's Big Freeze 11



Cuteness overload. Little Jett James, son of John from John James Electrical, making himself comfy in a Middy's bucket



Another happy customer from Electrical1 in NT fully stocked up with quality products form Middy's



Congratulations Michael Williams (right) on 40 years of service with Middy's



Little legends rocking their Middy's beanies with pink buns & big smiles all for a great cause (BCNA)



Spectacular pink skies at Middy's Warragul snapped by Assistant BM Kaleb Hermansen



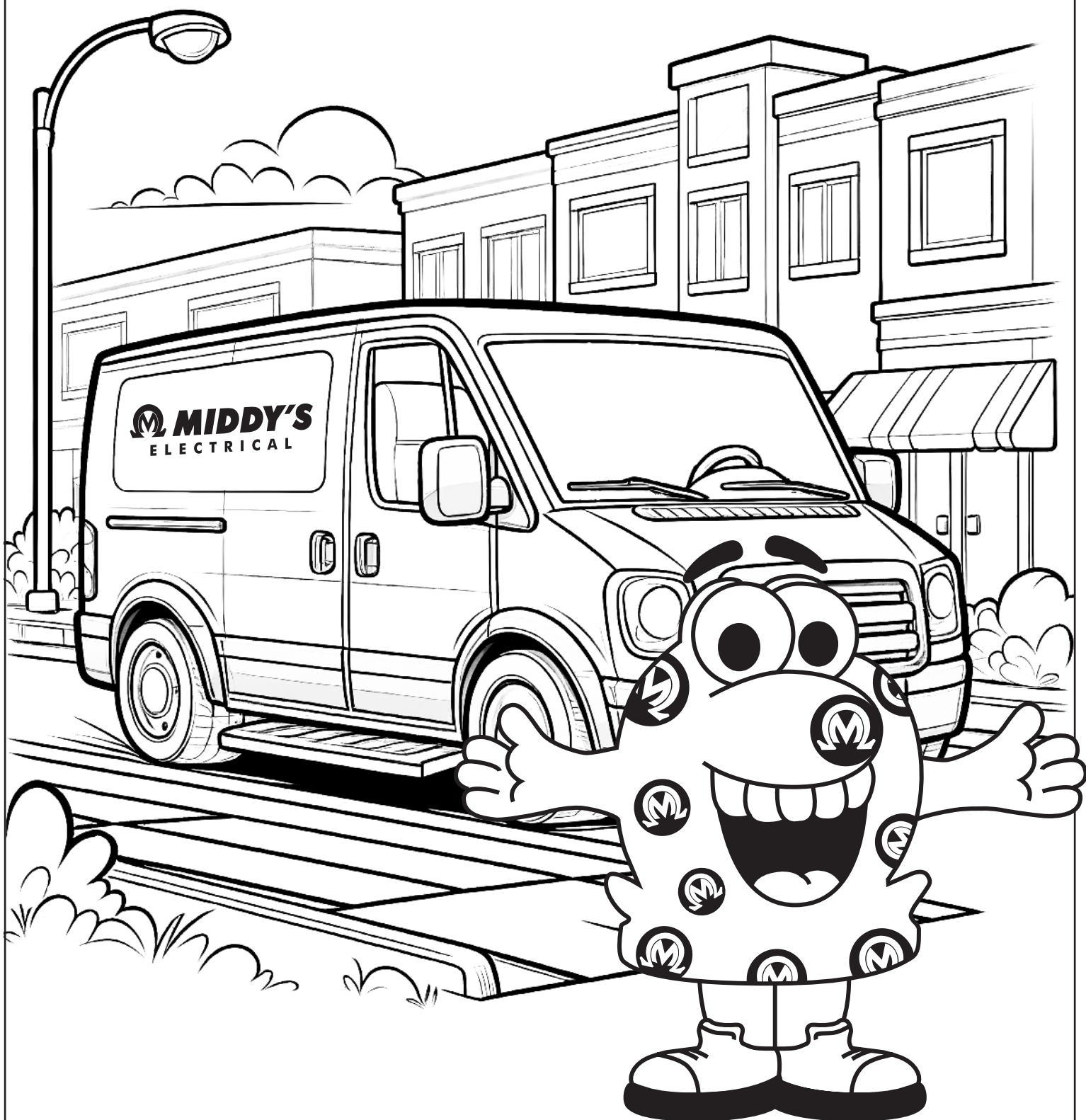
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MIDDY'S MONSTER COLOURING SHEET



Season Update

Throughout the season, Bryce Fullwood has thrilled fans behind the wheel of the #14 Middy's Racing Camaro. Middy's continues to cheer on his successes and the team's contributions to both racing and community initiatives.

Mungabareena Aboriginal Corporation Continues Partnership with BJR for Indigenous Round

For the third consecutive year, Brad Jones Racing partnered with Mungabareena Aboriginal Corporation (MAC) in Albury to produce culturally significant artworks for the Supercars Championship's Indigenous Round. Bryce Fullwood's Middy's Racing Camaro featured striking designs created in collaboration with James Fallon High School's Stars Foundation program, guided by the 2024 NAIDOC theme, The Next Generation: Strength, Vision and Legacy.

Over 20 original artworks by young Aboriginal and Torres Strait Islander women were incorporated into the car's livery, reflecting their connection to country and community. The blue dotted patterns represent rivers in Wilcannia, while geometric lines signify meeting paths and flower patterns highlight women's gathering places. The three tall symbols on the front bar depict the Three Sisters in the Blue Mountains, blending artistry, culture and heritage into a dynamic racing design.

Middy's Directors Nicholas and Anton Middendorp commented, "We're proud to support Bryce at his home event. Seeing the #14 Camaro carry meaningful stories of culture and connection is truly inspiring. We wish Bryce and the BJR team a great weekend at Hidden Valley."



Bryce Fullwood Shines at Darwin Triple Crown

Bryce delivered a standout performance across all three races at the 2025 BETR Darwin Triple Crown, with the Middy's Racing team cheering him on every step of the way.

Race Results Recap:

- **Race 17: Qualified P6, finished P4**
- **Race 18: Qualified P8, finished P6**
- **Race 19: Qualified P13, finished P10**

Bryce's strategic racing and bold overtakes impressed both fans and media, with the NT News highlighting him as one of the key figures in the Supercars return to Hidden Valley. Middy's also welcomed 20 VIP customers trackside to watch Bryce in action, alongside thousands more following from across the country.

Bryce reflected on the weekend, "Super proud to have had a good showing in front of everyone at my home ground, three races in the top ten and strong qualifying sessions."

Looking ahead, Bryce will continue representing Middy's Racing in the upcoming Penrite Oil Sandown 500 in November, keeping the iconic pink #14 Camaro on track for fans nationwide.

We'll continue to cheer on Bryce and the Brad Jones Racing team, celebrating their achievements on track and the cultural initiatives that continue to inspire fans, communities and young people across Australia ●

Christmas & New Year Trading Hours

Monday	22 December 2025	Normal trading hours
Tuesday	23 December 2025	Normal trading hours
Wednesday	24 December 2025	Closed
Thursday	25 December 2025	Closed (Christmas Day)
Friday	26 December 2025	Closed (Boxing Day)
Saturday	27 December 2025	Closed
Monday	29 December 2025	Normal trading hours
Tuesday	30 December 2025	Normal trading hours
Wednesday	31 December 2025	Closed
Thursday	1 January 2026	Closed (New Year's Day)
Friday	2 January 2026	Closed
Saturday	3 January 2026	Closed
Monday	5 January 2026	All branches reopen

Branches below will be **closed from Monday 22 December 2025** and will **reopen Monday 5 January 2026***:

VIC:	Ballarat West, Benalla, Bendigo North, Carrum Downs, Colac, Craigieburn, Cranbourne, Dandenong South, Eltham, Geelong, Gisborne, Hallam, Hastings, Heidelberg, Moorabbin, Preston, Ravenhall, Ringwood, Rowville, Seymour, Sunbury, Stawell, Torquay & Williamstown
NSW/ACT:	Albury, Deniliquin, Fyshwick, Goulburn, Leeton, Penrith & Wagga West
NT:	Coolalinga
QLD:	Meadowbrook & Virginia
SA:	Salisbury North & Somerton Park
TAS:	Hobart Eastern Shore
WA:	Balcatta, Mundaring & Welshpool



Season's Greetings

from **MIDDY'S**

MERRY CHRISTMAS and HAPPY NEW YEAR

From Management and Staff Middendorp Electric Co Pty Ltd

*Correct at time of printing. Please search Google for updates.

100+ Branches Nationwide

NATIONAL BRANCH SUPPORT CENTRE:

EV MT WAVERLEY (VIC) 357 Ferntree Gully Rd (03) 7067 5555

MELBOURNE METRO:

L S	AIRPORT WEST	Cnr Matthews Ave & Fraser St 3042	(03) 9338 3611
A EV I S T	BAYSWATER	882 Mountain Hwy 3253 Cnr Jersey Rd	(03) 9720 1755
EV S	BLACKBURN	167 Whitehorse Rd 3135 Cnr Clare St	(03) 9878 5566
A I	BRAESIDE	252 Boundary Rd 3195 Near Citrus St	(03) 9580 7033
A T	BRUNSWICK	372 Victoria St 3056 Cnr Prentice St	(03) 9387 8333
S T	CAMPBELLFIELD	1592 Hume Hwy 3061 Cnr Bolinda Rd	(03) 9359 6144
I	CARRUM DOWNS	7 Frankston Gardens Dr 3201	(03) 9782 5633
S	CHELTENHAM	1287 Nepean Hwy 3192 Near Goulburn St	(03) 9584 9981
	CRAIGIEBURN	26-28 Potter St 3064 Off Sydney Rd	(03) 9305 7199
A CS S D T	CRANBOURNE	35 Cameron St 3977 Near Cnr Sladen St	(03) 5996 8533
A CS L S D S	CRANBOURNE WEST	3/1046 Thompsons Rd 3977	(03) 9111 5577
A F I S	DANDENONG	45-47 Bennet St 3175 Cnr Wauchope Ln	(03) 9792 0582
I	DANDENONG SOUTH	354 Frankston-Dandenong Rd Cnr Swift Way 3175	(03) 9706 4266
L	ELTHAM	294 Bolton St 3095 Near McDonalds	(03) 9439 5777
A S	FRANKSTON	146 Beach St 3199 Near Kelman St	(03) 9783 8444
A	HALLAM	1/76-78 Hallam Rd 3083	(03) 9284 2777
I L S D	HASTINGS	1903 Frankston-Flinders Rd 3915	(03) 5979 3533
	HEIDELBERG	489 Upper Heidelberg Rd 3084 Cnr Montgomery St	(03) 9457 6222
ACSEVLSDS	HOPPERS CROSSING KEILOR EAST	142-146 Old Geelong Rd 3029 57 Slater Pde 3033 Off Keilor Park Dr	(03) 9741 5000 (03) 9336 2322
CS I	LAVERTON	2/16 Fitzgerald Rd 3026 Cnr Cherry Ln	(03) 9369 3444
A CS EV L S D	LILYDALE	34 Melba Ave 3140 Near Cnr Hutchinson St	(03) 9735 3199
CS L S	MELBOURNE	520 LaTrobe St 3000 Cnr Spencer St	(03) 9328 3233
A F L CS	MELTON	93-95 High St 3337 Cnr Norton Dr	(03) 9743 9244
L S D	MOORABBIN	425 Warrigal Rd 3189 Near Cnr Keys Rd	(03) 9555 0033
	MORNINGTON	20 Diane St 3931 Near Frank St	(03) 5975 9022
A EV T	MULGRAVE SMARTCENTRE	214 Wellington Rd 3168 Behind Branch	(03) 9562 2033 1800 778 823
A EV S D S	NARRE WARREN	91-93 Victor Cres 3805 Cnr Princess Hwy	(03) 8790 1766
CS EV I L S D S	OAKLEIGH	1/1609-1615 Dandenong Rd 3166 Cnr Ferntree Gully Rd & Lever St	(03) 9568 2733
A	PAKENHAM	45-47 Bald Hill Rd 3810 Opp. Simplot	(03) 5941 6133
CS EV F I L S	PORT MELBOURNE PRESTON	2 Thackray Rd 3207 152 Plenty Rd 3072 Cnr Brighton Ave	(03) 9699 1588 (03) 9484 0644
CS S	RAVENHALL (DEER PARK)	13 Westwood Dr 3023	(03) 8348 5422
A I T	RINGWOOD	53 New St 3134 Cnr Olive Gr	(03) 9879 2600
A EV S	ROSEBUD ROWVILLE	212 Boneo Rd 3940 2 Laser Dr 3178 Cnr Kelleths Rd	(03) 5986 4744 (03) 9763 4922
A CS L S D S	SOUTH MORANG ST KILDA	318 McDonalds Rd 3752 7 Vale St 3182 Off Barkly St	(03) 9436 4800 (03) 9525 4366
CS S	SUNBURY	1-9 Vineyard Rd 3429	(03) 9744 1000
CS S T	SUNSHINE	46 McIntyre Rd 3020 Near Suffolk Rd	(03) 9312 4111
S	THOMASTOWN	42 Wood St 3074 Near Hanrahan St	(03) 9465 8911

CS WILLIAMSTOWN 392-394 Kororoit Creek Rd 3016 (03) 9399 3977

I S D S T YARRAVILLE 126 Somerville Rd 3013 (03) 9314 6800

VICTORIA COUNTRY:

	BAIRNSDALE	479 Main St (Princes Hwy) 3875	(03) 5152 5144
I	BALLARAT	101 Mair St East 3350 Opp. Hungry Jacks	(03) 5333 2377
CS I S D T	BALLARAT WEST (DELACOMBE)	8 Wiltshire Ln 3356	(03) 5332 0500
A CS L S D	BENALLA	42 Sydney Rd 3672 Near Witt St	(03) 5762 4099
A CS F L S D T	BENDIGO (GOLDEN SQUARE)	114 Hattam St 3555	(03) 5441 2707
AC S F I L S D T	BENDIGO NORTH (EPSOM)	195 Midland Hwy 3551 Opp. ALDI	(03) 5410 0011
L S D	COLAC	55 Corangamite St 3250	(03) 5231 5600
A CS I L S D	ECHUCA	164 Ogilvie Ave 3564 Cnr Hovell St	(03) 5482 4633
F I S D	GEELONG	Lawrence Pl 3220 Near Little Rynie St	(03) 5222 3855
I	GEELONG NORTH	316 Thompson Rd 3215 Near Morgan St	(03) 5277 3488
CS EV I L	GISBORNE	44 Hamilton St 3437 Cnr Prince St	(03) 5428 2822
L S D S	GROVEDALE	174-178 Torquay Rd (Surf Coast Hwy) 3216	(03) 5241 6999
A CS EV L S D	HORSHAM LEONGATHA	33 Hamilton St 3400 1A Turner St 3953 Cnr Turner & Hughes St	(03) 5382 5422 (03) 5662 5977
A CS I L S D	MILDURA	701-703 Fifteenth St 3500	(03) 5021 5922
A	OCEAN GROVE	30 Everist Rd 3226	(03) 5255 1133
A CS I L S D T	SALE	2/13-17 Princes Hwy 3850	(03) 5144 1026
A	SEYMOUR	8 Industrial Crt 3660 Off Wallis St	(03) 5799 0377
A EV F I T	SHEPPARTON	7-9 Vaughan St 3630 Cnr Wyndham St	(03) 5822 2411
	STAWELL	200 Upper Main St 3380 Near Cnr Fisher St	(03) 5358 3088
A L S D	SWAN HILL TORQUAY	59 Nyah Rd 3585 36 Baines Cres 3228	(03) 5032 5268 (03) 5264 7522
A F I	TRARALGON	11-13 Deakin St 3844 Off Princes Hwy	(03) 5174 6611
A CS EV I L S D	WANGARATTA	15 Tone Rd 3677	(03) 5722 1177
T	WARRAGUL	31 Princes Way 3820	(03) 5623 6664
I L S D	WARRNAMBOOL	1072 Raglan Pde 3280	(03) 5560 5677
ACSEVILSDST	WODONGA	12 Osburn St 3690 Cnr Queen St	(02) 6056 1699
A CS L	YARRAWONGA	64-66 Benalla-Yarrawonga Rd 3730	(03) 5743 2644

SYDNEY METRO:

	FAIRFIELD	53 Barbara St 2165	(02) 9727 0755
A T	MINCHINBURY	5-7 Colyton Rd 2770 Opp. McDonald's	(02) 9677 1444
T	MOOREBANK	66-68 Heathcote Rd 2170	(02) 9600 8177
EV	PADSTOW	125 Fairford Rd 2211	(02) 9773 1111
A	PENRITH	2A Coombes Dr 2750	(02) 4722 3566
A I L S D	SMEATON GRANGE	3/5 Dunn Rd 2567	(02) 4632 4100

NEW SOUTH WALES COUNTRY:

A EV I L S D	ALBURY (LAVINGTON)	4 Woolpoint Crt 2641	(02) 6025 1133
A L	DENILQUIN	63 End St 2710	(03) 5881 5099
CS L	GOULBURN	21 Bradley St 2580	(02) 4822 7977
EV I S	GRIFFITH	120 Yambil St 2680	(02) 6964 8011
A EV I	LEETON	38 Acacia Ave 2750	(02) 6953 8011
A EV L	MERIMBULA	202 Arthur Kaine Dr 2548	(02) 4003 7444
ACSEVILSDST	WAGGA EAST	176 Hammond Ave 2650 Cnr Stuart Rd	(02) 5908 1830
A I S D T	WAGGA WEST	26 Pearson St 2650	(02) 5999 1111

2026 Diaries & Calendars Out Soon



Daylight Saving starts
Sunday 5 October @ 2am



Follow @middyselectrical on:



AUSTRALIAN CAPITAL TERRITORY:

CS EV I L S D T Fyshwick 39 Quilpie Cres 2609 (02) 6280 0188
Cnr Newcastle & Cessnock St

NORTHERN TERRITORY:

CS L S D Coolalinga 43 Fairweather Cres 0839 (08) 8932 0739
CS EV I L S D S Darwin 3 Charlton Crt 0820 (08) 8981 3333
(WOOLNER)
L S Middy's Lighting Darwin 3 Charlton Crt 0820 (08) 8981 4270
A CS I S D S Palmerston 25 Toupein Rd 0830 (08) 8932 1800
L S Middy's Lighting Palmerston 25 Toupein Rd 0830 (08) 8932 1800

QUEENSLAND:

A CS EV L S D Brendale 1/260 Leitchs Rd 4500 (07) 2111 9900
A T Meadowbrook 17 Logandowns Dr 4131 (07) 3805 8025
A CS F S D T Nerang 2/138 Spencer Rd 4211 (07) 5527 4667
Cnr Indy Crt
A T Tingalpa 8 Proprietary St 4173 (07) 3390 4811
A I T Virginia 49 Toombul Rd 4014 (07) 3256 7955
Opp. Walter St

SOUTH AUSTRALIA - ADELAIDE METRO:

EV S D T Hindmarsh 12 Susan St 5007 (08) 8340 9255
Cnr South Rd & Susan St
I Salisbury North 1 Playford Cres 5108 (08) 8182 3566
SOMERTON PARK 232 Brighton Rd 5044 (08) 8294 3088
Near Oaklands Rd

TASMANIA:

A T Hobart (Moonah) 7 Effingham St 7009 (03) 6272 7355
A CS EV L S D Hobart Eastern Shore (Mornington) 2/21 South Arm Hwy 7018 (03) 6122 1877
Near Reece & Bunnings
A I Kingston 30 Mertonvale Cct 7050 (03) 6232 4916
A CS F I L S D T Launceston 59 Boland St 7250 (03) 6331 6099

WESTERN AUSTRALIA - PERTH METRO:

A T Balcatta 11 Halley Rd 6021 (08) 9345 5545
Cnr Kirke Rd
A EV T Bibra Lake 1/30 Salpietro St 6163 (08) 9434 5733
AC SE V I L S D T Embleton 20 Embleton Ave 6062 (08) 6103 5111
A T Mundaring 11 Wandeara Cres 6073 (08) 9295 1939
Cnr Great Eastern Hwy
A T Wangara 21 Dellamarta Rd 6065 (08) 9409 5088
Cnr Arrigo St
A L T Welshpool 79 Welshpool Rd 6106 (08) 9350 6999

TRADING HOURS:

Mon-Fri 7.30am-5.00pm
Sat 8.00am-12.00pm
Branch trading hours may vary see:
middys.com.au/branch-locator

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- A** A/C Stockists
- CS** Contractor Showroom
- EV** Electric Vehicle Charging Station
- F** Fire Product Stockists
- I** Industrial Stockists
- L** Lighting Display
- SD** Smart Display
- S** Open Saturday
- T** Telstra Product Stockists



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device
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