

# **MIDDY'S** **MAG**

**ISSUE 48**  
**MAY - SEPTEMBER 2025**



**IGNITED  
FOR GROWTH:  
THE FUTURE OF  
SUSTAINABLE POWER**

**MIDDY'S ENERGYTRUST®  
HELPING ELECTRICIANS**

**INDUSTRY THOUGHT  
LEADER INSIGHTS**

**MODERN LIGHTING  
SOLUTIONS CASE STUDY**

**WHAT'S IN  
THE VAN?**

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# Welcome From Middy's

ISSUE 48 MAY - SEP '25

In our new look, bumper issue we look into Australia's renewable energy landscape and highlight the top trends shaping the sector in 2025 and how they impact electricians on page 6. As Australia moves towards full electrification, electricians have a huge opportunity to grow their business by helping homes and businesses make the switch. Read all about it on page 9.

In the fast-evolving electrical industry, staying ahead is crucial. On page 10, our panel of experts explore the future of Solar and Energy Storage projects, offering insights on electrification, technologies and emerging innovations. Their insights highlight key challenges, opportunities and actionable strategies for businesses to adapt to and use to succeed.

We champion apprentices in our great industry on page 13, celebrate staff milestones on page 18 and feature our popular sparky and staff spotlights on page 19. Plus lots more...

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



Nicholas Middendorp



Anton Middendorp



Nicholas Middendorp, Director



Anton Middendorp, Director

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# The Future of Energy in Australia: Key Trends for 2025 and How They Impact Electricians



Australia's renewable energy landscape is continuing to evolve rapidly, driven by a growing demand for sustainability and energy independence.

With significant advancements in solar technology, battery storage and electrification, electricians are playing an increasingly vital role in this transformation. Here are the top trends shaping the renewable energy sector in 2025 and how they impact electricians.

## 1. The Rise of Prosumers

A major trend in Australia's energy transition is the rise of the "prosumer" - consumers who are not only using energy but also generating it, primarily through rooftop solar. By producing and storing their own power, prosumers are decentralising energy generation and reducing reliance on traditional power plants. This shift is leading to greater energy independence but also presents challenges in maintaining grid stability, as fluctuating energy input can affect the balance of the system. As peer-to-peer trading platforms grow, electricians will play a key role in integrating solar systems, energy storage and smart metering solutions to ensure the smooth functioning of this evolving energy landscape.

## 2. Larger Solar Systems for Growing Energy Needs

As the adoption of electric vehicles (EVs), energy-efficient appliances, and the trend toward home electrification increase, so does the demand for larger solar systems. The average residential solar system in Australia is now over 9kW, which is more than double the size of systems installed just ten years ago. This increase in size is driven by higher household energy consumption, particularly from electric appliances, and the trend towards electrifying homes.

Electricians will see a surge in demand for the design and installation of these larger systems. They will also be required to integrate energy storage systems and ensure compliance with constantly evolving regulations. According to the Clean Energy Council, in 2023, rooftop solar accounted for 11.2% of

Australia's electricity supply, with a total installed capacity of 20 GW. This statistic highlights the growing prevalence of solar systems and underlines the increasing need for electricians to handle more complex and larger-scale installations.

## 3. Rising Battery Installations

With feed-in tariffs continuing to decrease, Australian homeowners are increasingly turning to battery storage as a solution to maximise their energy independence. By storing surplus energy generated by solar panels during the day, homeowners can use it during peak pricing periods, avoiding higher electricity costs. This has created a boom in the battery storage market.

According to the Clean Energy Council, by mid-2024, over 140,000 batteries had been installed across Australia, and this number is expected to rise significantly in 2025. Additionally, 20.7% of new rooftop solar systems are now being installed with a battery.

As the energy storage market continues to expand, electricians will see increased demand for battery installations, both as standalone off-grid solutions and integrated with solar systems. According to IMARC Group, the Australian energy storage market is expected to grow by 18% from 2025 to 2033, presenting a significant opportunity for electricians to capitalise on the integration of solar and battery systems.

## 4. Electrification of Homes

The electrification of Australian homes is a growing trend as more households replace gas-powered appliances with electric alternatives. This shift is largely driven by government incentives, rising energy prices, and the high penetration of solar energy, making electric appliances more attractive.



As the electrification trend gathers pace, older homes are also being retrofitted to accommodate all-electric systems. This is creating a growing demand for electrical infrastructure upgrades, including rewiring, installing heat pumps, induction cooktops and energy-efficient electric systems. Monash University predicts that around 13,500 additional direct full-time tradie jobs could be created as a result of the push to electrify homes in Australia.

For electricians, this offers a significant opportunity to expand service offering. As more households move towards electrification, electricians will be called upon to ensure the safe and efficient installation of the necessary infrastructure. Moreover, government rebates and incentives will drive further demand for home electrification projects, making this an area of growth for the industry.

### 5. Surge in Electric Vehicle (EV) Sales

The adoption of electric vehicles (EVs) in Australia is accelerating. Projections indicate that EVs will make up 15-19% of all new vehicle sales by 2026. Since 2022, EV sales have surged by 150%, with the trend expected to continue well into 2025. According to the Electric Vehicle Council, 9.53% of all new cars sold in Australia were EVs in 2024, marking a 13% increase from 2023.

As the EV market continues to grow, so does the demand for EV charging infrastructure. Electricians will be needed to install charging stations in homes, commercial properties, and public spaces. In addition to standalone EV charger installations, electricians can offer integrated solutions, combining solar energy and battery storage systems with EV charging infrastructure. These bundled solutions help consumers save on electricity costs and contribute to a cleaner, more sustainable energy future.

### The Role of Electricians in Australia's Renewable Future

As Australia accelerates its renewable energy transition, electricians are at the forefront, from installing larger solar systems and integrating battery storage to electrifying homes. By staying ahead of these trends, electricians can continue to play an essential role in Australia's renewable energy landscape in 2025 and beyond.



As more households move towards electrification, electricians will be called upon to ensure the safe and efficient installation of the necessary infrastructure

**Middy's TechEnergy provides electricians with industry-leading products, training and support to help you stay ahead in the renewable energy sector ●**



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# FREE

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**Regulations & Safety Update**



**Dinner & Drinks**



**Comedian MC**



**Product of the Night**



**Prizes & Showbags**

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|              |                                   |
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| 7 May        | Hobart                            |
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| 19 June      | Northern Territory                |
| 6 August     | Queensland                        |
| 27 August    | Melbourne South East              |
| 17 September | Bendigo                           |
| 15 October   | Western Australia                 |
| 29 October   | South Australia                   |



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**DON'T RISK IT  
USE A LICENSED ELECTRICIAN**  
MIDDY'S

# Middy's EnergyTrust®: Helping Electricians Lead the Electrification Boom

Australia is moving towards full electrification, and electricians have a huge opportunity to grow their business by helping homes and businesses make the switch.



While solar has been a key focus for years, demand is now rising for batteries, energy-efficient appliances and EV charging and electricians need the right tools to stay ahead.

## That's Where EnergyTrust® Comes In

Exclusive to Middy's, EnergyTrust® is an all-in-one software platform designed for electricians and solar installers. It makes it easy to generate customised proposals for solar, battery storage, hot water, heating & cooling, cooking and EV chargers, all in one place.

With simple automation and clear visuals, Middy's EnergyTrust® helps electricians show customers the financial and environmental benefits of electrification in an easy-to-understand way. Whether quoting for a small home upgrade or a large commercial project, the platform ensures every proposal is professional and compelling.

## Why Use EnergyTrust®?

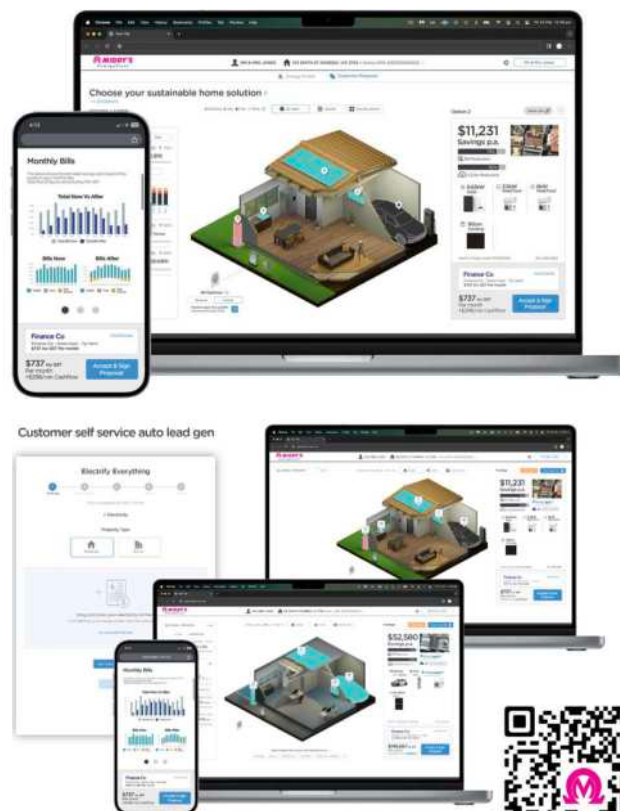
- **Win More Jobs** - Offer full electrification solutions, not just solar
- **Save Time** - Quickly create detailed proposals with automated calculations
- **Stand Out** - Show customers real cost savings and environmental benefits
- **Increase Revenue** - Grow faster by bundling solar, batteries and efficient appliances
- **Future-Proof Your Business** - Stay ahead in the growing electrification market

Electricians using EnergyTrust are already seeing 7.6 times faster growth by offering complete solutions instead of just solar.

## Want to Learn More?

If you want to see a demo, or find out more about Middy's EnergyTrust®, contact Middy's TechEnergy so we can help you maximise your business.

**Call 1800 Middys (1800 643 397) ●**



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# Insights from Industry Thought Leaders on Solar and Energy Storage



**CHRIS O'BRIEN**  
National Solar & Energy Storage Manager - Middy's  
(16 Years of Experience)

## What types of projects does your business specialise in?

Middy's support our customers to design, quote and deliver Solar PV and Battery Energy Storage for a range of projects from grid-tied systems on houses and buildings to off-grid systems on remote properties and farms. To provide this support we have an accredited SAA designer in-house, a sales proposal software platform called EnergyTrust® and a network of specialist branches that stock panels, inverters, racking, batteries and balance of system.

## Is there a specific project you are particularly proud of?

I take pride in supporting our customers across a wide range of projects but assisting with an Enphase system for Wagga Wagga Base Hospital was particularly rewarding. Equally fulfilling was working on an off-grid system in Torquay, where collaboration between Middy's, the installer, the property owner and manufacturers was key to designing a system that not only met the owner's needs today but would continue to perform well into the future.

## How do you stay informed about the latest technologies and regulations in solar and energy storage?

We work closely with manufacturers and installers, ensuring we are up to date on the latest advancements and regulatory changes. Maintaining strong relationships with key industry players allows us to receive firsthand insights on new technologies and compliance requirements. Additionally, we actively monitor industry publications, attend conferences and participate in training sessions hosted by manufacturers and regulatory bodies. This helps us stay ahead of emerging trends and ensures that we provide the most efficient and compliant solutions to our customers. By engaging with experts and staying informed, we can adapt to industry shifts and maintain a high level of expertise in solar and energy storage solutions.

## What opportunities does the electrification of Australia present to business?

As more homes and businesses move toward clean energy, the demand for integrated solar and battery solutions is set to rise. Programs like Rewiring Australia's Electrify 2515 Pilot demonstrate the growing shift from gas to efficient electric appliances, reducing emissions and lowering energy costs. For installers, this shift presents an opportunity to expand services by offering solutions such as heat pumps, electric cooking and EV chargers, providing customers with more efficient and sustainable energy options. By embracing this transition, we can support a cleaner energy future, help customers save on energy costs, and position our business for long-term growth in a rapidly evolving market.

## What advice would you give to electricians looking to transition into solar, energy storage and electrification?

Electricians who gain accreditation in solar, battery storage and EV charging can provide additional value to their customers while increasing revenue opportunities. Completing the CEC-accredited solar and battery storage courses, along with training in EV charger installations, is essential. With the energy transition accelerating, electricians who embrace these technologies will position themselves for long-term success.



**DES REITSEMA**  
General Manager - In Series Electrical and Solar  
(21 Years of Experience)

## What types of projects does your business specialise in?

At In Series, we specialise in a wide range of solar and energy storage solutions. We cater to various client needs, including residential, commercial, off-grid and hybrid systems. Given Tasmania's unique environment characterised by variable weather and remote locations, we focus on designing and installing robust, reliable systems that perform optimally in challenging conditions.

## Is there a specific project you are particularly proud of?

Yes, one that stands out involved a client who relied on off-grid solar power for critical medical equipment. Their previous system was undersized and unreliable, posing a serious risk to their health. We carefully assessed their needs and designed a new system, reusing existing components where possible while upgrading to a more robust inverter, increasing battery storage and implementing continuous monitoring. While not the largest or most complex project, knowing we provided a reliable, potentially life-saving energy solution was incredibly rewarding. This project exemplifies our commitment to our clients' safety and well-being.

## How do you stay informed about the latest technologies and regulations in solar and energy storage?

We stay actively engaged in the industry by attending major conferences and trade shows such as All Energy. These events provide valuable networking opportunities, insights into emerging technologies and updates on industry developments. We also utilise online resources and participate in ongoing training programs to enhance our team's expertise in system design and installation. Additionally, our strong partnerships with leading manufacturers give us direct access to the latest technologies and training opportunities ensuring we stay at the forefront of innovation.

## What opportunities does the electrification of Australia present to your business?

The electrification of Australia presents a major growth opportunity for our business. As demand for renewable energy, battery storage and smart technologies increases, we have the chance to expand our offerings and provide innovative solutions that meet the needs of our consumers. By adapting our services, investing in new technologies and staying ahead of industry trends, we can position ourselves as a trusted partner in this evolving energy landscape and play a key role in shaping a more sustainable future.

## What advice would you give to electricians looking to transition into solar, energy storage and electrification?

It's a smart move for electricians. By investing in education, gaining hands-on experience and staying up to date with the latest technologies, you can set yourself up for a successful and rewarding career in this growing field. While challenging, it is an incredibly fulfilling industry to work in, knowing you're contributing to a more sustainable energy future.

In the fast-evolving electrical industry, staying ahead is crucial. Our panel of experts with over 60 years of combined experience explore the future of Solar and Energy Storage projects, offering insights on electrification, technologies and emerging innovations. Their insights highlight key challenges, opportunities and actionable strategies for businesses to adapt to and use to succeed.



**JUSTIN LEWIS**  
Managing Director - Peak Energy Group  
(10 Years of Experience)

**What types of projects does your business specialise in?**

At Peak Energy Group, we specialise in solar solutions for homes and businesses. We design and install high-quality rooftop solar systems that help lower energy costs and reduce carbon footprints. Our expertise covers both grid-tied and hybrid systems, using the latest technology to maximise efficiency. We also provide custom battery storage solutions, giving our customers greater energy reliability and independence.

**Is there a specific project you are particularly proud of?**

Yes, our work with Elmwood Medical Centre. Our team designed and installed an efficient rooftop solar system that not only cut energy costs but also helped the centre meet its sustainability goals. With careful planning, we maximised energy output and delivered a reliable, cost-effective solution. Seeing everything come together so well was a great reminder of why we do what we do, helping businesses of all sizes achieve smarter, more sustainable energy solutions.

**What is the biggest challenge facing the industry?**

Regulation remains one of the biggest challenges in the solar and energy storage industry. While necessary for maintaining safety and quality standards, processes like CEC product approval times and evolving government policies can create delays and require businesses to stay agile. Navigating these changes demands continuous learning and adaptation, ensuring businesses remain compliant while delivering the best solutions to customers. By staying informed and proactive, businesses can turn regulatory challenges into opportunities for innovation and improved service, ultimately supporting the industry's long-term growth and success. Collaboration between industry leaders, policymakers and regulators will also be key in shaping a framework that balances progress with compliance.

**What opportunities does the electrification of Australia present to your business?**

As more homes and businesses move away from fossil fuels, the demand for solar and energy storage solutions is only growing. We're in a great position to help customers reduce their energy costs, gain more energy independence and take advantage of government incentives. With our expertise in solar and battery storage, we can support this transition while expanding our services and contributing to a cleaner, more sustainable future.

**What advice would you give to electricians looking to transition into solar, energy storage and electrification?**

Be ready for a competitive industry. It can be tough to stay profitable when up against low-cost companies that cut corners, but the key to success is focusing on quality and reliability. Building a strong reputation for excellent service will set you apart. Investing in ongoing training and staying up to date with industry standards and regulations is essential. While competing on price can be challenging, offering top-quality products, expert installation and great customer support will help you stand out and build a loyal client base.



**ALEX THOMPSON**  
Director - Thompson Electrical Solutions  
(20 Years of Experience)

**What types of projects does your business specialise in?**

We focus on both traditional electrical repairs and maintenance, as well as the renewables space with tailored solar and battery solutions. Our projects include residential and commercial solar, battery storage and full electrification upgrades. A big focus is helping homes and businesses get-off gas by installing solar, batteries, hot water heat pumps and efficient heating and cooling systems. Our work ranges from family homes, renovations, new builds and farm properties to commercial spaces like cafés, vet clinics, shop fit-outs and more.

**Is there a specific project you are particularly proud of?**

Yes, it involved a client looking to upgrade her entire home. We installed a solar system, hot water heat pump, ducted air conditioning and a pool heat pump, along with electrical repairs and a switchboard upgrade. She asked a lot of questions throughout the process, which I really liked - if I don't know something, I want to learn about it, research it and make sure the client feels confident in the system they're choosing. We're looking forward to seeing the impact these upgrades have on her energy bills and long-term sustainability.

**How do you stay informed about the latest technologies and regulations in solar and energy storage?**

It's a mix of supplier updates, industry training and keeping an eye on changes to rebates and compliance requirements. Regulations and incentives change all the time and directly impact what's possible for customers. I also attend industry events when I can to keep in touch with other tradies and professionals in the field. Sharing knowledge and staying connected with others helps us keep up with new technologies and make sure we're always offering the best solutions.

**What is the biggest challenge facing the industry?**

Staying updated on changes in rebates, incentives and compliance is essential, as these shifts impact project costs, timelines and customer options. Also, making sure customers have the right expectations - there's still a lot of misinformation about what solar and batteries can do. A big part of our job is education, helping people understand their system so they get the most out of it. From a technical side, the industry is changing fast, with new regulations and grid requirements. As more renewables are added, we have to keep adjusting how we install, integrate and monitor systems.

**What advice would you give to electricians looking to transition into solar, energy storage and electrification?**

Get hands-on experience and invest in proper training. Solar and energy storage aren't just about installing panels - there's a lot to understand with batteries, system design and compliance. Working with experienced professionals can help you avoid common mistakes and really get to know how these systems work. Above all, focus on quality and make sure your customers actually understand what they're getting. Do what you say you're going to do. A well-informed customer will invest in the right system for them and will see the long-term benefits.

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# Honouring Apprentices: Shaping the Future with Middy's 2024 Winners

The Middy's Apprentice of the Year Awards celebrate the exceptional achievements of apprentices and highlight their commitment to excellence in the electrical industry.

Winners receive prize money to invest in tools and further education, which can be redeemed through Middy's and recognised training providers, helping them advance their careers in the electrical industry.

Last year, the Apprentice of the Year Awards were announced on 25 October with 14 awards presented to outstanding apprentices. These included the prestigious Hugh Middendorp Award for one recipient, who received a \$5,000 cash card, Runner Up Awards for two apprentices, each receiving a \$1,000 cash card, and Regional Winner Awards, with 14 apprentices awarded \$500 cash cards each.

Amongst the talented winners, we caught up with two to hear about their apprenticeship journeys and the advice they have for those considering undertaking an apprenticeship.

## Evangelos Efthimiadis - \$5000 Hugh Middendorp Apprentice of the Year Winner

*Bell Electrical Contractors, Middy's Moorabbin, VIC*

Evangelos Efthimiadis is a fourth-year apprentice at Bell Electrical Contractors. He began his apprenticeship in 2021 as a mature-aged apprentice, seeking stability after uncertainty in his previous industry. With no prior experience in the electrical trade, he learned from skilled electricians at Bell Electrical and developed a strong passion for the work. Evangelos finds the most rewarding part of his apprenticeship to be mastering trade-specific skills and building confidence in both theory and hands-on applications. He values the challenge of progressing from a beginner to someone who can confidently approach complex tasks alongside experienced tradespeople.

His advice to those considering an apprenticeship is to 'go for it' - take full advantage of the opportunity to learn from qualified professionals while also pushing yourself to go above and beyond in your personal development. He believes that success in the trade comes from a strong work ethic and a willingness to continuously improve.

## Mia Gelbert - \$1000 Runner Up

*Blackwood Electrics, Middy's Lilydale, VIC*

Mia Gelbert is currently in the third year of her apprenticeship and has always had a passion for hands-on learning. The idea of gaining practical experience while expanding her skill set is what initially attracted her to the apprenticeship path. Her favourite aspect of being an apprentice is the constant opportunity to learn and develop, with each milestone showing her clear progress. When asked about her advice for future apprentices, Mia encourages them to embrace the challenge. "It can be daunting, but it's an incredible opportunity for growth that you won't often find in other roles. Ask plenty of questions, everyone has to start somewhere."

She first discovered Middy's Apprentice Program through her home branch, Middy's Lilydale, and found the application process to be straightforward and welcoming. Being named a finalist in the Middy's Apprentice of the Year Awards was a rewarding experience for Mia, providing well-deserved recognition for her dedication and hard work throughout her apprenticeship.

**It can be daunting, but it's an incredible opportunity for growth that you won't often find in other roles. Ask plenty of questions, everyone has to start somewhere.**

*Mia Gelbert - \$1000 Runner Up  
Blackwood Electrics,  
Middy's Lilydale, VIC*



L-R: Middy's Moorabbin Branch Manager, Ben Bartlett with Middy's Apprentice of the Year Winner Evangelos Efthimiadis from Bell Electrical Contractors



L-R: Middy's Lilydale Branch Manager, Andrew Pargeter with Runner Up Mia Gelbert from Blackwood Electrics

Congratulations to all the winners of the 2024 Middy's Apprentice of the Year Awards and a big thank you to everyone who applied. We look forward to celebrating even more talented apprentices at this year's awards.

Be sure to register for Middy's Apprentice Program to stay updated on when applications open ●



**MIDDY'S AOTY AWARDS**

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# Middy's Apprentice Program

Start your career on the right foot with the Middy's Apprentice Program.

**FREE  
TO JOIN**



Middy's now offer apprentices even more with our Apprentice Program.

If you're an apprentice, join the Middy's Apprentice Program for access to training courses with Middy's Academy, special prices on our range of quality tools and products as well as other exclusive benefits you need to help grow your career.

## **Middy's Academy Training**

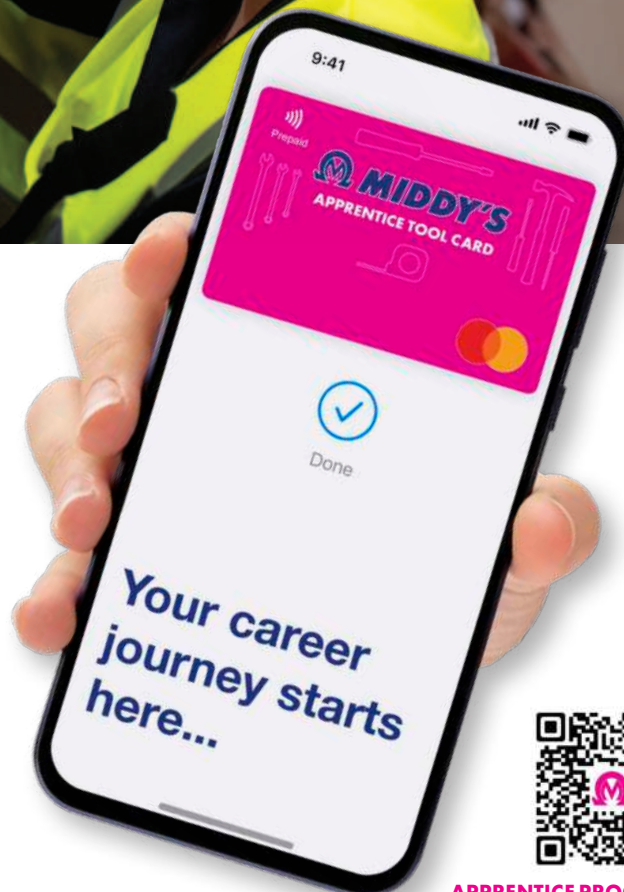
Stay ahead of new products and technology with Middy's Academy Training. Plus, score invites to local training events for hands on experience to give you the upper hand in mastering your skills.

## **Discounts on Tools**

Deck out your tool kit on the go with 5% off all tools when you're part of Middy's Apprentice Program. Simply show your membership card in branch to receive an automatic discount applied to your purchase.

## **Exclusive Benefits**

Discover the perks of joining Middy's Apprentice Program by scoring exclusive invites to Middy's events, a FREE tool and \$10 credit loaded onto your Apprentice Digital Tool Card to spend anywhere that accepts EFTPOS. All yours when you sign up to the Middy's Apprentice Program ●



**APPRENTICE PROGRAM**

Join today  
[middys.com.au/apprenticeprogram](http://middys.com.au/apprenticeprogram)



## CREATING A HEALTHIER HOME

The Ventair Airbus DC and Heatforce DC ranges efficiently remove humid air and keeps your home mould-free, using selectable 24/7 continuous and timed mould reduction technology.

DC technology offers energy efficiency and low noise levels, making them cost efficient and quiet, paired with reliable performance and easy installation. Enhancing airflow for a drier, healthier home has never been easier.

## AIRBUS<sup>DC</sup>

24/7 HEALTHY VENTILATION



**Airbus DC 200 White Round**  
PVPXDC200WHRDR  
**\$129.95**+GST

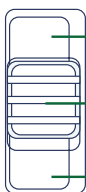
**Airbus DC 200 White Square**  
PVPXDC200WHSQR  
**\$129.95**+GST

**Airbus DC 250 White Round**  
PVPXDC250WHRDR  
**\$170.00**+GST

**Airbus DC 250 White Square**  
PVPXDC250WHSQR  
**\$170.00**+GST

### SELECTABLE SWITCH

Built into all Airbus DC and Heatforce DC models, with advanced Mould Reduction Technology for a healthier home and environment.



**Standard**  
Simply turn on or off as required



**24/7 Continuous Trickle Extraction**  
Creates a healthier living environment by encouraging constant air change



**10 minute Run On Timer**  
Continues to operate for 10 minutes after leaving the room

## HEATFORCE DC & HEATFORCE DC BOOST



**Heatforce DC 3-in-1 | White**  
HEA2W  
**\$195.00**+GST



**Heatforce Boost DC 3-in-1 | White**  
HEA2W-B  
**\$199.00**+GST

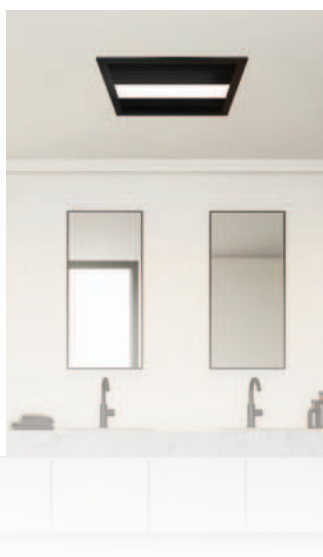
**Heatforce DC 3-in-1 | White**  
HEA4W  
**\$205.00**+GST

**Heatforce Boost DC 3-in-1 | White**  
HEA4W-B  
**\$224.95**+GST

## SAHARA 4 IN 1 BATHROOM UNIT

- High performance bathroom unit with integrated fan, fan heater, LED Light and exhaust
- Heat function creates a comfortable and warm environment
- Cooling function is perfect for warmer climates
- High air extraction ideal to control steam and moisture
- Premium 20 watt LED Light panel with high lumen output
- 5 year warranty

Available in White or Black: SAH31WH/BL **\$455.00**+GST



### Sunburst Mini 2000w

Ideal for larger outdoor areas  
SUNB2000BL

**\$169.95**+GST

**Klein 2 3-in-1 | White**  
H2W

**\$99.95**+GST

**Klein 4 3-in-1 | White**  
H4W

**\$129.95**+GST

**Myka 2 3-in-1 | White**  
M2HDLXWH

**\$140.00**+GST

**Myka 4 3-in-1 | White**  
M4HDLXWH

**\$165.00**+GST



All lifestyle imagery, product and selectable switch is all for reference purposes only, can be subject to change.



AIRBUS

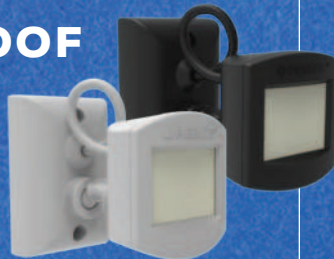


HEATFORCE

VIEW RANGE

## ECOSET WEATHERPROOF SENSOR

- Motion / light detection radius of 110° and 2m-18m with a manual override function.
- Adjustable sensor sensitivity, ambient light level and delay time options.



**IP66**  
Ingress  
Protection  
Rating



**Ta50°C**  
Operational  
Temperature  
Rating



**5 Year**  
Warranty



**VIEW RANGE**

## PIERLUX SECURITY LIGHT

- Available in black or white with either twin or single adjustable spotlights.
- Removable/replaceable sensor with adjustable sensitivity, time and ambient lux level.



**COLOURSELECT**



**IP54**  
Ingress  
Protection  
Rating



**54,000hr**  
(L70) Lifetime



**5 Year**  
Warranty



**VIEW RANGE**

## MIDDY'S ECO LED BATTEN GEN4

- Steel body with opalised diffuser and insect proof sealed LED module.
- Quick release clips and removable connectors for easy installation.
- Available in:  
**MECOLED40CSLSG4** 1200mm,  
20W/25W/30W/36W &  
4000K/5000K/6500K.



**COLOURSELECT**

**LUMENSELECT**



**IP20**  
Ingress  
Protection  
Rating



**Ta40°C**  
Operational  
Temperature  
Rating



**54,000hr**  
Lifetime



**5 Year**  
Warranty

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**PIERLITE.COM.AU**

# A Legacy of Dedication: The Ellis Family at Middy's

At Middy's we take immense pride in celebrating the people who have shaped our company through their loyalty, dedication and hard work.

Few stories exemplify this better than the remarkable careers of Mick and Chris Ellis, a father and son duo whose combined service at Middy's spans nearly eight decades.

## Mick Ellis: A Career of Commitment and Leadership

Mick Ellis first joined Middy's on November 7, 1970, beginning his journey at our Blackburn branch. Over the next decade, he worked across various roles, gaining extensive industry experience and a deep understanding of the electrical supply business before briefly stepping away to explore an external role as a supplier. However, a chance meeting with Mr. Hugh Middendorp led Mick back to Middy's in November 1983, this time as Manager at Middy's Oakleigh.

In 1986, Mick took on what would become his most enduring role, Branch Manager at Middy's Horsham. For nearly 30 years, he led the branch with unwavering commitment, transforming it into a thriving hub for the local electrical industry. Under his guidance, the branch flourished, thanks to his ability to build strong relationships, provide expert advice and foster a welcoming environment.

Mick's dry sense of humour, quick wit and renowned hospitality made him a beloved figure, both within Middy's and the broader community. His leadership style wasn't just about business; it was about people. Ensuring that staff, customers and suppliers felt valued and supported.

After an incredible 40 years of service, Mick announced his retirement in March 2014. His contributions to Middy's remain immeasurable, and while his presence has been deeply missed, his legacy lives on as he passed the torch to his son, Chris Ellis.

## Chris Ellis: Continuing the Family Legacy

Following in his father's footsteps, Chris Ellis joined Middy's on October 19, 1994, starting as a Storeperson/Driver at Middy's Horsham. In 2003, Chris took on the role of Sales Representative. He played a pivotal role in introducing local contractors to solar training and licensing, actively driving sales in energy-efficient lighting under the VEET scheme, and pioneering the adoption of CCTV and security products. His work ethic, customer-focused approach and willingness to explore new technology markets set him apart.

For nine years, Chris travelled vast distances across the Wimmera region and all the way to the South Australian border, building strong customer relationships and championing innovative solutions. His outstanding contributions earned him the role of Branch Manager in 2014, following Mick's retirement.

As Branch Manager, Chris has continued to grow the business, overseeing the branch's relocation and ensuring its continued success. His leadership, industry expertise, and dedication to excellence mirror the values of his father.



L-R: Nick Collins (Middy's CEO), Chris Ellis (Middy's Horsham Branch Manager), Pat Keating (Middy's Regional Sales Manager, Western Country VIC)



L-R: Chris & Mick Ellis



Chris Ellis at work at Middy's Horsham

## Celebrating 30 Years of Chris Ellis at Middy's

In 2024, Chris marked another incredible milestone as he celebrates 30 years of service with Middy's.

On behalf of the Directors and Staff of the Middendorp Group of Companies, we extend our heartfelt gratitude to Chris for his unwavering dedication, leadership and commitment to our company's success.

The Ellis family's story is a testament to the values of hard work, loyalty and passion. From Mick's four decades of service to Chris' ongoing leadership, their contributions have helped shape Middy's Horsham into what it is today. We wish Chris, his wife Alisha and children Chelsea and Ben all the best for the future and look forward to many more successful years ahead ●



## Sparky Spotlight

**Matt Grinter**  
Director - Murray River Electrical

### What types of solar and energy storage projects does your business specialise in?

We specialise in solar PV systems and battery storage for mostly residential homes, including both new builds and existing properties. Our focus is on providing efficient, reliable energy solutions that help homeowners reduce their electricity costs.

### What is the most rewarding part of being an accredited solar and energy storage installer?

Knowing that we're helping our customers take control of their energy usage and in turn reduce their power bills. Every system we install not only benefits the homeowner or business but also contributes to cleaner energy.

### Is there a specific project that you are particularly proud of?

We're proud of all the work we do, as every project is unique and tailored to each client's needs.

### How are you preparing for the electrification of Australia?

We're staying ahead by keeping up with the latest advancements in technology, battery storage and energy-efficient systems. As more homes transition to all electric living, we focus on designing solar and storage setups that support higher energy demands while maximising efficiency and cost savings for our customers.

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

We expect to see a big push towards energy independence with more and more homes installing solar PV systems and battery storage. We expect that the advancements in technology will make renewable energy more efficient and accessible. In addition, we hope the Government have stronger incentives to make it more affordable for every day Australians, to support the shift towards electrification.

### What are your interests and hobbies outside of work?

Most weekends are spent with family, whether it's going out on the boat, bike rides or watching local football/netball.

### What is the coolest experience you've had?

Becoming a dad ●



## Staff Spotlight

**Lucas Ramsay**  
BDM - EnergyTrust/Electrification

Lucas joined Middy's a year ago as the Business Development Manager (BDM) for EnergyTrust and Electrification. In this role, he plays a pivotal part in training and onboarding new users to the EnergyTrust software platform, helping electricians unlock the full potential of their businesses. One of Lucas' key highlights has been witnessing installers experience the 'ah-ha' moment when they realise the significant value of integrating energy storage, hot water heat pumps and EV chargers into what initially appeared to be a straightforward solar installation.

Lucas was drawn to Middy's by the opportunity to work directly with solar and energy storage installers, providing tools and services that enhance quoting efficiency, expand market reach and drive increased revenue. Middy's long-standing family values and rich history as an independent, Australian-owned business further solidified his decision to join the team.

With a background in Fast Moving Consumer Goods (FMCG), Lucas has experience across multiple retail channels, including Petrol & Convenience and large Supermarkets. He also held national sales management roles within the B2B sector, bringing a diverse skill set to his current position.

Passionate about renewable energy, Lucas' personal goal is to cultivate stronger collaboration between electricians, wholesalers and manufacturers to drive greater consumer adoption of electrification solutions. His forward-thinking approach aligns with Middy's mission to lead the market in smart and sustainable energy solutions.

Outside of work, Lucas enjoys following Formula 1, road cycling and watching amateur basketball. Among his most memorable experiences is flying a light aircraft over Melbourne's southeastern suburbs. Lucas also counts climbing the Great Wall of China without the aid of tour guides or translators as one of his greatest personal achievements.

Lucas continues to play a crucial role in shaping Middy's renewable energy initiatives, supporting installers and businesses as they transition towards smarter, more sustainable energy solutions. We look forward to seeing his ongoing growth within our team ●

## PRODUCT NEWS

The latest selection of products and essentials to help you stay ahead in the fast-evolving electrical industry, as recommended by Middy's category experts.



### BONDI TWIN FLOOD SENSOR

Twin Led Architectural Wall Luminaires  
2 x 4W, 3-4-6K, IP65  
Product Code: SYASES7124TC/BK

**\$117.50**+GST



### RENELITE FLOODLIGHT

40/50W, IP66, IK07, 3-4-5K,  
4600-5750lm, 110°  
Product Code: OMERENFLW-5040

**\$68.50**+GST



### BENDIGO LED BUNKER LIGHT

15W, 3-4-57K, IP54, IK06, Black  
Product Code: SYASL7273TC/BK

**\$24.45**+GST



### MYKA 3-IN-1

2 Light Slimline 3 in 1 Bathroom Heater,  
Exhaust Fan & Light, White  
Product Code: VNAM2HDLXWH

**\$140.00**+GST



### LED WEATHERPROOF BATTEN

BWP ECO LED Weatherproof Batten,  
Gen 2, Colour Select  
Product Code: PIEBWPECO404ECSLS

**\$67.50**+GST



### CADDY TELESCOPING CEILING FAN BRACKET

406-605mm, Perfect for mounting  
ceiling fans between joists  
Product Code: CABTCB

**\$17.15**+GST

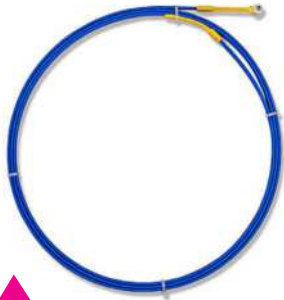


### BATTERY HEAT GUN

288°C & 532°C, 18V  
with Battery Adaptor  
Product Code: WATWATHGBAT

**\$99.00**+GST

**Wattmaster**  
THE BRAND ELECTRICIANS RELY ON



### CABLE PULL THROUGH

Blue Tongue Length 4m  
Product Code: WATELMF-4

**\$105.00**+GST

**Wattmaster**  
THE BRAND ELECTRICIANS RELY ON



### EVSE ADAPTOR TEST MODE

EVSE Adaptor Test Mode 3 AC  
Product Code: MAJMT290

**\$626.74**+GST

**MAJOR  
TECH**

### HEAT LAMP

Replacement 275W  
Heater Globe, 183mm  
Product Code: VNAVHL275

**\$14.85**+GST

**ventair**  
THE AIR MOVEMENT SPECIALISTS



### SCOUT® PRO MAX NETWORK CABLE TESTER

Comes with Remote Set  
Product Code: WATVDV501-770

**\$850.00**+GST

**KLEIN  
TOOLS**



### THETA MOTION SENSOR

PIR Outdoor 3 Wire  
Product Code: THTMSPRO

**\$55.00**+GST

**Theta**



### EV CHARGING CABLES

Type 2 to Type 2, 32A, Single Phase 7m  
7kW - Product Code: EVUOC-CHC003-7M

**\$296.00**+GST

22kW - Product Code: EVUOC-CHC004-7M

**\$335.00**+GST

**EVSE**  
COM.AU



### SHOP ONLINE

Products available online &  
at your local Middy's branch  
[middys.com.au/van](http://middys.com.au/van)



### JOIN TODAY

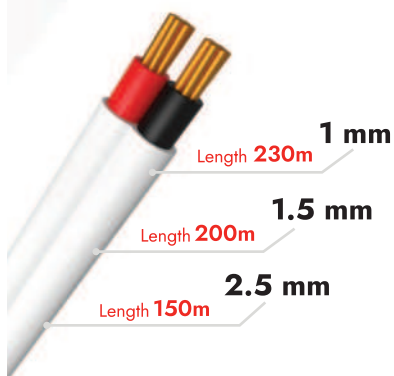
Get a discount on tools when you join  
Middy's Apprentice Program  
[middys.com.au/apprenticeprogram](http://middys.com.au/apprenticeprogram)

**Nexans**

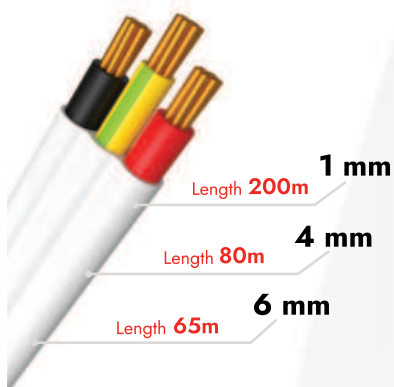
**The wheel reinvented  
+ expanded.**

**Available in 7  
more cables.**

**2C FLAT WHITE**



**2C&E FLAT WHITE**



**3C&E FLAT BLUE**



**VIEW RANGE**

**MOBIWAY™  
BOOST**



# Brightening Stonemans Village IGA with Modern Lighting Solutions

Client: Stonemans Village IGA + Liquor, Strath Village Shopping Centre

Middy's Partner: Tony Turnbull, Middy's Lighting Specialist



L-R: Tony Turnbull, Paul Dixons, Stonemans Village IGA store manager

Stonemans Holdings Pty Ltd took on a major redevelopment project to transform a long-vacant supermarket into a state-of-the-art IGA + Liquor. With a complete gutting of the building, they needed a full electrical rewiring from the ground up.

Dixons Electrical Pty Ltd was engaged by Matt O'Toole from MXO Contracting to handle the entire electrical installation. The project required new mains cables, CT metering, switchboards for lighting and power, mechanical services and refrigeration.

With the ceiling removed to achieve a modern, warehouse-style aesthetic, a high-quality lighting solution was critical. That's where Middy's Lighting came in. Paul Dixon from Dixons Electrical reached out to Tony Turnbull, Middy's Lighting Specialist, to design a custom lighting solution that would complement the store's sleek, modern look while ensuring full compliance with exit and emergency lighting regulations. Paul and his team, including Will Pollard, Shane Harnden and Neil Mathews, used precision laser measurements to ensure the track lighting was perfectly aligned.



## Key Features of the Project:

- Advanced LED trunking and track lighting from Zumtobel
- Commercial lighting design
- Data cabling, switchboards, cable trays and mains cabling
- Clevertronics Emergency lighting designed for full compliance
- Customised electrical system tailored to the store's layout
- Middy's TechEnergy solutions integrated for optimal efficiency

Since completing this project, Dixons Electrical has merged with Holloway Air to form Holloway Air & Electrical, continuing to provide expert electrical solutions while maintaining a strong partnership with Middy's Bendigo. Thanks to the expertise and collaboration between Holloway Air & Electrical and Middy's, Stonemans Village IGA now stands as a shining example of modern supermarket design and energy efficiency.

**This project proves how the right lighting and electrical solutions can make all the difference. For commercial lighting projects and sales support please call our TechEnergy Team on 1800 Middys (1800 643 397)**



**THE LOCATION:**  
STONEMANS VILLAGE IGA

## PROJECT OUTCOMES

- ▶ A modern, well-lit supermarket that serves the local community with a welcoming shopping experience
- ▶ The lighting design enhances visibility and creates a bright, inviting atmosphere for customers



*I was one of the very first contractors to sign up with the Middy's Bendigo branch when it opened in 2015 and I've benefited from their 'Offering You More' and TechEnergy services ever since. When this IGA project came up, I knew Middy's would be a key partner.*

*With the expertise of Tony Turnbull and the team at Middy's Lighting, we designed a fit-for-purpose, yet sleek and modern supermarket with energy-efficient lighting that illuminates the shelves perfectly. Tony also ensured compliance with emergency lighting standards, making the entire process seamless.*

**- Paul Dixon, Holloway Air & Electrical**

# Middy's Community Snapshot



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



Lovin' the international support from Callum (Callum Donald Electrical) in Edinburgh, Scotland over the Christmas break



Gracie the dog is so loyal, if she were a sparky she'd shop at Middy's



Celebrating some of the amazing women who help power Middy's every day on International Women's Day



Young Matthew's pretty happy with his Middy's Summer Beach Ball



Only in Australia! Spotted some unexpected visitors outside Middy's Stawell



TAFE NSW Leeton lights up with a Middy's Fit-Off Challenge



Middy's goes global, spotted in beautiful Venice, Jon from Every Service Electrical



VIP guests got an exclusive behind the scenes experience seeing the Pink Camaro in all its glory



Middy's Lilydale welcomed students from Ranges TEC for a fantastic day of learning & hands-on experience

Follow @middyselectrical on:



Have some interesting Middy's related pics? Email us at: [hello@middys.com.au](mailto:hello@middys.com.au)

# Middy's Steps Up for BCNA at Carman's Fun Run

Partners in pink, demonstrating our support for BCNA and all Australians diagnosed with breast cancer



L-R: David Gameau, Helen Papanotas, Jennifer Schmutter, Robyn Pretty, Suzie Withers, George Nehme

On Sunday 16 February 2025, Middy's was proud to support the Carman's Fun Run, raising funds and awareness for Breast Cancer Network Australia (BCNA). Held at Elsternwick Park in Brighton Victoria, the event saw over 8,000 runners and walkers hit the pavement, united in pink to take on the half-marathon, 10km or 5km course in support of Australians affected by breast cancer.

Despite Melbourne delivering all four seasons in a single day, including a burst of hail, nothing could dampen the enthusiasm of participants and volunteers. The community spirit was strong, and the energy remained high throughout the day.

From 6.30 am, the Middy's team was on-site, hosting the event BBQ and keeping runners, supporters and volunteers well-fed. Braving the cold, wet and windy conditions, the team pulled together to ensure everyone enjoyed a well-earned bite, with the Middy's marquee, umbrellas and BBQs proving invaluable during the downpours.

The 2025 Carman's Fun Run was a massive success, raising an impressive \$356,000 to support BCNA's incredible work. Middy's was honoured to contribute \$3,800 to the fundraising efforts through hosting the BBQ and donating a raffle prize. The event also featured key partners such as Red Energy, which set up a chill-out zone and Opal, which supported the Mini Field of Women tribute.

As we reflect on this inspiring event, we're already looking forward to doing it all again next year. The Carman's Fun Run is more than just a race - it's a powerful show of solidarity and support for those affected by breast cancer. Thank you to everyone who participated, donated and cheered from the sidelines.

**Events like this remind us of what truly matters, supporting each other, raising awareness and making a real difference in the community.**

*Helen Papanotas,  
Administration & Customer Support  
Officer, Middy's NBSC*

"The event was fantastic, and despite the unpredictable weather, I'm incredibly proud of the Middy's team for coming together to run a great BBQ and even take part in the walk. BCNA events like this remind us of what truly matters, supporting each other, raising awareness, and making a real difference in the community." - Helen Papanotas, Administration & Customer Support Officer, Middy's NBSC

"A heartfelt thank you to the Middy's team for their generosity and incredible community spirit, which shone through at Carman's Fun Run 2025. We were so proud to have our partners in pink beside us, demonstrating their support for the BCNA Network and all Australians diagnosed with breast cancer." - Sue Clohesy, Corporate Partnerships Manager, BCNA



# Renelite®

## High Bays & Floodlights

Quality industrial lighting solutions for all occasions.

### Renelite® PRO

HBT100200-160

Renelite Pro Models:  
HBT100200-160,  
HBT80120-160



HBS100-140

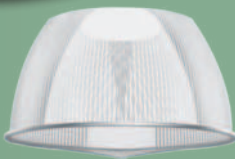
### Renelite®

Renelite High Bay Models:  
HBS100-140, HBS120-140,  
HBS150-140, HBS200-140



### High Bays Key Features

- IP65
- Multi power selection (Pro only)
- CCT adjustable: 3000K, 4000K, 5000K (Pro only)
- Accessories: Sensor (Pro only), Reflector Dome



### Renelite® PRO

Renelite Pro Models:  
FLW10060,  
FLW200120,  
FLW300180



FLW-200120

### Renelite® FLARE

Renelite Flare Models:  
FLW-3020,  
FLW-5040



FLW-3020

### Floodlights Key Features

- IP66
- Low Wattage (Flare only)
- Multi power selection: 3PS (Pro), 2PS (Flare)
- CCT adjustable: 3000K, 4000K, 5000K
- Accessories: Sensor or Corner Bracket (Flare only)



# Theta

## Motion Sensors

Comprehensive range enhancing security & safety.



RENELITE



THETA  
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**THEST48**

2 in 1 mounting options



**THEST45A**



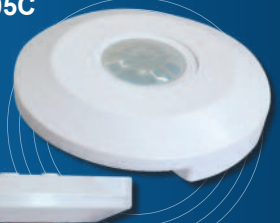
**THEST40A**

Mini Sensor



**THEST05C**

UFO



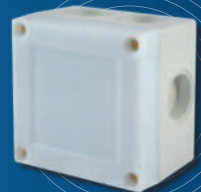
**THEST09. THEST09BK**

Eye Ball



**THEST321**

Sunset Switch



**THEMSPRO  
THEMSPRO-BK**

3 Wire PIR Sensor



Outdoor Use



Indoor Use



Motion Sensitivity



Movable Parts



Time Delay



Light Output



Colour Options



5 Years Warranty



**THEST67B  
THEST67B-BK**

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# Middy's SMARTspec is a Must Have for Electrical Contractors and Builders

Middy's SMARTspec is transforming the way electrical contractors and builders design, select and sell residential electrical and home technology products.



Middy's SMARTspec is the latest innovation in building design software and is available exclusively to Middy's customers

As Middy's premier residential offer, SMARTspec simplifies electrical design and selection, allowing users to create professional, polished designs that impress clients and helps maximise sales.

By streamlining decision-making and enhancing operational efficiency, SMARTspec opens new revenue opportunities, helping contractors and builders increase sales while delivering an elevated customer experience.

## Key Benefits of SMARTspec

**Freedom of Choice:** From its down lights to switches, SMARTspec offers a wide range of products, allowing you to choose the best options for your residential projects without being tied to a single brand.

**Extensive Product Range:** The platform is tailored to suit your business needs, providing a comprehensive catalogue of products with installed price points for easy integration into your quotes.

**User Friendly Interface:** SMARTspec's intuitive design is simple to navigate, saving valuable time and making the process more efficient.

**Professional Grade Presentations:** Impress clients with high-quality, polished design plans, bill of materials and quotes, presenting your work with a professional touch.

**Powerful Reporting Tools:** Track, analyse and optimise project efficiency with detailed reports, helping you make informed decisions and improve project outcomes.

While Middy's SMARTspec was initially created to streamline product sales, it also addresses key industry challenges, eliminating hand-marked plans, manual take-offs and complex quotations. This all-in-one solution provides a streamlined workflow, helping contractors work smarter, not harder.

## See SMARTspec in Action

To learn how Middy's SMARTspec can transform your business, email our team at [team@middyssmartspec.com.au](mailto:team@middyssmartspec.com.au) or call us today on **1800 Middys (1800 643 397)** ●



**MIDDY'S SMARTSPEC**

Learn More  
[middy.com.au/smartspec](http://middy.com.au/smartspec)

SINCE 1998



# WAVE S9065TC/MP/S WITH SENSOR CONTROL

- Poly covered aluminium body.
- Opal polycarbonate diffuser.
- Integral multi-power (3/6/9 watt) non-dimmable LED driver, with flex and plug.
- Microwave sensor adjustments - 5sec/90sec/5min/30min, daylight threshold 30 lux, detection distances Ø 8M @ 2.4hm, manual override function.
- Deco ring options - Satin Nickel (S9065SN/RING), Black (S9065BK/RING).

## TC SELECTABLE COLOUR

WARM WHITE  
**3000K**

COOL WHITE  
**4000K**

DAYLIGHT  
**5700K**

## MULTI POWER



VIEW RANGE



sal.net.au

# Bryce Fullwood and Middy's Racing: Pushing Forward in the 2025 Supercars Championship



Let's keep cheering on Bryce Fullwood and Middy's Racing and make 2025 a year to remember.



As the 2025 Supercars Championship unfolds, Middy's is proud to continue our partnership with Brad Jones Racing (BJR) and support Bryce Fullwood behind the wheel of the striking Middy's Racing Car 14.

With the season well underway, Bryce has been showcasing his skill, determination and competitive edge on some of Australia's most challenging tracks.

Building on the momentum of 2024, Bryce showcased consistent performance and resilience. A highlight of the year was his impressive third-place finish at the Tasmania SuperSprint, marking his second career podium and first since 2020. Throughout the season, Bryce also achieved multiple top-10 finishes, underscoring his competitive spirit and dedication to excellence.

His strong performances so far in 2025 have reinforced his place as a serious contender, and we're excited to see what's still to come as the championship progresses.

Earlier this year, we unveiled the bold new Middy's Racing livery, a design that has turned heads both on and off the track. This fresh look reflects our ongoing commitment to innovation and excellence, just as Bryce and the BJR team continue to push for top results.

From the Directors, staff, and the entire Middy's Electrical family, we extend our best wishes to Bryce, the BJR team and everyone involved in this exciting journey. Your passion and dedication inspire us all, and we are proud to support you as you prepare for the challenges and triumphs that lie ahead in the 2025 Supercars Championship ●

## SEE MIDDY'S RACING CAR 14 IN ACTION

20-22 June

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# Celebrating Excellence: Apprentice of the Year Award at Malady Electrical

Honouring a legacy with an outstanding achievement.



L-R: Ashton Kimm (Malady Apprentice), Daniel Quaife (Bailey's dad), Jenny Quaife (Bailey's mum) & Tony Malady (owner of Malady Electrical)

Each year, the Apprentice of the Year Award serves as a cornerstone event for owner Tony Malady and his team at Malady Electrical, recognising the outstanding abilities of an apprentice who has demonstrated exceptional growth and skill within the electrical industry. This special recognition, sponsored by Middy's, has become a moment of reflection, celebration and remembrance.

## Honoring a Legacy

The event, held annually in December, has been a tribute to the memory of Bailey Quaife, a dedicated fourth-year apprentice at Malady Electrical who tragically passed away in the same month he was due to complete his apprenticeship. For the past four years, the Apprentice of the Year Award has been held in his honour, ensuring that Bailey's legacy of hard work and passion for the trade lives on. His parents, Jenny and Daniel Quaife, helped present the award, a heartfelt reminder of Bailey's contributions and the lasting impact he had on those around him.

The 2024 ceremony took place on December 4th at the Malady Electrical workshop in Warragul. This event was attended by the 22-strong team at Malady Electrical, including administrative staff, tradespeople and apprentices. Representatives from Middy's also joined the celebration, along with Bailey's family, to commemorate the evening and present the award.



Jenny Quaife helped present the award, a heartfelt reminder of Bailey's contributions and the lasting impact he had on those around him

## A Standout Achievement

The 2024 award was presented to Ashton Kimm, a Malady Electrical apprentice who demonstrated excellent problem-solving abilities, reliability and professionalism throughout the year. His technical knowledge and ability to handle complex tasks made him the ideal candidate for this prestigious award. Ashton was presented with a framed certificate and a \$500 tool voucher, sponsored by Middy's. A plaque with Ashton's name will also be displayed at Malady's premises, serving as a permanent reminder of the talented individuals who have earned this recognition.

## Looking Forward

As Malady Electrical looks to the future, the Apprentice of the Year Award remains a key event, combining a celebration of talent with a tribute to Bailey Quaife's enduring legacy. It's a reminder to all apprentices that their hard work and commitment to excellence will not go unnoticed, and that they are part of a larger community that values the traditions and high standards of the electrical industry.

The team at Malady Electrical looks forward to continuing this important tradition, with hopes of inspiring more apprentices to excel and strive towards excellence each year ●



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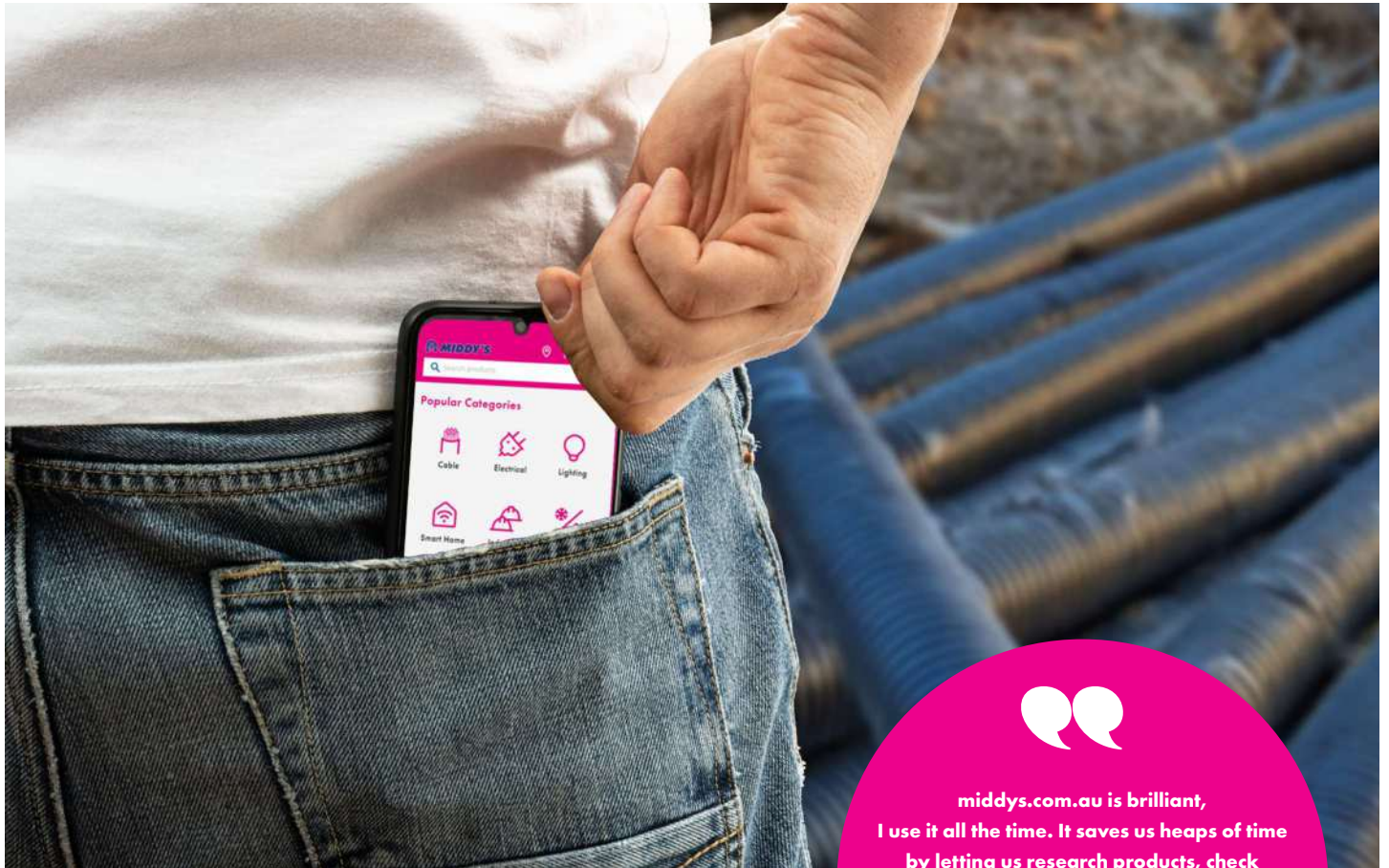
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- Mark Henderson,  
Brock Henderson Electrical  
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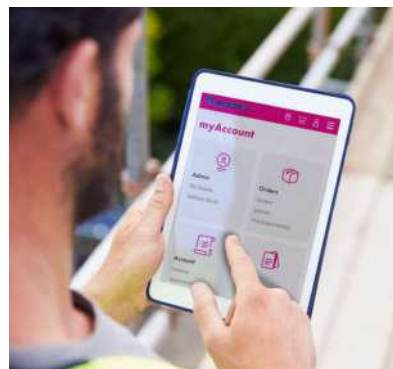
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Entries close 30 June 2025. 3 x Middy's \$50 Gift Cards to be won. Winners randomly drawn. First 3 x correct entries drawn win. Winners will be notified by email early July and can collect prize from their local Middy's branch.



# Middy's TechEnergy Offering

From emerging technologies to electrification, Middy's provides the knowledge, expertise and resources to support your project needs.



L-R: Troy Kenward, Tyson Gillespie, Grenville Huggett, Helen Papanotas, Darren Emslie, Matt Young, Jack King, Richard Searles, Lucas Ramsay & Chris Caetano from the Middy's TechEnergy team

## Our Team

Backed by extensive product and application experience, the Middy's TechEnergy team offers expert support in designing, quoting and commissioning projects. We ensure compliance with industry standards and deliver solutions of the highest quality.

## What our customers are saying

Having worked on numerous High Physical Disability Accommodation projects, we've had the privilege of collaborating with Ray Van Vuuren and the Middy's TechEnergy team. Ray's expertise in delivering bespoke, high-end solutions combined with quality products and innovative designs sets Middy's TechEnergy apart as a leader in the field. Ray's unwavering support throughout every stage of our projects has been invaluable. It's a testament to Middy's dedication and skill that we've been able to achieve outstanding outcomes for our clients. Working with Ray and the Middy's TechEnergy team has been an absolute pleasure.

- Phil Anderson, Electrical Project Manager

## Core Markets & Focus Categories



### Energy

- Solar PV
- Battery Energy Storage
- Residential Electrification
- Electric Vehicle Chargers



### Data Communications

- Structured Cabling
- Racks & Cabinets
- UPS & Power Rails
- Active Equipment



### Security

- CCTV
- Alarms
- Intercoms
- Access Control



### Automation & Control

- Cabled
- Wireless
- Voice Control



### Audio

- Speakers
- Soundbars
- Home Theatre

## Middy's Smart Centre

Looking to explore new products or solutions? Middy's Smart Centres provide a hands-on experience with the latest technologies in a fully interactive environment. Whether in person or virtual, our guided tours led by subject matter experts, offer valuable insights into your areas of interest.

Book a Smart Centre appointment for you or your customers today.

**At Middy's... our showroom is your showroom.**

## Get in Touch

Whether you're starting out or expanding your services, our specialist team has the industry expertise to help you succeed. Middy's TechEnergy is your trusted partner in identifying opportunities, winning business and delivering successful projects ●



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# Meet Your Branch: Middy's Wangaratta

Middy's Wangaratta first opened in 2000. Like all Middy's branches it stocks a broad range of all your Data, Electrical, Industrial, Lighting and Technology requirements.



Middy's Wangaratta branch exterior with large trailer friendly carpark



The team is dedicated to delivering exceptional support & expertise

Middy's Wangaratta is a part of our specialist network of Solar & Energy Storage branches that extend their product offering beyond the 'balance of system' products you will find in most Middy's branches. As a specialist, Middy's Wangaratta stocks a full range of products and accessories that you require to install a complete solar or energy storage system.

- Panels
- Inverters
- Racking
- Balance of System
- Battery Storage Systems

The Wangaratta Branch team is dedicated to delivering exceptional support and expertise, ensuring all your solar and electrical needs are met with the highest level of service.

## Branch Features:

- Large Carpark, Trailer friendly
- Technology requirements
- A/C Stockists
- Electric Vehicle Charging Station
- Industrial Stockists
- Lighting Display
- Smart Display

**Middy's Wangaratta Branch is fantastic. The staff are always friendly and consistently go above and beyond to assist with product inquiries and orders.**

*Bill Davies,  
William Davies Electrical*

## Andrew McLeod – Branch Manager

With an impressive 30-year career at Middy's, Andrew has built lasting relationships with colleagues, suppliers and customers across multiple branches. Inspired by his father, who was an electrician, Andrew developed a passion for the industry early on and joined Middy's straight out of school. Over the decades, his dedication and expertise have seen him grow within the company, now leading as Branch Manager. Andrew takes great pride in mentoring new staff, sharing his extensive industry knowledge and contributing to the growth of the business. His leadership is driven by a commitment to exceptional service and strong teamwork, ensuring that both customers and staff benefit from his wealth of experience. Outside of work, Andrew enjoys traveling with his family and watching AFL and cricket. His greatest accomplishments are his wife and son, along with his personal and professional growth at Middy's.

## Anthony McGuire – Assistant Manager

Anthony has been with Middy's for 20 years. His journey began after completing Year 11 and starting an electrical apprenticeship, which led him to a long and fulfilling career in the industry. Dedicated to growth, he aims to continue adding to Middy's success and providing excellent service while mentoring the next generation of industry professionals. Outside of work, Anthony enjoys staying active through running and hitting the gym. As a passionate traveller, he values the experiences of exploring different countries and embracing new cultures, however his greatest accomplishment remains his family, getting married and raising his two kids, who continue to inspire him every day.



L-R: Andrew McLeod, Jarrod Dieckmann, Matthew Nunn, David Pond, Anthony McGuire & Jason Oats

#### David Pond – Senior Counter Sales

On the cusp of achieving 30 years of loyal, dedicated and quality service, David has been a cornerstone to the opening and continued success of the Wangaratta branch. David takes pride in sharing his knowledge and fostering a collaborative work environment. Drawn to Middy's by the opportunity to work in the electrical industry, he aims to continue to help grow the business and aims to celebrate the company's 100th anniversary in 2028. David's unique background in wool classing, factory work and electrical trade experience help bring a plethora of perspective to his role. Outside of Middy's David enjoys renovating, whisky tasting and camping at Bathurst for the Supercars. His greatest accomplishment is his family.

#### Jason Oats – Counter Sales

With over two years at Middy's, Jason has enjoyed building strong relationships with customers and tackling new challenges. He looks forward to strengthening connections within Middy's and continuing to deliver superior customer experiences. After 30 years as a butcher, 18 of those running his own business, he sought a career change that would still utilise his sales and people skills. His goal is to continue expanding his knowledge and growing within his role. Outside of work, he enjoys golf, fishing and socialising. One of his most memorable experiences was snorkelling with sharks in Fiji, but his greatest accomplishment remains successfully running a small business for nearly two decades.

#### Matthew Nunn – Inventory Officer

Matthew has been with Middy's for just under a year, bringing a diverse background that includes a Bachelor of Forensic Chemistry and eight years as a qualified chef. Since joining Middy's, he has focused on cultivating strong partnerships with key stakeholders and ensuring an efficient workflow while driving long-term success. Drawn to the company's long-term stability, he is committed to learning as much as possible in his role. Outside of work, Matthew is a passionate sports fan, especially golf, and counts playing at Pebble Beach and Spyglass Hill as one of his coolest experiences. His greatest accomplishment is starting a family with his partner Hollie, their two King Charles Cavaliers, Oscar and Poppy, and their baby boy on the way.

#### Jarrod Dieckmann – Storeperson

Jarrod joined Middy's just under three months ago, bringing with him a strong work ethic and a background in the food industry after completing Year 12. With past experience that aligned well with the role and friends in the trades industry, he saw Middy's as the perfect opportunity to develop new skills and grow professionally. Outside of work, he enjoys hanging out with mates, no matter the activity, and counts a trip to Queensland with friends as one of his best experiences. His greatest accomplishment to date is graduating Year 12, and he's excited to continue learning and building his future at Middy's ●

**MIDDY'S WANGARATTA**

15 Tone Rd, Wangaratta, VIC 3677

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MIDDY'S WANGARATTA

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## NATIONAL BRANCH SUPPORT CENTRE:

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**S T BAYSWATER** 882 Mountain Hwy 3253 (03) 9720 1755  
 Cnr Jersey Rd

**EV S BLACKBURN** 167 Whitehorse Rd 3135 (03) 9878 5566  
 Cnr Clare St

**A I BRAESIDE** 252 Boundary Rd 3195 (03) 9580 7033  
 Near Citrus St

**A T BRUNSWICK** 372 Victoria St 3056 (03) 9387 8333  
 Cnr Prentice St

**BURWOOD** 2 Edwards St 3125 (03) 9808 0800  
 Off Burwood Hwy, Opp. Reece

**S T CAMPBELLFIELD** 1592 Hume Hwy 3061 (03) 9359 6144  
 Cnr Bolinda Rd

**I CARRUM DOWNS** 7 Frankston Gardens Dr 3201 (03) 9782 5633

**S CHELTENHAM** 1287 Nepean Hwy 3192 (03) 9584 9981  
 Near Goulburn St

**CRAIGIEBURN** 26-28 Potter St 3064 (03) 9305 7199  
 Off Sydney Rd

**T CRANBOURNE** 35 Cameron St 3977 (03) 5996 8533  
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**A CSL SD S CRANBOURNE WEST** 3/1046 Thompsons Rd 3977 (03) 9111 5577

**A F I S DANDENONG** 45-47 Bennet St 3175 (03) 9792 0582  
 Cnr Wauchope Ln

**I DANDENONG SOUTH** 354 Frankston-Dandenong Rd (03) 9706 4266  
 Cnr Swift Way 3175

**L ELTHAM** 294 Bolton St 3095 (03) 9439 5777  
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**A S FRANKSTON** 146 Beach St 3199 (03) 9783 8444  
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**A I L SD HALLAM** 1/76-78 Hallam Rd 3083 (03) 9284 2777

**I L SD HASTINGS** 1903 Frankston-Flinders Rd 3915 (03) 5979 3533

**HEIDELBERG** 489 Upper Heidelberg Rd 3084 (03) 9457 6222  
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**A CS EV L S D S HOPPERS CROSSING** 142-146 Old Geelong Rd 3029 (03) 9741 5000  
**S KEILOR EAST** 57 Slater Pde 3033 (03) 9336 2322  
 Off Keilor Park Dr

**I LAVERTON** 2/16 Fitzgerald Rd 3026 (03) 9369 3444  
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**CS EV L SD S LILYDALE** 34 Melba Ave 3140 (03) 9735 3199  
 Near Cnr Hutchinson St

**S MELBOURNE** 520 LaTrobe St 3000 (03) 9328 3233  
 Cnr Spencer St

**A F L CS MELTON** 93-95 High St 3337 (03) 9743 9244  
 Cnr Norton Dr

**L SD MOORABBIN** 425 Warrigal Rd 3189 (03) 9555 0033  
 Near Cnr Keys Rd

**MORNINGTON** 20 Diane St 3931 (03) 5975 9022  
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**A T MULGRAVE** 214 Wellington Rd 3168 (03) 9562 2033  
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**PRESTON** 152 Plenty Rd 3072 (03) 9484 0644  
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**A RINGWOOD** 53 New St 3134 (03) 9879 2600  
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**A EV S ROSEBUD** 212 Boneo Rd 3940 (03) 5986 4744  
**ROWVILLE** 2 Laser Dr 3178 (03) 9763 4922  
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**A CSL SD S SOUTH MORANG** 318 McDonalds Rd 3752 (03) 9436 4800  
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**S T SUNSHINE** 46 McIntyre Rd 3020 (03) 9312 4111  
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**S THOMASTOWN** 42 Wood St 3074 (03) 9465 8911  
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**T WARRAGUL** 31 Princes Way 3820 (03) 5623 6664

**I L SD WARRNAMBOOL** 1072 Raglan Pde 3280 (03) 5560 5677

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**A CSL YARRAWONGA** 64-66 Benalla-Yarrawonga Rd 3730 (03) 5743 2644

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**A PENRITH** 2A Coombes Dr 2750 (02) 4722 3566

**A I L SD SMEATON GRANGE** 3/5 Dunn Rd 2567 (02) 4632 4100

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**A DENILQUIN** 63 End St 2710 (03) 5881 5099

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**EV I S GRIFFITH** 120 Yambil St 2680 (02) 6964 8011

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**A EV L MERIMBULA** 202 Arthur Kaine Dr 2548 (02) 4003 7444

**A CS EV FI L SD T WAGGA EAST** 176 Hammond Ave 2650 (02) 5908 1830  
 Cnr Stuart Rd

**A CS I L SD WAGGA WEST** 26 Pearson St 2650 (02) 5999 1111

## AUSTRALIAN CAPITAL TERRITORY:

**ACS EV L SD T FYSHWICK** 39 Quilpie Cres 2609 (02) 6280 0188  
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**CS EV I L SD S DARWIN (WOOLNER)** 3 Charlton Crt 0820 (08) 8981 3333  
**L S MIDDY'S LIGHTING DARWIN** 3 Charlton Crt 0820 (08) 8981 4270  
**ACS I SD S PALMERSTON** 25 Toupein Rd 0830 (08) 8932 1800  
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## QUEENSLAND:

**ACS EV L SD BRENDAL** 1/260 Leitchs Rd 4500 (07) 2111 9900  
**A EV T MEADOWBROOK** 17 Logandowns Dr 4131 (07) 3805 8025  
**A CS F SD T NERANG** 2/138 Spencer Rd 4211 (07) 5527 4667  
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## SOUTH AUSTRALIA - ADELAIDE METRO:

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**I SALISBURY NORTH** 1 Playford Cres 5108 (08) 8182 3566  
**SOMERTON PARK** 232 Brighton Rd 5044 (08) 8294 3088  
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## TASMANIA:

**A T S HOBART (MOONAH)** 7 Effingham St 7009 (03) 6272 7355  
**ACS EV L SD HOBART** 2/21 South Arm Hwy 7018 (03) 6122 1877  
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**A I KINGSTON** 30 Mertonvale Cct 7050 **NEW** (03) 6232 4916  
**ACS F I L SD T LAUNCESTON** 59 Boland St 7250 (03) 6331 6099

## WESTERN AUSTRALIA - PERTH METRO:

**A T BALCATT** 11 Halley Rd 6021 (08) 9345 5545  
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All branches are closed  
**Monday 9 June**  
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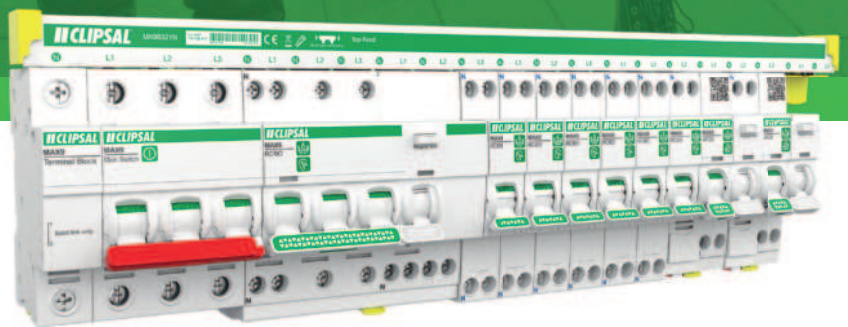
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