

# Youth and Career Issue

Career tips and advice, plus training and exclusive benefits for new starters and small businesses.

MIDDY'S APPRENTICE PROGRAM EMPOWER YOUR
BUSINESS AND
STAY AHEAD

FROM NOVICE TO NAVIGATOR: AN APPRENTICE'S JOURNEY TO CERTIFIED ELECTRICIAN WHAT'S IN
THE VAN
THIS WINTER?



# Welcome From Middy's

#### **ISSUE 46 JUL - SEP 2024**

To coincide with the launch of the Middy's Apprentice Program and the inaugural Middy's Apprentice of the Year Awards, this issue focuses on all things 'Youth and Careers'.

We've compiled tips on how to empower your business and stay ahead in the electrical industry on page 6. Read about Jack's apprenticeship journey to become a certified electrician on page 8 and NECA's positive outlook for electrical apprentices on page 9.

'What's in the Van this Winter', on page 20, features the latest products for apprentices recommended by Middy's category experts. Get a discount on tools when you join the Middy's Apprentice Program.

Our brand new branch, Smeaton Grange located in Sydney NSW, officially opened its doors in May. Turn to page 28 to meet the Smeaton Grange branch staff intent on providing unparalleled support and expertise to our valued customers.

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





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14 x \$500 Regional Winners | 2 x \$1000 Finalists \$5,000 Hugh Middendorp Award

The Middy's Apprentice of the Year Awards
Program recognises the outstanding achievements
of individuals undergoing their apprenticeship
while encouraging continued excellence in the
electrical industry.



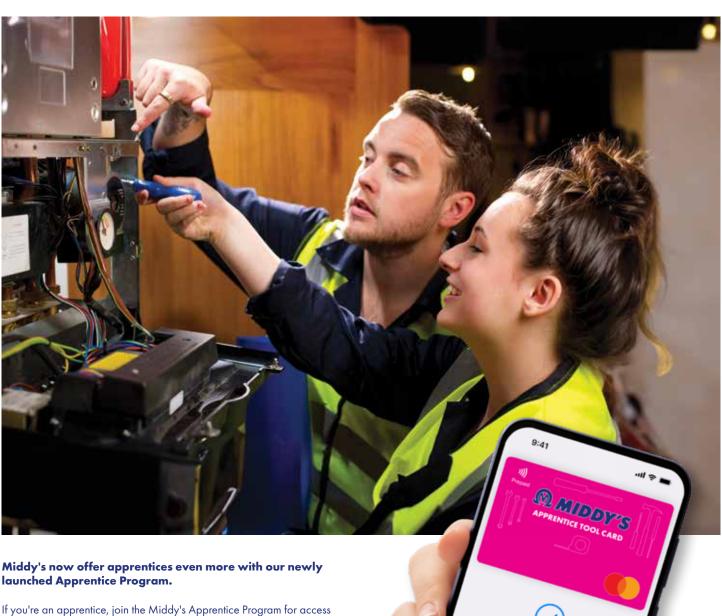
APPLY ONLINE FROM 1 AUG

middys.com.au/apprenticeawards



# New Middy's Apprentice Program

Start your career on the right foot with the Middy's 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

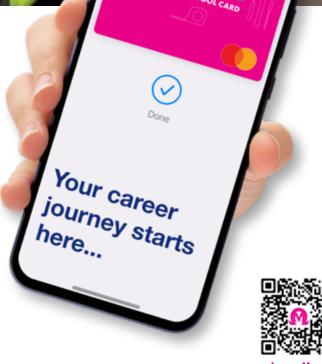
Stay ahead of new products and technology with Middy's Academy Training. Plus, score invites to local training events for hands on experience to give you the upper hand in mastering your skills.

#### ✓ 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.



Join today ▶ middys.com.au/apprenticeprogram

# Empower Your Business: How to Stay Ahead in the Electrical Industry

Running a small business in the electrical industry is no easy task. Amidst the challenges and opportunities, one thing remains clear: staying informed and adaptable is crucial for success.



How can you ensure you stand out from competitors, maintain relevance, and lead in innovation?

We've compiled 5 tips to help you stay ahead of the curve and embrace the evolving landscape of our industry...

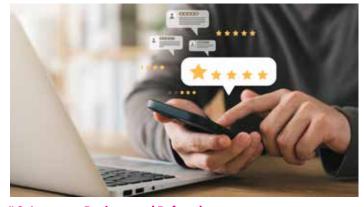


#### # 1. Amp Up Your Digital Presence

In today's digital age, having an updated Google business listing and website is crucial for the your success of your business. Customers often find reputable electricians online, browsing through businesses near them to make their choices.

Including your business location, trading hours and contact details helps potential customers find your business easily when they perform "near me" searches. In the latest BrightLocal Report it reveals that 66% of consumers trust Google when researching information about a local business, with "near me" searches increasing by 136% in 2023.

By maintaining a robust and up-to-date online presence, you ultimately boost the visibility and credibility of your business in the local market, driving more traffic to your website and increasing the likelihood of converting searchers into loyal customers.



#### # 2. Leverage Reviews and Referrals

By leveraging customer reviews and referrals, you enhance the credibility of your business and tap into a cost-effective and powerful marketing strategy.

Referred customers often have higher retention and conversion rates, leading to sustained growth and a loyal customer base. Australian consumers are particularly responsive to word-of-mouth recommendations; a Nielsen study found that 92% of Australians trust recommendations from people they know, fostering long-term customer loyalty.

Online reviews are equally impactful; a 2021 Podium study revealed that 88% of consumers trust online reviews as much as personal recommendations. After completing a job, ask satisfied customers to leave a review on your Google My Business page or other platforms.

Highlight positive testimonials on your website, social media and marketing materials. Additionally, offer incentives like discounts or service credits to customers who refer new clients.

Incorporating these strategies will attract new clients and build a community of loyal customers who advocate for your business, driving long-term success.



#### #3. Stay Up-to-Date

To stay competitive, keep a close eye on the industry and its latest developments. Continually look for ways to improve your offerings and remain current.

The Australian smart home market, which includes the installation of smart lighting, heating, cooling and security systems, is expected to grow at a compound annual growth rate (CAGR) of 15.3% from 2021 to 2026, driven by consumer demand for convenience and energy efficiency. Additionally, the EV market in Australia is rapidly expanding, with EV sales more than doubling in 2023 compared to 2022, and over 180,000 EVs now on Australian roads. This growth is expected to continue, with projections indicating a 30-50% annual growth rate over the next few years.

As the demand for smart home solutions and EVs grows, so does the need for related services such as home and commercial EV charger installations, maintenance and upgrades.

Regularly participate in industry seminars and look out for latest training and webinars through Middy's Academy focused on emerging trends and technology. Specialising in these areas can not only expand your service offerings but also position your business as a leader in this high-demand area.

Visit: middys.com.au/training



Middy's Training



#### #4. Grow Your Team

By hiring new talent, you not only invest in the future of your workforce but also create opportunities to decrease work time, increase job completion capacity and upscale your operations. An expanded team can handle more projects simultaneously, leading to improved efficiency and scalability for your business.

Whilst hiring someone full-time may seem financially challenging, there are flexible options to consider. You can explore hiring contractors, part-time workers or apprentices to meet the needs of your business.

By bringing on an apprentice, you gain a motivated employee equipped with practical, up-to-date skills. Plus, you may qualify for various subsidies and incentives, such as those offered by the Australian Apprenticeships Incentive Scheme.

This scheme provides support through wage subsidies or hiring incentives, with additional benefits for regional and remote employers.

Bringing in individuals with specialised knowledge or fresh perspectives allows your business to tap into a wider pool of skills and expertise. This can be particularly advantageous in the rapidly evolving field of electrical work, helping you adapt to changing demands and remain competitive in the market.



#### #5. Stay Compliant

To ensure compliance with the law and maintain safety for yourself, your staff and your customers, it's crucial to stay updated on regulatory changes and procedures.

Compliance with electrical regulations is necessary for obtaining licenses and certifications required to operate legally in the industry. Without proper accreditation, electricians risk losing their licenses and facing restrictions on their ability to work, which can ultimately affect their livelihood.

Additionally, according to a survey by Master Electricians Australia, 93% of Australians believe that electrical work should be performed by licensed professionals who adhere to safety standards.

Regularly reviewing updates from regulatory bodies such as the Electrical Regulatory Authorities Council (ERAC) and staying compliant with the latest standards is essential. Organisations like the National Electrical and Communications Association (NECA) provide reliable support, information and education to help professionals stay informed about industry regulations and best practices.

Consider attending a Middy's Info Night for the latest information from industry experts and seminars focused on electrical regulations and advancements. These events provide valuable opportunities to learn about the latest updates, exchange knowledge with peers, and discover new tools and technologies that can enhance your business practices.





Middy's Info Nights

Staying compliant not only ensures the safety and reliability of your installations but also builds customer trust and credibility. Building a reputation for safety and reliability can lead to increased business opportunities and customer loyalty in the competitive electrical market.

# From Novice to Navigator: Jack's Apprenticeship Journey to Certified Electrician

In a time where technology and innovation drive every aspect of our lives, the electrical industry stands as a cornerstone of modern infrastructure and development and for many young individuals, apprenticeships offer a crucial pathway to start a career in this dynamic field.

We spoke to Jack Doley from Borgies Property Services, who graduated from his apprenticeship this year and has been working in the field since. Jack shares his own experiences as an apprentice and offers insights on how the industry can better support those starting their careers.

#### Middy's: Tell us a little about yourself.

Jack: I'm Jack Doley, I'm 21, and am currently working at Borgies
Property Services. I started my apprenticeship straight out of high school.
My neighbour knew a great electrician, and I ended up signing with him.
Adrian has been a great boss, and I completed my four years with him. We mainly do domestic jobs, primarily in Taylors Lakes, but we also work all over Melbourne. Sometimes, we even travel to Western Australia to do jobs for Aboriginal communities.

#### M: What motivated you to become an electrician?

**J:** My Dad was a motivator for me. He always said that being an electrician is a great, clean job. Inspired by his words, I decided to embark on my apprenticeship right after finishing school.

### M: What do you find most exciting now that you've become an electrician?

J: Finishing a job that I've been working on for a while is always rewarding, especially when the customers are satisfied. You're always learning something new on the job. When I finished my apprenticeship, I thought I knew everything about being an electrician, but every day I learn more skills, and it's really exciting.

### M: How do you think the electrical industry can evolve to attract younger generations?

**J:** I think peers are a great influence, almost like a recommendation or referral. Many of my friends started their apprenticeships because of me, and I was inspired by people I knew who were enjoying it. Providing a great learning journey with practical work is a fantastic way to get people talking about apprenticeships and more young people signing up.

### M: What skills or knowledge from your apprenticeship do you use the most?

**J:** My hands-on skills with tools are invaluable. I have friends who aren't tradies, so my skills as an electrician allow me to help them out.

### M: What would you say is the most valuable skill you have learned through your experience?

J: Always be willing to learn from others. After four years of an apprenticeship, I thought I knew everything, but my boss has a wealth of knowledge and teaches me new things every day. He's also open to suggestions, so sometimes I teach him new things. My biggest takeaway is that you're never too young or old to learn new skills or information.



Recently graduated electrical apprentice Jack Doley from Borgies Property Services

### M: Are there any resources or support you think would be helpful to apprentices or those new to the industry?

J: This might sound funny, but I found TikTok really helpful. There are many great electricians and tradespeople on TikTok who post informative and engaging content. It's really helpful for learning new skills and seeing how other electricians do things differently compared to our business. We can leverage their recommendations and tips to make our operations smoother.

### M: What advice would you give to other young people considering undertaking an apprenticeship?

J: If you're contemplating it, just do it. Really stick with it and finish your four years. Even if you decide to change your career path, you'll have a qualification and a life skill that you can always fall back on if you decide to revisit a career in the trades industry.



# A Bright Future Ahead for Electrical Apprentices

An apprenticeship is a crucial first step in the electrical industry, providing the technical and interpersonal skills needed to become a successful, licensed electrician.

In an industry where learning on the job is just as important as vocational school learning, broad experience within an apprenticeship provides an apprentice with the opportunity to consider how their interests connect with growth industries and sectors and preferred specialisations. The age-old saying, 'if you do a job you love, you'll never work a day in your life', translates very well to a trade, and if you're given the opportunity to try different types of work, and aim for an area of specialisation you enjoy, you'll be on the right track from the outset.

The 2024/25 federal government budget indicated \$3.7 billion will be set aside for a 5 year national skills agreement intended to make skills and training more accessible and equitable and supporting clean energy initiatives. The establishment of the government's Net Zero Agency and Advisory board also means you don't have to look too far to see that a clean energy future ranks highly on the government's list of priorities. And clean energy means more jobs for electricians.

As of December 2023, there were over 74,000 people undertaking apprenticeships or traineeships, in Victoria, and around 400,000 nationally, including electrical apprenticeships. It's also important to note that there is an ever-growing number of women who are joining the electrical trades, and the industry is supporting and encouraging this.

Training and employment for electrical apprentices are available through TAFE and non-TAFE providers like NECA Education & Careers who both employ apprentices through their GTO (Group Training Organisation) and train apprentices at their campuses in Carlton North and Dandenong.

The NECA E&C trainers are passionate about the roles they play in the life of an apprentice. They are both mentors and teachers of all things electrical, drawing from their experience as A-Grade electricians and passing on their knowledge and expertise to their classes. As an organisation that provides training by electricians, for electricians, the focus is on ensuring their apprentices complete their training and seek broad experience in their on-the-job training too.

With the forecast growth in demand for electricians, and an ever-growing focus on mentorship and education by the government and the electrical industry, the future looks like a positive place for anyone thinking about an electrical apprenticeship. Hard work and investment in education and training by apprentices and their mentors will provide the electrical trades sector with the next generation of highly skilled tradespeople that Australia needs.

Written by NECA



#### **Experienced electrical trade teacher? An electrician thinking of getting off the tools?**

NECA Education & Careers is seeking electricians to deliver industry-focused practical and digital training at our purpose-built trade schools in Carlton North and Dandenong.

We pride ourselves on developing apprentices to have the best skills and attitudes in the industry by drawing on the talents of qualified teachers.

We want to hear from you if you have:

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- Extensive industry experience
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- A TAE 40116 Certificate IV in Training and Assessment.

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# MIDDY'S CASE STUDY





# Empowering Electricians

MIDDY'S TRADE DIRECTORY, CONNECTING ELECTRICIANS WITH RELIABLE WORK

In the busy world of electrical retail, providing connections between customers and trusted contractors is key. The Trade Directory at Middy's Hoppers Crossing is testament to this, as demonstrated by a recent job opportunity with Josh Canepa from Power Amp Electrical.

It all started when a customer bought a pendant in branch and enquired about the need for an electrician to install it in their home. This sparked the opportunity to refer the customer to Middy's Hoppers Crossing Trade Directory. As luck would have it, while she was browsing the directory, Josh Canepa, a regular Middy's Hoppers Crossing customer and owner of Power Amp Electrical, walked into the branch. Branch Manager, Dan Lennon, seized the moment and introduced the two, creating an instant connection. Upon further interaction with the customer, it was discovered that she also required strip lighting. Thankfully the Strip Lighting Display in the branch, provided her with a physical representation in situ.

Recognising Josh's expertise and credibility as a trusted electrician in the Trade Directory, the customer felt immediately confident in his abilities. Impressed by his qualifications, she knew he was the right person for the job. This certainty led to Josh being assigned the job. After successfully installing the pendant and strip lighting, Josh was asked to upgrade the customer's switches. This led to more business for Josh and positive feedback from the customer, praising the exceptional service from both Middy's staff and Josh.

The positive feedback highlighted the importance of great service in building customer loyalty. The Trade Directory, known for facilitating connections between residential customers and trade, has become essential for customer satisfaction at Middy's Hoppers Crossing. It's not just a tool, it's a way to foster trust, build relationships and drive sales for our electrical trade. By using this resource, Middy's Hoppers Crossing has improved customer service and continues to forge opportunities for its trade customers.

Download and print this Case Study at: middys.com.au/news

The Middy's Hoppers Crossing
Trade Directory has provided me
with opportunities to help fill my
days with odd jobs, as well as pick
up some service work from HPM
Legrand. I now only need to subby
out one day a week and maybe less
in the future.

- Josh Canepa, Power Amp Electrical





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### **Sparky Spotlight**



# **Robert Martin** - A Grade Electrician & Director, RLM Electrical

Rob is a customer of Middy's Oakleigh and director of RLM Electrical. With over 10 years of experience in the industry, RLM Electrical is committed to the safety of their clients and staff, priding themselves on the quality of their work. We caught up with Rob to learn more about himself, his business and the trade...

#### What type of work does your business specialise in?

We do just about anything and everything. The team is highly qualified with a wide range of experience, from commercial and hospitality renovations, fit-outs, maintenance and testing to all types of residential projects. We handle a lot of commercial maintenance and projects, as well as domestic projects.

#### What is the most rewarding part about working as an electrician?

No two days are the same. I love that I can go to a job site and use different parts of my brain, learning new skills and information every single day. Each job is unique and I love the excitement of new projects.

#### Do you have any fond experiences from your apprenticeship days?

What I enjoyed about being an apprentice was working with a variety of people.

I worked under 4-5 tradespeople, which helped me grow as an electrician and develop my people and communication skills. I fostered many relationships and gained valuable experience with a diverse group of individuals, while also honing my electrical skills.

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

Yes, a tennis club I worked on that was quite a big job. We changed all the court lighting and significantly upgraded the venue. However, I have to say I'm genuinely proud of every job my team and I complete. Every project has been a great experience and presented challenges that I've enjoyed finding solutions for, always impressing the customer.

#### What type of industry training do you recommend for future electricians?

Keep up with everything. I've witnessed so much change in the electrical industry in just the last 10 years and there are continual advancements every month. My biggest advice would be to not shy away from advancements, keep up with emerging technology and customer needs. Never stop learning and always be up for a challenge.

#### How would you describe your experience with Middy's?

Middy's stands out to me compared to other wholesalers due to your service which is unmatched and how you're invested in how my business and other customers' businesses are doing. Middy's want to see us succeed and I appreciate that.

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

I'm a huge fan of classic cars, car racing—honestly, anything to do with cars.

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

My team got to do some setup and electrical work for a couple of car shows. It was good fun and ties into my interest in cars, making it a very memorable experience.

### **Staff Spotlight**



### **Leigh-Ann Masterson**

# Assistant Manager, Middy's Braeside Celebrating 20 Years at Middy's

Leigh-Ann embarked on her journey with Middy's on 10 May 2004, starting as Counter Sales at Middy's Frankston. In late 2005, she took leave to welcome her first child, Brianna. After six months of dedicated care at home, Leigh-Ann returned to Frankston and seamlessly resumed her role in sales.

Her journey took a new turn in October 2007 when she transferred to Middy's Hastings branch. Despite a brief stint assisting at Middy's Mornington and taking leave to give birth to her second child, Joshua, Leigh-Ann's dedication remained unwavering as she continued to excel in sales and purchasing at Middy's Hastings.

In the early months of 2017, Leigh-Ann embraced another opportunity for growth by transferring to Middy's Braeside, a large, fast-paced branch. Here, she honed her skills and built strong relationships with colleagues and customers. With her exceptional rapport-building abilities, Leigh-Ann took on the responsibility of managing Middy's Braeside's larger project customers. In 2021, Leigh-Ann 's leadership qualities were duly recognised, and she was appointed Assistant Manager at Middy's Braeside, a role she continues to excel in today.

Beyond her professional accomplishments, Leigh-Ann's caring nature shines through in her personal life. She enjoys cooking and travelling with her family, finding joy in sharing moments of warmth and togetherness. Leigh-Ann's compassionate demeanour extends to her workplace, where she is known for her willingness to lend a listening ear and offer empathy without judgment. Her thoughtful gestures, such as bringing in cakes and slices for both staff and contractors, foster a sense of camaraderie and appreciation within the team.

As Leigh-Ann celebrates 20 years of dedicated service at Middy's, we extend our deepest gratitude for her loyalty and efforts. We wish her, her husband Paul, and their children Brianna and Joshua all the best for the future, confident that Leigh-Ann will continue to inspire and uplift those around her with her professionalism and kindness.



# Years of Service A Testament to Dedication at Middy's

At Middy's, we highly value our long-serving staff members and we take pride in acknowledging and celebrating their dedication. We recognise that each team member brings their own strengths and qualities, which contribute to our collective success. Whether it's through their years of service, dedication or unique skills, we value and appreciate the contributions of every member within our team.









20 Years - Nicholas Harrison

15 Years - Marc Collins

15 Years - Pat Keating

10 Years - Chris Oliver

#### **20 Years** - Nicholas Harrison Assistant Manager - South Morang

Nicholas has been a dedicated member of Middy's for an impressive 20 years. Starting as a Storeman Driver in an industry he initially knew little about, Nicholas has grown significantly, acquiring the skills necessary to transition into a sales role. Drawn to Middy's for our high family values, Nicholas found his drive to learn and grow was fuelled by the supportive environment. His personal business goals include continuing to expand his product knowledge and mastering all aspects of the business to assist with the behind-the-scenes tasks of management. Away from work, Nicholas enjoys spending time with his wife, kids and animals, whether at the park, on walks or enjoying ice cream. We are delighted to have Nicholas with us and we look forward to seeing his continuous progress and the beneficial influence he brings to Middy's.

#### **15 Years** - Marc Collins Branch Manager - Stawell

Marc joined Middy's on 4 May 2009, starting as Counter Sales at Middy's Stawell. He quickly progressed, becoming Inventory Officer and later Branch Supervisor. In 2016, Marc was promoted to Branch Manager, a role he excels in today. Marc's dedication to building relationships with contractors and supporting apprentices showcases his leadership and work ethic. His journey to Middy's stemmed from a desire for a reliable job, transitioning from roles at BP and a local furniture company. Outside of work, Marc enjoys outdoor activities and spending time with his family. We acknowledge Marc's invaluable contributions and eagerly anticipate witnessing his continued growth and positive impact within our team.

#### **15 Years** - Pat Keating Regional Sales Manager - Western Country VIC

With a diverse background and dedication, Pat has been an integral part of Middy's for the past 15 years. Among his key highlights are relocating the North Geelong branch to its current location and seeing staff members progress into management roles. Pat's business goals focus on supporting and driving a high-performing region, taking pride in past results and looking forward to future challenges. In his personal life, Pat enjoys running, reading and coaching junior footy, with one of his proudest moments being coaching his son in a footy Grand Final. Pat's boundless enthusiasm and wealth of experience are invaluable and we are privileged to have him as a part of our team.

#### **10 Years** - Chris Oliver Sales Rep - Virginia & Brendale

Chris has made a significant impact at Middy's since joining the team in August 2014. Key highlights include forming lasting friendships, building strong customer relationships and organising numerous training events. Motivated by a desire for a change of direction after years as a Branch Manager, Chris was excited by the challenge of a new role in sales. His personal business goals are to help grow his two branches and ensure they remain profitable, whilst continuing to develop his sales skills and industry knowledge. Outside of work, Chris enjoys travelling, with one of his fondest experiences being travelling the world in his 20s, which ultimately led him to settle in Australia. Chris' commitment, both professionally and personally, continues to inspire those around him, making him a valued member of the Middy's team.



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Product Code	Price ex gst	Price inc gst
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HEA4W	\$196.90	\$216.60
HEA4W-B	\$234.08	\$257.50



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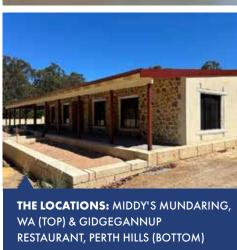
# MIDDY'S CASE STUDY











### **Proud Partners**

MIDDY'S MUNDARING & NHP

Situated up in the quiet Perth Hills, nestled away amongst the shady gumtrees, is the ever so vibrant pink Middy's Mundaring. The branch is known amongst the contractors in the area as the wholesaler that provides an old school style of genuine service with a smile. Clayton Klarich has been with Middy's for over 18 years and was the original branch manager that opened Middy's Mundaring in 2014. Twelve months ago, when the young fresh new NHP Representative Carson Bell came on board, Clayton knew this would be a great opportunity to harness his energy levels and industry experience and work alongside local contractors and fill some of the gaps in the market with NHP products.

A key product they wanted to grow with customers was the NHP Concept Panel Boards, as the enquiries seemed to be growing. Within no time at all, Carson had installed a permanent NHP display panel board in the branch, fully kitted out with switch gear and accessories, not to mention the "Middy's Pink" LED feature lighting. Together they then got the contractor engagement and interest flowing with a BBQ breakfast and info session in store.

One key contractor loved the look, the design and the simplicity of the panel board. Programme Electrical Maintenance (PEM) is a family owned and operated business located up in Perth's hills. Dave Galloway started PEM back in 1991, then in 2001 his son Rob Galloway finished school, decided to follow in his father's footsteps and start an apprenticeship with PEM. Fast forward 23 years later and Rob is now in the process of taking over the family business and letting Dave step back.

For the past 24 months the team at PEM have been working with a local builder to restore and expand an old restaurant out in Gidgegannup and this was the perfect opportunity to install an NHP Concept panel board as the site sub distribution board. Through a collaboration between NHP and Middy's they were able to work together to supply a one-stop solution with a NHP Concept ONE Panel Board and Mod6 switch gear internally. Additionally, PEM then arranged to have a custom-built Site Main Switch Board by Denco Industries installed whilst still utilising 100% NHP products for the internal fit-out.

It was great to see the final install all those months after initial discussions standing around the counter at Middy's Mundaring having an egg and bacon roll.

#### THE INSTALL:

- **▶ NHP Concept ONE Panel Board**
- ► Mod6 Switchgear
- ► Custom-built Main Switch Board
- ▶ NHP Products for Internal Fit-out

Download and print this Case Study at: middys.com.au/news



The latest selection of products and essentials as recommended by Middy's category experts.



#### **3 STEP PRO-LITE DOUBLE SIDED LADDER**

Double Sided A-Frame Ladder 3 Step (0.85m) Pro-Lite Fibreglass 150kg Industrial Product Code: GORFSM003-PRO

\$150.00+GST





#### **4 STEP PRO-LITE DOUBLE SIDED LADDER**

Double Sided A-Frame Ladder 4 Step (1.15m) Pro-Lite Fibreglass 150kg Industrial Product Code: GORFSM004-PRO

\$216.00+GST





#### **6 STEP PRO-LITE DOUBLE SIDED LADDER**

Double Sided A-Frame Ladder 6 Step (1.74m) Pro-Lite Fibreglass 150kg Industrial

Product Code: GORFSM006-PRO

\$309.00+GST





Double Sided A-Frame Ladder 8 Step (2.35m) Pro-Lite Fibreglass 150kg Industrial Product Code: GORFSM008-PRO

\$456.00+GST







#### **WAVE TRADE PACK**

Wave LED Downlight & Surface Socket Trade Pack S9065TC WH & ESS102 10 Pack Product Code: SYAS9065TC/WH/K10P

\$110.00+GST



#### LED TUBULAR LAMP

LED Lamp LT Series 3-6-9W E27 3-4-6K Dimmable IP20 Opal Product Code: SYALT409MP/TC/E27D

\$8.90+GST







Products in the van are available online and at your nearest Middy's branch. Visit: middys.com.au/van

#### **DIGITAL TEST METER**

Kyoritsu 5406A Digital RCD Tester Product Code: KYO5406A

\$495.00+GST





### PRODUCT NEWS



#### **MYKA 4 LIGHT SLIMLINE**

3 in 1 Bathroom Heater, Exhaust Fan & Light, White Product Code: VNAM4HDLXWH

\$179.00+GST



#### TABLET DIRECT **WALL LIGHT**

Pierlite Tablet Wall Light Gen 3 Direct 4W 3K IP65 Black Product Code: PIETABL830BG3

\$79.00+GST





#### **COOLUM PLUS LED DOWNLIGHT**

9W, 3-4-57K, 92mm Dimmable, UGR < 19, White Product Code: SYAS9068TC/WH

\$19.95+GST





#### **VOLTAGE TESTER**

Kyoritsu KT170 Voltage Tester AC/DC with Phase Check LED Display Product Code: KYOKT170-AU

\$97.00+GST





### **DUAL PURPOSE LADDER**

Dual Purpose Ladder 6 Step (1.75 - 3.13m) Pro-Lite Fibreglass 150kg Industrial Product Code: GORFDM006-PRO

\$323.00+GST





### **DUAL PURPOSE LADDER**

Dual Purpose Ladder 8 Step (2.35 - 4.35m) Pro-Lite Fibreglass 150kg Industrial Product Code: GORFDM008-PRO

\$569,00+GST



#### DIGITAL MULTIMETER

Kyoritsu 1021R Digital Multimeter CAT III 600V AC/DC True RMS Product Code: KYO 1021 R

\$215.00+GST





#### **LED NEON KIT**

3D Top/Side Bend LED Strip 8x8mm, 24V DC 6W/M, 3K IP67, 5m Roll Product Code: SYAFLN2406WW0808TS5M

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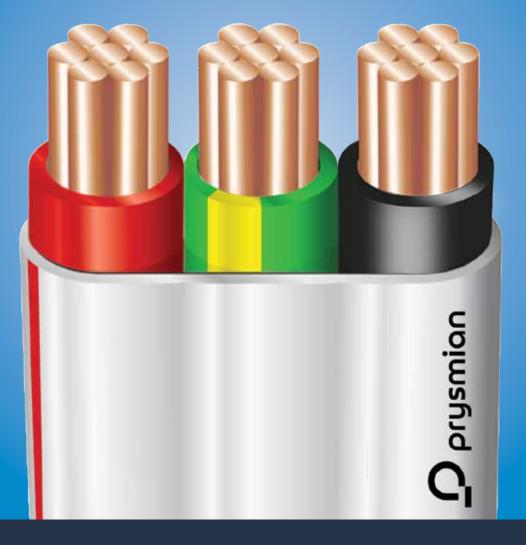
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## Winning Big, DIY Style

Read about John's journey after winning a \$10,000 backyard makeover in our Clipsal Wiser promotion...











(Clockwise from top left): John & his backyard makeover, before, during and near completion

In 2022 Middy's partnered with Clipsal Schneider in a national Wiser Backyard Makeover Promotion, inviting customers to enter a draw by spending \$250 on Clipsal Iconic and Iconic Outdoor products. Among the three lucky winners, of a \$10,000 prize package each, was John Morrell, an experienced electrician boasting over a decade in the industry.

John's journey began with robotics and automation before transitioning to commercial and residential projects, where he expanded his expertise to include solar and air conditioning services. His business, Bryte Spark Electrical, serves as a one-stop shop for electrical jobs while offering a range of specialised services.

John learnt of the promotion at his local branch, Middy's Salisbury.
"I noticed the posters and the branch staff also mentioned it to me," he recalled. Intrigued by the opportunity, John decided to enter and ended up winning the grand prize.

Winning the \$10,000 Backyard Makeover was a thrilling moment for John. The prize included \$2,000 worth of Clipsal Schneider products and up to \$8,000 worth of labour and products from a local landscaper.

Despite his initial excitement, John faced challenges with the landscaping component of the prize. Many landscapers quoted exorbitant prices or were difficult to locate. Applying his own skill-set and capabilities in landscaping, John commenced the project himself. "With a frontage of over 158m and a depth of over 280m, most landscapers seemed uninterested, whether due to the size of the job or their busy schedules," John explained.

John purchased his property two years ago, but due to the COVID-19 pandemic, he couldn't unlock capital for his renovations. His motivation for the project was to achieve the best outcome at a small price, fencing off an area for his dogs and cleaning up the yard.

After receiving quotes up to \$9,500 just to move dirt and remove two trees, and an astonishing \$58,500 for 142m of fencing (with additional costs for concrete plinths and gates), John decided to take matters into his own hands. He took five days off work, hired a larger bobcat and excavator than the ones he owned, and started working on the project himself, saving more than \$60,000 in the process.

The project, which started in October last year, is still underway, "The land is huge, and I estimate the project should be completed in about six months," John said. Spanning 11 acres, it features the use of Clipsal's Iconic range including outdoor power points and switches. By the end of the year, he plans to install \$20,000 worth of cameras for enhanced security.

I saved a lot of money by doing the project myself. I learned a lot, had full control, and now have a project I am truly proud of.

- John Morrell Owner, Bryte Spark Electrical

By undertaking the project, himself, John not only saved money but also gained valuable skills and control over the outcome. "I saved a lot of money by doing the project myself. I learned a lot, had full control, and now have a project I am truly proud of," he shared.

John's journey with the Middy's Clipsal Wiser Backyard Makeover showcases his determination and resourcefulness. It's a testament to how taking initiative can lead to significant savings and personal satisfaction.



### Road to Resilience

As the Supercars season progresses, Bryce Fullwood remains focused on the journey ahead, fuelled by the determination to overcome adversity and reach new heights of success.



Middy's continues to support Bryce Fullwood as we partner with Brad Jones Racing (BJR) during the 2024 Supercars Championship Season. The first few events of the season have not quite gone to plan but the team remains positive they can turn things around.

#### **Melbourne SuperSprint - AGP**

An intense weekend of racing at the Melbourne SuperSprint with its unique sprint format and limited pit opportunities, the event truly tested the endurance and skill of the BJR team. Despite facing numerous challenges, Bryce showcased his talent and determination, setting an impressive pace despite some setbacks with the car's setup.

The action-packed Race 3 saw Bryce start in ninth position and battle his way up the field despite early setbacks. He was pushed wide by Todd Hazelwood, but showed remarkable resilience, finishing in 17th place, overcoming the adversity faced by the team.

In Race 4, Bryce's steely nerves and skillful driving saw him maintain a solid position in the field, ultimately finishing 15th as the BJR team worked to overcome challenges with the car's setup. It was a difficult qualifying session, but Bryce demonstrated his determination by qualifying fifth for Race 5, showcasing the team's potential for success. The final race of the weekend saw Bryce once again pushing the limits on the track. Encountering issues with tyre wear and a penalty, his resilience and skill were evident as he fought his way to an 18th place finish.

While the Melbourne SuperSprint presented its challenges, it also provided valuable learning opportunities for the team.

#### Taupo 400

The land of the long white cloud had it all weather wise, from moments of intense rain to periods of sunshine. Amidst the twists and turns of the Taupo 400 at the NZ circuit, Bryce emerged as a beacon of resilience amidst a mixed weekend for the team. Andre Heimgarter had success crossing the line in P1 for Race 7, whilst it was once again, a weekend of challenges for Bryce.

Starting from 12th position in Race 7, Bryce had a promising start missing the carnage that occurred off the grid making some gains as the car showed real speed. However, unfortunately he spun, was unable to restart his car and resulted in a DNF on the spot during lap 9.

Race 8 was a tough grind for Bryce. Starting from P22, he had his work cut out and luck was not on his side. The No14 Middy's Electrical Camaro didn't quite find its groove, and despite Bryce's best efforts, it proved to be a frustrating race, with strategies not panning out as hoped, crossing the line in P18.

The No 14 Middy's Electrical Camaro encountered its fair share of obstacles throughout the weekend but despite its setbacks, Bryce's feedback about the circuit highlighted its potential, offering glimpses of promise for future races.

#### Perth SuperSprint

Yet another challenging one over in the West for the BJR Team. The #14 crew needed to be re-jigged for this round as the team's Engineer Phil Keed was caught out by a cancelled flight from the USA. However, the team worked together to focus on race runs and getting pace in the Middy's Electrical Camaro.

On Saturday, Bryce made it through to the second round of the three-part knockout qualifying sessions starting Race 9 in P20 with only a handful of tenths covering the entire field in qualifying. Throughout Race 9 he piloted the Middy's Electrical Camaro through the field, gaining five positions over the 133kms finishing in P15. The team didn't quite get it together for round three and started 20th to then have a pretty positive race, coming back up to finish 15th.

The team worked hard to overcome issues and get the car race ready for Day 3. Sunday's session began with another three qualifying sessions to determine the grid placement for Race 10. It started very promising for Bryce who had initial pace in Q1, setting the fastest lap time for nearly the entirety of his session. The second round however, ended with him starting

at P13 on the grid for Race 10 where he didn't have a great start, getting bogged down in 14th. His second stint, after taking rear tyres in his stop, unfortunately, didn't pay off with the car on the pushy side and Bryce came home in 17th.

At the time of print, the BJR team are looking forward to racing in Bryce's hometown, at the Darwin Triple Crown, 14-16 June.



**Racing Schedule** 

Visit: middys.com.au/racing

# Middy's Community Snapshot

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





Up & coming golf superstar, Rivah Taylor from Deniliquin rockin' a Middy's hoodie



Middy's Mulgrave customer Adam Brown, one of 9 lucky Clipsal Arcade Drum winners



Lucky Middy's WA customers were treated to Hot Laps with Bryce at the Perth SuperSprint



Bryte Spark Electrical puppies hard at work



Neila Niveen from Ocean Currents Electrical took top
Neila Niveen from Ocean Currents Electrical took top
honours in 'Apprentice of the Year 'category at the
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Congratulations to all our winners who received a \$2K Cash Card in our recent promo.

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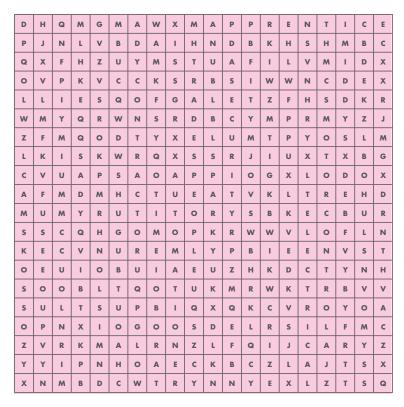


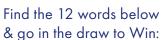


Have some interesting Middy's related pics? Email us at: hello@middys.com.au

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# **Sparky Word Search**





Middys Motor Control Fuse

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Tradespeople Sparky Security



To go into the draw to Win, complete the word search, take a pic & email to hello@middys.com.au or complete online at middys.com.au/mag
Entries close 31 July 2024. 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 August and can collect prize from their local Middy's branch.

# Middy's Info Nights

The next leg of the Middy's Info Nights tour sees us cover three states, Victoria, ACT and Tassie...

Come along and learn all about the latest products from the best brands at a Middy's Info Night near you. Meet your industry peers and mix in the relaxed and informal environment of a fun night of information and entertainment, with comedian MC and keynote speakers from within the electrical industry speaking about what matters most to contractors.

The nights feature a supplier trade show and latest technologies displays, an introduction from the Middy's family, refreshments and dinner, prizes, showbags and giveaways. Some nights even include a special guest appearance from Bryce Fullwood (Brad Jones Racing) who gives a great insight into Supercars racing and preparations.

Key to the success of our Info Nights is the support of our participating key suppliers including; Cabac, Clevertronics, Clipsal/Schneider Electric, Colterlec/Fluke, Dahua, EzyStrut, Fantech, Hager, Haneco, HazardCo, Just Bits, Legrand, Matchmaster, Mercator, Mitusbishi, Nexans, NHP, Omega Power Equipment, Pierlite, Prysmian, SAL, Trader and Ventair. ■

UPCOMIN	DON'T	
17 July	Warrnambool	DON'T MISS OUT! REGISTER
31 July	Fyshwick	REGISTER
14 August	Launceston	TOUR
21 August	Shepparton & Seymour	,



Register for our upcoming Info Nights See our full 2024 schedule: middys.com.au/eventschedule



Scan to Register

# Middy's Smeaton Grange Now Open

Our new branch, located in Sydney NSW, officially opened its doors in May.





Middy's new Smeaton Grange, NSW branch

With a commitment to serving the local industry for years to come, our Smeaton Grange branch boasts an array of features designed to be enjoyed by all that stop by. These include a large carpark with trailer-friendly spaces, a state-of-the-art contractor showroom showcasing cutting-edge technology displays, a spacious warehouse and a diverse range of stock catering to all solar, industrial and electrical needs.

The Smeaton Grange Branch Staff provide unparalleled support and expertise to our valued customers.

#### **Branch features:**

- ✓ Contractor Showroom with Tech displays
- ✓ Large Warehouse
- ✓ Diverse range of stock
- ✓ Climate controlled showroom
- ✓ AC, Solar & Industrial stockist



(L-R): Middy's Smeaton Grange staff; Greg Chester, Justin Ryan & Tim Shilleto

#### Tim Shilleto - Branch Manager

Joining us just before the grand opening of Middy's Smeaton Grange, Tim has already demonstrated great enthusiasm for his role. Motivated by the prospect of new challenges and a supportive work environment, Tim chose to embark on his Middy's journey. With aspirations of turning Middy's Smeaton Grange into a thriving and profitable business, Tim brings a wealth of experience to the table armed with his degree in business and over 18 years in the electrical industry. Outside of work, Tim enjoys playing and coaching basketball. His adventurous spirit has led him to exciting experiences, including a memorable safari in Kenya. When he's not on the court or exploring the great outdoors, Tim enjoys watching football and hitting the golf course.

#### Justin Ryan - Senior Salesperson

Joining Middy's just two weeks prior to the grand opening of Middy's Smeaton Grange, Justin has played a crucial role in the success of the branch opening. Motivated by the abundance of fresh opportunities, Justin embarked on his Middy's journey with a clear goal: to continually enhance his leadership skills and cultivate strong industry relationships. With a background in electrical wholesale and prior experience at Middy's, Justin's career trajectory has been marked by notable milestones, including his escalation into a senior position. Beyond the professional realm, Justin finds joy in family time, gaming and exploring the world of cryptocurrency and stocks.

#### **Greg Chester** - Senior Salesperson

Greg has been with Middy's for just under a month but has already made a significant impact, thanks to his extensive 35 year background in the electrical industry and experience in wholesale management. Greg joined Middy's seeking a fresh start and a new challenge. Drawing on his vast knowledge and experience, Greg aims to enhance operations at the Smeaton Grange branch, connect with customers and drive success. Outside of work, Greg enjoys sunny days on the golf course with friends. One of his notable achievements was playing cricket at state level and grade cricket for 20 years, however his proudest accomplishment is building a family and raising his children.

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We have NSW covered

**Branch Manager Tim Shilleto and the team** look forward to welcoming you at Middy's Smeaton Grange. ■



**Smeaton Grange** 

#### M MIDDY'S SMEATON GRANGE

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AI	BRAESIDE	252 Boundary Rd 3195	(03) 9580 7033		VICTORIA COUN	ITRY:	
		Near Citrus St	(00) 1000 1000		BAIRNSDALE	479 Main St (Princes Hwy) 3875	(03) 5152 5144
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	BURWOOD	2 Edwards St 3125 Off Burwood Hwy, Opp. Reece	(03) 9808 0800	CS I SD T	BALLARAT WEST (DELACOMBE)	8 Wiltshire Ln 3356	(03) 5332 0500
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	HEIDELBERG	489 Upper Heidelberg Rd 3084 Cnr Montgomery St	(03) 9457 6222	A EV F I 1	SHEPPARTON	7-9 Vaughan St 3630 Cnr Wyndham St	(03) 5822 2411
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	MORNINGTON	20 Diane St 3931 Near Frank St	(03) 5975 9022	A CS I	YARRAWONGA SYDNEY METRO:	64-66 Benalla-Yarrawonga Rd 3730	(03) 5743 2644
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ALCDC	PAKENHAM	Cnr Ferntree Gully Rd & Lever St 45 - 47 Bald Hill Rd 3810	(03) 5941 6133	51	MOOREBANK NORTHMEAD	66-68 Heathcote Rd 2170 5/185 Briens Rd 2152	(02) 9600 8177 (02) 8821 7500
A 1 3 5 3	PAREINIIAM	Opp. Simplot	(00) 3741 0100	EV L SD	PADSTOW	125 Fairford Rd 2211	(02) 9773 1111
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