



# MIDDY'S

ISSUE 47

NOV 2024 - MAR 2025

# [MAG]



## Get Ready for the Next Wave of Industrial Automation

The team at Middy's have all of your Industrial needs covered.

INDUSTRIAL  
AUTOMATION  
FROM SHIP TO RAIL

INDUSTRIAL  
AUTOMATION  
TRENDS

INSIGHTS FROM  
INDUSTRIAL  
THOUGHT LEADERS

WHAT'S IN  
THE VAN  
THIS SUMMER?

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

# Welcome From Middy's

**ISSUE 47 NOV '24 - MAR '25**

Our bumper Summer issue shines a light on the Industrial Automation sector and Middy's offering within this space. From large-scale industrial projects to routine maintenance tasks, Middy's stock the products and provide the expertise to help you complete your industrial jobs efficiently.

We take a look at some of the key trends shaping the future of Industrial Automation on page 14 and Steve Sammartino, Australia's leading futurist and part of Middy's Innovation Committee, gives us an insight into the next wave of electrical automation, on page 16.

Turn to page 19 to read about Middy's latest Industrial Contractor Trip and our initiative designed to deepen relationships between Middy's and its valued contractors. Also be enlightened by insights from our panel of Industrial thought leaders on page 20.

Lastly be sure to check out our newly refurbished, and Middy's first dedicated Industrial specialist branch in Laverton on page 31.

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.

*Nicholas Middendorp*

Nicholas Middendorp

*Anton Middendorp*

Anton Middendorp

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**MIDDY'S LIFT & FIRE**

**MIDDY'S TechEnergy**

**MIDDY'S SOLAR**

**MIDDY'S LIGHTING**

**MIDDY'S EV SOLUTIONS**

**MIDDY'S RAIL**

**MIDDY'S SmartSpec**

**MIDDY'S INDUSTRIAL**

**MIDDY'S EnergyTrust**

Ask in branch and see page 35 for details...

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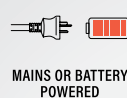


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# TRADE

## S E R I E S

# EASY

# EVERYTHING YOU NEED TO MAKE EMERGENCY LIGHTING EASY



CLEVERFIT



NIFTY



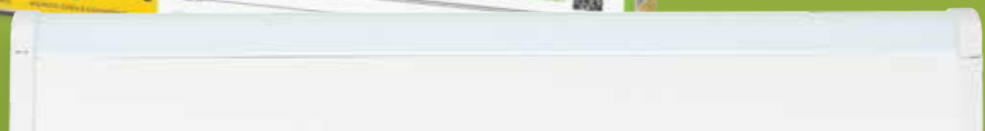
CIRC-EM



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[clevertronics.com.au](http://clevertronics.com.au)



# Emergency Lighting Compliance

Those responsible for building safety need to understand in simple terms, what exit and emergency lighting are and what is required to ensure compliance to the regulations.

## Where is emergency lighting required?

The National Construction Code (NCC) in Australia and the New Zealand Building codes F6 & F8 determine the classes of buildings and areas within them where exit and emergency lighting are required.

To put it simply, any government or commercial building that is occupied by employees, customers or the general public will require emergency lighting, also the common areas of multi-residential buildings.

## Key Examples:

- ✓ Office Buildings
- ✓ Car Parks
- ✓ Schools
- ✓ Hotels
- ✓ Warehouses
- ✓ Foyers & Hallways
- ✓ Shopping Centres
- ✓ Sporting Venues
- ✓ Hospitals
- ✓ Bars & Restaurants
- ✓ Industrial Facilities
- ✓ Multi-Residential

## What is the penalty for not having compliant emergency lighting in my building?

Emergency and exit lighting are an essential life safety device and the non-compliance with regulations regarding their correct installation and maintenance jeopardises the safety of building occupants. There is a legal requirement to comply with NCC and AS2293 and the WH&S legislation (OH&S in Victoria and WA) treats a serious breach as an indictable offence and carries a maximum penalty of \$3 million for a corporation and a significant financial penalty and up to 5 years imprisonment for individuals. ■



 **Clevertronics**



# That's a Wrap for Middy's 2024 Info Nights

Thanks to everyone who attended an Info Night in 2024 and enjoyed a great night of laughs, information and entertainment. The nights were once again a huge success and we can't wait to see you again in 2025.

## - 2024 KEY STATS -



**12 EVENTS**

1. Northern Metro VIC
2. Horsham & Stawell
3. Mildura
4. Peninsula VIC
5. Benalla, Wangaratta & Yarrawonga
6. Warrnambool
7. Fyshwick ACT
8. Launceston TAS
9. Shepparton & Seymour
10. Bairnsdale, Sale & Traralgon
11. Western Metro VIC
12. Sydney NSW



**2000+ CUSTOMERS**



**BJR TEAM  
GUEST APPEARANCES**  
BRAD JONES &  
BRYCE FULLWOOD



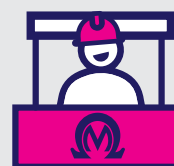
**240+  
MIDDY'S VOUCHERS  
GIVEN AWAY**



**DONATIONS TO  
BREAST CANCER  
NETWORK AUSTRALIA**



**220+  
APPRENTICE SIGN UPS**



**27+  
TRADE  
SHOW  
PARTICIPANTS**



**12  
INDUSTRY UPDATES**

**2025 dates will be announced in February**  
[middys.com.au/infonights](https://middys.com.au/infonights)



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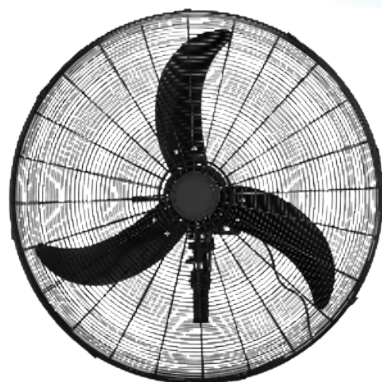
FlexMech  
Wall Control  
DCFAN3SPWC

**\$28.00** EX GST



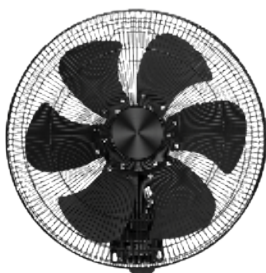
FlexMech  
Wall Control (L)  
DCFAN3SPWC-L

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Wall DC  
750mm | Black  
WAL75-DC

**\$336.00** EX GST



Wall DC  
450mm | Black  
WAL45-DC

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AND STYLISH DESIGN

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1200mm | White  
GLA1203WH

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Glacier DC  
1200mm | White  
GLA1203WH-L

**\$219.00** EX GST

Glacier DC  
1300mm | White  
GLA1303WH

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Glacier DC  
1300mm | White  
GLA1303WH-L

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PET1203WH

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PET1203WH-L

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Petrus DC  
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PET1303WH

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Petrus DC  
1300mm | White  
PET1303WH-L

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EXCLUSIVE TO **MIDDY'S**



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



# Middy's Online

Did you realise that ordering online with Middy's is as easy as 1, 2, 3?



**That's right. In just three easy steps you can access over 13,000 fast moving electrical products online, from brands you know and trust.**

With FREE delivery to most locations and the ability to order online anywhere, anytime, there's never been a better time to unlock the power of Middy's.



## 1. Browse

Select from a range of over 13,000 fast moving electrical products online, from brands you know and trust. Register for myAccount to check pricing, availability and place online orders.



## 2. Order

Add the desired products to your cart, select your delivery preferences and submit your order. Can't find what you're looking for? Just let us know and we'll source it for you.



## 3. Deliver

Your selected branch will process your order and contact you to confirm, then deliver it FREE to most locations in Australia. If you prefer, you can collect your order from over 100+ branches nationwide.

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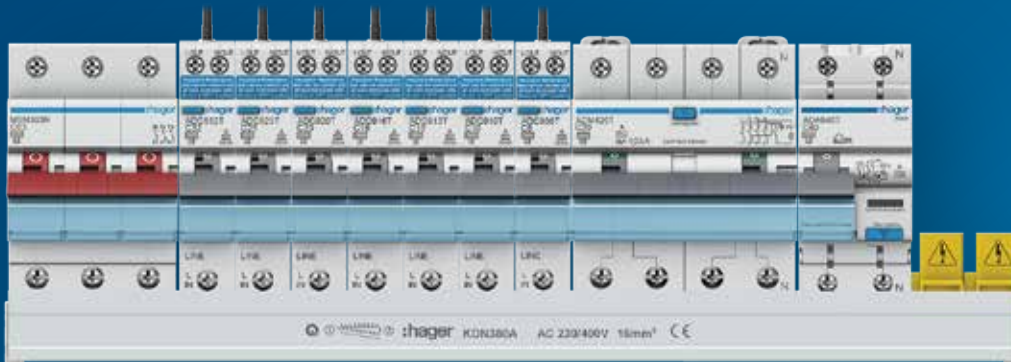


**W** Navigating Middy's website is a breeze. It's user-friendly and I can easily find the products and services I need for my business. The online ordering process is quick and the range of resources available, like product information and promotions, has made a real difference in streamlining my work. Middy's has definitely made my job easier with their website.

- Rob Martin, A Grade Electrician, RLM Electrical



# easier, faster, safer onekonekt



Our onekonekt system offers the most versatile and flexible solutions to electricians on the market today.

This system consists of a large and evolving range of compact protection devices for both single phase and three phase installations that connect flexibly via a common busbar arrangement.

Ultimately, the Hager onekonekt system makes wiring easier, increases safety, and significantly reduces installation time vs traditional cabling.



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Available from 24 to 72 Pole chassis, Hager's invicta panelboard range is designed to suit large home, light commercial or retail applications.

The range comes fitted with 2 x 8 poles of DIN space, split neutral and earth links for easy cabling, reversible door, and the option for an MCB incomer link... making it the benchmark for multi-usage panelboards.

[hager.com/au](http://hager.com/au)

**:hager**



# Lighting solutions for every occasion

For just the right light for your next commercial or industrial project, or the ideal portable lighting torch for your toolkit, you can't go past the range from Omega.



## Quality High Bays

- 100W, 120W, 150W and 200W Models
- 140 lm/W • 5000K • IP65



## Premium High Bays Enhanced Features

### Adjustable power Models

- 80W-100W-120W and 100W-150W-200W

**Adjustable CCT:** 3000K, 4000K, 5000K

- 160 lm/W • IP65



Sensor accessory available



## Premium Floodlights Enhanced Features

### Adjustable power Models

- 60W-80W-100W, 120W-160W-200W and 180W-240W-300W

**Adjustable CCT:** 3000K, 4000K, 5000K

- 140 lm/W • IP66



## LED Portable Lighting

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**COST & TIME**  
SAVINGS



**EFFORTLESS**  
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& STORAGE



**SUSTAINABILITY**  
& POSITIVE IMPACT

# **MOBIWAY™** **UN'REEL**



Learn more at

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Nexans Mobiway UN'REEL is a revolutionary 360° self-spinning reel specifically designed to simplify and secure low voltage cable installation. It is a steel flange cable drum, sandwiched between two slightly smaller wooden flanges that move independently to the central reel, meaning the whole system delivers an unmatched manoeuvrability. This solution is innovative with a cutting-edge design which allows for easy rolling, unwinding and movement of cables, whilst ensuring maximum safety for all users.



# Boosting Cable Efficiency: Nexans New and Innovative Mobiway™ BOOST

This advanced cable installation system is transforming the way electricians handle cable on-site, offering a smarter, safer and more efficient solution.



Clockwise from left: Mobiway™ BOOST from Nexans Olex, Middy's Lilydale Branch Manager Andrew Pargeter and customers at the Nexans Olex Factory, Stackable Stands in a customer's van

At Middy's, our mission has always been to stay at the forefront of product innovation and serve as a trusted partner to electricians across Australia. The Mobiway™ BOOST from Nexans Olex is one of the latest products driving this mission forward. This advanced cable installation system is transforming the way electricians handle cable on-site, offering a smarter, safer and more efficient solution.

One branch leading the charge in the adoption of this innovative product is Middy's Lilydale. Branch Manager Andrew Pargeter and his team have embraced the Mobiway™ BOOST, establishing it as a go-to for cable installation solution for their customers.

"We've had great success with the Mobiway™ BOOST, and it's become a point of difference from other wholesalers. We even had customers from competing wholesalers come to us for this product because they couldn't get it elsewhere" says Andrew Pargeter.

In early August, Andrew took 15 of his top customers on an exclusive tour of the Nexans Olex factory. The group had the chance to see first hand how Nexans Olex cables and products including the Mobiway™ BOOST, are produced, strengthening relationships between Middy's, Nexans Olex and our customers.

**During the factory visit, customers were particularly impressed with the product's standout features:**

- ✓ **Stackable Stands:** Easy to use and store.
- ✓ **More Cable per Drum:** Meaning fewer drums are required for each job, saving time and effort.
- ✓ **Environmental Benefits:** The recyclable design reduces waste and aligns with the growing demand for sustainable solutions.
- ✓ **Safety:** Minimise handling tools and avoid cable entanglement.

The response from customers on the tour was overwhelmingly positive. Many even requested to join the factory visit to learn more about the product, and after the tour, several went straight to the Lilydale branch to purchase the Mobiway™ BOOST.

The factory visit gave customers a behind-the-scenes look at the entire Nexans Olex production process. They were able to see the machinery in action, learn about how the products are made, and better understand the advantages of using the Mobiway™ BOOST system.

Britton Electrical Solutions has been an early adopter of the Mobiway™ BOOST, and their team is already seeing the benefits.



The guys love using the product. It's quick to set up, tangle-free and easy when pulling cable. One of the biggest advantages is being able to pull multiple drums at once without adding much to the pulling force.

From a business perspective, even though it's slightly more expensive, the environmental benefits of the return-and-reuse principle make it well worth it. We'll be continuing to use this product as much as we can.

- Wayne Britton - Britton Electrical Solutions

Search Mobiway™ BOOST ▶  
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# Ensure reliability in industrial operations

## TeSys and Push Buttons offers

### TeSys

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### Push buttons

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Find out more



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Push buttons

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# From Ship to Rail: How Patrick Terminals Redefine Trade Logistics

In the heart of Australia lies the Patrick Terminals - Sydney Autostrad, a bustling trade gateway that represents the essence of automation and sustainability. With cutting-edge technology and a forward-thinking approach, this terminal has revolutionised the way goods are transported and handled.



Clockwise from top main: Patrick Terminals; Peter Fielder accepts the Siemens Beyond 1% Award on behalf of Patrick Terminals at the Siemens Beyond 1% Summit 2024; Siemens' automation technology

Patrick Sydney AutoRail Terminal stands for innovation and sustainability and with Siemens' automation technology, it operates fully automated, reducing idle time and truck movements.

The acquirement of three fully Automated Rail Mounted Gantry Cranes (ARMG) equipped with proven automation technology from Siemens has played a pivotal role in optimising operations and driving efficiency.

"From Patrick Terminals' perspective, choosing Siemens as a partner - as a key partner - was really simple. We work with Siemens in our ship to shore environment, in our automated crane environment and also within our yard control system", said Peter Fielder, Patrick Terminals' Projects Director.

## Automation: the backbone of efficiency

Thanks to a fully automated operation, the terminal operates around the clock, with machines seamlessly handling tasks without a constant need for human intervention.

## Enhanced safety: meeting demands with confidence

Safety measures have been bolstered with the installation of an anti-collision system and wagon lift detection, creating a secure work environment for all. Thus, enabling the terminal to accommodate to the increasing demands of trade without compromising on quality or safety.

## Driving efficiency and sustainability

The implementation of the three ARMGs at the Patrick Sydney AutoRail Terminal has yielded numerous benefits. Not only has connectivity between the ship and rail sides improved, but rail turnaround times and idle periods have been significantly reduced. By reducing truck movements around the port, the terminal has successfully curtailed CO<sub>2</sub> emissions and alleviated congestion on Sydney roads.

At the recent Beyond 1% Summit that was hosted by Siemens in Sydney, Patrick Terminals and this project were recognised at a gala dinner that celebrated the Australian projects that are making a difference, showcasing how digitalisation and technology can accelerate sustainability.

Across two days in July, the Siemens Beyond 1% summit explored how digitalisation and technology can accelerate sustainability, grow the economy and drive business success – ultimately seeing Australia go beyond the 1% of emissions we're responsible for globally.

**For more information on how you can access the full range of Siemens low voltage electrical and automation products, and how you can leverage them in your next project, please contact your local Middy's branch. ■**



# Industrial Automation: Trends Shaping the Future of the Electrical Sector



As industries continue to drive for greater efficiency and productivity, industrial automation remains at the forefront of modern manufacturing and production processes. With rapid advances in robotics, artificial intelligence (AI), machine learning (ML) and the Internet of Things (IoT), the industrial automation landscape is undergoing a significant transformation. These technologies are opening up new opportunities for businesses to optimise operations, reduce costs and improve safety.

**Below are some of the key trends shaping the future of industrial automation as we look ahead to 2025.**

## 1. Artificial Intelligence and Machine Learning Integration

AI and machine learning are no longer just buzzwords, they are essential tools in advancing industrial automation. According to Precedence Research, the global AI manufacturing market, valued at \$5 billion in 2023, is expected to reach \$68 billion by 2032.

In 2025, AI and ML are expected to play an even more crucial role in automating industrial processes. ML algorithms will help detect equipment failures before they happen, reducing downtime and optimising production schedules. AI systems will also be employed in autonomous robots and collaborative systems, allowing them to adapt to dynamic production environments. Industries such as automotive, electronics and pharmaceuticals are already benefiting from these advancements, and their applications are set to expand further.

## 2. Sustainability and Green Automation

With a growing global focus on sustainability, industrial sectors are looking for ways to minimise their carbon footprints and conserve resources. Green automation is becoming a priority for companies aiming to reduce energy consumption and waste. Automation systems are being designed to optimise resource usage by improving energy efficiency, integrating smart lighting and using energy-efficient motors.

Beyond environmental benefits, automation can improve workplace safety by taking over repetitive, injury-prone tasks, allowing workers to focus on more sustainable, long-term roles.

## 3. Industrial IoT (IIoT) and Digital Twins

The Industrial Internet of Things (IIoT) continues to be a game-changer by connecting machines, systems and processes. By gathering and analysing data from connected devices, IIoT allows companies to monitor performance, track equipment health and optimise production. By 2025, IIoT is expected to be increasingly paired with digital twin technology, which creates a virtual replica of physical assets or systems.

According to McKinsey & Co., the global market for digital twins is expected to grow by 60% annually, reaching \$73.5 billion by 2027. Digital twins allow manufacturers to simulate, monitor and optimise operations in real time, enabling businesses to foresee potential issues and address them before they become costly. The use of digital twins is especially beneficial for predictive maintenance, reducing downtime, extending the life of machinery and improving overall production efficiency.

## 4. 5G and the Rise of Smart Factories

The rollout of 5G networks is set to revolutionise industrial automation by enabling faster, more reliable communication between machines and systems. In 2023, global 5G connections surpassed 1.5 billion, according to GSMA Intelligence, making it the fastest-growing mobile broadband technology to date. By 2025, 5G is expected to underpin industrial automation, enabling the rise of smart factories.

Smart factories use interconnected systems that can operate autonomously with minimal human intervention. 5G technology enhances machine-to-machine communication in real time, allowing manufacturers to optimise production schedules, respond quickly to market demands and streamline supply chains. The increased connectivity will also improve data accuracy and enable the seamless integration of IIoT devices, making factories smarter and more responsive.

## 5. Remote Monitoring and Control

Cloud computing and IoT are enabling businesses to remotely monitor and control automated systems, which is particularly useful in industries with remote or hazardous locations such as mining, oil and gas, or offshore drilling. Remote monitoring allows operators to oversee production processes and perform diagnostics from anywhere, reducing the need for on-site personnel and improving safety. Remote automation systems not only enhance safety but also allow for quicker response times and greater operational flexibility. Businesses can now monitor equipment and optimise production processes remotely, leading to improved efficiency and less downtime.

As automation continues to evolve, businesses have a unique opportunity to increase productivity, cut costs and improve sustainability.

The Middy's Industrial team is committed to helping you adopt these technologies. Our experts offer end-to-end support, ensuring every part of your project is handled efficiently. Whether you're navigating new automation trends or looking for tailored solutions, we're here to keep your business competitive and drive success.

**Contact Middy's Industrial Team today to learn how we can optimise your operations and support your business. ■**



# Middy's Industrial Offering



**From large-scale industrial projects to routine maintenance tasks, Middy's stock the products & provide the expertise to help you complete your jobs efficiently.**

### Our Team

With over 150 combined years of hands-on involvement in the field, our team brings a depth of knowledge that allows us to address your industrial challenges with expertise and precision.

### Strategic Partnerships

At Middy's Industrial, we value our partnerships with leading brands, positioning us at the forefront of innovation. By working closely with our partners, we ensure that you benefit from the latest industry advancements and emerging trends.

### Our Core Markets & Focus Industries

- ✓ Mining & Resources
- ✓ Construction & Infrastructure Manufacturing
- ✓ Renewable Energy (Solar, Wind & Battery Storage)
- ✓ Utilities & Power Generation
- ✓ Oil & Gas
- ✓ Transportation & Logistics
- ✓ Water & Wastewater Treatment
- ✓ Healthcare & Medical Facilities
- ✓ Telecommunications & Data Centres
- ✓ Original Equipment Manufacturers
- ✓ End Users

### Middy's Industrial Branch Network

With 100+ branches nationwide, Middy's stocks essential industrial products for day-to-day purchases, while key branches across the nation carry an extensive range of specialised industrial equipment.



We can't speak highly enough of the service Leahy's receives from Middy's Industrial and Hank Terpstra. Their support and expertise enable us to deliver complex, unique projects to our clients. From site visits to equipment commissioning, their assistance has been invaluable on projects like upgrading old switchboards, custom designs and complex industrial equipment connections.

- Jayden Askew (Leahy's Electrical Services)

### Get in Touch with Us

Whether you need troubleshooting, equipment recommendations or specialised technical assistance, you can rely on Middy's Industrial for comprehensive solutions that exceed expectations.

**Connect with us now for unparalleled support:  
P. 1800 Middy's (1800 643 397) ■**

# The AI Revolution: Bigger Than the Smartphone

As electrical contractors, the first thing we need to do is start experimenting with the tools.

You've probably heard in the media that we are in the midst of another technological revolution, this time powered by AI - artificial intelligence. In my opinion, this revolution is going to be bigger than the smartphone. Why? Because AI has the potential to make every one of us an instant expert in any subject of our choosing. You've probably heard of ChatGPT, which is currently the dominant AI tool. As of 2024, research shows it has an output level beyond a PhD in most educational arenas, as well as critical thinking and analysis.

AI has just transformed the internet from being a giant filing cabinet, to becoming a giant brain. Before, we could search for information that already existed, but now, with AI, we can create something entirely new by simply asking for it. This is why it is often referred to as Generative AI.

The key to this revolution lies in a new type of AI, most often referred to as large language models. Despite the name, these models are not limited to language - they can generate videos, visuals or even analyse data you upload. The reason they're called language models is that they are trained on finding patterns in human language. This also means that interacting with them is as simple as asking a question using natural language, whether by typing or speaking. In essence, if you can talk, you can harness the power of AI.

This is the most inclusive technological revolution we've ever experienced. When the automobile revolution came, people had to learn how to drive. Even with smartphones, there were some tricks you needed to learn to make the device work for you. But with AI, there's no steep learning curve - just talk to it, and it will provide the information or create the content you want.

As electrical contractors, the first thing we need to do is start experimenting with the tools. The good news is that most of them have free versions. To get an understanding of how to 'Prompt' the AI engines, referred to as 'Prompt Engineering', is the process of designing and refining the questions or instructions given to an AI model, like ChatGPT, to get the most accurate, relevant, or creative responses. It matters because the quality of the AI's output depends heavily on how well the prompt is structured. By crafting clear, specific prompts, users can direct AI to provide more useful, context-aware and actionable responses, making it a powerful tool for tasks like content creation, problem-solving and automation. In many ways, a bit like apprentices, you sometimes have to ask it a few different ways to get the output you want. But the more you interact, the better you and the AI or apprentice get at working together.

The number of ways we can use these new AI models is really only limited to our imaginations, but here's a few ideas to get you thinking about the things Generative AI will be able to do for the sparky - some of which is already possible.

For technical troubleshooting, AI can quickly provide suggestions for diagnosing electrical problems. Just describe the issue, and the AI can offer possible solutions, saving time on figuring out what's wrong.

When it comes to code compliance, AI can generate advice on meeting electrical codes and standards for different geographies. This can help electricians ensure they are following the right regulations, no matter where they're working. But it's always important to ask the AI where it gets the data from to make sure it's up to date.

AI could automate customer communication. Instead of spending time replying to common questions or requests for quotes, electricians can let AI handle the responses, giving them more time for hands-on work.



*Written by Steve Sammartino, Australia's leading futurist  
and part of Middy's Innovation Committee*

Report writing is another task AIs can assist with. They can help generate detailed electrical inspection reports or keep maintenance logs, reducing the time spent on paperwork. For job costing, AI could estimate project costs by considering materials and labor, helping electricians create more accurate quotes for clients. As well as Take-offs for job ordering. Even if it is the first pass which you check over.

Large Language models are also useful for training. They can explain complex electrical concepts in simple terms, making it easier to train apprentices or less experienced staff. Electricians can use AI to automate tasks like creating wiring diagrams or job checklists, ensuring that everything runs smoothly and efficiently. They can even generate custom contract templates, speeding up administrative tasks like preparing agreements for new jobs.

Other forms of AI are also emerging to help electricians. Predictive maintenance tools powered by AI can analyse data from smart sensors to predict when equipment is likely to fail, reducing downtime and preventing costly repairs for industrial clients, and generating new revenue for contractors. AI can also enhance energy optimisation, helping electricians manage energy use in smart buildings or large-scale electrical installations. For fault detection, image recognition AI can identify issues like faulty wiring through thermal imaging, improving safety and efficiency. AI can also streamline scheduling, matching electricians to jobs based on location and availability, saving time and improving productivity.

An existing AI revolution likely to happen by the end of this decade is AI powered humanoid robots. Straight out of Sci-Fi movies, these robots will be able to be taught what to do, like an apprentice. We'll train these robots visual demonstration and verbal instruction. And they already exist. The Figure One robot is a great example (just google it). These AI powered humanoid robots will be able to assist repetitive tasks like pulling cables or performing routine maintenance, carrying loads on sight and freeing up electricians for more complex work. It is expected that full human sized, trainable AI robots will cost less than a small car by the end of this decade. For reference, they are currently a little over \$100,000 to buy today. Eventually, they'll perform as well as humans.

At Middy's we are currently experimenting with AI tools and already have Middy's AI being tested in our Hindmarsh branch in Adelaide. The future really is going to blow our collective minds, and like any other form of automation, those who embrace the tools early are usually the big winners. So be sure to start experimenting now. ■



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# Fostering Connections and Innovation: Middy's Industrial Contractor Trip

Middy's has turned this annual trip into a valuable learning and networking opportunity for all involved.



Middy's Industrial team hosted their annual industrial contractor trip in partnership with Schneider Electric, taking nine contractors to Adelaide for a two-day event.

At the heart of Middy's mission to offer more to its customers is the Industrial Contractor Trip, an initiative designed to deepen relationships between Middy's and its valued contractors. By providing tailored product training, sharing insights into emerging industry trends and cultivating a sense of community, Middy's Industrial team has transformed this annual event into a significant learning and networking opportunity for all involved. It's an occasion where business partnerships are strengthened and knowledge is shared, ultimately benefiting contractors and their clients alike.

## A Tailored Approach to Contractor Needs

In October, Middy's Industrial team, in collaboration with Schneider Electric, hosted their annual industrial contractor trip. Nine highly valued contractors were flown to Adelaide for a two-day intensive event at Schneider's Gepps Cross facility. Even Nicholas Middendorp, Director of Middy's, attended both days of the event, with his wife Joanne, joining for the dinners and social activities. Before the trip, contractors were asked for input on the products and solutions they most wanted to focus on. The Middy's team then used this feedback to curate a training program tailored specifically to the contractors' operational needs and challenges, ensuring the sessions were not only educational but directly applicable to their businesses.

The first day of the event was dedicated to deep-dive industrial training, where contractors gained practical knowledge and hands-on experience with the latest advancements in technology. Key topics included the implementation and optimisation of variable speed drives, as well as other cutting-edge industrial technologies that are transforming the sector. Trevor Quaini, Manager of Middy's Industrial team, noted, "We tailored the training based on their input, so they could bring that knowledge back to their businesses and apply it effectively." This customised approach meant contractors left with the tools and insights necessary to improve the efficiency and effectiveness of their operations.

## Building Strong Relationships and a Sense of Community

Although product training was at the core of the trip, it was also designed to provide opportunities for relationship-building outside of the formal training environment. In the evenings, contractors and Middy's team members came together for dinners and social activities, giving everyone a chance to strengthen personal connections in a relaxed atmosphere. "It was about developing those relationships and building customer rapport, but what was particularly interesting was how the customers began to form their own community," Trevor commented.

Initially, many contractors arrived feeling somewhat nervous or reserved, but by the second day, they were exchanging insights about their businesses and sharing best practices. The informal setting fostered a sense of camaraderie, where contractors could openly discuss their challenges and successes in a supportive environment. This peer interaction helped build a community that extended beyond the trip, creating long-term connections and partnerships that benefit everyone involved.

## Middy's Value Proposition

In addition to the hands-on product training, the trip served as an opportunity to highlight Middy's unique industrial value proposition. The team emphasised the end-to-end solutions they offer, supported by a dedicated technical specialist team capable of delivering customised solutions tailored to each contractor's needs.

Contractors were introduced to the wide range of industrial support services Middy's offers, from technical consultations to product selection assistance. This direct engagement helped contractors see how Middy's can be an integral partner in helping their businesses thrive by offering solutions that extend beyond just product supply. "The contractor trip was excellent, I appreciate the opportunity to learn about new products and solutions I wasn't even aware of. It was a great experience with a fantastic group of people to discuss ideas with," Jayden Askew of Leahy's Electrical expressed.

## Creating a Lasting Impact

The feedback from the contractors was overwhelmingly positive, with many commenting on the collaborative atmosphere and the wealth of knowledge they gained. This year's trip built on the success of previous years and solidified the value of these annual gatherings. Many contractors left with not only a deeper understanding of the latest industrial technologies but also a sense of belonging to a supportive professional community.

Looking ahead, Middy's Industrial team plans to continue hosting these trips annually. Since its inception in 2022, the contractor trip has grown into an important touch-point between Middy's and its industrial partners. It fosters mutual growth in a rapidly evolving industry, keeping both Middy's and its contractors at the forefront of innovation and expertise.

**For more information about future trips and how we can support your business, contact Middy's Industrial team. ■**



# Insights from Industry Thought Leaders on Automation and Smart Technologies



**TREVOR QUAINI**  
Middy's National Industrial Manager  
(50+ Years of Field Experience)

## What types of work do you and your team specialise in?

I lead the Middy's Industrial team which specialises in a wide range of industrial electrical solutions, including motor control, automation, low-voltage systems and custom switchboard designs. We provide expert support for variable speed drives and motor starting applications. Our team delivers end-to-end solutions, from product supply to technical advice and project support.

## How do you stay ahead of the latest trends, technologies and regulations in the industrial sector?

Staying ahead in this field means constantly learning and adapting. The pace of change is incredible. Automation is advancing and the number of companies evolving to meet these new needs is growing. We keep up with the latest trends by working closely with technology providers like Siemens and Schneider Electric, who are at the forefront of innovation. Attending industry conferences, investing in staff training and partnering with experts is essential to stay competitive.

## What changes do you see in industrial electrical work in the next 5-10 years, especially with automation and smart technologies?

The next decade will be transformative. Automation will continue to replace traditional jobs, and smart technologies will become even more integrated into production lines. We're already seeing jobs shift from manual labour to technical roles where workers monitor and maintain automated systems. As the demand for more efficient and reliable systems grows, the need for specialised technicians will increase. It's not about fewer jobs, but different types of jobs that require a deeper understanding of automation.

## What's your vision for the future of industrial electrical work, and how are you or your team preparing for it today?

The future is all about efficiency and reliability. Companies want systems that reduce downtime and increase output, and automation delivers that. To prepare, we're investing in training to ensure our team is skilled in operating and troubleshooting these advanced systems. We're also partnering with key players in the automation industry to ensure we're always on top of the latest technology. It's about being ready for whatever the future brings and having the knowledge to implement and manage cutting-edge systems.

## In your experience, which innovations have had the most significant impact on industrial electrical systems?

The biggest impact has been the integration of fully automated systems and the ability to monitor them remotely. For example, the automation solution we worked on for Patrick's dockyard with Siemens is fully monitored off-site, reducing the need for on-site staff while maintaining operational efficiency. These innovations allow companies to achieve higher output with fewer resources, which is a huge leap forward for the industry.

## Is there a specific project or achievement in the industrial space that you are particularly proud of?

I'm particularly proud of my team's diverse backgrounds in the industrial sector, which enables us to cover all bases and provide comprehensive support and solutions to our customers. This diversity allows us to approach challenges from multiple angles, ensuring we meet our clients' unique needs effectively. We're also actively building relationships with industry partners at the forefront of innovation, which enhances our capabilities. Additionally, taking our industrial customers on contractor trips has been a rewarding experience, allowing us to deepen those relationships and share valuable insights into the latest trends and technologies in the field.



**BENJAMIN BEEL**  
BC Beel Electrical, Owner  
(22+ Years of Field Experience)

## What types of work do you and your team specialise in?

Our expertise primarily lies in service and maintenance, with a strong focus on project work. Based on the Mornington Peninsula, we provide specialised support for wineries and distilleries, particularly concerning their equipment needs during harvest and production. Additionally, we offer regular servicing and shutdown management for a plastic manufacturing company, alongside project work such as installing new production lines.

## How do you stay ahead of the latest trends, technologies and regulations in the industrial sector?

We actively keep up with industry advancements by regularly attending professional development courses, trade shows and seminars. These events help us stay informed about emerging technologies, best practices and regulatory changes. Our strong relationship with Dean Sullivan from Middy's Industrial team serves as a significant resource, allowing us to leverage his expertise to stay at the cutting edge of industry trends.

## What changes do you see in industrial electrical work in the next 5-10 years, especially with automation and smart technologies?

We anticipate significant growth in automation and smart technologies within the industrial electrical sector. We're already seeing increased demand for advanced machinery like robotic arms, 5-axis trimmers and 3D scanning tools, which are essential for improving precision and efficiency. As this technology evolves, we expect a shift toward more integrated systems where machines can communicate seamlessly, driven by data input directly from advanced scanning tools into source code. This transformation will require specialised expertise in programming, system maintenance and troubleshooting, making adaptability and continuous learning key to staying competitive in the field.

## What's your vision for the future of industrial electrical work, and how are you or your team preparing for it today?

Our vision is one where automation, artificial intelligence and smart technologies play a central role in driving efficiency, safety and innovation. We foresee a future where electrical systems are increasingly integrated, with machines communicating autonomously to optimise production processes and minimise downtime. To prepare for this, our team is investing heavily in upskilling and training on the latest technologies, such as robotics, advanced control systems and data-driven automation tools. We're also fostering strategic partnerships, like our collaboration with Middy's Industrial team, to ensure we're at the forefront of emerging trends. By staying agile and forward-thinking, we're positioning ourselves to lead in this rapidly evolving field.

## In your experience, which innovations have had the most significant impact on industrial electrical systems?

One project that stands out is our custom design and installation of an Allen Bradley floor laser scanner on a robotic arm trimming machine. This setup was entirely tailored to meet the unique needs of our client, marking a significant achievement for our team. The project required close collaboration with Stefan Stainwall from NHP and Dean Sullivan from Middy's Industrial team to ensure seamless integration of cutting-edge technology. The system not only enhances the precision and safety of the trimming process but also showcases our ability to deliver highly customised solutions that meet the evolving demands of our industrial clients.

In the fast-evolving electrical industry, staying ahead is crucial. Our panel of experts with 150 years of combined experience explore the future of industrial projects, offering insights on automation, smart technologies and emerging innovations. Their insights highlight key challenges, opportunities and actionable strategies for businesses to adapt to and use to succeed.



**JOHN PICKERING**  
Hi Tech Electrical Services, Director  
(45+ Years of Field Experience)

**What types of work do you and your team specialise in?**

At HiTech Electrical Services, we specialise exclusively in industrial electrical work, focusing on heavy industrial and the mining sector. We work with a diverse range of clients, including large corporations and smaller businesses. This variety allows us to handle different types of projects, from installing heavy machinery to routine maintenance of complex electrical systems.

**How do you stay ahead of the latest trends, technologies and regulations in the industrial sector?**

We stay ahead of industry trends and technological advancements through strong partnerships with our industrial suppliers. They keep us informed about new products and innovations that can benefit our clients. Additionally, our extensive experience in the field prompts us to investigate any new technologies ourselves to assess their viability for our projects. We deal with a wide range of industrial controls, from programmable logic controllers (PLCs) to touch screens and safety systems. This proactive approach allows us to implement the most effective solutions for our customers.

**What changes do you see in industrial electrical work in the next 5-10 years, especially with automation and smart technologies?**

Technology is evolving rapidly, and I believe that automation will significantly shape the future of industrial electrical work. The ability to control systems remotely using smartphones is just the beginning. In the coming years, I expect to see further advancements in automation and technology that will make processes more efficient and user-friendly. Our team is preparing for these changes by investing in continuous learning and training to ensure we remain at the forefront of the industry's developments.

**Is there a specific project or achievement in the industrial space that you are particularly proud of?**

One project that stands out for me is our long-standing partnership with Austrak, a company that manufactures concrete rail sleepers. We have worked with them for over 25 years, and a significant achievement was our collaboration during the construction of the railway line from Alice Springs to Darwin. Our team electrically designed and built the machines required for this project and set up factories in multiple locations, including Port Headland, Rockhampton, Katherine and Geelong. It was incredibly rewarding to be part of such a monumental event for Australia, and I take great pride in our contribution to that achievement.

**What are the biggest challenges or threats you currently face in the industrial electrical industry?**

I wouldn't necessarily describe the changes in our industry as threats, but they do present challenges that we must navigate. For example, the increasing ability to remotely access systems and machinery has transformed the role of on-site personnel. While this allows for greater efficiency in diagnosing and advising on systems, it may reduce the need for as many workers physically present at a site.

Another challenge we face is the impact of the internet on product purchasing. While the online marketplace offers competitive prices, it also leads to customers buying low-quality or incompatible products. These decisions can ultimately lead to more expensive outcomes when systems fail or require additional support. We often need to educate our clients about the long-term implications of their purchasing choices, emphasising that the cheapest option isn't always the most cost-effective in the long run.



**ANDREW FRISWELL**  
Friswell Electrical, Owner  
(35+ Years of Field Experience)

**What types of work do you and your team specialise in?**

At Friswell Electrical, we primarily focus on industrial work, specifically in the mining and drilling sectors. A large portion of our business involves maintenance and servicing within these projects.

**What changes do you see in industrial electrical work in the next 5-10 years, especially with automation and smart technologies?**

Automation is already transforming the industry, and I believe it's going to continue accelerating at a fast pace. In just the next 2-3 years, I expect to see significant advancements, but over the next 5-10 years, the possibilities are staggering. More tasks are becoming autonomous, and it's exciting to think about how much more can be done as technology progresses. We're seeing a shift toward systems that are smarter, faster and more efficient, which is going to reshape how we approach electrical work across various industrial sectors.

**What's your vision for the future of industrial electrical work, and how are you or your team preparing for it today?**

My vision for the future is all about staying ahead of these technological advancements. We're committed to ensuring that our team is provided with the right training to stay on top of industry advancements. One way we do this is by participating in contractor trips where we get hands-on experience with the latest products and solutions. It's crucial to be proactive in learning about new technologies so we can continue delivering the best possible service to our clients.

**In your experience, which innovations have had the most significant impact on industrial electrical systems?**

The biggest game-changer has been automation. It's made tasks not only faster but also more accurate, reducing human error significantly. Whether it's in mining, drilling, or general industrial work, automated systems allow for smoother operations and more precise results. These advancements have made projects more efficient, and the improvements in productivity are hard to ignore.

**Is there a specific project or achievement in the industrial space that you are particularly proud of?**

Honestly, I take pride in every project we've worked on, regardless of its size or scope. Every project comes with its own set of challenges, and whether it's a large-scale industrial installation or a smaller maintenance job, there's always a sense of accomplishment when the work is done. Walking away knowing that we've done our best always feels rewarding.

**What are the biggest challenges or threats you currently face in the industrial electrical industry?**

One of the biggest challenges we face today is the shortage of qualified labour, especially in industrial electrical work. It's becoming difficult to find enough skilled industrial electricians to meet the demand. The industrial sector is growing, and we need more people with the right qualifications and expertise to fill the gaps. This is something we need to address as an industry if we want to keep pace with technological advancements and project needs.

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# Sparky Spotlight



**Frank Luci**  
M&G Barling Electrical, A Grade Electrician

## Frank Luci

M&G Barling Electrical, A Grade Electrician

**Frank is a customer of Middy's Eltham and an A grade electrician at M&G Barling Electrical.**

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

Our business specialises exclusively in industrial electrical work, focusing on large-scale projects across various sectors.

### What do you think is the most rewarding part of working as an electrician?

It has to be that sense of accomplishment that comes after completing a challenging project. There's something incredibly satisfying about seeing a job through from start to finish, especially when you know you've put in your best effort and delivered a high-quality result. It's about knowing that your work is critical to the client's operation, and that you've made a tangible difference.

### What's your vision for the future of industrial electrical work, and how are you or your team preparing for it today?

I see the future of industrial electrical work being heavily influenced by automation and the increasing push for sustainability. We're already seeing a lot of industries adopting robotics and AI-driven systems to streamline their operations. I believe this trend is only going to grow, and it's going to require electricians to develop a broader skill set that goes beyond traditional electrical work. To prepare for this future, my team and I stay up to date with the latest industry standards, technologies and regulatory changes.

### Is there a specific project or achievement in the industrial space that you are particularly proud of?

I'm honestly proud of every project I've worked on, one of the highlights of my career is the diverse range of industries I've had the opportunity to work in. I've had the privilege of working on projects all over Australia, in industries that range from manufacturing to oil and gas. Each project has its own set of challenges and learning opportunities, which keeps the work exciting.

### What changes do you see in industrial electrical work in the next 5-10 years, especially with automation and smart technologies?

I expect industrial electrical work to become even more complex and specialised, largely due to advancements in automation and smart technologies. We're already seeing automation systems becoming more sophisticated, and I believe this will continue to accelerate. The use of robotics, AI and smart sensors in industries like manufacturing and logistics will become more widespread, and electricians will need to be well-versed in these technologies to stay relevant.

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

I really enjoy spending quality time with my family and our dogs. Work can get hectic, so having that time to unwind and connect with family is something I value.

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

Without a doubt, meeting my partner has been the coolest and most life-changing experience. ■

# Staff Spotlight



**Mark Reidy**  
Industrial Business Development Manager

## Mark Reidy

Industrial Business Development Manager

Mark Reidy has been with Middy's for nine months. One of the key highlights during this time has been witnessing the expansion of the industrial team, where new opportunities and challenges constantly emerge. This growth has broadened the team's capabilities and introduced fresh perspectives and expertise.

Drawn to Middy's family-owned values that emphasise community, loyalty and long-term relationships, Mark appreciates the supportive and flexible environment offered to Middy's customers. The opportunity to apply his extensive experience allows him to contribute actively to the team's success and positively impact customers.

Mark's business goals centre around fostering a collaborative team environment and solving customer challenges effectively. He also aims to impart his knowledge to the staff, and enjoys witnessing their growth and development first hand.

With 30+ years in the electrical industry, Mark's roles have included working as an A-grade electrician in railways, focusing on industrial plant maintenance. He spent a decade at a major industrial electrical supplier as a Product Manager receiving training in many countries. Mark also owned an electrical contracting business that focused on the agricultural and industrial sectors and spent eight years in the mining industry, specialising in fault finding, sensing and high voltage switching.

Outside of work, Mark is passionate about travelling and engaging with diverse cultures at a grassroots level, finding joy in exploring new destinations and connecting with local communities.

A memorable experience for Mark was working and living remotely in the mining sector under extreme conditions, including temperatures reaching 48 degrees Celsius. This challenge, alongside a diverse team, was rewarding and taught him humility, generosity and authenticity.

Mark's greatest accomplishment has been the privilege of mentoring young engineers and electricians, supporting their growth into respected leaders. This experience has reinforced his commitment to mentorship and the importance of investing in the next generation of talent.

We value Mark's extensive knowledge and exceptional experience in the industry and look forward to seeing his ongoing growth and positive contributions to our team. ■



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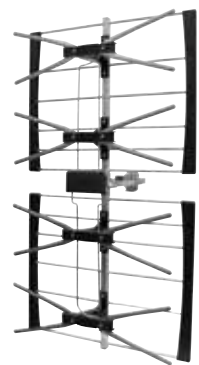
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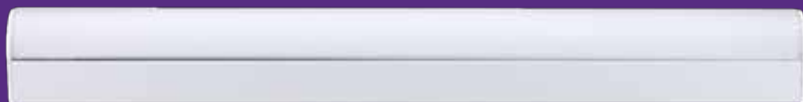


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# Inside NECA E&Cs 2024 WorldSkills ANZETA Regional Competition

Every two years, over 4,000 apprentices, trainees and students compete for gold, silver and bronze medals, with winners earning the opportunity to compete at the national level.

This July, NECA Education & Careers (NECA E&C) hosted the 2024 WorldSkills ANZETA Regional Electrical Installation Competition at their Dandenong campus. Apprentices from around Australia were flown in to participate in this event, vying for medals and the chance to compete in the national competition in 2025. The competition provided a platform for apprentices to test their skills against their peers, showcasing their talent and dedication.

We caught up with the mentors, judges and facilitators at NECA E&C to gain their insights on the competition, the apprentices and the significant value such events bring to the electrical industry.

## **Andrew Baillie – NECA E&C Mentor and A Grade Electrician**

"Contestants from all over Australia were flown in for this competition. I'm mentoring two female apprentices and it's fantastic to see more women entering the electrical industry. The team has been great and the apprentices have been a joy to work with. We have mentors from different states here to support our apprentices, offering them guidance and encouragement. During the competition, however, we step back and monitor closely without speaking to the apprentices but remaining present for moral support. It's a fantastic event, and it's been incredible to be a part of these past three days."

Andrew explained that apprentices were allowed two days of practice before the six-hour competition. Their task was to build a circuit structure, which was then powered up and tested. Participants were all given the same installation requirements, with a sample installed circuit structure as a guide for reference.

We then spoke to Darin from NECA E&C, the Training Manager and Chief Judge, to gain a deeper understanding of his thoughts on the competition and the criteria used for marking.

## **Darin Jewell – NECA E&C Training Manager & Competition Head Judge**

### **What did the preparation for this event look like?**

"It's been a massive lead-up to this event. Getting all the contestants flown out and organising the accommodation, travel, as well as the tools, equipment and materials needed for today was a massive effort and the team has done a fantastic job. It's great to see the payoff today. Seeing all these apprentices focused and working hard is just so rewarding."

### **What are you most excited about seeing today?**

"I'm excited because we're seeing such great progress. We put together the brief, and it took us some time to measure everything out for the apprentices to refer to. We wondered if the apprentices would get their installations done in time, or if it would be too challenging. Looking around, they are all so far ahead of what I expected. I'm extremely impressed."

### **What criteria do you use to mark the competitors and their structures?**

"They are judged on four different aspects. First is safety - we want to ensure everyone is being safe and responsible. Everyone has their safety glasses on and are wearing gloves when needed. Second is circuit function- when they turn the circuit on, we ensure it functions correctly and safely. Third, dimensions- they need to measure from a template and ensure everything is level. And last, but not least, wiring and terminations - as electricians, we ensure there's not too much copper showing and that cables aren't set up too tightly, we're looking for high-quality work."



*Apprentices staying focused during the competition*

We want to give a special round of applause to Gold Medalist Max Figgis, Silver Medalist Ky Knight and Bronze Medalist Cooper Inns-Mexted for their outstanding achievements in the regional competition. We wish Max Figgis the best of luck as he prepares for the 2025 national competition and all participants the best in their future endeavours.

Our heartfelt thanks go to the judges and the entire NECA E&C team for their dedication and efforts. Middy's is proud to be partnered with NECA and looks forward to more impactful events like this in the future.



**More events like this will help the electrical industry improve from the grassroots up.**

*- Kathryn Whitfield Belton  
Head of Strategic Marketing,  
NECA E&C*

## **Kathryn Whitfield Belton - Head of Strategic Marketing, NECA E&C**

"Competitions like WorldSkills give apprentices the opportunity to showcase their skills, growth and learnings. It's a way for them to build their careers from the ground up, which is invaluable. Over the past week, I've seen how apprentices learn from each other and support one another even while competing. It's a wonderful opportunity for peer-driven growth and camaraderie in our industry. More events like this will help the electrical industry improve from the grassroots up."

By supporting events like the 2024 ANZETA Regional Electrical Installation Competition, we help shape the future of the electrical industry, one talented apprentice at a time. ■



# Middy's Community Snapshot



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



Middy's is a proud sponsor of boxing star Max 'Madman' Reeves from BOLTZ Contractors in Sale, VIC



Young racing fans caught the Middy's No. 14 Camaro out in the wild



@electricpaige (Insta) rockin' pink on pink on pink



Long time supporters of Frankie's Community Kitchen, Middy's recently donated electrical goods & a financial contribution to help fit-out their new kitchen



Middy's is proud to support BCNA by hosting a Pink Bun Morning Tea at Middy's NBSC



J-Force Electrical showing you can bring your apprentice anywhere if you have the right equipment



Kate from Banks Electrical and Solar giving her new Middy's Hoodie the thumbs up at Middy's Launceston



Middy's VIC North East, Riverina & ACT Branch Manager of the Year Awards in September



Middy's Albury hosted a BCNA Pie Day where they sold out of beanies, ran out of pies & raised \$250 for BCNA

Follow @middyselectrical on:



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



# Bryce Fullwood's First Podium Under BJR

The Brad Jones Racing (BJR) team showcased their values of hard work, resilience and determination at the Tasmania SuperSprint. Bryce Fullwood's performance in the No.14 Middy's Electrical Camaro was a testament to the relentless effort and commitment of the entire team.



The hard work finally paid off at the Tasmania SuperSprint with Bryce's first podium in the Middy's No.14 Camaro under Brad Jones Racing.

After a tumultuous start to the 2024 Supercars Season, Bryce was stoked to get back to form at the Tasmania SuperSprint in August.

In Race 17, Bryce battled his way into the top ten, finishing 10th despite a challenging qualifying session. The red flag in Q2 prevented him from completing his fast run, resulting in a 12th place start. However, the team and Bryce did not lose focus. A strategic rear-two-tyre stop at the halfway mark of the 55-lap race allowed Bryce to make significant gains on the track, culminating in a late-race pass on Ryan Wood to secure his top ten finish. This performance highlighted the team's ability to remain resilient and capitalise on every opportunity.

Race 18 was an even more remarkable achievement, as Bryce claimed his first podium finish with the team, placing third. Starting from sixth on the grid, Bryce had an impressive start and maintained his composure as the race unfolded. A timely Safety Car on lap 7 allowed the No. 14 Middy's Electrical Camaro crew to execute a flawless two-rear-tyre stop, keeping Bryce in a competitive position. As the race developed, Bryce seized the moment, crossing the finish line in third place. This podium finish reflects the hard work and dedication of everyone involved.

Bryce expressed the significance of this result, saying, "We all put our blood, sweat and tears into our racing. This sport has a knack of really kicking you when you're down, and for us, it's been a tough first part of the year. But we kept pushing, and this result means a lot."



The team at BJR haven't slept a lot in the last couple of weeks and have done a lot of work. They've really turned some stuff around for us. I can see the grit in the team, like they really wanted this. And so it's awesome to be able to repay them for all their hard work. I look forward to trying to continue the form into the enduros.

- Bryce Fullwood at the Tasmania SuperSprint

The Sandown 500 was next and boy, did it have it all: rain, hail and shine. For the BJR team, it was a mixed bag, but an amazing comeback for Bryce Fullwood and his co-driver, Jaylyn Robotham, made it one to watch. The No.14 Middy's Camaro fought through the pack to finish in the top 10, a fabulous team effort.

During the practice sessions leading up to the Sandown 500, the No.14 Middy's Electrical crew worked diligently, focusing on various racing elements. Bryce Fullwood and co-driver Jaylyn Robotham showed their commitment by putting in hard work throughout these sessions.

Rain and hail made qualifying tricky for everyone, with the session interrupted by a red flag after just a few minutes. Bryce Fullwood qualified 23rd on the grid. While the team was disappointed with the result, there were positives to take away. The team's consistent pace on used tyres gave hope for the demanding 161 laps ahead on Sunday.

Race 19 saw the No.14 Middy's Electrical Camaro make an incredible comeback, charging from 23rd on the grid to finish 9th. The crew's meticulous race preparation was a key factor in this performance. The No.14 Camaro showed real race pace. The shortened race, which ran under time, saw five Safety Car periods and was a wild ride for all Brad Jones Racing drivers. Despite the challenges, the No.14 Camaro strategically worked its way into the top 10. Jaylyn Robotham, in his early stint in the car, battled through some tough moments. However, when the driver change occurred, the Safety Car came out at an unfortunate time, dropping Bryce to last place. Throughout the race, No.14's engineer, Phil Keed, showcased his expertise and strategic thinking. Coupled with Bryce's driving skills and determination, the team ultimately brought the No.14 Camaro home in 9th place, gaining 14 positions. This impressive recovery and teamwork are a testament to our resilience and unwavering commitment to success. ■



Racing Schedule

► [middys.com.au/racing](https://middys.com.au/racing)

# Grab Your 2025 Diary and Calendar

The latest Middy's Wall Calendars and Desk Diaries are available every year to all trade account customers.  
Enquire via your local branch or sales rep to secure your new 2025 edition late November.

## Diary Features:

- ✓ Handy day to a page view
- ✓ Convenient A5 desk diary format
- ✓ A4 full size diaries available
- ✓ Room to enter important dates and events
- ✓ National Public holiday listings
- ✓ National School holiday dates
- ✓ Spiral binding sits flat
- ✓ Extensive contractor resource info section

## Calendar Features:

- ✓ 12 x Month to a view pages
- ✓ Room to enter important dates and events
- ✓ National Public holiday listings
- ✓ National School holiday dates
- ✓ 'Year at a Glance' Tear-out wall planner



## Christmas & New Year Trading Hours

<b>Monday</b>	<b>23 December 2024</b>	<b>Open until midday</b>
Tuesday	24 December 2024	Closed
Wednesday	25 December 2024	Closed (Christmas Day)
Thursday	26 December 2024	Closed (Boxing Day)
Friday	27 December 2024	Closed
Saturday	28 December 2024	Closed
<b>Monday</b>	<b>30 December 2024</b>	<b>Open until midday</b>
Tuesday	31 December 2024	Closed
Wednesday	1 January 2025	Closed (New Year's Day)
<b>Thursday</b>	<b>2 January 2025</b>	<b>Open normal trading hours</b>

Branches below will **close at midday Monday 23 December 2024**  
and will **reopen Thursday 2nd January 2025** \*:

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

Season's  
Greetings

from **MIDDY'S**

**MERRY CHRISTMAS and HAPPY NEW YEAR**  
From Management and Staff Middendorp Electric Co Pty Ltd  
\*Correct at time of printing. Please search Google for updates.



# Middy's Laverton Industrial Branch

The newly refurbished, and Middy's first dedicated Industrial specialist branch, launched in October.



Middy's Laverton Industrial branch features a specialised showroom focused on industrial needs and a team of dedicated staff ready to provide end-to-end solutions

We are excited to share that Middy's is continually enhancing our national branch network to better service the evolving needs of our customers. Laverton is a new dedicated Industrial branch that re-launched for trade on Tuesday 8 October, bringing a new level of service and expertise to you, our valued customers.

Our expanded industrial branch features a comprehensive range of stock from leading brands, a specialised showroom focused on industrial needs, and a team of dedicated staff ready to provide end-to-end solutions. Middy's Laverton will continue to cater to all electricians, offering a comprehensive range of products and services to meet your diverse needs.

During launch week the branch hosted Trade Days featuring full trade displays from valued suppliers including NHP, Omega and Schneider. Customers enjoyed free coffee and tasty treats from an array of food trucks on site. The Middy's Street Machine was also on display.

Those who spent \$500+gst on NHP products during the week went into the draw to win a custom pink Middy's Cooler valued at \$389, with the lucky winner being Tony Richards from Featherbrook Electrical.

## Industrial features:

- ✓ Expansive range of industrial stock from major brands
- ✓ Dedicated industrial tech support staff and BDM to provide end-to-end solutions
- ✓ Industrial focused showroom

## Quotes & support on:

- ✓ Off-the-shelf & custom switch boards & panel boards
- ✓ Durable speed drives
- ✓ Motor starting applications
- ✓ Automation
- ✓ Motor Control

## Branch features:

- ✓ Large carpark, trailer friendly
- ✓ Contractor showroom with tech displays
- ✓ EV Charger available
- ✓ Diverse range of stock
- ✓ Close to freeway entry/exit
- ✓ Climate controlled showroom



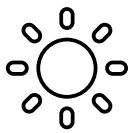
Middy's Laverton

**Branch Manager Justin Paragreen and the team look forward to welcoming you at Middy's Laverton. ■**

## **MIDDY'S LAVERTON**

2/16 Fitzgerald Rd (Cnr Cherry Ln), Laverton North, VIC 3026  
P (03) 9369 3444 | E laverton.vic@middys.com.au  
**Mon-Fri 7AM - 5PM**





# MIDDY'S

## SUMMER ACTIVITY SHEET

Follow the arrows and complete the activities so the Middy's Monster can collect his tools...!

### WORD SEARCH

P	A	T	U	W	M	N	H	D	Z	R	R	M	L	H	N	D	W	Y	L
K	C	U	E	I	D	A	T	A	E	S	L	F	I	D	A	A	L	A	B
H	T	R	A	C	W	H	A	T	G	K	R	Y	G	D	R	M	C	S	B
C	I	B	J	U	H	E	S	K	R	E	P	I	H	H	D	I	M	V	D
O	V	R	T	F	J	N	R	M	N	A	L	E	T	D	R	Y	L	E	U
L	I	A	C	T	O	Q	O	N	T	D	D	D	C	T	G	S	S	L	R
O	T	N	V	M	T	H	A	L	O	O	X	I	C	R	A	W	K	R	P
U	I	C	V	E	L	P	X	Y	O	U	T	E	E	S	P	I	N	K	R
R	E	H	A	E	S	R	K	K	L	G	L	F	P	Q	I	V	G	G	R
H	S	K	L	G	E	D	A	A	S	E	Y	Z	B	S	V	S	L	I	G

FIND THE  
HIDDEN WORDS



ACTIVITIES

BRANCH

COLOUR

TOOLS

MONSTER

DATA

DRILL

ELECTRICAL

TECHNOLOGY

PINK

HAMMER

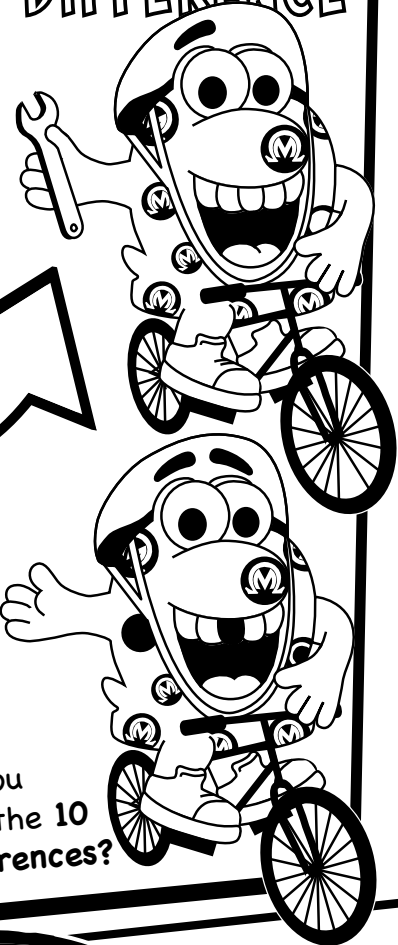
LIGHT

MIDDYS

TRADIE

SPANNER

### SPOT THE DIFFERENCE



Did you  
spot the 10  
differences?

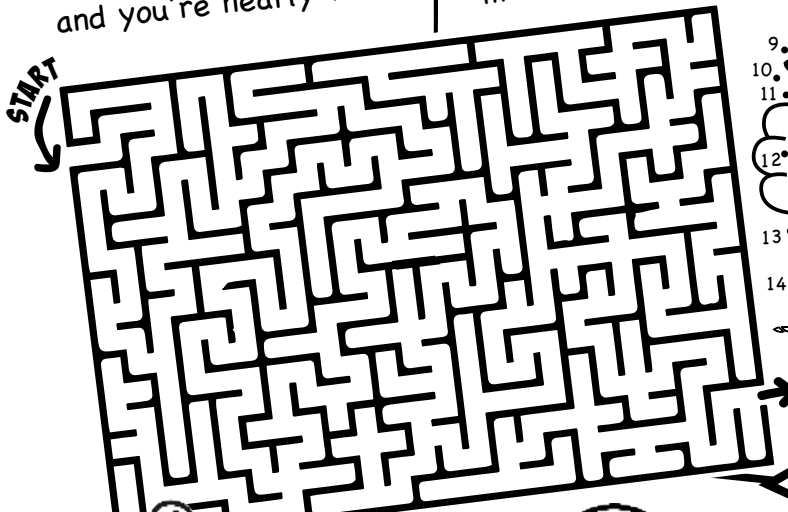


### MAZE

Complete the maze  
and you're nearly there!

### CONNECT THE DOTS

To find the  
missing tool



•5

6. •4

•3

7. •

8. •2

•

9. •1

10. •

11. •

12. •

13. •

14. •

15. •

16. •

17. •

**YOU DID IT!**  
Now colour  
me in!



[middys.com.au](http://middys.com.au)



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

# Meet Your Branch - Middy's Sale

Middy's is continuing to expand our national branch network to better service the needs of our customers.

Middy's proudly announces the successful opening of our new branch in the vibrant town of Sale, Victoria, on August 5th. Our dedicated Middy's Sale team, led by Branch Manager Matt Krusic, launched with a fantastic first week, warmly welcoming the community and forging strong relationships with local contractors. The atmosphere was filled with high spirits, sharing pizzas and coffee, making meaningful connections that go beyond business. To add to the excitement, the branch even held a giveaway, with four very lucky customers going home with their very own Weber Baby Q barbecue grills.

Our Sale branch offers essential products for daily operations alongside an extensive range of specialised industrial gear designed to tackle every project imaginable.

## Branch features:

- ✓ Large Carpark, Trailer friendly
- ✓ Contractor Showroom
- ✓ Large Warehouse
- ✓ Climate Controlled Showroom

## Matt Krusic - Branch Manager

Matt joined Middy's in May 2024 and is thrilled to have lead the opening of the new Sale Branch in his hometown, which was eagerly anticipated by local electricians and contractors. Matt has already connected with inspiring and respected industry professionals and looks forward to nurturing these relationships further. Matt's personal goal is to build a successful branch with strong industry relationships. His career began with an apprenticeship in 2010 and has included roles in electrical wholesale, such as account and branch manager positions. Outside of work, Matt enjoys relaxing with his family and cherishes his trip to Queenstown, New Zealand, with Clipsal/Schneider. His greatest accomplishments are his family, which includes his wife Mallory and their two kids, Lilly and Brayden as well as the successful renovation and construction of their new home.

## Carl Binks - Inventory Officer

Carl has been with Middy's for two and a half years. He values connecting with customers and colleagues and appreciates the comradeship and challenges of the industry whilst learning new problem-solving skills. Carl joined Middy's for its strong reputation and aims to advance his career in the wholesale industry, with a goal of moving into a management role and pursuing relevant training. His previous experience includes nearly 15 years at AWM Sale, where he started as a storeman/driver and advanced to counter sales, managing contracts for the Oil and Gas industry, including ExxonMobil. Outside of work, Carl enjoys playing computer games and practicing karate.

## Sophie Ingram - Counter Sales

Sophie has been with Middy's for over five years. A highlight of her time here has been building relationships with customers and colleagues. Sophie was motivated to join Middy's after being offered a job when Ben Scanlon, Middy's Regional General Manager, purchased fuel from



Middy's new Sale, VIC branch



(L-R): The team at Middy's Sale; Brett, Sophie, Matt & Carl

her at a service station. Her personal goal is to grow her side business as a mental health support worker. Her background includes experience in auto electrical work, hospitality and mental health. Outside of work, Sophie enjoys travelling overseas when possible and spending time with her dogs. Her greatest accomplishments include her extensive travels and purchasing her car. In her free time, Sophie likes to go out with friends and have fun.

## Brett Pavlovic - Store Person

Brett recently joined Middy's Sale in June after relocating from Berwick. He was drawn to the opportunity at Middy's new branch in Sale, bringing with him 29 years of experience as an electrician and a background in contracting since 2006, primarily in the industrial and construction sectors. His personal business goals include improving leadership skills and advancing to new positions as they become available. Outside of work, Brett enjoys keeping fit, working outdoors and tinkering in the shed on various projects. One of his coolest experiences was skydiving from 15,000 feet on a clear, sunny day. His greatest accomplishment remains meeting his beautiful wife and becoming a father to two wonderful boys.



Middy's Sale

Branch Manager Matt Krusic and the team look forward to welcoming you at Middy's Sale. ■

**MIDDY'S SALE**

2/13-17 Princes Hwy, Sale, VIC 3850  
P (03) 5144 1026 | E [sale.vic@middys.com.au](mailto:sale.vic@middys.com.au)  
Mon-Fri 7AM - 5PM

**NATIONAL BRANCH SUPPORT CENTRE:**
**EV MT WAVERLEY (VIC)** 357 Ferntree Gully Rd (03) 7067 5555

**MELBOURNE METRO:**
**L S AIRPORT WEST** Cnr Matthews Ave & Fraser St 3042 (03) 9338 3611  
**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  
 Near Cnr Sladen St

**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  
 Near McDonalds

**A S FRANKSTON** 146 Beach St 3199 (03) 9783 8444  
 Near Kelman St

**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  
 Cnr Montgomery St

**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  
 Cnr Cherry Ln **NEW INDUSTRIAL**
**CS EV L S D 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 L SD 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  
 Near Frank St

**EV T MULGRAVE** 214 Wellington Rd 3168 (03) 9562 2033  
**SMARTCENTRE** Behind Branch 1800 778 823

**A S NARRE WARREN** 91-93 Victor Cres 3805 (03) 8790 1766  
 Cnr Princess Hwy

**CS EV I L S D S OAKLEIGH** 1/1609-1615 Dandenong Rd 3166 (03) 9568 2733  
 Cnr Ferntree Gully Rd & Lever St

**A L SD S PAKENHAM** 45-47 Bald Hill Rd 3810 (03) 5941 6133  
 Opp. Simplot

**EV F I S PORT MELBOURNE** 2 Thackray Rd 3207 (03) 9699 1588  
**PRESTON** 152 Plenty Rd 3072 (03) 9484 0644  
 Cnr Brighton Ave

**S RAVENHALL (DEER PARK)** 13 Westwood Dr 3023 (03) 8348 5422

**A RINGWOOD** 53 New St 3134 (03) 9879 2600  
 Cnr Olive Gr

**A EV S ROSEBUD** 212 Boneo Rd 3940 (03) 5986 4744  
**ROWVILLE** 2 Laser Dr 3178 (03) 9763 4922  
 Cnr Kelletts Rd

**A CSL SD S SOUTH MORANG** 318 McDonalds Rd 3752 (03) 9436 4800  
**ST KILDA** 7 Vale St 3182 (03) 9525 4366  
 Off Barkly St

**S SUNBURY** 1-9 Vineyard Rd 3429 (03) 9744 1000  
**S T SUNSHINE** 46 McIntyre Rd 3020 (03) 9312 4111  
 Near Suffolk Rd

**S THOMASTOWN** 42 Wood St 3074 (03) 9465 8911  
 Near Hanrahan St

**L WHITTLESEA** 16/2398 Plenty Rd 3757 (03) 9716 0133  
**WILLIAMSTOWN** 392-394 Kororoit Creek Rd 3016 (03) 9399 3977  
 Cnr Fink St

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

**VICTORIA COUNTRY:**
**BAIRNSDALE** 479 Main St (Princes Hwy) 3875 (03) 5152 5144  
**I BALLARAT** 101 Mair St East 3350 (03) 5333 2377  
 Opp. Hungry Jacks

**CS I SD T BALLARAT WEST (DELACOMBE)** 8 Wiltshire Ln 3356 (03) 5332 0500

**A CS L SD BENALLA** 42 Sydney Rd 3672 (03) 5762 4099  
 Near Witt St

**A CS FL SD T BENDIGO (GOLDEN SQUARE)** 114 Hattam St 3555 (03) 5441 2707

**A CS F I L SD T BENDIGO NORTH (EPSOM)** 195 Midland Hwy 3551 Opp. ALDI (03) 5410 0011

**L SD COLAC** 55 Corangamite St 3250 (03) 5231 5600  
**A CS I L SD ECHUCA** 164 Ogilvie Ave 3564 (03) 5482 4633  
 Cnr Hovell St

**F I SD S GEELONG** Lawrence Pl 3220 (03) 5222 3855  
 Near Little Rye St

**I GEELONG NORTH** 316 Thompson Rd 3215 (03) 5277 3488  
 Near Morgan St

**EV GISBORNE** 44 Hamilton St 3437 (03) 5428 2822  
 Cnr Prince St

**L SD S GROVEDALE** 180 Torquay Rd (Surf Coast Hwy) 3216 (03) 5241 6999  
**A CS EV L SD HORSHAM** 33 Hamilton St 3400 (03) 5382 5422

**I LEONGATHA** 1A Turner St 3953 (03) 5662 5977  
 Cnr Turner & Hughes St

**CS I L SD MILDURA** 701-703 Fifteenth St 3500 (03) 5021 5922  
**A OCEAN GROVE** 30 Everist Rd 3226 (03) 5255 1133

**A CS I L SALE** 2/13-17 Princes Hwy 3850 (03) 5144 1026  
**A SEYMOUR** 8 Industrial Crt 3660 (03) 5799 0377  
 Off Wallis St

**A EV F I T SHEPPARTON** 7-9 Vaughan St 3630 (03) 5822 2411  
 Cnr Wyndham St

**STAWELL** 200 Upper Main St 3380 (03) 5358 3088  
 Near Cnr Fisher St

**A L SD SWAN HILL** 59 Nyah Rd 3585 (03) 5032 5268  
**TORQUAY** 36 Baines Cres 3228 (03) 5264 7522

**A F I TRARALGON** 11-13 Deakin St 3844 (03) 5174 6611  
 Off Princes Hwy

**A CS EV L SD WANGARATTA** 15 Tone Rd 3677 (03) 5722 1177  
**T WARRAGUL** 31 Princes Way 3820 (03) 5623 6664

**I L SD WARRNAMBOOL** 1072 Raglan Pde 3280 (03) 5560 5677  
**AC SEV F I L SD T WODONGA** 12 Osburn St 3690 (02) 6056 1699  
 Cnr Queen St

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

**SYDNEY METRO:**
**FAIRFIELD** 53 Barbara St 2165 (02) 9727 0755  
**MEADOWBANK** 28 Constitution Rd 2114 (02) 9809 7722

**A T MINCHINBURY** 5-7 Colyton Rd 2770 (02) 9677 1444  
 Opp. McDonald's

**T MOOREBANK** 66-68 Heathcote Rd 2170 (02) 9600 8177  
**EV I L SD PADSTOW** 125 Fairford Rd 2211 (02) 9773 1111

**A PENRITH** 2A Coombes Dr 2750 (02) 4722 3566  
**A I L SD SMEATON GRANGE** 3/5 Dunn Rd 2567 (02) 4632 4100 **NEW**
**NEW SOUTH WALES COUNTRY:**
**A EV I L SD ALBURY (LAVINGTON)** 4 Woolpoint Crt 2641 (02) 6025 1133

**A DENILIQUIN** 63 End St 2710 (03) 5881 5099  
**CS L SD GOULBURN** 21 Bradley St 2580 (02) 4822 7977

**EV I S GRIFFITH** 120 Yambil St 2680 (02) 6964 8011  
**EV LEETON** 38 Acacia Ave 2750 (02) 6953 8011

**A EV L MERIMBULA** 202 Arthur Kaine Dr 2548 (02) 4003 7444  
**AC SEV F I 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



# National Branch Network

## AUSTRALIAN CAPITAL TERRITORY:

**ACS EV L SD T FYSHWICK** 39 Quilpie Cres 2609 (02) 6280 0188  
Cnr Newcastle & Cessnock St

## NORTHERN TERRITORY:

**CS L SD COOLALINGA** 43 Fairweather Cres 0839 (08) 8932 0739  
**CS EV SD S DARWIN (WOOLNER)** 3 Charlton Crt 0820 (08) 8981 3333  
**L S MIDDY'S LIGHTING DARWIN** 3 Charlton Crt 0820 (08) 8981 4270  
**CS I L SD S PALMERSTON** 25 Toupein Rd 0830 (08) 8932 1800  
**L S MIDDY'S LIGHTING PALMERSTON** 25 Toupein Rd 0830 (08) 8932 1800

## QUEENSLAND:

**A CS EV L 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  
Cnr Indy Crt  
**T TINGALPA** 8 Proprietary St 4173 (07) 3390 4811  
**A I T VIRGINIA** 49 Toombul Rd 4014 (07) 3256 7955  
Opp. Walter St

## SOUTH AUSTRALIA - ADELAIDE METRO:

**EV SD T HINDMARSH** 12 Susan St 5007 (08) 8340 9255  
Cnr South Rd & Susan St  
**I SALISBURY NORTH** 1 Playford Cres 5108 (08) 8182 3566  
**SOMERTON PARK** 232 Brighton Rd 5044 (08) 8294 3088  
Near Oaklands Rd

## TASMANIA:

**F T HOBART (MOONAH)** 7 Effingham St 7009 (03) 6272 7355  
**CS EV L SD HOBART** 2/21 South Arm Hwy 7018 (03) 6122 1877  
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