

[MAG]



illuminating the Future

Powering up a brighter future with innovative solutions.

GOOD FOOD PARTNERS LIGHTING CASE STUDY

THE FUTURE OF SUSTAINABLE 3D PRINTING

TRANSFORMING HOUSEHOLD ELECTRIFICATION

WHAT'S IN THE VAN THIS AUTUMN?

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

Welcome From Middy's

ISSUE 45 APR - JUN 2024

In this issue we look at electrification in Australia and the economic opportunity it presents to the electrical trade. Now is the time for our industry to grab this chance and leverage inevitability. Read about transforming household electrification from gas to electric on page 10 and how can the electrical trade industry seize this transformative moment. And on page 12 take a deep dive into EV growth and charging infrastructure with leading Futurist Steve Sammartino.

Power up a brighter future with innovative products and solutions recommended by Middy's category experts, from our valued suppliers. Turn to page 22 to see "What's in the Van this Autumn?".

Want to win a \$10K Travel Voucher? Take a sneak peak and get ready for our national promotion taking flight in May on page 7.

A bumper issue featuring three case studies, an insightful article about Sustainable 3D printed lights, Sparky Spotlight, Middy's Community Snapshot, Branch Updates and plenty more.

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

Offering you more...

MIDDY'S SMARTCENTRE

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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 & see page 31 for details...



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Life Is On

Schneider
Electric

The Future of Sustainable 3D Printing

Brightening the world we live in with a new form of digital craftsmanship. Today's choice in lighting is 3D printed. Signify's 'Philips MyCreation' brand enables you to create remarkable and sustainable lighting designs. Fitting your brand and spaces seamlessly. Delivered directly to your business. Saving on time, energy, waste and transportation.



Sustainable 3D printed lights by Philips MyCreations

It doesn't matter if we are paying attention or not, technology has a weird way of forging ahead thanks to the hard work of innovators in industry. The good news is that we get to be the beneficiaries of their vision. While 3D printing has been on the technology agenda for over a decade, it rarely gets the attention of other advances such as AI and renewable energy.

A quick update might surprise. We can already print in over 300 materials, including diamonds. Printers are now also multi-material, meaning they have more than one print head, can print moving parts and many materials simultaneously. We can already print microchips, electronics, wagu steak,

teeth, hips and other body parts including human organs – which are developed and grow out from extractions from the actual patient. And the weirdest of all, some 3D printers can print up to 80% of 'themselves', hence almost self-replicating. 3D printing is taking lessons from nature to build the world around us. It's mind boggling.

Famed science fiction author William Gibson, who coined the term 'Cyber Space', said that "The future is already here, it is just unevenly distributed".



Leading futurist Steve Sammartino, adds, as a perfect descriptor for 3D printing,

"As someone who is personally involved, I am the Co-Founder of Macro3D.com.au, we build robots which 3D print houses, and we've already printed one in Adelaide in 2023. People are astounded this is already happening in construction in Australia. After our first build in 2023 we now have orders to print 400 homes in the next three years. Likewise, I'm excited about how this technology can help electrical contractors."

- Steve Sammartino,
Leading Futurist & Co-Founder of Macro 3D





Philips MyCreation 3D printed lighting display at Middy's Hoppers Crossing

Like every digital technology, speed and accuracy of prints are rapidly increasing. Printing resolution can now be achieved at 100th of a human hair. And the beauty of this technology is that one size fits all. We can create and print whatever we imagine. For the electrical trade this has two important implications. Firstly, we can design and print whatever we imagine – create bespoke products for commercial and residential customers. This can be done as a prototype for small production runs. And secondly, we can design bespoke parts and components for which an off the shelf product doesn't exist, or is no longer manufactured.

What about 3D printed lighting?

Middy's has recently teamed up with Philips to enable sustainable 3D printed lighting via My Creations. It allows any sparky to create their own unique lighting to suit your brand, space or preferences. Creating your own luminaire designs has never been easier. Simply visit the Philips MyCreations website pro.mycreation.lighting.philips.com to create your personalised design. It will then generate your unique configuration code which enables you to then order the quantity you need through your local Middy's branch and have it printed on demand, right here in Australia, which means you won't be waiting long for your delivery. Additionally, it is sustainable by default, contributes to a circular economy, reduces CO² emissions and minimises waste.

In the future it's possible that your local Middy's branch will have 3D printers in house where you can either upload a file of what you need to be printed from a supplier, or scan an item which is either difficult to source or no longer produced and get one printed while you have a coffee with the Branch Manager. And while this all sounds like fantasy, we need to remember that advances in AI will only accelerate this potential and turn it into reality.

The future is bright. So, immerse yourself in a world of creativity, style and endless possibilities. Embark on a journey towards a brighter, greener future with Philips MyCreation. ■

Speak to your local Middy's expert for further information or scan the QR code to learn more about the possibilities of MyCreation.



Learn More



The possibilities are endless with Philips MyCreation

AIRBUS **EC**

24/7 HEALTHY VENTILATION

- Continuous trickle setting (24/7) silently eliminates stale/moist air which is replenished naturally with fresh air
- Three speed energy efficient EC motor ensures low operating costs
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LED option: 10w light | Tri Colour (WW/NW/CW)
- Airbus EC **500** - Ideal for ensuites, bathroom and large open bathrooms
LED option: 10w light | Tri Colour (WW/NW/CW)
- Available as complete kits or motor and choice of fascia
- Five year warranty

Wireless Wall Controller: included



BOOST - 10 minutes for rapid steam/odour removal, then reverts back to 24/7



RUN - 20 minutes for excellent all round performance, then reverts back to 24/7



24/7 - Continuous trickle extraction creates a healthier living environment

Isolation Switch: not included

Can turn the unit ON / OFF and will default to the "RUN" setting when turned on

Product Code	Price ex gst	Price inc gst
PVPXEC200RD	\$149.00	\$163.90
PVPXEC200SQ	\$149.00	\$163.90
PVPXEC500RD	\$198.95	\$218.85
PVPXEC500SQ	\$198.95	\$218.85



MADRID

3 IN 1 BATHROOM UNIT

- Stylish ultra slim design
- Energy efficient self-regulating 2 heat level fan heater
- Dedicated high performance extraction fan
- High 1900 Lumen, 4000k natural white LED light
- Five year warranty

Product Code	Price ex gst	Price inc gst
MAD31FHLX	\$359.00	\$394.90



MYKA

3 IN 1 BATHROOM UNIT

- Super low profile with flush mount 10w LED downlight
- Side ducted exhaust fan with energy saving backdraft stopper
- Radiant heat globes
- Thermal safety feature
- 3 year warranty

Product Code	Price (ex gst)	Price inc gst
M2HDLXWH	\$142.85	\$157.15
M2HDLXS	\$158.85	\$174.75
M4HDLXWH	\$169.95	\$186.95
M4HDLXS	\$169.95	\$186.95



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The planet's pathways

Meet Your Industry at an Info Night Near You

A great night of information and entertainment, with keynote speakers from within the electrical industry speaking about what matters most to contractors.

Middy's Info Nights are back in full swing for 2024. Come along and meet your industry peers and mix in the relaxed and informal environment of a fun night.

The night commences with a supplier trade show and latest technologies display, followed by an introduction from the Middy's family. Prizes are awarded for Product of the Night as well as door prizes and showbag giveaways. Refreshments and a two course dinner are also provided.

Info Night Features:

- ✓ Welcome by Middendorp Family
- ✓ Supplier Trade Show
- ✓ EV Updates
- ✓ Dinner & Drinks
- ✓ Comedian MC
- ✓ Regulations & Safety Update
- ✓ Product of the Night
- ✓ Prizes & Showbags



I loved the comedy and having a laugh - please keep that going at these nights.

- David Mills (Middy's customer)



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FREE
To all members of the industry, contractors, partners & apprentices

DON'T MISS OUT! REGISTER TODAY

UPCOMING INFO NIGHTS*

17 April	Western Country VIC
8 May	Mildura
29 May	Peninsula VIC
19 June	Benalla, Wangaratta & Yarrawonga

*Dates correct at time of print



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From Gas to Electric: Transforming Household Electrification In Australia

As Australia sets its sights on reducing greenhouse gas emissions by 32% by 2030, the nation faces a pressing challenge in meeting domestic fossil gas demands.



As Australia sets its sights on reducing greenhouse gas emissions by 32% by 2030, the nation faces a pressing challenge in meeting domestic fossil gas demands. The latest 2023 Gas Statement of Opportunities from the Australian Energy Market Operator (AEMO) highlights a looming shortfall in gas supplies, particularly in the southern states. Despite a decline in gas demand, AEMO's projections indicate a sustained need for additional supply across various energy scenarios.

Both state and federal governments, notably Victoria, have committed to substantial reductions in greenhouse gas emissions, prompting a swift transition away from fossil fuels. However, a recent report by the Institute for Energy Economics and Financial Analysis (IEEFA) offers an alternative approach: addressing gas deficit through enhanced energy efficiency and electrification in households and industries.

An example of an alternative solution as addressed by IEEFA is a push to replace resistive heaters and water heaters with heat pumps. These pumps use significantly less electricity, typically one-third to one-fifth compared to resistive equipment. Despite higher upfront costs, heat pumps offer superior cost-effectiveness over the appliance's lifespan.

IEEFA calculations indicate that transitioning from gas appliances such as resistive heating nationwide could slash residential electricity usage by approximately 20% by 2045.

So how can the electrical trade seize this transformative opportunity? By innovating, educating and motivating consumers to embrace electrification in exactly the same way the electrical trade has supported Solar PV and driven Australia's world leading uptake of rooftop solar.

Electrification entails replacing fossil-fuel-powered equipment, appliances, and vehicles with energy-efficient electric equivalents. By embracing an all-electric approach, households stand to:

- ✓ Reduce electricity bills
- ✓ Eliminate gas expenses
- ✓ Slash greenhouse gas emissions
- ✓ Gain greater control over energy usage

Nick Mackay and Benn Simpson of Greenline Electrification are leading the charge, offering customers comprehensive all-electric upgrade packages, integrating common renewable energy and energy-efficient technologies with emerging solutions. These packages pair LED Lighting, Solar PV and Battery Energy Storage with Hot Water Heat Pumps, Reverse Cycle Air Conditioning and Induction Cooktops for an all-electric household. Additionally, customers have the option to install an Electric Vehicle Charger or make the provision for an electric vehicle charger to be easily installed in the future.

A household electrification install to significantly reduce electricity and gas bills.

Greenline Electrification was recently commissioned to facilitate a household electrification project in order to reduce both the customer's electricity and gas bills and ideally, disconnect their gas supply.

During the consultation phase Greenline identified the need to install the following technologies to achieve the desired result:

- ✓ Solar PV System
- ✓ Battery Energy Storage (customer opted to wait 12+ months)
- ✓ Hot Water Heat Pump
- ✓ Ducted Reverse Cycle Air Conditioning
- ✓ Electric Oven
- ✓ Induction Cooktop

Middy's electrification software 'EnergyTrust' was utilised by Greenline to generate the proposal for the customer which included a return on investment calculation. There is no other sales proposal software that considers both electricity and gas together so 'EnergyTrust' proves critical to Greenline's push into electrification.

Greenline was able to demonstrate to the customer how electrifying their house delivers a return on investment from the electricity and gas bill savings and results in a significant reduction in carbon emissions. The install was also assisted by federal and state government incentives and Greenline made a provision for the customer to install an Electric Vehicle Charger in the future. ■



Solar panels complete the electrification of this home in outer East Melbourne



Old gas water heater replaced with new energy efficient electric water pump by Nick Mackay and Benn Simpson from Greenline Electrification

W

We utilised Middy's and their electrification software 'EnergyTrust' to generate the proposal for the consumer which included a return on investment calculation which is impossible for us to do accurately given the complexity of electricity and gas bills. There is no other sales proposal software that considers both electricity and gas together so 'EnergyTrust' is critical to our push into electrification.

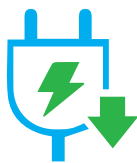
- Benn Simpson, Greenline Electrification



REDUCED CARBON EMISSIONS



SUSTAINABILITY GREEN ENERGY



REDUCED ENERGY COSTS



The electrification upgrade included an Induction Cooktop & Solar Distribution Board

MIDDY'S
EnergyTrust

Speak to your local Middy's expert for further information on Middy's 'Energy Trust' or visit: middys.com.au/energytrust



Learn More

Australia's Road to Electrification: A Deep Dive into EV Growth & Charging Infrastructure

In a landmark year for automotive trends down under, Australians have boldly accelerated into a new era of mobility, leaving a significant trail of statistics that tell a story of rapid change.



In 2023, the land of sunburnt plains witnessed over one million sales of conventional petrol and diesel vehicles, a significant figure but one that is increasingly overshadowed by the burgeoning popularity of electric vehicles (EVs).

With a record-breaking 87,217 EV units rolling out onto the streets, Australia's embrace of electric mobility marks a staggering 161% increase from the previous year, adding almost 54,000 more EVs to the roads compared to 2022. This electrifying shift accounts for 7.2% of the total 1.217 million new vehicles sold last year, an all-time high across all vehicle types.

If this growth rate continues, and there is no reason that it won't (EV sales have doubled every year for the past 7 years) – Electric Vehicles will be the majority of new car sales by the end of 2026. There are already 91 electric car, van and ute models on sale in Australia. While prices are now close to parity with ICE cars. The BYD starts at \$38,000 with a range of 480km per charge. EVs are no longer the bastion of the city dwelling rich.

The good news is that Australia also saw a substantial increase in its EV charging infrastructure. This is a significant opportunity for electrical contractors. It is very rare in any industry to have growth rates this strong, for this long. Our personal views of EVs v Internal Combustion Engine cars are not nearly as important as leveraging an inevitable shift is for our industry.

A Surge in Charging Sites

One of the most notable developments in 2023 was the explosive growth in EV charging sites across Australia. The number of charging locations surged by a striking 90%, a clear response to the escalating demand for electric vehicles. This expansion is a crucial step in addressing one of the most significant concerns for motorists contemplating an EV purchase: the availability of public charging stations.

Chargefox emerged as a leading player in this burgeoning market, operating more than one-third of all charging sites in Australia. Close competitors included Evie Networks, holding 23% of the market, and

Tesla, with a 10% share. Other notable providers like Jolt, NRMA, BP, and Ampol also contributed significantly to the expanding network.

The growth in charging infrastructure wasn't just in numbers; it was also in capacity. The total number of charging points across Australia grew by 83%, and more impressively, the charging capacity saw a 93% increase in 2023. By the end of the year, the country had added 397 car-charging sites and 755 new charging points.

The total number of EV chargers in Australia currently sits at under 5000. And while EV charging infrastructure is growing, it's lagging behind the rates of EV adoption. The Electric Vehicle council says we'll eventually need at least 10 million chargers for a national fleet of 21 million cars. While McKinsey says we'll require 2.8 million by 2030. In short, we are not even at 1% of what we'll need. This translates into an economic opportunity of \$5.6 billion in the next 7 years. And the electrical trade will be a major beneficiary.

Do you want fries with that?

McDonalds famously adds 15-40% extra revenue by asking customers if they want fries, meal deal or upsize. Smart contractors ought to do the same with EV chargers on every install. Especially given it is now a key feature in shopping centres, holiday accommodation, city parking, parking lots, apartment developments and even selling houses. 'Do you want an EV charger installed'?

The Future is now

Most of the concerns drivers have had with EVs are now evaporating. Purchase price, performance and range anxiety are historical relics as the market for EVs matures. Now it's time for our industry to grab this opportunity and leverage inevitability. ■

Written by Steve Sammartino

Commodore Australia's Transportable Solar Power Skids: Power On-The-Go

Commodore Australia, a leading Australian manufacturer of off-grid power solutions, has unveiled a revolutionary new product, the Transportable Power Solar Skid, designed to provide portable, reliable and efficient power for a wide range of applications.



Designed and Fabricated for Australian Conditions

Designed and fabricated in Australia, these skids are built to withstand the harsh Australian conditions, ensuring years of reliable performance in even the most demanding environments.

Key Features:

Rapid Deployment: The Transportable Power Skid can be set up in a matter of minutes, making it ideal for emergency situations and remote locations.

Scalable Design: Multiple skids can be linked together to meet diverse energy demands.

Customisable Configurations: The system can be tailored to fit specific energy needs, with options for single-phase or three-phase power.

Easy Transportation: The Transportable Power Skid folds down compactly for convenient shipping and storage.

Powerful Performance: The system features 5.1kW of solar power per skid, with the ability to connect additional solar arrays for increased output.

Wind-Graded: Commodore Skids are built to wind-grade A as a standard, and can be upgraded up to wind-grade D.

Inside the Transportable Power Skid

The Transportable Power Skid is packed with innovative features that make it the ultimate off-grid power solution:

Electric Actuators: The system utilises electric actuators to effortlessly fold down the solar panels for easy transport.

Commodore Power Hub: The integrated Commodore Power Hub accommodates up to twelve batteries, a single, or, a three-phase inverter system, and a generator connection.

DC 48V Air Conditioning: The DC 48V air conditioning system maintains a comfortable operating temperature for the system's electronics.

Insulated Cabinet: The insulated cabinet keeps the system's components protected from the elements.

Applications:

The Transportable Power Skid is a versatile solution for a variety of applications:

Construction Sites: Provide power for essential tools and equipment on remote construction sites.

Mining Operations: Power critical mining equipment in remote locations.

Disaster Relief: Provide emergency power in the aftermath of natural disasters.

Remote Homes and Businesses: Provide reliable power for homes and businesses in off-grid areas.

Commodore Transportable Power Skids: A Reliable and Efficient Off-Grid Solution

Commodore Australia's Transportable Power Skids have emerged as a game-changer in the off-grid power industry, offering a combination of reliability, efficiency, and adaptability that caters to the diverse needs of various sectors. Designed and manufactured in Australia, these innovative systems are well-equipped to handle the demanding energy requirements of construction sites, mining operations, and remote communities. ■



Sparky Spotlight



Jared Hasking
Managing Director, Abstract Industries

Jared Hasking

Managing Director, Abstract Industries

Jared is a customer of Middy's Minchinbury. We caught up with him to learn more about himself, his business and the trade...

What type of work does your business specialise in?

We try and tackle many different fields, Level 1 & 2 ASP infrastructure, civil and connections, Greenfield housing sites, Government school packages and industrial maintenance. The idea to be across many different fields is to provide as much training and knowledge to our employees as possible and to also keep things interesting.

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

The ability to provide a quality end solution to our clients' needs. Always having work no matter where in the world you are and to be able to learn daily – it is a massive trade and technology is always changing.

What is the biggest threat you're currently facing in the electrical industry?

I believe that too many people are trying to undercut each other. It's also a struggle to gain new employees that are wanting to put the hard yards in and get their hands dirty.

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

For new apprentices to be exposed to as many of the industry's fields as possible and for licensed electricians to be looking at up-skilling in further courses and qualifications whenever possible.

What are your hobbies and interests outside of work?

Anything that has adrenaline especially Go-karting. I own and manage an endurance race team consisting of two karts with six permanent drivers. In the cooler months I love snowboarding and of course I can't forget family, my amazing wife and our three year old son and a newborn due soon. ■

Want to feature in our Sparky Spotlight? Drop us a line and we'll get in touch. Email us at hello@middys.com.au

Celebrating Our Long-Serving Staff

On behalf of the Directors and Staff of Middendorp Electric Group of Companies we wish to congratulate Mick Cooke on achieving 35 years of service with the Company.



(L-R): Director Nicholas Middendorp, Mick Cooke & Chris Day

35 Years - Mick Cooke North East VIC & Riverina Regional Support

Michael, or Mick, first started with the Company in January 1982 as a Cadet at Bayswater Branch. In March 1986 he transferred to the Benalla Branch where he worked as Storeperson and Purchasing Officer.

In January 1987 Mick left Middy's when his family moved to Yarrowonga to operate the Shell Roadhouse.

Mick re-joined the Company 17th October 1988 as Counter Sales at the Yarrowonga branch. After eight years, he took on the role of Sales Representative for the Yarrowonga, Corowa and surrounding areas. Over the next two and a half years Mick built up a customer base and continued to develop his knowledge and skills. In February 1999 he was promoted to Branch Manager at Yarrowonga.

After the retirement of Shane Kelly (former RSM for Northern Metro VIC) in March 2016, Mick took on the role of Regional Assistant. He quickly became very well respected by staff in the region, due to his continued high work ethic and his ability to get in and "have a go".

Mick continues to support the North East VIC and Riverina regions and the greater business. He is the first one to stick his hand up to help and support neighbouring regions. Without any questions asked he just packs the bag and off he goes. Mick applies the same honest, hardworking and committed approach that he does every other day, super consistent.

The business is extremely fortunate to have such a great resource in Mick, both to support the day-to-day operations of the regions, to assist in staff development and as a very experienced "sounding board" for us all. We thank Mick for his loyalty and efforts over the last 35+ years and wish him, Raelene and family, all the best for the future. ■



THE LOCATION:
CURTIN UNIVERSITY, WA

Electric Vehicle Chargers Install

CURTIN UNIVERSITY, WESTERN AUSTRALIA

Curtin University is an innovative, global university known for its high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Its campus in Bentley, Western Australia recently commissioned the installation of Electric Vehicle Charging Stations. In an ever-growing space that is EV, this type of install promotes sustainability and environmental responsibility. Available to students, staff and visitors it is also supporting green transportation and contributes to an ever evolving campus.

EV chargers support the use of electric vehicles, which are generally considered more environmentally friendly than traditional internal combustion engine vehicles. Encouraging the adoption of electric vehicles is a way to contribute to reducing greenhouse gas emissions and promoting sustainability.

Simon Borrett from Shamrock Electrics was tasked with the project and reached out to Branch Manager, Steve Relf and the team at Middy's Balcatta to help with the job process from quoting right through to delivery.



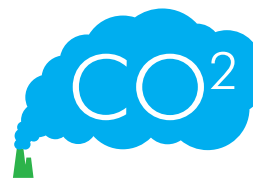
THE INSTALL

- ▶ 1x 50kw RTM Tritium EV Charger
- ▶ 1x 22kw Schneider EVLink Charger



I contacted Steve at Middy's Balcatta and the whole process from quote to delivery was very easy. Clear and transparent communication made a big difference when dealing with such a large job that was required to be shipped to WA and installed in a timely manner. Middy's excelled in this area making for a terrific experience overall.

- Simon Borrett, Shamrock Electrics



REDUCED CARBON EMISSIONS



SUSTAINABILITY GREEN ENERGY

Download and print this Case Study at: middys.com.au/case-studies

From Branch Cadet to CEO...



Nick Collins in his earlier years as a Middy's Sales Rep. Circa 1996



Our focus remains on providing great customer service by continuing to offer our customers more from our dedicated and loyal staff.

- Nick Collins, CEO Middy's Electrical

Celebrating the Remarkable Career of Nick Collins at Middy's Electrical

A 38 year journey of dedication, leadership and an unwavering commitment.



In a world of transient careers, Nick Collins is a beacon of unwavering loyalty and commitment. With 38 years of dedicated service, Nick assumed the role of MEC Group CEO for Middy's Electrical on 1 January 2024, marking a career that has been nothing short of remarkable.

Nick's journey with Middy's began in 1985, as a fresh-faced cadet when the company had just 23 branches. Little did he know that this humble beginning would set the stage for a distinguished career filled with dedication and significant contributions to the company's growth and service to the electrical industry.

Over the years, Nick transitioned through various roles:

1985 - Branch Cadet, Warragul

Nick's journey began at the grass roots level, where he learned the ropes of the electrical industry.

1986 - Store Person, Warragul

Nick's commitment to learning and growing in his role quickly saw him promoted.

1987 - Counter Sales, Dandenong

Nick's passion for serving customers and providing exceptional service was evident from the start.

1993 - Sales Representative, Cranbourne

Nick's career continued to ascend as he took on a more challenging role.

1997 - Branch Manager, Cranbourne

As a manager, Nick began to showcase his leadership skills.

2000 - Regional Manager, South East Country

Overseeing 13 branches, including those in Tasmania and South Australia, Nick demonstrated his ability to lead on a broader scale.

2005 - Sales & Operations Manager

Nick's influence on the company's sales and operations expanded further.

2010 - National Sales & Operations Manager

Nick's role became even more significant as he contributed to the company's national success.

2018 - General Manager

As the Branch network surpassed 100+ locations and the business assumed a truly national footprint Nick assumed the role of General Manager.

2024 - Chief Executive Officer

Nick's dedication to Middy's reached its pinnacle when he assumed the role of CEO.

Nick's impact transcends professional growth. He has left an indelible mark on Middy's culture and performance, and his unwavering commitment has earned him the respect of the Middendorp family and the industry. However, it is Nick's dedication to people that truly sets him apart. He has mentored, supported and provided opportunities for countless employees, nurturing their careers and personal growth.

As Nick assumes the role of Group CEO, we extend our sincere thanks for his 38 years of loyalty and dedication. He embodies the essence of Middy's culture and ethics and has played an indispensable role in shaping the company's success. We eagerly anticipate his continued positive impact as Group CEO, confident that the next chapter will be as exceptional as the ones that precede it. Nick Collins is not just an employee; he is an integral part of the heart and soul of Middy's Electrical. ■



(L-R): CEO Nick Collins with Directors Nicholas & Anton Middendorp



THE LOCATION:
THE GOOD FOOD PARTNERS,
ROWVILLE VIC



THE TEAM:
L-R: NIC ASCENZO &
STEWART DODDS

Illuminating the Path to Success: Enhanced Lighting Transforms Food Manufacturing

LIGHTING CONCEPT DESIGN & INSTALL

Stewart Dodds, Manufacturing Projects Manager of The Good Food Partners (a joint venture between Diver Foods and The Arnott's Group), sought a lighting solution for their new manufacturing plant in Rowville, Victoria. This project was initiated as part of a collaborative effort between The Arnott's Group and Diver Foods with the primary objective to provide a customised lighting solution specific to the client's requirements. This included a higher light level design than industry standards with a design brief to achieve an average of 1,300 Lux with very good uniformity and ensuring very low glare from the LED lights by using specialised diffusers. The project's anticipated outcome was to fulfill the clients lighting needs efficiently.

Stewart appointed Middy's to develop a high spec lighting solution with good uniformity that incorporated low glare triumph diffusers. The project brief presented several challenges and specifications that needed to be addressed, including:

- The mounting of luminaires could only be fixed from the inside at ground level due to the absence of external and top access
- Utilising fixings without metal screws to prevent loosening
- Ensuring good uniformity and consistency of lighting across the manufacturing areas to assist the quality control of good food production and ensure staff safety
- Adapting to varied mounting heights within the manufacturing areas, which ranged from 3.5m-6m and ensuring the light levels were consistent with good uniformity
- To meet to a tight timeframe with a short two-month window to supply a concept, design and the supply of over 700 Luminaires

Nic Ascenzo, Sales Representative (Rail/Major Infrastructure) at Middy's Melbourne, in collaboration with the client and suppliers, designed a concept that catered to the client's specifications. This concept included the installation of two lumen package luminaires to accommodate the diverse mounting heights within the manufacturing areas. The total manufacturing area spanned over 17,000 square metres and encompassed 22 distinct manufacturing areas.

THE INSTALL:

▶ **HLS Series 600 x 600mm Luminaires with Triamp Lens from Harcroft**

▶ **2 x Lumen Packages offering 20,000 & 30,000 Lumens**

PROJECT OUTCOMES:



IMPROVED SAFETY THROUGH CLEAR, HIGH DEFINITION LIGHTING & REDUCED GLARE



INCREASED LIGHTING LEVELS LEADING TO ENHANCED PRODUCTION EFFICIENCIES



IMPROVED WORKING ENVIRONMENT & HEALTH BENEFITS TO STAFF



We have great satisfaction with the project's outcome, which effectively met all design and conceptual expectations and upon the project's completion, several positive changes were immediately observed.

Stewart Dodds

Manufacturing Projects Manager of the Good Food Partners

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

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

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Multi IP65, 5000K, 16500-30000lm, 0-10V
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150mm, inclu. Aluminium Ducting & Fixed Exterior Grille, In-Built Bug Mesh Filter
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BWP ECO LED Weatherproof Batten, Gen 2, Colour Select
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\$69.00^{+GST}



T8 LED LAMP

1200mm, Tri Colour with Fuse
Product Code: SYALT8/120TC
\$14.50^{+GST}



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1-25min Adjustable Run-On Timer continues to eliminate steam and odour after leaving the room
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MULTI TOOL BLADE VARIETY KIT

3 Piece, Open-Lok, All Purpose
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\$60.00^{+GST}



CEILING EXHAUST FAN

Side Ducted Round Grille 250mm
Product Code: LENEFD310R
\$59.00^{+GST}



M18 CORDLESS CRIMPER

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Product Code: MWKM18HCCT-0C
\$2,130.00^{+GST}



M18 UTILITY CRIMPER

18V, Li-Ion FORCELOGIC™, 400mm, Tool Only
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LED Spot Light & PIR Sensor
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Middy's Community Snapshot



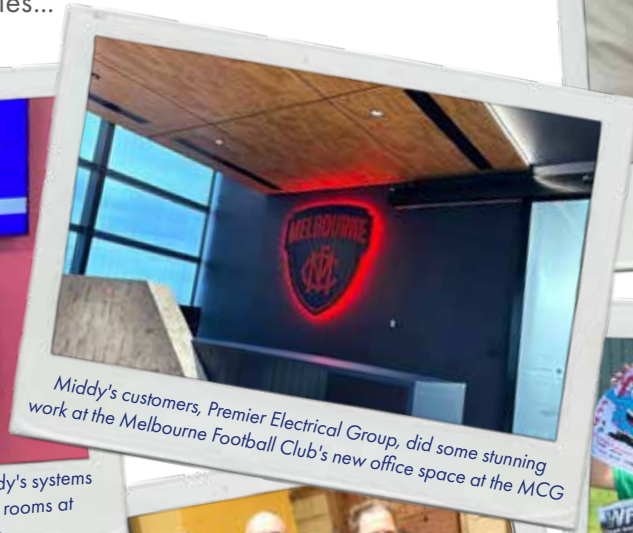
Across Middy's 111 nationwide branch network we are interacting with and supporting our customers and local communities...



With a spark in his eye, Archer is looking like one of Nxt Phase Electrical's future electricians



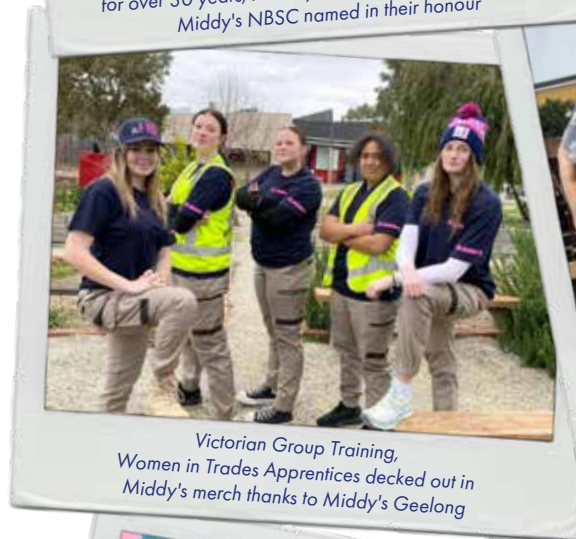
Giri & Bruce, the brains behind the scenes of Middy's systems for over 30 years, recently retired with meeting rooms at Middy's NBSC named in their honour



Middy's customers, Premier Electrical Group, did some stunning work at the Melbourne Football Club's new office space at the MCG



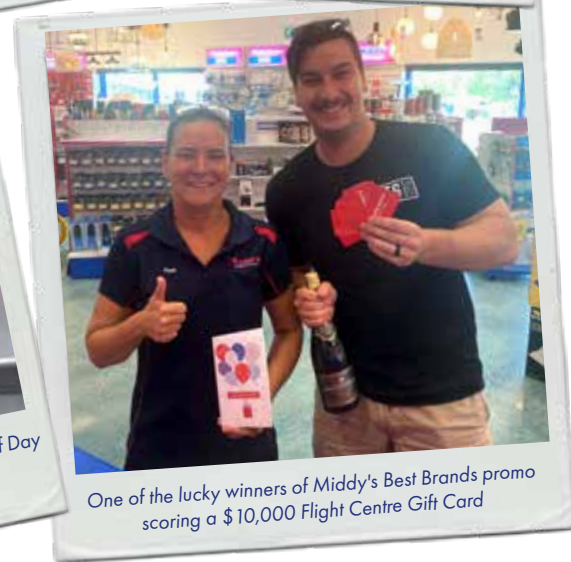
Middy's Deniliquin 'Monster' colouring competition winners Tyson & Lara with their vibrant entries



Victorian Group Training, Women in Trades Apprentices decked out in Middy's merch thanks to Middy's Geelong



Middy's proudly sponsor the All Stars Choir, a not-for-profit organisation enabling people with disabilities to enjoy musical activities



One of the lucky winners of Middy's Best Brands promo scoring a \$10,000 Flight Centre Gift Card



A fantastic turnout at Middy's Albury Haneco Lighting Breakfast with bacon & egg rolls, coffee & the latest from Haneco



Winners are gridders at the Middy's Hobart Golf Day (L-R: Jethro, Nick, Hayden & Aaron)



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Pink & In-Sync; Fullwood & Middy's Electrical Charging into 2024



Off the back of his most successful year in Supercars, Bryce Fullwood is charging into the new season with the new Middy's Electrical livery. The #14 Camaro has received a fresh lick of pink paint, thanks to PPG, and is revving to go. The livery was revealed outside the purpose-built Middy's Albury, one of the newest among 100+ Middy's branches nationwide, each highlighting Middy's traditional pink.

Familiar in style, Fullwood's Camaro's wrap brings the fan-favorite colours into the new season. Adorning the panels of the ZL1 are the distinctive lightning patterns, applied diligently with 3M vinyl. 2024 marks the 12th year of partnership between Fullwood and Middy's, with Middy's supporting Bryce's journey from karting all the way through to Supercars. Fullwood enters his third year as part of the BJR squad, having found his feet with engineer Phil Keed during the 2023 season.

Last year, the Darwin-born driver, finishing eleventh, had his best season yet in Supercars. He is now eagerly looking for more success after narrowly missing out on a top-ten finish in the drivers' championship, despite being inside the top ten coming into the last round. He and Andre Heimgartner also combined for third in the teams' championship, equalling BJR's best result so far. Fullwood, like his Camaro, comes into the new year refreshed, reinvigorated and ready to pick up the charge.

Bryce starts the 2024 Supercars Championship with "unfinished business". "We've got all the basics down and it's time to just get going", states Bryce.

Team owner Brad Jones added, "Bryce and the team made really positive progress in the championship last year and I am looking forward to seeing what can be done to build on that in 2024. Middy's is an incredible partner to work with and we have many exciting projects in the pipeline again for this year."

Middy's was proud to participate in the BJR Community Open Day held on Saturday 10 February at the Brad Jones Racing Workshop. It was an event filled with excitement, enthusiasm, and a true sense of community spirit.

We left 2023 with some unfinished business and I'm just keen to get racing again. The car is a looker for sure and stunning on the track. I'm so thankful for the support I get from Middy's, especially from Nicholas and Anton Middendorp. They've made it possible for me to race for the last 12 years and I am so grateful to them for that.

*- Bryce Fullwood, Supercars driver,
#14 Middy's Electrical Camaro*

Over 1000 passionate fans and members from the local community and across Australia, came to the BJR workshop in North Albury. Their eagerness to explore the world behind Brad Jones Racing was palpable, and the day was packed with highlights to give them an unforgettable experience.

From Brad's warm welcome and guided tours offering an insider's view of their operations to thrilling pit stop demonstrations showcasing the skill and precision of BJR's championship-winning crew, there was something for everyone to enjoy. And of course, a standout of the day was the opportunity for fans to get up close and personal with the #14 Middy's Camaro and meet Bryce. Both Nicholas and Joanne Middendorp attended the event arriving in the #14 Middy's Showcar.

As we look ahead to the 2024 Supercars season, there is an undeniable sense of anticipation within the team given the results from the recent Winton Testing Day, where once again Middy's customers enjoyed a VIP Experience. The Bathurst 500 on 23-25 February marked the beginning of what promises to be an exciting season, and we are eager to hit the track and showcase the talent and dedication of the BJR team. Here's to a successful 2024 season filled with excitement, achievement and plenty of memorable moments. ■



Racing Schedule

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Middy's Kingston Now Open

On 19 February, the new Middy's Kingston branch in Tassie opened and supports Middy's efforts to serve the local industry for many years to come.

As we continue to expand our national branch network to better service the needs of our customers, Middy's is proud to open a new branch in Tassie, located at 30 Mertonvale Circuit, Kingston.

During the branch's opening week customers enjoyed free coffee from the on-site coffee van on Monday and Friday mornings whilst shopping special launch offers. Free Middy's/Clipsal Storm Jackets and Middy's Hoodies were given away with every \$500 spend. There were plenty of other giveaways on offer, including showbags and Middy's merch.

Branch features:

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- ✓ Easy access & excellent customer parking
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- ✓ Expert advice & service



Middy's Kingston



Middy's new Kingston branch

Branch Manager Leigh Butler-Siggins and the team look forward to welcoming you at Middy's Kingston. ■

MIDDY'S KINGSTON

30 Mertonvale Cct, Kingston, Tasmania 7050
P (03) 6232 4916 | E kingston.tas@middys.com.au
Mon-Fri 7.00AM-5.00PM

Meet The Team At Middy's Mildura

Middy's has been servicing the Mildura region for over 15 years and in December 2023 relocated to an all new branch conveniently located in the heart of Mildura. The branch features an increased range of stock, including automation and industrial as well as state of the art lighting and tech displays. With a more convenient location and excellent off street parking, Middy's Mildura now offers you even more...



(L-R): Back Row; Paul West, Larry Petrolo, Chris Ratcliffe, Front Row: Jessica Crump, Travis White, Millie Bailey

Travis White - Branch Manager

Travis has been with Middy's Mildura from day one celebrating his 15 years service last year. He is proud of what the Mildura branch has achieved and excited by what the future brings with the brand new branch. Outside of work Travis is a very proud dad, who is kept very busy with his three kids' sports, but wouldn't have it any other way. Travis is also an avid AFL Western Bulldogs supporter who thinks this year is the year of the dog.

Paul West - Assistant Branch Manager

Paul has over 25 years experience in the Electrical Industry, with his last 11 years being with Middy's Mildura as Assistant Branch Manager. Paul loves helping customers and is highly respected in the Industry. He is a devoted AFL Brisbane Lions fan and is hoping they can go one better this year. Out of hours, Paul is a very proud family man who loves spending time with his kids and grandkids.

Millie Bailey - Purchasing

Millie has been with Middy's over 7 years and has become an integral member of the team who is always making people laugh. When not working, Millie is a food connoisseur, part time farmer and a Super Mum who loves spending time with her beautiful boys Charlie and Freddie.

Chris Ratcliffe - Storeperson

Chris has been with Middy's for 15 years and is well known to customers for his high energy and friendly nature. Chris is a one-eyed AFL Richmond supporter who loves to spend his weekends fishing and having a few quiet frothies.

Jess Crump - Counter Sales

Jess has just ticked over 5 years with Middy's. Away from work Jess can be found travelling around with her two girls and their sport or on the river with her family having a ski.

Larry Petrolo - Counter Sales

Larry is only three months into his Middy's career but is already enjoying his time with the company. Larry loves his football, he captains the local side and is a true blue AFL Carlton supporter. Larry has got three young girls who keep him very busy at home.



New Middy's Mildura branch

Branch Manager Travis White and the team look forward to welcoming you at Middy's Mildura. ■



Middy's Mildura

M MIDDY'S MILDURA

701-703 Fifteenth St, Mildura, VIC 3500
P (03) 5021 5922 | E mildura.vic@middys.com.au
Mon-Fri 7.00AM-5.00PM

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 Cnr Jersey Rd	(03) 9720 1755
EV S	BLACKBURN	167 Whitehorse Rd 3135 Cnr Clare St	(03) 9878 5566
A I S	BRAESIDE	252 Boundary Rd 3195 Near Citrus St	(03) 9580 7033
A S T	BRUNSWICK	372 Victoria St 3056 Cnr Prentice St	(03) 9387 8333
	BURWOOD	2 Edwards St 3125 Off Burwood Hwy, Opp. Reece	(03) 9808 0800
S T	CAMPBELLFIELD	1592 Hume Hwy 3061 Cnr Bolinda Rd	(03) 9359 6144
I	CARRUM DOWNS	7 Frankston Gardens Dr 3201	(03) 9782 5633
	CHELTENHAM	1287 Nepean Hwy 3192 Near Goulburn St	(03) 9584 9981
	CRAIGIEBURN	26-28 Potter St 3064 Off Sydney Rd	(03) 9305 7199
S T	CRANBOURNE	35 Cameron St 3977 Near Cnr Sladen St	(03) 5996 8533
A CSL SD S	CRANBOURNE WEST	3/1046 Thompsons Rd 3977	(03) 9111 5577
A F I S	DANDENONG	45-47 Bennet St 3175 Cnr Wauchope Ln	(03) 9792 0582
	DANDENONG SOUTH	354 Frankston-Dandenong Rd Cnr Swift Way 3175	(03) 9706 4266
L S	ELTHAM	294 Bolton St 3095 Near McDonalds	(03) 9439 5777
A S	FRANKSTON	146 Beach St 3199 Near Kelman St	(03) 9783 8444
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
	HAWTHORN HEIDELBERG	229 Burwood Rd 3122 489 Upper Heidelberg Rd 3084 Cnr Montgomery St	(03) 9819 4199 (03) 9457 6222
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 Off Keilor Park Dr	(03) 9336 2322
I S	LAVERTON	2/16 Fitzgerald Rd 3026 Cnr Cherry Ln	(03) 9369 3444
CS EV L SD S	LILYDALE	34 Melba Ave 3140 Near Cnr Hutchinson St	(03) 9735 3199
	MELBOURNE	520 LaTrobe St 3000 Cnr Spencer St	(03) 9328 3233
A L SD S	MELTON	93-95 High St 3337 Cnr Norton Dr	(03) 9743 9244
L SD	MOORABBIN	425 Warrigal Rd 3189 Near Cnr Keys Rd	(03) 9555 0033
S	MORNINGTON	20 Diane St 3931 Near Frank St	(03) 5975 9022
EV T	MULGRAVE SMARTCENTRE	214 Wellington Rd 3168 Behind Branch	(03) 9562 2033 1800 778 823
A S	NARRE WARREN	91-93 Victor Cres 3805 Cnr Princess Hwy	(03) 8790 1766
CS EV I L SD S	OAKLEIGH	1/1609-1615 Dandenong Rd 3166 Cnr Ferntree Gully Rd & Lever St	(03) 9568 2733
A L SD S	PAKENHAM	45-47 Bald Hill Rd 3810 Opp. Simplot	(03) 5941 6133
EV F I S	PORT MELBOURNE PRESTON	2 Thackray Rd 3207 152 Plenty Rd 3072 Cnr Brighton Ave	(03) 9699 1588 (03) 9484 0644
S	RAVENHALL (DEER PARK)	13 Westwood Dr 3023	(03) 8348 5422
A	RINGWOOD	53 New St 3134 Cnr Olive Gr	(03) 9879 2600
A EV S	ROSEBUD ROWVILLE	212 Boneo Rd 3940 2 Laser Dr 3178 Cnr Kellelts Rd	(03) 5986 4744 (03) 9763 4922
A CSL SD S	SOUTH MORANG	318 McDonalds Rd 3752	(03) 9436 4800
S	ST KILDA	7 Vale St 3182 Off Barkly St	(03) 9525 4366
S	SUNBURY	1-9 Vineyard Rd 3429	(03) 9744 1000

S T	SUNSHINE	46 McIntyre Rd 3020 Near Suffolk Rd	(03) 9312 4111
S	THOMASTOWN	42 Wood St 3074 Near Hanrahan St	(03) 9465 8911
L	WHITTLESEA	16/2398 Plenty Rd 3757	(03) 9716 0133
S	WILLIAMSTOWN	392-394 Kororoit Creek Rd 3016 Cnr Fink St	(03) 9399 3977
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 S	BALLARAT	101 Mair St East 3350 Opp. Hungry Jacks	(03) 5333 2377
CS I SD T	BALLARAT WEST (DELACOMBE)	8 Wiltshire Ln 3356	(03) 5332 0500
A CSL SD	BENALLA	42 Sydney Rd 3672 Near Witt St	(03) 5762 4099
ACS FLSD ST	BENDIGO (GOLDEN SQUARE)	114 Hattam St 3555	(03) 5441 2707
ACS FI 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 S	ECHUCA	164 Ogilvie Ave 3564 Cnr Hovell St	(03) 5482 4633
F I SD S	GEELONG	Lawrence Pl 3220 Near Little Rynie St	(03) 5222 3855
I	GEELONG NORTH	316 Thompson Rd 3215 Near Morgan St	(03) 5277 3488
EV	GISBORNE	44 Hamilton St 3437 Cnr Prince St	(03) 5428 2822
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 Cnr Turner & Hughes St	(03) 5662 5977
CS I L SD	MILDURA	701-703 Fifteenth St 3500	(03) 5021 5922
A	OCEAN GROVE	30 Eversit Rd 3226	(03) 5255 1133
A	SEYMOUR	8 Industrial Crt 3660 Off Wallis St	(03) 5799 0377
A EV F I S T	SHEPPARTON	7-9 Vaughan St 3630 Cnr Wyndham St	(03) 5822 2411
	STAWELL	200 Upper Main St 3380 Near Cnr Fisher St	(03) 5358 3088
A L 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 Off Princes Hwy	(03) 5174 6611
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
ACS EV FILSDST	WODONGA	12 Osburn St 3690 Cnr Queen St	(02) 6056 1699
	WONTHAGGI	6 Cyclone St 3995	(03) 5672 2600
A CSL	YARRAWONGA	64-66 Benalla-Yarrawonga Rd 3730	(03) 5743 2644

SYDNEY METRO:

S	FAIRFIELD	53 Barbara St 2165	(02) 9727 0755
	MEADOWBANK	28 Constitution Rd 2114	(02) 9809 7722
A T	MINCHINBURY	5-7 Colyton Rd 2770 Opp. McDonald's	(02) 9677 1444
ST	MOOREBANK NORTHMEAD	66-68 Heathcote Rd 2170 5/185 Briens Rd 2152	(02) 9600 8177 (02) 8821 7500
EV L SD S	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 SOUTH WALES COUNTRY:

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

National Branch Network

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Cnr Newcastle & Cessnock St

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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:

ACSEV L S DS 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 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 EASTERN SHORE (MORNINGTON) 2/21 South Arm Hwy 7018 (03) 6122 1877
Near Reece & Bunnings
A I KINGSTON 30 Mertonvale Cct 7050 **NEW** (03) 6232 4916
A EV F I L SD T LAUNCESTON 59 Boland St 7250 (03) 6331 6099

WESTERN AUSTRALIA - PERTH METRO:

T BALCATT 11 Halley Rd 6021 (08) 9345 5545
Cnr Kirke Rd
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King's Birthday

All branches are closed
Monday 10 June
Trading resumes Tuesday 11 June



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