

SPRING HAS SPRUNG

Time to hatch new plans and projects with fresh products, solutions and advice on offer at Middy's

IMPACTS OF OUTDOOR LIGHTING ELEVATING INDUSTRIAL KNOWLEDGE

CELEBRATING OUR LONG SERVING STAFF WHAT'S IN THE VAN THIS SPRING?



Welcome From Middy's

ISSUE 43 OCT - DEC 2023

In our Spring issue we're offering you more with fresh products, solutions and advice to help make your plans and projects come to fruition. We'll help you eliminate obtrusive lighting (page 8) and elevate your Industrial knowledge (page 12). We also highlight our NHP Electric Vehicle Charger Case Study (page 18).

With thanks to our valued suppliers, our massive national promotion takes flight on 1 October where you could win one of 14 Flight Centre Gift Cards valued at \$10,000 each. There's also 220 pink Middy's Coolers to be won. Check out all the details on page 16.

At Middy's we're all about family and in this issue we celebrate a couple of our long serving staff members (page 15) and as always, we share the latest happenings in our Community Snapshot on page 20.

In Middy's branch updates this issue we feature the opening of our new Hastings branch. Turn to page 29 to meet the team and find out what drives them and what they like to do outside of work.

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.



ASK US ABOUT OUR **SPECIALIST SERVICES**



MIDDY'S TechEnergy

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100 EnergyTrust



Contents











Cover:

Kitchen electrical install by #TradieTuesday competition winner and Middy's Lilydale customer, Fourth Phase Electrics

See page 31 for details...



Start your smart home journey with the Clipsal Wiser[™] smart home and Iconic range.

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Switches and Sockets



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:hager



Introducing Prysmian's New Flextreme Cable!



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Field Of Women

Middy's was proud to be a supporting partner of the Breast Cancer Network Australia (BCNA) 2023 Field of Women event on Sunday the 20th of August.

BCNA is Australia's leading breast cancer consumer organisation whose pledge is help provide ultimate care and support for those women affected by breast cancer. As a part of our ongoing partnership with BCNA, Middy's invited 50 customers and staff, including one of Middy's Directors, Nicholas Middendorp and wife Joanne to stand together at the Melbourne Cricket Ground for the Field of Women to show our support.

It was a fantastic event to share with a turnout of around 10,000 patrons. The day kicked off with a family festival and tribute field opening covered in pink. Attendees also heard the touching story from BCNA Field of Women ambassador Jess Armstrong along with the great Raelene Boyle as well as founder of BCNA Lyn Swinburne. The inaugural Pink Lady AFL match followed between Melbourne and Hawthorn.

Middy's array of attendees included breast cancer survivors, battlers and family members of those impacted. One of Middy's attendees, and valued customer, Nick was there with and in support of his wife Tegan who was diagnosed with breast cancer earlier this year. Tegan is currently undergoing treatment whilst parenting two young children. This is an ongoing battle, both emotionally and physically which has significantly impacted their lives. Tegan's diagnosis came only a few months after Nick began his own electrical business. This impacted the start to his business which led to extended time off work to care for his wife and children whilst in treatment. Events like Field of Women have been a reminder of the wider network of support available to families such as this as the victims battle the most common cancer in women in Australia. Together we stand.



supportin

Breast Cancer Network Australia

Supporting Brain Matters

Middy's has again proudly partnered up with the Robert Connor Dawes (RCD) Foundation to help change the odds for kids facing brain cancer, the #1 disease killer of young people.

The (RCD) Foundation was created in June 2013 in memory of Robert "Connor" Dawes who at just 18 years of age, lost his 16 month battle with brain cancer. The foundation is investing in world class research and development projects for combating paediatric brain cancer, which kills more children than any other disease.

In early August, Middy's National Branch Support Centre staff were visited by Liz Dawes, founder of the RCD foundation and Mum of Connor, who shared her family's experience with youth brain cancer and the importance of the work the RCD foundation does to support young people fighting this disease.

Middy's National Lighting Manager, Chris Caetano also shared his family's touching story with paediatric brain cancer. Chris's daughter Kayley unfortunately lost her 18 month battle with brain cancer in 2005 at age five. She was just a week shy of starting primary school.

Inspired by these stories, a team of twenty Middy's Monsters, comprising of staff, family and friends from the Middy's network, took part in the 11th RCD Foundation Connor's run event on Sunday 10th of September. It's Australia's largest event for paediatric brain cancer. The Middy's team either ran or walked the 9.6kms from Melbourne Bayside to the Boatsheds.



Middy's Director Nicholas Middendorp's wife Joanne and son Ben even took the challenge whilst holidaying overseas.

To date we have raised a total of \$9,394, placing us in fourth position in the Corporate Team Challenge. Congratulations to all our Middy's Monsters. It was such a fun event for all and we look forward to participating again next year.





Shedding Light on a Modern Dilemma

Revealing the consequences of obtrusive lighting and light pollution caused by outdoor lighting installations.



Illuminating our night has been a long-standing tradition in human history. Now with the remarkable power of modern outdoor lighting, our electrical industry faces the challenge of addressing obtrusive light, fundamentally changing how we approach our work and its impact.

What is Obtrusive Light?

Obtrusive light can be defined simply as unwanted light. This encompasses light that falls onto neighbouring properties, known as spill light or light trespass and glare or excessive light from luminaires which hinders vision.

All outdoor lighting must comply with Australian Standard AS4282. This standard sets the guideline for mitigating the obtrusive effects of outdoor lighting and provides recommended limits for relevant lighting levels to contain these effects within tolerable levels.

The following definitions are from AS4282-2019:

Obtrusive Light:

Spill light which, because of quantitative, directional, or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information, e.g., signal lights.

Spill Light (stray light):

Light emitted by a lighting installation which falls outside the boundaries of the property on which the installation is sited.

Threshold Increment (TI):

The measure of disability glare expressed as the percentage increase in contrast required between an object and its background for it to be seen equally well with a source of glare present. Note: Higher values of TI correspond to greater disability glare.

Upward Waste Light Ratio (UWLR):

The proportion of the luminous flux emitted by the luminaire above the horizontal in the installed position.

The Renelite range offers three outdoor lighting products that offer the correct lighting optics to comply with the obtrusive lighting standard AS4282



Rene

Galaxy – Wattage Range 250 - 1600w

Ideal for sporting and large outdoor applications, the Galaxy is designed for horizontal application or a maximum tilt of 10 degrees. This range has already supplied multiple sports sites including tennis, lawn bowls, netball, polocrosse, speedway, AFL and NRL fields.

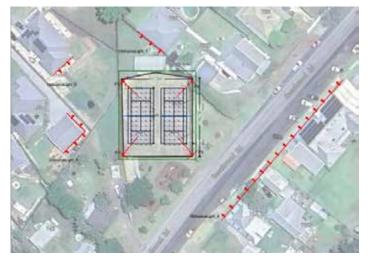


Riva Pro and Sirius - Wattage Range 30 - 300w

Ideal for carparks and general area lighting. These ranges are designed for a maximum tilt of only 30 degrees. With features like 140 Lumens per watt, IP66 and IK10 they can be supplied in many applications.

See Renelite on pages 10 & 22





Tennis court lighting plans, factoring in neighbouring properties to avoid lighting intrusion

With the rise of powerful, efficient lighting systems poses a new challenge: lighting pollution. This phenomenon, often underestimated, affects not only our visual environment but also poses complex electrical engineering challenges.

What is Lighting Pollution?

Light pollution is the excessive or misdirected artificial illumination of the night sky which has significant impacts on both the environment and humans.

It is caused by three factors: Light emitted upward that subsequently reflects off clouds and atmospheric particles, direct glare and indirect reflection off surfaces.

One of the biggest consequences of lighting pollution is its disruption of natural ecosystems and wildlife behaviour. Many species rely on the natural cycles of light and darkness to regulate their activities, such as feeding, mating and migration. For us, excessive artificial light at night has been linked to disrupted sleep, increased stress and potential risks to cardiovascular health. Economically, it translates into wasted energy and higher electricity bills.

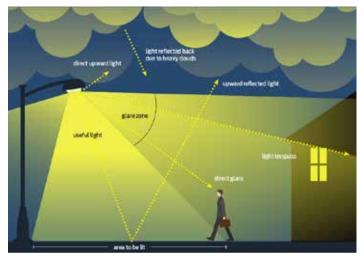
Street lighting is one of the major contributors to light pollution. In Australia specifically, it's estimated that 30 per cent of all exterior lighting is actually wasted (ABC 2020).

Our recommendations for less impactful outdoor lighting are:

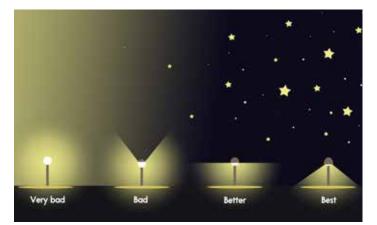
- Directing light downwards towards the ground
- Shielding the light source so it doesn't produce glare
- Using light only where and when it is needed

It becomes crucial to strike a balance between the benefits of artificial lighting and the preservation of the country's unique natural nightscapes. By adopting innovative solutions and raising awareness, we can work toward mitigating the detrimental effects of lighting pollution and obtrusive lighting, ensuring a sustainable and harmonious coexistence of light and darkness.

Article contributed by Glen Stevens, Category Manager - Lighting, Omega Power



Obtrusive light encompasses light that falls onto neighbouring properties, known as spill light or light trespass and glare or excessive light from luminaires which hinders vision



Street lighting is one of the major contributors to light pollution

Lighting Design Program – AGI32

Both Omega and Middy's have access to the AGI32 lighting design program.

The AG132 lighting design program allows the user to place appropriate calculation points (in grids or lines) as defined by either of these standards, calculate, and then run a compliance test to determine whether the lighting design passes or fails, according to the standard selected. The obtrusive light command makes placement of the lines and/or grids of points, as well as running a compliance test, easy.

Contact us to help with your next outdoor lighting project:

Glen Stevens, Omega Email: glens@omegapower.com.au

Tony Turnbull, Middy's Email: tony.turnbull@middys.com.au



Floodlights RIVA PRO 140lm/W



HIGH

The ideal high power Floodlight for industrial and commercial use. **Riva Pro** offers adjustable mounting angles, easy installation and robust durability.



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SmartCentre Pre-Apprentice Tour

July saw fourteen electrical pre-apprentice students in their final week of study from Chisholm Berwick visit the Middy's SmartCentre for a hands-on tour to get a glimpse of the technology capabilities on offer.



Showing pre-apprentices what's in the industry seems important early in their careers so that they can then go away and really engage with that in the future.

- Brad Twyford, Middy's Narre Warren BM

We only get nine weeks with them so there's a limited amount that you can go through. So this just takes it to that next level of stimulating their brains to think about what else is out there.

- Andrew Baille, Chisholm teacher

Having spent the nine weeks prior to their learning the introductory basics of the electrical trade, the pre-apprentices were fascinated to see where the trade could potentially take them in the future.

Middy's SmartCentre expert Kari Leigh, took the students on a tour of the interactive displays featuring state-of-the-art technology. Kari showed them the latest in Automation, CCTV, Intercom, Security, Sonos, Lighting/ Switching, Sonos, EV Charging and Solar/Battery options.

There were a few cheeky giggles from the young group when Kari asked "Hey Google, Spa Time" and automatically, the spa display lights dimmed, the spa tap turned on and romantic music played through the speakers. Kari guided the students through Middy's SmartSpec software, demonstrating its features and capabilities. She shared samples of house plans she'd received from the electrical contractors' clients and showcased the meticulous detail of the customised electrical plans once they're finished.

The group were thoroughly engaged as Kari presented them with a blank house plan and encouraged the students to contribute ideas for fittings, products, sensors and other features they envisioned for their own homes.

The students were then keen to learn from Brad Twyford, Branch Manager at Middy's Narre Warren, about the additional services Middy's offer, what to expect when going into a Middy's branch and how the relationships between branch staff and contractors work. The answer, very friendly. They saw this first-hand from their teacher Andrew Baille, who's been a sparky for over 20 years and has developed a great relationship with the Narre Warren branch. Andrew has developed a strong loyalty to Middy's over the years that is reflected in the reliable and excellent support Middy's gives him.

It's quite interesting to get all this information about stuff we didn't even know existed.

- Hasan, Pre-apprentice

The best thing about the day was being shown a broad picture of the more innovative tech that's coming in.

- Mustafa, Pre-apprentice



Elevating Industrial Knowledge: A Peek Into The 2023 Employee Training Sessions



L to R: Michael Alijah (Middy's Mulgrave), Paul Jones (NHP Technology Specialist), Rob Booty (Sales Manager), Gareth Williams (Middy's Basirnsdale), Frank Scaturchio (Middy's Braeside), Brock Allsop (Middy's Bendigo North), El Ruli (Middy's Training Coordinator) & Trevor Quaini (Middy's National Industrial Manager)

In July, six Middy's employees participated in a twoday training course at the NHP and Schneider Electric Melbourne offices. Topics covered included industrial electrical principles and terminologies, sales and customer skills, circuit protection, contactors and overloads, motor starting, push buttons and variable speed drives.

National Industrial Manager Trevor Quaini shared the overarching vision of the Middy's Industrial team with the employees - to ensure that every Middy's customer has readily available access to Industrial support, regardless of whether their home branch falls within our designated Industrial network.

The employee program and ongoing training for existing Industrial experts within Middy's network significantly help to support this goal by increasing the awareness of our industrial capabilities.

Having discussions with our industrial customers is very important. Being able to ask the right questions and applications for the job to help find the solution / part that much easier. Not only does asking questions help to find the solution, but it also helps us develop a better understanding of the industrial sector. Being able to take away a bit of knowledge from any enquiry/job is always a win in my books.

- Gareth Williams, Middy's Bairnsdale

It's incredibly valuable to know more than just a part number – what it is, how it looks, what it does, how it does it and why does my customer/client need it, is so important. It enables us to offer solutions not just products.

- Robert Booty, Middy's Brunswick

On day one of the employee training, NHP Technology specialist, Paul Jones, took the employes through the NHP Hub, an interactive, purpose built, specialist demonstration and training facility at their head office in Richmond, Melbourne. The NHP Hub showcases NHP's fully connected SMART Distribution, SMART Motor Control, SMART Safety and Rockwell Automation portfolios, all integrated and communicating via an Ethernet/IP network.

Paul shared the details, capabilities and customisation options available for the products on display. Paul also explained to the employees the types of questions they could expect from NHP BDMs when they come to NHP with a Middy's customer enquiry. The contractors can also discuss directly with the NHP team, who will direct the product purchase through Middy's.

On the second day, Schneider Electric Industrial Business Development Manager, Tim Bye, provided the employees with a comprehensive product overview and discussed the support available from the Schneider team.

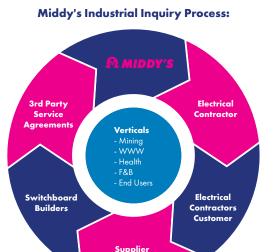
If you're a contractor with an enquiry, talk to your local Middy's staff to organise an appointment at the NHP Hub.



Demonstration led by NHP Technology specialist, Paul Jones at the NHP Hub



Gareth Williams (Middy's Bairnsdale) inspecting motor protection control solutions



Middy's Industrial provides ongoing solutions and support to our customers, focusing on our electrical contractors and market verticals including end-user's food and beverage, mining, defence and water.

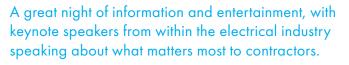
Our industrial specialist team has a combined 160 years of in the field, industrial sales experience: Trevor Quaini – National Industrial Manager M 0435 195 473 | E trevor.guaini@middys.com.au Hank Terpstra – National Switchboard Business Development Manager M 0429 843 242 | E hank.terpstra@middys.com.au Troy Crawford – Northern Victoria, Southern NSW M 0436 836 621 | E troy.crawford@middys.com.au Dean Sullivan – Eastern Victoria M 0429 888 580 | E dean.sullivan@middys.com.au **Glen Gunson - Northern Territory** M 0409 766 071 | E glen.gunson@middys.com.au

No matter whether your Middy's home branch is an Industrial branch or not, if you have a product, sales, technical or project enquiry please contact any of our friendly team to assist.

To find your nearest Middy's industrial branch visit: middys.com.au/industrial

Last Chance To Catch A Middy's Info Night Near You

To all members of the industry, contractors partners & apprentices



Only three Middy's Info Nights remain for 2023 so come along to meet your industry peers and mix in a relaxed, informal atmosphere.

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, show bags and giveaways. Refreshments and a two course dinner are also provided.

Info Night Features:

- Supplier Trade Show
- U Welcome by Middendorp Family
- EV Updates
- Dinner & Drinks

Register for a Middy's Info Night at: middys.com.au/info-nights

- Comedian MC
- Regulations & Safety Update
- Product of the Night
- Prizes & Show bags



Remaining 2023 Info Night Schedule:

- 11 October 18 October
- 1 November
- Griffith & Leeton, NSW Wagga East & Wagga West, NSW

Pakenham & Warragul, VIC



Middy's Industrial

Branch

Sparky Spotlight



Staff Spotlight



Allen Fanning Owner, AJF Electrical

Allen is a customer of Middy's Darwin. We caught up with him to learn more about him and his business...

What type of work does your business specialise in?

We are experts in delivering tailored solutions to meet our clients' project needs, we pride ourselves on caring for their assets. We also specialise in designing and constructing both architectural and landscape lighting with the use of automation, especially with the help of Middy's and their SMARTspec tool.

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

Meeting people in our Darwin community and then helping them get the best results for their property.

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

Unqualified people conducting their own works, building approvals and the lack of quality applicants for both the tradespeople and apprentices. There has also been a reduction in building approvals which has proved challenging.

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

I think all students wanting to gain their electrical contractor's license should do a six month business management course run by teachers that are in the electrical industry. As for tradespeople, any up-skilling within the field is beneficial to one's learning and you are never too old to learn.

What are your hobbies and interests outside of work?

Playing golf, fishing and crabbing. I also enjoy spending time with family and learning more about new products within the construction game.

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

Fiona Baker

Branch Manager, Middy's Brendale QLD

Fiona has been part of the Middy's family for nearly 27 years. We caught up with her to discuss what working at Middy's is like...

How long have you been at Middy's?

I started on the 6th of December 1996, so coming up to 27 years this December.

What's been your greatest highlight so far?

Working hard and proving myself in a somewhat male dominated industry. Also, I've succeeded by moving through the ranks from store person to branch manager.

What are your goals inside and outside of work?

Both are similar. At work, it's to be the best person I can be to guide staff to their full potential with a happy and healthy work life balance. Outside of work, I want to be the best person to guide my children and prepare them for life and its ups and downs.

What are your hobbies?

It has changed over the years. I'm currently learning guitar and enjoy spending time with the kids, eating out and dancing. I also love footy, in the NRL I support the Dolphins and in the AFL I support the West Coast Eagles.

What is the most rewarding part about your job?

Sitting back at times to think and look at what I have achieved and how I've guided others around me. It's always rewarding to build relationships with staff, management and customers.

What motivates you most about your job?

I have a strong passion for this company and what I do, every day is a challenge and sometimes a new experience. I've always felt like a part of something bigger than just a job.



Proudly Celebrating Our Long Serving Staff



On behalf of the Directors and Staff of Middendorp Electric Group of Companies we wish to congratulate Peter Toohey on achieving 45 years and Mark Lee on achieving 35 years of service with the Company.

45 Years

Peter Toohey - Internal Driver

Peter joined Middy's on 13 July 1978 at the Melbourne branch as Counter Sales and has since worked in many branches throughout the network including Braeside, Cheltenham, Dandenong, Frankston, Hastings, Mornington and Oakleigh.

Since March 2009, Peter has spent the past 14 years as our Internal Driver for the South East region of Melbourne Metro, visiting all those branches he has previously worked at and more each day. He maintains great relationships amongst the new and older staff members and customers, often talking in riddles. Peter has quite the reputation of delivering service with a smile around the branches.

Known as "P2e", Peter is a quiet achiever who works with minimal fuss. He is reliable and "positive" and has always put his work, and Middy's, first.

When not driving from branch to branch for work, Peter is a keen photographer, check out his profile on Instagram – greyp2eimages and is a supporter of Richmond Tigers in the AFL.

Peter has been a loyal, conscientious worker throughout his 45 years with Middy's and we thank him for his efforts and wish him all the best in the future.



Congratulations Peter Toohey on 45 Years at Middy's

35 Years

Mark Lee - Branch Support Officer (Software)

Mark's journey with us began on 18th July 1988 as a Cadet Trainee at our Head Office and Mark's versatility shone as he embraced various roles within our branch network.

In September 1992, Mark moved into branch duties, starting as Storeperson at Middy's Preston. From there he performed a range of roles within the branch network including Counter Sales, Inventory Officer, Sales Representative and Branch Manager, all of which gave Mark experience in Branch Operations.

In September 2007 he joined the Purchasing Department at Middy's Head Office as Purchasing Support Officer. Mark became a Project Support Officer in 2012.

In 2019, Mark moved into Software Support where he had been doing tricky and complex adjustments in BBX, digging deep into BBX to provide information and reports required.

With the implementation of Pronto, and Mark's extensive knowledge and understanding of transactions within the branches, it was a good fit for Mark to move into a Pronto Support role in 2023 to assist the rollout of Pronto to all Middy's branches.

When not at work, Mark has a keen interest in Star Wars and online gaming and is an avid Kangaroos supporter in the AFL.



Congratulations Mark Lee on 35 Years at Middy's

We are extremely grateful to Mark for his unwavering loyalty, remarkable contributions and dedicated service over the past 35 years. We thank him and wish him, his wife Theresa, children Darcy, Jackson (who works at Middy's Melbourne) and Amelia and dogs Harry and Tilly, all the best in the future.





1 October - 30 November 2023

Spend \$500^{+GST} in one single invoice across our best brands to enter





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MIDDY'S Offering you more...

Terms & Conditions:

Starts 00:01 AM AEST 1/10/23. Ends 11:59 PM AEDT 30/11/23. Open to AUST residents 18+ who fulfil the entry/eligibility requirements. Spend \$500+GST across any of the NINE (9) preferred suppliers between 1 Oct - 30 Nov 2023 on one invoice to receive ONE (1) entry into the draw. Spend \$500+GST across any of the NINETEEN (19) promoted categories on one invoice to receive TWO (2) entries. Major Prize is a \$10,000 Flight Centre Gift Card valued at \$10,000 (incl. GST). 14 prizes available across 110 participating branches. Minor Prize is a Middy's 43L Cooler valued at \$241.50 (incl. GST). 220 prizes available across 110 participating branches. Total prize pool is \$193,130 (incl. GST). Prize draw 10:00 PM AEDT 6/12/23 at Level 2, 11 York St, Sydney, NSW, 2000. Winners notified via email & phone and published at middys.com.au 11/12/23. Promoter is Middendorp Electric Co Pty Ltd. ABN 49 338 705 390. 357 Ferntree Gully Rd, Mount Waverley, VIC, 3149. Authorised under SA Permit No. T23/1334, ACT Permit No. TP 23/01716, NSW Permit No. TP/02921. For full T&Cs refer to **middys.com.au**



CASE STUDY

NHP





THE INSTALL: DELTA DC WALLBOX CHARGER



NHP Delta DC Wallbox Charger

Regional communities are embracing electric vehicles despite infrastructure shortages and as a result, electric vehicle charging suppliers have noticed the demand for charging locations from regional residents and business owners. Husband and wife team Sam Plunket and Bron Dunwoodie from Wine X Sam, in affiliation with Chargefox, Australia's largest EV charging network, contacted the EV specialists at NHP regarding the installation of the first DC electric vehicle charger in Seymour. For Sam and Bron, their business case was to install a DC charger close to the Hume Freeway and highlight the potential of regional businesses to support local tourism.

Sam who has a strong passion for green energy and carbon neutrality, has seen an increase in like-minded visitors, specifically electric vehicle owners who are turning off the Hume Freeway to use his charging facilities. In turn, Wine X Sam has been featured in blogs and news articles, as well as on ABC radio. With the high demand and extra promotion, Sam is even considering asking Bryce Davies, their electrician to install a secondary charging station.

THE INSTALL

- 1x Delta DC 25 kw Wallbox
- ▶ 1x 7 metre ccs2 CHAdeMO cable
- > 1 x Socomec Isolator







Branch Manager Anthony McGuire at Middy's Wangaratta, who shares the same passion for electric vehicle infrastructure facilitated the procurement and purchasing of the DC Wallbox charger. The Middy's team were easy to work with, passionate for change in their community and equally excited for the future opportunities in the Seymour region.
- Local NHP EV Specialist

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





Electric vehicle charging distribution boards

- AS/NZS 61439 design verified
- Segregated load management zone
- IP42
- 250A rated
- Overall energy metering
- 36mm space per charger for metering
- Fully encapsulated busbar
- Optional stop / E-stop



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Middy's Community Snapshot

Across Middy's 110+ nationwide branch network we are interacting with and supporting our customers and local communities...



Koda loves his Middy's Monster plush toy

Middy's customer John Scarrett from Davis Electrical travelled across Canada repping Middy's merch.



Never too young to be a racing fan & meeting Middy's own #14 Camero driver Bryce Fullwood at the Townsville 500

Keegan Mcardle, one of our lucky \$100 voucher winners, celebrating Middy's 30 Years in the Albury/Wodonga community

> Middy's Area 3 Branch Manager of the Year Awards Night



Baby Theo rocking the Middy's Tee for dad & Middy's Geelong customer, Tom McCormack



The 'Middendorks' futsal team made up of Hobart Eastern Shore staff, customers and family won their GF in a tight 5-3 victory

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



Middy's Pakenham BM, Andrew Dyce, surprised loyal



This young fella is goin' places in his Middy's Tee



Follow





Skyfan DC

- Intelligent energy saving DC technology and up to 75% less power consumption
- High airflow and low noise level, makes the Skyfan range ideal for bedrooms
- Indoor and covered outdoor applications
- LCD Remote control included with multi-functions: Summer winter reversible, Eco, Sleep and Timer.
- Android and IOS app control option (sold separately). Compatible with Google Home and Alexa
- Five year warranty

Product Code	Price ex gst	Price inc gst
SKY1203WH	\$249.95	\$274.95
SKY1203WH-L	\$309.95	\$340.95
SKY1303WH	\$279.00	\$306.90
SKY1303WH-L	\$339.00	\$372.90



With Light Models Without Light Models

HUGO CEILING FAN RANGE

- Suitable for all indoor living areas
- Individually balance tested and quality checked for trouble free operation
- A slow speed setting that is suitable for gentle air flow, ideal for heat circulation in winter
- Precision moulded glass fibre composite blades for increased stability and high airflow
- Four year warranty



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EXCLUSIVE TO M MIDDY'S

		1000
Product Code	Price ex gst	Price inc gst
HUG1204WH	\$123.00	\$135.30
HUG1204WH-L	\$159.00	\$174.90
HUG1204WH-LR	\$199.00	\$218.90
HUG1304WH	\$149.00	\$163.90
HUG1304WH-L	\$189.00	\$207.90

WALL DC

450 & 750MM HEAVY DUTY DC WALL FAN

- Energy efficient brushless DC motor technology
- Uses up to 70% less power than traditional AC equivalents
- Unique six or three blade design for a powerful air delivery and low noise
- Tilt adjustable head with oscillating swing feature
- Six speed remote control with timer and able to pair multiple fans to one remote
- Two year warranty

Product Code	Price ex gst	Price inc gst
WAL45-DC	\$295.00	\$324.50
WAL75-DC	\$320.00	\$352.00



Latest recommended products from Middy's **Category Experts.**



MIDDY'S

LED STRIP LIGHT KIT

12V IP44 5M Warm White Product Code: SYA FLP12V5M/WW/S \$66.00+GST



THIS SPRING

LED Sensor Light Wave 9W IP44 IC-4 W Product Code: SYA S9065TC/MS \$45.23+GST





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\$116.50+GST





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Products in the van are available online and at your nearest Middy's branch.



Middy's Racing Update





Hometown hero in Darwin, two top ten finishes in Townsville and best result of the year in Sydney. What's next for the Middy's Electrical superstar?

Betr Darwin Triple Crown – Indigenous Round Hidden Valley Raceway, NT, 16-18 June

Middy's Racing and Brad Jones Racing excitedly unveiled their Indigenous livery design for the Prince of Darwin himself. BJR collaborated with the Mungabareena Aboriginal Corporation (MAC), both based in the Albury-Wodonga/Bungambrawatha region to produce the artwork for the livery. The stunning pink No.14 Middy's livery was transformed for the Indigenous round. The purple flower that MAC's artists beautifully created is symbolic of the family theme that runs so deeply through BJR, Middy's and the Fullwoods. While the aqua green flower represents Elders in the community and the running blue lines within the design represent the Murray River, the beating heart of the Bungambrawatha area.

Bryce managed to secure two top ten finishes on the 2.9km Hidden Valley Raceway track and it was also a great weekend for the BJR team, with Andre Heimgartner podiuming 2nd in both races, helping BJR finish 3rd in the Championship Team's ladder.

The first Gen3 race in the Northern Territory threw nearly everything at the Repco Supercars Championship drivers, including the BJR squad. Bryce heroically fought for a podium in race 13, falling just short in the final laps. The Middy's Electrical driver started from 6th on the grid and though his start saw him fall a handful of spots, he was able to move back into contention early on. After the Tickford Racing entry of Cam Waters pulled off to the infield fully aflame and brought the race under the Safety Car, Fullwood was able to take advantage of the restart and put himself into fourth. He stayed there for the majority of the race, keeping in touch with the Dick Johnson Racing car of Will Davison and even harassing him in parts. Bryce held his own after the second Safety Car restart, which was brought about by a grass fire, ultimately finishing the race in 5th.

Race 14 saw three BJR cars in the top ten with Heimgartner finishing on the podium. Fullwood employed a late tyre change strategy and only stopped for fresh rubber with a handful of laps to go to finish 8th.

For the final race 15 of the Darwin Triple Crown, the BJR team decided to take an aggressive approach for the No.14 Middy's Camaro opting for a tyre strategy with the crew changing all four tyres. Fullwood charged through on the fresher rubber to take 11th spot.



Good day for us. I feel like I probably didn't do the best job at maximising qualifying. I think the car was a bit speedier than where I was able to get it today. A little bit dirty on myself but the car was really good. The first race was great to get a top 10 and the three BJR cars in the top eight was awesome for us. I think in the last race, we had quite good speed and we passed a lot of cars, unfortunately we got a bit tangled up in races and got sheep stationed at the start but it's still an awesome weekend for us to get back to 11 th. So yeah, couldn't be more happy to have this kind of weekend here at home in front of the home crowd.

- Bryce Fullwood, Race 15 in Darwin

NTI Townsville 500 Reid Park, QLD, 7-9 July

The Townsville 500 once again saw Bryce Fullwood securing two top ten finishes over the weekend. It was also a great weekend for the BJR team overall, with Andre Heimgartner podiuming third helping BJR retain their position of third on the Championship Team's ladder. The three day event started with the two practice sessions on Friday where the No.14 Middy's Electrical Camaro showed real race pace with Bryce netting eighth in P1 and then 2nd in P2, providing confidence for the coming days.

In race 16 Bryce was very competitive. The 250km, 88 lap Enduro Race in 27 degree weather was never going to be easy. Bryce started well with the No.14 Middy's Electrical Camaro maintaining its earlier pace from the morning's qualifying session and managing to avoid the carnage that happened around him. However, there were some slight refuelling issues due to the connection coupling not loading the predetermined fuel load correctly which caused a few issues. So, it was a wonderful recovery from Bryce to cross the line in 8th position.

Sunday's morning qualifying session proved very tricky as the Reid Park Racetrack had a lot of 'liquorice' on the road due to the high rate of tyre degradation from Saturday's racing, leading to a very slippery surface. Bryce used a very green set of tyres finishing with a P15 starting position. The day's main event, another 250km race showed once again the No.14 Middy's Electrical Camaro's speed in the first and second stages. However, during the latter stages of the 88 laps, Bryce lost some pace, reporting that the car was a little off balance. Ultimately it was a good day for Bryce and the BJR team, with Fullwood finishing in 9th and Heimgartner on the podium.



Beaurepaires Sydney SuperNight Sydney Motorsport Park, NSW, 28-30 July

The engines were back up and firing for the Sydney SuperNight round at Sydney Motorsport Park. Bryce and the team arrived at Eastern Creek and had a busy couple of days getting the No.14 Camaro balanced and set for the weekend as well meeting fans at a signing where it was great to see so many Middy's Pink polos in the crowd. The Sydney Supernight's format looked a lot different this year, with the drivers not getting any pre-practice night racing under their belts, before Saturday Night's main race. The GEN3s hit the track on Saturday for a busy day, with two practice sessions leading into a three-part qualifying in the late afternoon, to set the grid for the 200km Race 18 under lights. On Sunday it was back to daytime racing with a 15 minute qualifying session in the morning to set the grid for the 140km Race 19.

Sydney Motorsport Park is a big fast and flowing track, at 3.9km long and with a top speed of 265km/h. The track offers plenty of passing opportunities, especially the big run into turn one and the action area of turns five and six. This track rewards the committed and brave. With more than ³/₄ of the lap spent turning, it's important that the car balance is right and that it carries good mid-corner speed, otherwise the drivers will be in for a tough race. Once again, the weekend was all about the SuperSoft Dunlop. The fuel rigs were also back for Race 18, hence the team practiced with the new couplings in refuelling to ensure the right amount of fuel was delivered. Both races required a minimum of one compulsory pit-stop and two tyre changes, so pit stop strategy played a huge role.

Bryce showed that the No.14 Middy's Electrical Camaro was race ready around the Eastern Creek racetrack, where 86 percent of the time, the car is turning. He managed to secure two top-ten finishes and his equal-best result of 5th this year. Bryce piloted the car across the line in both P8 and P5 which moved him up to 9th position on the Driver's Championship Leader Board. Overall a successful weekend for the BJR team with Andre Heimgartner podiuming second.

Bryce was very competitive in the qualifying session on Saturday, which saw him finish just out of the top ten. As the sun set, the lights went on, shining up Sydney Motorsport Park as Fullwood took to sixth on the grid for race 18. When the greens were shown, unfortunately Bryce and teammate Heimgartner didn't enjoy the best of race starts. The Darwin native dropped a handful of positions and was in a fairly fierce battle in the early stages of the race but was consistently in the front half of the pack for the remainder. Bryce led the BJR pack home in the 200km night race, finishing eighth.

The BJR team had a great qualifying session on Sunday morning which was extremely close. Bryce put himself in a competitive position for race 19 and proved that he was a real contender, at one point having the fastest time in the session. However, when the dust settled, P4 was his position on the starting grid. At 140km, the day's main event was a shorter race than the night before, where the weather conditions played havoc with the Dunlop Softs and the deg rate. Unfortunately, Fullwood had a less-than-ideal start and dropped a handful of positions. However Bryce, who is no stranger to making his way through the field, did his best to regain lost ground. As the chequered flag fell, Fullwood was fifth, equal to his best result so far in 2023.



Cracking result for the team and awesome for the team's championship. I moved up two spots in the Drivers' Championship, to ninth, which is awesome news for us. I feel like we're on a good run, a good trajectory here and things are building nicely and it's all making sense for us.

- Bryce Fullwood, Race 19 in Sydney



OTR SuperSprint The Bend Motorsport Park, SA, 18-20 August

The BJR Team did their homework ahead of the OTR SuperSprint at The Bend, the final Sprint round of the Repco Supercars Championship, with three races across two days. It was also a very exciting weekend marking Bryce's 50th Supercars Championship round start where he was eager to build on the momentum the No.14 crew are having this year. Fullwood had also enjoyed success at The Bend, making his podium debut there in 2020. The track is an International Circuit configuration, which is 4.95km long and has 18 turns. It's one giant right-hand turn from 7 through to 10 so the left side of the car takes a real beating. It's a long lap, with high loads, so it's important to look after the tyres, if you're not kind on the tyres, they won't be kind to you.

Cold and wild, The Bend is one of those tracks where you just never know what the conditions are going to bring and it proved to be a very challenging weekend. Car balance and tyre management (back on the Softs) were always going to be crucial across the three races. The Bend circuit is the second longest of the Supercars calendar (behind the Mountain). The first day's racing proved very tricky for the No.14 Middy's Camaro with the team going back to the drawing board on Saturday night, to rectify some issues to get some pace back in the car. Phil (No.14 Middy's Camaro Engineer) did a fantastic job with the team seeing some success over both races on Sunday.

The qualifying round proved to be challenging with No.14 Camaro struggling with balance which hurt in braking and flow through the corner, placing Bryce on the grid in P19. During race 20, Bryce's team elected to stop early, then sustaining some damage in a Turn 1 accident, struggled for pace the rest of the race crossing the line just behind Jones in 21 st.

What a difference 24 hours made. With the team working hard overnight on a new set-up, the No.14 Middy's Camaro was back to being a contender with real race pace. Bryce did a great job in the morning qualifying in P7 for Race 21. It was a strong performance by Bryce in the first 20-lap race of the day, seeing him climb back into the top ten at the race's end, crossing the line in P8. The 8/14 crew pulled together their fastest-ever in-race stop (2.4s) to get Fullwood back on track, giving him the opportunity to move forward after dropping a few spots with a big lock-up on Lap 2. A real team effort.

Race 22 saw Bryce lead the charge out of P10, looking feisty in the opening stages. Unfortunately, however, he sped in pit-lane during his compulsory

stop and he was hit with a 15 second penalty; dropping him from 11th to 23rd. The BJR team now setting their focus on the Sandown 500 (September 15-17), the first of the two endurance races on the calendar. ■



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BRANCH UPDATES

Meet The Team At Middy's Hastings

Middy's Hastings opened on the 7th of August where previous Hastings Branch Manager, Graham Lyngcoln, who worked at Middy's for 39 years, cut the tape.

Contractors who checked out the new branch in its first few days of trading were treated to free coffee and bacon and egg rolls, and enjoyed speaking with our suppliers and TechEnergy expert, Jack King, together with former Branch Manager, Graham Lyngcoln who opened Middy's Hastings in 1988 and was BM for 24 years. The new Hastings branch is much larger and has an improved layout. It's located in a more convenient location with excellent off-street parking facilities. Branch features include an increased range of stock, including automation, industrial and lighting products and contractors will benefit from being able to show their clients through the smart display showrooms.

Rohan Marsh - Branch Manager

Rohan has worked a total of 17 years with Middy's over two stints. As Branch Manager at Hastings, he focuses on maintaining and growing the branch's customer base. Rohan has been in the electrical industry for over 25 years and is very knowledgeable, with a double diploma and three certificate IV courses to his name. At home, Rohan likes gardening and making things from wooden pallets. He had an awesome helicopter experience, riding over the Great Barrier Reef. He's played a lot of sport over the years and has taken up lawn bowls for a new challenge.

Matt Roche - Inventory Officer

After seeking a change of pace in his career, Matt has been working at Middy's for 18 months now. He was previously an electrician, so understands the industry very well. Outside of work, he enjoys bush walking and camping. The coolest experience he's ever had was camping in the snow. He has supported St. Kilda in the AFL for 40+ years now.

Joshua Bretherton - Storeperson/Driver

Joshua has been with Middy's for just over 12 months where his key highlights have been getting to know our suppliers and helping customers. Joshua comes from an outdoor retail background, after spending the previous 18 years in the industry, he was looking for a change and found Middy's. He has an active role in scouting and likes camping and travelling with mates. He got to fly in a helicopter over the Grand Canyon on a trip to the USA. Another hobby of Joshua's is building his whisky collection. Joshua is also a very proud family man.



(L-R): Middy's Director Nicholas Middendorp, Hasting BM Rohan Marsh & previous Hastings BM Graham Lyngcoln cutting the ribbon at Middy's Hastings



(L-R): Middy's Hastings team, Joshua, Rohan & Matt

Branch Manager Rohan Marsh and the Hastings team look forward to welcoming you at Middy's Hastings.



Middy's Hastinas

MIDDY'S HASTINGS

1903 Frankston-Flinders Rd, Hastings, VIC 3915 P (03) 5979 3533 | E hastings.vic@middys.com.au Mon-Fri 7am-5pm

Christmas & New Year Trading Hours

- Friday Saturday Monday Tuesday Wednesday Thursday Friday Saturday Monday Tuesday
- 22nd December 2023 23rd December 2023 25th December 2023 26th December 2023 27th December 2023 28th December 2023 29th December 2023 30th December 2023 1st January 2024 2nd January 2024
- Close at 5pm Closed Closed Closed **Open normal trading hours Open normal trading hours Close at 5pm** Closed Closed **Open normal trading hours**

Branches below will close at 5pm Friday 22nd December 2023 and will reopen Tuesday 2nd January 2024*:

VIC:

WA

NT: TAS

Ballarat West, Bendigo North, Burwood, Carrum Downs, Colac, Craigieburn, Cranbourne, Dandenong South, Gisborne, Grovedale, Hallam, HeidelbergMo Preston, Ringwood, Seymour, Stawell, Torquay, Whittlesea & Wonthaggi Deniliquin, Goulburn, Leeton, Northmead, Penrith & Wagga West NSW/ACT: Meadowbrook & Virginia Salisbury North & Somerton Park QLD: Balcatta, Mundaring & Welshpool Coolalinga Hobart Eastern Shore

Season's Greetings from (MIDDY'S

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MERRY CHRISTMAS and HAPPY NEW YEAR

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S T	CAMPBELLFIELD	1592 Hume Hwy 3061 Cnr Bolinda Rd	(03) 9359 6144
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S	CHELTENHAM	1287 Nepean Hwy 3192 Near Goulburn St	(03) 9584 9981
	CRAIGIEBURN	26-28 Potter St 3064 Off Sydney Rd	(03) 9305 7199
	CRANBOURNE	35 Cameron St 3977 Near Cnr Sladen St	(03) 5996 8533
	CRANBOURNE WEST	3/1046 Thompsons Rd 3977 NEW	(03) 9111 5577
	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
	ELTHAM	294 Bolton St 3095 Near McDonalds 146 Beach St 3199	(03) 9439 5777
	HALLAM	Near Kelman St 1/76-78 Hallam Rd 3083	(03) 9783 8444 (03) 9284 2777
	HASTINGS	1903 Frankston-Flinders Rd 3915 RELOCATION	(03) 5979 3533
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	HEIDELBERG	489 Upper Heidelberg Rd 3084	(03) 9457 6222
		Cnr Montgomery St NEW	
	HOPPERS CROSSING KEILOR EAST	142-146 Old Geelong Rd 3029 57 Slater Pde 3033	(03) 9741 5000 (03) 9336 2322
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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
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A L SD S	PAKENHAM	45 - 47 Bald Hill Rd 3810 Opp. Simplot	(03) 5941 6133
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	RAVENHALL (DEER PARK)	13 Westwood Dr 3023	(03) 8348 5422
	RINGWOOD	53 New St 3134 Cnr Olive Gr	(03) 9879 2600
A EV S	ROSEBUD	212 Boneo Rd 3940	(03) 5986 4744
	ROWVILLE	2 Laser Dr 3178 Cnr Kelletts Rd	(03) 9763 4922
A CS L SD S	SOUTH MORANG	318 McDonalds Rd 3752	(03) 9436 4800
S	ST KILDA	7 Vale St 3182	(03) 9525 4366
S	SUNBURY	Off Barkly St 1-9 Vineyard Rd 3429	(03) 9744 1000

S T	SUNSHINE	46 McIntyre Rd 3020	(03) 9312 4111
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	WHITTLESEA WILLIAMSTOWN	16/2398 Plenty Rd 3757 392-394 Kororoit Creek Rd 3016 Cnr Fink St	(03) 9716 0133 (03) 9399 3977
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15	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 CS L SD		42 Sydney Rd 3672 Near Witt St	(03) 5762 4099
A CS FL SD S T		114 Hattam St 3555	(03) 5441 2707
A CS FI LSD T	(GOLDEN SQUARE) BENDIGO NORTH (EPSOM)	195 Midland Hwy 3551 Opp. ALDI	(03) 5410 0011
L SD	COLAC	55 Corangamite St 3250	(03) 5231 5600
A CSIL SD S	ECHUCA	164 Ogilvie Ave 3564 Cnr Hovell St	(03) 5482 4633
F I SD S	GEELONG	Lawrence PI 3220	(03) 5222 3855
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	(LAVINGTON)	Opp. Siesta Motel	(,
	DENILIQUIN	63 End St 2710	(03) 5881 5099
	GOULBURN GRIFFITH	21 Bradley St 2580 120 Yambil St 2680	(02) 4822 7977 (02) 6964 8011
	LEETON	38 Acacia Ave 2750	(02) 6953 8011
	MERIMBULA	202 Arthur Kaine Dr 2548	(02) 4003 7444
ACS EV FILSD ST	WAGGA EAST	176 Hammond Ave 2650	(02) 5908 1830
A CS I L SD	WAGGA WEST	Cnr Stuart Rd 26 Pearson St 2650 NEW	(02) 5999 1111
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LS	MIDDY'S LIGHTING	3 Charlton Crt 0820	(08) 8981 4270
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