

The Master Electrician

Spring 2008

New Benchmark for the industry

Become a Master Electrician



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Master Electricians to set new benchmark for the industry

The largest-ever safety and quality push in the Australian electrical industry has begun this month with the launch of the national Master Electricians accreditation. **Margaret Lawson** reports.

Consumers and the electrical contracting industry will be the biggest winners with the introduction of Master Electricians accreditation across Australia.

Those contractors who meet the highest standards of safety and quality will be able to call themselves Master Electricians and receive accreditation and marketing benefits that reinforce their credentials to consumers.

Master Electricians CEO Malcolm Richards said the accredited status – to be launched to the general public in November – could only be claimed by electricians who met the program's strict requirements.

"The Master Electricians brand is not just a name. It is about committing to customers that by choosing a Master Electrician, they will get a superior standard of safety, service, quality and advice," he said.

"It is about setting a new benchmark for the industry, and it is a great way of differentiating your business and showing that you are a leader."

"Every applicant is assessed against the criteria, and no one is admitted who doesn't at least meet the base requirements."

Master Electricians must have at least three years' industry experience, pass up-

front and annual audits, adhere to ethical standards, and offer energy advice and a 12-month warranty to customers.

Those who make the grade receive an array of marketing benefits, including a priority listing in the Master Electricians network on Service Central's trade database, which currently delivers more than 1,000 leads every month to registered electricians.

The program is fully managed, backed and owned by the Electrical and Communications Association, one of Australia's longest-standing and recognised industry associations.

“We received the whole-hearted support of regulators nationally about the Master Electricians concept...”

To give extra marketing power to Master Electricians, the program is being offered in partnership with Service Central, the nation's largest online marketplace for quality tradespeople.

Service Central CEO Bruce Ahchow said the partnership with Master Electricians meant that consumers nationwide would be able to easily find and hire quality electrical contractors.

"Master Electricians and Service Central assess each applicant, and successful applicants go into the Master Electricians database with priority," he said.

"When a consumer logs a job request for a Master Electrician, Service Central's system will specifically match and notify the local electricians registered with the Master Electricians network. The local Master Electricians then have the choice as to whether they take the job or not."

Service Central and Master Electricians will launch a major advertising and media campaign in November to promote the Master Electricians brand to consumers.

The campaign will focus on the message that consumers should choose a Master Electrician above all others, and will promote the accredited contractors as safer, and providing better service, advice and quality.

Mr Richards said he expected the new level of national accreditation to be well-received.

"Feedback from the public, regulators and contractors themselves has told us



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that there is plenty of room to improve consumer trust and confidence in our trade," Mr Richards said.

"Our research showed that the 'Master' brand is already powerful, and that most consumers would trust a Master Electrician above others."

"We received the whole-hearted support of regulators nationally about the Master Electricians concept, and we look forward to working with them to protect and promote the industry."

More information can be found at www.masterelectricians.com.au



Service Central Generates 432 Leads for Roy

When Sydney electrical contractor Roy Gay, from RTG Electrical, joined Service Central in 2007, he thought participation with the network would be a good addition to his marketing efforts.

However, Roy said the regular, relevant leads he now receives give him more new customers than any other form of advertising for his business.

"I have had to put on an extra van and new staff to keep up with the demand generated by Service Central," he said.

"The way it works, is that a customer logs a job on the website or with Service Central's contact centre, for example, for an electrician to rewire a home."

"It's easier for the customer, because they don't have to ring around and get quotes. Service Central does the work for them."

Then, using Service Central's unique matchmaking technology, customers are matched with suitable providers, who receive the lead and can choose to accept the job and receive the customer details or ignore it.

"It's then up to me to contact the customer and quote if I want the job. If I don't, there's no obligation," Roy said.

"It's the easiest way to get new and relevant leads for my business, and I wouldn't be without it."

You can see Service Central at www.servicecentral.com.au.

Get in before the public campaign starts and become a Master Electrician. At the end of the process you get:

- Registration on the Master Electricians network within the Service Central system (subject to meeting registration requirements and payment).
- The right to use the Master Electricians brand on your vehicle, premises, clothing and customer communications
- A marketing kit to help you make the most of your membership, including decals for your vehicle
- The opportunity to get media coverage in your local area as one of the first Master Electricians
- The opportunity to enter national awards and be recognised by your peers.

To apply, you need:

- At least three years in the electrical industry (or equivalent experience)
- To complete an up-front and annual safety and quality audit, or show that you have implemented a recognised safety and quality system (such as SafetyConnect)
- To provide a 12-month guarantee on all your electrical work
- The ability to offer energy efficiency advice and guidance to customers
- To adhere to a code of practice
- To meet Service Central's listing pre-requisites if you choose to join their online Master Electricians network

How to apply:

1. Ensure your business meets the Master Electricians requirements
2. Go to www.masterelectricians.com.au or call Service Central on 1800 SERVICE (1800 737 842).
3. Complete the registration process.

IS YOUR SAFETY WORTH THE RISK?

The ECA SafetyConnect service is a Total Safety Management Solution.

This sophisticated in-house system, designed specifically for Electrical Contractors, will enable you to meet your electrical and workplace health and safety obligations.

Your entire safety needs will be met by this comprehensive service, managed by the ECA SafetyConnect team.

The ECA SafetyConnect team will control and manage your safety system as well as providing regular safety meetings.

ECA SafetyConnect staff will also organise:

- Tool box talks
- Equipment testing
- Regulatory training of staff
- Internal audits
- Work method statement development
- License and equipment control

In addition, the ECA SafetyConnect team will assist you if you are audited or under investigation by Electrical or Workplace Safety Inspectors.

To find out more, contact the ECA SafetyConnect team on 1300 889 198

