

ELECTRICAL INDUSTRY
EXCELLENCE AWARDS

Service Business
of the Year





About Master Electricians Australia

Master Electricians Australia (MEA) has been and continues to be a well-respected company that provides support, assistance and information to the industry about the latest news, legislation, equipment, products and guidelines in the industry.

With more than 80 years of experience, we pride ourselves on professionalism and helping sparkies get the job done.

Our brand is recognised as being associated with the best in the industry while providing members with support and information. This includes seminars on starting your business, advice on products, tools and regulated guidelines, as well as field staff and in-house experts who are there to support electrical contractors across Australia with their safety concerns.

Awards overview

2024 marks the 10th annual Master Electrician's Australia (MEA) Electrical Industry Excellence Awards. Over the past decade the awards have grown and expanded to the annual awards they are today.

The awards are held simultaneously across Australia connecting electricians, apprentices, and administration staff from Tasmania, Queensland, New South Wales, Victoria, South Australia, Western Australia and the Northern Territory.

MEA aims to bring the industry together for one night while taking a moment to celebrate and commend the groundbreaking work being done across the nation.

In recent years, the awards have changed to incorporate the Clean Energy of the Year Award and Women in Contracting Award which aims to recognise the challenging work done by those in the background making sure the lights stay on.

It is an honour for MEA to continue to strive and grow the awards to showcase the very best in our industry.

Key dates

- Nominations **close on Monday, April 29.**
- Judging **May and July.**
- Finalists announced **July, 2024.**
- Awards night **Saturday, August 3, 2024.**



Step-by-step guide

Follow these easy steps to complete your nomination today and don't forget nominations close on **Monday, April 29 at 11.59pm (EST)**.

Each state or territory has 10 awards available to fit all categories. We encourage all nominees to enter more than one category.

State winners of each category are automatically entered into the National Awards.

Please follow the below 6 steps to complete your nominations.

- Step 1** - Simply create a login via our event registration form, available here (masterelectricians.com.au/excellence-awards).
- Step 2** - Before submitting your nomination, make sure you have obtained your client's permission to share project information and images. This will greatly support your nomination in the Excellence Awards.
- Step 3** - Take some time to review the submission questions. It's a good idea to gather all the necessary information, project details, and images beforehand. For larger categories, you can even save your progress and return to it later. But we highly recommend doing some initial work upfront to make the process smoother.
- Step 4** - Now's the time to get cracking with your submission! The entry process is straightforward and involves answering a series of mandatory, and optional questions and uploading supporting documentation. The time required to complete each category varies, ranging anywhere from 5 to 15 minutes, depending on the category.
- Step 5** - Once you're satisfied with your nomination, simply submit it.
- Step 6** - Depending on the category, the next exciting phase of the process may involve a skills challenge (for Apprentice and Electrician categories) or an official judging panel interview with industry experts. Finalists will be announced in July.

If you have any questions on the entry process, please contact us by email: events@mea.asn.au or phone 1300 889 198.



Service Business of the Year

The Service Business Award is specifically created for electrical contractors who specialise in service and maintenance work. These contractors demonstrate exceptional dedication to customer satisfaction, deliver top-notch workmanship, and maintain efficient operational processes.

When filling out the criteria section take into consideration marketing strategy, efficient operational processes and procedures, safety management system and customer feedback.

Business bio (a summary - these details will be printed in the Awards Program)

What sets your service-oriented approach apart in the electrical industry?

Examples:

- Offer exceptional customer services.
- Use social media to stand out.
- Use unique selling propositions.
- Create a strong brand identity.
- Build a strong online presence.
- Reward customer loyalty.
- Continuously getting great outcomes.

What services do you offer?

Examples:

- Solar.
- New build wiring.
- Hydro electricity.
- Battery installation.
- Air conditioning installation.

Business profile

Business overview (e.g. further detail on services offered, business size, location, etc.)

How does the business differentiate itself from competitors (product offering, marketing message etc)

How do you know your customers are happy with your work?

Example: Google reviews, customer testimonials, referrals etc). Please upload evidence.

Health, safety, environment and quality management

How do you demonstrate and promote your business commitment to its safety management system?

Examples:

- Being honest and open about health and safety.
- Having an annual plan and a longer-term vision for safety.
- Investing in health and safety, time, money and resources.
- Making health and safety a topic of everyday conversation.
- Setting clear expectations and encouraging accountability.

Photos

Optional - upload company logo.

Please note this request is optional. However, if you choose to do so, please choose files that are of high quality and suitable for printing, such as EPS, SVG, or PNG.

