





MASTERCRAFT®
ELECTRICAL



MASTER ELECTRICIANS



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MASTER ELECTRICIANS

Lighting the way to a brighter future together

Want to know more?
Get in touch with us

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MasterElectricians.org.nz



Electrifying NZ is going to need a workforce and industry that is ready to adopt technology and skills at a pace that has never been required before.

As leaders in the industry, your organisation is enabling our industry to lead the charge.

Lighting the way to a brighter future

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Our membership mandate

To represent, promote and protect the interests of the electrical industry.

- → Uphold the Constitution's objectives.
- → Evaluate our effectiveness: What's working, what's not?
- → Navigate industry changes with agility to stay pertinent & relevant.



Trends shaping our future

- → Industry divergence demands innovative adaptation.
- → Shifting customer demographics redefine expectations.
- → Regulatory evolutions challenge us to anticipate and lead.

2024 → 2027

Lighting the way to a brighter future

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Our why

Underpinning it all, we are servant leaders here to promote and advance the electrical industry.

Ownership, stakeholders, customers



- → Members "own" us
- → 1,300 members
- → 5-8,000 electrical contractors
- → 10 branches
- → 5 main Wholesalers
- → Suppliers
- → Regulators
- → Government
- → Training Providers

Products & services



- → Advocacy
- → Education
- → Support Services

Value proposition



- → By industry, for industry
- → Trusted Advisor
- → Insurance & Risk Mitigation
- → Support electrical businesses as a one — stop shop
- → Nationally led, regionally enabled

Financial model



- → Membership Revenue
- → Trade Master revenue to replace Skills Foundation Contribution
- → Reinvigorated sponsorships & partnerships
- → Events
- → Interest investments
- → Fuel
- → Use cash and property assets to support increased services for members.
- → Make profit circa $300k p/a
- → Not for profit/not for loss

2024 → 2027

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Advocate

- Standards/Regulations
- MBIE/WORKSAFE
- EWRB
- Retentions
- Workforce - vocational education
- Serene heaters
- SolarZero
- Right to repair bill
- eIAC

Support

- Tech Support
- Member benefits
  - Legal advice
  - HR advice
  - EAP
  - Health & Safety
  - Fuel Card
  - Insurance
  - Discounts
- Regional Manager support

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Educate

- Trade Master
- EECA
- Events

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2024FY A year in review

BRIGHT SPOTS

- Launch of Trade Master
- $1M+ media coverage
- Record award entries
- First Behind the Tools Summit
- Formation of eIAC

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2024FY
MEMBERSHIP GROWTH

- 1,308 members (+20 YoY)
- 185,306 website visits (+17%)
- 340+ Apprentice Challenge entries
- Refreshed brand & digital engagement

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2024FY
CELEBRATING SUCESS

Excellence Awards & Apprentice Challenge

- Excellence Awards, record entries - 83
- Apprentice Challenge, record registrations - 412

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Potential Growth Horizons

Where could we play?

Exploring uncharted territories in service and support:

Market Engagement

Market penetration is only 26% (circa). Opportunity to service 74% of the industry especially within SMEs with under 10 staff.

Regional Focus

Auckland, Wellington, Manawatu, Waikato, and Christchurch represent key growth regions.

Innovative Sectors

Tapping into adjacent industries like solar energy, electric vehicles, sustainable technologies, automation, HVAC, and AI.

Our Service Expansion

Advocate
(build brand & credibility)

- → New regulations and standards.
- → New technology and industries.
- → Thought leadership to maintain relevancy.
- → Content, events.

Educate
(maintain relevancy & quality/ professionalism)

- → Technical training and best practice.
- → Business mastery & coaching.
- → Research, insights and intelligence.

Support
(day to day engagement with members/customers)

- → Comparable MEA offerings.
- → Digital support.
- → Face to Face.
- → Networking.
- → Capable branches.

2024 → 2027

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MASTER ELECTRICIANS

Envisioning our success

Our Goal

Lead the industry forward with expertise and integrity.



Trusted Advisor

The definitive consultant for industry, government, regulators and wider stakeholders.



Industry Champion

Securing 40% market representation with superior services, with an expanding industry base



Innovation Leader

Pioneering progress as the industry's thought leader.

2024 → 2027

Lighting the way to a brighter future



A NEW ERA OF PROFESSIONAL DEVELOPMENT

We are thrilled to introduce Trade Master, training designed to meet the evolving needs of our industry - training by industry for industry.

Trade Master will offer professional development through a range of technical training programs delivered online,face-to-face, and in collaboration with industry suppliers like you. This initiative addresses the growing demand for competency in emerging technologies and sustainable practices. Trade Master will couple technical skills training with training for sound business acumen, enabling our electrical businesses to support a thriving industry with ambition and confidence.

OUR MISSION

Trade Masters Mission is to be recognised as the leading provider of electrical focused Continuous Professional Development (CPD)

Trade Master is committed to becoming a dedicated provider of trades focused education and training across three categories: Technical, Leadership, and Business.

Trade Master will deliver quality training while promoting the need for continuous learning and growth, and ultimately, shaping the future of the electrical industry through empowered and capable professionals.

TRADE MASTER
by Industry for Industry



TRADE MASTER
by Industry for Industry

Trade Master aims to support the industry's transformation and contribute to New Zealand's goals for electrification, sustainability, and innovation.

Our programs are designed to meet the demands of the modern electrical industry, which is characterised by

→ rapid technological advances,
→ changes in regulation, standards and licensing

FOR INDUSTRY BY INDUSTRY

OUR CORE OFFERING

Trade Master will offer a comprehensive range of CPD programs tailored to the electrical industry.

Our offerings are structured around **three main pillars:**



Technical Skills



Business Acumen



Leadership Development

TRADE MASTER
by Industry for Industry

OUR CURRENT COURSES WE OFFER

TRADE MASTER
by Industry for Industry

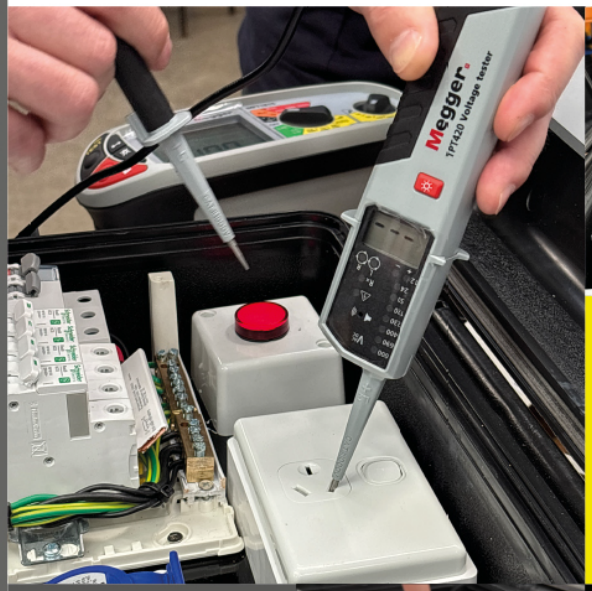
TRADE MASTER COURSE OVERVIEW

Electrical Testing Fundamentals

4 HOURS

IN PERSON /ONLINE /YOUR PLACE

Interactive Workshop and Practical Training in Electrical Testing







TRADE MASTER
by Industry for Industry

Electrical Testing Fundamentals

4 HOURS

IN PERSON /ONLINE /YOUR PLACE

Interactive Workshop and Practical Training in Electrical Testing

OVERVIEW

Electrical testing is essential for ensuring the safety and integrity of all electrical work performed.

Gain the skills and confidence to test a wide range of electrical systems, ensuring every installation meets the highest standards of safety and reliability. Through this course, you'll become proficient with advanced testing instruments, learning to quickly identify faults, optimise system performance, and ensure full compliance with industry standards.

THIS COURSE HAS BEEN DESIGNED FOR

Registered Electrical Workers to enhance their knowledge of Electrical Testing and refine their skills in the use of electrical testing instruments. The course caters to residential, commercial and industrial electricians.

WHAT YOU'LL LEARN

Online pre-reading

- History of Regs in NZ
- Current versions of AS/NZS 3000:2007
- Links to resources (Energy Safety, Electron, AS/NZS 3000:2007)
- Supervision (types, responsibilities)
- Importance of Testing
- Safe work practices do's and dont's
- Introduce earthing and fault current
- Classification and certification (low, general, high risk)

In-person electrical theory discussion

- Why we have REGS
- Practical Testing Section 8 AS/NZS 3000

Practical electrical testing and checklist

- Visual and Mechanical Inspections
- Earth Continuity and Bonding Test
- Insulation Resistance Test
- Polarity Testing
- Earth Loop Impedance Testing
- RCD Testing
- Mains Polarity Testing - No supply
- Mains Polarity Testing - Live

ASSESSMENT

a. No formal NZQA unit standard assessment
b. Check-your-understanding quizzes, practical demonstration and undertaking electrical testing procedures.

SUPPORTED BY Megger.

TRADE MASTER

Develop the next level of Electrical Testing Mastery with **Trade Master**

trademaster.co.nz

OUR CURRENT COURSES WE OFFER

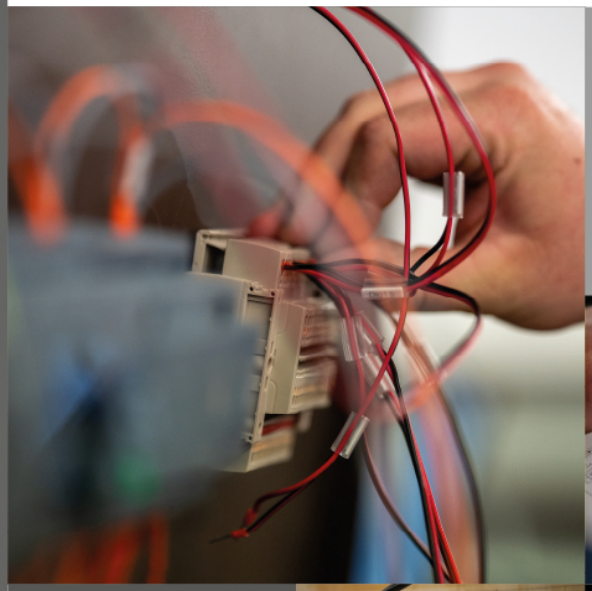
TRADE MASTER by Industry for Industry

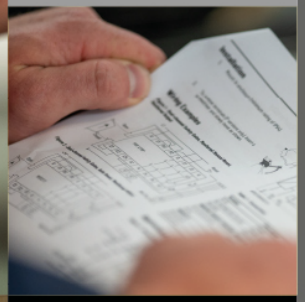
TRADE MASTER COURSE OVERVIEW

Electrical Competence Programme

6 HOURS

IN PERSON /ONLINE /YOUR PLACE







TRADE MASTER by Industry for Industry

Electrical Competence Programme

6 HOURS

OVERVIEW

As a licensed electrical worker in New Zealand, it's essential to complete a Competence Programme every two years to refresh your knowledge and assess your competence, ensuring compliance with the Electrical Workers Registration Board (EWRB) requirements.

This programme is designed to meet the EWRB's mandatory requirements for renewing practising licences for Electrical Workers. It ensures that participants are up-to-date with current industry standards, safety practices, and regulatory changes, maintaining high professional competence.

THIS COURSE HAS BEEN DESIGNED FOR

All NZ Registered Electrical Workers who need to complete an approved Competency Course before they can renew their Practising Licence

WHAT YOU'LL LEARN

- Refresher training in First Aid and CPR, consistent with New Zealand Resuscitation Council guidelines.
- Supervision techniques for trainees, aligning with the Board's policies and guidelines on supervision practices.
- Earthing requirements as specified in AS/NZS 3000.
- Installation, operation, and testing of residual current devices (RCCB, RCBO, SRCD, and PRCD).
- Understanding prospective short circuit currents.
- Testing and certification requirements in line with AS/NZS 3000, AS/NZS 3760, and the Electricity (Safety) Regulations 2010.
- Updates on changes to regulations and standards, addressing current issues of concern to the EWRB.

ASSESSMENT

Participants must complete EWRB e-learning modules prior to attending a one-day theory course. The course includes a written 'open book' assessment and a practical testing exercise. Active participation and successful completion of all course components are required for renewal of the practising licence.

Completion of this Competence Programme is mandatory for renewing your practising licence, ensuring that you remain informed about the latest safety practices and regulatory requirements in the electrical industry.

PRICE

$250 + GST
Master Electricians Member $200 + GST

SUPPORTED BY Electrical Workers Registration Board SAFETY | COMPETENCY | COMPLIANCE

TRADE MASTER

This course meets the EWRB requirements for renewal of Electrical Workers practicing licences

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OUR CURRENT COURSES WE OFFER

TRADE MASTER by Industry for Industry

TRADE MASTER COURSE OVERVIEW

Electric Motor fundamentals

6 HOURS

IN PERSON /ONLINE /YOUR PLACE







TRADE MASTER by Industry for Industry

Electric Motor fundamentals

6 HOURS

IN PERSON /ONLINE /YOUR PLACE

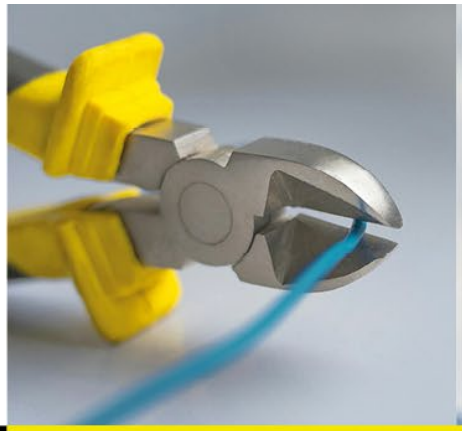
OVERVIEW	This course is designed to provide participants with the knowledge and practical skills required to fault-find, test, and commission electric motors. It aligns with **Unit Standard 29420**, which is tailored for individuals working towards becoming qualified electricians or electrical service technicians. The program includes theoretical instruction, hands-on activities, and assessments to meet the requirements of the standard.
THIS COURSE HAS BEEN DESIGNED FOR	This course is ideal for electrical apprentices and individuals preparing to meet the registration requirements of an Electrician. It is also suitable for electrical service technicians seeking to enhance their fault-finding and motor-testing skills.
WHAT YOU'LL LEARN	Participants will gain a comprehensive understanding of: ○ **Electric Motor Types:** Single-phase, three-phase, and DC motors, including their construction and operating principles. ○ **Fault-Finding Techniques:** Identifying defects through visible and audible cues, logical fault analysis, and electrical measurements for diagnosing issues in mechanical components, supply systems, windings, and loads. ○ **Testing and Commissioning:** Conducting performance and safety tests to ensure compliance with industry standards, including power factor, line current, speed, and output tests. ○ **Decision-Making on Repairs:** Assessing the viability of repairs versus replacement of faulty motors based on performance, costs, and lifespan. ○ **Documentation:** Accurately recording fault-finding processes and test results to meet company and regulatory standards.
ASSESSMENT	Participants will be assessed through practical evaluations and knowledge-based tests, designed to measure their understanding of course content and their ability to apply learned concepts in a workplace environment: **Practical Evaluations:** Diagnosing pre-set faults, performing tests, and commissioning electric motors in a supervised environment. **Documentation Review:** Ensuring test results are presented in line with professional standards and company requirements. **Final Assessment:** A comprehensive evaluation of theoretical knowledge and practical skills covering all course objectives. A certificate of completion will be awarded to participants who successfully meet the assessment criteria. This course has been developed with resources and tools specifically designed to meet the requirements of **Unit Standard 29420**, ensuring alignment with industry best practices and regulatory standards.
PRICE	**$300 + GST** Master Electricians Member **$240 + GST**

TRADE MASTER

Develop the next level of Electrical Mastery with **Trade Master**

trademaster.co.nz







TRADE MASTER
by Industry for Industry



SHAPING THE FUTURE

of the electrical industry
one professional at a time.

1925 2025

MASTER ELECTRICIANS

LIGHTING THE WAY

100 YEARS OF ELECTRIFICATION



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Lighting the way to a brighter future



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Lighting the way to a brighter future





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Lighting the way to a brighter future


The New Zealand Electrical Conference 2025
MASTER ELECTRICIANS
Be Future Ready.
Queenstown
31 October — 2 November

The New Zealand Electrical Conference 2025

Electrifying NZ is going to need a workforce and industry that is ready to adopt technology and skills at a pace that has never been required before.

As leaders in the industry, your organisation is enabling our industry to lead the charge.

Queenstown

31 October — 2 November

Be Future Ready.

The New Zealand Electrical Conference 2025

Queenstown 31 October — 2 November

Conference **Programme:**

Our program promises an engaging four days filled with an exciting lineup of industry insights, expert key note speakers, and networking opportunities, all centred around the theme Lighting the way to a brighter future: Innovation, Sustainability, and Growth in the Electrical Industry."

The New Zealand Electrical Conference will spotlight emerging trends, celebrate excellence, and provide a platform for shaping the industry's future

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Be Future Ready.

The New Zealand Electrical Conference 2025

Queenstown 31 October — 2 November

Day 1:

→ **CPD sessions hosted by Trade Master**

Evening:

→ **Welcome event: Jumping into the future**

Apprentice Challenge Awards

Day 2: Thought Leadership Summit

Keynote speakers and field trips.

Our tentative line up is:

→ **Mike Casey**

Electric Cherry Farmer — includes farm tour

→ **Lance Burdett**

Former Police negotiator, well-being and resilience coach

→ **Sir Ian Taylor**

Technology evangelist and futurist

Evening:

→ **King Pin Arcade Centre**

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The New Zealand Electrical Conference 2025

Queenstown 31 October — 2 November

Day 3: Networking & Engagement

The Big Day Out — an opportunity for delegates to choose from a range of fun and engaging activities including:

- → **Appellation Wine Tour**
- → **TSS Earnslaw with Eco Experience**
- → **ZipTrek Eco Tours - Ziplining**

Optional upgraded activities:

- → **Cloudy Bay Helicopter Experience**
- → **White water rafting**
- → **Oxbow** thrill seeker experience -jet sprint boating and ultimate off roading
- → **4WD Nomad Safari Tour**

Evening — held at Ayrburn

Master Electricians Centenary Event

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