

Chief Executive's Report



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ME Vision & Purpose

A Brighter Future, Together

- Advocating, educating, and supporting the electrical industry
- Nationally led, regionally enabled model
- Enabling continuous learning and tech adoption

2024

A Year in Review

Bright Spots

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

Membership **Growth**

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

Membership **Benefits 2024**

Over the past year, we have delivered significant value to our members:

- **Handled over 2,500 technical support queries.**
- **Provided hundreds of hours of legal and HR support.**
- **Offered EAP assistance to over 180 members.**
- **Helped members save over \$1.8 million through n3 buying group offers.**
- **Provided daily regional support** through our managers, solving on-the-ground challenges.

We also held our first-ever **Behind the Tools Business Summits**, preparing contractors for the future and equipping them with the skills and knowledge they need to manage risk and diversify their businesses.

Celebrating **Success**

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

Strategic Direction

2024—2027

- Grow membership to 40%+
- Lead energy transition and tech convergence
- Reposition as trusted industry advisor
- Expand CPD via Trade Master
- Strengthen advocacy and member support

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**

Financial Stewardship

- Sale of Martynsfield & ICE shares
- Reinvestment in Trade Master & advocacy
- Small events surplus
- Prudent cost management
- Modest fee increase (1st in 9 years)

Financial Performance

- **Advocacy Abnormal expenses** were incurred to support members during industry crises which required advocacy and outreach, including:
 - The Serene bathroom heater recall and withdrawal
 - The Du Val Group failure and statutory management
 - The SolarZero collapse
- These costs reflect our commitment to protecting members' interests and providing expert legal and compliance support during challenging times

Financial Sustainability

- **Diversified income** through property investments, sponsorship, and training services.
- **Maintained a disciplined approach to operational spending**, which was lower than in 2023.
- **Created Master Electricians Property Investments Ltd (MEPIL)** to manage and grow property assets for long-term income.
- **Trade Master** is a strategic investment to create a sustainable income stream.
- The **membership fee increase** was the first in nine years. It was aligned with the Consumer Price Index (CPI) rise over the past year and was introduced to recover costs after a 51% increase in service delivery expenses since 2017.

2025

What's Been Happening?

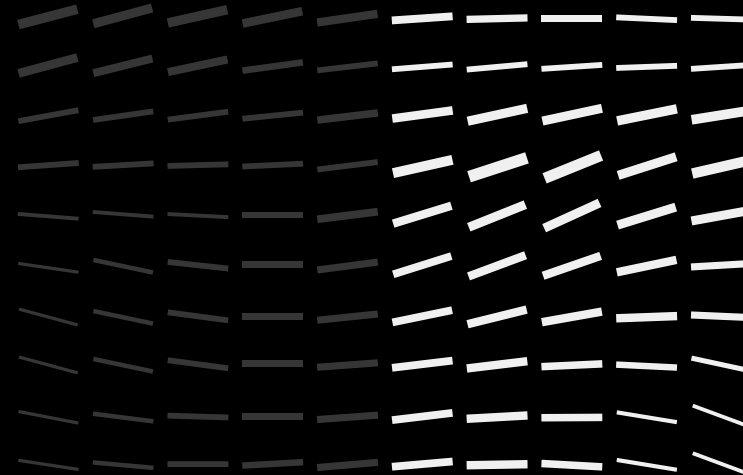
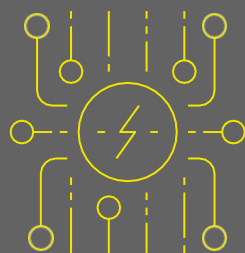
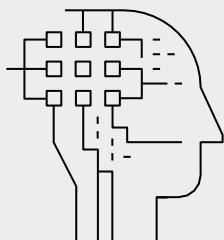
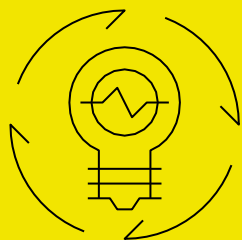
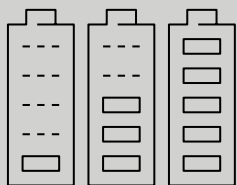
Advocacy & Industry Voice

- ISB
- eIAC
- Standards/Regulations
- MBIE/WORKSAFE
- EWRB
- Stanley and Du Val
- Right to Repair bill

Member Benefits — Support

Results to 31 May

- **Legal advice** — 87 hours of advice provided
- **HR advice** — 243 hours across 60 business of tailored guidance
- **EAP** - 64 sessions were used
- **Health & Safety** — 22 members reached out
- **Discounts** - \$1,246,562 in savings through n3



AGM UPDATE

Andreas
June 2025

Trained Finances May

Course	May	YTD
Competence	35	138
Testing	47	213
Total	82	351

P&L	May	Bud	YTD	Bud
Income	21	49	51	470
Costs	78	89	410	357
Net Profit (loss)	(57)	(40)	(310)	(242)

Commentary

- **Testing & Competence** – volume is building. Courses are being offered in Dunedin, Christchurch, Nelson, Wellington, Hamilton and Auckland.
- **Auckland Site**– Opened in June for training.
- **In development** – Solar (July), Legal & Communication (Aug), ConstructSafe (July), and EWRB Inspectors (EWRB are being difficult).
- **Waikato Branch** – has invested \$20k in training vouchers to support members – a great initiative.
- **EECA partnership** – sponsored Trade Master to develop solar, decarbonization & EV charging.

START

Looking Ahead

- Critical Partnerships
- Centenary, Conference and Apprentice Challenge
- Trade Master
- Increased Member Benefits