



## **Delivering What Matters to Members. – A Q1 Board Update**

As your Board, our focus is simple: to ensure Master Electricians delivers clear, practical value aligned with what members actually need to run stronger businesses.

We have pressure-tested a new strategy, grounded in member research, industry benchmarking, and a sharper value framework. The result is a shift from insight to execution, with a more disciplined approach focused on delivering measurable outcomes that matter on the ground.

We are doubling down on what makes the biggest difference to your business:

- Winning more work and protecting margin
- Reducing admin and complexity
- Strengthening capability and compliance
- Providing real support when it matters
- Building a stronger, more connected industry

Everything Master Electricians delivers will align to these outcomes. We have structured the strategy around eight core programmes, each directly focused on supporting you as a member.

### **Giving strength to being a Master Electrician**

Lifting professional recognition and trust in the market by strengthening what it means to be a Master Electrician. This includes evolving accreditation, sharpening quality assurance, and ensuring the brand signals real, visible value to customers.

### **Member Experience**

A more personalised, seamless member experience—making it easier to access

support, tools, and information. This is about removing friction, improving visibility, and giving members a clearer line of sight to the value they're getting.

### **Trade Master**

Scaling training, capability, and CPD pathways to lift professional standards across the industry. The focus is on practical, relevant training that directly improves on-site performance and business outcomes.

### **AI to make things faster for members**

Faster, smarter access to technical help and tools. This includes leveraging AI and better systems to ensure members can get answers quickly, reduce downtime, and operate with greater confidence.

### **Advocacy & Industry Influence**

A stronger voice where it counts—across regulation, standards, and policy. This programme ensures members are represented, protected, and positioned as leaders within the sector.

### **Membership Growth & Brand Visibility**

Making the value of membership more visible and tangible—both to members and the market. This is about strengthening the brand, improving engagement, and driving demand for Master Electricians in the field.

### **Events & Industry Activation**

Driving connection, pride, and industry momentum through a more integrated events programme. From summits to awards, this is about bringing the industry together and reinforcing professional standards.

The industry is entering a more challenging period. Global instability and conflict are already creating flow-on effects—particularly through rising fuel costs, supply chain pressure, and increasing material prices. These factors will impact margins, pricing, and project delivery across the sector.

Members should be preparing for this environment now—reviewing pricing, tightening cost control, and planning for volatility in both supply and demand.

Master Electricians is actively monitoring these conditions and working to support members through them—through advocacy, guidance, and practical tools to help navigate what's ahead.

This approach is designed to ensure you can continue to run a stronger business, reduce risk and uncertainty, lift capability across your team, and stay competitive in a changing market.



**Apprentice System  
UPDATE**

# The Future of Industry Training

This one matters and it directly impacts how you train your people going forward.

Right now, there are two primary providers of electrical apprenticeships in New Zealand: EarnLearn and Skills Group.

As part of the disestablishment of Te Pūkenga, the work-based learning arm (including EarnLearn) has been transferred into the Energy and Infrastructure Industry Skills Board (ISB), alongside other sectors like plumbing and cranes. This is not where delivery is intended to sit long-term.

By 31 December 2027, EarnLearn and its functions must be transitioned out of the ISB and into new delivery arrangements.

## **This is the moment where the future model gets locked in.**

Master Electricians is advocating for a clear, practical outcome:

- Electrical apprentices training with EarnLearn transition to the Open Polytechnic and a provision of learning through the Polytechnic network
- The current delivery approach continues with minimal disruption
- Employers retain choice over who they train with

At its core, this is about protecting a **competitive, multi-provider system**.

We are taking a firm position: **competition must be explicitly preserved in the transition.**

Because competition drives:

- Better training quality
- Greater responsiveness to industry needs
- Higher accountability from providers
- Stronger engagement from employers

Without it, the risk is a constrained system that limits your options, reduces relevance, and ultimately lowers the standard of apprentices entering your business.

## **What we are pushing for:**

- No disruption to your current apprentices at EarnLearn
- Employers at the centre of training and assessment
- **A competitive provider model — not a monopoly**
- Higher standards and genuinely work-ready outcomes
- Stronger, more consistent support for both employers and apprentices

**Why this matters to you — even if you're not training right now:**

- It protects your ability to choose a provider that works for your business
- It lifts the overall quality of electricians entering the workforce
- It ensures training aligns with real-world expectations — not theory
- It maintains competitive pressure on providers to perform

If you currently have apprentices with EarnLearn whether it's working well or not — this transition is your opportunity to secure a better, more responsive system going forward.

This is a pivotal reset.

We either lock in a competitive, high-performing system — or we accept one that limits choice and outcomes.



## Powering Your Business Forward: Exclusive BYD Partnership & Member- Only Savings

Master Electricians has partnered with BYD as our exclusive vehicle partner, a move that aligns directly with where the industry is heading.

Electrification isn't coming, it's here. As an industry, we're leading the shift into EV, solar, and smarter energy systems. Partnering with BYD puts our members at the front of that transition.

More importantly, this is practical. It's about giving members access to tools that save money, reduce operational risk, and future-proof your business.

Through this partnership, Master Electricians members now have access to an exclusive, member-only offer — **up to 10% off BYD vehicles**.

For most contractors, the standout is the BYD Shark 6 ute models — built for how you actually work:

- Lower running costs vs traditional utes — immediate impact on your fuel line, get up to 2L/100km combined economy
- Plug-in hybrid capability — flexibility to run electric
- There's now three choices of Shark 6 to choose from:
  - Essential Cab Chassis Double Cab AWD
  - Premium Double Cab Wellside AWD
  - Performance 2.0L 3,500kg Towing, Double Cab Wellside AWD
- Mobile power supply — V2L ready to go in the tray means it's ideal for tools on-site
- Positions your business with customers who are increasingly energy-conscious

[Find out more about the Shark 6 ute series here](#)

With up to 10% off, you're looking at meaningful savings upfront, plus ongoing operational gains.

Accessing the offer is simple:

- Visit your local BYD dealership - [find your nearest dealer here](#)
- Tell them you're a Master Electricians member
- Be ready to show proof (member number or your listing on the "Find a Master Electrician" directory)

### **We're also taking this a step further.**

In partnership with BYD, Trade Master will be delivering EV Charger Maintenance and Testing courses directly from BYD dealerships. This is about getting hands-on, real-world training in environments that reflect where the market is heading.

It's practical, relevant, and built to lift capability in one of the fastest-growing areas of the industry.

Stay tuned — dates and locations coming soon.



## Know your Regs

We're on the road with more dates for Know your Regs in partnership with PDL and Powerbase Group. Book your place on a course below

Dunedin - Monday 20 April - [Book now](#)  
Dunedin - Tuesday 21 April - [Book now](#)  
Nelson - Tuesday 12 May - [Book now](#)  
Rotorua - Tuesday 19 May - [Book now](#)  
Oamaru - Tuesday 23 June - [Book now](#)  
Timaru - Wednesday 24 June - [Book now](#)  
Timaru - Thursday 25 June - [Book now](#)

Stay tuned more more locations and dates.



## Electrical Testing

New Plymouth - 20 April - [Book now](#)  
Hamilton - 20 April - [Book now](#)  
Auckland - 29 April - [Book now](#)

Wellington - 30 April - [Book now](#)  
Auckland - 6 May - [Book now](#)  
Whangarei - 14 May - [Book now](#)

### **Electric Motor Testing**

Auckland - 30 April - [Book now](#)  
Wellington - 7 May - [Book now](#)  
Christchurch - 21 May - [Book now](#)

### **Electrical Competency Programme (EWRB Refresher)**

Taupo - 14 April - [Book now](#)  
Auckland - 14 April - [Book now](#)

New Plymouth - 21 April - [Book now](#)  
Wellington - 21 April - [Book now](#)  
Auckland - 23 April - [Book now](#)  
Invercargill - 29 April - [Book now](#)  
Whangarei - 15 May - [Book now](#)  
Auckland - 26 May - [Book now](#)

### **Solar Systems Design and Installation**

Wellington - 16 April - [Book now](#)  
Whangarei - 23 April - [Book now](#)  
Invercargill - 30 April - [Book now](#)  
Masterton - 7 May - [Book now](#)  
Auckland - 14 May - [Book now](#)

### **EV Charger Testing & Maintenance**

Auckland - 25 May - [Book now](#)

### **Know your Numbers**

Auckland - 6 May - [Book now](#)  
Christchurch - 7 May - [Book now](#)

### **Construction Contracts**

Christchurch - 14 May - [Book now](#)

### **Leading through Adversity**

Wellington - 12 May - [Book now](#)



# 2026 Wage & Salary Survey

## Wage and Salary Survey 2026 - Take the Guesswork Out of Pay

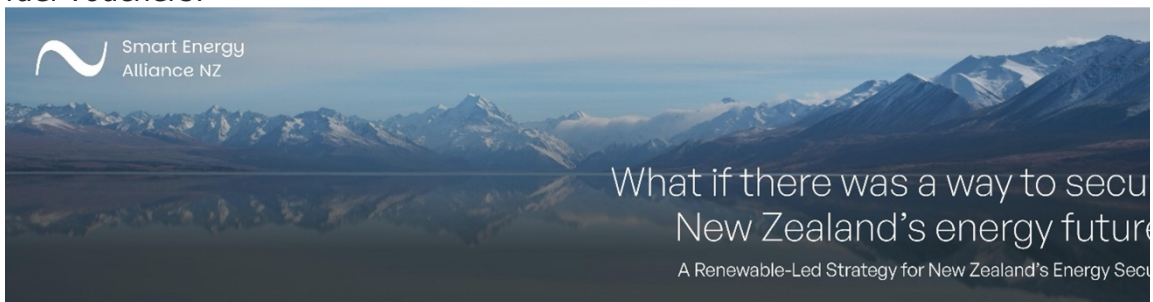
This is your benchmark for what's really happening across the electrical industry, it only works if members contribute.

By taking a few minutes to complete the survey, you'll help build a clear picture of wages across the market. This gives you the insight to price work confidently, attract and retain staff, and avoid costly guesswork.

Make faster, more informed pay decisions  
Stay competitive without eroding margin  
Reduce risk around staffing and pricing

[Take the survey here](#)

There's even more fuel to taking the survey, we're giving away 2 x \$200 mobil fuel vouchers!



## Clean Energy Alliance

Master Electricians has joined the Smart Energy Alliance NZ to support a practical, forward-looking energy strategy that delivers lower cost, lower risk outcomes for New Zealand.

Electrification is accelerating—solar, batteries, EV infrastructure and energy efficiency is already driving real work on the ground.

An LNG pathway moves in the opposite direction. It exposes New Zealand to volatile international fuel markets, adds cost into the system, and risks locking in infrastructure that doesn't align with where technology and demand are heading.

Master Electricians supports the approach of renewable energy, storage, demand flexibility and smarter use of existing assets. It strengthens energy security while creating sustainable work for the industry and better outcomes for consumers.

[Read the full media release here.](#)

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