



MASTER
PLUMBERS
NSW

**INDUSTRY
PARTNER
OPPORTUNITY**



INDUSTRY PARTNER BRIEF

INTRODUCTION

Welcome to the NEW MPA NSW.

Master Plumbers Association of NSW is the peak body for the plumbing industry in NSW, we have represented plumbing businesses in both construction and maintenance since 1886. That's 128 years of industry representation.

Our role incorporates advocacy on the issues facing the industry along with promoting innovation and services to our members that assist them with managing and growing their businesses.

MPA NSW has been reinventing the way that it delivers services to members and has been consulting the industry to understand how it can provide the best advocacy, advice, and products to match member needs.

Out of this process the MPA NSW has created a strategic vision that will position it as the pre-eminent trade-based association with a range of initiatives that will ensure the best possible match with our members' needs.



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INITIATIVES

Some of the planned initiatives that have emerged from this process include:

- A \$20,000 service guarantee on all work performed for a household by an MPA NSW member, covering workmanship, damage to property and faulty installation. This demonstrates the confidence we have in our members and provides them with a point of difference when selling to a new customer.
- Partnering with one of the largest insurance brokers to create a suite of insurance products that are specifically tailored to the needs of plumbing businesses. MPA NSW has been able to use its industry knowledge to demonstrate the real exposure of different activities and expects that the resulting policies will be both broader in their coverage and cheaper than generic alternatives.
- Broad advocacy work around heat pump rebates, protecting the use of natural gas, vehicle emissions (new vehicle efficiency standard) and other pressing issues that have specific relevance to our industry.
- Understanding what our members are interested in learning about or taking action on. This has driven the creation of a range of events that incorporate guest speakers, information nights and social networking opportunities that will be well supported by engaged members.
- Tailoring our apprentice training to the exact needs of our members which has included the broadening and ongoing modernisation of our syllabus to reflect the current industry trends.
- The broadening of bespoke training to upskill the existing workforce with the training necessary to take advantage of emerging technology or dynamic workplace processes.
- The introduction of a Certificate III in plumbing cadetship that reduces the time taken to train a new apprentice from four years to three years. This is hugely beneficial to employers and increases the throughput of the Training Centre.



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VISION

As a major part of this vision, MPA is upgrading to a high class multi-disciplinary training and event facility that comprises 1,375m² of industrial space in Seven Hills. The mission is to provide the best-in-class training facility along with an events capability that will cater to a broad range of potential initiatives.

We have also developed a schedule of regular events that ensures that the Seven Hills facility will become a regular destination for the industry to gather, learn and network in a social environment

With an annual operating cost of more than \$1M we are looking for a group of partners that wish to be part of the journey, see real benefit in demonstrating a commitment to the industry and next generation of plumbers and achieve significant exposure to the industry decision makers through a permanent display within the upgraded facilities. Partners will also be able to utilise the entire facility within their own marketing, training, and event initiatives.

With the potential reintroduction of the Continuing Professional Development Points program for licensed trades, we are also looking to work with our partners to create a program of training that will enable our members to attend Seven Hills for a range of 1-hour courses to satisfy these requirements. This is a perfect opportunity for our partners to showcase their latest products and create informative and relevant training material for the MPA members.



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FACILITIES

The upgraded facilities will include:

- 1375m² of open, air-conditioned space,
- Significantly upgraded street frontage with landscaping and large temporary signage to welcome guests to special events,
- An ambiance of elegant industrial,
- The ability to hold stand-up events for up to 300 people or seated fine dining for up to 150 guests,
- A commercial kitchen with access to a range of outside caterers that are working with the MPA NSW to deliver a range of services from finger food to fine dining,
- A comprehensive audio-visual system that can be utilised for presentations and entertainment,
- A workshop with 20 metres of presentation board and 15 workbenches that can be utilised for practical training on a range of disciplines,
- A 10m x 15m sandpit for the demonstration and training of inground piping that will transform into a stage at major events,
- 3 dedicated classrooms with furniture and audio-visual facilities,
- Access to a boardroom overlooking the facilities for smaller gatherings.



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STANDARD PARTNERSHIP

MPA is seeking expressions of interest from partners who are interested in joining The New MPA NSW and are making the following packages available:

General Partners: \$100,000 with introductory 50% discount
13 Available
Including all the items below with their ESTIMATED value

Platinum sponsorship

\$20,000

Made up of:

- Full + ½ page advertisement in each edition of quarterly magazine
- Advertorial in magazine
- Strip banner & ¼ page advertisement on the MPA website.
- CEO Video message to members promoting your business.
- Weekly posts on social media
- Fortnightly EDMs to all members
- Webinars hosted by you.
- 10 attendees to industry dinners with presentation of awards
- Signage at Annual Industry function
- 4 players at the members golf days
- 2 Attendees at all MPA functions

A **permanent display board** of 2m x 6m with 43inch monitor

\$30,000

These will be always visible, including when training apprentices, Professional training nights, MPA events, Industry leader nights, and constant visits by member organisations.

While sound will be available, it is anticipated that it would mainly provide visual content that can be varied based on the activity taking place. MPA will provide sponsors with a full schedule of events so that they can vary the content based on the audience.



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STANDARD PARTNERSHIP (cont)

Exclusive **use of the entire facility** for 4 **weekday** events annually \$20,000

These days can be used for product launches, training nights, formal dinners or any social occasion that benefits your organisation.

Exclusive **use of the facility** for 4 **weekend** events annually \$20,000

Weekends provide the opportunity to hold larger scale themed events or events with a more social focus.

Participation in **Continuing Professional Development (CPD)** Training Nights \$10,000

MPA NSW will be holding Continuing Professional Development (CPD) training nights for MPA NSW members and non members and is inviting sponsors to assist with the syllabus and delivery of the potential courses.

This represents an estimated total value of \$100,000, plus:

A reputation of supporting the industry



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SPECIALTY PARTNERSHIPS

There are 3 additional Specialty Partnerships that are available for discussion if they better suit with potential partners.

Workshop Partner:

1 Available

Including all Standard Partner Benefits Plus

The addition of signage for the main workshop area that will be the most frequently used facility for delivering practical workshops.

Sandpit Partner:

1 Available

Including all Standard Partner Benefits Plus

The added benefit of signage on the sandpit which will form the stage at many events and will be the focal point of the facility. This would be specifically relevant to a sponsor who wishes to have a permanent display for a product that works in with the sandpit.

Tool Shop Partner:

MPA is looking for a tool retailer that wishes to have a permanent setup within the facility. We believe that there is a significant opportunity for a tool retailer to differentiate themselves within the industry with a permanent presence within the industry association that represents their customers. The MPA would welcome any suggestions on the type of programs and engagements that could maximise the value for potential sponsors.

Innovation Corner:

The MPA is building an innovation corner that highlights the latest products and services available to the industry. This will be available to rent by any corporate member that would like to showcase their innovation to the industry. MPA would also work with the tenant to promote the innovation through its magazine and if there is enough member interest, collaborate to create a specific syllabus and training to ensure that the technology has operators skilled in its deployment.



Pricing Options

MPA NSW is looking for partners that can also provide materials and tools for the training facility as part of their support. We have created 2 packages that reflect that this is a new initiative, and they are designed to offer a pilot program so that participants can assess the financial and non-financial benefits of participation before committing to a full program.

We have attached mock-ups that give a perspective of the new facility and have outlined below the proposed applications and pilot program.

Pilot Program

We have identified 15 applications for the available spaces which are:

- Backflow Prevention
- Copper Pipe and fittings
- Guttering
- Hot water systems
- Jet Blasters
- Management Software
- Pipe Relining
- Pumps
- PVC Pipe and fittings
- Tapware
- Thermostatic Mixing Valves
- Vehicle accessories
- Vehicle Wraps
- Website marketing, SEO
- Workplace Safety



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The MPA NSW is offering two alternatives to enable interested parties to pilot the opportunity at a 50% discount with an exclusive option to renew at full price.

Option 1: 12 Months at \$50,000 with an exclusive option to renew for 3 years at \$100,000 pa once the value has been demonstrated.

Option 2: 36 Months at \$150,000 with an exclusive option to renew for 3 Years at \$100,000 pa to provide a longer pilot.

If you would like to secure the space that relates to your business, we are inviting expressions of interest to be submitted by 30th June 2024. At this point we will commence formal discussions with interested parties.

MPA NSW favours the 3-year option to enable the ability to work together to create the greatest value for sponsors.

There are 3 additional Specialty Partnerships that will be negotiated separately with interested parties based on the development of a plan to maximise the value for sponsors:

- Workshop
- Sand Pit
- Tool Shop

If you are interested in securing any of these packages or believe that we should explore another use please scan the QR Code, register your interest at <https://masterplumbers.com.au/membership/industry-partnership/> or contact -

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Indicative Imagery



Partner Display



Partner Function space



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