



Adding the right spark

Platinum Electrical Contractors

National winner of the Panasonic Australia Business Award

Six years ago, Joshua Nicholls (left) came up with a bright idea to revolutionise the way electrical tradesmen do business.

In 2001, at just 22 years of age and having only recently qualified as an electrician, Joshua established Platinum Electrical Contractors from his bedroom at his parent's house, providing electrical maintenance, repairs and installations.

The difference? White-collar service in a blue-collar industry.

"It's rare to find a trade provider that actually cares about the customer, and that's where we have found our place in the market," Joshua said.

Today, Joshua and wife Alana employ over 30 staff and enjoy the Australian dream of running their own successful business.

"Starting out in the business at such a young age meant we were always open to doing things differently."

"Our unique point of difference is that we

challenge the industry stereotype – we have a professional corporate image and have built the team to become strong leaders and communicators," Joshua said. "And we're great electricians," he added.

Joshua moved Platinum Electrical Contractors out of his parent's home in 2003, when business began booming.

"It was exciting to see how quickly the business was growing, and I soon learnt that I needed to take a step back and let other people take on some of the work for me."

And being recognised with the New South Wales and then the national Panasonic Australia Business Awards through the 2007 Telstra Business Awards was recognition well received by the entire Platinum Electrical family.

"All of the team were just as excited about the award as I was. They are literally the backbone of the organisation and it's great for the team because they work really hard behind the scenes," Joshua said.

Having already conquered the Sydney market, Joshua and Alana have laid out the foundations for further expansion and plan to begin franchising in the coming months.

"Our vision is to create 50 Platinum Electrical franchises with 150 vans over the next five years," Joshua said. "It's been a great journey and we are looking forward to the next step."