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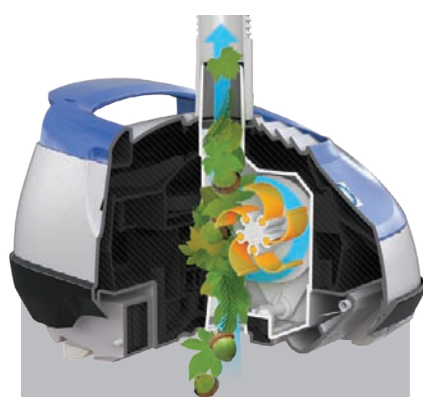
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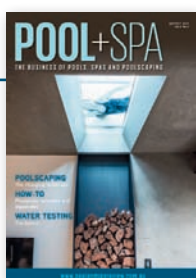
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FROM THE EDITOR

We rent a Federation-era house in Sydney's inner west. It's packed with character, but the trade-off is that it's susceptible to the many issues associated with a house this age. If it's not the drains, it's the rising damp; if it's not the damp, it's the pool equipment, which is — quite literally — as old as I am.

This means we have a steady stream of tradies passing through the house. Considering that they're generally complete strangers coming into my home, I'm surprised by how few actually observe basic social niceties: introducing themselves by name and company, asking whether they can come in and telling me what they're doing. I even came home once to a plumber wandering around the backyard — I wasn't home, so he jumped the fence to take a look at the job. But it really got me thinking. All of these tradies have a job to do which requires skills developed over years on the job. For all their technical skills, the one thing they do before they start a job is interact with customers. First and foremost, their job is a customer service role. Given how much trades rely on referrals, why isn't customer service a priority for more service businesses?

Many of our readers (particularly pool techs, landscape designers and pool builders) visit private homes every day. While your technical skills might be up to scratch, how's your customer service? You're more likely to be invited back (and recommended to clients' friends) if your team is polite, respectful and friendly. It's not rocket science, but it is an often-overlooked aspect of business that could mean the difference between you securing a new customer or not.

For this issue, we spoke to two pool techs who have a strong focus on customer service — and are doing very well because of it. Check out



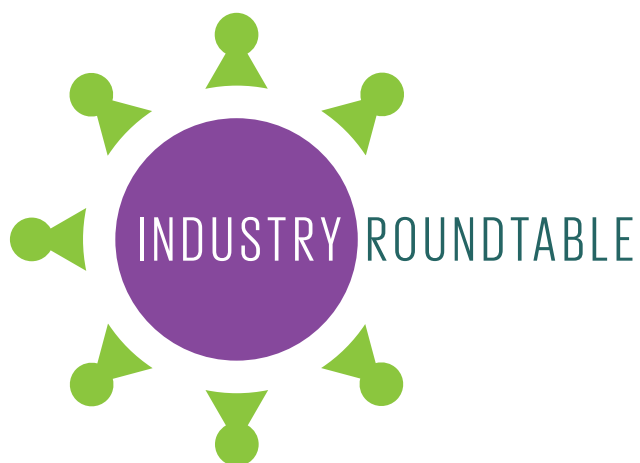
our 'Pool of Knowledge' piece and the article 'Top end of town' for their tips. What's your customer service bugbear? Let us know!

Kind regards,

Alice Richard

Editor

arichard@wfmmedia.com.au

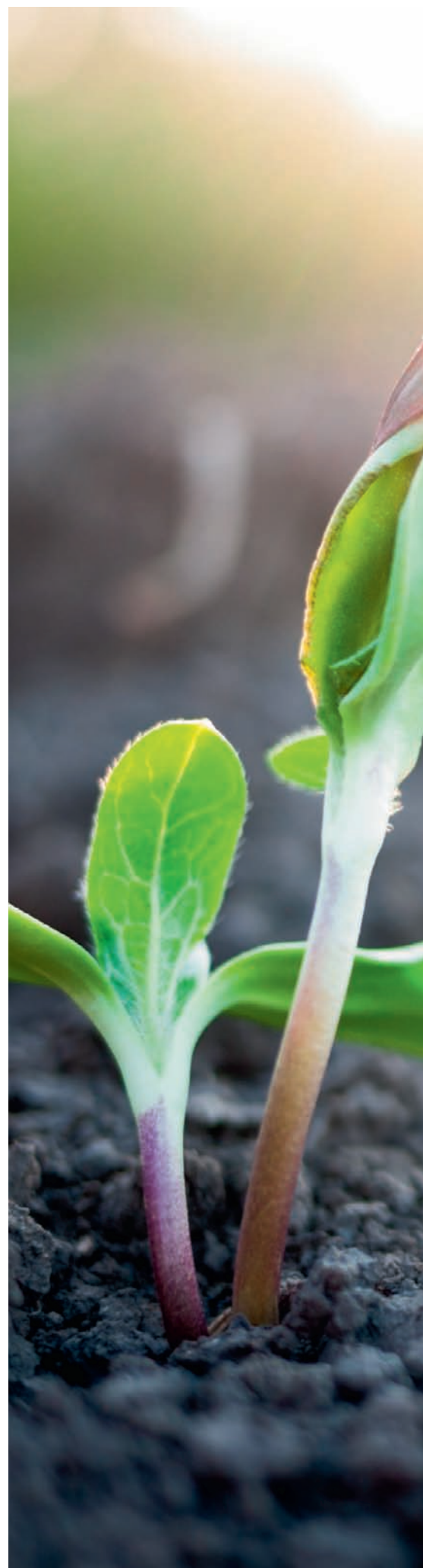


FROM LITTLE THINGS, BIG THINGS' GROW

HOW LANDSCAPE DESIGNERS AND POOL BUILDERS CAN FORGE HEALTHY RELATIONSHIPS

Alice Richard

For our eleventh Industry Roundtable, we spoke to several landscape design specialists (both designers and industry representatives) to get their take on what makes for a harmonious working relationship with a pool builder, and what a landscape designer can bring to the table.



f, as a pool builder, you're going to work with a landscape designer to construct a backyard poolscape, what do you need to do to make it work for everyone?

Communication

First and foremost, communication has to be clear, our Industry Roundtable experts said. This is a no-brainer, but since it has such a significant impact on both the process of construction and the end product, it bears repeating.

"Communication is the key. If everyone talks to each other about what part they're doing, including the client, who's responsible for what part, then everyone can work together and achieve the best result in the end," said Phil Antcliff, landscape designer and owner of Antscapes, a residential landscape design, construction and maintenance company.

"You're going to come across problems along the way as well, and that's even more important for everyone to just get together and talk about it and achieve a result. So I'll always say communication between everyone is always the best way to deal with it."

Landscape design firm Secret Gardens has worked with many different pool builders over the years, design manager Mark Curtis said. The best relationships the company has formed with pool builders have one thing in common: good communication.

"You'll tend to gravitate towards a company that you do have a good relationship and a good understanding with, and part of that is communication," he said.

"Without proper communication and expectation of deliverables, the whole thing just falls apart."

Of course, face-to-face interaction is a key part of communication. But when both parties are working on multiple projects, it can be difficult to remember exactly what changes to the pool coping you agreed upon at a meeting three weeks ago. Adrian Swain, owner of ecodesign and The Other Side Landscapes, says having a paper trail can cover you in these situations.

"Minutes, if you're having meetings, are very important. We had a situation not long ago where the client went to a pool builder separately to the landscape," he said.

"There was a kick-off meeting with the designer on-site and certain aspects were discussed and agreed upon, and we went and did the landscaping and the pool builder went and did the pool. They just happened to have a lot of pools happening at the same time and what they had agreed to and what was discussed just sort of went out the window, and there were some things that happened that weren't meant to happen."

AILDM (the Australian Institute of Landscape Designers and Managers) occasionally deals with disgruntled consumers who are unhappy with the project that's been delivered. AILDM administrator Maureen McKee said these situations invariably arise from poor communication.

"The main ones that we've had, it's been a breakdown in communication. There was a case we had in Victoria where the person didn't have the best command of English and they had an agreed design and then they'd go on-site and start changing things verbally. And as Adrian was saying, if you haven't documented those changes and agreed to the changes in design, then you're really

heading for trouble — and that's what happened," she said.

"It's a contract. And if you don't manage the contract correctly, the wheels will fall off. If there's no communication, no matter how experienced you are or what documentation you have, [it will end badly]," said Swain.

"There's people who can go out and build off the back of a napkin — extensive landscaping — and have a very happy client. But then there's people who can have the most rigid contract and they'll stuff it up every day of the week. I think it comes down to your goodwill and your integrity and your willingness to maintain a good reputation."

You've got mail

The channel of communication can impact how your message is received. While it's important to have a paper trail to keep track of agreements and changes (and email might seem to be the best way to do this), electronic communication isn't always the best medium for getting your message across.

A suggestion or query that can be perceived as quite reasonable and respectful in person may be misunderstood or even presumed to be aggressive or condescending when delivered via email. The intended tone of a statement can be easily lost in translation from speech to text, no matter how thoughtfully worded an email might be.

"We're having far more problems with that in the association, we find, than anything else — the electronic communications," said Daniel Beeby from the LNA Master Landscapers Association. "It's caused more problems than anything

OUR PANEL



*Adrian Swain,
Managing Director,
ecodesign and The
Other Side Landscapes*



*Maureen McKee,
Administrator, AILDM*



*Daniel Beeby, Marketing,
Sponsorship and Events
Coordinator, LNA Master
Landscapers Association*



*Phil Antcliff, Director,
Antscapes*



*Mark Curtis, Design
Division Manager,
Secret Gardens*

else. We've had a few email wars lately with things just flying back and forth."

"It pays to write it at night, think about it, then [read it] again in the morning, then send it," said McKee.

You can diffuse a misunderstanding within seconds if you're face to face, but via email, a client could stew on it for half the day (or even longer) before they respond to you — at which point it's going to take far more work to talk them down and rebuild the relationship. You can always follow up a face-to-face conversation with an email if you need a record of your conversation.

Respect

All the communication in the world will count for nothing if it's not underpinned by respect — respect for the client, respect for the design and respect for all other parties involved in the project. It's also important to respect the process. Designs do change along the way, and you'll need to be flexible but still transparent in your communications.

"The communication is very important. And underlying that, I think, is just the respect of the different people's roles and how things integrate," said Swain.

"Things always change in construction, and just due to different things that happen along the way in the process. We've found that respect is very important. [Ideally, you'll] say, 'Okay, we need to change this; what do you think about that? How is that going to impact the rest of the project?'



A LANDSCAPE DESIGNER BRINGS HORTICULTURAL KNOW-HOW, PROJECT MANAGEMENT SKILLS AND THAT CERTAIN JE NE SAIS QUOI THAT TRANSFORMS A POOL AND YARD INTO A STYLISH POOLSCAPE.

"I've found that quite rare. I've probably found one company that has been able to entertain us in that regard, that's said, 'This is what we're thinking. What do you reckon?' All the others just go, 'What's the easiest, quickest way that's going to make us the most money?' And it's unfortunate, because it's not respectful for the client as well. The original design that they've come up with may be second tier to the outcome. So I think respect for the client and the other people involved in the project is vital."

Integrity of design

Respect also includes appreciating what each party brings to the project. A landscape designer brings a diverse skillset, incorporating horticultural know-how, project management skills and that certain *je ne sais quoi* that transforms a pool and yard into a stylish poolscape.

"Being able to implement a master plan and then maintain the intent of the design through the process, from the design to construction, I think is very important," said Swain.

When a landscape designer and a pool builder work alongside one another but separately, there's a risk that they will both

diverge from the original design intent, Swain said. The result? A pool and landscape that don't fit together seamlessly in the way that they would were one party responsible for overseeing the entire job.

"I think there's a bit more integrity of the master plan if you combine the [landscape design and construction]. I see the benefit of combining the two. There's one person who's answerable for the lot," he said.

Where a pool builder might look at a backyard and see it in the context of where a pool might go, a landscape designer or architect can conceptualise the entire space: how the pool will fit in the overall backyard, and how it will be enjoyed both as a visual component of the space and as a physical asset to be utilised.

"Having that holistic approach to the garden, and enabling that pool to settle within the landscape, is by far, I feel, a better approach to just isolating the pool as its own exercise and seeing how that would fit within the landscape," said Curtis.

"I think, ultimately, the better result for the client is to see that integrated with a bit more of a holistic approach to access to the pool and usability of the pool and so on, so from the onset, all of those details can get accommodated."

"People are more interested in their lifestyle and the lifestyle of their homes, from the inside to the outside rooms, and barbecue areas and then onto the pool, and they want this holistic design throughout the house," Beeby said.

This is where the pool industry can fall behind landscape designers, Beeby said — often, the focus is simply on building a pool, rather than creating a lifestyle for their clients.

Seeing the forest for the trees

It's important to remember that a landscape designer brings some significant, specialised skills and knowledge to the table that other parties cannot — namely, extensive horticultural knowledge. As we all know, trees and plants can either be an asset to a poolscape or spell disaster for it.



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“One of the advantages of going with a landscape designer is that they have that knowledge of tree preservation — what can stay, what can go, how it’s going to grow — because one of the issues of having a pool is shade and light and all those things and when you have a landscape designer, they know the tree that looks like that now, in five years’ time how it’s going to grow, how it’s going to develop, how it’s going to impact on that whole backyard,” said McKee.

“If you’ve only got a little bit of space in a backyard and there’s three trees there and only one has to be retained, or one is protected, it’s useful to have the knowledge of what’s not protected,” added Swain.

Fencing rules is where this knowledge really comes into its own: knowing what can and can’t be planted in the non-climbable zone is vital for ensuring a new pool is compliant from the get-go.

Streamlined workflow

Aside from maintaining the integrity of the original design, having a single party managing the entire pool and landscape makes the project more efficient.

“It’s just to do with scheduling and project management, really. I think a landscape architect or designer is pretty well placed to have an overview of the whole process, and schedule the right trades on-site at the right time,” said Swain.

“It removes a bit of double handling — two lots of electricians, two lots of plumbers, that sort of thing. So I think if you can look at the overview and project manage, I think there is some savings [to be made] if there is one contract.”

It’s important for both the pool builder and the landscape designer to have a clear idea from the outset of who’s responsible

for what — where does the pool end and the landscape begin?

“So often if we’re working with a pool builder, we’ll get them to take the coping out of their price and we’ll include that into our tiling price, because you need that same product across the board.”

For landscape designers, having ultimate control over the project doesn’t just make for a smoother construction process; it also means that they can ensure they’re delivering precisely what it is that the client asked for — rather than something that’s been translated differently by each party involved in the project.

“I’m sure pool builders could quite happily build a pool every day of the week, but the result that we’re looking to achieve is that overall integrated landscape and pool scenario, and that’s where I guess we add value over a pool builder,” said Swain.

“Design’s always a challenge, I think. You’ve got set constraints: the existing pool, or the sewer line, or the existing tree. So I think it’s just getting the best outcome within those challenges. And that’s where the overview of the pool and landscape has its greatest advantage. You can use the different challenges as opportunities, rather than just ‘Oh, this is where we can squeeze it best and most cost-effectively’ and that’s where it’ll end up — which, often, we see,” said Swain.

“I saw a pool last week and the steps were on the far side of the pool, away from the house and entry. It just wasn’t even logical on any level. And the spa was a fully plumbed spa, but there was no seat in it. It was just a sort of 500 mm wading pool, which was interesting. This was like a kiddie bubble pool or something. It was very wrong. And you think, well, obviously someone got paid to do that.”

The whole enchilada

Clients are increasingly seeing the benefits of engaging a landscape designer who can not only design but also construct the poolscape.

“I think the wiser client is foreseeing what decisions need to be made and getting someone like us in at an earlier stage to start to integrate that process,” Curtis said.

“By and large we’re seeing more clients now engage us from an earlier stage, wanting to incorporate a pool within the landscape. They’re seeing the value in the two going hand in glove.”

However, Curtis acknowledges that a holistic landscape design (not to mention the premium that this skill incurs) isn’t for every prospective pool owner out there — nor should it be.

“There’s some that just don’t fit that bill and just a straight pool build is all that they need or can afford. And we shouldn’t forget that either. We are talking about a process that is quite involved and ultimately quite expensive for clients, but I think in general what’s by far a benefit for a client now is to engage one company and one company alone to handle all relationships, design, project management — the whole lot,” he said.



Pool builders, what’s your experience been of working with a landscape designer? And landscape designers, how have you found working with pool builders? Let us know! Email ps@wfmmedia.com.au.

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POOL^{of} KNOWLEDGE ...

Adam Camilleri is no ordinary pool tech. The three-time SPASA NSW/ACT Pool Technician of the Year (not to mention the 2015 National Pool Tech of the Year and 2016 bronze winner) doesn't spend his days scooping leaves and testing water. Instead, Camilleri works at the frontline of technology, repairing and servicing control systems, automated dosing systems, heaters and the like.

Leaving school at 16, Camilleri found his niche in a Bunnings customer service role. However, the pay was dismal, so he picked up a few additional days' work with a family friend, Peter Davis, who at the time was a Poolwerx franchisee.

After taking a sales role with a power tool company that later went into liquidation, Camilleri was then offered a full-time job with Davis at Pristine. No longer a franchisee, Davis had changed his business to focus on repair and maintenance work on technologies that, at the time, many in the industry were wary of.

"When we first started out, people didn't want to touch the Rolachems. They thought they were devil spawn — they hated them. And that was mainly because they just didn't understand them," Camilleri said.

Davis trained Camilleri up, including imparting his extensive knowledge of Rolachems. (Davis is regarded as something of a Rolachem guru.) From there, Camilleri branched out into control systems. To do that, he taught himself how these devices worked — from scratch.

"I got an old one off a job that was broken and I took it back right the way down to its bare skeleton and rebuilt it and figured out how it worked, what each part did, what made it tick, what didn't work, how they could connect together. So I am basically self-taught. And everything I did was basically trial and error. There were a lot of errors though, unfortunately," he laughed.

"That's how I picked it all up. We really had no training [in control system repair] and everything that we did was us going to site and basically trying to problem solve it from the ground up and not walking away until it was 100% fixed."

Camilleri attributes the success of Pristine and his own success to two things: loyalty and customer service. A substantial amount of Pristine's business comes from other pool techs, but Camilleri says they're not out to poach customers.

"I suppose the number one thing for us — for me personally and for the company — is that we're very loyal. Because we do work for other people, we never steal work. If we're on a job for another customer and they ask us to do something, we'll always refer back to the pool guy. That's something that Peter has been very strict on," he said.

Many pool techs forget that they're not just in the pool service business — they're also in the customer service business.

"It's pretty surprising the amount of people who believe they're there to do a job — to get in and get out. It takes five minutes extra to introduce yourself and give a brief description of what you're there for. It's very important to lay that groundwork before you even walk in, because you're judged from the moment you walk up to that door to the moment you leave — and that determines whether you're coming back or not."

Camilleri says all his customer service skills and on-the-job learning would amount to nothing if not for the mentorship of his boss, Peter Davis.

"He has more confidence in me than I do in myself. He is always pushing me to go further. And we work great as a team. Every day is a pleasure. I don't think there's many bosses out there who would've done what he's done for me."

Camilleri offers this advice to pool techs new to the business: "Don't ever walk away from something and say you can't fix it. I would be persevering as far as you can. Learn every day. Listen to what people tell you. And don't be scared by technology — it's going to keep changing."



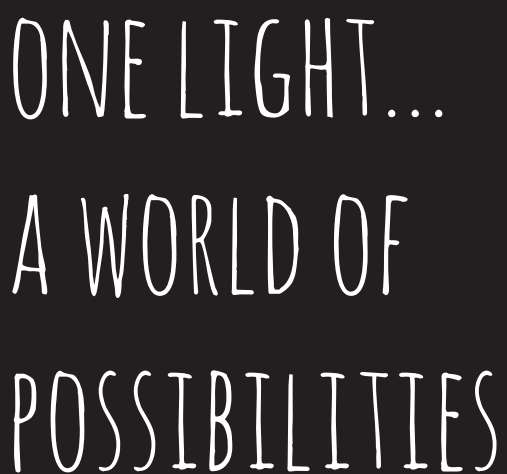
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ADAM CAMILLERI

Pristine Pool and Spa Service



2015 Pool Tech of the Year Adam Camilleri's customer service background has been a surprising strength in his role as a pool tech with Pristine Pool and Spa Service. The tech whizz talked to *Pool+Spa* about his customer service ethos and how he got to where he is today.



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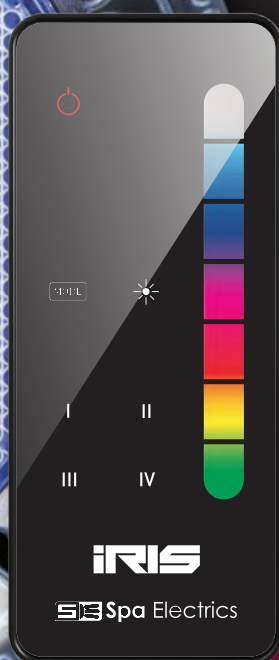
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YOUR SAY

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An open letter to Paul Toole, Minister for Local Government

Peter Glass

My name is Peter Glass. I am one of Australia's most experienced landscape architects and swimming pool designers. My expertise in this area is well recognised in the industry, such that I am frequently called upon to prepare Expert Reports for the District and Supreme Courts, many of which relate to child drownings, brain damage and other avoidable accidents.

In May 2013 the NSW State Government made an unauthorised change to the legal building code, known as the Building Code of Australia (BCA), with regard to pool fencing and barriers. Not only did this change contradict the newly-revised Australian Standard for Pool Barriers (officially titled AS 1926.1 2012 Swimming Pool Safety — Part 1: Safety barriers for swimming pools) and make NSW the only place in the world (not just in Australia) where this dangerous and

Toole failed to satisfactorily answer specific questions asked of him in NSW Parliament by a concerned parliamentarian, namely Mr Peter Primrose, the Shadow Minister for Local Government. Whilst I would have thought that this behaviour would have been seen as contempt of Parliament, I now understand that Minister Toole's failure to satisfactorily reply to the questions asked of him in the NSW Parliament can only be seen as contempt of (for) the people of NSW.

The Office of Local Government, and Minister Toole since his appointment, have expended a huge amount of time and resources in a major cover-up in relation to pool barrier laws and children's safety, all paid for by the ratepayers of NSW. What is however the most shameful part of this action by the NSW Government is that the Government pretended that the reason for the change was to



ill-considered law applies, but it compromised Australia's stringent pool barrier laws by making existing compliant (with the Australian Standard) pool barriers much easier for children to climb and much more likely to be the cause of a tragic accident.

For over three years now I have been trying to obtain honest answers from the NSW Government as to why they changed the law, however they are either unable or unwilling to provide such. Whilst I am representing myself in this battle with the NSW Government over children's safety, I am also representing the Australian Institute of Landscape Architects and the Australian Institute of Architects, plus the interests of thousands of Private Certifiers, Pool Barrier Certifiers, Consulting Planners, Consulting Engineers, Pool Builders, Landscape Designers and other building professionals — in addition to numerous pool-owning members of the public.

Mr Paul Toole, the NSW Minister for Local Government, has repeatedly avoided responding honestly and accurately to the multiple submissions sent to him by the industry and by concerned individuals such as myself on this matter. In fact, recently Minister

enhance child safety when the reality is that the Government's actions actually compromise child safety. Child safety should not be used as a political tool, Mr Toole.

Child safety is not something that should be compromised, Minister Toole, nor should it be used to cover some hidden political agenda. An Expert Opinion prepared by Mr Bret Walker SC (one of Australia's leading Barristers) and Ms Faye Ashworth JC, a copy of which has been provided to Minister Toole, states that "It is quite clear that child safety is not enhanced and indeed may even be lessened by" the change to the BCA and "For those reasons, the Government's asserted policy justification for the NSW Barrier Variation is undermined".

In a further disgraceful act Minister Toole has recently, in a desperate attempt to pretend that the pool barrier law wasn't actually changed (when in fact everyone in the NSW pool design, construction and compliance industry knows that it was), determined that around 20,000 or so existing, previously approved 'infinity' or 'glass-edge' pools in NSW are now illegal — and none of the affected pool owners have even been advised of this.

How could these pools have been previously approved by your own Government up until May 2013, Minister Toole, yet now you're saying that they weren't actually approved (despite them having been 'approved') and that the pools are therefore non-compliant and illegal. In doing the above, it would appear that Minister Toole has exposed the State of NSW to a class action — which Minister Toole would be aware won't actually cost him a cent.

In addition Minister Toole, why haven't you had the courage to inform these 20,000 or so pool owners of the alleged illegal status of their pools, which is also surely a negligent act on your part if you truly believed these pools to be to be dangerous. The aforementioned Expert Opinion states that "The consequence of the Government's current position ... would be that the previous grants of development approval and/or certification of (such pools) were erroneous (and potentially negligent) because, according to the Government, they were non-compliant and therefore illegal". In other words, why did the NSW State Government approve the construction of what it considered to be non-compliant and illegal swimming pools?

Minister Toole, what are you covering up and why are you compromising the safety of children around swimming pools in NSW? In addition Minister Toole, no one seems to have been able to locate a copy of the instrument (document) by which the NSW Barrier Variation was effected. Why is this so? Do you have a copy? Does one even exist?

Minister Toole, we demand that you end this three year cover-up by the NSW Government and tell the people of NSW the truth about why the Building Code of Australia was changed in a manner that has compromised child safety, resulted in around 20,000 or so existing approved pools suddenly becoming illegal, and made worldwide-accepted safe practices in pool design 'illegal' in NSW.

Minister Toole, please also tell us:

- why correct procedures were not followed with regard to the change to the BCA;
- who initiated the change to the BCA;
- why the change was initiated in the first place;
- who authorised the change (because any changes need to be authorised by the Minister); and
- why no Regulatory Impact Statement was undertaken, despite this being a requirement?

Minister Toole, the people of NSW require honesty and transparency from our politicians. We don't like 'hidden agendas', 'sanitised' records and information that can't even be retrieved under the GIPA (Freedom of Information) Act. We cannot accept unacceptable behaviour, nor should we, and you shouldn't 'play' with children's safety, Minister Toole — it's too important!

Minister Toole, we require you to immediately repeal the NSW Coalition Government's underhand, dishonest and dangerous change to the 2013 Building Code of Australia that endangers our children and has resulted in 20,000 or so existing, previously-approved swimming pools suddenly being declared non-compliant and illegal.

Peter Glass has started a petition on change.org to demand that Minister Toole answer the above questions and repeal the changes.

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New ALFAQ President Dan Kwaczynski.

New president for ALFAQ

The ALFAQ (Australian Leisure Facilities Association Queensland) annual general meeting saw a changing of the association's guard, with David Speechley, ALFAQ president of a number of years, stepping down from the position.

Speechley has been appointed world president of IFSTA (the International Federation of Swim Teachers' Association) and has given up the ALFAQ role to enable him to focus on this new role.

The ALFAQ board congratulated Speechley on his appointment and thanked him for his years of contribution to the association.

Dan Kwaczynski, managing director of Maytronics, has been appointed as ALFAQ's new president, with Craig Tobin from ASCTA (Australian Swimming Coaches and Teachers Association) re-elected as treasurer.

"It's an exciting year ahead. David's left us in a good position — more streamlined, yet capable of continuing to deliver member benefits," said Kwaczynski.

For more information about the changes or the association, contact Kwaczynski or Tobin via email: info@alfaq.org.au.

Top franchise performers awarded

Swimart has named its top performers at the 2016 Swimart Awards. Hosted by Olympic swimmer and Swimart Ambassador Susie O'Neill, the awards were presented at a black tie event at the Shangri-La Hotel in Cairns.

In total, 33 awards were presented to Swimart franchisees from across Australia and New Zealand. The top award winners were:

- Australasian Franchisee of the Year: Swimart Charmhaven (NSW Central Coast)
- Marketer of the Year: Swimart Cleveland (Queensland)
- Retailer of the Year: Swimart Rockhampton (Queensland)
- Best Sales Growth of the Year: Swimart Brighton (Victoria)
- Best Presented Business: Swimart Pakuranga (New Zealand)

Swimart Charmhaven has taken out Franchisee of the Year for the second year running — and this year the franchise also won three state categories: Best Presented Business, Best Sales Growth and Franchisee of the Year.

"A key to our success is our fantastic, long-serving staff who we trust to do their best for the business and for our customers," said Andrew Morton, co-owner of the Swimart Charmhaven store.

"Many of our staff have been with us for up to nine years and customers like to see the same friendly faces year after year. They are also trained to be multiskilled, meaning they are equally able to work across both retail and service."

The Charmhaven franchise's focus on maintaining business throughout winter has dispelled the myth that the pool and spa industry is a seasonal business.

"Winter is a great time to schedule in major servicing and we also now sell and install above-ground pools and spas and solar heating. Our commercial customers in particular continue to regularly service their pools throughout winter, which supplements the lower residential winter demand," said Morton.

Morton has undertaken specialised training to better help him assist his commercial clients.



Swimart's Australasian winners.

"Ensuring compliance with the various legislations is essential and it gives our customers peace of mind. Any public pool that is forced to close due to non-compliance is a nightmare of customer complaints, so we work closely with clients to ensure this is minimised. I have remote monitoring on my mobile that alerts me to any problems so I can address them before they become a big problem," he said.

Swimart also held a week-long conference in Cairns, covering all aspects of business including marketing, sales and customer service. The week included workshops, a trade show and supplier education presentations.

"The franchise store owners who are motivated to put in the extra effort and who follow a proven franchise system inevitably see their businesses substantially grow — and we're committed to providing crucial support," said Swimart Australasian Manager Chris Fitzmaurice.

"The swimming pool and spa industry is constantly evolving as new products and technologies emerge, so it is essential that franchisees keep up to date and educate themselves about the latest industry developments."



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MAKING WAVES

IQ announces acquisition

As part of growth plans within Australia, International Quadratics has acquired Pool Resources SA. IQ will trade as Pool Resources SA in South Australia and the Northern Territory from 19 September 2016 onwards.

"The owners of Pool Resources SA, Rod and Jeff, decided it was time to put their feet up and take a well-deserved rest and retirement. Fortunately, we at IQ have been given the opportunity to continue the legacy of Rod and Jeff so the ongoing supply of chemicals and equipment is guaranteed," said David Lloyd, IQ's managing director.

"This was simple progression for the two companies as for the past 12 months Pool Resources has been distributing the IQ range of swimming pool chemicals and equipment in South Australia and the Northern Territory. As far as we are concerned it is business as usual with the added bonus of some additional product and service offerings available to SA and NT customers."

"It has been many wonderful and rewarding years operating our family business but we have finally made the very difficult choice to head down the retirement path," said Jeff Wilson.

"International Quadratics is a well-established and highly respected family business that has been involved in the water care industry for many years. We are confident that under IQ's management, Pool Resources (SA) will continue to trade as a successful and competitive local business."

Delta UV acquired by Evoqua and Neptune Benson

Evoqua Water Technologies has acquired Delta Ultraviolet Corporation (Delta UV), a North American manufacturer of UV-C systems for pool and spa applications.

UV-C is a versatile technology used to disinfect water and destroy harmful microorganisms in other liquids. With UV-C technology it is possible to reliably destroy or inactivate up to 99.99% or more of pathogens within seconds, without addition of chemicals.

Evoqua recently also acquired Neptune Benson. This new acquisition adds Delta's UV systems to Evoqua and Neptune Benson's portfolio of UV solutions, including ETS-UV systems and Wallace & Tiernan brand Barrier UV products. This means Evoqua and Neptune Benson can now offer UV solutions for a range of applications, from municipal and industrial to recreational and residential water applications.

"We are pleased to welcome Delta UV to the Neptune Benson and Evoqua family," said Ken Rodi, president of Evoqua's Neptune Benson business.

"We're excited to add another strong UV solution to our offerings, giving our customers more choices when it comes to their water disinfection needs."

Terms of the acquisition were not disclosed.



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Lambert Review to be released later this year

SPASA has been advised that the final report from the Lambert Review will be made available to all stakeholders later this year.

The Lambert Review, also known as the Review of the Swimming Pool Barrier Requirements for Backyard Swimming Pools in NSW, was originally provided to government in December 2015. The review's terms of reference were to examine the following:

- Inspection and certification framework, in particular the requirement for compliance certificates for properties sold and leased.
- Enforcement framework, including consideration of the relevant recommendations of the NSW Coroner and the NSW Child Death Review Team.
- Barrier standards and exemptions framework, including the adoption or otherwise of the relevant Australian Standards and potential improvements based on the experience and frameworks in other jurisdictions.
- Appropriate machinery of government arrangement to administer the Swimming Pools Act 1992 and 2008 Regulation and to support the recommendations of this review.

In the interests of safety, SPASA supports the urgent release of the Lambert Review to ensure the objectives of safety brought about by good policy. Furthermore, 95% of respondents who participated in the SPASA Certifier Survey conducted in May 2016 agreed that the review should be released immediately to all stakeholders.

Cooke Industries recruits new Victorian sales manager

Brad Hamilton has been announced as the new Victorian sales manager for Cooke Industries, commencing the role on 29 August.

He has extensive knowledge of the pool and spa industry, having grown up in his family's pool renovation business. For the past five years, he has been the operations manager in Swimart's busy Malvern store.

In his new role, Hamilton will support Cooke Industries' network of partners through product education, sales training and business development initiatives.

"It's an exciting time to come on board with Cooke Industries," Hamilton said. "We've got a great product range aimed at forward-thinking builders and I look forward to improving value for our partners."



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PHOSPHATE REMOVER

Starver M is a maintenance-style phosphate remover designed to complement Lo-Chlor's Starver X.

Designed from a proprietary blend of elements, the product is designed to fight algae phosphates and recurring algae strains. It will remove up to 2 ppm with one application and will not cloud pools.

Used in conjunction with Starver X for high levels of phosphates, the product will help maintain an algae-free pool.

The product is available in Australia from October 2017.

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PHOSPHATE REMOVERS AND ALGAECIDES

A HOW-TO GUIDE

Paul Simons, Managing Director

What's the deal with phosphate removers and algaecides? How do they work and how should you use them? Paul Simons, Managing Director of Lo-Chlor Chemicals, explains.

The 4th of November 1994 was a very important date in the Australian pool and spa industry. That year, a gentleman by the name of Dudley John Mills walked into the offices of Lo-Chlor Chemicals, sat down with the company's management and presented them with a white milky substance. He claimed that this invention would revolutionise the way we treat water — in particular, how we maintain an algae-free environment in swimming pools (both domestic and commercial).

Several months later and after extensive testing in the laboratory, Lo-Chlor Chemicals realised Mills' claims had real substance, and the first phosphate remover globally — simply known as Starver — was born.

Twenty-two years later, Starver is the single, highest-selling specialty chemical in the Australian pool industry and almost every chemical company across the globe has some form of phosphate remover in its range to combat long-term algae problems and stubborn algae strains.

Phosphates and nitrogen: the basics

Phosphates and nitrogen are two naturally occurring elements in nature.

Phosphorous is a mineral, while nitrogen is a gas. In nature, they don't cause or contribute to pool problems. However, when

they are added to the pool water, problems can arise — especially in a poorly maintained pool.

The two most significant problems are moderate to severe algae blooms and chlorine demand. Both elements essentially create a buffet table for any algae to arrive, eat and thrive.

Phosphates

Phosphates typically enter the pool from lawn care products: fertilisers, sprays, etc. Phosphates can also come from dead skin cells, body fats and oils. (Yet another good reason to shower before entering the pool.)

Lawn care products can be brought in from people walking on freshly treated areas; they are literally walked into the pool. They can also 'drift' in when sprayed nearby or can be carried quite some distance into the pool on a windy day. Remember, phosphates can come from your yard, your neighbour's yard or even from someone you don't know who lives three blocks away.

Phosphates (or forms of phosphorus) are often added directly into pools (yes, really!) in the form of 'metal removers' and 'stain control' chemicals. Most pool sequestering or chelating products contain phosphorus.

Nitrogen

Nitrogen can also come into your pool from lawn care products, but more typically, it's introduced through sweat (when swimmers don't shower before using the pool), urine (when swimmers don't



THE TWO MOST SIGNIFICANT PROBLEMS ARE MODERATE TO SEVERE ALGAE BLOOMS AND CHLORINE DEMAND. BOTH ELEMENTS ESSENTIALLY CREATE A BUFFET TABLE FOR ANY ALGAE TO ARRIVE, EAT AND THRIVE.



use the facilities before going into the pool) or other types of ammonia. (Ammonia is composed of nitrogen and hydrogen — NH_4 .)

Here's the typical scenario: nitrogen enters the water and combines with oxygen to form nitrites (NO_2). The nitrogen will typically take the oxygen from the HOCl (hypochlorous acid — the form of chlorine that kills bacteria and algae), thereby causing a chlorine demand. You will have a difficult time maintaining chlorine, algae will thrive, the water will become cloudy, etc. Once the nitrites have taken on more oxygen and become nitrates (NO_3), they are there to stay.

The only way to remove nitrates from the water is to drain and refill with fresh water that is hopefully not contaminated with nitrites. It's been proven that using no-chlorine shock treatments and oxidising compounds will help to a certain degree. Nitrates (NO_3) you can live with; nitrites (NO or NO_2) are the problem causers.

Algae

Phosphates are a vital plant nutrient and their presence in swimming pool water, even at low concentrations, can cause accelerated algae growth in poorly maintained pools.

Pools that are properly maintained and kept in balance usually do not have unexpected difficulty controlling algae, but the presence of phosphates can make algae control more difficult to control, and you'll need to increase the amount of sanitiser to maintain satisfactory control of algae.

Fortunately, when it comes to phosphates, there are options available to remove this contaminant from the water.

Back in the good old days, algae strains were treated like any other pool problem: chuck in some acid and chlorine and "she'll be right mate". What we ended up with was very acidic pools which in turn destroyed concrete surfaces and equipment over time.

These days, we are far more educated and there are a number of treatments available to remove algae and maintain an algae-free environment.

The biggest advantage of using algaecides and phosphate removers rather than chlorine and acid is that the former are far safer to handle and much easier to use than the latter, and

they deliver guaranteed results if used correctly and purchased from a reliable source.

Phosphate removers versus algaecides

Phosphate removers are not algaecides. They will not clear up green/pea soup pools and they do not kill algae. One mistake a lot of people make is that they see a green pool or black spot algae and they start their treatment with a phosphate remover. This is not the correct way to manage the problem and is a waste of money.

You see, algae thrive on the phosphates as their food source, so if there are algae present in the pool, you can be certain the phosphate level is low or even zero. This is because the algae have actually consumed the phosphates as they are using them as a nutrient to survive. When we kill these algae strains they release a portion of those consumed phosphates back into the pool water. This is a key process in understanding long-term algae prevention.

So how do we treat algae strains correctly and how do we ensure the long-term prevention of these strains?

Firstly, you must kill off the algae. There are more than 2 million strains of algae in the atmosphere so it's important you understand the type of algae you are dealing with and the best product to use to kill that algae. Fortunately, we only see a handful of these and usually place them in two separate categories to make it simple. Clinging algae such as black spot and mustard algae are one type; floating algae such as green and red algae are the other. (Very rarely, we see purple and pink algae, but they do appear at certain times of the year.)

Clinging algae

In porous pools such as pebble, concrete, exposed aggregate and tiled pools (the grout being the porous surface), the common algae we see is the clinging algae, which actually grows down deep into the porous surface. Algae is a plant matter and, like all plants, has a root system. These roots penetrate deep into the surface and if you use cheap algaecides or just straight chlorine you will only kill the tip of the algae and it will return within weeks, if not days.

Look for an algaecide that has a combination of copper and a quaternary ammonium compound (an example of such an algaecide is Tropiclear Pool Algaecide). Copper is an excellent algaecide and has been scientifically proven to provide long-term algae prevention. Quaternary ammonium compounds are also known as wetting agents and they are excellent at penetrating deep into the root system of the algae once that top layer has been taken off. Quaternary ammonium compounds are also excellent for these algae strains but they do not have longevity of copper so a combination is preferred.

Floating algae

Green or floating algae are far easier to treat but like all algae strains they will regenerate and grow back quickly if not treated correctly.

As with the black spot and mustard algae, using straight chlorine or cheap algaecides will give you superficial results. The algae will return in a short amount of time and you will have dissatisfied customers.

Choose an algaecide that is right for the situation. Copper compounds are very good for a vast array of algae types and will give you long-term algae prevention after the algae has been killed (up to 90 days). Some algae do build up a resistance to copper so as an alternative you can look for compounds known as polyquats (polyquaterniums) or oxiranes (such as Miraclear Pool Algaecide). These are non-copper alternatives that provide

a fantastic result when treating green algae in particular. They are non-dangerous and very easy to handle, so there is no need to use heavy concentrations of chlorine when treating algae.

Phosphates

Once the algae have been removed (killed), they release the phosphates back into the water. This is the ideal time to hit them hard with a bulk phosphate remover that removes high levels of phosphates (like Starver X by Lo-Chlor) at the start of the process. Then get your customer onto a phosphate-removal maintenance program.

The key to finding the right phosphate remover is looking for one that will efficiently remove extremely low levels of phosphates. Phosphate levels above a mere 0.2 ppm (parts per million) will create an environment where algae can grow. There are only a few on the market that can achieve this level and maintain it all year round so choose wisely. Not only will this provide your customer with an algae-free pool for the entire year, but they will find over time there will be less need to use high concentrations of sanitiser and they will have far fewer problems in the long term.

A simple message to remember as we head into what is shaping up to be the hottest summer on record: no phosphates means no algae.

For more information on phosphates and their removal, visit the troubleshooting section of the Lo-Chlor website: www.lochlor.com.



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Blow moulded as one single piece, Heatseeker UniPanel has no joins which structurally strengthens the product. This combined with the unique rail mounting and fixing system ensures UniPanel can endure severe wind and weather conditions.



FIRE

The open flow channels and manifold design of Heatseeker UniPanel increases the volume of water through the panel providing exceptional heat gain and even greater efficiencies. This also results in less pumping power and reduced electrical costs.





WATER TESTING:

THE BASICS

John McKenny*

This is the third in a series of non-technical articles written to assist pool techs understand water testing. Keep your costs down and your pool clean and safe for swimming by following 'Good water matters' in each publication.

Obtaining reliable results, then knowing what to do if chemicals need to be added, is the key to having clean and safe water for swimming.

Why test?

I am sometimes asked this question. The answer is that any pool which is using chemicals (and there are some which don't — natural pools are 'chemical free') must be tested regularly to ensure the water is clean and safe to swim in. There must be enough sanitiser (chlorine or bromine) to ensure continuous and effective sanitation, but not too much — this can cause swimmer discomfort and/or high pH. Often ignored, pH must be between 7.3 and 7.6 and ideally at 7.4. Only testing will show the actual levels.

How often?

In New South Wales, all public pools — council, motel, rooftop, resort, water play parks and the like — must be tested daily for sanitiser and pH when open or available to the public. Other tests, such as calcium and cyanurate/cyanuric acid/stabiliser in outdoor pools, must be tested weekly.

The test kit

For less than \$50, you can buy an easy-to-use water test kit to obtain the chlorine and pH levels of the pool water. By following the simple directions supplied, these important tests can be done in three to four minutes. The kits usually allow you to test for alkalinity too, but in my opinion, this test is much less important.

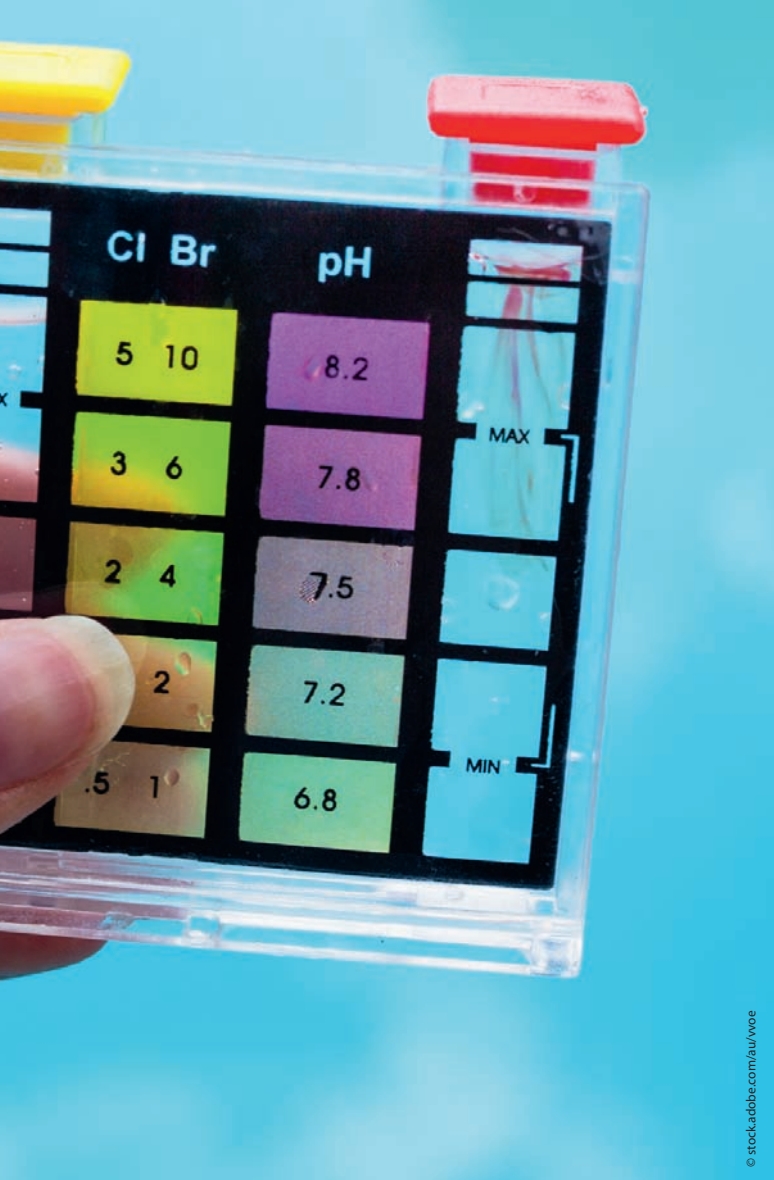
These test kits have shown to provide reasonably accurate results. There are also much more accurate photometers available, which are normally used at large swim centres and are far more expensive. Remember: if you follow the directions, you'll realise how easy it is.

Sampling

Use a clean, plastic container (a large plastic mug is ideal). After rinsing, take the sample at the deep end and at least 30 cm below the surface.

Testing

Don't delay — test the water immediately before the chlorine weakens. A delay of five minutes is too long, so if this happens, return to the deep end of the pool and take a fresh sample.



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Using a two-chamber basic pool water test system

1. Rinse the testing chambers twice with pool water, fill them to the 10 mL mark shown on the testing chambers with the sample to be tested, then follow the test instructions supplied with the kit.
2. Add the correct number of 'DPD No.1' or chlorine drops to the chlorine side and the drops of phenol red indicator to the pH side. Place the caps provided for the testing chambers on the sample tubes, then gently invert the chamber to mix the sample and the added test reagent. Observe the colour in each chamber and decide which colour on the test chambers matches the sample colour. This will be your chlorine and pH results of the sample.
3. If you're using tablets to test the water, you should never touch them. Instead, carefully pop the tablet from the blister pack directly into the water sample. Sometimes these tablets will take a while to dissolve and sometimes a crusher rod is used to crush the tablet inside the test chamber holding the water sample to be tested. If this is the case, always rinse the crusher rod in clean water before and after using it. Also, never hold the test chamber when using the crushing rod to

break down the tablets. If the test chamber breaks, you could end up with a hand injury, so always place the test chamber on a smooth, flat and firm surface before applying force with the crushing rod. Discard tablets if dropped, touched or contaminated in any way.

4. Keep records. As you obtain a result, write down the date and test result.
5. Rinse the test chambers after testing and leave to drain. Leaving the test chambers with the test reagent in them can cause a discolouration of the surface, which can cause future tests to read inaccurately.

Strange results

Initially, you can expect to obtain strange results now and then. It's best to write all results down, but take another sample and run the tests again. The same result could mean that you have a problem, so contact either myself or your pool shop for advice. I'm happy to assist.

Anything else?

Actually, yes! It's an excellent idea each month to do a pH test on your incoming water to the pool, then you'll know what to expect each time you backwash the filter or do a pool top-up. If you have cartridge filters, they are normally hosed off, so it won't be important until you need extra water in the pool.

Domestic water supplied on the Australian east coast is quite often low in calcium with reasonable alkalinity and pH, along with an insignificant amount of chlorine. Out west, the situation is much different, with test results being dependent upon whether the water comes from dams, creeks, rivers, tanks or artesian bores. Quite often, this water is difficult to adjust and hard to maintain for pleasant swimming.

Now that you have the water testing sorted, the next step is to know what to do about the results: adding which chemical, how much, where, when and why. This will be the next topic in this series.

Have a question or need further assistance? Free and no-obligation assistance is available by contacting me through my website (www.macquaticstraining.com) or email (jsmck@bigpond.net.au).

**John McKenny has managed and leased swim centres for more than 30 years. He commenced TAFE teaching in swim centre operations and management 25 years ago and continues today. John is the author of The Complete Swimming Pool Handbook and The Leisure Pool and Spa Handbook.*

An oft misused word

Alison Aplin, Timandra Design & Landscaping, on behalf of Landscaping Victoria



Narrowwong Project, Timandra Design & Landscaping

One hears the word 'sustainable' bandied around a lot in many businesses. But how many people really understand what the word means, and the implications of doing the exact opposite? I want to be a leader in bringing about change in how we address landscape design for both domestic and commercial sites.

Sustainable development, now referred to as 'sustainability', according to the World Commission on Environment and Development, 1987, is: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." In other words, future generations should be no worse off than the current generation with current practice. Also for consideration is the robustness and stability of ecosystems, so that they can continue to flourish unimpeded. A sustainable garden, from the outset, works with the site as it presents. It is a completely different concept to the typical manufactured garden with rendered retaining walls, masses of immaculate paving, lavish lighting and so on. There are minimal earthworks; retaining walls are only used if absolutely necessary — in fact I like to work with slopes using plants to bind the site; I use aggregate as an alternative to pristine paving and I don't use lighting as this frightens the birds. But good design is paramount with a professional sustainable garden — these gardens need real flair, to make them stand apart from Joe Bloggs' down the road.

I was the former owner/designer of Australia's first and only Ecotourism garden; it was a wonderful learning experience going through the rigorous certification procedure. And I have been able to adapt so much of that experience into my current model for sustainable landscapes.

I have attended many of the landscape designers conferences held biennially in Melbourne. Most of the speakers

are from overseas, with an overriding consensus of opinion amongst these speakers being the movement back towards sustainable gardens.

I am a regional landscape designer. Often our sites are large, and so as a genuine sustainable advocate, I break up these sites with plants. Plants are essential for carbon sequestration, provide biodiversity to a garden and, when correctly used, aid the ecology of the site, especially in areas with drainage issues.

A good sustainable landscape designer needs to have a massive repertoire of plant knowledge in order to be able to effectively handle any difficult site with plants that will work in that situation. I use plants to soak up poorly drained areas and plants can be used to bind sand on coastal dunes. Some earthworks are often required initially, but it needs to be minimised. I have seen too many photos of large excavators being used on sites to place massive rocks into a situation, in the name of sustainability. Significant engineering and construction is taking place in these gardens — the whole ecology of the site is being eroded with these actions. A true sustainable garden uses an extensive range of native plants (but they can also be exotic as long as there is variety) suited to the soil for increased biodiversity to the site; limits earthworks; minimises all construction; and has no hard landscaping. It should also provide insulation to the home as climate change concerns become more evident. It's that easy. I like to call a sustainable garden — because of its modesty — elegant.

Alison Aplin is Principal Designer at Timandra Design & Landscaping: www.timandra.com.au.



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A spectacular view demands a spectacular pool, and this pool overlooking Beverly Hills didn't match its stunning surroundings. Not only was it dated, with a design that didn't flow with the architecture of the property, but it had also been poorly constructed, creating serious problems with water intrusion relative to the perimeter overflow system.

The previous design had circular, wedding cake-like steps and radius coves that weren't in keeping with the rectangular, hard-angle geometry of the house. The owners engaged Rock Solid Tile to renovate the pool so it would do justice to the stunning view.

The step design was modified to represent a stack of cubes and the pattern was repeated with rectangular pool deck tiles and brick-patterned mosaic glass tiles to match the property.

In all, the team installed 278 m² of porcelain tile on the pool deck and another 176 m² of glass mosaics for the pool interior and four rectangular support columns.

Rock Solid Tile owner Jimmy Reed and his team of installers have developed a reputation as experts in surfacing pools with glass tiles. Reed has been a dedicated LATICRETE installer since he discovered the brand in the early 1990s, but he says he has unlocked even more value using LATICRETE products in recent years.

LATICRETE's Hydro Ban quickly found a home in each specification requiring waterproofing and anti-fracture performance that Reed puts together. Hydro Ban doesn't require the use of fabric in the field, coves or corners, offering time- and labour-saving benefits for tile and stone contractors.

While this feature alone was a breakthrough for the industry, Hydro Ban also bonds directly to PVC and metal plumbing fixtures, eliminating the time-consuming task of tying out traditional waterproofing membranes to each drain and pipe penetration on the project.

In addition, Hydro Ban can be flood tested in just two hours at 20°C and higher — a time frame that can literally shave days off a project schedule. With this list of attributes, Reed finds that Hydro Ban allows him to submit far more competitive bids on any building project — mosaic glass tile pools or otherwise.

"LATICRETE Hydro Ban is just a great product. We exclusively specify this product for every installation of tile and stone we do that requires a waterproofing membrane," said Reed.

"The owner wanted only the best products to be used. That was the answer every time we asked. That means LATICRETE to us, and that means LATICRETE Hydro Ban for this crucial step in the process."

To prepare the pool, the Rock Solid Tile team pressure washed the pool shell to remove any debris. Next, in order to provide a bond coat on the pool shell, they applied a slurry coat of LATICRETE 254 Platinum thin-set adhesive. (In Australia, 345 Platinum is the equivalent product.) At that point, they roller applied (and brush applied in certain areas) two coats of Hydro Ban for waterproofing and anti-fracture protection over

the entire pool shell. Reed also packed each drain and pipe penetration with hydraulic cement, brushed on two coats of Hydro Ban and moved on to the next step.

Reed selected the strength and easy workability of LATICRETE 254 Platinum — what he calls "the best thin-set out there for installing glass tile pools" — in the colour white to set the 50.8 x 101.6 mm glass tiles in the colour Quartz from Mirage Spectra.

In keeping with the owner's wishes to use only the best products, Reed specified LATICRETE SpectraLOCK PRO Grout to complete the glass tile pool. Providing good colour uniformity, durability and stain resistance in an epoxy grout with ease of use, SpectraLOCK PRO Grout in Latte colour was the ideal choice to match the smooth-coloured Quartz mosaics.

The product is tough, durable and stain and crack resistant. Its long open time (up to 80 minutes at 20°C) was an important factor for Reed when working on an intricate mosaic glass tile installation that had to be perfect.

With the pool tiling successfully completed, the Rock Solid Tile team finished up the project by installing a rectangular staggered pattern more suited to the property's design with Tecno porcelain tiles for the pool deck. Using the same installation materials and methods, two coats of Hydro Ban were roller applied for waterproofing and anti-fracture protection up to the US industry standard of 3 mm.

The Italian-made porcelain tiles from Tecno were set with LATICRETE 254 Platinum thin-set, which far exceeds the ANSI A118.4 and A118.11 requirements.

"LATICRETE 254 Platinum is the best thin-set out there. For me, it's like purchasing very inexpensive insurance. It's top shelf, and that's what this client expected," said Reed.

With 40 colours of SpectraLOCK PRO Grout to choose from, Reed matched the porcelain tiles' colour and selected the colour Mocha for the pool deck surround.

SpectraLOCK PRO Grout inhibits the growth of stain-causing mould and mildew in the grout joints with Microban antimicrobial product protection. This epoxy-based grout outperforms similar cement-based products and is quicker and easier to clean up, particularly when exposed to direct sunlight on exterior glass tile installations.

"This pool and the whole back terrace came out looking gorgeous," said Reed.

"LATICRETE products had a lot to do with that. The owner is a private person who enjoys her home. She was very concerned with aesthetics and wanted her surroundings to be the ultimate. She's very happy with the outcome."

LATICRETE Pty Ltd
www.laticrete.com.au



STONE ADHESIVE

LATAPOXY 310 Stone Adhesive by LATICRETE is a two-component, high-strength epoxy adhesive that is engineered and formulated for the spot-bonding fixing method of installing tile and stone on vertical surfaces.

The adhesive maintains its non-sag consistency at working temperatures of up to 35°C. It is suitable for interiors, exteriors, wet areas, walls, ceilings and soffit.

A rapid-set version — LATAPOXY 310 Rapid Stone Adhesive — is also available. This fast permanent bond adhesive sets in 5–8 min.

LATICRETE Pty Ltd

www.laticrete.com.au



WATER SAMPLE COLLECTION BOTTLE

The Slapband Bottle is an invention patented by Quickrepairs Pool Solutions.

For the most accurate water analysis, water should be collected at least 15 to 20 cm below the pool or spa surface. Regardless of the accuracy of the water testing equipment, a water sample taken from the surface of the pool or spa will result in an incorrect analysis of the pool/spa water.

Some consumers are reluctant to put their hands in the water, due to cold or dirty water, or an unwillingness to get their hands wet, resulting in inaccurate water analyses and the customer being given inaccurate advice on water balance.

To counter this problem, the company designed a bottle with an extendable 'slap band' that enables the customer to collect a water sample at the appropriate depth without putting their hands in the pool or spa water. When displayed at the front counter with information on how to use the bottle, it helps educate consumers and ensures they receive the most accurate analysis (and therefore advice) on the water balance of their pool or spa.

The slap band rolls up after use for easy storage.

Quickrepairs Pool Solutions

www.quickrepairs.com.au



STONE-LOOK PORCELAIN PAVERS

The Urban Surface range from Amber Tiles comprises stone-look porcelain pavers made for outdoor use that are suitable for the Australian climate. Durable, stain resistant and easy to clean, porcelain pavers replicate the natural look of stone without the difficulties inherent in stone finishes.

Suitable for use in residential, commercial and outdoor public spaces, the 600 x 600 mm porcelain pavers do not require sealing, making them easier to use in multiple locations. They are also frost, moss and mould resistant, making cleaning and maintenance easy.

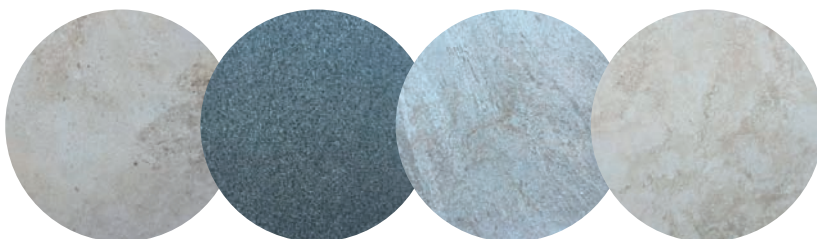
They are suitable for use with saltwater pools because they are salt-safe and have low water absorption (<0.5%). Their slip resistance makes them suitable for steps and pool surrounds, as well as paths that experience significant traffic.

When adhered to a concrete slab with an approved adhesive, the pavers offer good strength and durability, with an average 20-year lifespan, according to the company.

The pavers are available in 10 finishes, including Silver Quartz, Sand, Sandy Beach and Carbon.

Amber Tiles

www.ambertiles.com.au



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TOP END OF TOWN

HOW A POOL TECH GREW A BUSINESS BY BEING MORE EXPENSIVE



Alice Richard

In a world where price wars are common and clients are rarely prepared to pay the full retail price for anything, it's difficult for the little guy to get ahead. By targeting clients at the top end of town, one pool tech turned a struggling service business into a success.

Pool technician Scott Whitehead was having a run of bad luck. He'd been made redundant from his job as a pool tech for an independent pool shop and decided to try his luck working for himself. But for all his experience, he was struggling to get his business off the ground. After losing 10 quotes consecutively, he knew he needed to rethink the way he was doing things if his business was to succeed.

He quickly realised that competing on price with franchisees who had access to deep manufacturer discounts was a fast track to bankruptcy. But how could a small operator possibly compete with the big guys? He needed to identify a point of difference from his competition.

"I had a lot of my clients say to me how good the service was — and how much they appreciate courtesy and punctuality. My phone rings, I pick it up. If we're having problems at your pool, I'm not going to run and hide; I'm going to jump on the front foot, and we're going to discuss what we can do to make it better," said Whitehead, who established SR Pools in 2011.

What came naturally to him — providing top-quality, friendly service — clearly didn't come so easily to other technicians, he learnt. "The amount of customers that have said to me, 'Our last guy never turned up when he said he was going to turn up, wouldn't answer a phone call when I called him', and so on," he said.

The light-bulb moment

Whitehead was working as a subcontractor to pay the bills, using his customer service skills to make another business look good, while his own business was struggling because he couldn't beat his competitors

on price. That's when he had a light-bulb moment. For all his focus on price, he'd neglected to put a value on his interpersonal skills. It seemed that people saw value in a pool tech who did what they said they were going to do, and did it with a smile on their face.

"That then evolved into trying to make what I'm naturally good at as the main focal point of the business," he said. And with that came the need to pinpoint his target market.

"I said to myself, 'Where's the market?'," he recounts.

So he identified his ideal clients: successful, self-made business people who are too busy to maintain their pools themselves but are happy to pay to have peace of mind. And there are plenty of them out there.

"The penny finally dropped that people who are time-poor and have lots of money need things done and they're happy to pay for service. The people who are self-made who have done very well for themselves are a lot happier to pay for service," he said.

"So if I'm more expensive than the next person, but I'm there when you need me, they'll take me over someone else. And that's the way I try to market myself to people: if you've got a problem, I'll be there. You're not going to be left in the lurch. If I can't fix it, you'll be put in touch with the right people to fix it."

This kind of client places a high value on their leisure time — they work so hard for it that they're not willing to risk jeopardising it by engaging a substandard pool tech. They're also used to having the best, and so-so customer service just won't cut it. Paying above the industry average for a service tech who is good at what they do and is always available to troubleshoot is a no-brainer for this kind of person — they're investing in their leisure time.



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"Behind the extra cost, I always say to them, 'You can call me whenever you need. If I can't answer my phone, I'll always return your call as soon as possible.' And I'll happily talk with them for 20 minutes. People seem to love that, because it's so hard to get service if you're out of business hours outside of Monday to Friday," he said.

Grassroots advertising

Traditional advertising hasn't worked so well for Whitehead — but then again, he hasn't really needed it.

"I got virtually nothing out of it — I got one job. Through word of mouth, I've picked up over 80 clients. And they're all in the local area, because they're all friends with each other," he said.

"The other thing that I've found is that I get into a network of families. If you do one property, all of a sudden you've got seven more for the same family. That one owner might not own all the properties, but his brother lives there, his sister lives there, his aunt's over there and his uncle's here. They trust you, because if you do right by one, you do right by all."

This is another example of the almighty dollar being trumped by service. A pool service company can throw buckets of money at a slick advertising campaign, but ultimately if the quality of service isn't there, word will get around that they're a company to avoid.

In fact, Whitehead says that, in the last 12 months, he's gained new clients who've jumped ship from franchisee-run service companies because the service and communication wasn't up to scratch. "It's funny because I actually quoted what I thought was reasonably high prices — but it was actually cheaper than what they were paying previously," he said.

Giving the pain before the aspirin

Part of Whitehead's approach to good service is clear communication. He's always honest with his clients, and upfront about costs.

"I try and nip something in the bud before it becomes a problem, and I normally prepare people. I try to say, 'The equipment is ageing and might be on its last legs.' So you prepare people that there might be a problem so it's less of a shock and because you've prepared them, they're expecting the bill and they're happy to pay it," he said.

"You give them a rough price tag; give them a rough time frame. And nine times out of 10, when you get to that point, they're happy to go ahead with it. I've found that's a very good approach to take.

"A lot of people's mentality is, 'My pool's being serviced; it's sweet.' They assume that everything's fine because they're not hearing about it. The one thing that people hate is getting bailed up, especially when they don't have time, by a pool tech saying, 'Your pump's leaking, your filter needs replacing...' And they just see a dollar figure and say, 'Three grand? You haven't told me anything for three years!'"

While the scale of Whitehead's business means he can't access the same sort of manufacturer discounts that his larger competitors can, he tends to target the higher-end equipment anyhow — since his clients expect the best, they generally understand that this costs more.

"If they don't, generally they'll ask for an explanation, and as long as you can explain in the right ways to help them understand, they're happy. For every person, you've got to explain it differently. You've got to present it in the right way," he said.

Mister Nice Guy

"I have some trades that I use. If someone has a problem, like gasfitting, plumbing, electrical, I recommend my guys. I play middleman a bit. I charge nothing for that service. And some people say that's a really dumb business move," he said.

"Everyone says, 'If you're sacrificing your time to make calls and play the middle man, it's 20% minimum.' But I disagree. Because first of all, all of that money has to go through my books, my tax goes up, my turnover goes up — but my profit doesn't really go up because I'm only making 20%.

Recommending other tradies whose work he respects also bolsters his reputation: if they do a good job, guess who it reflects well on?

While he does have his eye on the prize in terms of growing his business, his ethics do occasionally get in the way of profits.

"I do have a few elderly clients that I do cheaper work for. There's a lot of times I'll do extra and not charge labour and things like that. I'll even take their bins out for them — just little things like that," he said.

"I shouldn't do this, but sometimes I do take business out of the equation. I do sometimes let the personal side come in a little bit," he said.

And that's what makes Whitehead's customer service so good: it's genuine. Doing a good job is a point of pride, not a box to be ticked. He's not doing it because it's good customer service and he knows it will secure him extra work; he's doing it because it's second nature to him. And that's not something you can teach.

"You can teach pools. Pools are easy to teach. Dealing with clients — you can't teach that. You're either a natural at it, or you're not," he said.

GAS POOL HEATER

The fast-heating Heatseeker Genesis Gas Heater from Supreme Heating is part of the US manufacturer's Sta-Rite swimming pool equipment range. The heater has a rustproof exterior, smart electronics and good efficiency.

The compact heater has a small, lightweight design that allows for reduced equipment pads. It has a fully pre-mixed system with an efficient air and gas mixture for fast heat-up times.

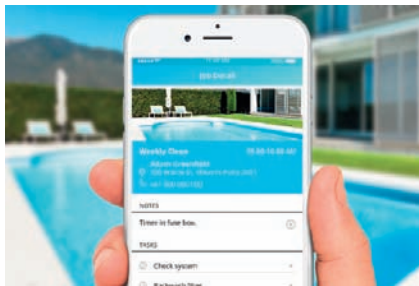


With a hot surface ignition (no pilot light), digital display, LED indicator lights and rotating, push-button controls, the heater is easy to operate and monitor. It is also certified as having low NOx emissions, making it an eco-friendly option.

Three sizes are available: 200, 300 and 400 MJ.

Supreme Heating

www.supremeheating.com.au



BUSINESS MANAGEMENT APP

Pooltrackr is a business management app designed by, and for, mobile pool technicians.

All functionality is designed to help pool techs run their business better, so there is little set-up required. The app has a simple workflow, including a library of in-built job templates to help business owners get started quickly. Users can import existing contacts and pool information.

When a customer calls, jobs can be scheduled on the go and a daily job list is generated automatically with times, addresses and maps. The app tracks data such as products used and jobs per day, making it easy to monitor productivity and sales.

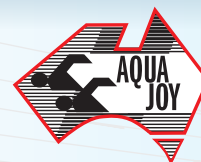
The app has an in-built chemical calculator, which removes manual calculations from pool water testing. Every invoice includes a detailed service and water chemistry history and photographs, giving customers peace of mind about their pool or spa.

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When I grow up

Spiros Dassakis

Do you remember being a kid and knowing what you wanted to be when you grew up? I do: when I was growing up, I wanted to be rich and famous.

I had no idea of what being famous and rich really meant or what I had to do to get there, but just the thought of being rich and famous allowed me to daydream about all the things I would buy and how all my 12-year-old friends would be impressed.

The world has a funny and honest way of keeping such fantasies contained as you get older.

Upon reflection, I was like any other child — creative, with a sense of amazement and untiring enthusiasm. Nothing was complicated as a child. There was a hack for every obstacle and a solution for every problem, and the world seemed to make more sense then.

Things I remember from when I was a child:

- Everything was new — until I found something newer.
- Everything was fun — until I got bored. But then I found more new fun.
- Everyone was a friend — even when you'd only known them for five minutes.
- I could do anything — until I failed. And then I tried and tried again.
- My imagination was limitless — until I hurt myself in the process.
- I didn't really care what everyone really thought of me — well, only for about 30 seconds.
- My world was full of opportunities — ideas would just fall out of my brain.

As we grow up, however, we tend to become more independent but more cautious. We become less adventurous and take fewer risks.

We all know growing up is unavoidable, but it doesn't mean we can't learn a thing or two from our childhood years. Children don't wait till they have all the answers before jumping into something they have never tried before — they just jump into it. As adults, we often allow our pride, fear of failure and fear of looking bad to prevent us from embracing new experiences or adopting new practices that are foreign to us.

It's easy to get caught up in the mundane details of everyday personal and work life, but it is critical that we all reflect upon our childhood every once in a while and look through the eyes of a 12-year-old who sees nothing but adventure and the excitement of the big, big world.

I subscribe to the fact that we never ever actually grow up — we just forget sometimes that our minds don't age in the same way our body does.

When you're working or relaxing, try not to forget the wondrous reasons why you should view the world through a child's eyes. Try it and see what a difference it makes.

Comments welcome: spiros@spasa.org.au.



Spiros Dassakis

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FIVE TO 35 IN FIVE

HOW MAYTRONICS AUSTRALIA WAS BORN

Chris Papa

Starting a business from scratch is no mean feat, but growing a business from five to 35 employees in just five years is an amazing accomplishment. Chris Papa explains how he and Maytronics Australia co-founder Dan Kwaczynski did just that.

It all started with a simple conversation with Dan, my now business partner, on a Saturday afternoon. I had just returned from Bali after a long vacation after leaving my previous employer.

We were talking about branching out and trying to do something for ourselves; being our own bosses and trying something new. But we didn't want just any job. We wanted something that we truly believed in; something that would be a game changer.

Dan said, "I have an idea." Amazingly enough, I turned to him and said, "Let me guess — the Dolphin?" The rest, as they say, is history.

After much discussion and negotiation with Maytronics, the banks, the mortgage lenders, my parents, my in-laws and anyone else who was crazy enough to lend us money for this venture, Maytronics Australia was born.

It certainly is nerve-wracking putting all your worldly possessions on the line for an unknown. "Are you crazy?" was a comment we heard more than once from those in the industry. "How can you have a national company just for pool robots?" was another.

We'd never spoken about it until that moment, but we both knew the product's potential because we had been distributing it through Poolrite. We thought it was a business that could stand on its own in Australia. I knew that it could work if we pushed it through sales and marketing, but that it would take a considerable effort to do so.

At the time, other companies were selling the product but at a very high retail price — something that the market would not bear. Further to this, there was no marketing: Australian consumers just didn't know about robotic pool cleaners when we started out.

The initial five

It began with five:

1. Chris Papa — business director. My role was to look after driving the sales for the business.
2. Dan Kwaczynski — managing director. Dan's job was looking after the other aspects: admin, accounts, operations and marketing.
3. Cameron McKinlay — Queensland sales.
4. Shane Rodger — Queensland service.
5. Boaz Weiner — NSW sales and service.

Key milestones

- **January 2011:** Melbourne, Brisbane and Perth branches opened, business starts.
- **February 2011:** Distributors set up in South Australia and New Zealand.
- **March 2011:** M Series line of products released.
- **August 2011:** NSW branch opens, including full service, sales and admin support.
- **September 2011:** The vision of the Supreme/Elite dealer concept for independent retailers is born. The basis: build a program that value-adds for independent pool shops, protects them and assists in building both their business and ours.
- **August 2012:** Maytronics inaugural conference held at Sea World.
- **August/September 2012:** Private line agreement reached with three of the major suppliers/manufactures in Australia to manufacture robots for them.
- **October 2012:** The first Dolphin advert goes live on TV. Sales take a real turn and the market is really starting to shift.
- **January 2013:** Distributors set up covering southern Africa.
- **April 2013:** Townsville branch opens to represent North Queensland and Northern Territory, led by Gerard Moss.
- **2011-2014:** Distributors established in the Maldives, Singapore, Malaysia, Thailand, Taiwan, the Philippines, New Caledonia, Vietnam, Cambodia and Myanmar.
- **August 2015:** S Series and X Series line products released.
- **August 2015:** South Australian branch opens, led by Scott Allan.
- **April 2016:** Singapore branch opens, servicing SE Asia, led by Ross Coady.

Maytronics Australia officially started trading on 6 January 2011. Almost immediately, we added Tim Clutterbuck as the Victorian service person and two more people to start our Perth unit.

As soon as we started, interest in the product was very high, and we quickly came to the realisation that we needed more staff to support it. Our strategy was to have branches all across Australia, but we needed to maintain the service level as well — and it just couldn't all be done by ourselves. We quickly came to the realisation that we were running very, very lean. That's when we added our first three new employees.

Six days after we began, the Queensland floods hit. It was a disaster. We pretty much lost everything in Brisbane and, unfortunately, we had no insurance. No-one would cover us.

I cried. And I cried again. I thought, "It can't be this hard." We seriously contemplated chucking it all in.

After many days of being upset, sulking and carrying on, we got back on track. I'll never forget how the small team and their family members rolled up their sleeves and got stuck in, literally cleaning the mud from our newborn business.

The support from the staff and customers alike was amazing. When we told our customers that we'd have to supply them with damaged cartons or that there would be delays in product delivery, they just said, "That's okay; people will understand."

The way the team bonded together after such a disaster was amazing. It turned a negative into a positive and gave us the energy to move on.

From the ground up

To start from nothing is an experience. So many highs and lows. So much to do. So much to learn — from designing an invoice form to creating a customer database. We made a lot of mistakes along the way, let me tell you. It wasn't all beer and skittles.

We made some poor employment decisions with people we didn't trust to begin with. Next time, I'd listen to my gut a little bit more. If I could go back in time, I would change that. Trusting an employee is so important. But I learnt a good lesson from that: often your gut is the right way to go. Particularly when you run a lean operation, when you've got branches all over Australia and they're remote branches, you really need to be able to trust those people. It's paramount!

Thankfully, our many relationships and the drive of all involved helped us get to where we are today.

The key factors to our success? Wonderful staff. Wonderful product. Very good service. Driven individuals who want to succeed. A genuine belief in the products being offered — and that's a genuine belief. We genuinely believe it's the best.

Our go-to-market strategy has been different. We came with some fresh ideas. Establishing a dealer network was a very fresh idea. And I drew on my past experiences to make the business that little bit better.

Consumers were very much unaware of robotic pool cleaners in Australia at the time we started the business. We took a really big risk in terms of TV advertising. That was massive in terms of the spend. I don't know that the pool industry has seen TV advertising like that since probably Kreepy Krauly in the 1980s — unless you're talking about the really big, established franchises. It was very much a big gamble for us, particularly in the first year, but it paid off.

The other unique thing about us is absolute focus. We live and breathe robotic pool cleaners and we are not distracted by other products. We have pretty much become the 'specialist' in this category and we've spent a lot of time training and educating the industry on the benefits of robots versus our competitors' products, which has really paid off and led to the shift to robotics.

Five to 35 in five

From five people at the company's inception now up to 35 people, all in five years. Maytronics now covers the entire south-east of the globe, from Asia to Australia to Africa.

Is it for the faint-hearted? No. Is it an easy road? Hell no! Would we do it again? Ummmm... yes, but having learnt many lessons.

My advice for someone starting? Get moving; get into it; push hard. It doesn't come easily, but you can make it happen if you believe in your vision. Enjoy the ups and downs — they are the story, not the end point.

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Four tips for attracting great staff

Lindsay McGrath

People deal with people. Once your client has found you on Google or by your location's signage, or your marketing program has brought them to your door, what makes the difference? Great people — how do we attract them? Here are a few tips from a recently presented SPASA workshop on attracting great staff.

1. Know thyself

Before you can attract fantastic people to your organisation you have to have a good grasp on how you work and think. Have a clear understanding of your own social or behavioural style. This will help you adjust your actions when hiring, training and measuring your staff. Leaders make the change to change others. Complete a DISC, Myers-Briggs or PCM inventory and critically investigate what you need to adjust when dealing with other personalities.

2. Have a clear brand message

Identify what your brand stands for. Are you the most professional, most friendly or most awarded business in your field? Place your key message in your hiring marketing material: eg, "We are the most awarded business in our area." This helps prospective applicants know what you stand for and helps align their values with your business. If someone doesn't care about what you stand for, how are they going to be your best advocate to a customer?

3. Job description as a performance document

Is the job description you provide the same one you were handed down from your employer, or one you've copied from other businesses? Clear messages and expectations are crucial to attracting staff and having existing staff as your best recruiters. Look at the job description as the performance document for the end of the probation term and ongoing. From gen Y to baby boomers, every age wants clear understanding of the expectations for their roles and how will they be measured. Why create more paperwork when your job description can be the reference point you both use on delivering on the business and client expectations?

4. Say thanks

A recent survey of gen Y workers said they would like to be thanked for coming to work once a day and the survey said 35% would like thanks 2-3 times per day. You may see this statistic as ridiculous, but we all want recognition and a thoughtful "thank you" regularly. Say thanks to your staff, as we expect them to say thanks to the customer.



Training programs

SPASA Australia is dedicated to industry professionalism. Look out for training programs which are expanding to cover leadership and management courses in 2017.

Lindsay McGrath
 SPASA Australia CEO
 MBA, CPO, Cert IV Trainer



RIGID SOLAR POOL HEATING SYSTEM

Supreme Heating's Heatseeker UniPanel is a rigid solar pool heating system manufactured to suit a range of applications. The compact system has been designed to withstand the harsh impact of the Australian climate.

Many multiple configuration systems are cumbersome and difficult to adapt to many household roofs. This system has multiple ports on all sides of the panel, meaning that it can be connected together in any direction with due consideration given to water flow and heating performance. This makes the system universal to the consumer and gives the professionals plenty of hydraulic options — all with the use of one panel.

The open flow and manifold design increases the volume of the water through the panel, providing good heat gain and efficiencies, resulting in less pumping power being required and reduced electrical costs.

The system is cockatoo- and hail-proof. The UV-stabilised high-density polyethylene panel, which is blow-moulded as a single piece, has no joins, which structurally strengthens the product.

Its rail mounting and fixing system also ensure it can endure severe wind and weather conditions. The panel composition, combined with the manufacturing process, allows it to withstand the impact of hail. Rated to AS 2712, this type of panel is the preferred solar pool heating system of insurance companies, according to the manufacturer.

Supreme Heating

www.supremeheating.com.au



LEUCADENDRON

Developed in the Ausflora Pacific nursery, *Leucadendron* 'Bella's Buttons' is a dwarf variety with a rounded growth habit and yellow foliage with red centres that flowers in late winter/early spring.

It grows to approximately 45 x 45 cm and is suitable for mass planting, garden borders and feature planting, and is suitable for growing in pots. As with most forms of *Leucadendron*, it is drought tolerant and frost resistant to -5°C.

The plant requires free-draining, slightly acidic soil. A good pruning once a year before next year's growth appears (usually September–November) helps maintain size and shape. It prefers full sun and is available in 140 mm size.

Ausflora Pacific

www.ausflorapacific.com.au

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CAPILLARY WATERPROOFING ADMIXTURE PRODUCT

BASF has released a capillary waterproofing admixture product that is designed for use in above- and below-grade concrete applications. MasterLife 300D is an integral, Portland cement-based, crystalline material that reacts in concrete to form non-soluble crystalline hydration products in the capillary pores of the concrete.

By effectively reducing the concrete's permeability, the product reduces both capillary absorption and penetration of water and other liquids. Compared with untreated concrete mixes, the product improves structural waterproofing and concrete durability.

In addition, the product seals hairline cracks, resists positive and negative side hydrostatic pressure and protects against sewage and industrial wastes.

BASF Australia Ltd
www.basf.com.au



ROUND PLATFORM OUTDOOR SEATING

The Newport Round Platform from Scully Outdoor Designs is constructed of a galvanised steel frame and recycled Plastiwood slats or Australian hardwood timber slats. The steel frame can be powdercoated with any choice of DULUX colour.

The environmentally friendly recycled Plastiwood is low maintenance, UV-resistant and resistant to fungus and termites. The platform is available in four Plastiwood colours: Tassie Oak, Jarrah, River Gum and Charcoal. The hardwood timber slats come factory stained in Jarrah colour.

Bolt-down or inground installation is required. The company is a Local Government Procurement approved contractor.

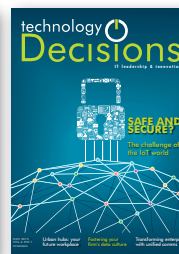
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2016 SPASA

AUSTRALIA AWARDS OF EXCELLENCE

The best of the Australian pool and spa industry converged on Jupiter's Casino on the Gold Coast on 18 August to honour its top performers at a gala dinner at the 2016 SPASA Australia Awards of Excellence.

In all, there were nearly 200 entries across 40 categories, made up of the winners of each SPASA state Awards of Excellence. 2016 saw an increase in awards categories such as sustainability, innovation and landscaping, while retail and service award categories also increased from previous years.

"We are very fortunate in a leisure industry to have our professional association members striving to achieve better performance year on year. Creativity and innovation sets a new benchmark each year with 2016 national winners challenging the industry to deliver better results in building and manufacturing techniques, and innovative and sustainable products with superior customer service," SPASA Australia Chief Executive Officer Lindsay McGrath said.

"An exciting night to see the tangible results of research and development from manufacturers combined with innovative creativity and exceptional customer service of our builders, retail and service members. This continues to drive the industry to new heights. All of the entrants are proud gold winners in each region with the National winners setting new standards for the industry to strive for in 2017."

Key award winners were:

- Pool of the Year: Aquarius Pools
- Spa of the Year: Enkipools
- Supplier of the Year: Zodiac
- Retailer of the Year: Poolside Shoalhaven
- Pool Store of the Year: Poolside Shoalhaven
- Pool and Spa Service Business of the Year: Poolside Dural Poolsmart
- Education and Training Excellence Award: Jagun Pools and Landscapes
- Industry Trade Representative of the Year: Alistair Ross — Pool Controls
- Retail Salesperson of the Year: Donna Harvey — Poolside Shoalhaven
- Pool and Spa Service Technician of the Year: Paul Rojahn — Paul's Poolcare
- Product of the Year: AstralPool Australia — Viron Connect Wireless Gateway
- Sustainable Product of the Year: Placid Pools — Eco Splash biofilter
- Sustainable Project of the Year: Placid Pools — sustainable natural swimming pool
- Rising Star Award: Josephine Goonan, Urban Oasis

Pool+Spa congratulates all winners of the 2016 SPASA Australia National Awards of Excellence.

The full list of winners is available from the SPASA Australia website: www.spasa.com.au



The 2016 SPASA Australia Pool of the Year from Aquarius Pools.



The Supreme Heating team on the red carpet.



SPASA Australia CEO Lindsay McGrath with awards MC and marathon swimmer Chloe McCardel.

Coming Events



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For unregistered readers - price on application
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September 2015 Total CAB Audited Circulation 5262

Pool + Spa Review ISSN 2200-2464
Printed and bound by Dynamite Printing

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October

What: Piscine Asia 2016
When: 5 to 6 October
Where: Marina Bay Sands Hotel, Singapore
Website: www.piscine-asia.com

What: LATICRETE PTK Tile & Stone
Installation System October seminar —
Melbourne

When: 5 to 6 October
Where: LATICRETE Warehouse Melbourne
Website: [www.laticrete.com.au/Support/
Seminars/tabid/563/Default.aspx](http://www.laticrete.com.au/Support/Seminars/tabid/563/Default.aspx)

What: WWA Show 2016
When: 11 to 14 October
Where: New Orleans
Website: www.wwashow.org

What: 2016 Landscaping Victoria Industry
Awards
When: 15 October
Where: Pullman Hotel, Albert Park,
Melbourne
Website: [www.trybooking.com/
Booking/BookingEventSummary.
aspx?eid=192952&embed=192952](http://www.trybooking.com/Booking/BookingEventSummary.aspx?eid=192952&embed=192952)

What: World Aquatic Health Conference
(WAHC) 2016
When: 19 to 21 October
Where: Nashville, Texas
Website: www.thewahc.org

What: International Festival of Landscape
Architecture 2016
When: 27 to 30 October
Where: Canberra
Website: www.aila.org.au/imis_prod/NIMBY

What: 2016 International Pool Spa Patio
Expo (PSP) — New Orleans
When: 30 October to 4 November
Where: New Orleans
Website: www.poolspapatio.com

November

What: LATICRETE PTK Tile & Stone
Installation System November seminar —
Brisbane
When: 2 to 3 November
Where: LATICRETE Warehouse Brisbane
Website: [www.laticrete.com.au/Support/
Seminars/tabid/563/Default.aspx](http://www.laticrete.com.au/Support/Seminars/tabid/563/Default.aspx)

What: 38th SETT Expo — France
When: 8 to 10 November
Where: Montpellier, France
Website: www.salonsett.com

What: IAAPA Attractions Expo 2016
When: 14 to 18 November
Where: Orlando, Florida
Website: [www.iaapa.org/expos/iaapa-
attractions-expo](http://www.iaapa.org/expos/iaapa-attractions-expo)

What: Piscine Global 2016
When: 15 to 18 November
Where: Lyon, France
Website: www.piscine-expo.com

2017

What: Piscina and Wellness 2017 —
Barcelona
When: 17 to 20 October 2017
Where: Barcelona, Spain
Website: www.piscinawellness.com

What: Aquanale 2017
When: 7 to 10 November 2017
Where: Cologne, Germany
Website: www.aquanale.com

What: FSB 2017
When: 7 to 10 November
Where: Cologne, Germany
Website: www.fsb-cologne.com



The next step in evolution

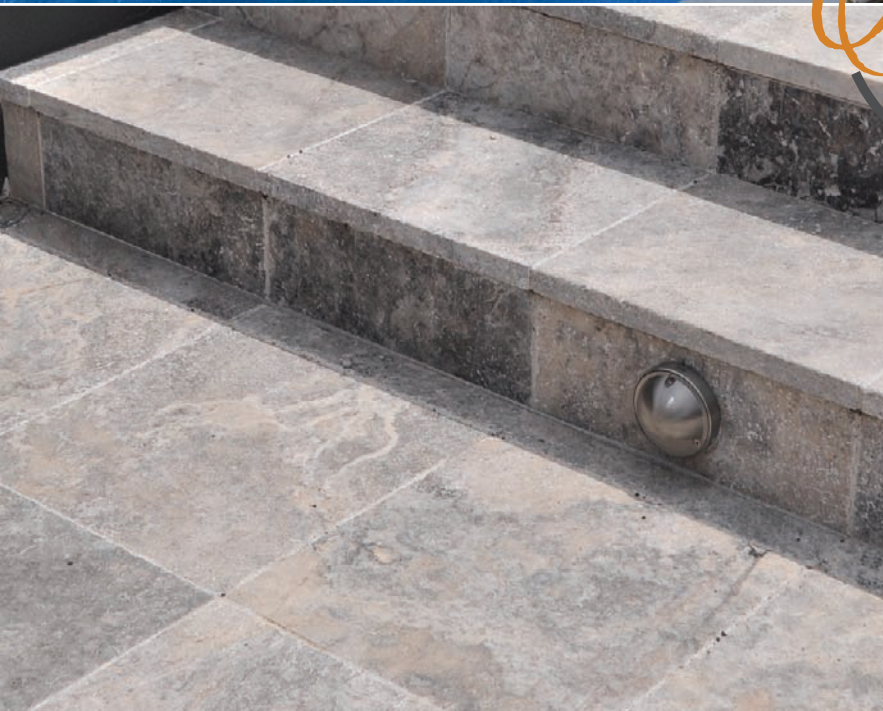


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