

# POOL+SPA

in partnership with SPASA Australia

SPRING 2017

Vol.6 No.3

RRP \$9.95

## JOINING FORCES

SPASA and POOL+SPA  
partner to promote your industry



**INDUSTRY ROUNDTABLE**  
Energy efficiency

**CLOSE THE DEAL**  
Moving from design to construction

[www.poolandspareview.com.au](http://www.poolandspareview.com.au)





**TriStar VS™**  
>>> VARIABLE SPEED PUMP

SOME THINGS ARE  
**SIMPLY BETTER.**



# IT'S A TEN.

The all new upgraded Hayward® TriStar VS™ Pump is  
**THE FIRST 10-STAR ENERGY RATED PUMP IN AUSTRALIA.**



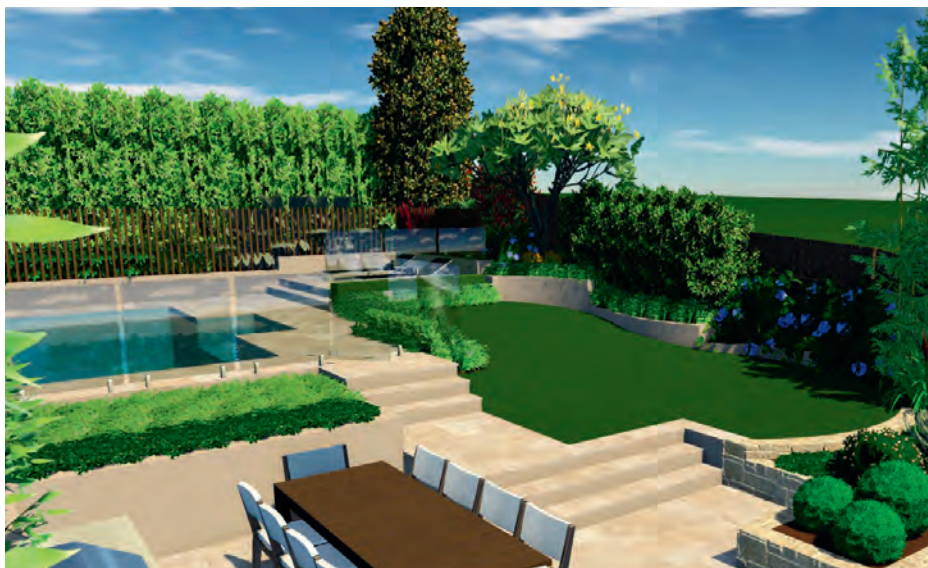
Operate in standalone mode or connect to the OmniLogic® Automation System for seamless control.

[www.hayward-pool.com.au](http://www.hayward-pool.com.au)

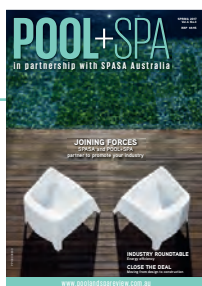
Hayward is a registered trademark and TriStar is a trademark of Hayward Industries, Inc. © 2017 Hayward Industries, Inc.

\*The TriStar VS is the first 10-star energy rated pump in Australia according to the Australian Government Website: [www.energyrating.gov.au](http://www.energyrating.gov.au)

# CONTENTS



- 4 ENERGY-EFFICIENT POOLS
- 9 SPASA AUSTRALIA WELCOME
- 10 GET SPASA CERTIFIED
- 12 MAKING WAVES
- 14 HOW TO MOVE CLIENTS FROM DESIGN TO CONSTRUCTION (FASTER)
- 24 THE NINE BIGGEST FINANCIAL MISTAKES THAT TRADE BUSINESSES MAKE
- 28 EMPLOYEE OR INDEPENDENT CONTRACTOR: DO YOU KNOW THE DIFFERENCE?
- 32 PROJECT COMPLETE — THE SEVENTH WONDER OF THE ENGLISH SEASIDE
- 38 AUSTRALIAN CHEMICAL COMPLIANCE WITH GHS
- 41 SPASA AUSTRALIA — ADVOCATING FOR THE INDUSTRY
- 43 PROJECT COMPLETE — SUBMERSIBLE POOL SEPARATION SYSTEM MAXIMISES FLEXIBILITY
- 47 PROJECT COMPLETE — FILTER MEDIA MINIMISES RUNNING COSTS FOR COMMUNITY POOL
- 48 COMMON POOL INDUSTRY PERSONALITIES



## READ ONLINE!

Your copy of *Pool+Spa* is now available as an online eMag.  
[www.poolandspareview.com.au/magazine](http://www.poolandspareview.com.au/magazine)



## FROM THE EDITOR

Welcome to our new Spring edition! Just as spring is a time of growth and new life, *Pool+Spa* is in a period of change and growth. Our new partnership with SPASA Australia will breathe new life into the magazine and, we hope, into the industry.

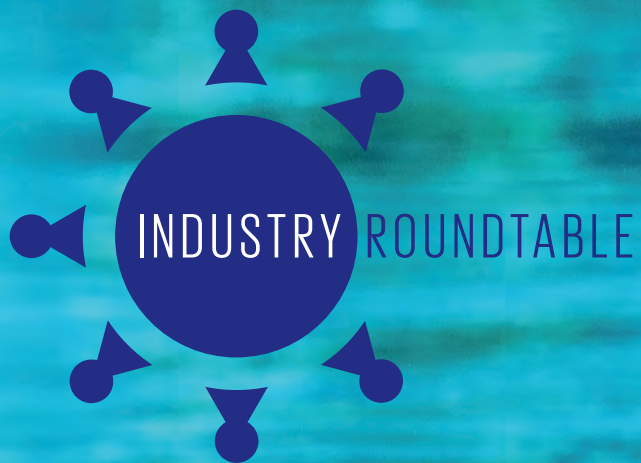
While the magazine will retain all the features you've come to expect, we will now have the benefit of SPASA's extensive experience and knowledge base to draw on, plus regular input from SPASA about what's happening in the industry. We see it as a win for all concerned: SPASA will leverage our publishing experience to communicate to the industry and *Pool+Spa* will flourish with SPASA's support. The biggest winners from this, though, is you — our readers.

We'll have regular business articles from SPASA's trade partners (check out 'The nine biggest financial mistakes that trade businesses make' in this issue), as well as updates on training, advocacy, member services and events. Of course, we're open to new ideas, too. What would you like to see in your industry magazine? Let us know! While we were researching the history of the magazine, we made an interesting discovery: *Pool+Spa* and SPASA go way back! *Pool & Spa Review* (which later became *Pool+Spa*) was the original publication of CASPA, the Council of Australasian Pool Associations, which later became SPASA. Our partnership has come full circle with this new arrangement, and we're delighted to be continuing the tradition of supporting the industry body that supports the Australian pool and spa industry. We'd love to hear your thoughts on our new direction, and we're open to new content ideas and submissions, so get in touch!



Kind regards,  
Alice Richard  
Editor  
[arichard@wfmmedia.com.au](mailto:arichard@wfmmedia.com.au)





# ENERGY-EFFICIENT POOLS

MAKING DOLLARS AND SENSE FOR YOUR CLIENTS

*Alice Richard*

---

As energy costs continue to rise and spending on leisure items is squeezed, consumers are less interested in accepting old-fashioned, inefficient systems. To remain viable, the pool industry needs to meet consumers' needs and provide what they're demanding — or risk being left behind. We spoke with several seasoned industry professionals to learn more about building and maintaining energy-efficient pools.

---



## What's lacking in the pool industry's understanding of energy efficiency?

### Scott Carson, Platinum Swimming Pools:

I think you need to educate the consumer rather than the builder. With in-floor cleaning, if I have a customer who I'm putting a proposal to, and they've got a builder suggesting not to use in-floor cleaning, my direct answer to that is: how can you trust a builder who doesn't know how to put in in-floor cleaning?

I find with builders, they will only move to the market the consumer wants to work to, simply because they don't want to change because it's another thing to learn. So the only way to move forward for me with education is to bring it home to the public: explain to them why things are important. The builders won't talk about it because generally they're scared of not getting a sale because they'll be more expensive.

If I was going to change one thing about the industry, I'd be educating them on the values they have with their client, looking at all of the newer technologies — in-floor cleaning, using larger pipe diameters, etc — and determining what the advantages are to their client. Because whatever advantages they give to their client are actually going to be an advantage to their own business, because they're going to provide a better product. And if you provide a better product, you provide a better experience for the client.

### Tony Sharpe, Hayward Australia:

I think as an industry we have become significantly more professional the last couple of years, but until now, education has almost been about "Here's my product and here's how much it costs." So really the objective's got to be how to add value not only to our business and our builder and retail customers' businesses, but also

to the consumer. I think it's a multipronged approach. There are going to be some people who don't want to be educated, but I think that's a minority. The majority of the industry realises that to survive, we need to be more professional.

Each time a consumer has an interaction with someone like Scott, they become better educated. If they're getting another quote, they'll ask all the same relevant questions, because Scott's done such a good job educating them. Then we'll start to gain some momentum and eventually everybody will want to be educated.

### Cliff Cooke, Cooke Industries:

Most builders understand that they need to be focused on consumer outcomes rather than what's in it for them. I think if they stay in that space, then they will just die a natural death.

There's a real lack of understanding about what that pump can be turned down to. I'm hearing of pool shops that won't sell variable speed pumps because they put them onto a pool with standard plumbing, and they get in trouble because they wind the pump down and a week later the pool's gone green. And then they go "Why do I bother?"

Going forward, we've got a lot of education to do. A lot of builders are hard to change because they do what they've always done and they don't like change. It's typical of any industry. There's the early adopters, then there's the ones that sit on the fence, then there's the ones that you're dragging kicking. But for every pool that goes in now plumbed the old way, we're not going to see the major energy savings while we continue to do what we've always done.

### Lindsay McGrath, SPASA Australia:

The opportunity is to set clearer expectations

for industry first, and make these sort of conversations standard to the consumer. At the moment, there's still the opportunity because industry hasn't accepted these methods as fact and the right process. We've been training hydraulics and reduction in resistance and sweeping elbows for 10 years — and yet we still have some of the market not understanding that using two 45° elbows is exponentially better in resistance reduction than a 90° elbow, let alone a sweep. And yet this is not new technology.

## What roles do plumbing and circulation play in energy efficiency?

**CC:** The first thing that a lot of our industry's done is use too small pipes. As soon as you put head loss on systems, you don't get the performance. Even if you said "I'm not going to change from my old ways", at least put 50 mm plumbing through the system, suction and returns, because straight away that will actually make the pumps work better in the current system. If you went out to an existing pool and it's got 50 mm suction and returns and you put a variable speed pump on it, you'll be able to wind that down a lot further than one that's got 40 mm suction and 40 mm returns, because you're going to get more flow through it. I don't know that the industry understands pipe friction and head loss.

Sweep elbows are something that we started pushing in the industry some years ago, and now there's a lot of builders use sweep elbows, or they'll use two 45° elbows because they understand that. There was a lot of pushback at the start, with people saying "There'll be nothing else come out the other end", but now they understand

## OUR PANEL



Cliff Cooke,  
Managing Director,  
Cooke Industries



Lindsay McGrath,  
CEO, SPASA  
Australia



Scott Carson,  
Director, Platinum  
Swimming Pools



Tony Sharpe,  
Managing Director,  
Hayward Australia





it because they've experienced that you get a lot more flow.

**TS:** One of the challenges is that we build maybe 20,000 pools a year. We've got a million pools in the ground, and a lot of what Cliff's spoken about, while it can be implemented into a new pool, is more challenging for an existing pool. I think what we're seeing is the development of ways to manage that better.

One is controlled integration, like our new Hayward OmniLogic. Having the capacity to have the pump do what you want it to do at certain times by directing it through different returns and maybe the main drain, and the skimmer is advantageous. And also the advent of automatic cleaners. Some consumers don't want to spend a lot of money on a cleaner, so they can spend \$700 on a suction cleaner that will work on a low flow. When you install a variable speed pump on an existing pool without any concern for the hydraulics, you end up with spots with no circulation, so you get algae, chemical distribution issues and other problems. If you can find a way to either control the speed of the pump to do different things at different times and add a suction cleaner that will work at low flow, whilst it may not vacuum as efficiently as it will at high flow, it will circulate the water because it will move around the pool. Put it back to the return line, and that's a nice way to address existing pools at a relatively low cost.

**SC:** Before we got involved with energy efficiency, as in the way pools are plumbed, I didn't understand why variable speed pumps were an advantage, because they made no sense to me, because you have to slow down the water flow. You need the water flow to circulate the water. That's where you get the dead spots and the algae. You can put as much chlorine in as you like, but if

## Key points

- Consumers are becoming savvier with regards to pool energy efficiency and are increasingly demanding energy-efficient solutions.
- Consumer demand will be a big factor in driving change in the industry.
- Pool professionals who understand and offer energy-efficient options differentiate themselves from the pack.
- Providing energy-efficient solutions positively impacts the consumer's experience and provides a good return on investment.
- The way pools are plumbed needs to change to keep pace with changes in technology like variable speed pumps.
- 40 mm pipes and 90° elbows are a thing of the past; the gold standard should be 50 mm pipes and 2 x 45° or sweep elbows.
- Energy-efficient pools may cost more to build, but the benefits to the pool owner are significant and generally they will recoup those costs within a few years.

it's not turning over, it's not going to be clean. Now we understand how to plumb that so we can actually use a variable speed pump for what they're meant for.

## Can energy-efficient pools be cheap to build?

**SC:** Definitely. Plumbing the EnviraFlo system, there's additional cost to doing the main drain. We run 80 mm suctions; we make a point of that. From any main drain suction, we'll run an 80 mm suction. So the cost would probably be around another \$500 for us.

I reckon you'd be cutting the pool's running costs down by at least 75%. If you had an investment and you put \$20 in to get \$80 back, compared to putting \$100 in to get nothing back, it makes absolutely no sense to look at the old systems.

For me, everything's about customer experience. I won't take out an energy-efficient system to make the job cheaper. It's pointless. And once I explain to people why, they understand the value. If there's a lack of value, people always question the dollar. But when you offer the value and actually explain to them, show them why things happen, you're giving them value.

You're not taking anything away. So they want to be a part of that.

**CC:** It's not a big impost to change from the typical pool that we've built for the last 50 years to an energy-efficient one. There's very little cost to the builder to do it, but there's massive outcomes coming out the other side.

To add to what Scott said, there's the investment of the skimmer. It might cost the builder another \$200. You've got to put a drain in. So there could be \$500 there, plus the \$500 Scott's mentioned.

My thoughts are, it's \$1300 by the time you add labour. But the payback on that is two years. Who's not going to do that? The investment for the builder is \$1000-\$1500 to give you that outcome. And then you pay a little bit more for a variable speed pump.

Now, builders need to make money. So put a value on it — it might be \$2500 or \$3000. But the payback for the client is, say, four years. Anyone will dial into a four-year payback. Now, Scott's just picked up another \$1200 profit in his business, and he's done the right thing by the client. It's a win-win. The one thing he has got, though, is he's separated himself, because he's an early adopter.

**TS:** I think variable speed pumps do add a number of dollars over a single speed pump, but you can demonstrate what the advantage to the consumer is. I think one of the things Scott has highlighted is that he understands not only what the benefits are, but also how to educate the consumer himself. So there's two levels of education that are required, and one is the understanding of what we can deliver to a consumer. The second one is then how to demonstrate to them that it's an advantage.

**LM:** If the cost was a restriction to the consumer, we wouldn't see the massive uptake in all of these energy-efficient programs and plumblings, etc, in all of our awards. If you read through all of the gold awards over the last several years, all of the winners, all of the applications, are all about at least 50 mm suction and return. It's all energy-efficient pumps. It's in-floor cleaning ... all of these items that Scott and Cliff have talked about are in virtually every application for gold award winners. These guys are at the top of their game, and the rest of the industry needs to pay attention.

*Are your clients asking for energy-efficient solutions? How do you sell it to them? Let us know! Email [ps@wfmmedia.com.au](mailto:ps@wfmmedia.com.au).*





## AUSTRALIA'S BEST FULLY INTEGRATED, AUTOMATIC & CUSTOM POOL COVER SOLUTIONS.

For 31 years, Remco's innovative technology & products have been used in Australian homes by architects & premium builders.

Experience the difference, speak to one of our pool cover experts today.



# Your customers' toes are always right



## The Zodiac JXi™ Gas Heater

You can't fool Aussie toes, especially when the weather changes. They know the difference between fast, efficient pool heating and ones that struggle when the temperature drops. That's why 9 out of 10 Aussie toes prefer a **Zodiac JXi™ Gas Heater**, the latest in heating technology. Recommend one to your customers today.

- **Ultra Compact, Lightweight Design** - Only weighs 57kg or less
- **Patented VersaFlo® Bypass** - Slows wear and tear and extends the heater's lifespan
- **Energy Efficient** - Heat your pool quickly using less energy and time
- **Automation Ready** - Aqualink® compatible and controllable via the iAquaLink™ iOS/Android smartphone app

**iAquaLink™**  
COMPATIBLE



**Recommend our JXi™ heater range today**

Phone: 1300 763 021 | [www.zodiac.com.au/gas](http://www.zodiac.com.au/gas)



**ZODIAC®**

*a better life*





## Welcome to the next generation of Pool+Spa!

This magazine is the culmination of the hard work and dedication of the team at WF Media and SPASA Australia. The commitment to the evolution of the magazine by Geoff, Ivan and Alice is testament to their belief in the long-term future of the Australian pool and spa industry and I would like to take this opportunity to thank them, the SPASA Australia board and my team for their support.

Through this partnership, the strategy to build the profile of the industry and deliver a powerful new information and marketing channel has been realised, ultimately giving the Australian pool and spa trade a stronger, more united voice to better reach industry, government and new and existing pool and spa owners.

The pool and spa leisure industry creates happier and healthier people, because they have the opportunity to swim in and enjoy family time beside our pools and spas.

It is wonderful to be part of this platform to expand and promote the professionalism of the industry.

Happy swimming,



Lindsay McGrath  
**CEO**  
**SPASA Australia**

## SURVEY QUESTION: PROFESSIONALISM

**Give us your opinion:** What do you believe consumers view as the most important indicator of professionalism? What do you think? Go to [spasa.com.au/industry-info/surveys-feedback](https://spasa.com.au/industry-info/surveys-feedback) to provide your feedback.





SPASA Australia has developed a game-changing initiative for the pool and spa industry: a continuing professional development (CPD) program designed to recognise and promote professionalism. The SPASA Australia Certification & Accreditation Program will reward individuals and businesses for their learning and development efforts by granting them SPASA Accredited or SPASA Certified status (for businesses and individuals respectively).

**B**y becoming certified or accredited with SPASA Australia's Certification & Accreditation Program, you'll have the edge over your non-certified/accredited competitors by demonstrating your commitment to professionalism.

It gives you and your business an instantly recognisable badge of professionalism, demonstrating that you have the required education, technical competence, experience and a commitment to your own professional development.

SPASA appreciates that training and development take time, so the program has been designed to make it easy to attain certification and accreditation. There are multiple pathways to qualify for the program, such as attending SPASA industry training and/or events.

"This is an historic achievement for the Australian pool and spa industry. For the first time in the industry's history, professionals

right across Australia have the opportunity to be recognised and rewarded for their knowledge and expertise," SPASA Australia Chief Operating Officer Spiros Dassakis said.

"As Australia's only RTO (registered training organisation) dedicated solely to the pool and spa industry, SPASA Australia is committed to upskilling the industry to secure its future. An industry with clear training pathways and skilled, knowledgeable members is one that will be desirable to new entrants.

"A SPASA Certified individual is a credible, knowledgeable point of contact for consumers and the industry alike. SPASA Accredited businesses will attract and retain the best quality professionals by demonstrating their commitment to investing in staff training and development.

"A better-informed industry means better-informed consumers who will see the value in engaging a SPASA Certified professional — which will boost sales and referrals for our members."



# GET SPASA CERTIFIED

SPASA AUSTRALIA ANNOUNCES  
GROUNDBREAKING  
CERTIFICATION &  
ACCREDITATION PROGRAM



## How does it work?

Individuals, employees and business members of SPASA are automatically eligible to participate in the SPASA Certification & Accreditation Program and can start at any time.

SPASA will record CPD points earned by individuals, employees and business members of SPASA against their profile on the SPASA database. A member's Certification or Accreditation status will be highlighted on the SPASA website directory.

Individuals and businesses who achieve Certification and/or Accreditation will be eligible to use the SPASA Certified and/or Accredited logos in advertising and marketing materials to promote their status.

## How do I do it?

SPASA members will automatically qualify as SPASA Certified when they achieve and retain 12 SPASA CPD points annually. CPD points will be awarded each time a member participates in a SPASA CPD event.

SPASA members can participate in CPD in the following ways:

- Nationally recognised qualifications for pool builders and pool service technicians.

- Short courses for pool builders, pool service technicians, retailers and other sectors of the industry.
- SPASA approved courses.
- SPASA CPD meetings, seminars and workshops.

Businesses may apply to become SPASA Accredited when their key employees achieve and retain 12 SPASA CPD points annually.

Examples of CPD opportunities include:

- meetings and workshops;
- seminars and conferences;
- participating in industry local committees;
- SPASA courses, presentations and webinars;
- SPASA-approved CPD opportunities provided by member suppliers and other organisations;
- other SPASA accepted courses that are relevant to the member's approved membership category.

## Want to know more?

SPASA will outline the full details of the Program at the Leadership Convention on 31 August. We'll also share more information on [www.poolandspareview.com.au](http://www.poolandspareview.com.au), or contact your local SPASA office for information.



# MAKING WAVES

Shane Walker (left) of Maytronics collects the first Ozone Swim order from Damen Carrington of Brauer Industries.



## Maytronics to distribute Ozone Swim domestic products

Maytronics Australia has formed a partnership with Brauer Industries which will see Maytronics become the exclusive distributor of Ozone Swim domestic products throughout Australia.

Ozone Swim is a pool water purification system that uses reduced chemical levels to eliminate chloramines, making it suitable for swimmers with allergies, asthma, eczema and sensitive skin.

"We are excited about the opportunity to join forces with Maytronics, who are a good fit to help us distribute our patented Ozone Swim technology to residences across Australia," said David Brauer of Brauer Industries.

"We have invested considerable time and effort on research and development which has led to us to become an innovative market leader in the provision of safe, environmentally responsible solutions that will decrease your dependence on harmful chemical alternatives."

"This is a great opportunity for both organisations to benefit from each other's strengths," said Dan Kwaczynski, managing director of Maytronics Australia.

"The team at Brauer Industries manufacture the best pool water purification system available on the market and Maytronics has extensive retail network contacts to channel the product effectively nationwide. It is a very exciting time for both companies."

Transition plans are in place for the partnership. Dealers interested in stocking Ozone Swim, or who want more information about the product, should contact Maytronics on 1300 693 657 or [infoau@maytronics.com](mailto:infoau@maytronics.com).

## SPASA Australia delivers Cert III to Clark Rubber franchisees

SPASA Australia and Clark Rubber have collaborated to develop a tailored program to deliver the Certificate III in Swimming Pool and Spa Service qualification to all its franchisees and pool technicians across Australia.

The objective of the training is to ensure that all Clark Rubber franchisees can provide the best advice and service to their pool customers. The training ensures that Clark Rubber franchisees are qualified and meet the industry standard in pool and spa service.



Clark Rubber franchisees get hands-on for the Certificate III in Swimming Pool and Spa Service.

SPASA is delivering the Cert III qualification to Clark Rubber franchisees through face-to-face training and is also recognising prior learning.

The training program has already commenced rollout and franchisees' existing experience has reportedly proven invaluable to the program, as participants have been able to apply their hands-on experience to the learning process.

"At Clark Rubber, we are excited to have had the opportunity to collaborate with SPASA to deliver this program, allowing us to ensure that we are continually evolving and providing assurance to our customers about the level of quality and service that they will receive from our team," said Eddie McDonald, Clark Rubber CEO.



## Vendart changes name, establishes chemistry department

Vendart Pty Ltd will henceforth be known as LaMotte Pacific Pty Ltd. The company has marketed and supported LaMotte products and services in Australia since 1988 and is the exclusive distributor of LaMotte products in Australia.

Along with the name change, LaMotte Pacific has also established a chemistry department. This new department will increase support capabilities locally for technical and other testing requirements, with the help of in-house qualified chemists.

"The relationship has now grown to the point where we are now partners in providing quality equipment and guidance for water analysis to the Australian market and the Pacific," said Jason Leach, managing director of LaMotte Pacific.

"Together [with LaMotte Pacific], we expect to be able to provide better service and technical support for Australia and the Pacific, which hopefully will make a difference for our customers Down Under," said David LaMotte, president of LaMotte Company.



## Swimming can lower risk of early death by 28%, report finds

Swimming can lower the risk of early death by 28%, a new report has found. The report, commissioned by Swim England, found that regular swimming may be associated with a decrease in early death, particularly death caused by cardiovascular disease.

"Research has identified that any amount of swimming participation compared to those who engaged in none, was associated with a 28% and 41% reduction in all cause and cardiovascular disease cause mortality respectively," the Health and Wellbeing Benefits of Swimming report said.

According to Swim England, this report is the first time that the relationship between swimming and health and wellbeing has been scientifically investigated in this depth.



People who swim recreationally or competitively are eight times more likely to meet physical activity guidelines, the report found, and swimming and other aquatic activity is a safe, cost-effective and viable option for healthcare

professionals to recommend to their patients.

The report also found that children who regularly take part in swimming lessons develop physical, cognitive and social skills faster than those who do not.

Swim England is calling for the wider health and sports sectors to come together and invest in further research on the impact of physical activity on mental health and long-term conditions.

"It is evident from the report that swimming has enormous potential to support the health and wellbeing of the nation. The unique properties of water means that unlike other activities, no-one is restricted from taking part," said Swim England CEO Jane Nickerson.

"The report particularly highlights the benefits of swimming and aquatic activities for people with mental health concerns or problems with their joints and muscles."

## Enviroswim appoints new general manager

Enviroswim has appointed Carl Richards as its new general manager. Richards has been appointed to assist in facilitating the growth and expansion of the company's business.

For the last five years Richards has been the largest reseller of Envirosim's ES3 sanitiser, distributing the product through Enviro Pool Solutions.

Envirosim is owned and manufactured by Watertech Services International. The company says it has seen an increase in demand for alternative sanitiser systems, which prompted the appointment.

Watertech Services International is seeking interest from global strategic partners. Expressions of interest can be sent to [carlr@envirosim.com](mailto:carlr@envirosim.com).

## REWARD YOUR BODY

'One swim leaves you feeling calm, nourished, rejuvenated and revitalised. It's like a natural bath in your backyard'

Combining advanced filtration technology with a mineral enhanced additive, Theralux will provide the healthiest and safest swimming environment for your backyard.

- Soft and natural feel
- Moisturises your skin as you swim
- Gentle on sensitive skin
- Provides a natural relief to muscular complaints and relaxes your nervous system
- Eco intelligent and easy to use technology
- Super low running costs
- Operates at a low level TDS level of 3000ppm
- Offers the flexibility of running the system with or without a mineral additive

Discover more about Theralux and how to become a dealer today.

Contact your local IQ Account Manager or IQ Distributor on **1300 131 788**.

[www.thermalux.com.au](http://www.thermalux.com.au)



A DIVISION OF  
**IQ** INTERNATIONAL  
QUADRATICS

**thermalux**<sup>TM</sup>  
ADVANCED MINERAL POOL SYSTEM



## HOW TO MOVE CLIENTS FROM DESIGN TO CONSTRUCTION (FASTER)

Shah Turner\*

Most residential landscape designers and design-build landscape contractors take longer than they should to guide their clients from the design and costing phase of a project into the construction phase. As someone whose entire business is based around helping landscapers move more designs into construction, I come across this all the time. I'd like to discuss it with you here, in the hope it might help business owners to assess and address their own situation.

**A**lthough there's no definitive time frame that projects 'should' be measured against, we may as well quantify it for the purpose of discussion. I think if the process is dragging on beyond around eight weeks after the initial concept has been presented and priced, there's room for improvement.

The reason I view a lengthy time frame as negative is because, in my experience, there is a direct, diminishing relationship between a client's willingness to invest fully in a project and the time it takes to make the decision to buy.

In other words, the more time that passes, the less likely it is they will move forward — and the less likely they will invest to the extent they might have if only they'd had the confidence to make a decision earlier.

That exciting, emotional energy that surrounds the presentation of a new concept will soon be smothered by practicality, questions of "Do we really need this?" and the proverbial 'sharpening of the pencil'. Give it too long, and you won't just be leaving money on the table, you'll find yourself having the conversation everyone

loathes: "We're just going to sit on this for a while, but thanks so much for the work you've put in."

Given that locking in new projects is something of a numbers game, it makes sense that the more efficient you are at moving clients through the process of designing and pricing a project, the more opportunities you will create for construction. Even after you drop projects for one reason or another, you can still achieve your revenue goals for the year because you have so many irons in the fire.

Of course, there are all sorts of reasons a client might stall in making a decision, many of them completely out of your control. In this article I'm going to focus on two things that are within your control that will assist you to:

- Maintain client confidence;
- Efficiently manage time frames; and ultimately
- Give yourself the best possible shot at moving a project from design into construction at the highest value, in the shortest time.

But first, you need to put yourself in your clients' shoes (something we should all be doing more often — right?).





THE REASON I VIEW A LENGTHY TIME FRAME AS NEGATIVE IS BECAUSE, IN MY EXPERIENCE, THERE IS A DIRECT, DIMINISHING RELATIONSHIP BETWEEN A CLIENT'S WILLINGNESS TO INVEST FULLY IN A PROJECT AND THE TIME IT TAKES TO MAKE THE DECISION TO BUY.

on the answers to these two questions, you are doing your business and clients a disservice.

If you're not sure where you sit on this one, here's a quick test to see how you're tracking:

**If you're a landscape designer:** Try to recall how many of the last 10 designs you prepared were accompanied by a cost estimate at the time you first presented the initial concept to your clients. Designers (myself included during the early part of my career) are notorious for preparing designs without truly understanding, or even deliberately neglecting, the cost implications of each stroke of the pen or click of the mouse. They're great at inspiring clients with jaw-dropping designs but this can quickly turn sour when the initial price comes in substantially higher than the client's budget and expectations.

**If you're a contractor:** Try to recall how many of the last 10 quotes you produced were accompanied by a professional set of plan drawings or, better yet, a collection of 3D imagery that gave your clients a crystal-clear understanding of what you've quoted. While designers are notorious for ignoring budget, contractors have a reputation for assuming that everyone can understand plan drawings, despite the fact they're from outside our industry with zero experience reading plans. One of the worst feelings a contractor can experience is a client dismissing the last two weeks of gruelling labour with, "That's not what I thought we were getting done."

Just because your client might not say they don't understand the drawing or seems indifferent to the design concept being presented without an estimate doesn't mean those two fundamental questions aren't at the top of their mind.

Once that first presentation is over, it won't take long before the design is being discussed at the dinner table, in bed, with work colleagues, friends and next-door neighbours — and that is precisely when your under-informed client is at risk of drifting away from the Island of Confidence into the vast Oceans of Uncertainty.

If you want to stand half a chance of moving a project from design to construction quickly, the next words out of your mouth after you've finished discussing the plan should be something like:

"Now we've reached a really exciting part of the presentation: I'd like to show you a 3D visualisation so you can see exactly how it will look and feel, and then we'll run through an idea of the costs so you can see where your money is being invested if you decide to go ahead. How does that sound?"

"How does that sound?" your client says to themselves. "That sounds like music to my ears!"

## Try these on for size

Imagine you're an office-dwelling Human Resources Manager for a medical supplies manufacturer. You're good with people and paid well, but you haven't got a creative bone in your body. You've been referred to a landscape professional who you feel you can trust to translate your aspirations for a new lifestyle at home into a design that will make it happen. You've discussed everything with them about the plans you have for your property over the long term, your family, your likes, dislikes, wish list and the budget you have in mind.

Three weeks later, the day arrives for the 'big reveal' and the concept for a shiny new landscape is presented to you. There's a lot of information you need to take in, from bigger picture issues like council permits for the retaining walls (if that's what they are) to the tiniest details like the shadow line they keep talking about that is supposed to make everything look like it's floating. You're feeling cross-eyed and tongue-tied by the names of a million different plant species and hoping your partner shares the same love you have for the colour of the tiles.

As the haze of information overload begins to clear, your client will find themselves asking two fundamental questions that are in your best interests to answer. These can take many different forms, but the general theme is always the same:

1. What exactly am I getting?
2. How much will this cost?

Granted, these seem obvious or even trivial at first glance, but I'd suggest that if you don't help your clients gain absolute clarity

©Gajus/Dollar Photo Club



Boom! Client confidence boosted; professional service delivered; odds tilting in your favour right from the beginning.

Okay, so that's the theory done. Now for the practical tips and strategies.

## Strategy overview

At each step of the process your design and costings should be presented to your client hand in hand to give them the opportunity to make an informed buying decision at any time, rather than waiting on the pricing or design to be updated.

The level of detail in either the costing or design should step up together. The concept will initially be accompanied by an indicative estimate, eventually becoming a landscape plan with a firm quotation supported by accurate pricing by specialist subcontractors.

## The golden rules:

- Always accompany your designs with an appropriate level of costing detail.
- Always accompany your costings with an appropriate level of design detail.

Companies that have an in-house estimator and design team tend to stick to the golden rules pretty well. They have the capacity to have more irons in the fire and in turn get sign-off on more jobs purely based on the number of projects processed.

Makes sense... but what about the smaller guys who can't afford an estimator or a design team and feel suffocated by their existing workload?

Just because a company is smaller doesn't mean it can't compete with or even outperform larger, more established operators. We are fortunate that we live in a time where software and a global marketplace means small business can move faster, smarter and get the same results as the bigger players without the overheads.

## Estimating and quoting

Pricing new projects and adjusting the price on existing ones is easily the most challenging bottleneck both contractors and designers experience on every project. This is the step that tends to slip through the cracks at the beginning of the design process.

The good news is there are a substantial number of off-the-shelf solutions out there that can perform hours of estimation work in a matter of minutes, as long as you're prepared to put in the hours upfront.

Here are some of the better ones:

- Benchmark
- Planswift
- LiberRATE

## Design and communication

So, how can you make sure that the ideas you have in your mind can be communicated clearly to your clients' minds? At the very least you're going to need a legible, neatly drawn plan, perhaps accompanied by photos of completed projects. Ideally, you'll develop the capacity to accompany designs with more visual imagery such as 3D renders, elevations or perspectives.

My advice? Learn CAD software. Although this tends to be the expensive, time-consuming option for a contractor to take, designers would agree that using any kind of CAD software helps



**GIVE THEM THE OPPORTUNITY TO MAKE AN INFORMED BUYING DECISION AT ANY TIME, RATHER THAN WAITING ON THE PRICING OR DESIGN TO BE UPDATED.**

immensely with being able to test new designs and represent them professionally. Perspective sketches and 3D renders in particular are effective for communicating more than just lines on a page; they hit those emotional buttons that give clients a sense of how their new landscape 'feels' and not just how it looks.

Some options to boost your design offering:

- Vectorworks
- Pool Studio

Or, outsource it! You already know the shape of the workforce is rapidly shifting towards a marketplace of freelancers and specialist agencies. Our industry is no different.

Besides accounting and administrative tasks, there is a growing trend towards small design and construct firms adopting the project management model where teams of subcontractors are assembled and coordinated by a Landscape Construction Manager and Estimator. There are always going to be advantages and disadvantages to both sides of the coin.

If you didn't already know, Pitch Box provides landscape designers and contractors with 3D visual imagery, fly-throughs and professionally drawn CAD plans.

There's a reason for this: they work! 3D in particular communicates ideas clearly, wins more work and makes life easier, not harder.

When you couple an impressive 3D visualisation with a professionally drawn plan (what they're getting) and an itemised estimate for construction (how much it costs) it's not hard to see why clients who experience this level of service in such a short space of time are more likely to feel confident, ask detailed questions and make informed decisions sooner.

This will either lead you towards a sale or to part ways and continue to pursue new opportunities, rather than dragging out the ones you already have.

You'll soon sort out who's fair dinkum about their budget once you put the quote in their hands and a clear picture in their minds.

So, what's your opinion on that initial project timeline? Do you feel that you could improve the pace at which new projects are designed, priced and approved? Do you have any suggestions others could use to take action and improve their conversion ratios?

*\*Shah Turner is the founder of Pitch Box, a leading 'on demand' service provider of affordable 2D and 3D drafting solutions tailored to help business owners win more work in less time with minimal input. Small to mid-size businesses who want to retain a compact, flexible structure now have the ability to provide their clients with quality 3D renders, impressive fly-throughs and professional CAD drawings with no in-house design staff and no software experience necessary. You can learn more by visiting [www.pitch-box.com](http://www.pitch-box.com).*

**Editor's note: This is an abridged version of a longer article from Shah's blog. You can read the full version at [www.pitch-box.com/design-to-construction](http://www.pitch-box.com/design-to-construction).**





EFFICIENT.  
CONVENIENT.  
RELIABLE.



## MASTERTEMP® HEATERS

ENJOY YOUR POOL ALL YEAR ROUND

Stay warm this winter with Mastertemp & Mastertemp 125 gas heaters. Mastertemp gas heaters provide energy savings and advanced operating features that are as easy to use as your home heating system, making it the best and affordable option to keep your swimming pool warm all year long!

[WWW.PENTAIRPOOL.COM.AU](http://WWW.PENTAIRPOOL.COM.AU)



20,000  
EMPLOYEES



6  
CONTINENTS



100+  
MANUFACTURING FACILITIES



\$6.5  
BILLION



500+  
PRODUCT LINES



## Designers and contractors working together

Karen Staunton-Ross on behalf of the Australian Institute of Landscape Designers & Managers (AILDM)



Images courtesy of Outside Living/Karen Staunton-Ross.

There are not too many sites with open, level backyards and no trees where a pool can be positioned without requiring some consideration of the area around it. A landscape designer can provide a range of services to help pool contractors optimise the outdoor space on a site — helping to make the pool as well as the yard look amazing.

### What can a landscape designer provide for your client?

A landscape designer can provide a wide range of services for you and your client. Not all designers offer all of these services.

#### Consultation

A designer can meet with you and your client to provide a few ideas or clarify some basic issues specific to the site. This may include assessing whether existing planting is worth retaining or, perhaps, where best to locate a particular landscape feature planned for the future.

#### Concept plan

Clients may be interested in looking at their whole site, even though they are not quite ready to undertake all the work as yet. A concept plan will provide a good general layout for the site, reassuring the client that your proposed pool fits in a complete landscape.

#### Master plan

More complete plans can be provided where more extensive detailing is sought. These plans will allow your client to realise the vision of their designed outdoor area.

#### Planting advice

Planting around a pool can be a bit tricky. Selecting appropriate plants can save your client the time and money involved in replacing poorly selected plants down the track.

#### Images of a project

Some clients may have trouble seeing their pool as a finished project when they look at plan documentation. Having some clearly presented elevations or 3D renderings of the backyard will help clients understand what is being proposed and provide some reassurance for the design.

### Assessment coordination

All pools require formal assessment at some level, whether as a Complying Development with a Certifying Authority or through development application (DA) with the council. This can be a complex and time-consuming process. A landscape designer familiar with the aspect of development can potentially manage this aspect of the project on behalf of you and your client.

### When should you call in a landscape designer?

Liaising with a designer in the early stages of a project ensures time and energy is used most effectively by everyone.

It is worth developing a relationship with a few designers you can call on for ideas and inspiration. Different designers will have varying approaches to a job and will offer a variety of services. Not all will provide the range of services listed above. If you know a few designers you are comfortable to approach, then you can start with the designer you think will be best suited to your job. You also will not be left in a hole if a designer is unable to take on the work.

### Making the most out of the relationship with a designer

Be clear about everything.

- What do you want the designer to do?
- What is the time frame for the expected work?
- What documentation is currently available?
- Equally, the designer needs to be clear about things, too.
- What services can the designer realistically provide? Do they have experience designing around pools?
- How is the designer's workload?
- What documents are required to get working?



# serious fun SERIOUS BUSINESS



Whether they choose the TurboTwister®, Typhoon®, heliX™ or another S.R.Smith pool slide, you can help pool owners make the most of their backyard pool. By enticing a home owner to include a slide in their pool building plans, or adding to an existing pool you'll be helping them create a fun, healthy play environment the entire family will enjoy. And don't think their neighbors won't notice! Choosing S.R.Smith is good pool fun for every family, and great pool business for you.

Contact us to find out how your business can join S.R.Smith's Pool Fun!  
p: +07 3812 2283 | e: [info-au@srsmith.com](mailto:info-au@srsmith.com)



TurboTwister®



heliX™



Typhoon®



Cyclone



Swim N' Dunk  
Basketball



Odyssey  
Jump Board



**SR Smith™**

Serious Equipment • Serious Fun • Access for All



# FEATURED PRODUCT

**LITOKOL®**  
HI-PERFORMANCE BUILDING PRODUCTS

## C2TE S2 TILE ADHESIVE



### HUGE ADVANTAGES

- Low emissions levels of volatile organic compounds
- One component mixing with water only, and highly deformable product eliminating the need of a latex
- Maintains excellent workability over time
- Special additives offer a very creamy texture to facilitate use of a notched trowel
- The adhesive mortar is highly thixotropic allowing tiles and mosaics to be laid no need for spacers
- K100 is developed with a Litokol "Dust reduction System" which drastically reduces the amount of dust produced when mixed with water.

### INTENDED USE

- Due to the high polymeric content our K100 can be used on surfaces exposed to harsh working conditions where frequent temperature fluctuations lead to differentiated expansion between the tiles and substrates
- Interior floors in public / commercial buildings walking areas
- Interior floors in residential/ public/ commercial and industrial buildings where heavy bearing loads.

**WHY WOULD YOU  
USE ANYTHING ELSE?**

Call 1300 EUROPE

Another superior product by  
europ*e*imports



# FEATURED PRODUCT

**LITOKOL®**  
HI-PERFORMANCE BUILDING PRODUCTS

## STARLIKE® 2 PART MORTAR EPOXY



### **HAD BAD EXPERIENCES USING EPOXY GROUTS IN A POOL?**

***This is why you should consider  
using Starlike Epoxy...***

***LITOKOL STARLIKE® is a new formula with  
the latest in epoxy technology.  
It is like none other on the market today,  
changing the way tilers view epoxy  
installation***

- Easier to install and clean than any other product with only water clean up
- Very easy to mix being only 2 part and both are pre-measured for convenience
- Starlike® is rated both R2T and RG meaning that it can be used as both adhesive & grout
- Easier and faster to install than cementitious grouts on smaller project such as waterlines
- Litokol offers a 10 year product warranty – much more attractive than the standard 2 year!
- Litokol starlike® is an epoxy which is the longest lasting product for the grout installation
- A hard setting and adhering grout that will outlast cementitious grout by a long shot and maintain performance properties for a lifetime.

**ACID  
RESISTANT  
2 PART  
EPOXY  
MORTAR**

**FOR INSTALLATION &  
GROUTING OF CERAMIC  
TILES AND MOSAIC TILES  
WITH JOINT WIDTHS  
BETWEEN 1mm & 15mm**



New patented formula. UV – resistant attested by Modena and Reggio Emilia University.

***Try Litokol Starlike® on your next project, the guys are already saying  
“It’s a real game-changer”***

***Why would you use anything else?***

**Call 1300 EUROPE**

Another superior product by  
**europei**imports

28 Prince William Drive, Seven Hills nsw 2147  
Email: [sales@europeimports.com.au](mailto:sales@europeimports.com.au)  
[www.europeimports.com.au](http://www.europeimports.com.au)



# POOL<sup>of</sup> KNOWLEDGE ...

One of a very few female pool builders in the country, Bellifemine said her gender has never been an issue, despite the majority of her peers being male. "It is a very male-dominated world that I live in. But that's fine. I love the industry. I'm happy to get out there with the boys — that doesn't worry me," she said.

"I've got the knowledge and the experience, and I don't think gender has anything to do with building pools. And sometimes it's actually beneficial when dealing with a customer. I find I can connect with a lot of people."

In her 20-plus years in the industry, Bellifemine has seen plenty of changes, particularly an increase in red tape. But she's optimistic that the industry is in a good position to lobby the government with regards to regulation.

"I think the lobbying SPASA's able to do now that it's a national body will assist, because when you're talking government regulations, they don't want to speak to the individual or state body — they want to speak to a national body," Bellifemine said.

"If our industry bodies listen to builders and our daily challenges, we can absolutely get on the front foot by being a major influence in decisions being made with regards to industry regulations. This will free us up to do more pool building with less red tape."

Pools have changed dramatically during Bellifemine's time in the industry — and since Sunrise was founded in 1974. She said the company has changed with the times and works hard to deliver what its clients want. This willingness to change — along with decades of experience — has been key to Sunrise's continued success, Bellifemine believes.

The amount of repeat business Sunrise attracts is testament to the company's approach. Pool renovations form a major part of Sunrise's business, and Bellifemine often finds herself renovating pools built by herself or her father.

While Bellifemine has worked hard to achieve success in her field, she said her father, Peter Moore, has been instrumental in that success. He's also been generous in sharing his expertise with the industry.

"My father has been an amazing mentor not only to me but to the wider industry. The endless hours of his time that he's donated to the industry have benefited us all," she said.

"We often get other builders call us with questions because of his extensive knowledge. His experience and knowledge are what have been key to my success and the success of the business. I exist and Sunrise exists because of what he's been able to pass on to us.

"Something I'm passionate about in the industry is promoting awareness for the younger generation to get into the industry. We really need to get out there and make people aware that it is an amazing industry. It is an ageing industry, and there's not a whole lot of people training through, so I think education is crucial to the longevity of the industry," she said.

"When I was young I didn't wake up and think, 'I'm going to be a pool builder'. Who does? But people do wake up and say, 'I'm going to be a house builder' or 'I'm going to be a landscaper'. Let's get the pool industry in the forefront of people's minds, and push education and awareness. I think that would be great for the industry."

Bellifemine gets immense satisfaction from her job, and said the industry should be promoting this to younger generations — not just that it's a viable career, but that it's an enjoyable one.

"I love my job. Whether it's Monday or Sunday, if I want to come to work, I'm at work. I'm here because I enjoy it. And there is nothing better than handing over that pool to a happy customer. We're very fortunate — we don't need permission to chase our dreams," she said.



© Freemages.com/dennis bos

## JANINE BELLIFEMINE

*Sunrise Pools*



Born into the Sunrise Pools family, it's safe to say that pools are in Janine Bellifemine's blood. Now a director of the company, she's been officially working in the industry for more than 20 years and loves what she does. We spoke to Janine to find out what makes her tick.



# NEW

^Lifeline Stone Product No. 6,881,768 (and other Patents), Spectra Shield DS-1097 for complete warranty information.  
^Systemof (resisted installation only) to common household cleaners, liquid and other pools. Clean all spills immediately.  
A-1186-061 © 2017 LATICRETE Mastered. All trademarks shown are the intellectual properties of their respective owners.

If your tiles could talk this is  
the grout they would ask for.



## SPECTRALOCK® PRO Premium Grout<sup>^</sup>



Snap for more information.



- Easy to install; no call backs
- Unmatched durability and performance
- Superior colour uniformity
- Stainproof<sup>^</sup>

www.laticrete.com.au | 1800 331 012



Globally Proven  
Construction Solutions



# THE NINE BIGGEST FINANCIAL MISTAKES

## THAT TRADE BUSINESSES MAKE

*Jon Mailer, CEO, PROTRADE United*

You work hard in your business, spending hours a week on the tools, yet somehow you just don't seem to be getting ahead financially. Does this sound like you? Unfortunately, the reality as a business owner is that over the lifetime of a business, 40% of businesses consistently lose money, 30% just break even and only about 30% make marginal profits.

“

IT IS UNWISE TO CHARGE TOO MUCH;  
HOWEVER, IT IS EQUALLY UNWISE  
TO CHARGE TOO LITTLE.

**T**he main reason that most small businesses close their door is lack of financial sustainability. Ensure that you are not making the mistakes below and, if you are, put some steps in place to fix them as soon as possible.

### Mistake #1 — Not charging enough

It is unwise to charge too much; however, it is equally unwise to charge too little. There are two aspects to this mistake: knowing what you should be charging to ensure that you are making a profit on every job; and charging what you are really worth. Plenty of businesses that we start working with are undercharging their services simply because they are not aware of the actual running costs of their business and what is required to cover these costs and also make a profit.

### Mistake #2 — Not measuring gross profit

Gross profit is the amount that you keep after each job — that is, after you have paid for all the expenses associated with doing that job. This includes materials, cost of direct labour, waste removal, freight, etc. This is your REAL income. Your gross profit is what you now have to pay your running expenses and overheads, and make a net profit. If you don't know your gross profit margin, how do you expect to improve it?





### Mistake #3 — No cash reserves

It is not a matter of if — it's a matter of when you will need some cash reserves to get through either a slump in sales or perhaps a climatic situation such as wet weather, when work cannot be completed and you still have to maintain the business overheads. Gradually building up some cash reserves over time from today onwards will ensure you have a buffer for such situations. Start off by getting at least 1–2 weeks' worth of operating expenses built up in cash reserves. Gradually build this to 2–3 months' worth.

### Mistake #4 — Not knowing your break-even point

It costs you a certain amount of money to run your business each and every day. Over a month of paying rent, vehicle leases, phone, electricity, fixed salaries, insurance, etc, it soon adds up. You are required to complete a certain amount of work every month just to cover these costs. Do you know accurately what that amount is?

### Mistake #5 — Not paying yourself a salary

To run your business as a proper enterprise, it is important that you pay yourself, as an owner, a salary just like every other employee. Ensuring that you make this a habit allows you to run your business with a proper business model versus simply just paying yourself drawings when you have the cash available. If you cannot pay yourself a consistent salary, you have something missing in your business model and this needs to be fixed.

### Mistake #6 — No reporting or review

As a minimum you should be reviewing a profit and loss, balance sheet and cash flow forecast for your business every month. These three reports give you an overview and bigger picture of the results your business has produced and the future of your company. If you don't have the reports, you have nothing to review. This would be like a coach of a football team not evaluating the statistics of how his team performed after a match so that they can adjust the game plan.

### Mistake #7 — Lousy bookkeeping

The source of many financial challenges in a business come from the fact that the bookkeeping is either inaccurate or not up to date, or both. Ensuring that your bookkeeping is kept current and accurate allows you to make decisions for your business based on the financial results that it is producing. Plenty of businesses that have had to close their doors could have been fixed if their bookkeeping was accurate early on, and the challenges identified as soon as possible.

### Mistake #8 — No allowance for overhead costs when charging out

When you charge out your labour, do you include the overhead cost of actually managing that one hour of labour? Plenty of trade businesses undercharge, thinking that all they need to do is cover the cost of the hourly rate of the person they are paying plus a margin on top. This does not take into account the actual cost of managing this person in the business, which can be surprisingly high.

### Mistake #9 — No cash flow forecast

How do you know if you are winning in your business? For many trade business owners, if they have money in the bank then they are happy. Yet this does not tell them what the forecast income is going to be. Plan out as many weeks or months in advance as you can based on your predicted work intake as to what your bank account balance will be on a weekly basis. This allows you to deal with challenges proactively, rather than at the last minute.

If you have identified that you are making any of the mistakes above, select one at a time and go to work to fix it. If you would like some guidance, please touch base with the team at PROTRADE United to help create a game plan to get you financially well organised and profitable for the future.

PROTRADE United  
[www.protradeunited.com.au](http://www.protradeunited.com.au)



PROTRADE United is a leading provider of business services to the trade industry, incorporating business strategy, financial services, marketing guidance and team training. Our mission is to provide business owners with the tools, resources, information and connections to enjoy the freedom of an unhurried lifestyle. PROTRADE United was born out of the desire to make a difference to the trade-based businesses in Australia. We believe they are the heartbeat of Australia and each one deserves the right to succeed. PROTRADE United is a trade partner of SPASA Australia.

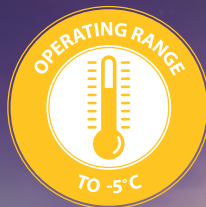
Swim more, spend less. The fu

# Heatseeker Nova

## Inverter Heat Pump

*Awarded gold for sustainability*

*The national award winning Heatseeker Nova inverter heat pumps are designed to heat the pool by extracting heat from the outside air. The unique and innovative DC inverter technology uses a variable-speed compressor which offers greater efficiency and lower operating costs. The spiral titanium heat exchanger combined with the super-quiet operation and soft start technology further enhances the efficiency and lifespan of the Heatseeker Nova heat pump.*



### Features

- Outstanding performance - up to 8.0 COP
- Offering stable operation to -5°C
- Up to 30% reduced electricity consumption compared to an on/off type heat pump
- National award winning technology for intelligent operation - awarded gold for sustainability



# Supreme Heating

*Our Innovation. Your Lifestyle.*



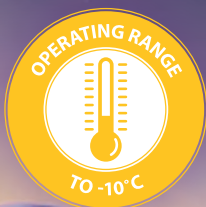
ture of heat pump technology.

NEW  
PRODUCT!

# Heatseeker Nova<sup>+</sup> Inverter Heat Pump

*With even greater performance*

*The Heatseeker Nova<sup>+</sup> offers the ability to dynamically vary the working frequency of the inverter compressor, boasting even greater performance. This, coupled with the synchronisation of the fan and compressor speeds, optimises air flow to and from the heat pump. The enhanced technology of the Nova<sup>+</sup> provides up to 50% higher efficiency with a COP of up to 13.6.*



## Features

- Even greater performance - up to an amazing 13.6 COP
- Offering stable operation to -10°C
- Up to 50% reduced electricity consumption compared to an on/off type heat pump
- Fan and compressor speed synchronisation to optimise air flow efficiency

**ENHANCED PERFORMANCE**





---

# EMPLOYEE OR INDEPENDENT CONTRACTOR

DO YOU KNOW THE DIFFERENCE?

---

*Sophie McDonald\**

Limit your risk as a franchisor, franchisee or small business owner when it comes to classifying your workers correctly. Read on for tips from Sophie McDonald of HR Central on how to tell the difference between employees and independent contractors.

It is essential to classify your workers appropriately as either an employee or contractor, as incorrect classification can result in legal and financial consequences, including denying a worker their benefits, as well as potential breaches of workplace, taxation, superannuation and workers compensation law.

It is more important now than ever since the recent passing of the government's new laws under the Fair Work Amendment (Protecting Vulnerable Workers) Bill 2017. This amendment holds franchisors liable for workplace violations by franchisees.

The reason that the classification of work relationships is not as black and white as once thought comes from the way the employment relationship is determined. It is important to note that just because you define a relationship as a contractor through an agreement, that doesn't necessarily make it so. We have to look at the relationship as a whole to consider both the agreement and the work practices performed in the relationship.

When looking at the practices performed, we would consider a number of indicators to determine whether, in total, the relationship seems to be a contract for services (independent contractor) or a contract of service (employee).

## How to classify the relationship

An employee is an individual engaged on a permanent, fixed-term or casual basis who performs a specific role on an ongoing basis. The practicalities of employment are covered by the employer, including payment of superannuation, payroll tax, personal leave and annual leave.

An independent contractor or contractor is generally a self-employed individual/firm who undertakes a contract with a business to provide services or labour at an agreed price and within a pre-determined time frame. Most contractors are engaged on a project basis or engaged to complete a specific task. They don't work for





anyone exclusively, but rather work for themselves. Fundamentally different from employees, genuine independent contractors are typically regulated by commercial rather than employment laws.

To determine whether a contract for services (contractor) or a contract of service exists, we would then go through a multifactor test. We ask the following questions to assist in the process:

- Can it really be said that this person is in a business of their own?
- In performing work, is this person working in and for their own business, rather than as part of someone else's business?

The following indicators must be considered in totality to determine whether the relationship appears overall to be one of employment or contracting. The types of indicators we look at include but are not limited to:

- **The level of control over how work is performed:** The individual is more likely to be an employee if they have little control

over how their work is performed, ie, an employee performs their work under direction and control of their employer on an ongoing basis. Employees need to be compliant with company standards, policies and procedures of how work is performed, whereas businesses have little control over how a contractor performs their work.

- **Level of independence:** Employees have a low level of independence from the business, whereas a contractor is highly independent from the business.
- **Ability to delegate work:** Employees have a low level of delegation, whereas a contractor has a high level of delegation in that they can engage a subcontractor to complete the task.
- **Whether tools and/or equipment are supplied by the business or by the individual:** Contractors will provide their own tools and equipment because they are usually performing more specialised work, whereas the employee does not supply these things and is usually compensated through an allowance (eg, car or phone).
- **How they are paid/remunerated:** Employees are paid regularly (weekly, fortnightly, monthly) into their preferred account, whereas contractors have an ABN and submit an invoice at the end of the project or job.
- **Expectation of work:** Employees usually have an ongoing expectation of work, whereas contractors are engaged for a specific task/project.
- **Hours of work:** Contractors have flexibility in the hours they work to ensure they get the job complete, whereas employees work standard set hours (excluding casuals, who have varied hours).
- **Risk:** Contractors bear all the risk of making a profit or loss on the task or project. They also bear the risk if they do a poor job or injure themselves in doing the job. It is therefore a requirement that they possess their own insurance. Employees in contract bear no financial risk, as this sits with their employer.
- **Superannuation:** Contractors are responsible for paying their own superannuation, whereas employees are entitled to super contributions from their employer.
- **Tax:** Contractors are responsible for paying their own tax and GST to the ATO, whereas employees have their tax deducted from their pay by their employer.
- **Leave:** Contractors do not receive leave entitlements, whereas employees are entitled to paid leave (eg, annual leave, parental leave, personal/carer's leave) or receive a loading in lieu of leave entitlements in the case of casual employment.

Classification can be grey as every business is different. However, if it can be determined that the individual is more likely an employee than a contractor (or vice versa) in total, then there are substantial risks associated with getting the classification wrong.

## What are the risks of getting it wrong?

### *Legal and financial*

Misclassification can lead to a contravention of the Fair Work Act (2009), including the National Employment Standards, minimum wage orders and terms of a modern award or enterprise agreement, among other employer obligations (eg, providing employee records and pay slips). Because of a contravention, employers may be exposed to back payments and superannuation payments with consequent tax implications.

Factors to consider	Contractor	Employee
<b>Degree of control over how work is performed</b>	Has a high level of control over how the work is done.	Low — performs work under the direction and control of their employer, on an ongoing basis.
<b>Independence</b>	High	Low
<b>Ability to delegate</b>	High	Low
<b>Tools/equipment</b>	Uses their own tools and equipment (alternative arrangements may be made with a contract for services).	Tools and equipment are provided by the employer, or a tool allowance is provided.
<b>Payment/remuneration</b>	Has obtained an ABN and submits an invoice for work completed or is paid at end of contract or project.	Time-based; paid regularly.
<b>Expectation of work</b>	Usually engaged for a specific task.	Usually has an ongoing expectation of work (some employees may be engaged for a specific task or specific period).
<b>Hours of work</b>	Under agreement, decides what hours to work to complete the specific task.	Generally works standard or set hours. (a casual employee's hours may vary from week to week).
<b>Risk</b>	Bears the risk for making profit or loss on each task. Usually bears responsibility/liability for poor work or injury sustained while performing a task. Contractors generally have their own insurance policy.	Bears no financial risk (this is the responsibility of the employer).
<b>Superannuation</b>	Generally pays their own superannuation (in some circumstances, contractors may be entitled to be paid superannuation contributions).	Entitled to have superannuation contributions paid into a nominated superannuation fund by employer.
<b>Tax</b>	Pays their own tax and GST to the ATO.	Has income tax deducted by employer.
<b>Leave</b>	Does not receive paid leave.	Entitled to receive paid leave (eg, annual leave, personal/carer's leave/long service leave). Casual employees receive a loading in lieu of leave entitlements.

### Denial of entitlements

Employees who are misclassified as contractors can be denied important employee entitlements. This includes access to leave, minimum rates of pay and superannuation, protection from unfair dismissal laws and the benefits of ongoing job security. This can potentially contribute to relationship breakdowns within the business and losing top talent.

### Increased risk for certain jobs — unskilled labour

The risk of workers being considered employees increases when those workers perform tasks that involve the application of relatively unskilled labour over a period of time. Contractors engaged in service roles where individuals are performing regular maintenance are at risk of having the relationship blur into one of an employee. For example, a cleaner performing simple work for a single principle contractor, who wears their uniform, operates their equipment and accepts little or no commercial risk, cannot be defined as anything other than an employee.

### Sham contracting

Sham contracting is when an employer attempts to disguise an employment relationship as an independent contractor agreement. This is usually in an effort to avoid the responsibility of employee benefits or because both parties agree that they want the relationship to be a certain way.

Under the Fair Work Act (2009), an employer cannot misrepresent an employment arrangement as an independent contracting agreement; dismiss or threaten to dismiss an employee for the purpose of engaging them as an independent contractor; or make a knowingly false statement to persuade or influence an employee to become an independent contractor.

It is very important to correctly classify workers as either

an employee or contractor. If it is determined that your staff member is a contractor but they are operating for all intents and purposes like an employee, you could be liable under the Fair Work Act (2009).

### Penalties and fines

Fair Work inspectors can seek the imposition of penalties for contraventions of sham contracting arrangements and reform opt-in provisions. The courts may impose a maximum penalty of \$33,000 per contravention for a body corporate or \$6600 for an individual.

This means that in certain circumstances, a franchisor may be held accountable for an individual franchisee who engages in sham contracting arrangements or other workplace breaches.

### How to reduce your risk

Franchisees or any business that engage contractors, particularly for lengthy periods of time, should periodically review the nature of the relationship, utilising the indicators previously discussed to assess whether the arrangements have become more like that of an employee.



*\*Joining the HR Central team in 2017, Sophie brings more than six years' experience providing guidance and leadership to senior managers in start-up, growth and established organisations. HR Central provides advice and solutions to the small to medium business community. Using HR software combined with HR specialist advice, HR Central can help you be compliant in your HR obligations, mitigating risk to pocket, reputation and brand.*



# PROJECT COMPLETE

## HOW A PHONE APP IS CHANGING POOL CARE

Recently, work has changed for the better for Jim's Pool Care franchisees. A revolutionary new smartphone app that handles time-consuming routine tasks means franchisees are saving hours in their working day, freeing them up to see more customers, secure more revenue and deliver superior customer service.

In July 2017, Jim's Pool Care broke new ground by rolling out the Pooltrackr app to an initial 30 franchisees across Australia. Within four weeks, Brett Blair, general manager and owner of Jim's Pool Care Australia, said he could see this smart technology could achieve the digital business transformation he'd been looking for.



*Jim's Pool Care Australia General Manager and owner Brett Blair with Pooltrackr's Ben Richards.*

The technology will now be available to all Jim's Pool Care franchisees as a central part of the company's business-in-a-box model.

Back in 2016, Blair had been looking to develop or source an app to set the gold standard in pool care, with superior services and business functions that were easy for franchisees to use, ultimately enabling them to offer great customer service experiences.

He started collaborating with the Pooltrackr development team to help refine their pool care app and assist with the beta testing by engaging Jim's Pool Care technicians on the ground.

"We needed to streamline and automate all those time-consuming, routine tasks like scheduling, calculating chemical balances, managing cash flow and financials, and tracking pools and customers in a simple app that lets franchisees be the best in the business," Blair said.

"What we've created is brilliant. It's highly attuned to the everyday needs of franchisees and our Australian environment — it's robust and cloud-connected with backup so our technicians can work on the go with no compromise. The team at Pooltrackr have done a great job."

Blair said he believes the future of pool care in Australia will be delivered around more educated and qualified pool technicians who have engaged technology to deliver a premium and consistent service.

Pooltrackr Limited  
www.pooltrackr.com

## Mobile Pool Water Testing has changed forever!

**NEW** WaterLink **SpinTouch™**

- Complete pool or spa water testing in a standalone photometer—integrated touch screen means no need for mobile device or computer
- New generation Bluetooth for improved connectivity and interface
- Built-in lithium ion battery for full portability
- Accurate results which you can transfer to a database or print using a Bluetooth printer
- Five reagent discs with up to 11 test parameters, with results in 30 - 60 seconds, depending on disc

**Contact us now for more information.**

Vendart Pty Ltd  
p 02 9624 8842 • f 02 9624 5115  
www.waterlinkspin.com.au



# PROJECT COMPLETE

## THE SEVENTH WONDER OF THE ENGLISH SEASIDE



A lido, which is the Italian word for 'beach', is an outdoor public pool (and surrounding facilities) once popular throughout the UK. During the 1930s, when outdoor swimming became fashionable, more than 150 lidos were built across the country by local councils to be used as recreational facilities.

The country's most famous example is Saltdean Lido, which is located at Saltdean Park Road, Saltdean, in the city of Brighton and Hove. First opened in 1938, the seaside lido was designed to face south-east towards the English Channel, with a seawater pool and central fountain on the curved north-east side and a central diving stage on the south-west side.

Originally listed Grade II by English Heritage for its architectural and historical importance, its status was upgraded to Grade II\* in 2011. Such buildings are defined as being "particularly important, of more than special interest".

When the leaseholder of the site — one of only three remaining seaside lidos left in the UK — announced plans to demolish the Art Deco building to construct an apartment block on the site, community outrage was loud and swift. After the development application was refused, the lease was handed back to Brighton and Hove City Council. Shortly after, in 2012, Saltdean Lido was closed to the public.

After falling into a dilapidated state, a major restoration project bolstered by £3m of community funding was announced, which would see the main building restored to its former Art Deco glory. Phase one of the five-year plan centred on the two aquatic areas: the main pool measuring 40 m in length, with a total volume of 800 m<sup>3</sup>, featuring a central waterfall feature; and a children's splash pool measuring 17 m in length, with an overall volume of 16 m<sup>3</sup>, featuring a slide and interactive water features and play areas.

Led by Aqua Platinum Projects and its preferred distributor, Paramount Pool Products, the professionals were faced with a pool that was beyond repair, with the original, fabricated metal filters totally corroded. In essence, both pools had to be totally rebuilt.

In order to meet the latest specifications relating to commercial pool filtration, Paramount turned to the brand it knew would provide a solution that was capable of processing the lido's high volume of water and bather load and wouldn't corrode in the seaside setting: Waterco.

"When we were asked to be involved in this fantastic project, we were more than delighted," said Waterco Europe CEO Tony Fisher. "Knowing how important Saltdean Lido was to the local community and the broader region meant a lot, and we were excited to be part of its transformation."

Taking just a few weeks to install the entire system, Waterco's filtration solution for the project included five SMD1800 Micron commercial sand filters and four 7 HP BH5000 cast iron pumps for the main pool, and one SMD1800 Micron commercial sand filter and two Hydrostar 6 HP pumps for the children's splash pool. Two 3 HP Hydrostar pumps were also installed for the splash pool's water features.

Providing further filtration support is Waterco's Ecopure glass media, which is manufactured from recycled glass and considered a more environmentally friendly alternative to traditional sand media.

"Ecopure removes more materials and pollutants than sand, saving on backwashing and resultant water, heating and chemical treatment costs," Fisher explained. "It is less susceptible to biofouling, which is critical to outdoor public pools as big as this one, while the heat-treated surfaces are smooth, requiring less remedial action and less chemical treatment to kill pollutants."

When Saltdean Lido was reopened to the public in June 2017, hundreds turned out to celebrate — many of whom had spent the past few years campaigning and fundraising to restore the pool.

The refurbished outdoor site now boasts a heated swimming pool, a children's paddling pool, a shallow splash area and beautifully landscaped gardens.

"Saltdean Lido has gone from a public eyesore to a place that can be enjoyed by everyone," said Fisher. "It is a space where the community can gather once again, and families can come together and enjoy the benefits of a pool."

With campaigns to restore lidos in Bath, Peckham and Reading, Saltdean Lido represents a historic turning point in the growing interest to restore Britain's beloved open-air swimming pools.

**Waterco Limited**  
[www.waterco.com.au](http://www.waterco.com.au)



# STOP BURNING ENERGY SAVINGS



**Variable speed pumps are great technology, but outdated plumbing techniques are burning potential energy savings.**

Pools need to be plumbed differently to get the most out of variable speed pumps. We know, because we're the energy efficiency experts and we're the only company that offers genuinely energy efficient pool circulation and self-cleaning systems.

**We have the solutions to help you and your clients get the most out of variable speed pumps. Contact our expert team to find out how.**

---

For more information visit [www.cookeindustries.com.au](http://www.cookeindustries.com.au)  
or call Cooke Industries on **1300 652 076**

**COOKE**  
INDUSTRIES



## DEPOLOX® POOL COMPACT

### POOL MANAGEMENT SYSTEM

The Wallace & Tiernan DEPOLOX® Pool Compact controller has been designed for measurement and control functions in pool water treatment applications.

#### Key Features

- Innovative, future proof design, flexible in operation and expansion
- 4,3" colour touch screen ensures truly intuitive operation
- Trend diagrams available for all measured parameters
- Remote access via Smartphone or PC when connected to the internet
- LED lit flowcell indication that serves as a sensor status check / visual alarm
- Integrated Safety Functions
- Measure/Control free chlorine, temperature, ORP and pH values

**1300 661 809**  
**sales.au@evoqua.com**  
**www.evoqua.com**

DEPOLOX and Wallace & Tiernan are trademarks of Evoqua, its subsidiaries and affiliates, in some countries. © 2017 Evoqua Water Technologies Pty Ltd

## PRODUCT PAVILION

### POOL COVER STORAGE BENCH

Daisy Pool Covers has launched an addition to its roller range — the Daisy UBR (Under Bench Roller). It is not just a roller, but also a useful poolside addition to complement pool settings.

Available in three colours, the product hides the roller and has multiple uses (a seat and a roller). It has a full aluminium frame and seating with stainless steel hardware.

The seating planks are available in a choice of anodised aluminium or wood-look powder-coated aluminium in Light Oak or Western Red Cedar colours. It is supplied with a pool cover attachment kit.

Two sizes are available. The small size is designed to fit pools up to 2.8 m wide, while the large size is designed for pools up to 6 m wide.

#### Daisy Pool Covers

[www.daisypoolcovers.com.au](http://www.daisypoolcovers.com.au)



### WI-FI ENABLED HEAT PUMP

Supreme Heating's Wi-Fi enabled Heatseeker Solaire Titanium Heat Pump enables users to easily control the heat pump remotely. An iOS or Android mobile app enables users to monitor, control and manage heat pump operation from a mobile device.

The pump is manufactured using Japanese and European components. According to the company, the efficient titanium heat exchanger will not rust or corrode.

The pump includes accurate and durable commercial-grade digital controllers, heat and cool mode, specific water flow switches, a high-capacity compressor capacitor and quiet operation.

#### Supreme Heating

[www.supremeheating.com.au](http://www.supremeheating.com.au)







### DIFFUSER LENS

Unlike traditional LED lenses that restrict light output to unflattering 'hot spots', Waterco's BriteLUX Diffuser Lens radiates light throughout the entire circumference of the lens. It reportedly improves the light's luminosity by 50% in comparison to the company's standard LED light lens.

Available in installation kits and replacement light kits that can be used to upgrade older halogen or LED pool lights, the lens is engineered to boost colour saturation and increase light transmission.

It includes light-diffusing particles for even illumination and delivers good optical properties. More light means fewer LED fittings for swimming pool installations.

The lens reduces power usage and improves environmental efficiencies. Robustly constructed for a long life, the lens is available in white and multicoloured configurations.

The company has also incorporated the lens into its entire range of Britestream MKV LED lights.

**Waterco Limited**

[www.waterco.com.au](http://www.waterco.com.au)



## Lovibond® Water Testing

Tintometer® Group



## Pool Water Analysis made easy

*Lovibond® – The Original*

### High Precision Optics

with top-quality  
interference filters!



### MD 100 & MD 200

- Highest Accuracy
- Meets Health Dept. testing requirements for public pools
- One Time Zero (OTZ)
- Backlit Display
- Infra-red Interface
- User Calibration Capability
- Storage for 16 data sets
- Waterproof
- Real-Time-Clock and Date
- Requires no maintenance
- Delivered in carrying case with accessories and reagents - ready to use



[water-lilly@bigpond.com](mailto:water-lilly@bigpond.com)  
[waterlillyaustralia.com](http://waterlillyaustralia.com)  
Tel.: +61 (2) 9798 9975

**Waterlilly Australia Pty Ltd**

Lovibond® Product Specialists



# HYDROSTAR PLUS PUMPS



Hydrostar Plus pumps are high performance thermoplastic pumps purpose built for aquatic facilities, water parks and large commercial swimming pools.

In comparison to traditional steel or cast iron commercial pumps, Hydrostar Plus's glass reinforced thermoplastic body possesses superior mechanical and chemical resistance.

Its lid lock ring is equipped with ergonomic handles, allowing simple removal and replacement of the lid without the use of additional tools.

Available in 7.5hp and 10.0hp

**WATERCO**  
water, the liquid of life  
[www.waterco.com.au](http://www.waterco.com.au)

## Ethical dilemmas

*Spiros Dassakis, Chief Operating Officer, SPASA Australia*

What happens when you encounter a competitor's shoddy work or product that threatens the reputation of our industry? While your first instinct might be to criticise them, a negative reaction makes you look bad too — no-one wins. Ethical dilemmas occur frequently in our business lives. As an industry, it is critical to responsibly navigate these complex dilemmas to avoid poisoning the professional and hardworking image we are all trying to project.

Whilst ethical dilemmas are not always black and white, it is important to ask three key questions:

- Is what I am doing legal?
- Is my approach balanced?
- Am I doing the right thing?

Grey ethical areas can be tricky, so take time to reflect on these questions before deciding the best way forward.

As a professional, it is important to act with integrity and personal responsibility. For a member of any association, this involves abiding by your Code of Ethics and understanding how your conduct may impact your business and the broader industry.

Competition can be a great motivator, delivering benefits for consumers and encouraging businesses to adapt and find efficiencies. Sometimes we make mistakes when we hire the wrong people, rush or cut corners. Therefore, the job we do has repercussions affecting the product, service, customer and our reputation.

But it's always worse when someone else does it... right? We can never know the full circumstances of a job we walk into. The solution may have been price-driven, the customer may have specified an outcome or perhaps the job was just poorly done.

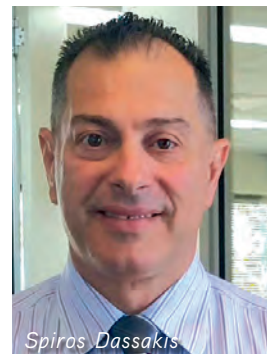
So how should we behave when we are presented with a competitor's job that is riddled with issues? Choosing not to make negative comments about your competitor to the customer is a good start.

As a rule, we should always refrain from discrediting our competitors in the public domain. Publicly criticising our competitors is not only unethical, but also contributes to a negative culture in the broader industry. This affects everyone in your industry, including you, and is a great way to make enemies.

When you work ethically, there is every reason that you will outperform your competition.

Why? Simply because customers will see your business as a trusted and credible choice, not only for what your business does, but how it delivers.

Without having an ethical approach to our competitors and business, we are left with no moral compass. Always remember: good ethics is good business.





## CEMENT-BASED GROUT

LATICRETE has updated the packaging of its PERMACOLOR Grout to bring it into line with the company's global design. The high-performance cement-based grout provides consistent colour while resisting efflorescence and blotchiness.

The grout contains an antimicrobial to protect against stain-causing mould and mildew. It is easy to install, only needing to be mixed with water, and is fast setting.

Available in 40 colours, the grout is suitable for swimming pools, floors and walls in both interior and exterior installations.

**LATICRETE Pty Ltd**

[www.laticrete.com.au](http://www.laticrete.com.au)



## POOL CONTROLLER

Zodiac's iAquaLink gives pool owners access to pool settings using any smart-phone, tablet or web-connected device. The pool controller gives access to pool products at the touch of a button, enabling pool owners to adjust the settings to suit their individual needs.

Users can have full control over their pool using the iAquaLink app on their smartphone. At the touch of a button, users can select the function they want to activate in real time, including setting schedules, turning power on or off, controlling output levels and remotely controlling any Zodiac product that can be wired into the system.

The pool controller is simple to install and use.

**Zodiac Group Pty Ltd**

[www.zodiac.com.au](http://www.zodiac.com.au)

# AQUAQUIP

## LED POOL LIGHTING SOLUTIONS

CONCRETE + FIBREGLASS + VINYL  
FLUSH MOUNTED + SURFACE MOUNTED  
NEW POOLS + RETRO-FIT

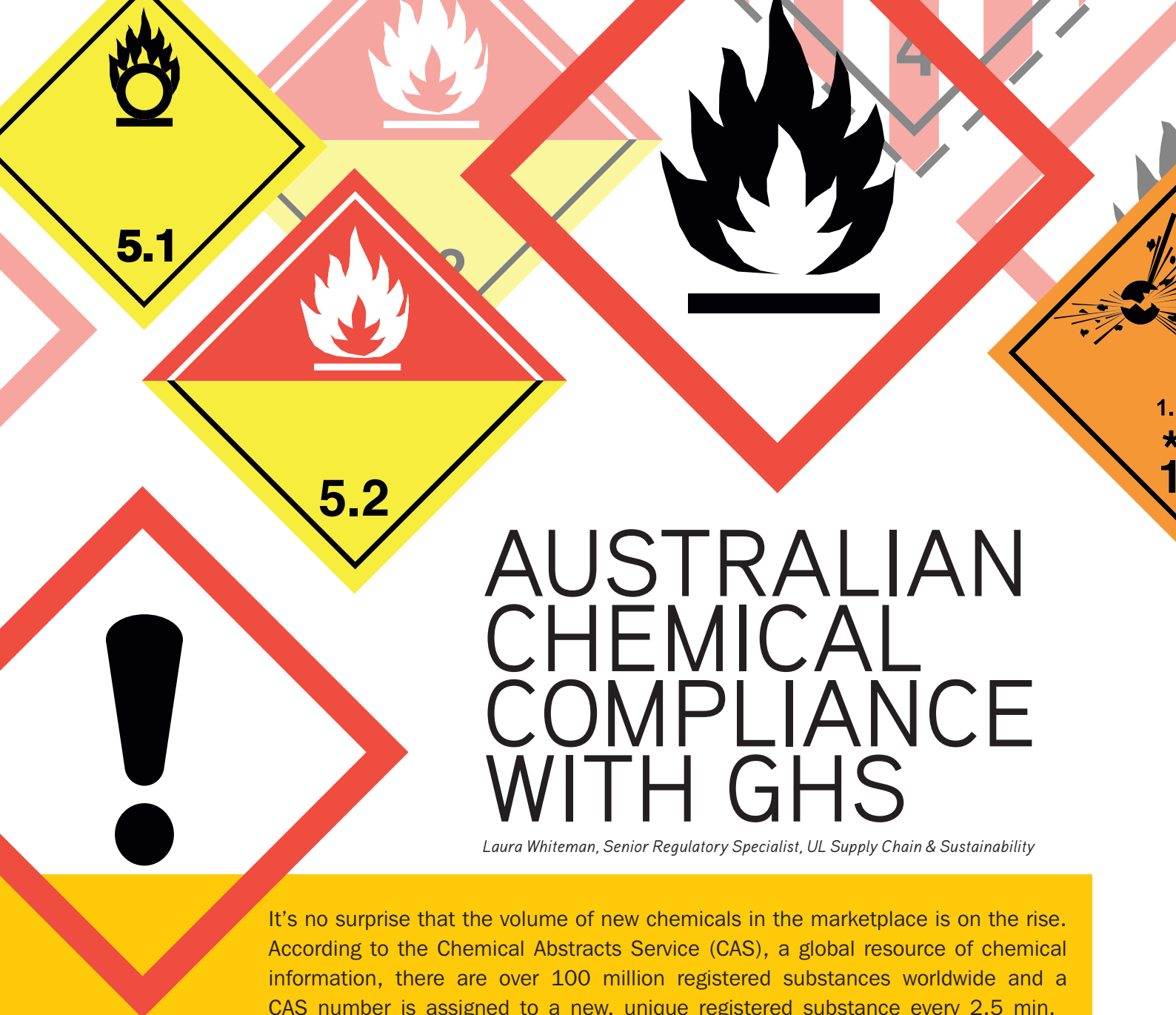


**Colour Selection  
Palette**

[www.aquaquip.com.au](http://www.aquaquip.com.au)

**Wide range of Retro-Fit LED lights available for popular brands of Surface Mounted and Recessed Pool Lights.**

NEW SOUTH WALES AQUA-QUIP +61 2 9643 8338 • QUEENSLAND RAINBOW POOL PRODUCTS +61 7 3849 5385 • WESTERN AUSTRALIA CHADSON ENGINEERING +61 8 9344 3611 • VICTORIA RELTECH AUSTRALIA +61 3 9459 3838 • ZODIAC NATIONALLY 1300 763 021



# AUSTRALIAN CHEMICAL COMPLIANCE WITH GHS

*Laura Whiteman, Senior Regulatory Specialist, UL Supply Chain & Sustainability*

It's no surprise that the volume of new chemicals in the marketplace is on the rise. According to the Chemical Abstracts Service (CAS), a global resource of chemical information, there are over 100 million registered substances worldwide and a CAS number is assigned to a new, unique registered substance every 2.5 min.

**T**his astonishing growth of chemicals in the marketplace has increased the need for regulations, especially those around human health, safety and the environment. Companies must identify components in their products, and correctly classify them, to create an overall classification for their product. These classifications are required by governmental organisations for product registrations, as well as on labels and safety data sheets (SDS). Every product which is hazardous is required to have this classification process done, ranging from paints to fragrances and everything in between.

In Australia this includes the Australian Pesticides and Veterinary Medicines Authority (APVMA), as well the National Industrial Chemicals Notification and Assessment Scheme (NICNAS). They register and identify chemicals and their associated hazardous and dangerous properties.

## Australian adoption of GHS

1 January 2017 was an important date for Australia with the adoption of the United Nations' Globally Harmonized System of

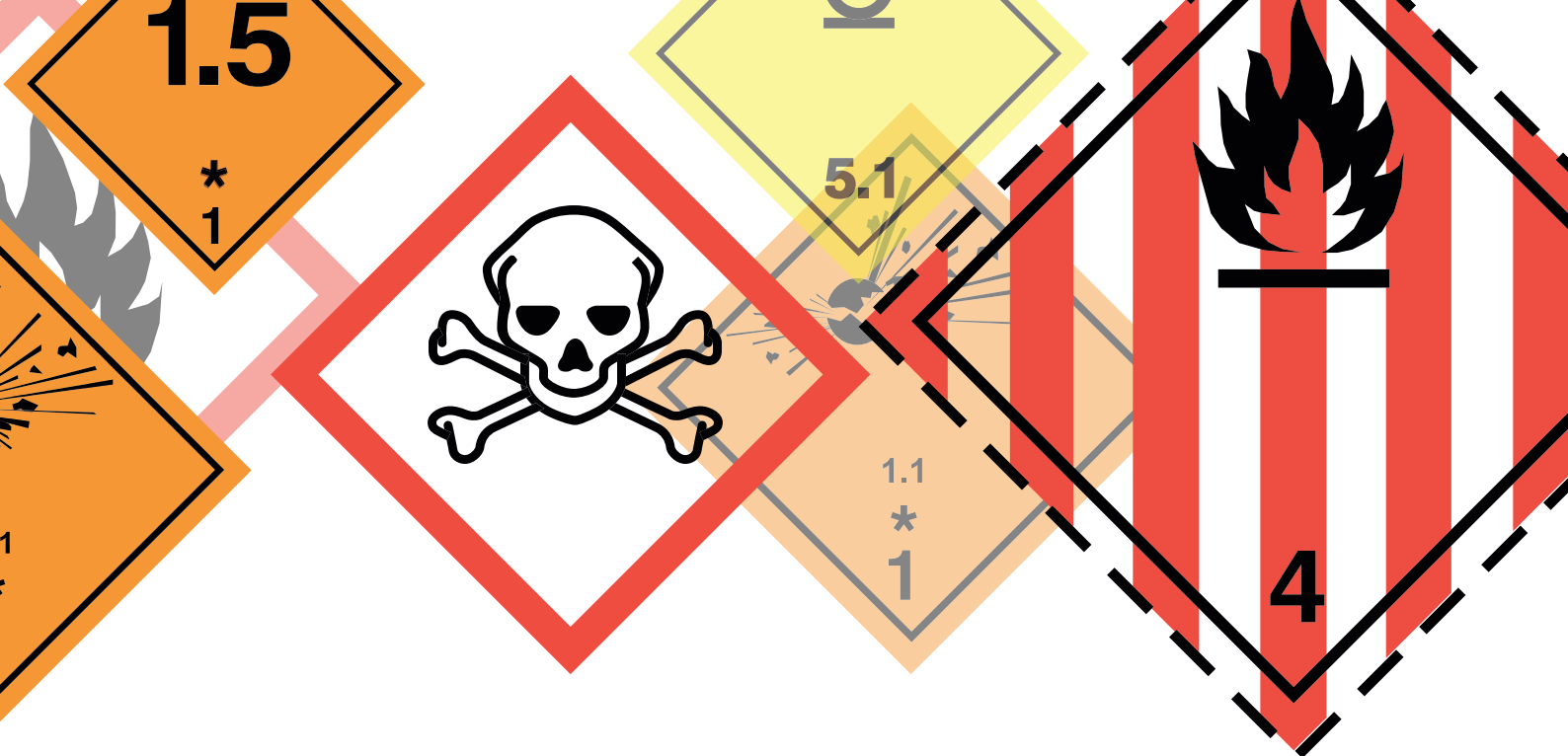
Classification and Labelling, also known as the GHS.

The GHS uses a combination of pictograms, signal words and hazard and precautionary statements to communicate consistent information. As a result, workers will have greater information available to them on the safe handling and use of hazardous chemicals, reducing injuries and illnesses related to exposure from hazardous chemicals.

SafeWork Australia implemented the GHS under the national Model Work Health and Safety (WHS) Regulations. This brings Australia into line with many other countries that have also adopted the GHS, including many of Australia's major trading partners. With the exception of parameters around aquatic toxicity and ozone depletion, Australia has adopted the third edition of the GHS.

Most states and territories have mandated the use of GHS-compliant classification, labelling and SDS. Those that haven't do accept the new standard and still require chemical hazards to be communicated. This essentially means that all hazardous chemicals must now have a GHS-compliant SDS and be classified according to the GHS guidelines.





### Who does the GHS affect?

The GHS affects manufacturers, importers, suppliers and end users. Whilst the GHS may not be mandated for consumer chemicals, it is mandated for industrial chemicals. This includes large pack sizes of chemicals which are used in a workplace, such as on a pool service van. These products, unless under the dual-use exemption, need to have GHS label information. There are partial exemptions in place for chemicals registered with the APVMA; however, they still require the GHS elements not covered by Ag Vet approved labelling to be added to a label in a separate box.

### Should you worry?

UL, a global safety science company, has spoken to many of the state regulators on GHS and its adoption. Most of them are taking a guidance approach, preferring to issue non-compliance notices giving companies a chance to comply. However, this won't last forever, and failing to meet these regulations can result in hefty fines ranging from \$5000 to \$75,000 per offence. This includes not supplying and updating a SDS to GHS format, SDS not being accessible and doctoring a SDS. Selection and use of label elements not in accordance with the GHS is also a punishable offence.

If you're importing products, it's important to realise that even if they are labelled to the GHS in another country, and have a GHS SDS, this may not contain all the required information for Australia. There are sections such as a valid Australian address and emergency contact information, as well as classification to the Australian WHS, which must still be addressed. Cut-off concentrations for classifications can vary by country, as well as the building blocks adopted. Best practice is to reissue the label and SDS for Australia.

### What can be done?

Today there are hundreds more regulations than there were just five years ago, and thousands more than in the early 2000s. Constant change is a hallmark of regulatory protocols and it can be challenging to both understand and comply with new requirements.

Company-wide chemical compliance solutions come in all shapes and sizes. Here are a few tips that could be useful towards achieving GHS compliance:

#### 1. *Work with a trusted regulatory specialist*

If you are a producer of chemical-containing products and lack regulatory know-how, working with a seasoned professional will help you define both your business needs and regulatory considerations for proper classifications.

#### 2. *Chemical compliance software*

If you have regulatory knowledge, implementing a software solution could be beneficial for both supplying products locally and transporting products outside of Australia. A good software system can guide you through classification distinctions from different regions, as well as being very helpful when producing your documentation in different languages.

#### 3. *Self-service GHS automation*

I have recently had the privilege of working on a new and innovative GHS self-service online tool (found at ULGHS.com) that allows companies to create their own compliant SDS. The site asks four primary questions that intelligently determine a subsequent logic tree of additional questions. Your answers are then run through a series of proprietary automation rule streams that derive the appropriate classifications for you. A UL template-approved SDS is created and delivered for use. Self-service automation is a viable, cost-effective solution for companies that produce a small number of products and with limited or no regulatory staff.

The GHS is a good thing for Australia. It will likely improve chemical compliance, but it's everyone's responsibility. If you're an end user, familiarise yourself with the GHS and what the symbols on the label mean. From pool chemicals in a specialised store to the hairspray you buy from the supermarket, you're likely to start seeing these symbols. If you're a business owner or operator and a chemical comes in, if the SDS isn't GHS classified, don't accept it. If you're a manufacturer, make sure you're providing the correct classification for your label and SDS, to help protect the safety of all workers in Australia.

UL Australia  
www.ULSCS.com

## COMMERCIAL-GRADE HEAT PUMP

Available from Waterco, the Electroheat PRO 100 kW heat pump commercial-grade pool heater is designed to deliver efficient large-pool heating in an easy-to-operate and -install package. Each unit can heat up to 250,000 L and can be manifolded for larger pools.

Each heater requires a flow rate of 500–680 L/min and has a CoP (coefficient of performance) of 5.7. Operating with R410A refrigerant, the heater's dual hermetic scroll compressors run at increased efficiency with less noise and vibration than comparable heaters, according to the company.

The heater includes electronically controlled temperature management, continuous digital temperature display, fault diagnostic system and in-built protection devices like auto defrost control, flow switch, refrigerant pressure monitoring and compressor protection timer. Additionally, the heater's powder-coated steel cabinet is designed for easy access to major components for scheduled maintenance.

Built with six titanium heat exchangers and twin evaporators, the heater has an 80 mm PVC water connection, built-in flow and pressure switches and an ambient operating range of 6 to 40°C.

**Waterco Limited**

[www.waterco.com.au](http://www.waterco.com.au)



## Join a National Award Winning Team

*Full training and ongoing support for peace of mind!*

Do you want to work close to home?

Do you want flexibility and a flat monthly franchisee fee?

Do you want to get paid for your time and lucrative retail items?

*You may already have some of the skills we are looking for.*

*Call now for our Information Pack  
and a confidential chat...*

# 131 546

[jimspoolcare.com.au](http://jimspoolcare.com.au)



**NOW  
90+  
FRANCHISEES  
across Australia**

**Get on board for this season. Training Aug/Sep/Oct 2017**



# SPASA AUSTRALIA

— ADVOCATING FOR THE INDUSTRY

Advocating for the pool and spa industry is one of SPASA Australia's five key pillars. SPASA has been hard at work campaigning to ensure the best possible outcomes for its members with regards to changes in Australian standards and qualifications.

**O**ur goals when representing members with regulators and external stakeholders include:

- Protection: Safety and good governance for the industry and consumers.
- Improvement: Drive professionalism.
- Reduction: Less red tape and burden on business; greater efficiencies.
- Vision: A better future for industry and community.

Here is an update on SPASA's advocacy over the last six months.

## Guide to Standards

SPASA has been working with SAI Global to develop a comprehensive Guide to Standards — Pools and Spas. This free resource will be the go-to document for everyone in the industry, providing an overview of the standards, certification schemes, regulatory requirements and other industry-specific information relevant to anyone working within the pool and spa industry.

Due to be released in Spring 2017, the guide covers every Australian Standard relevant to the industry, and includes hyperlinks to the applicable standards, including an overview of each standard, making it easy for pool and spa professionals to determine whether a standard is relevant to them before purchasing.

## AS1926.1 Safety Barriers for Swimming Pools

SPASA has raised concerns that the Standards Australia Committee is rushing to have a standard prepared in time for inclusion in the National Construction Code (NCC) 2019, rather than being focused on quality of content.

With that in mind, the committee has determined it is unlikely they will to meet the 2018 deadline for it to be reviewed by the Australian Building Codes Board. If the revised standard does not meet the required timelines for the NCC publication then industry will continue to rely on the current version of the standard until 1 May 2022.

The advantage of delaying the standard will be that Standards Australia Committee members will have time to review and properly consider proposed changes; these can be fully discussed at meetings.

The new timeline for the standard is yet to be confirmed; how-

ever, there will be ample opportunity for SPASA, stakeholders and members to provide input via public consultations and a Preliminary Impact Assessment (PIA).

## AS1838 and AS1839 Swimming Pools — Premoulded fibre-reinforced plastics

Standards Australia has confirmed that the aged review process affecting this standard has been put on hold so that its withdrawal will not go ahead, on the understanding that the industry moves to develop a Project Proposal to review the standards.

SPASA Australia has established a Technical Committee to review certain aspects of these standards. The Technical Committee unanimously agreed that the standards should not be withdrawn, as they continue to be relied on by industry and other professionals.

The Technical Committee is working to draft a Project Proposal that will be lodged with Standards Australia.

## AS4687-2007 Temporary fencing and hoardings

The Australasian Wire Industry Association has submitted a Project Proposal to Standards Australia to revise AS4687. The project was approved by Standards Australia and Lindsay McGrath and Spiros Dassakis have attended two meetings to date with a further planned in late September.

The Project Proposal that was approved referenced and included certain aspects of AS1926.1 in AS4687.

SPASA Australia has strongly objected to AS1926.1 inclusions within AS4687 and provided reasons for why such inclusions would negatively affect the swimming pool and spa industry as well as the industries of nominees who sat on that committee.

SPASA is making very good progress in persuading the Working Group to reconsider its current position and adopt a new catch-all clause that deals specifically with temporary fences for swimming pools.

## Artibus (Swimming Pool & Spa Service qualifications)

The Australian Industry and Skills Committee (AISC) is reviewing all Industry Reference Committees (IRCs). Spiros Dassakis is the representative on the Property Services and Construction committees for SPASA Australia.

A case for change has been made by Artibus to review the Cert IV in Swimming Pool & Spa Service. Artibus is a Skills Service Organisation (SSO) and the support conduit for Industry Reference Committees (IRCs). Artibus seeks to attain approval from the Property Services IRC and AISC for a full review of the current Certificate IV in Swimming Pool & Spa Service qualifications.

## More information

For more information on these initiatives, contact SPASA Australia's Chief Operating Officer, Spiros Dassakis: [spiros@spasa.com.au](mailto:spiros@spasa.com.au).

**WINTER  
SPECIAL**

**10% OFF  
ORDERS PLACED  
BY 30 SEPT**

## LEARN TO SWIM PLATFORM

Australian Made—Built to Last



- Aluminium OR Stainless steel
- Clear polycarbonate top
- Lightweight & easy to move
- Non slip rubber feet
- Drainage holes

*Proud  
supporter of  
Aquatic & Recreation  
Institute*

Visit our website to view our extensive range  
of Aquatic industry products

[www.scully.net.au](http://www.scully.net.au)

02 9531 4166

[info@scully.net.au](mailto:info@scully.net.au)

**SCULLY**<sup>TM</sup>  
outdoor designs

## PRODUCT PAVILION



### SINGLE-SPEED PUMP RANGE

International Quadratics has added a range of single-speed pumps to its portfolio of equipment. The Theraflo S-Series pumps have good flow rates, plenty of basket space for debris and easy-to-use clamp-down lids. The series is available in 0.75, 1, 1.25, 1.5 and 2 hp models.

The pumps are designed to complement the Theralux Advanced Mineral Pool System range, which includes the Therachlor Chlorinator, Theraflo TVS Pump, Theraclear Sand and Cartridge Filters and Theratherm Heat Pump.

The pumps are available from IQ and its distributors.

**International Quadratics**

[www.interquad.com.au](http://www.interquad.com.au)



### INVERTER HEAT PUMP

Available through Supreme Heating, the Heatseeker Nova+ Inverter Heat Pump offers the ability to dynamically vary the working frequency of the inverter compressor. This, coupled with the synchronisation of the fan and compressor speeds, optimises airflow to and from the heat pump.

The technology provides up to 50% greater efficiency compared to an on/off type heat pump, providing a COP of up to 13.6, according to the company. The pump offers stable operation to -10°C.

**Supreme Heating**

[www.supremeheating.com.au](http://www.supremeheating.com.au)



# PROJECT COMPLETE

## SUBMERSIBLE POOL SEPARATION SYSTEM MAXIMISES FLEXIBILITY

After the University of Queensland (UQ) Aquatic Centre was extensively damaged in the 2011 Brisbane floods, the university seized the opportunity to upgrade its existing 50 m pool. The upgrade included installing an S.R.Smith SwimWall System — a submersible pool separation system — to provide more options for programming.

Prior to installing the SwimWall, the aquatic centre used temporary turnboards that attached to lane ropes, but UQ Aquatic Manager Jae Marr says these turnboards didn't offer anywhere near the flexibility of an S.R.Smith SwimWall System.

"The old ones that we had took two staff in the water tying them on lane ropes, and it'd take 15 minutes to tie up three of the turnboards, whereas now it's a very simple process which provides us with a huge amount of flexibility," said Marr.

In addition, the nature of the installation and size of the pool's original turnboards meant their surfaces did not provide as much resistance as an actual pool wall when used for tumble turns.

In contrast, using the S.R.Smith SwimWall System performs like pushing off a solid wall due to the volume of water trapped within it, according to Ole Hoskinson, a project engineer with S.R.Smith. This means the university can properly train to isolate tumble turns, broken distances and short course.

It now takes one staff member just 30 seconds to raise or lower the SwimWall, and they don't even need to get wet — this all happens with the flip of a switch from the side of the pool.

Marr was so impressed with the increased flexibility the system created that when the university decided to build a new 25 m pool, another SwimWall was on his must-have list. In fact, he was so confident in the product that he didn't even research other brands or options — he went straight to S.R.Smith.

Opened in June 2017, the new 25 m pool has a SwimWall installed across two lanes, creating four 12.5 m lanes. Marr says that installing



the system in the new pool will give the centre even more flexibility.

"We're anticipating that we'll use it for a number of different things. So it might be a gentle walking program down the shallow end of that 25 m pool and we'll be able to effectively close up two 12.5 m lanes, which will be quite a large area for a walking group, or it might be a small aqua aerobics program, or we might have a small sporting group come in and use the area for water running or recovery. We'll be able to use that wall at any given point throughout the day and it'll give us a lot of flexibility in that programming area," he said.

And with increased flexibility comes the possibility of increased revenue. Rather than having two lanes out of action due to a small learn-to-swim group at one end, the aquatic centre can accommodate multiple different groups effectively across the whole pool.

The SwimWall System can be incorporated into the design of a new pool, with a rebate added into the pool shell to house the SwimWall when not in use, giving a flat floor surface, which is the option chosen for the new 25 m pool. It can also be installed in existing pools with minimal interruption. The pool does not need to be drained, and typically it can be installed within three days.

While the S.R.Smith SwimWall System has been installed in many 50 m pools, Hoskinson said this is the first time in Australia that it has been used in a 25 m pool — and he's confident it won't be the last.

"The coach here is going to have the opportunity to break down swimmers' training, including high-speed turn practice, isolating specifics and gradually growing out from these refined habits by lengthening the course, from 12.5 to 25 to 50 m," Hoskinson said.

"The learn-to-swim programs will benefit the most, with little ones sent to swim 12.5 m rather than 25 m and keeping close to their instructor. I am excited to see all the ways UQ will discover using this wall."

**S.R.Smith**  
[www.srsmith.com/au](http://www.srsmith.com/au)

## MINERAL CHLORINATOR

Waterco's energy-efficient Hydrochlor MK3 Mineral Chlorinator enhances chlorine production while reducing energy consumption. It is an addition to the company's EnviroPro pool care range, which is suitable for pools using salt chlorination and the company's Mineral Crystals.

While the chlorinator works with standard salt pools, it has been engineered to work in synergy with the Mineral Crystals range, which includes fast-dissolving magnesium.

The chlorinator's Switch Mode Power Technology reportedly increases energy efficiency by more than 50%. The chlorinator draws less current, translating to high power conversion and less energy wastage, without compromising chlorine output.

A power pack intelligently recognises the size of the connected chlorinator cell and automatically adjusts its power output to suit. An alarm indicates when salt levels in the pool are too high or too low. If the pool is running beyond the maximum recommended salt level, the chlorinator will limit its output to protect the chlorinator cell.

The chlorinator includes an inbuilt, easy-to-use timer equipped with battery backup, which will maintain settings for up to 150 h. If no water flow is detected in the chlorinator cell, the chlorinator automatically switches off chlorine products and activates the No Flow LED indicator.

The chlorinator's automated self-cleaning technology reverses its polarity to detect and clean calcium build-up off the electrodes, helping to increase the lifespan of the chlorinator.

**Waterco Limited**  
[www.waterco.com.au](http://www.waterco.com.au)



# UNIQUE G SERIES

## AUTOCLEAN SALT WATER CHLORINATOR



### CELL

- designed for maximum chlorine output
- highest quality electrodes ensure extended cell life
- clear ultra-violet stabilised casing
- 40/50mm inlet-outlet ports
- unique plug in Cell design

### MODELS

- G15** suitable for pools up to 45,000 litres
- G25** suitable for pools up to 90,000 litres
- G40** suitable for pools up to 150,000 litres

- auto-clean function
- easily read chlorine monitor
- adjustable chlorine control – zero to maximum
- timer for filter/chlorinator operation
- resettable circuit breaker
- Australian Standard Approved
- approval no NSW26379

## JOY POOL SYSTEMS

Unit 21, 2 Richard Close, North Rocks, NSW 2151  
02 9630 5011 • [sales@aquajoy.com.au](mailto:sales@aquajoy.com.au)  
[www.aquajoy.com.au](http://www.aquajoy.com.au)







## DISINFECTION CONTROLLER

Available from Evoqua Water Technologies, the Wallace & Tiernan DEPOLOX Pool Compact controller is a disinfection controller that can measure free chlorine concentration, redox (ORP), pH and temperature values.

The controller provides outputs to a variety of chemical feed devices to control the disinfection parameter of either free chlorine or ORP, as well as an output to maintain the pH value at the desired set points. It is suitable for use with chemical feed and dosing systems for chlorine, sodium hypochlorite, calcium hypochlorite and brine-based chlorine generation.

The controller has a 4.3" colour capacitive-touch screen that offers intuitive operation with swipe screens. The unit's LED-backlit flow cell with colour change gives fast status indication.

Remote visualisation of all parameters is possible on web-enabled devices, with advanced communication available via RS 485, USB and Ethernet interface and Modbus TCP.

**Evoqua Water Technologies Pty Ltd**

[www.evoqua.com.au](http://www.evoqua.com.au)



## VARIABLE SPEED PUMP

Available from Hayward, the TriStar VS Variable Speed Pump has received a 10-star energy rating. The 1.85 HP pump delivers the performance of a 2 HP TriStar Single Speed Pump with greater efficiency, even running on maximum speed, giving pool owners significant savings on swimming pool running costs.

The upgrade retains all the features of the existing TriStar VS. It is designed to withstand demanding conditions and is very quiet in operation.

Users can easily customise speeds, countdown timers and priming time. The pump displays real-time power consumption in watts for immediate feedback, enabling pool owners to maximise energy savings.

Designed for simple installation, the pump can operate in standalone mode or connect to the Hayward OmniLogic Automation System.

**Hayward Pool Products Australia**

[www.hayward-pool.com.au](http://www.hayward-pool.com.au)



MAAXSPA™

jadan spas

# BECOME A DISTRIBUTOR!

SA - QLD - TAS - WA - ACT - NSW - VIC



**THE trusted name in Australian spas, Maax Australia Pty Ltd invites you to join a growing network of Pool & Spa suppliers who want to offer their customers the very best in Spas & Swim Spas.**



**With 7-day expert advice, unsurpassed marketing, full service support & solid margins, working with Maax has never been better for you & your customers.**

**Call us today & help your customers:**

**RELAX WITH MAAX!**

[www.maaxspa.com.au](http://www.maaxspa.com.au)

**CALL US TODAY 03 9790 0505**

# Electr Heat PRO

commercial pool heat pumps



The new generation  
Electroheat PRO 100 heat pump  
is the latest advancement in  
commercial pool heating.



SMART  
CONTROLS



INBUILT  
SAFETY  
DEVICES



POWERFUL  
HEAT  
TRANSFER



TITANIUM  
HEAT  
EXCHANGER



LARGE  
EVAPORATOR  
AREA



SCROLL  
COMPRESSOR



WEATHERPROOF  
CABINET



R410A  
REFRIGERANT

**WATERCO**  
water, the liquid of life

[www.waterco.com](http://www.waterco.com)

## PRODUCT PAVILION

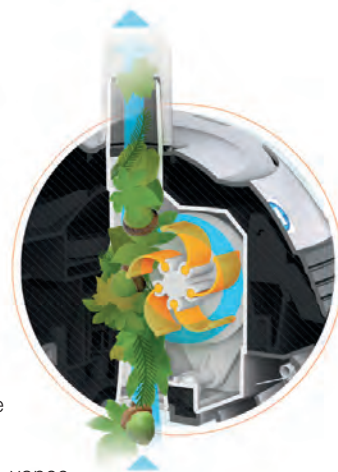
### POOL CLEANER UPGRADE KIT

Hayward's V-Flex upgrade kit enables existing PoolVac and Navigator cleaners to be updated with the patented V-Flex Variable Vane Turbine Technology.

Designed with variable turbine vanes that automatically adjust to accommodate larger debris, the technology helps to virtually eliminate clogs. It also maximises suction power at any flow, making it suitable to use with any pump, including variable-speed pumps.

**Hayward Pool Products Australia**

[www.hayward-pool.com.au](http://www.hayward-pool.com.au)



### HEIGHT-ADJUSTABLE SUPPORT PEDESTAL

Elmich SpiraPave pedestals are engineered to provide a cost-effective solution to support raised pavers and timber decking. They provide a cavity for services to be concealed, improve heat and sound insulation and facilitate rapid surface drainage while allowing waterproofing and services to remain accessible.

Based on a 'step' design, the pedestals have a height range of 12 to 74 mm, in 1 mm increments. An additional height of 45 mm can be achieved with the use of a SP-45E extender. They are suitable for use on balconies, swimming pool surrounds and courtyards.

The pedestals' low minimum height of 12 mm makes them suitable for installations where other height-adjustable pedestals are too high to be used. They eliminate the need for bedding sand and cement screed, reducing the load burden on building structures.



Joint sealants and/or grouting are rendered unnecessary, and expansion and contraction of pavers do not result in unsightly cracks. The pedestals help reduce efflorescence and algae growth and can reduce paving installation costs, according to the company.

The pedestals can be used with the company's VersiPave or VersiJack pedestals, as accessories for additional height adjustments. Accessories include top/bottom slope correctors, spacer tabs, height extenders, base plates and bearer holders.

The pedestals are manufactured from recycled materials which meet European Union RoHS requirements. Used with extenders up to 119 mm, the pedestals have a compressive strength of  $\geq 20$  kN.

**Elmich Australia Pty Ltd**

[www.elmich.com.au](http://www.elmich.com.au)



# PROJECT COMPLETE

## FILTER MEDIA MINIMISES RUNNING COSTS FOR COMMUNITY POOL

Situated on the River Dart beside the Devon coastline, life in the town of Dartmouth revolves around the water. As such, swimming is a vital skill for its residents.

However, the town lacked a community pool for year-round learn-to-swim classes and recreation. In late 2016, following many years of the community working hard to raise funds, a 25 m indoor pool was built and opened to the public.

"There are people here who have contributed to the swimming pool fund over the last 50 years. For a coastal town, it is essential that people learn to swim and feel safe and confident, both working and taking part in activities on the river," said the Mayor of Dartmouth at the pool's 'topping out' stage.

"We will soon be able to ensure that our young people get the opportunity to swim all the year round. Dartmouth town is proud to be part of this development."

Local pool specialist Westcountry Leisure was engaged to build the pool. Knowing how much of the community's hard-earned cash had gone into making the pool a reality, the company selected the most energy-efficient products on the market to minimise running costs. For filtration, the company selected OC-1 filter media, which works using settlement as opposed to the traditional method of entrapment.

Westcountry's Mark Gilpin calculated that using OC-1 filter media instead of sand would save an estimated 71.73 kW of electricity per day, equating to 26,181.45 kW each year. Assuming a price of 12 p/kW (approximately



21 c/kW), this would save the facility £3141.77 (AU\$5451.21) per year.

By replacing commonly used media such as sand and glass with OC-1 media, it is possible to reduce the head loss in the filtration system, filter with a constant flow (regardless of debris entrapment) and significantly reduce energy costs, as it can be used with a smaller pump or a variable speed pump or controller.

To make the most of this media, OC-1 should be used with an inverter. On an existing system where it replaces sand or glass, the space that OC-1 frees up reduces the head loss in the system, allowing the pump speed to be dialled down while maintaining the exact same turnover and velocity as before. According to the company, this usually results in an approximately 20% reduction in the pump speed, giving more than 40% reduction in electrical consumption.

Speaking just prior to the pool's opening in December 2016, Gilpin said, "Of course the system has still to be fully tested when the pool opens to the public, but so far I have to say I am hugely impressed. OC-1 has reduced the pump current and running costs dramatically.

"To be honest, I am amazed at just how efficiently it does work and the results it achieves. I think it justifies the title of a revolutionary product."

OC-1 is exclusively distributed in Australia by AstralPool.

AstralPool  
[www.astralpool.com.au](http://www.astralpool.com.au)



# Pool heating specialists

We can help you with your heating requirements  
18 years of service in the Pool industry

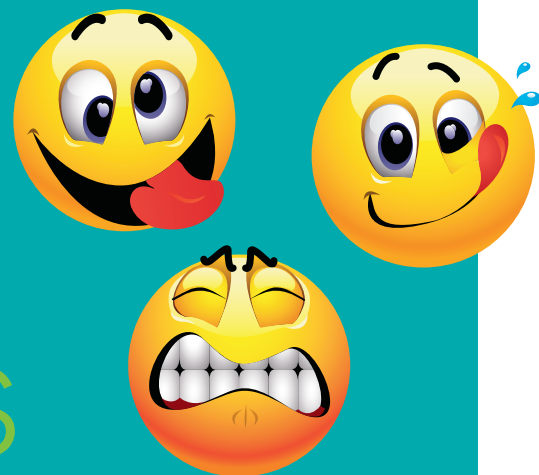


SOLAR | GAS | HEAT PUMP



[www.localpoolheating.com.au](http://www.localpoolheating.com.au) | 1300 724 132 | [sales@localpoolheating.com.au](mailto:sales@localpoolheating.com.au)

# COMMON POOL INDUSTRY PERSONALITIES



Steve Goodale, aka Swimming Pool Steve\*

The swimming pool industry is full of interesting personalities and anyone who has worked in the trade can attest to this. The nature of swimming pool work, most especially in seasonal areas, tends to attract some unique characters — or so you might think.

**A**fter a quarter of a century in the pool industry I have met and worked with hundreds of different workers at dozens of different companies across the country, but I have discovered that people in this industry are not as unique as I thought. Time after time I have met new swimming pool workers at new swimming pool companies, but each time I encounter the same personality types I have seen many times before.

To prove my point, take a look at this list of common personalities you will encounter if you work in the pool industry:



## The Tank

The Tank is hard to miss. The Tank in any pool company will be the person who needs to turn sideways to walk through a doorframe and will carry Tupperware containers filled with high-calorie, low-fat protein foods everywhere they go. The Tank is a huge asset to any pool company due to their ability to lift and move things far beyond what most humans could hope to budge. Just be sure to keep The Tank away from all mirrors and reflective surfaces or their productivity will take a nosedive.

## The Lunatic

Every pool company has at least one 'crazy guy'. The Lunatic will be easy to pick out due to their constant, unhinged behaviour. Having at least one fully crazed person is important for any successful crew since so much swimming pool work requires you to be crazy to do it.

Week-old bloated possum stuck in a skimmer basket? Crazy guy. Need someone to climb into an underground surge tank and stand in chest-deep water that has mice swimming in it? Crazy guy.

In addition to being an indispensable part of the crew, The Lunatic can also work effectively with any other personality... because nobody ever wants to get in a fight with the crazy guy.

## The Mule

Nobody works as hard as a rented mule... and the hourly wage that The Mule makes is disproportionate to the amount of work that is shovelled on them. The Mule is usually pleasant, mild-mannered and not inclined to complain — which leads to almost everyone else in the company taking advantage of this and piling their work responsibilities on The Mule.

Usually The Mule will be a 'lifer' as they are unlikely to ever have enough time on their hands to write a resume and look for a better job. The Mule, at least on paper, is one of the most profitable employees in any given pool company.

## The Latecomer

Always last to the party (and the jobsite) is The Latecomer. They are chronic in their inability to get up and out of the house on

time and you can almost set your watch to how much they will push the envelope of how late they can be without getting fired on almost a daily basis. Usually The Latecomer has lots of skills and experience, which explains why they did not get fired the first 200 times they skated into work well after everyone else was out the door and servicing pools. Never count on a Latecomer for an early-morning concrete pour unless you like such pastimes as crying and finishing metres of concrete on your own. The only thing that a Latecomer is early for is picking up their paycheque.



## The Big Boss

The Big Boss is usually second in command but likes it when people call them the boss. They have a casual air about them, probably because they have one of the easiest jobs within the company. The Micromanager reports directly to The Big Boss, and they both will be sure to speak with you about all of the things that you are doing wrong on a daily basis. Most employees will go out of their way to avoid The Big Boss on and off the company clock. Any encounter with The Big Boss on a Friday is likely to result in you being asked to come in to work on Saturday.



## The Don

The Don is the one who really runs the show in a pool company. You can always tell when The Don is near since productivity suddenly increases and problems start solving themselves.

The Don does not actually spend much time working, instead spending their time driving cars that cost more than the entire annual payroll of the business. When speaking with The Don, be sure to address them as 'Sir' or 'Ma'am' and avoid upsetting them at all costs... if you know what's good for you!



## The Cowboy

The Cowboy is rough, rugged and a manly man. They are the only employee of the pool company that drives a personal vehicle larger than their service truck. They pride themselves on being stoic and cool under pressure, and are an important go-to employee and natural leader in the field for less experienced technicians. The only downside to The Cowboy is that they request extensive periods of time off for ranching and rustling... whatever those things are.

## The Pack Rat

The Pack Rat is usually the last person to leave the site at the end of the day. Often this is because they do not want anyone to see them collecting copper wire scraps, aluminium cans, plywood cut-offs and decommissioned pool equipment.

The Pack Rat, when confronted, may claim that they are collecting these items to recycle them or trade them in for cash, but in most cases The Pack Rat just keeps the items they collect 'for a rainy day'. If you ever need a hard-to-find part, piece, odd or end, then your first call should be to The Pack Rat who works in your pool company. They have one... if they can just remember where they put it!



## MacGyver

A pool company could not possibly exist without at least one MacGyver. MacGyver can fix anything with anything, and can do it while looking cool with a mullet. You will never encounter a problem that MacGyver cannot invent a solution to using only the items in their immediate vicinity.

Some people say that MacGyver should have gone on to work on much more important things than swimming pools, like being a doctor or the prime minister, since it is clearly going to take a MacGyver to fix the problems that we currently have.

## The Bean Counter

Someone needs to be accountable for all the money that goes in and comes out. The process of accounting for every cent of a pool business is an astoundingly difficult job, made vastly more difficult by the uncooperative nature of most pool workers when it comes to collecting and remitting receipts. The Bean Counter is unrelenting and accurate and they usually have a very organised desk. It is best to give The Bean Counter a wide berth in the weeks leading up to 30 June every year.

## The Professor

The Professor is the staff member that is the end of the line for difficult questions that nobody else can seem to answer. Wise, experienced and happy to teach inquisitive minds, The Professor is a critical element in every pool company. While The Professor hasn't done field work since at least the late '60s, they still have the ability to fix things that nobody else in the company has ever heard of before. Some say that they can even use their mind to talk to swimming pools...



*\*Steve Goodale (Swimming Pool Steve) is a second-generation swimming pool and spa expert located in Ontario, Canada. Steve operates a large online resource website where you can learn in-depth information about pools and spas directly from an industry expert: [www.SwimmingPoolSteve.com](http://www.SwimmingPoolSteve.com).*

## The Boozer

The Boozer is not a bad person... but when they drink, they do it with military-grade, no-holds-barred intent. If you are a company that pays their employees on a Thursday then you will likely never see The Boozer at work on a Friday. Or Saturday. Or Monday sometimes.

They probably don't have a driver's licence, nor do they want one, and they have probably been working with the company since its inception. Do not let The Boozer take other employees out drinking or you will be without a crew for a week!

## The Horticulturist

They have dreadlocks, all of their clothes are tie-dyed and you can never get them on the phone between 4.15 and 4.30 daily. The Horticulturist is very common within the swimming pool industry.

In more recent years The Horticulturist has cut off their dreadlocks (or they fell out) and has become much harder to detect within the workplace. The most telltale sign that you are employing a Horticulturist is their lack of maths skills but familiarity with fractions.



## The Workaholic

In every day at 4.45 am and the last person to leave at night (usually hours after everyone else has gone home), The Workaholic is the backbone of every swimming pool company. Without someone willing to work 20 hours per day, seven days per week, the company would cease to function and grind to a stop.

The Workaholic is your go-to person for every important thing you need, from career advice to Band-Aids. From technical problems to restocking the toilet paper, The Workaholic will take care of it for you. If you work with someone like this, cherish them, because they are clearly going to die early... and then everyone is screwed.

# Coming Events



**Westwick-Farrow Media**  
A.B.N. 22 152 305 336  
[www.wfmedia.com.au](http://www.wfmedia.com.au)

## Head Office

Cnr. Fox Valley Road & Kiogle Street,  
(Locked Bag 1289) Wahroonga NSW 2076 Australia  
Ph: +61 2 9487 2700 Fax: +61 2 9489 1265

**Editor:** Alice Richard  
[arichard@wfmedia.com.au](mailto:arichard@wfmedia.com.au)

**Publishing Director/MD:** Geoff Hird

**Art Director/Production Manager:** Julie Wright

**Art/Production:** Linda Klobusiak, Wendy Blume

**Circulation Manager:** Sue Lavery  
[circulation@wfmedia.com.au](mailto:circulation@wfmedia.com.au)

**Copy Control:** Mitchie Mullins  
[copy@wfmedia.com.au](mailto:copy@wfmedia.com.au)

## Advertising Sales:

Ivan Cunningham  
Ph: 0428 864 100  
[icunningham@wfmedia.com.au](mailto:icunningham@wfmedia.com.au)

**ASIA:** Tim Thompson

Ph: +61 (0) 421 623 958

## Subscriptions:

For unregistered readers - price on application  
**If you have any queries regarding our privacy policy please email [privacy@wfmedia.com.au](mailto:privacy@wfmedia.com.au)**



September 2016 Total CAB Audited Circulation 4858

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

*All material published in this magazine is published in good faith and every care is taken to accurately relay information provided to us. Readers are advised by the publishers to ensure that all necessary safety devices and precautions are installed and safe working procedures adopted before the use of any equipment found or purchased through the information we provide. Further, all performance criteria was provided by the representative company concerned and any dispute should be referred to them. Information indicating that products are made in Australia or New Zealand is supplied by the source company. Westwick-Farrow Pty Ltd does not quantify the amount of local content or the accuracy of the statement made by the source.*

## September

**What:** SPASA Queensland Golf Day  
**When:** 6 September  
**Where:** Gainsborough Green Golf Club  
**Website:** [www.spasaqld.com.au](http://www.spasaqld.com.au)

**What:** 2017 ARV Industry Conference & Trade Show  
**When:** 14 to 15 September  
**Where:** Melbourne  
**Website:** [www.aquaticsandrecreation.org.au/events/11315](http://www.aquaticsandrecreation.org.au/events/11315)

**What:** Euro Attractions Show  
**When:** 24 to 28 September  
**Where:** Berlin, Germany  
**Website:** [www.iaapa.org/expos/euro-attractions-show/home](http://www.iaapa.org/expos/euro-attractions-show/home)

**What:** SPASA NSW/ACT Golf Day  
**When:** 28 September  
**Where:** Lakeside Golf Club, Camden  
**Website:** [www.spasa.org.au](http://www.spasa.org.au)

## October

**What:** SPASA SA Golf Day  
**When:** TBC  
**Where:** TBC  
**Website:** [www.spasasa.com.au](http://www.spasasa.com.au)

**What:** Landscaping Victoria Industry Awards  
**When:** 14 October  
**Where:** Melbourne  
**Website:** [www.landscapingvictoria.com.au/2017-landscaping-victoria-industry-awards](http://www.landscapingvictoria.com.au/2017-landscaping-victoria-industry-awards)

**What:** Piscina and Wellness 2017  
**When:** 17 to 20 October  
**Where:** Barcelona, Spain  
**Website:** [www.piscinawellness.com](http://www.piscinawellness.com)

**What:** 14th Annual World Aquatic Health Conference  
**When:** 18 to 20 October  
**Where:** Denver, Colorado  
**Website:** [www.thewahc.org](http://www.thewahc.org)

**What:** LNA Landscape Excellence Awards  
**When:** 27 October  
**Where:** The Westin, Sydney  
**Website:** [www.landscapenswact.com.au/event/event/detail/event/62291](http://www.landscapenswact.com.au/event/event/detail/event/62291)

## November

**What:** 2017 International Pool | Spa | Patio Expo  
**When:** 1 to 3 November  
**Where:** Orlando, Florida  
**Website:** [www.poolspapatio.com](http://www.poolspapatio.com)

**What:** FSB 2017  
**When:** 7 to 10 November  
**Where:** Cologne, Germany  
**Website:** [www.fsb-cologne.com](http://www.fsb-cologne.com)

**What:** IAKS (International Association for Sports and Leisure Facilities) Congress  
**When:** 7 to 10 November  
**Where:** Cologne, Germany  
**Website:** [www.iaks.org/en/congress/current-congress](http://www.iaks.org/en/congress/current-congress)

**What:** Aquanale  
**When:** 7 to 10 November  
**Where:** Cologne, Germany  
**Website:** [www.aquanale.com](http://www.aquanale.com)

## January 2018

**What:** Spatex 2018  
**When:** 30 January to 1 February  
**Where:** Coventry, UK  
**Website:** [www.spatex.co.uk](http://www.spatex.co.uk)

## March

**What:** Pool Spa & Outdoor Living Expo  
**When:** 3 to 4 March  
**Where:** Rosehill Gardens, Sydney  
**Website:** [www.poolexpo.com.au](http://www.poolexpo.com.au)

**What:** Swimming Pool & Spa Show  
**When:** 17 to 18 March  
**Where:** Adelaide Showgrounds  
**Website:** [www.spasasa.com.au/pool-spa-show](http://www.spasasa.com.au/pool-spa-show)

## May

**What:** Pool Spa & Outdoor Living Expo  
**When:** 26 to 27 May  
**Where:** TBC  
**Website:** [www.poolshow.com.au](http://www.poolshow.com.au)



# Quality Architectural Drainage Solutions



Creative Drain Solutions™

Modular Lineal Drainage



Wet Edge Pools



Tile Insert Access Covers

316

- 316 Stainless Steel (Marine Grade)
- Durable, Corrosive Resistant, Tensile Strength
- Electro Polished Post Production



- Australian Owned, Designed & Manufactured
- Quick Turn Around • Support Australian Made

Zero Threshold Drainage







**NEW COMMERCIAL  
GRADE DESIGN**

# YOUR POOL CARE IN THE BEST HANDS.

## AstralPool Robotic Cleaners

**Gyro**, a smart navigation system exclusive to AstralPool **ensures the entire pool is cleaned in every cycle**. It scans and memorises the shape of a pool, thus avoiding obstacles and giving a thorough clean to the pool's floor, walls and waterline. As if that were not enough, the cable features a mechanical swivel movement that keeps it from getting tangled, cleaning your pool in record time.



Mechanical Swivel models



Powered by GYRO



Dual motors improve power and turning radius



For all types of pools



For all types of debris



4 times better cleaning



Find out which cleaner is best for your pool at  
**[astralpool.com.au/cleaner](http://astralpool.com.au/cleaner)**