

Five winning years

By Nick Soon

AFTER only five years in business, Platinum Electrical Contractors of Blacktown can say they are leaders in their field.

Platinum, which is in Bessemer Street, was named last week as winner of the 2007 Panasonic Australia Business Award for businesses with more than 20 but fewer less than 50 employees.

Managing director Joshua Nicholls opened the business when he was 22 to provide electrical services to the industrial and commercial markets.

Platinum employs 28 staff.

The staff members operate mobile service vehicles and specialise in electrical installations, repairs and maintenance.

The company was among the first to introduce the use of wireless pen-pads to its business, enabling the electronic integration of job sheet details with management software.

Mr Nicholls attributed last week's win to the company's strong team culture, and youthful enthusiasm.

He said that most of the employees were under 30.

"Strong customer service focus and dedication to professionalism clearly distinguish Platinum from its competitors," he said.

"Of all the business awards and accomplishments Platinum has experienced, this is definitely the icing on the cake, because it is



Formula for success: Managing director Joshua Nicholls (foreground) shows off his national and state business awards.

Picture: Natasha Paes

considered the most prestigious awards program in Australia."

In 2006, the company was on BRWs list of Fastest Growing Start-Up Companies.

Mr Nicholls received the award from Steve Rust, the managing director of Panasonic Australia.

About 4000 companies from all over Australia entered the competition this year.

Brookfarm from Bangalow in northern NSW and SRA Information Technology from the Northern Territory shared the honour of being awarded the Tel-

stra Australian Business of the Year.

Telstra business group managing director and awards ambassador Deena Shiff said that for the first time in the 15 year history of the awards, there were two businesses of the year.