

2021 – CEO’s Message to Members

Dear Member

For 60 years, SPASA Victoria has driven the industry in this state with a progressive and innovative mindset. Our initiatives have allowed others to follow as we grew the sector with the consumer in mind. After all, its ultimately the consumer who engages with our members and trusts them to deliver on their backyard dream.

As of the 1st of September 2021; the Swimming Pool and Spa Association of Victoria became Master Pool Builders Association Australia (MPBAA). This evolutionary change was a significant step towards our strategic goal of ensuring the brand, which delivers trust and engagement, to thousands of consumers, would not be diluted any further and would differentiate itself from the rest.

This next level approach is for all spa manufacturers, retailers, technicians, inspectors, pool builders and industry associates. Like other trusted organisations, our brand aims to capture the consumer spirit and expectation of outstanding service offerings, where each segment of the industry can thrive on its independent position.

With interest growing across Australia for a body that champions the elevation of standards where our members strive to be the best and in doing so project characteristics of:

- SUCCESS
- RESPECT
- CONFIDENCE
- INFLUENCE
- ENTERPRISING
- ASPIRATIONAL

Master Pool Builders Association Australia will be there with you every step of the way, ensuring the consumer clearly understands who is the pre-eminent brand that they want to be associated with when deciding on their aspirational backyard dreams.

Our goal is to continue to be the most reputable/respected industry association through high standards/ quality/ integrity. Our member service standards are next level, and we are the most proactive organisation in Australia, helping members reach their goals.

We make the complex accessible, such as disseminating government information, advocating at the highest levels for all, whether it be to extend the compliance checks for barriers beyond Nov 2021 or to collaborate with other leading associations to influence government decisions.

This is nothing new to us, as we have been delivering advocacy for the industry, across Australia, for 60 years and we have recently been appointed to Standards Australia - Committee for Swimming Pools & Spas. Our purpose and vision will better reflect that direction with our new brand.



We set standards, apply foresight, and drive enduring quality in order to lead the industry forward and provide certainty for our members and consumers. After an experience with MPBAA, our members will know that they belong to the best and are a part of a reputable group where excellence is earned.

The customer wants to feel like they are in control – they need to see with clarity how using your product or service will provide them with the success and status they desire. Maintaining high standards for your business and brand is therefore a necessity – you need to feed the aspirational customer the image of the world and how they see themselves in it. With your elevation to an MPBAA member, you will raise your profile to the next level.

Our members represent the best and most respected professionals in the Pool & Spa industry. By being part of our journey, it will be one of the most important decisions you can make to enhance your business profile and add to your reputation as a true professional.

EXCELLENCE IS EARNED

MPBAA KEY BENEFITS:

These key benefits revolve around a strong brand that is embedded within the framework of our organisation.

Advocacy

- Appointed to [Standards Australia Committee](#) for Swimming Pools and Spas
- Deep relationships at a senior level in the Victorian Government and its statutory bodies
- Strategic positioning to expose our industry to the wider media and relevant partners in water safety
- Connectedness with the political landscape to further the cause of beneficial outcomes for our industry
- Other media and PR relationships / activity

Training

- Investing in people is a key strategic pillar to deliver a high level of professionalism within our industry.
- Our training courses are highly valued amongst our members with concise and relevant affordable material.
- Training will continue to evolve as we pivot towards a higher level of professionalism.



Consumer Expos

- The best and only proven expos, for the Pool & Spa industry, that are held in the A Grade precinct of Melbourne's entertaining and visitor center. The vibrant MCEC at South Wharf, with its array of accommodation, restaurants, transport, galleries, just a stroll along the Yarra River.
- Our consumer expos are the largest in the southern hemisphere and we continue to innovate to meet consumer demand and expectation year on year.
- Approximately 20,000 qualified, purchase-ready consumers visit our expos annually allowing members to showcase their services and products.
- We embrace the evolution of strategic partnerships to help deliver more dynamic and diverse offerings at our expos.
- Backyard & Garden Show – another initiative to drive consumer interest and expectations along their journey to purchase a Spa or Pool.

National Awards of Excellence

- The most highly anticipated and valued awards night in our industry by far and from 2022 they will take on a national approach as we expand our reach and offering across Australia with the inaugural **MPBAA Australian Pool / Spa / Product of the Year**.
- Record attendances and entries year on year.
- Provides industry recognition and promotes winning members' businesses.
- Keenly sought after by consumers and industry participants.

Further Member Benefits

- MPBAA continues to innovate towards digital offerings as requested by members
- Our contracts are the envy of the industry across Australia with three options available to members (DocuSign – full contactless end to end, Digital – semi contactless and paper based).
- Our handover books remain the Australian gold standard and are now available electronically.
- Our Consumer Guide is viewed as the definitive guide on purchasing a pool or spa.



- Our Member's Directory is sought after by thousands of consumers each year.
- Our website has over 180,000 visitors per annum.
- Our brand, with the fresh new logo, is the strongest in Australia and is highly sought after due to its integrity & credibility.

MPBAA also offers:

- Breaking industry news and access to the latest industry information
- AQUA Magazine – an industry platform for the trade across Australia
- A social media presence that is targeted and influential
- Discounted exhibitor rates at the Pool & Spa Expo's
- Discounted member advertising
- Access to HR and OH&S
- Insurance at members' rates through AB Phillips
- Discounted Legal and OHS Specialist Consulting Services
- Sought after networking events – Women in Industry, Golf, Beers & Banter
- Member meetings, industry forums and other industry-specific social gatherings

An MPBAA member embraces quality in all aspects of their business. Together with your support we will deliver inspired, quality pool and spa solutions that bring Australian family's enjoyment, connection, and wellbeing for years to come.

Kind Regards,

Chris Samartzis – CEO

Master Pool Builders Association Australia