



☎ 1300 622 332



# DNA ELECTRICAL Pty Ltd

## CAPABILITY STATEMENT & COMPANY PROFILE



***“We do it right!”***





# DNA ELECTRICAL CAPABILITY STATEMENT

## CORPORATE PROFILE

DNA Electrical is an innovative and reliable provider of high level electrical engineering, electrical construction and energy solutions to industrial, commercial and government organisations across the Central Coast, Newcastle, Hunter and Sydney regions.

Established in 1980, DNA Electrical is a privately-owned company with David Mears (CEO) and Stephen Christie (Projects Manager) as executive directors. David and Steve have owned the business for over 10 years and have taken it from a small operation with a turnover of approx \$250,000 PA to a turnover of over \$3 million dollars.

Driving the success of the company over this time was the growth and commercial development within the region, DNA's commercial and Industrial experience and the ability to understand their customers' needs for professional personalized service.

With that momentum, DNA soon became the preferred supplier of electrical works for local councils and major organisations such as Sanitarium, Scentre Group (Westfield), Vicinity Centres (Lake Haven), Belkin and many other businesses within the region.

Today we continue to service those clients with a strong relationship and have expanded to become preferred service and maintenance providers under National Contracts for Recom Electrical, Modus and KP Electrical servicing Woolworths, Caltex and large facility management organisations across our region.

In 2008, as energy management and renewable energy became an important part of the Electrical industry, DNA Electrical invested in products and services to assist clients where energy was a concern.

This venture resulted in the installation of over 600 roof top grid connected Solar PV systems across NSW and Qld. In 2011 we successfully gained the Australian and New Zealand distribution rights to Voltage Power Management device that has now been installed in high profile fast food restaurants, bakeries, cold storage facilities, distribution centers and manufacturing plants across Victoria, NSW and the ACT.

DNA electrical is a proud family owned business and has instilled a company team culture of loyalty amongst the company's long term employees and clients. We have over 15 employees with most of our electrical workforce starting out as apprentices who are now experienced tradesmen with the company.

As part of our progression and growth as a company, In 2014, DNA Electrical successfully gained accreditation in ISO 9001, 14001 and OHSAS 18001 for Quality Assurance, Workplace Health and Safety and Environmental management.

## VISION, MISSION AND VALUES

For our company to thrive as a business over the next 10 years and beyond we must look ahead and understand the forces and trends that will determine our success and move quickly to be prepared for those constant changes.

Our company is embarking into the 'Dawn of the Professional' and we see this as an important part of our Mission and Vision for the future. The values that we display serve as a compass for our actions and describe how we behave in our industry.



# DNA ELECTRICAL CAPABILITY STATEMENT

## OUR VISION

**To be the premier electrical and energy solutions company within our region**

## OUR MISSION

At DNA Electrical **'We Do It Right'** this is reflected in all that we do

Our role at DNA Electrical is to create a world where our valued clients find it so easy and beneficial to do business with us that they view us as a seamless extension of their own business

Our clients will be the leading businesses in our region

We will create this world by building relationships based on trust, integrity and doing the job right;

**'On time, First time, Every time'**

We will be renowned across the region for our quality of service and our clients will recommend us to their peers

Our name will be synonymous with electrical solutions

We will be the first choice in Electrical and Energy Solutions

**'THIS IS OUR MISSION'**

## CORPORATE VISION

### **FINANCIALS;**

To achieve revenue of \$10 Million by 2020 (10 by 20) while maintaining a net profit above 20%

### **PEOPLE;**

To be a company that attracts educated and highly motivated people that is the best in their field by providing a happy, cohesive environment with opportunity for growth and development.

### **CLIENTS;**

Our clients and customers will be the leading businesses within their field and have shared values.

### **PRODUCTS & SERVICES;**

Provide a high quality electrical service and installation outcome for our clients, as well as a raft of energy solutions products that help our clients save energy and protect the environment.

### **SAFETY & ENVIRONMENT;**

Provide a workplace where no one gets hurt, everyone is aware of their workplace health, safety and environmental responsibilities and each person adheres to their statutory obligations

### **VALUES;**

Encourage Respect, Team Work, Creativity, Openness & Candor, Communication, Transparency

### **COMMUNITY;**

We will be an active participant and a positive contributor to the business and wider community within our region.

### **CORPORATE GOVERNANCE;**

To ensure that informed decisions are made in a consultative manner with stakeholders and in adherence to statutory and regulatory obligations.



# DNA ELECTRICAL CAPABILITY STATEMENT

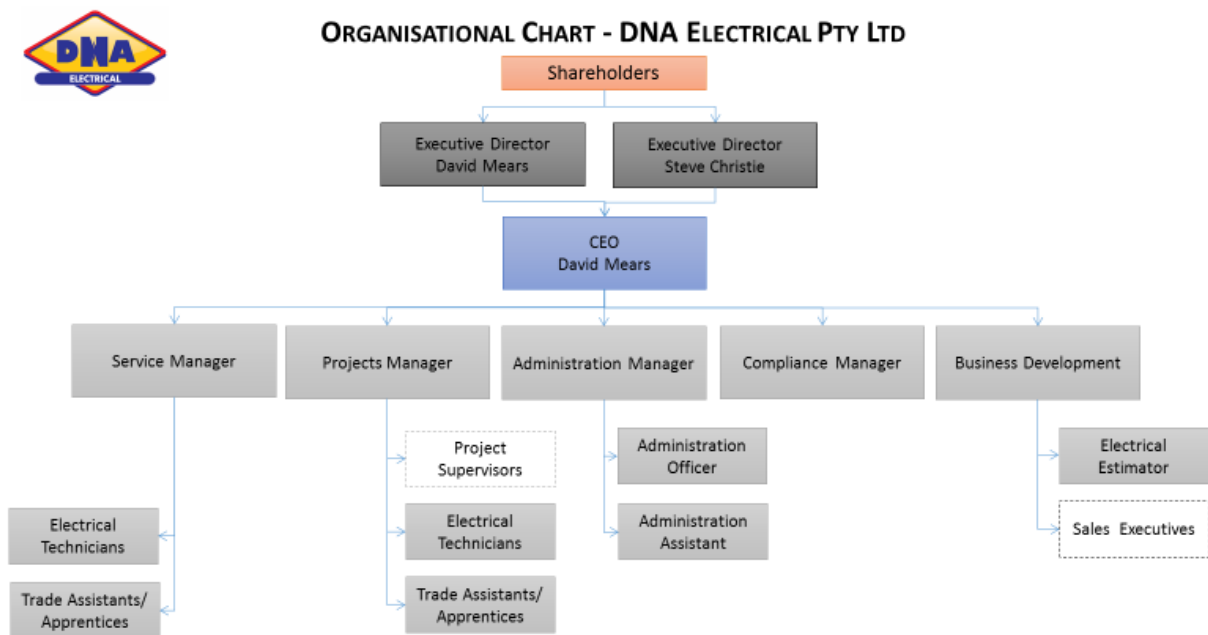
## ORGANISATIONAL STRUCTURE

### MANAGEMENT TEAM

Below is a brief introduction to the Key people within DNA who can assist you during your time with us

	<p><b>David Mears – CEO / Executive Director</b></p> <p>David is an executive director, CEO and is part owner of the business. He has over 25 years experience and knowledge in the Electrical industry with a background and qualifications in Electrical, Engineering, Electronics, Renewable Energy (Solar) and Business Management.</p>
	<p><b>Stephen Christie – Projects / Executive Director</b></p> <p>Steve is an executive director, Projects Manager and is part owner of the business. He has over 25 years experience and knowledge in the Electrical industry with a background and qualifications in Electrical Installation, construction and design.</p>
	<p><b>Ken Fuller – Business Development / Compliance</b></p> <p>Ken is our Business Development Executive and Compliance Manager and has been with the company for over 3 years. Ken has over 30 years experience and knowledge in the Electrical and Communications industries and has qualifications in Electrical, Communications, Renewable Energy (Solar), Project and Contract management, Auditing, Compliance and Business Management</p>

### ORGANISATIONAL CHART



DNA-DOC-002A v5



# DNA ELECTRICAL CAPABILITY STATEMENT

## PRODUCTS AND SERVICES

DNA Electrical is recognised within our region as an industry leader in Electrical and Energy Management services such as;

- Consulting, engineering and project management
- Designing and estimating
- Installation, construction and refurbishments
- Service and Emergency breakdowns (24hrs)
- Maintenance and repair

For products and equipment such as;

- Electrical switchboards, PLC equipment, motors, pumps, measurement & control panels.
- Heavy industrial equipment, manufacturing & production lines, Lighting and general power circuits
- Air conditioning circuits and backup generator systems
- Building automation and control systems
- Energy monitoring and measuring systems,
- Energy efficiency assessments,
- Voltage power management systems
- Building automation and control systems
- Renewable energy systems

Some of our clients and projects past and present include;

- |  |   |
|--|---|
| ▪ Food Processing Plants   | ▪ Sanitarium, Masterfoods, Sara Lee       |
| ▪ Major Shopping Centre's  | ▪ Westfields, Erina Fair, LakeHaven       |
| ▪ Service Stations   | ▪ Caltex                                  |
| ▪ Fast Food and Small Retail Shops                                 | ▪ Pizza Hut, McDonalds, Subway            |
| ▪ Distribution Centre's and Warehousing                            | ▪ Belkin, Husqvana, Alliance Distribution |
| ▪ Local Government sewer & Water Facilities, Buildings<br>& Assets | ▪ Gosford and Wyong Council               |
| ▪ Large Retail and Office Facilities                               | ▪ Lowes, Big W, Dan Murphy's              |
| ▪ Clubs, Hotels and Facilities Management                          | ▪ Mingara, Novion, Charter Hall           |
| ▪ Builders and Shop Fitters  | ▪ Pluims                                  |
| ▪ Electrical Maintenance Arrangements                              | ▪ Recom, Modus, KP Electrics              |

## OUR REGION

Our region covers primarily the Sydney North and North/West Metro, Central Coast, Newcastle and Hunter, Port Stephens and Mid North Coast. While this is a primary region we have provided services and completed projects across NSW, ACT, Queensland and Victoria.



# DNA ELECTRICAL CAPABILITY STATEMENT

## WORKPLACE HEALTH & SAFETY (OHSAS 18001)

DNA Electrical is fully committed to:

- ensuring a safe work place for its employees
- continually striving to improve safety performance
- instilling a cultural mindset in the company to achieve a safe and healthy work environment



Our team recognise that in order to achieve an outstanding safety performance and best practice, we must have a proven systematic safety system, committed management and a pro-active workforce.

All employees and sub-contractors are fully engaged in the system and are made aware of their responsibilities through company and project inductions, toolbox meetings, Safe Work Methods (SWM's) and / or Job risk and Environment Assessments (JSEA).

Safety audits/inspections are conducted at DNA's workplaces and independent third party audits of our Safety Management Systems are conducted to ensure ongoing compliance and continuous improvement.

Our safety system is certified to OHSAS 18001:2007. Certificate No BN9573/9135:0914

## ENVIRONMENTAL MANAGEMENT (ISO 14001)

DNA Electrical understands the aspects of our company facilities, project locations and the effect that these aspects have on the local environment and the communities we serve.



Our team recognise that this is a social responsibility as well as a legal requirement; therefore at its company facilities and operations, it will foster positive environmental aspects and a culture for resource management.

DNA Electrical works with its stakeholders to accomplish project planning to specifically identify our significant aspects and their potential impacts, risks and compliance requirements to achieve zero incidences and compliance with ISO14001.

Our environment system is certified to ISO 14001:2004. Certificate No BN9573/9135:0914

## QUALITY MANAGEMENT

DNA Electrical is registered as a quality endorsed company with BSCIC Certifications. Our quality system and procedures are accredited across Australia to ISO 9001:2008. Certificate No: BN9572/9134:0914.



Independent third party audits are conducted across our system and structured internal audits are performed to ensure ongoing compliance and continuous improvement to our systems and procedures.

The company prides itself on delivery of quality projects as evidenced by the recognition of our clients and the long term relationships we have with them.

DNA approaches its management system holistically to cover Workplace Health and Safety, Environmental and Quality Assurance Management with all systems and information being available to all our employees.