



Cleaning with care

COMPANY PROFILE

Why Choose Masterwize?



Direct Cleaner Engagement

Our policy of direct cleaner engagement forms part of our quality assurance commitment. Masterwize provides a compliant, ethical service ensuring our clients have peace of mind.



Time and Attendance Monitoring

Masterwize utilises a time and attendance monitoring system to ascertain the real-time whereabouts of our cleaning operators, project teams and contractors. Timely attendance and scheduled work shifts are verified instantly to ensure proactive cleaning management.



Enterprise Quality Management

Our ISO 9001:2008 quality management certification is supported by our cloud based business software. This enterprise software supports field managers by providing real-time visual access across our entire service value chain.



Competent and Qualified Personnel

Our cleaning and service operators, supervisors and managers are assessed for their qualifications and competencies. Where specific tasks require training and instruction Masterwize ensures this is done timely and properly to give you the confidence that the services are effective and personnel are informed. Masterwize's recognition and reward programs are designed to encourage satisfaction and innovation amongst cleaning and service operators, supervisors and management.



Customer Experience Management

An "outside in" approach has taken Masterwize's customer relationship management to the next level, turning each customer interaction into a positive one.



Social Responsibility

We embrace our social responsibility and recognise our duty to support the communities in which we operate. Masterwize supports the Australian Childhood Foundation in their mission to keep children safe from the trauma of abuse, violence and neglect.



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1 Executive Overview

Masterwize specialises in the provision of multi-location cleaning, professional commercial property services and one-off cleaning to more than 1000 sites across Australia.

Masterwize was established in 1985 initially as Mastercare Cleaning Services. Our cleaning service delivery and floor care programs have been developed through the use of direct engagement with cleaners and with limited use of subcontracting. This business philosophy did not change when the company was acquired by International food industry cleaning service provider Ecowize Group in 2007. In 2015, Mastercare was re-branded as Masterwize to better align the organisation to its parent company.

At Masterwize we understand the importance of providing a consistently high level of service delivery at a competitive rate! Whilst we have adjusted to changes in the industry, and added services to our range, we have never lost sight of this basic premise. We are confident that this is the reason for our success, and the many clients who have used our services for many years demonstrate this.

Masterwize has vast experience in a wide range of market segments such as:

- Retail
- Aged Care and Medical Services
- Commercial & Office
- Hospitality & Leisure
- Industrial
- Shop Fit-outs & Builders Sites
- Education
- Government

Our approach is to ensure that we maintain a clean work environment with minimal disruption to business activities. Managing people and achieving a consistent high level of service delivery throughout Australia is what we do best. Masterwize offers a custom built service to meet the specific needs of every client. Whether you are looking for cleaning to be carried out at specific times or looking to improve efficiencies and reduce costs we will identify the best solution for your organisation.

A major part of our success is our commitment to our Quality, WH&S and Environmental Management Systems throughout our Company. We have been accredited by SAI Global to the ISO 9001 (Quality), ISO 45001 (OHS) and ISO 14000 (Environment) standards.



We take pride in our accreditation, and we allocate substantial resources and facilities to ensure a consistently high level of service delivery

An Ideal Solution

Not all commercial cleaning needs are the same. For this reason, we steer clear of the “one size fits all” approach in favour of a customised business cleaning service that fits in perfectly with your needs, your industry and your business’ particular characteristics.

Masterwize is confident that we offer an ideal solution for a number of reasons:

- We are experienced across a broad range of different sectors.
- We can provide service for small and large sites and have experience in these areas.
- We are large enough to have the systems and processes required to perform the work.
- We are small enough to be flexible and responsive to our clients’ needs.
- We offer a solution that allows us to maintain control of our operational ‘Front Line’ and thereby provide an innovative and reliable option for our clients.

From the initial inspections right through to the Implementation plan and subsequent service auditing, we will demonstrate our professionalism, pride in service and dedication to our client that has helped us to get to the position we are in today.

We understand the specific demands involved in changing service providers, and we will ensure that we take every possible step to ensure that should you decide to partner with Masterwize, we will provide first class service with an efficient and coordinated approach to our role.

Masterwize is proud of its proven track record in a demanding and difficult Industry.

As a further benefit to our clients, we have integrated a Facilities Management division into our operation. By utilising our purchasing power and management expertise, we are able to provide services to our clients, which include:

- | | |
|---|------------------------------------|
| • Cleaning & Window Cleaning | Services |
| • Hard Floor Maintenance & Strip ‘n’ Seal | • Hygiene Services |
| • Periodical Cleaning Solutions | • Recycling & Waste Management |
| • Dry Vapour Steam Cleaning | • Grounds Maintenance |
| • Carpet Steam Cleaning | • Cleaning Consumables |
| • Property Maintenance | • Environmental Business Solutions |

Whether our clients utilise us for just one service, or for several services bundled together, they can be confident that they will receive a professional, flexible and reliable service.





TEST EET EET H S T A C T S

Name Masterwize Pty Ltd ABN 65 099 558 880
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Address Suite 3.02, 32 Delhi Road, North Ryde NSW 2113
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Fax 02 9805 9299
Email contact@masterwize.com.au
Web www.masterwize.com.au



Number of sites
+1200



Number of people
+700



Main Business
Cleaning and sanitation services, floor care and maintenance programs.



Coverage
All states and territories, metro, rural and remote



Public Liability
\$20,000,000



Workers Compensation
All states and territories



Accreditations
ISO 9001 Quality
ISO 45001 Occupational Health and Safety
ISO 14001 Environment
ACAPMA
CM3



Membership
BSCCA, National Safety Council of Australia

2 Quality Management

Masterwize understands that the key to successful client relationships is a consistently high level of service delivery. For this reason we have committed to a fully integrated Quality Management System. Our systems are fully accredited through SAI Global for Quality Management, Environmental Management and Occupational Health and Safety Management.

Our Operations Team is responsible for the cleaning standards and staff allocation. They will introduce cleaning staff to the sites, train staff and provide independent inspection reports to our general management. They are responsible for a pre-audit of the sites to ensure that WH&S issues are managed, and that the correct equipment and chemical quantities can be ascertained and further set-up cleaner's storage areas with the correct regulatory information (MSDS, colour coding of equipment and chemicals, etc.)

Commitment

Independent Audits together with the Service Level Agreements will ensure high levels of service, possible cost savings and increased productivity.

Throughout all departments, we have processes and systems in place to ensure that quality assurance is maintained. Responsibility for the quality assurance is vested in our National Operations Manager. It is his role to implement company policy in regards to the standards of service we provide to our clients. Each manager and employee has specific roles and responsibilities for which they are held accountable.

This information is communicated through:

Induction

Training Programs

Company Manuals

Reporting on Work Performance

Independent audits and Service Level Agreements will contribute to high levels of service, possible cost savings and increased productivity.



We are confident that our approach to people, processes and technology and our focus on delivering consistently high levels of service combined with our focus on providing a service at a competitive price point and our innovative and cost effective strategies in the area of facility management positions us as a strong and viable option for any business looking for a value for money solution and outcome.

3 Continuous Improvement



Masterwize approaches all its prospective clients with thorough consideration concerning improved outcomes.

Our business philosophy is centered on providing a consistent high level of service delivery, the philosophy is entrenched in our company culture and value systems and it is with this in mind that we want to partner with our clients and achieve consistently high levels of service delivery thus meeting and exceeding your expectations.

With over 40 years of experience and extensive knowledge of the cleaning industry, we continue to maintain, improve and develop our people, processes and technology whilst maintaining our focus on giving you a consistently high level of service delivery. Masterwize values and characteristics which underpin our business strategy and thinking are:

- The implementation of innovative service solutions
- Building long term business partnerships with clients
- Attracting and retaining high calibre people
- Utilising newest technologies available

Our infrastructure is
engineered around delivering
a consistent and high level of
service to our clients



4 Electronic Quality Management System

Masterwize has a strong history of early adoption of industry relevant IT technologies improving transparency and service delivery.



Our daily services to your facilities are supported by cloud based technology. This streamlines the entire business process and monitors all interactions transparently with the focus on service delivery and contract performance. Software and technical equipment includes relevant devices (such as seen below) for our operations staff making sure reporting is automated and standardised;

EQMS is our online platform which assesses all processes together with risk analysis, work procedures and preventative solutions in order to conduct the service in a safe and consistent manner. It therefore provides our company with a platform that tracks the entire business process transparently with all the required tools, work instructions, technical specifications, and cleaner and supplier contact details. Our Area Managers can track corrective actions and order chemicals and machine repair requirements all through the EQMS platform.

Our people, processes and technology approach is aimed at delivering a consistently high level of service to our clients. The entire process from recruitment of staff to key account management is captured on EQMS. Examples of key client satisfaction monitoring points are:

- Regular communication with client
- Setting and maintaining quality standards on a “right-first-time” basis
- Follow up on inspection reports
- Monitor complaints
- Feedback to client on complaints
- Attention to detail

KPIs for a Cleaning Contractor

KPIs for a Cleaning Contractor	Excellent	Good	Average	Poor	Very Poor
Cleaning Standard	The standard of clean as observed on regular inspection this month is excellent, no issues to rectify. Always the same high standard.	The standard of clean as observed on regular inspection this month is very good, few issues to action. Usually a consistent high standard.	The standard of clean as observed on regular inspection this month is acceptable, few issues to action. Consistently to an acceptable standard.	The standard of clean as observed on regular inspection this month is below standard, numerous issues to rectify. Inconsistent, often a lot of issues to deal with.	The standard of clean as observed on regular inspection this month is very poor standard, building was noticeably unclean. Very inconsistent usually a poor standard.
Complaints	We receive compliments but no complaints.	Very few complaints or none.	Few complaints and promptly attended to.	Some complaints.	Constant complaints.
Customer Service	Individual cleaners go above and beyond the call of duty. High standard verified by client.	Cleaners are proactive in offering service. High standard verified by client.	Acceptable. Cleaners are polite and helpful. High standard verified by client.	Needs improvement, cleaners polite, but not very helpful. Poor results verified by client.	Poor or none. Cleaners are impolite. Poor results verified by client.
Waste Management	Docks are spotless. Waste system is optimised; cleaners make pro-active contribution.	Docks are excellent; waste management is excellent.	Docks are acceptable, waste management is acceptable.	Some problems in docks.	Docks are unacceptable; waste system is disorganised. Recycling is not effective.
Safety Management	Excellent safety management system, up with best in this trade. Includes up to date training records. Clear signs of implementation.	Very good SWMS. Includes training records. Clear signs of implementation.	Acceptable SWMS. Documentation is complete and safe work practices are observed.	SWMS are incomplete or need improvement. Doubts over implementation.	Inadequate SWMS. Definite signs of non-implementation. Unsafe work practices are observed.
Stability of Supervisors and Staff	Expert supervisor and area managers, with no changes. Few site staff changes	Very good supervisor and area manager; changes are rare. Few site staff changes.	Site supervisor/ area managers do not change often. Site staff reasonably stable.	Too many changes to senior staff. Many changes to site staff.	Site supervisor and/or area manager change frequently. Many changes to site staff.
Presentation and Uniforms	All staff are well presented, in perfect uniform and equipped at all times.	All staff are well presented. Very high standard of uniforms almost all the time, few exceptions.	Occasional exceptions but promptly rectified. Overall acceptable.	Often a staff member unacceptable.	Many people often out of uniform or look untidy or not equipped.

5 Workplace Health and Safety

Masterwize places the highest priority on providing a safe and healthy working environment. Health and Safety must be regarded as a pre-requisite to every task and every staff has an important duty and responsibility to ensure that their work is carried out safely and efficiently.

Commitment

Masterwize will continue to focusing on improving all aspects of Workplace Health and Safety. This includes a risk management approach to:

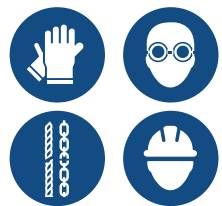
- Workplace safety
- Work practices relating to our system and those of contractors
- Plant and equipment
- Subcontractors working on behalf of our company
- Chemical management
- Injury Management

Implementation



We are committed to achieving these broad objectives. Through our quarterly management systems review our management team oversees our procedures and systems to ensure our compliance with legislative requirements and consultation with our workforce. We operate with specific and measurable performance objectives and targets, as set out by the Leadership and managed and monitored through the quarterly reviews. These performance levels are then reported to the Leadership for review and improvement.

Masterwize ensures appropriately trained and skilled staff through our training plans. In addition we ensure that every member of our staff has the required safety equipment, uniforms and personal protection items required to complete their tasks. We strive to eliminate injury and illness in the workplace. This is achieved through an applied continuous improvement process of all work related safety matters and continuous monitoring and reporting on our performance.



Our commitment to comply with the WH&S legislation and regulatory requirements is reflected in our certified workplace, health and safety management system (ISO 45001)

Our workplace, health and safety management system and policy demonstrates our commitment to communicating and consulting with our staff.

Risk Assessment



All client sites are subject to a Masterwize risk assessment prior to any work being undertaken. Any areas of risk are identified, and where possible the risk is either mitigated or procedures put in place to minimise the impact of that risk.

Our Risk Assessment covers all operational processes such as manual handling, plant and equipment, working at heights, confined space training, chemicals and hazardous substances, and also an expectation for areas such as new processes and new sites, noise, dust, occupational violence and other risk related areas.

Health and Safety must be regarded as a pre-requisite to every task

6 Operations Management

Under the direction of our National Operations Manager our Area Managers and Customer Service team are responsible for the cleaning standards and staff allocation. They will introduce cleaning staff to the sites, train staff and provide independent inspection reports to senior management.

They are geographically grouped to provide the most efficient service to our clients and to provide the fastest response time, and are contactable 24 hours per day.



The duties of the Area Management includes managing quality assurance programs, supervising, training, monitoring existing processes and analyzing their effectiveness; and creating strategies to improve productivity



7 Human Resource Management

Commitment

Masterwize is committed to this process, as we are aware that our future is reliant upon a strong and reliable workforce. In addition, this commitment has been undertaken to ensure that our clients receive a consistently high level of service delivery, poor performance and the associated risks are eliminated and efficiencies gained from the knowledge and experience of our people, the formalised continuous improvement of processes and utilization of latest technologies.



In a service organisation trained staff make all the difference

Implementation

As the quality of our staff is a direct factor in our success, we make great efforts to ensure that our staff are correctly selected, adequately trained and resourced, and appropriately managed. We undertake a number of measures including:

- Staff selection and evaluation process to identify suitable candidates
- Initial induction and orientation programs
- Training needs assessments
- Career progression planning and support
- Certificate recognised training programs
- Site specific inductions and training programs
- Periodic performance evaluations
- Implementation of Work Method Statements
- Site specific Job Descriptions and Task



8 Our Clients

We at Masterwize use technology to manage customer feedback loops with our clients. Based on the Net Promoter Score (NPS) methodology (<https://www.netpromoterscore.com>) our client feedback and reporting systems ensure that we take an “outside in” approach that makes every customer interaction with Masterwize a positive one.

In combination, these technologies cleverly complement one another. These tools support the management team by providing a streamlined and efficient process, and the customer receives a consistently, high service delivery.

Technology provides a fundamental platform for our business and supports our mission, which is to be the most admired cleaning and property service partner in Australia.

Masterwize services major brands and clients throughout Australia. Contactable references are available upon request.

The Marketing Intelligence Company recently conducted 360 client survey reports based on The Net Promoter Scoring System. The purpose of this survey is to track and monitor our service delivery at all levels of key account management and operations in the customer’s perspective.

“
Good
communication
and attention
to detail”

“
Reliable and
punctual”

**We would be
pleased to provide
contactable
references upon
request**

“
We are very
happy with the
service overall”



Choose a Masterwize
solution that is right for
your business.

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