



August 2017

A MONTHLY NEWSLETTER FOR MEMBERS AND ASSOCIATES LIGHTING COUNCIL AUSTRALIA

ILLUMINATIONS

Welcome to the sixth edition of our new E-newsletter, produced to keep Members and Associates informed about developments in lighting and related technology areas.

This newsletter will also keep you informed about new regulations, policies and on-going consultation with Federal, State and Territory Governments as well as key industry events. We welcome feedback and items for potential publication.

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Lighting Council Australia welcomes new members

The Board of Lighting Council Australia has agreed to the addition of the following new Members:

- Azoogi Pty Ltd
- Optitech International Pty Ltd
- Berdis Lighting Pty Ltd
- OneLight Australia Pty Ltd
- Vision Lighting Pty Ltd

Lighting Council Australia also welcomes the following Associate Members:

- Ansell Lighting Ltd
- Lightmoves Pty Ltd

Farewell to Owen Manley

After nearly a decade of service to Lighting Council Australia, Owen Manley will be retiring on September 8, 2017.

Owen will, however, continue to be available to Lighting Council Australia as a consultant, to assist with Standards matters and other issues from time to time.

David Crossley will take over the bulk of Owen's responsibilities supported by our new Corporate Affairs Manager, Timocles Copland.

Owen lives about one hour from Canberra on a property of rural New South Wales and is married with one adult son.

According to Joshua Newell, zencontrol managing director, while smart lighting controls have been around for a long time, installers still spend many unproductive hours trying to work with these systems, only to find them lacking capabilities, or requiring significant decoding or debugging of simple issues.

Owen has played a key role in the development of standards for the lighting industry as well as participating in many international meetings dealing with global standards.

The Board hosted a thank you dinner for Owen in Brisbane on August 22 – an event attended by a number of industry leaders as well as former Lighting Council CEO Bryan Douglas.

We wish Owen all the best for the years ahead.



Owen Manley and Tony Todaro at Owen's farewell dinner on 22 August

Parliamentary Engagement Steps Up

In the middle of August, the Chairman of Lighting Council Australia, Tony Todaro and CEO Richard Mulcahy undertook a series of Parliamentary meetings in Canberra together with Lighting Council's newly-appointed National Marketing and Environment Manager, Roman Gowor.

Kim Craig, Treasurer of Lighting Council Australia, and David Crossley, Lighting Council Technical Manager, also joined for some meetings.

Those with whom meetings were held included Mr Ross Hart, Federal Labor Member for Bass, The Hon Craig Laundry, Assistant Minister for Industry, The Hon Joel Fitzgibbon MP and Senator Jackie Lambie.

Lighting Council Australia representatives also attended a function hosted by Tasmanian Liberal Senator Eric Abetz and attended by many Members of the Government.

Lighting Council Australia was also represented at the Australian Chamber of Commerce and Industry's event hosting Senator David Leyonhjelm. Senator Leyonhjelm represents NSW and is a key member of the Senate crossbench.

Chairman's column



With the appointment of Richard Mulcahy as our CEO at the start of 2017, we have seen Lighting Council Australia restructure its operations with a stronger emphasis on political and media engagement. The Board and I stress however that Lighting Council will continue with its highly valued technical and regulatory engagement

and representation. We have challenges in dealing with regulators, and as our discussion at the QGM last week demonstrated, we will need to have clarity of purpose as an industry in advocating for smart and sensible regulation. The Council's proposed policy and strategy paper on regulation and enforcement over non-compliant products is part of this process. As discussed at the QGM, a draft of this paper will be circulated to all members for comment.

We also look forward to implementing a plan to raise the profile of Lighting Council and the industry in the media in the coming year.

I travelled with Richard and our Treasurer Kim Craig to Canberra earlier in the month and met with a number of parliamentarians including the Assistant Minister for Industry (who has ultimate responsibility over the National Construction Code), the former Prime Minister Tony Abbott MP, and a number of key Senate crossbenchers. Our delegation was well-received by parliamentarians from all parties and we presented a paper to each MP addressing the key issues in the industry. Several MPs shared our public concerns regarding non-compliant imports, and many were surprised to learn about the scope of Australia manufacturing activity in our sector.

I felt that we made good progress with the Assistant Minister and that the strong connections Richard has in Canberra will serve Lighting Council well as we tackle the challenges ahead of us.

Tony Todaro
Chairman

CEO's column



August has been a busy month for Lighting Council Australia, with several important meetings taking place in Canberra, where I travelled with the Chairman to meet with key parliamentarians, and in Brisbane, where we hosted our Quarterly General Meeting.

The QGM was well-attended and provided a forum for our membership to discuss technical and industry matters, network with other industry participants, and increase their exposure to emerging issues.

One area of ongoing concern is the importation and installation of non-compliant products. The Chair and I met with the Assistant Minister for Industry and I feel that we are making progress in raising the profile of this issue in the political arena. Lighting Council Australia staff will continue to work on this issue with governments at all levels, including the policy-setting agencies and the compliance and enforcement bodies.

In the coming weeks, we will finalise the closure of our Canberra office with the move to Melbourne close to completion.

Finally, I wish to convey my best wishes to Owen Manley and Cindy Wang. Owen has had a distinguished career in the industry and the strong turnout for his farewell dinner was a testament to the esteem in which he is held by his peers. I was very pleased that we were able to farewell Owen from Lighting Council Australia in style. Owen will maintain a connection with Lighting Council Australia through periodic engagements as a consultant. Cindy has been a valued member of Lighting Council Australia for over 7 years, and while she is not able to make the move with the office down to Melbourne, she has made a worthwhile contribution both to our organisation and the industry more broadly.

Richard J Mulcahy
Chief Executive Officer



Lighting Council Australia Quarterly General Meeting
in Brisbane

Member visit update

To further enhance communications with members, Lighting Council Australia staff aim to meet members on a rolling basis every week.

Please use this opportunity to raise technical/regulatory issues you may have and we'll do the best we can to respond. When you receive our call requesting an opportunity to visit, we'd appreciate a little of your time to discuss issues of importance.

Recent visits have included Dux Lighting, Inlight, Dynalite, Oak Electronics and Maco.

Member Profiles

To further build interest in Illuminations we shall be featuring a profile of one of our members in each edition. There will be a balance between smaller and large companies and we hope that when approached you will be pleased to be interviewed.

There are many exciting things going on in our industry and to the extent members are willing to discuss those successes and initiatives, we shall be pleased to share those achievements with the membership. We hope you enjoy these features.

Member Profile - Ben Mills

The General Manager of Gerard Lighting serves on the Board of Lighting Council Australia. In this edition of Illuminations we have asked him to outline some of his experience and the challenges he has faced.

Question: Can you tell us about your background and when you entered the lighting industry?

My career began with PIERLITE Pty Ltd in May 1989 at Pierlite South Australia and I was then transferred in 1990 to Sydney NSW, as a 21-year-old Product Manager where Head Office and the main manufacturing facility was located.

Over the next decade, I quickly rose through several management positions including Export Manager, NSW State Manager and National Sales & Marketing Manager. At the same time becoming a respected stakeholder within not only the lighting market but also the greater Electrical Industry, including electrical contractors and wholesalers.

In 2001 I became the General Manager of PIERLITE Pty Ltd, a company under Private ownership, and over the next 10 years grew the business to become the single largest luminaire manufacturer in Australia with 500+ employees.

In 2008 the Gerard Lighting Group was formed and acquired several leading companies including Sylvania, Crompton Lighting, Austube and INLITE. Today, I'm one

of three directors and a shareholder of Gerard Lighting.

Question: What are the major challenges you have to deal with in your group of companies?

Within Gerard Lighting, we have Specialty businesses in Australia such as INLITE, Austube and Frend as well as businesses in New Zealand. In addition to these, there are separate divisions being Commercial + Industrial, Roadway + Infrastructure and Consumer.

These are headed by different Executive General Managers with their own teams so communication between them all is key. Keeping communication open helps Gerard Lighting to operate efficiently and work as a team towards the same goals, missions and values set as a group.



Question: Where do you think the lighting industry will be in five years?

There has been more change in the lighting industry over the last five years than over the last one hundred years.

We are still very much in a state of change with what I would call “disruptive technology,” however; it is now all about smart lighting, lighting control and colour control for exterior lighting.

The evolution of LED lighting has seen consumers move away from the simple light that switches on and off to a range of lights embedded with smart technology. Consumers are now rethinking their lighting needs and looking for complete solutions offering flexibility, convenience and aesthetics.

Smart phones will also play an important role in the growth of smart lighting, that allows integrated lighting control with the convenience of a smartphone. A further benefit of the innovation focus on smart lighting will provide companies with valuable data, leading to more efficient energy consumption.

Question: Given your experience do you feel that the Australian Government appreciates the impact of regulation on businesses?

The Australian Government is always conscious of regulation and where they can, they have allowed the lighting industry to self-regulate as much as possible. However, because of the speed of change, the government at times has had to step in and help with regulation to ensure that the high levels of Australian standards continue to be met.

Where we as an industry have disagreed, or put forward our concerns, the government has listened and worked with the Lighting Industry for a workable outcome.

Question: Given the current re-structure of the Secretariat for Lighting Council Australia what would you like the organisation to tackle in the coming years?.

With many lighting manufacturers and companies now sourcing product offshore, there is a real need to ensure lighting products coming into the country completely meet the Australian standards.

I would like to see the Council tackle the issues around compliance and ensure all company’s products comply with Australian standards.

Training is also key to the development of our industry and ensuring the next generation of electrical contractors, consulting engineers etc are informed and can make the right decision around products and compliance.

Question: Can you tell us about recent changes in the structure and ownership of the Gerard group of companies and what it will mean for your customers?

Our shareholding has now been simplified with Investec and Bain Capital Credit – they have always been supportive and continue to see a strong growth future with their investment in Gerard Lighting.

For our customers, it is business as usual and there has been significant new capital invested to further improve new product development systems and processes. This is in addition to the \$50 million already invested over the last three years.

Question: Can you tell us a little about your family?

I’m Australian born and bred but grew up in Adelaide and then moved to Sydney for work. I met my wife Anna in Adelaide and we have shared the last 31 years together along with our two daughters Madison, 21 and Isabel, 19. We have a very spoilt West Highland Terrier named Ollie and are long-term supporters of the Sydney Swans.

Question: If you had not entered the lighting industry what direction do you think your career would have taken?

I’m completely passionate about lighting and always been in the lighting industry, but prior to that, I was interested in following my grandfather’s footsteps to be a “bookie” (bookmaker).

Seeing Hanoi in a new light

In a spectacular application of new longlife LEDs, Lighting Council Australia member Philips has partnered with local Vietnamese construction firm Sun Group to bring new life to the Nhat Tan Bridge in the Vietnamese capital.

The lighting system uses the Philips Color Kinetics system which can tune the lighting to 16.7 million different colours.

Read more [here](#) or see a slideshow [here](#).



Austrade calls for Industry Engagement

Austrade is mapping Australian businesses with capabilities that deliver urban efficiencies, these could be economic (cost savings for local governments), environmental (reduced carbon, or waste usage), or social (networked street lighting providing increased public safety for citizens).

Austrade is working to promote Australia's world-leading smart city capabilities and niche technologies to global markets by:

- Positioning Australia as a provider of connected and resilient future city solutions to international governments, industry bodies and private sector organisations
- Profiling Australian businesses at selected industry events and forums in high-potential markets
- Collaborating with other government agencies to leverage their work and relationships in selected markets.

LCA members are warmly invited to register their interest in Austrade's work by registering their details [here](#).

Member Feedback sought on Interior Lighting Standards

The Standards Australia committee LG-001, responsible for the AS/NZS 1680.1 "Interior lighting" standard has been asked to consider if a major upgrade or just reconfirmation of the existing (no change), is required. The response so far appears to indicate minor or no change necessary. However, industry "noise" appears to indicate otherwise.

Members are asked to check with their lighting designers and advise if the considerable technological change that is underway warrants a more serious consideration of this standard, ie a full review and alignment where possible with international work, processes or practices even if these are still unresolved scientifically (where research is underway but no international agreement and/or results are yet available and unlikely for years). An example is circadian aspects of interior lighting.

Feedback is requested by email to info@lightingcouncil.com.au by Thursday 31 August 2017.



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