



February 2018

A MONTHLY E-NEWSLETTER FOR MEMBERS AND
ASSOCIATES OF LIGHTING COUNCIL AUSTRALIA

ILLUMINATIONS – February 2018

Welcome to the eleventh edition of our 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.

In this edition

- Chairman's column
- CEO's Column
- Dinner with the Prime Minister
- LCA Director Mr Joel Moss meets with the Hon Tony Abbott MP
- Other Political Engagements
- MEPS for LEDs Update
- Member Visits
- National Construction Code – Major Win for industry
- GEMS Act Review and GEMS Fees Review
- Victorian Electrical Safety Changes Proposed
- Member Profile – Rick Dockerty, Managing Director - Efficient Lighting Systems (ELS)
- Melbourne launch of Adaptive Lighting for Alertness (ALFA)
- Getting Reputation Right
- Upcoming Events

Chairman's column



2018 has commenced very positively for Lighting Council Australia and the industry. In a major success, we were able to arrange a private meeting with the Prime Minister to raise a number of issues of concern to Members. I was most impressed not only by the Prime Minister's level of knowledge about environmental regulations but also his ability to ask the key questions regarding issues affecting our industry. The Prime Minister understands the importance of imposing regulations only where they are required – a position that aligns with ours. We conveyed to the Prime Minister that our industry is responsible and pragmatic but that unnecessary regulations, particularly in excess of anything contemplated in any

CEO's column



I am very pleased with recent developments around the industry. Lighting Council Australia can advise members that the MEPS for LEDs proposal has been elevated to a centrally important policy issue for Minister Frydenberg and his Department. I met with the Minister and the Secretary of his Department (i.e. Head) in February with the Chair and we obtained positive assurances about the new advisory process underway. While I am still less than satisfied with aspects of the bureaucratic approach of the Department, particularly around the Terms of Reference and the seemingly constant inability of the Department to communicate the commitments of senior

other market, undermine the viability of our industry and lead to worse outcomes for the public and the industry.

I must congratulate our CEO Richard Mulcahy in organising this dinner. In just the last month, Lighting Council Australia has met with the three most influential decision-makers with authority for lighting industry issues in Australia. In addition to the Prime Minister, LCA met with Senator Michaelia Cash (Minister for Jobs and Innovation), and Minister Frydenberg who has responsibility for Environment and Energy.

We are starting to see positive returns on this advocacy.

Tony Todaro
Chairman

staff to operational staff, I am satisfied that we are making progress.

On another front, a set of highly dubious proposals have been dropped from the new public consultation draft of the National Construction Code. Members will have received a Special Bulletin earlier this month on this issue, and the details are detailed separately below in this month's Illuminations.

I believe that our influence as an industry is growing and that we are developing our capacity to oppose damaging proposals from bureaucrats in Canberra who do not understand commercial realities.

As always, I encourage you all to continue your support for Lighting Council Australia through engagement with our various technical committees and our important industry advocacy.

Richard J Mulcahy
Chief Executive Officer

Dinner with the Prime Minister

Prime Minister the Hon Malcolm Turnbull MP joined Lighting Council Australia and industry representatives at a private dinner in mid-February in Melbourne.

Lighting Council Australia Chairman Tony Todaro, LCA Director and Executive chairman of Beacon Lighting, Ian Robinson, and Haneco Lighting Managing Director Nicho Teng were joined by Richard Mulcahy and Roman Gowor from Lighting Council Australia for the event.

The event provided an opportunity for the industry to directly brief the Prime Minister on key issues affecting the industry.

The Prime Minister was highly engaged and said that he would take a personal interest in the issues raised. The Prime Minister was supportive of industry, agreeing that the Australian lighting market was too small to be a global leader on regulatory issues.



Pictured: Prime Minister the Hon Malcolm Turnbull MP and Chairman Tony Todaro.



Pictured: Prime Minister the Hon Malcolm Turnbull MP, LCA CEO Richard Mulcahy and National Marketing and Environment Manager Roman Gowor.

LCA Director Mr Joel Moss meets with the Hon Tony Abbott MP

LCA Director and Managing Director of Evolt, Mr Joel Moss, attended a private dinner on behalf of Lighting Council with the former Prime Minister and Liberal Member for Warringah, the Hon Tony Abbott MP.

Mr Moss updated Mr Abbott on a number of issues affecting the industry, with the former Prime Minister noting that he had received a deputation last year of Lighting Council Australia representatives who provided a briefing. The deputation comprised LCA Chair Tony Todaro and staff from LCA. Mr Abbott was keenly interested in the industry's issues

Other Political Engagements

Lighting Council Australia Chair Tony Todaro, CEO Richard Mulcahy and National Marketing and Environment Manager travelled to Canberra in February to meet with Federal Parliamentarians. Coalition MPs Steve Irons (Swan, WA), Trevor Evans (Brisbane, Qld), and Craig Kelly (Hughes, NSW) were briefed on the MEPS for LEDs issue. These three backbench MPs are influential with regard to government policy on environmental matters and those affecting the small business sector. All three have strong business backgrounds, with Mr Irons and Mr Kelly having operated businesses affected by heavy-handed Commonwealth legislation, and were highly receptive to our concerns.

Lighting Council Australia National Marketing and Environment Manager Roman Gowor travelled to Tasmania to brief Premier Will Hodgman. CEO Richard Mulcahy met separately with the Tasmanian Premier and Treasurer. Tasmania is approaching a state election in March and the Tasmanian Government has an important voice at COAG, which is the decision-making forum for the MEPS policy issue. Mr Gowor also met with Senator Abetz, a former cabinet Minister and highly influential Coalition member.

Richard Mulcahy met with Senator Canavan, Minister for Resources and Northern Australia, and Roman Gowor attended private dinners with Senator Cash, Minister for Jobs and Innovation, and Minister Frydenberg in Canberra.

MEPS for LEDs Update

Readers should be aware that the Department of the Environment and Energy has committed to a new process of stakeholder consultation on the MEPS for LED issue following representations from the Lighting Council. MEPS for LED luminaires are beyond the scope of this process – a welcome reprieve given the anticipated \$400m regulatory cost to industry.

The Department is reconvening an advisory group (the Lighting Energy Efficiency Advisory Group). The MEPS for LED lamps proposal will continue to be opposed by Lighting Council Australia on the grounds that the proposal is uncommercial and will result in worse outcomes for consumers.

LCA opposed the broad range of issues to be addressed by the advisory group in its Terms of Reference and also the large number of stakeholders invited to the group. We have received assurances that all options, (including a 'no MEPS' scenario) remain open for discussion. LCA has also been assured that it will be given a prominent voice in this process.

The Prime Minister, Minister for the Environment and Energy, and the Minister for Jobs and Innovation have now all been briefed on this issue.

These are welcome developments and Lighting Council Australia will continue to treat MEPS as a high priority

Member Visits

Member visits are an invaluable opportunity for our organisation to maintain a strong understanding of issues affecting members. Since our last edition, Lighting Council Australia Corporate Affairs Manager Timocles Copland visited Highlux, Designlite and Q Industries.

National Construction Code – Major Win for industry

Lighting Council Australia is pleased to inform industry of a significant success in advocating for the interests of the industry in the development of the National Construction Code (NCC).

The NCC is the subject of a major review with a new edition scheduled for publication in 2019. A draft proposal released last year contained a range of highly concerning and commercially impractical changes for exterior luminaires. Had the proposal proceeded, there would have been a significant impact on a range of industry participants involved in landscape, architectural and other applied lighting technologies.

Lighting Council Australia strongly opposed these changes, and advocated to the Australian Building Codes Board (ABCB) for the simplification of the exterior lighting requirements. ABCB has since released a public comment draft proposal with substantially lower requirements for exterior artificial lighting, aligning with LCA's recommendations. That is, it will be possible to satisfy the outdoor lighting requirements of the draft proposal by simply allocating more than 90% of the exterior lighting load to LED luminaires. LCA also notes that allowances for lighting controls have also been re-instated as we requested.

The draft requirements regarding illumination power density are still of concern and we will be consulting with members in the coming weeks after the ABCB publish some additional relevant material (e.g. lighting case studies).

Lighting Council Australia will continue to work to represent industry in opposing unnecessary and damaging proposals, such as those represented by the earlier draft of the NCC. A special mention of thanks to Members who provided links to their exterior product specifications.

We look forward to further Member engagement on the remaining NCC public comment draft issues.

GEMS Act Review and GEMS Fees Review

Industry participants should be aware that the GEMS Act Regulator, the body responsible for the E3 program and the enforcement of product energy efficiency regulations, is undertaking two separate reviews into the operation of the regulator.

The GEMS Act Review is a major independent review required by the legislation on the fifth anniversary of the legislation coming into effect. On 19 January the Minister announced that the review would be undertaken by Ms Anna Collyer, a partner at law firm Allens.

The Terms of Reference suggests that a report will be provided to the Minister by mid-2018, raising very serious questions about the depth of the consultation that will be undertaken. These concerns are heightened by the fact that no public consultation documentation has been circulated to industry as at the date of this publication.

Lighting Council Australia will coordinate a response on behalf of the lighting industry on the various aspects of the review, including the extent to which the GEMS Act is achieving its purpose and what kind of changes could be made to improve the operation of the legislation and regulator.

Lighting Council Australia has made a submission to a separate process investigating the approach by which the GEMS Regulator collects fees. LCA strongly opposes the proposed 74% increase in fees for lighting products, particularly in light of the absence of strong action on enforcement of existing regulations. LCA's submission can be read in full [here](#).

Victorian Electrical Safety Changes Proposed

The Victorian Government has introduced a bill to the Victorian Parliament that would add new requirements for suppliers and manufacturers of household appliances and electrical equipment.

Lighting industry participants should take time to familiarise themselves with these changes which are addressed to focus on electrical products produced overseas and imported into Australia.

The proposed Bill will amend the Electricity Safety Act 1998 to implement the electrical equipment safety scheme — a harmonised scheme for participating jurisdictions in Australia and New Zealand that will ensure that consistent safety requirements are in place for relevant 'in-scope electrical equipment'. Victoria currently has a two-tiered system, divided between high-risk or 'prescribed' electrical equipment, and low-risk or 'non-prescribed equipment'. The bill will introduce a third medium-risk category and will re-label the existing categories as level 1 being low risk, level 2 being medium risk and level 3 being high risk.

The bill will require manufacturers and importers of in-scope electrical equipment in Australia or New Zealand, known as 'responsible suppliers', to register themselves and the level 2 and level 3 in-scope electrical equipment they supply in Victoria on a central database.

The law would also introduce new and amended offences in the Electricity Safety Act 1998 to incentivise compliance with the new obligations. The penalty for one of these offences would be a maximum of 60 penalty units (or approximately \$9500) for individuals and up to 240 penalty units (or approximately \$38 000) for companies.

Read more [here](#).

Member Profile – Rick Dockerty, Managing Director - Efficient Lighting Systems (ELS)

Mr Rick Dockerty is a long-standing participant of the lighting industry. This month, he shares his background with Illuminations' readers.



Question: When did you start in the lighting industry? If you hadn't chosen lighting, where do you think your career might have taken you?

I started in 1970 with an electrical wholesaler, A. J. Ferguson & Co. They had a very strong lighting division and developed luminaire designs. They owned a lighting manufacturer business, Rymer Lighting, based in Melbourne's northern suburbs. After a year in the wholesale business I moved to Rymer Lighting. It was here that I developed an interest in manufacturing and lighting. I stayed at Rymer Lighting for over 20 years in many fields, but mainly sales and marketing, and finished as General Manager. Rymer Lighting was sold to Thorn Lighting in the late 80s, I stayed on with Thorn for a few years then left to start Efficient Lighting Systems. In the late 80s and early 90s the main light fitting developments were driven by new compact fluorescent lamps and compact discharge lamps. I saw an opportunity to

develop a new range of commercial and architectural light fittings based on these technologies.

Had I not started at A.J. Ferguson & Co. I am unsure what I would have done. I always had an interest in sales and marketing and probably would have pursued a career in this field.

Question: How long have you been Managing Director of ELS? Tell us what you enjoy most about your role.

I started Efficient Lighting Systems 27 years ago. It's been a great experience. Starting from nothing and building a business may have been difficult, but is very rewarding. It's very pleasing when we develop a new product, usually based on a new technology, and we experience the success of that product. One of the most enjoyable things is the people you meet. Some of my staff have been with me for over 20 years, and I have worked with many of my customer and suppliers from day one. Some I have known in the industry for over 30 years. Many of these people are now my best friends.

Question: What do you consider the highlight of your career? (ie - a specific product or project)

That is difficult to say. Over the past 47 years there have been many highlights. One thing I really enjoy is being involved in a project from design concept through to completion, and seeing the final result. We are very fortunate in that we are involved in a great variety of projects and have worked with some very talented designers and engineers.

Question: Lighting has undergone a revolution in the last decade. Where do you see the Australian lighting industry in ten years' time?

The last 10 years have probably been the most interesting in my career. The introduction of LEDs has revolutionised the lighting world. Having worked with fluorescent and discharge lamps for many years the change to LEDs has really been interesting and opened up new design possibilities.

Question: What are the biggest challenges for the lighting industry at this time?

While LEDs have, as I mentioned, opened up new design possibilities for luminaires, it hasn't come without problems. Apart from the technical issues that luminaire manufacturers need to overcome, there is the rapid change. In the past we would expect a discharge or fluorescent

luminaire design to run for years. With the rapid change in LEDs often within 2 years products are upgraded. R&D costs have massively increased and stock of LED components needs to be kept under tight control. Once an LED module is superseded with a new more efficient model, the old version is virtually not saleable in the commercial market.

I think the other major challenge will come with the advent of “smart lighting” We are already seeing new systems that present compatibility issues.

Question: Can you tell us a little about your family? What do you do outside of work?

My wife and I are new grandparents with one grandson now 18 months old and another due in March, so we are enjoying that special time with the family. We spend some spare time at our beach house and enjoy frequent local and overseas travel. Apart from that you may find me listening to some good jazz or visiting one of Melbourne’s live music venues.

Melbourne launch of Adaptive Lighting for Alertness (ALFA)

Lighting Council Australia members are invited to a full day workshop in Melbourne on 27 March 2018 for the global launch of circadian lighting design software – ‘Adaptive Lighting for Alertness’, or ALFA. This work is being undertaken through a Cooperative Research Centre, supported by the Commonwealth Government. The organisers are looking to develop products and services to support ‘non-visual’ lighting in Australia and are looking for partners and projects to that end.

The launch will be hosted by Steven W. Lockley PhD, Adjunct Professor at the Monash Institute of Cognitive and Clinical Neurosciences at Monash University. It will include the scientific background of non-visual responses and measurement of light, examples of lighting applications and a full demonstration of the software.

Details: 9:45 am – 4:30 pm, Tue 27 March 2018, Monash College Plenary Room, 271 Collins Street, Melbourne.

Members can obtain more information and register their interest for the event [here](#).

Getting Reputation Right

Research from the World Economic Forum indicates that more than 25 per cent of a company's value is directly related to its reputation. The Australian Institute of Company Directors interviewed Rupert Younger, a leading expert on the issue in a recent publication. [Read more here.](#)

Upcoming Events

The Quarterly General Meeting will take place on 28 February in Melbourne, with a Members' Dinner taking place the night prior, featuring Professor Geoffrey Blainey who will deliver an address – 'Lighting in the history of Australia'.

Members should diarise 8 May 2018 for the following Members' Dinner and 9 May 2018 for Quarterly General Meeting. These will take place in Sydney.

The Sub-Industry Group Meetings for SSL and Lamps, Lighting Controls, and Street Lighting will take place in Sydney on 1 May 2018. The Emergency Lighting group will meet in Sydney on 8 May 2018.

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Our mailing address is:
Suite 5, 191 Riversdale Road, Hawthorn VIC 3122
PO Box 1058, Hawthorn VIC 3122
(03) 9818 5920