



July 2017

A MONTHLY NEWSLETTER FOR MEMBERS AND ASSOCIATES LIGHTING COUNCIL AUSTRALIA

# ILLUMINATIONS

Welcome to the fifth edition of our new E-Newsletter, produced to keep Members and Associates informed about developments in the 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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# Australian designed lighting control system that future proofs buildings

## Evolt sponsors the launch of zencontrol

Zencontrol's new generation of lighting control systems, has been launched in Australia by Evolt Pty Ltd.

A collaboration between Evolt and zencontrol, the zencontrol system is built on the principle that a modern building control system should be simple and easy to install and use.

With extensive experience in the lighting and emergency lighting industry, the development team behind zencontrol identified that the market was not proactively trying to improve the user experience of lighting control systems.

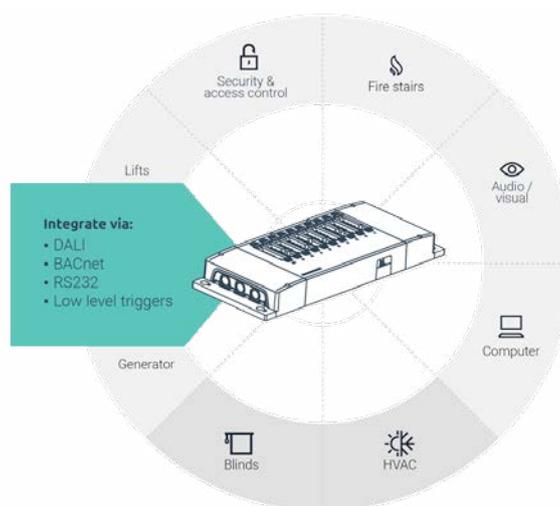
Using smart software and systems, zencontrol is designed to address the problems faced by installers, reduce set-up time and improve fault identification.

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.

**“Using smart technology, zencontrol automates all the tasks that used to be manual. It is a ‘plug and play’ solution that easily integrates numerous building services including HVAC, AV, lights, sensors, blinds and security to name just a few.”**

“This is critical in the highly connected environment that Australia lives and works in. Zencontrol is a cutting edge modern control system, which customers and installers have been wanting for years,” said Newell.

Built from the ground up, and based on the latest DALI version 2 standard, zencontrol provides seamless integration between devices in the network. With zencontrol's new room controller, a base build installation can be achieved without the use of a computer, laptop or programmer. Simple out of the box set-up and automatic fault recovery keeps the rooms running automatically.



“Zencontrol is also designed to target cyber-security risk in the age of the Internet of Things,” stated Eduardo Yudowski, Evolt group marketing manager. “IoT is exposing companies to avoidable risks, and many businesses aren't implementing industry standard security practices to protect their systems against cyber-attacks.”

“Zencontrol sets the standard in security with the use of industry proven and backed TLS 1.2. This is not just encryption, but a complete security layer that comprises of multiple secure technologies.”

The first Australian developed offering of its kind, zencontrol enables building owners to:

- reduce the costs associated with energy consumption
- quickly and efficiently monitor and control multiple sites remotely using Cloud control
- manage and maintain emergency lighting in small tenancies, as well as the entire building
- reduce costs, increase speed and remove the risk of a single point of failure through the installation of a single controller.

Currently being installed in commercial buildings in the United Kingdom and Australia, zencontrol transforms the way installers and users interact with their buildings.

[Click here to learn more about zencontrol](#)

## Catching up with the Hon Dan Tehan MP Minister Assisting the Prime Minister on Cybersecurity

On June 29 the CEO met with The Hon Dan Tehan at an event hosted by the Australian Chamber of Commerce, Mastercard and Price Waterhouse Coopers.

The Minister outlined the recent issues involving cyber-attacks and 'ransomware' and the impact on businesses in Australia.

A booklet provided by Mastercard, designed to assist small businesses, in particular, was made available on the day. We shall aim to obtain copies of the booklet for Members.



Image left to right - The Hon Dan Tehan, MP Minister and Mr Richard Mulcahy, CEO, Lighting Council Australia.

## Workshop announced (register now) – Significant changes proposed to the lighting and controls provisions of the National Construction Code

The Australian Building Codes Board is proposing to increase the stringency and remove the controls allowances of the energy efficiency (Section J) provisions within the National Construction Code. The key points are as below:

- The maximum illumination power density allowances are proposed to be reduced by between 50 – 87.5%. As an example, the allowance for corridors is proposed to reduce from 8W/m<sup>2</sup> down to 1W/m<sup>2</sup> and the allowance for office areas is proposed to reduce from 9W/m<sup>2</sup> to 4.5W/m<sup>2</sup>.
- Perimeter lighting is proposed to increase in stringency from 60 lm/W to 105 lm/W. Also, only full cut-off luminaires are proposed to be allowed to be used.
- Lighting control device allowances are proposed to be deleted due to the small scale of the adjustment factors and the perceived increased implementation risk for lighting controls
- Other changes are proposed for transitory occupancy spaces such as fire escape corridors and fire stairs as well as foyers and circulation spaces.

The Australian Building Codes Board has agreed to run a workshop to discuss these proposed changes on Thursday 27 July in the Sydney CBD (10am – 12pm). If you would like to participate in this workshop please send an email to [dcrossley@lightingcouncil.com.au](mailto:dcrossley@lightingcouncil.com.au) – places are limited.

## New website launched to allow reporting of non-conforming building products

Lighting Council Australia maintains our Code of Conduct and investigates reports of non-conforming products being supplied into the lighting products market. We have contact details of the relevant state and Federal Government authorities and can report non-conformance directly to those authorities (including maintaining anonymity).

As well as the above, The Australian Building Codes Board (ABCB) has just launched a new webpage containing information on building product compliance, links to relevant regulators and a report portal to allow reporting of suspected non-conforming building products (including lighting products). Reports submitted to this ABCB portal will be directed to the relevant state or Federal Government authority.

[Visit Website](#)

## Chairman's column



As we enter each new financial year the board takes the opportunity to reflect on the past year and on the challenges and strategies for the period ahead. More on which will be communicated.

One issue we hear from members is the need for even greater attention and input into government regulation and into liaison

with government. This is to ensure early input and greater influence on regulations, and to better deal with key issues such as the need for better regulation and enforcement over non-compliant products.

I am pleased to say that under our new CEO, Richard Mulcahy, we are progressively communicating with a number of Senators, Members of the House of Representatives and Ministers.

Although we aim to work with regulators and others in the bureaucracy, the importance of maintaining a regular dialogue with our political leaders cannot be underestimated. To this end Richard and I will be visiting Canberra in the upcoming weeks to broaden awareness of the issues impacting the lighting industry amongst our political leaders.

Members are reminded that we are always keen to hear about your issues so that we can develop a case to rectify problems you are encountering.

I wish all Members a prosperous new financial year.

Tony Todaro  
Chairman

## CEO's column



### Compliance emerging as a major issue

In recent times, a growing number of Members has expressed concern in relation to compliance, and non-compliant electrical products being introduced into the Australian market without any consequence.

I have expressed our concerns to Federal officials and, despite having around 25 officials charged with the task of enforcing compliance, there is a pronounced lack of action. Not a single prosecution can be cited.

The safety of our communities is being put at risk due to this casual approach and you will be hearing more from the Lighting Council Australia on this topic in the future.

Some major companies have spoken with me also about the importance of educating contractors to ensure they know how to identify non-compliant products and to this end we are looking at developing some educational workshops.

Commonwealth state and local governments all have a responsibility to play a role in ensuring that only compliant lighting products are used in Australian offices, commercial premises and homes.

The tragic events recently in London has only served to remind us of the potential loss of life that may arise from the failure to ensure compliance with building and electrical standards.

Lighting Council Australia welcomes information from Members that would assist us in identifying breaches. Please do not hesitate to make contact.

Richard J Mulcahy  
Chief Executive Officer

## Member visit update

To further enhance communications with members, Lighting Council staff are now aiming to visit some members 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. Many members visited have expressed their support for Lighting Council's increased engagement with members.

Member visits have already been conducted in South Australia, Victoria, NSW and Queensland. Recent member visits include Philips and a number of prospective Members in Victoria and New South Wales.

# 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 - Khaled Khaled



The CEO of Zumtobel has joined 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?**

I am an Electrical and Electronics engineer by background. I obtained my Engineering degree from the University of Canterbury in New Zealand. During the final stages of my undergrad, I took on an opportunity in R&D for a short period. Soon I realised that my passion was for the commercial side rather than the academic arena. I moved to Sydney Australia in the year 2000 and took my first role in the lighting industry as a product development engineer. Since then, I have had many roles in the lighting industry spanning across Product Management, Marketing, Sales and Country CEO. I also had regional sales responsibility for South East Asia, which gave me international business exposure. In parallel I completed a Masters in International Business and Law to complement my technical background.

**Question: What are the major challenges you have to deal with as a CEO?**

Change Management would represent one of the key challenges that CEO's in the lighting industry have to deal with nowadays. Especially for an industry which had very little need for change over the past century, to be revolutionised by solid state technology in the past 5-10 years, is not such an easy adjustment. A disruptive change in technology was just the tip of the iceberg, followed by ongoing challenges for the entire value chain. This has led to many restructuring activities across most established players in the marketplace for the past few years. To manage change and maintain consistent performance at the same time is most certainly a major challenge.

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

As LED technology stabilizes, improvements in performance will happen at slower rate at higher costs, leading to standardization and further commoditization at component level. The emphasis will shift from LED performance to smart or connected lighting solutions, and lighting controls will be our next focus point. I also see lighting products sharing common platforms with consumer electronic products, white goods and potentially other products..

**Question: Given your international experience do you feel that the Australian Government appreciates the impact of regulation on industry as do other governments you have had to deal with?**

I think it's worth mentioning that the Australian government has always taken an entrepreneurial position when it comes to lighting. However, to lead the global regulatory framework from a country which has limited R&D and manufacturing of lighting products can run the risk of alienating the local market. From my experience other countries invite the industry to engage at a much earlier stage, before a plan has already been formulated.

**Question: As the newest director on Lighting Council Australia what would you like the organisation to tackle in the coming years?**

I think without a doubt, early engagement in government regulations will be one of my key priorities. We need to make sure the industry has a clear and united voice channelled via Lighting Council, taking into consideration the best interest of the Industry as well as the consumers/end-users.

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

I am married with 2 children ages 6 and 4. We love the outdoors, especially water sports and weekend soccer games.

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

Given my academic background, I would've likely pursued a career in telecommunications or solar industries.

## sparc-FMA and Lighting Controls Workshop presentations now available.



Two major industry events took place in May and we are pleased to advise that speaker presentations are now available.

To access the Lighting Controls Workshop presentations please log on to:

<http://www.lightingcouncil.com.au/site/events.php>.

As this event was open to industry-not just Members- there are no restrictions on access to these presentations.

To access presentations delivered at the recent sparc-FMA event, you must be a Member of the Lighting Council.

These presentations may be accessed as follows:

<http://www.lightingcouncil.com.au/site/member-sparcfma.php> - in the Members only area.

## Gerard Lighting Announcement

### Investec and Bain Capital Credit invest in strong future for Gerard Lighting



Leading Australian lighting solutions company, Gerard Lighting, has reaffirmed its plans for growth following an agreement with a consortium led by Investec and Bain Capital Credit to assume full ownership of the business from CHAMP Private Equity.

The acquisition, led by two of Gerard Lighting's long-standing investors, will ensure a strong and stable future for the business, significantly reducing debt levels and enabling the redeployment of capital towards growth opportunities across its key market segments. The consortium will invest new capital into the business as part of the agreement.

Gerard Lighting is the leading supplier in Australia and New Zealand of lighting solutions for the commercial, trade and residential markets, in addition to large-scale construction and infrastructure projects where it is well positioned to capitalise on the growing number of current and proposed infrastructure projects.

The company's CEO, Les Patterson, said that the new ownership model was a clear vote of confidence in the business, both for its strong market position and its significant growth potential.

"Whether it's at home or at work, in supermarkets, hospitals and sporting stadiums, or in parks and roadways, our well-known brands including PIERLITE™, SYLVANIA™, CROMPTON™ and DIGINET™ are an intrinsic part of peoples' everyday lives," he said.

Mr Patterson said it would be business-as-usual for customers, with no change to people, processes or operations under the new ownership model.

"We've made significant improvements over the past few years to get the business in the right shape, including investing in our people, systems, logistics and digital capability to put ourselves ahead of the curve and keep delivering for our customers across Australia and New Zealand," he said.

"We're delighted to extend the partnership with Investec and Bain Capital Credit – both of which share our vision for growth and will inject fresh capital into the business. We're more than double the size of our next competitor and, with the support of the consortium, we're well-placed to leverage our strong position in each of our key market segments," Mr Patterson said.

The change of ownership is expected to result in changes to the composition of the Gerard Lighting Board, with new appointments to be announced in due course.



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# Upcoming National Meetings and Events

## SSL and Lamps Sub-industry Group Meetings

**Date:** Tuesday 8 August 2017

**Time:** 9.30AM – 12.45PM

**Venue:** Graphic Arts Club, 182 Coward Street Mascot NSW

## Lighting Controls Sub-industry Group Meeting

**Date:** Tuesday 8 August 2017

**Time:** 1.45PM – 3.15PM

**Venue:** Graphic Arts Club, 182 Coward Street Mascot NSW

## Street Lighting Sub-industry Group Meeting

**Date:** Tuesday 8 August 2017

**Time:** 3.30PM – 5.00PM

**Venue:** Graphic Arts Club, 182 Coward Street Mascot NSW

## Quarterly General Meeting

**Date:** Wednesday 23 August 2017

**Time:** 9.30AM – 3.00PM

**Venue:** Brisbane, Royal on the Park, 152 Alice Street, Brisbane  
RSVP essential.

## Quarterly Dinner

**Date:** Tuesday 22 August 2017

**Time:** 7.00PM

**Venue:** Brisbane, Customs House 399 Queen Street, Brisbane  
RSVP essential.



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