



October 2017

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

## ILLUMINATIONS

**Welcome** to the eighth 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
- Board Election
- Chairman's Election
- MEPS for LEDs: Lighting Council Australia Responds to Bad Government Policy
- Gerard Lighting Sponsors Lighting Council Australia's Technical and Regulatory Workshop
- Member Visit Update
- Member Profile - Dialight
- Robots on the way: Automation in the Australian Economy
- Legal Update: Testing New Waters in the Unfair Contracts Regime
- Upcoming Events

## Chairman's column



I would like to take the opportunity to reflect on how our Board and our organisation is embracing the rapid changes in our industry. This period of change presents both risks and opportunities to our businesses and to our industry as a whole. One significant opportunity for our industry is the revolution taking place in the way that lighting can become a central part of the infrastructure for smart systems. This can be seen in various parts of the built environment – from the design of public spaces to commercial buildings, through to the increasing widespread use of smart systems in our homes.

The downside risk of this revolution is that the lighting industry becomes a mere component in the built environment. The Board believes that our industry needs not only a strong voice at the decision-making table with politicians and bureaucrats, but that we need to strategically position our industry body to embrace the opportunities ahead of us.

The Board has recently endorsed a proposal to run an event themed around Smart Lighting and Smart Controls in the middle of next year. We have confidence that Lighting Council and our industry can deliver an impressive event that will not only promote our members but facilitate interaction, discussion and policy formulation with the important stakeholders in this space.

## CEO's column



Readers of this publication will be aware that Lighting Council Australia has increased significantly its political presence in Canberra. While our focus has been on regulatory issues at the Federal level, particularly around the ongoing challenges the Minimum Energy Performance Standards (MEPS) for LEDs, in the coming months we will strengthen our engagement with state and territory level ministers and regulators. As you would be aware, many of our industry regulations are introduced at the federal level but only after engagement with state-level regulators through COAG and other federal-state arrangements. I am confident that engaging with state-level parliamentarians will help Lighting Council Australia achieve its policy objectives in the federal sphere, while also improving our leverage in dealing with poorly considered state-based policy issues. Lighting Council Australia representatives will be meeting with Parliamentarians from various states in the coming month, in addition to our ongoing dealings with various state bodies.

Later this month, part of the Lighting Council Australia staff will be offline to attend a two-day intensive media training program. The Lighting Council Australia office is very busy but this is a worthwhile investment in our staff.

On another note, you will shortly receive a draft paper on our strategy for dealing with non-compliant products with an opportunity for you to provide comments. I encourage you to read the paper and to provide input.

Tony Todaro

Chairman

In my career in politics and running industry bodies and other large organisations, I have seen first-hand both the benefits of having an effective media strategy and the risks of tasking untrained staff to media engagements. Lighting Council Australia will see a dividend on this new emphasis on media in the coming months.

Finally, I would like to encourage all of you to attend our annual Technical and Regulatory Workshops. These Workshops have been remodelled to give much greater focus on regulatory and compliance issues as well as targeting electrical contractors, designers, specifiers and others in associated areas of importance to the lighting industry.

Details of these events are set out in this edition of *Illuminations*.

Richard J Mulcahy  
Chief Executive Officer

## Board Election

Lighting Council Australia recently held its annual election for positions on the organisation's Board of Directors. Ten applications were received for eight positions, necessitating a ballot of voting members.

The existing seven Directors were re-elected, noting the vacancy created by outgoing Director David Tilbury. The Board welcomes the election of Joel Moss, Managing Director and owner of Evolt. Joel has run Evolt since founding the business in 2005.

Joel brings considerable experience to the Board and the existing Directors congratulate him on his appointment and warmly welcome him to the leadership group. The Directors also thank David Tilbury for his service. David's contribution to Lighting Council Australia will be specifically acknowledged at the scheduled End-of-Year Members Dinner to be held on 21 November in Sydney. Readers of this publication that are not Lighting Council Members but would like to attend the dinner acknowledging David should contact [Timocles Copland](#).

## Chairman's Election

After the election of the Board of Directors earlier this month, nominations were sought within the group for the position of Chairman.

Tony Todaro has been re-appointed to the position of Chairman unopposed.

# MEPS for LEDs: Lighting Council Australia Responds to Bad Government Policy

Earlier this month, Lighting Council Australia provided its written submission to the Department of Environment on the mooted Minimum Energy Performance Standards for LEDs.

The Commonwealth Government's consultation document contained a number of unsupported assertions. Lighting Council Australia consulted extensively with the industry to provide a well-considered and robust response to the Department's position.

The unwillingness of the Department to engage meaningfully with industry has meant that, as the peak body for the industry, Lighting Council Australia has taken its case to Canberra and state capitals across the country to speak to political leaders to explain just how damaging the MEPS for LEDs policy will be for the Australian lighting industry.

The full submission is available [here](#).

## Member Visit Update

Timocles Copland, Lighting Council Australia Corporate Affairs Manager, recently met with a number of Queensland-based Members.

Green Illuminations was started by a collection of electrical contractors that were frustrated with the quality of cheap imported products. Bradley Bowden and Ryan Adamczyk focus on selling products through their own contractors, using third party agency to connect them with specifiers to supplement their commercial lines. Green Illuminations has just started an online catalogue to increase consumer accessibility and is seeing success through their new internet presence.

Ryan Adamczyk explained how useful the standard and regulatory updates from Lighting Council prove to be given how quickly the technical environment can change. Green Illuminations is excited for Lighting Council Australia to continue its work in the advocacy space.

Next, Timocles Copland met with Santo Coco from Frend Lighting Industries. Frend is part of the Gerard group, supplying projects in Brisbane with a broad range of LED products. Frend produce a majority of their fittings on-site with sheet metal manufacturing being a core part of their business activities. This allows them to create high-quality and long-lasting products. Their impressive metal working equipment has earned a reputation throughout Brisbane and allows Frend to also take on unusual, low-volume projects such as the occasional ATM case.

The lean, tight-knit team has multiple employees that have been with the company for over 20 years, and even more with manufacturing and lighting experience spanning further back.

# Gerard Lighting Sponsors Lighting Council Australia's Technical and Regulatory Workshop

Lighting Council Australia's Technical and Regulatory Workshop in Melbourne earlier this week was proudly sponsored by Gerard Lighting. Gerard is one of Australia's leading lighting companies, incorporating some of Australia's most respected lighting brands including Pierlite, Sylvania, and Crompton.

General Manager of Gerard Lighting, Ben Mills, opened the event and spoke about some of the exciting projects and lighting solutions his group has delivered in recent years. These included high-profile work on the environmentally sensitive Blue Mountains, the Sydney Harbour Bridge, Adelaide Oval, and a significant recent construction in the Sydney CBD. Mr Mills spoke about the importance of compliance and about lighting industry participants leading the way in good practice with an emphasis on personal safety.

Gerard Lighting speakers Dr Tim Shotbolt and Simon Richardson demonstrated their expertise in their fields by speaking in sessions titled 'The Latest Ideas in Lighting Design' and 'Human Centric Lighting'.

Attendees at the Technical and Regulatory Workshop in Melbourne were also treated to an impressive display of RAPIX and Dignet Sitara Lighting Control Systems. The two systems provide a user-friendly but sophisticated means of adjusting lighting to personalise spaces.

Prior to the event on Thursday in Melbourne, lighting industry professionals attended Technical and Regulatory Workshops in Brisbane and Sydney. The feedback received so far has been positive, but if you have not passed on your thoughts yet, please get in touch with [Roman Gowor](#).

Those interested in seeing copies of the presentation should refer to the Technical and Regulatory Workshop links on the Lighting Council Australia website [here](#).



*Pictured: Richard Mulcahy, CEO Lighting Council Australia; Ben Mills, Managing Director, Gerard Lighting*



*Pictured: Attendees at Melbourne Technical and Regulatory Workshop.*

## Member Profile – Dialight



This month, we profile Dialight, a Lighting Council Australia which has its Asia Pacific headquarters in Perth. Dialight's Australian operations are part-owned and run by **Malcolm Lee** (left) and **Scott Cauchi** (right) who told us a bit more about their business and their personal stories.

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

**Malcolm:** I grew up in Perth and after leaving school, I trained as an Electrician and worked in the Heavy Industrial, Mining and Oil and gas sectors, for ten years, travelled the country working in these industries, then ended up in Bunbury, Western Australia, where I was also playing Semi Professional basketball, the professional part was the amount of time that I dedicated to it and the semi part was the ridiculously small amount of money I earned. After deciding that this was getting me nowhere, I got a job with GEC Electrical Wholesale (now Rexel) and realised that technical sales was my new career path, I took a special interest in lighting through the affiliation with GEC Lighting and Osram. In 1995, my wife and I then moved back to Perth, close to family with the impending birth of our first son, there I joined Eye Lighting not long after and completed a Certificate IV in Illumination Engineering, I worked for various lighting companies after three years with Eye, including Thorn and Pierlite. In 2006, I took the bold step of starting a company called Industrial Lighting Solutions, a few years later we became a distributor for a company called Dialight, a UK listed company that was operated out of the NE USA. Dialight are a very old company that started in 1938, manufacturing panel indicators, they slowly moved into LED indication, then the manufacture of hazardous area certified and heavy industrial LED lighting, releasing our first fittings in 2008. In 2011, Dialight purchased 75% of ILS and we became Dialight ILS Australia. We have expanded very rapidly and the Perth Head office is now the Asia Pacific office. We are responsible for the sales, engineering and distribution for the region.

**Scott:** I started my career in the Western Australian electrical industry working for Lawrence and Hanson in 1993 as a storeman. Working my way up through the ranks to the position of Branch Manager. Part of this journey was a management cadetship, which afforded me the opportunity to learn every aspect of the business from purchasing and administration to sales and leadership from the best in the business at the time. It was a brief stint working for L&H in Castle Hill, NSW, that I took a keen interest in lighting. Over the next few years I gravitated toward lighting projects, finding them the more interesting part of a project.

After 10 or so years in wholesale, I began my lighting career working with Moonlighting WA office looking after commercial projects from tender stage to completion. From there I moved to Thorn lighting for a number of years as a commercial sales manager and then a brief stint at Pierlite before getting involved with Industrial Lighting Solutions, which eventually became Dialight Australia. I firmly believe that every part of my career under various banners, has given me the skillset to help nurture and grow the successful business we now have. In my current Dialight role as VP of Sales Asia Pacific, the next challenge is to grow this entire region of 15+ countries, with the same success we have seen in Australia/NZ. The prospect of learning business cultures in all these countries is very exciting indeed.

**Question: What are the major challenges you have to deal with in your company (or group of companies)?**

**Malcolm:** One of our major challenges is the tyranny of distance, having our finance HQ, in London, our Engineering and Operations in New Jersey and our manufacturing in Mexico, last year I travelled 214 000km and should surpass that this year. Another challenge that we are transitioning through at the moment, is moving the majority of our manufacturing from our own facilities to a third party manufacturer, it is a very testing challenge, but one that will help our company as a whole to achieve the growth that our shareholders demand. For reference, the major shareholder of Dialight is a company called Generation Investments, headed by former USA VP Al Gore.

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

**Malcolm:** Undoubtedly, controls and IOT are the future and we have already developed our own control system, that integrates with major industrial control systems including Rockwell Automation and Tridium and a hazardous area certified version will be next. The IOT will be a major benefit in the areas that we currently supply.

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

**Malcolm:** Some sides of politics do but some definitely struggle with the understanding the impact. One of our major problems in the past few years as an industry has been the inability of Governments to govern when they do not have a majority in both houses of Parliament. Also the ability for state governments to standardise their regulations that affect industry has proved to be an issue that cost business money.

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

**Malcolm:** I would like to see LCA continue to tackle the issue of non-compliant product entering our market, I can see another future Infinity Cables saga, involving lighting products happening.

**Question: Can you tell us about any recent changes in Dialight and what it will mean for your customers?**

**Malcolm:** Probably the most recent change for Dialight is our move to a 3rd party manufacturing partner, which will be duplicated in various regions globally, including here, so that we can respond faster and more economically to the needs of our customer base.

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

**Malcolm:** I am married to the beautiful Sharlene, the proprietor of a two very successful hairdressing salons, we have two boys aged 22 and 19, the oldest is studying Japanese in Osaka, after finishing a Bachelor of Commerce (marketing and PR) degree at the University of Notre Dame last year and the youngest is in his first year of a Bachelor of Commerce (Management) at the University of Notre Dame. So when there is ever a dinner table discussion, the topic is quite often business, Basketball or Crossfit, as these three topics and past times take up most of our time.

**Scott:** I come from a small but close family. Happily married to my beautiful wife Jemma, who works for a non-profit foundation that helps indigenous children. I have one daughter that is about to start high school in 2018 and a Schnoodle called Frankie Knuckles. We all share a passion for travel and exploring which is kind of handy in my line of work as I spend more time on a plane than in my office.

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

**Malcolm:** I imagine I would've stayed in the Electrical Industry, in some way, shape or form.

## Robots on the way: Automation in the Australian Economy

The Australian Institute of Company Directors has a [fascinating piece](#) outlining how a coming wave of automation will transform jobs and the economy.

The period of change raises significant risks but ample opportunities to reduce costs, redefine work flows, and do more work that was previously undertaken overseas back into Australia.

Directors of businesses in fields such as manufacturing should follow developments in this area as the traditional understanding of the separation between human functions and machine functions begins to blur.

# Legal Update: Testing New Waters in the Unfair Contracts Regime

Norton Rose Fulbright, a leading Australian law firm, recently provided speakers at each of the three Lighting Council Australia Technical and Regulatory Workshops. These speakers addressed issues around the liability of electrical contractors, with specific analysis of the applicable legislation in those three states.

Norton Rose Fulbright has recently provided a case note on the ACCC's first successful case under the new business-to-business unfair contracts regime.

Many will be aware that the Coalition opposition made an election commitment in 2013 that if it were elected, it would extend consumer unfair contract term protections to small businesses. Unfair contract term protections were previously only available to consumers entering into transactions with commercial suppliers.

In this case brought by the ACCC based on the legislation that was introduced in 2016, the Federal Court declared that a number of terms of a standard form contracts of JJ Richards & Sons for waste disposal were unfair—and therefore void and unenforceable—where the other party to the contract is a small business.

Read more [here](#), and be sure to check out Norton Rose Fulbright's handy infographic that sets out much of what you need to know in a simple format.

# Upcoming Events

## Sub-Industry Group Meetings

Lighting Council Australia will be holding its sub-industry group meetings in November:

### 14 November: Sydney

Oak Electronics, 31-33 Dickson Avenue, Artarmon, NSW 2064

- SSL and Lamp Suppliers sub-industry group
- Lighting Controls sub-industry group
- Street Lighting sub-industry group

## Quarterly Dinner

### 21 November: Sydney

Tattersalls Club, 181 Elizabeth St, Sydney. 7pm

## Quarterly General Meeting

### 22 November: Sydney

Tattersalls Club, 181 Elizabeth St, Sydney. 9:30am – 3pm

## Annual General Meeting

### 22 November: Sydney

Tattersalls Club, 181 Elizabeth St, Sydney. 11:15am – 11:45am



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