



September 2017

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

ILLUMINATIONS

Welcome to the seventh 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.

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Lighting Council Australia Welcomes New Board Member

Earlier this month, the LCA Board unanimously endorsed the appointment of Mr David Gardner as a Director. David joined Philips Lighting in late 2016, bringing some 30 years of electrical industry experience to the role.

In the coming months, Illuminations will feature David in its regular "Member Profile".



Environment Minister's Breakfast Address

At the start of this month, Lighting Council Australia Chair Tony Todaro and CEO Richard Mulcahy were joined by James Wang of JinHang Lighting and Electrical at the Kooyong 200 Club Breakfast Briefing. Lighting Council Australia staff Roman Gowor and Timocles Copland also attended.

Speakers included the Hon Josh Frydenberg MP, Federal Member for Kooyong and Minister for the Environment and Energy, Senator the Hon Mitch Fifield, Minister for Communication and the Arts, and Ms Alison Watkins, Group Managing Director of Coca Cola Amatil.

Of particular interest to Lighting Council Australia Members were comments made by Minister Frydenberg. The Environment Minister has overall policy responsibility for a number of key issues affecting the lighting industry in Australia; however, his spoken remarks focussed largely on the energy sector. While the Minister has a considerable challenge in dealing with problems in the energy production in Australia, Lighting Council Australia will continue to engage with the Minister and his office to ensure that he is very much aware of the challenges posed to our industry by inappropriate regulatory approaches.



Tony Todaro (Chairman); Senator the Hon Mitch Fifield, Minister for Communications and the Arts; Callum Todaro; the Hon Josh Frydenberg, Minister for Environment and Energy; Richard Mulcahy (CEO).

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

Policy Update – VEET Scheme Submission

Lighting Council Australia recently submitted a response to the Victorian Government's consultation process regarding the VEET scheme. The VEET (Victorian Energy Efficiency Target) program is a state-based energy efficiency program that provides incentives for households and businesses to make energy efficiency improvements.

As Lighting Council Australia Members with operations in Victoria would know, this scheme has had a considerable ongoing impact on the lighting industry.

The VEET scheme has the effect of subsidising an increased level of investment in lighting in the built environment. While that might sound like an unalloyed good for our industry, the reality is always more complicated on the ground. In its submission, Lighting Council Australia cited Member feedback that the scheme has had the effect of creating incentives for fly-by-night operators with no interest in creating a long-term presence in the lighting industry in Australia. As industry participants know, a lack of compliance and enforcement means that other regulatory restrictions aimed at public safety are not providing the necessary safeguards for consumers and end-users.

[Read Our Full Response](#)

Parliamentary Engagement

With the Federal Parliament reaching its last few sitting weeks of the year, Lighting Council Australia continues to ramp up its political presence with CEO Richard Mulcahy, accompanied by Corporate Affairs Manager Timocles Copland and Technical Manager David Crossley, attending meetings with a number of Senators, MPs and Ministers.

September saw Lighting Council Australia representatives meet with a number of Commonwealth Parliamentarians, including an important meeting with the Minister for Environment's office and promising interactions with a number of MPs with a keen interest in electrical safety issues.

The Hon Karen Andrews, Assistant Minister for Vocational Education and Skills, and Mr Tim Wilson MP, Federal Liberal Member for Goldstein were briefed on the current issues facing the lighting industry and are excited to visit Member businesses in their electorates.

Lighting Council Australia staff also met with the Assistant Minister to the Deputy Prime Minister, the Hon Luke Hartsuyker MP, and with Senator for Tasmania, Jonathon Duniam. These MPs were familiarised with Lighting Council Australia's stance on the importance of electrical safety compliance; performance and energy efficiency requirements; and environmental regulation.

Lighting Council Australia also met with the Department of Prime Minister and Cabinet regarding cyber security risks presented by upcoming Standards Australia projects. The Special Advisor to the Office of the Cyber Security was receptive and will reach out to Lighting Council Australia Members to discuss upcoming cyber security initiatives.

A productive meeting was also held with Senate President Senator The Hon Stephen Parry who is looking forward to meeting with Lighting Council Board Members when the Board meets in August next year in Canberra.

Lighting Council Australia in the Media

The Lighting Council Australia provided commentary to Channel 9 Perth on the lighting system at the new Perth Stadium. One of the biggest of its kind in the world, the lighting system will use 15,000 LED lights to provide a unique experience for sports fans and concertgoers. Lighting Council Australia Member Philips Lighting was responsible for the impressive project.

You can see the piece from Channel 9 Perth News here:



Member Visit Update

Dux Lighting Director, Matt Wildman, provided Richard Mulcahy and Timocles Copland a tour of his facility and shared the history of his organisation. Matt explained that Dux Lighting was able to firmly establish itself in the Australian market through the development of a locally-manufactured thermoplastic mould with a housed lamp and control equipment in a single product which came to be known as the Dux Button. He also explained that in recent years, Dux Lighting has come to focus on custom light fittings and using quality lighting components to provide lighting solutions to a client base ranging from restaurant chains to surf clubs through to cinemas.

Other recent visits have included Inlite, Dynalite, Oak Electronics and Maco.

Member Profile - Dux Lighting



In this month's Member Profile, Matt Wildman of Dux Lighting tells us the story of how a family business continues to prosper after 40 years in the industry.

Question: Can you tell us about the background when Dux Lighting entered the lighting industry? How did the company develop?

During the spectacular building boom on the Gold Coast in the 1970s, my father Peter Wildman recognized a need for a plastic surface mounted light fitting for high-rise balconies to replace the metal base fittings which were corroding badly. The Dux Button was born.

Question: So the Dux Button was just the start?

Yes. We realised that injection moulded plastic construction offered many advantages over traditional glass and metal exterior fittings. The Robust landscape lighting range soon followed. Developments in compact fluorescent technology gave rise to our Pavillion Architectural range. Energy efficient, low maintenance exterior lighting found great demand due to Australia's coastal environment and lifestyle. The product range expanded with sand-cast aluminium and spun metal products.

Question: Dux Lighting is a family business. How did you get involved?

In 2004, my brother Adam and I purchased the company from our parents. We maintained the emphasis on quality while incorporating LED technology. The combination of extreme lamp life and quality materials means installation integrity can be maintained beyond previous expectation.

Question: Where do you see yourself in five years? Where is the industry headed?

In five years' time I would imagine the industry has continued to evolve with the electronic and technological influence we see today. The changes that have taken place with lighting in the last two decades have been exciting and into the future we can look forward to more emphasis on health and wellbeing, energy efficiency and automation. I would hope that Australian businesses will still be thriving, supplying the market with high quality locally manufactured products.

We are keeping abreast of the continual change in Lighting and design with our supplier relationships and staff to be able to provide quality product with the characteristics pertaining to the situation involved be it surface finish or control. Continual improvement is our mantra. We are always looking for new challenges.

Question: What do you enjoy about the job?

We do enjoy the finished product and the relationship with the customers. Lighting is a great industry and we are proud to be working with some fantastic people.

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

My wife and I have four children from 5 to 11 years of age who are very active local sport such as Currumbin Surf lifesaving Nippers and Palm Beach Currumbin Rugby union. We both are involved in coaching and management at both clubs and enjoy the community spirit of both sports. I have been involved in Surf Boat rowing for many years and have a few Australian Medals.

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

If I did not follow into the family business I had thought of being a teacher but ask me again when the kids are teenagers.

Federal Government Assistance for Your Business

Lighting Council Australia has reached out to the Department of Industry, Innovation and Science to discuss opportunities for our Members to receive assistance under various grants programs run by the Commonwealth Government. This Department administers grants to industry participants based on a number of different characteristics including the size of the business, whether it manufactures locally, and its point in the business cycle (eg start-ups).

We were pleased to discover that the Department has specialists that focus on individual industries and have a direct contact for our Members that will be able to assist with taking the next steps to determine your potential eligibility.

For more information please contact Ms Julie Wilson by email julie.wilson@industry.gov.au or by phone on 03 9268 7981. Please also refer to the [Commonwealth Government's business portal](#) for an overview of the various grant programs.

In the coming months, Illuminations will feature additional information about industry assistance schemes run by state governments

Call to make access to standards free

The Building Products Innovation Council (BPIC), the national peak body that represents Australia's building product associations, has called for the government to make all Australian standards and codes freely available.

BPIC's call is echoed by other parties making submissions to the Senate Economics Reference Committee into non-compliant building products. The Master Builders Association (MBA) notes that the National Construction Code is freely available online but the relevant standards referred to in the Code are not. MBA also pointed to the relationship between cost of access and compliance. When the cost of the Code and its Guide were reduced from \$300 to zero, registrations increased from 12,000 to 140,000.

Lighting Council Australia agrees with the positions of BPIC and MBA. At a time when compliance issues in the building industry are a key concern for the community, government should be taking positive steps to improve access to information.

Safe Harbour Reform

Many readers of this publication are owners, directors and senior managers within their businesses. The Corporations Act 2001 is one of the most important pieces of legislation affecting business owners and directors in Australia. Earlier this month the Commonwealth Parliament passed a bill that will introduce a 'safe harbour' for company directors. This is a very important change to the existing regime around insolvent trading.

Directors will be aware that there are very serious penalties for a director found to have been trading while insolvent. These can include personal liability for the debts incurred.

Under the new changes, directors of companies in financial distress will be able to use the 'safe harbour' protection if they can demonstrate that they had developed a course of action that was reasonably likely to lead to a better outcome for the company than the immediate appointment of an external administrator or liquidator.

This is an important reform and we encourage those who are interested to read more [here](#).

Upcoming Events

October – Technical and Regulatory Workshop

Lighting Council Australia is pleased to announce that it will be running its annual Technical and Regulatory Workshops in three cities next month:

- Tuesday 17 October 2017, Brisbane at Royal on the Park
- Wednesday 18 October 2017, Sydney at Figtree Conference Centre, Sydney Olympic Park
- Thursday 19 October 2017, Melbourne at the International Brighton. Proudly sponsored by Gerard Lighting.

Lighting Council Australia Members are entitled to have two staff attend free of charge. Associate Members are entitled to have one staff member attend free of charge.

Additional staff of Full Members and Associate Members are \$50 per ticket.

Guests of members and non-members are priced at \$70 per ticket.

For enquiries, please contact Roman Gowor, National Marketing and Environment Manager, on 03 9818 5920 or by email at rgowor@lightingcouncil.com.au.

November – Sub-Industry Group Meetings

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

14 November, venue TBC

- Lamp Efficiency sub-industry group
- Lighting Controls sub-industry group
- SSL sub-industry group

21 November, at the South Sydney Graphic Arts Club, 182 Coward St, Mascot NSW

- Emergency Lighting sub-industry group

November – Quarterly Dinner and Annual General Meeting

Lighting Council Australia members are warmly invited to save the following dates in their diaries:

- **Quarterly Dinner** – 21 November, 7pm, venue TBC

Annual General Meeting - 22 November 2017, South Sydney Graphic Arts Club, 182 Coward St,

Mascot NSW. A formal notice will be sent out closer to the event



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