



**June 2017**

A MONTHLY NEWSLETTER FOR MEMBERS AND ASSOCIATES LIGHTING COUNCIL AUSTRALIA

# ILLUMINATIONS

Welcome to the fourth 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.

## In this edition

- Lighting Controls Workshop
- Political dialogue continues
- Chairman's Column
- CEO's Column
- Member visit update
- LED minimum energy performance standards (MEPS) proposal – Update
- Member profiles: Interview with Niel De Jager, The LED Group ROBUS Australia
- Sparc-FMA 2017
- Changes to how government buys digital and technology services
- Upcoming International Meetings and Events

# Lighting Controls Workshop

Lighting Council Australia organised a Lighting Controls Workshop at Rydges Parramatta on Thursday 18 May.

We would like to thank Gerard Lighting for kindly sponsoring this event. Due to the strong interest in this topic, Lighting Council is planning similar workshops in Melbourne and Brisbane. We'll keep members updated on proposed dates and venues for these events.

The Lighting Controls Workshop was an educational event aimed at architects, building managers, electrical contractors, engineers, lighting designers, and the lighting supply industry. The aim of the workshop was to educate the broader industry about the benefits and recent technology developments in lighting controls. There was strong interest in the workshop and we've promoted the event broadly through other industry bodies including: the IES, the Facility Management Association (FMA), Master Electricians Australia and NECA NSW.



## Confirmed speakers include:

- Niall Mai, VP Engineering, Daintree Networks
- Lance Stewart, Managing Director, Creative Lighting
- Andrew Sherar, Technical Director, Lightmoves
- Rob Shenstone, National Business Development Manager - Control and Lighting, Philips
- Greg Sutton, Automation and Controls Asia Pacific, Dialight

Topics covered included: basic controls (e.g. presence detection, daylight harvesting, maintained illuminance); data collection and analytics (smart building systems); dimming controls for LEDs (e.g. LED dimming, LED flicker control); human centric lighting; industrial lighting automation; installation advice; lighting control systems; the new paradigm in lighting (e.g. the merging of lighting and communications systems - LiFi); tuneable white and architectural lighting.

## Political dialogue continues

Lighting Council Board member and Managing Director of AGLO Systems, Pat Galvin, recently joined Federal Environment Minister Josh Frydenberg MP and CEO Richard Mulcahy at a small function in Kew.

A special guest was on hand-The Hon Peter Dutton MP-Minister for Immigration and Border Protection.



**Image left to right** - Lighting Council Australia Board member, Mr Pat Galvin of AGLO Systems, The Hon Peter Dutton MP, Minister for Immigration and Border Protection and Mr Richard Mulcahy, CEO, Lighting Council Australia.

## Chairman's column



### Sparc-FMA finishes; now onto the regulatory battles

We have recently seen our organisation commence the transition to Melbourne from our Canberra base and you will be seeing some new faces in our Secretariat. More details will follow in the July and August editions of Illuminations.

Whilst we would have liked to have seen a stronger delegate turnout at sparc-FMA, we are appreciative of those who exhibited, sponsored or attended the event. The Gala Dinner was endorsed by all who attended as being a successful event, with first class entertainment provided by Casey Donovan and our Master of Ceremonies Paul Martel.

I appreciate the time given by several volunteers who served on the organising and management committees for this event.

Looking forward, we remain involved in detailed negotiations on the issue of MEPS for LEDS - a real issue of concern for our members. There has been a considerable narrowing in the range of products sought to be covered by the Department, however members remain deeply concerned at the cost implications of this complex and cumbersome initiative.

An initiative being developed by our new CEO, Richard Mulcahy, and Technical Manager David Crossley, will be the introduction of more orderly technical briefings, compiled in a user-friendly bulletin format for the benefit of member companies. As this initiative is rolled out I am sure members will find this new service to be of benefit.

Tony Todaro  
Chairman

## CEO's column



An organisation located fairly close to the new Lighting Council offices in Hawthorn is the LFRA (Large Format Retailers Association). Representing what are sometimes called Big Box retailers including companies such as JB Hi-Fi and Harvey Norman, their CEO Philippa Kelly has worked closely with the Lighting Council since

we established a presence in the area.

With a common Director in Ian Robinson, Executive Chairman of Beacon Lighting and former Chair of LFRA (14 years), sharing ideas is proving to be most valuable.

I was recently invited to a post-Budget breakfast briefing with LFRA addressed by the Federal Treasurer Scott Morrison, Kelly O'Dwyer, Financial Services Minister, well-known economic commentator Alan Kohler and former Federal Treasurer, The Hon Peter Costello.

I was especially impressed by Peter Costello's strident advocacy of lower personal income tax rates.

He noted that individuals on the highest marginal rate of tax are working every second day for the government! He also observed that he met many younger Australians when travelling overseas and large numbers had opted for positions in other countries where much lower income tax rates apply.

I caught up with the Treasurer after the breakfast and commended him on his push for lower taxation.

Let's hope someone in Canberra heeds his advice.

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 Sunny Lighting in NSW.

## LED minimum energy performance standards (MEPS) proposal – Update

Regular meetings between Lighting Council Australia and the Greenhouse and Energy Minimum Standards (GEMS) Regulator continue to occur as the discussion on the proposal to regulate MEPS continues.

Lighting Council Australia continues to maintain the position we expressed in our March 2017 submission:

- Lighting Council Australia only supports LED MEPS as a vehicle for improving the energy efficiency of lighting equipment where this is the most appropriate and cost effective means of addressing market failure.
- Lighting Council supports the proposed phase out of incandescent and halogen lamps.
- Lighting Council conditionally supports the introduction of LED lamp MEPS based on a reasonable number of commonly available test parameters, appropriate family definitions and sufficient time to implement.
- Lighting Council does not support LED luminaire regulation due to: the continuing and significant efficacy improvements in LED products; evidence that the vast majority of the market has good efficiency; the overwhelming compliance burden associated with LED luminaire MEPS including testing, administration, registration and audit costs; the impractical nature of monitoring, verifying and enforcing the vast numbers of LED luminaires that circulate through multiple channels in the Australian market.

After our March submission the GEMS Regulator reduced the proposed scope of LED luminaire regulation to the recessed form only. They also offered an exclusion to products where the driver and luminaire were supplied separately (thinking that this would exclude the professional end of the market). The GEMS Regulator has now realised that this would create a loophole for any supplier able to take advantage and so create an unfair market whereby some are exposed to higher costs and others are not.

The LED luminaire MEPS proposal currently stands as follows:

- Small recessed integrated LED luminaires;
- Beam angle > 30°
- Light source aperture no greater than 130mm;
- Symmetric distribution;
- Luminous flux within the range 250 – 1500 lm.

The majority of test parameters previously proposed are still on the table except the regulator has removed maximum high angle illuminance and colour maintenance. The test sample size has increased to 3 products. The regulator is estimating that the additional testing costs (above what the regulator estimates should be already routinely conducted by suppliers) will be \$2800 - \$3300 per product range (Family). Family registration would allow up to 500 models however all would be cancelled if one product was found to be non-conforming.

**A regulator survey (based on advertised marketing material) of the recessed downlight luminaire market has highlighted that 85 per cent of products exceed the proposed MEPS efficacy level. Lighting Council members have anecdotally revealed that much of their LED marketing data is conservatively rated.**

The Regulator is doing more work to try to determine how the proposed regulations will apply to small, medium and large suppliers and they continue to investigate future regulation of LED drivers and the voluntary registration of commercial and industrial LED luminaires.

Lighting Council will be doing more work to quantify the ongoing costs of such regulations on the Lighting Council members and continuing to express to the regulator the need for reasonable regulations to which the industry will be willing and able to comply.

## 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. In this edition, we interview the General Manager at the LED Group ROBUS Australia and New Zealand, Niel De Jager. We hope you enjoy these features.

### Interview with Niel De Jager, the LED Group ROBUS Australia



**Image left to right:** Niel De Jager, General Manager at the LED Group ROBUS Australia and Derek Slein, Managing Director, the LED Group ROBUS.

#### **How did you get started in your career and what led you to join the LED Group ROBUS?**

In early 2015 I was invited to interview for the role of Financial Controller with the LED Group's Australian subsidiary. At the time I was based in Ireland and was working as Financial Controller with Bilfinger, a large German construction engineering company. The LED Group was renowned for the excellent quality of their ROBUS branded lighting products and I couldn't pass up the attractive opportunity to join their Australian team.

#### **You've got a high level of enthusiasm for what you do. How has that helped you to shape the business strategy at the LED Group ROBUS in Australia and New Zealand?**

You'll find those high levels of enthusiasm throughout the company and it all starts at the top with our directors. I think it's easy to have confidence in your business strategies when everyone in the company is genuinely passionate about what we do and committed to our plan for achieving our desired results.

#### **The LED Group ROBUS focuses on providing high quality LED products and solutions for its clients. What are your most successful products? Which sectors do you target?**

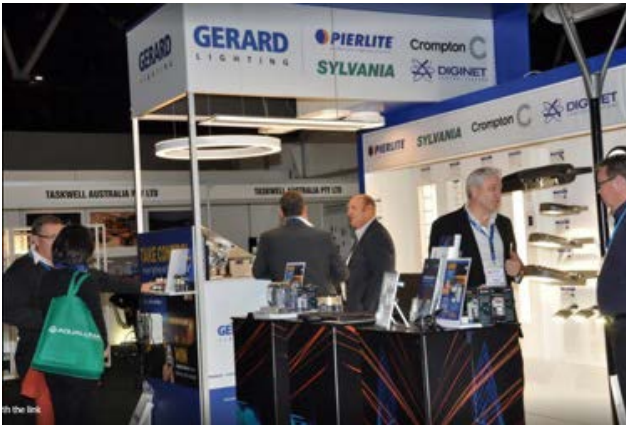
Our most successful products would be our LED panels, PIR sensors and downlights. The success of these products is a testament to their quality and our commitment to investing in our research and development departments. ROBUS continues to expand its product offerings and we have LED solutions for both commercial and residential applications.

#### **What are the achievements that you are most proud of in your business and/or your career?**

I'm proud of what the Australian team has achieved in 2016. After a challenging start to the year, we built sales momentum and smashed our ambitious profit targets. This year, we're continuing to build on last year's success and I would expect a similar (if not better!) result for 2017.

#### **Any other issues you'd like to include, such as the LED Group ROBUS's international profile and the R&D focus of the business.**

We have a lot of history. The LED Group was established in Dublin, Ireland in 1984. We're the largest Irish lighting company in the world with a long and proud tradition of commercial success across Ireland, the UK, Europe, Australia, New Zealand, Africa and the UAE. We also received the prestigious 2016 Best Managed Company Award from Deloitte Ireland, which is a great achievement and honour for the LED Group.



Images: Adam Cail, Lighting Magazine

The sparc-FMA International Lighting & Facilities Event 2017 was held on 30 May - 1 June, 2017. The event is a Contributor of Vivid Sydney and was held at the new International Convention Centre, Darling Harbour. sparc-FMA 2017 comprised an expansive exhibition showcasing the latest in lighting and facility management innovation and a world-class Symposium featuring both Australian and international experts. .

## Changes to how government buys digital and technology services.



The Digital Marketplace is transforming how all three levels of government in Australia buy digital services. Its goal is to simplify the process of government procurement and make it easier for businesses of all sizes to access government contracts. To do this a website has been developed to alert government buyers and sellers about procurement opportunities.

Government buyers are posting briefs that may suit members' products or services, such as <https://marketplace.service.gov.au/digital-marketplace/opportunities/429>

If any members are interested in opportunities like these, they can join the Digital Marketplace (<https://marketplace.service.gov.au/become-a-seller>) and become a registered seller.

The Digital Marketplace site will evolve over time in response to user needs. If you have any questions, or feedback contact [marketplace@digital.gov.au](mailto:marketplace@digital.gov.au)

The Digital Marketplace is an initiative under the National Innovation and Science Agenda.

Source: <https://marketplace.service.gov.au/about-us>



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# Upcoming National and International Events

## 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, Venue to be advised.

### Lighting Controls Workshop

**Date:** Tuesday 22 August 2017

**Time:** 7.00PM

**Venue:** Brisbane, Venue to be advised.