



Australasian Lighting Industry Association (Incorporated)

ABN 98 507 463 942

PO Box 189, Mount Kuring-Gai, NSW 2080

Email: alia@alia.com.au

Web: www.alia.com.au

President's Report 2009

ALIA's eighth year of operation has seen a continuation in our range of well-established range of activities and an expansion of our participation in industry events. Our membership base remains strong in the corporate and organisation sectors. It has been disappointing to see a number of companies continue to proclaim on their web sites to be proud members of ALIA whilst at the same time telling us that they gave notice to quit years ago and will not pay subscriptions for the years they have been showing the ALIA logo. Despite this, we continue to expand our membership, especially among the individuals participating at all levels in the industry.

ALIA's primary purpose is to promote communication both within our industry and with the rest of the community and we continue to see growth in the response to our activities. The continuing increase in utilisation of our web news, on-line forums and email over the last year, confirms our chosen strategy of providing useful information through the most technologically relevant and convenient channels. Our representations to regulatory and planning bodies continue to provide an input to the processes that regulate and oversee the industries that we work in, especially with the increasing scrutiny of the environmental impact of our activities.

On behalf of all members, I would like to thank the ALIA committee for the efforts they have made over the last year. It requires considerable effort to make a contribution to the association whilst attempting to keep up with family and ever-increasing work commitments. I would also like to extend the association's thanks to our bookkeeper and minute secretary Kahren Ross who keeps our financial engine running and thereby enables us to continue to operate.

In addition to the hard work of our committee members, the association continues to receive substantial support from companies, venues and institutions that have once again provided us with the support and infrastructure to hold meetings and stage events.

Backstage Tours

Our backstage tours present a valuable opportunity for our members to see lighting, designers, crews and systems in an operational environment. They continue to be a popular activity with members and are in the process of becoming an industry institution, with LDs and production companies offering to run an ALIA tour as part of their normal production process. On average, tours cater to about fifteen members, with participants sometimes invited to stay on and watch the performance.

Web Site

On line since 2001, the ALIA website, in the hands of webmaster Cat Strom, continues to be the key information source for the entire industry.

Site Upgrade

During this year, the site underwent a major overhaul of both its user interface and the backend systems that support it. Through the efforts of committee member Zac Shenker we installed and customised the well-respected Wordpress open source php/MySQL content management system, while we engaged designer Greg Fiske to create a more contemporary user interface and a new style for the entire web site.

The new look has been well received by our user community, while the new back-end engine has been highly praised by Cat Strom for its improved methods for news management.

News Pages

Our news pages see approximately three news items posted every working day. Content includes the latest information on equipment, projects, standards, regulatory issues, employment, business issues and productions, together with the highlights of articles posted on other sites world wide. The emphasis is on news from and about Australasia, with international news posted only if it is judged to be of specific interest and relevance to our members. The employment section continues to be a major source of employment information for the industry. Some of the vacancies offered last year were paid for by non-member organizations, providing another revenue stream for the association. Many employers now list positions exclusively on the ALIA site, as it never fails to produce a good range of suitable applicants.

On-line Forums

Discussions on our well-patronised Forums range from neutral currents in three phase systems, special effects and equipment choices, to technological changes, equipment problems, design hints, the techniques and technologies used in high profile productions and installations, through to how an inexperienced lighting enthusiast can find opportunities to get more production experience. It's encouraging to see how many of the experienced members of our industry are willing to patiently engage in advising and enlightening the newcomers, in addition to engaging in spirited, and occasionally off-the-wall, debates.

Lighting Links Page

The Lighting Links page, online since the earliest days of the world wide web, and with over twelve hundred links to lighting people, places, products, institutions, companies, organisations and other information sources, continues to be well used, both by our own members and by lighting people all over the world. As expected, traffic to this page has declined in recent years, as improvements in search engine technology continue to make more lighting information generally available. It remains a respected source for locating lighting information as search engines can be very imprecise in an industry where so many generic words are used in company names.

Trade Shows

Integrate

ALIA participated in the inaugural Integrate Show in 2009, and despite poor member interest in the seminars, ran the introductory Lighting 101 seminar (based on the schools training sessions developed by Lightmoves) to a standing-room only house. The showbag of lighting information supplied by corporate members was very well received.

At integrate 2010, ALIA was again present with a stand and a much-expanded seminar programme which was effectively sold out before the show even opened its doors. At this show, the showbags became much sought-after sources of both information and swag for attendees at all three introductory seminars. As Integrate will run again in 2011, ALIA have the opportunity to participate.

Entech

The 2010 Entech show was cancelled although ALIA had made arrangements for a stand and agreed to run a seminar program. The show's operators have indicated their intention to run a show in mid-2011 and ALIA have again made arrangements for a stand and agreed to run seminars if the combined SMPTE-Entech show does take place.

Industry Issues

The Association continues to represent the point of view of our industry to governments and regulatory bodies with involvement continuing on a range of issues. The progress of the government's policies on incandescent lamps continues to be an issue of significant concern to our members and we were able to keep the industry informed of the effect that new measures would have on its operations. ALIA has once again participated in the most recent revision to the standards for testing and tagging of portable appliances, and remains the production industry's sole voice in that forum.

I'm very pleased to report that the Association continues to be in a position of stability from which its activities and member base could readily grow and diversify, if only more members participated in driving it forward.

Andy Ciddor
Sydney August 24th, 2010