



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 2008

ALIA's seventh year of operation has seen a further consolidation of our established range of activities and an expansion of our participation in industry events. Our membership base remains strong in the corporate and organisation sectors. While a small number of companies have put their membership on hold, citing the current economic conditions, it is interesting to note that some of those companies were already several years in arrears with their subscriptions. We continue to expand our membership 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 work commitments. I would like to acknowledge the years of service put in by our now-retired Treasurer, Chris Childs from White Lite Industries, who had been on the committee since the original working group that formed the association. I would also like to express the association's thanks to our bookkeeper and minute secretary Kahren Ross who has been responsible for the reorganization of our financial systems and restoring our ongoing financial viability.

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 apart of their normal production process. On average, tours cater to fifteen members, with participants sometimes invited to stay on and watch the performance.

Web Site

Online now for close to eight years, the ALIA website, in the hands of webmaster Cat Strom, provides a key information hub for the entire industry. During 2008 there was an average of more than 2,200 visitors per workday, and over 1,500 each weekend day - approximately 60,000 visits per month. Visitors typically stay for about 3.5 minutes and read about 2.5 pages: indicating that most read at least a couple of news items in addition to the news headlines page.

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 over 150 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

After some rigorous pruning of the registration database to remove inactive, duplicate and dead entries, the number of active users of the ALIA On-line Forums is around the 800 mark, with the vast majority of registered members being readers rather than posters. Discussions range from neutral currents in three dimmer 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 web search engine technology continue to make more lighting information generally available.

Site Upgrade

The entire front end of the ALIA website is undergoing a major overhaul, courtesy of committee member Zac Shenker. The original hand-built HTML site is shortly to be replaced by a Content Management System (CMS) which will streamline the production and management of our news and information pages. ALIA have engaged a multimedia designer to undertake a major redesign of the user interface and to create a new navigation system to sit on top of the CMS.

Lighting Mentors

While there have always been lighting people prepared to mentor the next generations coming in to the industry, there haven't always been good channels available for connecting fledgling enthusiasts with those who are anxious to share their knowledge and passion. The ALIA mentor scheme aims to attempt to provide a communication channel for matching those in search of knowledge and experience, with those who wish to share it.

Trade Shows

Integrate 2009

Alchemedia Events, the operators of the new Integrate show, in return for ALIA's participation in promoting the show, have provided us with a stand at the trade show that will take place in July. We are in the planning phase of the ALIA booth for this show, and will shortly be engaging a designer and production manager for our stand.

Following on from the great success of our seminar series at Entech in 2008, ALIA will be running a programme of six seminars over two days at Integrate. The seminar topics were selected by a process of industry and committee proposals that were then put to the membership for their

expressions of interest. The design of session formats and the engagement of presenters and panel members is under way. The show organisers are providing the seminar venue to ALIA at no charge.

Entech 2010

Exhibitions and Trade Fairs Ltd (ETF), the operators of the Entech trade show, have indicated that they will probably continue their longstanding relationship with ALIA, and again offer us a stand at their February 2010 event in return for ALIA's promotion of the show. In discussions last year, ETF also invited ALIA to participate in a proposed industry advisory panel to improve the relationship between the industry and the show. We have not heard anything further on this proposal.

The success of our seminar programme at the 2008 Entech show, where some 120 people took part in three well-received sessions, means that we will again be looking to run a seminar programme during Entech. There are a number of topic proposals that we were unable to fit in to the Integrate seminar series and these will form the basis for our Entech programme. Planning for these seminars, and the 2010 AGM which is due to be held at that time, will get under way immediately after Integrate.

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. During 2008 the progress of the government's policies on incandescent lamps was 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. In addition to concerns about the perceived and real environmental effects of our activities, the impact of current economic conditions will occupy our attention during the next year or two.

I'm very pleased to report that the Association has now achieved a position of stability from which its activities and member base can readily be expanded.

Andy Ciddor
Melbourne, March 27th 2009

Treasurer's Report 2008

Although the debtors have slowed in last two quarters, the association remains in a healthy financial state.

As the attached reports indicate, ALIA's financial position for the 2008 year has been encouraging. The total income was \$48,245.90 and total expenses were \$37,867.27. The Association was left with a net profit of \$10,570.

While membership fees continue to be the main source of income, it was encouraging to see the amount of \$2,740.00 income generated from the work that went in to presenting seminars during the period.

The Association's strong balance sheet, indicating \$54,413.05 in cash and trade debtors, and liabilities of \$6498.18, provides net assets of \$47,914.87.

However, as ALIA continues to carry the effect of unpaid membership fees and discontinued memberships, the loss has reduced the association's equity. To this end, the association has adopted a payment scheme that will allow our Corporate, Education and Organisation members to pay quarterly or six-monthly. It is hoped that this option may encourage and retain memberships where paying one instalment may be the catalyst in cancelling membership. Such a payment scheme may also provide a more even cash flow to the association.

As the interim Treasurer, I would like to thank Chris Childs for his work in this position over a number of years and for his wider support to the ALIA committee.

Thanks also to Kahren Ross for her continued efforts in accounting and reporting, and for her work in chasing membership dues.

Scott Allan
Melbourne, March 27th 2009

Trial Balance - December 2008

Account	Debit	Credit	YTD Debit	YTD Credit
Cheque Account	\$2,223.08		\$20,022.42	
Trade Debtors		\$5,005.00	\$34,313.37	
Stamp Duty Paid	\$0.00		\$77.26	
Trade Creditors		\$390.00		\$4,790.00
GST Collected	\$5.45			\$17,781.14
GST Paid	\$204.55		\$15,337.18	
GST - Net		\$0.00	\$776.78	
Sales Tax Payable		\$0.00		\$41.00
Retained Earnings		\$0.00		\$45,313.95
Corporate Platinum		\$0.00	\$1,818.18	
Corporate Gold		\$0.00		\$10,227.24
Corporate Silver		\$0.00		\$4,090.92
NZ\$ - Silver Corporate		\$0.00		\$681.82
Corporate Bronze		\$0.00		\$181.81
Organisation		\$0.00		\$454.55
Education		\$0.00		\$727.28
Professional Member	\$90.91			\$90.91
Student		\$0.00		\$627.27
Backstage Tours		\$36.36		\$290.88
Exhibition Fees		\$0.00		\$127.27
Bookkeeping	\$835.45		\$2,745.45	
Bank Charges	\$24.00		\$72.00	
Consultancy and Operation	\$2,000.00		\$10,000.00	
Office Supplies	\$0.00		\$38.18	
Travel	\$0.00		\$210.45	
Postal Expenses	\$50.00		\$50.00	
Website Expenses	\$0.00		\$225.00	
Bank Interest - C/Bank		\$2.08		\$78.41
Total:	\$5,433.44	\$5,433.44	\$85,686.27	\$85,686.27

Balance Sheet as of December 2008

Assets

Current Assets

Cash On Hand			
Cheque Account	\$20,022.42		
Total Cash On Hand		\$20,022.42	
Trade Debtors		\$34,313.37	
Total Current Assets		\$54,335.79	
Stamp Duty Paid		\$77.26	
Total Assets			\$54,413.05

Liabilities

Current Liabilities

Trade Creditors		\$4,790.00	
GST Liabilities			
GST Collected	\$17,781.14		
GST Paid	-\$15,337.18		
GST - Net	-\$776.78		
Total GST Liabilities		\$1,667.18	
Sales Tax Payable		\$41.00	
Total Current Liabilities		\$6,498.18	
Total Liabilities			\$6,498.18

Net Assets \$47,914.87

Equity

Retained Earnings		\$45,313.95	
Current Year Earnings		\$2,600.92	
Total Equity			\$47,914.87