

# Melbourne to host Australia's newest smart lighting industry event

/EINPresswire.com/ A new event for Australia's [lighting](#) industry will take place in [Melbourne](#) on 5 & 6 August at the Melbourne Convention & Exhibition Centre. With support from City of Melbourne the Australian Smart Lighting Summit 2013 is expected to attract in the region of 200 senior-level lighting designers, architects, engineers, urban developers, sustainability experts and lighting technology manufacturers from the public and private sector eager to discuss strategies and best practices for sustainable lighting.

Well-renowned thought-leaders will give presentations on topics ranging from street lighting replacement programs and public realm lighting strategies through to architectural lighting design and the future of LED's, and explore ways to boost the uptake of energy efficient lighting technology throughout Australia. Manufacturers of smart lighting solutions will have an opportunity to showcase their leading-edge products to key industry stakeholders at the boutique exhibitor lounge, as governments and corporations increasingly look to reduce costs and save energy with sustainable lighting technologies.

Professor Rob Adams AM, City of Melbourne's Director of City Design, will be giving a keynote presentation about lighting and its significance in sustainable city development. Adams has over 40 years experience as an architect and urban designer, and has contributed significantly to the rejuvenation of Melbourne over the past 30 years with key projects including CH2, Australia's first 6 star green commercial office building, Birrarung Marr, Swanston Street, City Square, Sandridge Bridge and East Melbourne Library.

Also from City of Melbourne, Ian Dryden, Team Leader Industrial Design will be presenting the City's sustainable public lighting strategy, and Dr. Zhanna Sichivitsa, Team Leader Asset Management will speak about energy performance contracting (EPC's).

Other speakers include Paul Brown, Managing Director of Ironbark Sustainability, who was a keynote speaker at the Middle East Smart Lighting & Energy Summit in November 2012, Steve Brown, Design Director at NDY Light and one of Australia's most experienced lighting consultants, and Caroline Bayliss, Australian Director at The Climate Group which is currently involved in light emitting diode (LED) and intelligent control pilot programs.

Lighting represents around 12 per cent of electricity usage from households, and around 25 per cent from the commercial sector. In 2008 the Australian Government announced the phase-out

of inefficient incandescent light bulbs in favour of more efficient compact fluorescent lamps (CFLs), which is expected to result in savings of \$380 million per year and 28 million tonnes of greenhouse gas emissions by 2020.

Public street light replacement programs are being undertaken by municipalities across Australia with street lighting typically accounting for 30 - 60 per cent of greenhouse gas emissions from local government. Challenges such as time, cost and negotiation difficulties in rolling out these projects will be among the topics discussed at the Australian Smart Lighting Summit.

Architectural lighting design plays a fundamental role in the illumination of buildings and spaces. Comprehensive lighting design requires consideration of the amount of functional light provided, the energy consumed as well as the aesthetic impact of the lighting system. Case studies at the conference will showcase projects where lighting design and energy-efficient lighting technologies such as LED's have been integrated to achieve quality sustainable lighting.

The 2-day event will include presentations and case-studies from expert industry thought-leaders, panel discussions, and interactive roundtable sessions where attendees work together in break-out tables to discuss solutions to industry challenges. The exhibitor lounge will showcase the most intelligent lighting technology on the market, and networking sessions will allow interaction between the senior-level lighting industry attendees.

[Expotrade](#) are the organisers of the Australian Smart Lighting Summit 2013 endorsed by City of Melbourne, and the Middle East Smart Lighting & Energy Summit held under the patronage of Municipality of Abu Dhabi City. Expotrade has developed an array of top quality B2B events, delivering some of the largest conferences and summits in the infrastructure, banking and finance, information technology, sustainability, lighting and energy sectors.

For more information on the Australian Smart Lighting Summit visit <http://www.lightingconference.com.au>

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