

# Cool result for Seeley – now it’s hot on rebates

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SEEKING INCENTIVES: Seeley International founder and executive chairman Frank Seeley at his company's Lonsdale factory.

THE winner of this year's Business SA exporter of the year award is planning to step up his campaign for a national rebate scheme to encourage people to invest in energy-efficient airconditioners.

Seeley International won the major prize at last night's Business SA Export Awards, recognised for more than 30 years of exporting to markets across the world.

Starting with export of the world's first all-plastic, portable evaporative airconditioner to Iraq, Seeley has expanded into the US and European markets, exporting to more than 120 countries from its Lonsdale headquarters.

But executive chairman Frank Seeley is setting his sights closer to home, urging state and federal governments to consider offering financial incentives to consumers who purchase energy-efficient cooling products, such as those sold by his company.

"At the very same time temperatures are on the rise, energy prices are also soaring," he said.

"This has forced a staggering 62 per cent of Australians to cut their airconditioning usage to save money, because most have power-guzzling reverse-cycle airconditioning rather than energy-efficient evaporative airconditioning."

Mr Seeley said it was time for governments to shift their attention from supply to demand, calling for a rebate scheme similar to those operating across the US.

"A major taxpayer investment would be better spent encouraging people to invest in premium evaporative airconditioners, which would save lives, address the need for loadshedding and power outages, and reduce the massive costs borne by businesses that are left in the dark each and every summer," he said.

Seeley – Australia's largest airconditioning manufacturer

– also took out the manufacturing award last night, while other winners included Pasture Genetics in the agribusiness category and Mollydooker Wines in the regional exporter category.

Thomas Foods International won the Excellence in Exporting Award – a special award recognising South Australian companies making an international impact. Business SA CEO Nigel McBride paid tribute to Seeley's determination to market and sell its products in overseas markets.

"Founder Frank Seeley has been a great South Australian businessman for more than three decades, and he should be proud of the hard work he has put in to build such a strong international company," Mr McBride said.

Winners of this year's Export Awards were announced at a gala dinner at the Convention Centre last night. They will go on to compete for the Australian Export Awards in Canberra on December 6.