

## WELCOME

Welcome to the first issue of XLERPLATE® *Steel In Touch* for 2007.

The year ahead is already shaping up as an eventful and exciting one, with many opportunities and challenges facing our XLERPLATE® steel customers. We look forward to continuing our value-creating relationship for 2007 and beyond.

XLERPLATE® *Steel In Touch* will bring you the latest steel industry news, information about projects happening in your state, updates on the economic environment and XLERPLATE® steel product news.

If you're interested in reading previous *Steel In Touch*

articles, log onto [www.xlerplate.com.au](http://www.xlerplate.com.au) and search our archived editions.

In this issue we feature our new XLERPLATE® steel campaign – called *Backing the Aussie Spirit* – which is themed around the Australian quest to be the best. See page 2 for details about this exciting new XLERPLATE® steel initiative.

The BlueScope XLERPLATE® team and *Steel In Touch* look forward to bringing you the latest news on developments within our industry throughout 2007.

**Matt Hennessy**  
State Sales Manager - NSW

## ADUA'S STEEL BRIDGE EXPERTISE EXTENDS ACROSS BORDER

Sydney-based steel fabrication company Adua Engineering has delivered one of two ultra-long curved trough girders for Melbourne's Eastlink project.

Made from XLERPLATE® steel, they will help provide an overpass on the 39-kilometre motorway, scheduled to open in 2008.

A major project for Adua Engineering, the Eastlink work is the company's first major interstate contract since it was established by Managing Director Phil Bonanni in 1971.

The company's clients include NSW RailCorp and the NSW Roads and Traffic Authority.

"We have established a reputation as a specialist fabricator, particularly for bridges, but most of that work has been around Sydney," Adua's Contracts Manager Craig Hogarth said.

Adua's past projects have included bridges for the Parramatta Railway Station redevelopment, 50 toll gantries for the M7 motorway, work on the



*Adua bridge extension over the M7 motorway.*

Cross City Tunnel and provision of long girders for a bus transitway in Sydney's western suburbs.

Adua's workshops are based at Riverstone in Sydney's northwest, more than 1000 kilometres from the Eastlink construction site.

"We are meticulous on quality issues," Mr Hogarth said. "We have our own quality system and also invest time and effort in research and development, particularly relating to welding processes."

"There's a documentation system which allows us to keep track of every piece of XLERPLATE® steel we order – from when it leaves the mill to

when and where it's finally put in place as part of a bridge structure."

Adua Engineering is using about 400 tonnes of Grade 350 L15 XLERPLATE® steel for the Eastlink job, sourced from OneSteel at Wetherill Park in thicknesses ranging from 16mm to 40mm.

Mr Hogarth said the steel is delivered with heat treatment numbers marked on every plate.

"If the paperwork becomes separated from the job there's a user-friendly BlueScope Steel website we can use to confirm the information we need," he said.

These heat treatment markings also aid the fabrication process.

"We use the consistent placement of the marking on every sheet as a reference point when we are positioning them for welding," Mr Hogarth said.

"On the Eastlink job, the girders are slightly curved so there are subtle differences in the profiling, especially of the smaller pieces, and positioning is crucial."

The girder sections range in length from 21.5 to 38.5 metres. Once fabricated, they are blasted and painted, then transported to Melbourne by road on special rear-steer jinkers built by Adua Engineering for their carrier, Rex Andrews Transport.



# BACKING THE AUSSIE SPIRIT

XLERPLATE® steel has launched its "Backing The Aussie Spirit" Campaign.

The campaign promotes XLERPLATE® steel's quality, reliability, technical backup and sales support associated with using Australian-made steel, and support for the local economy.

The campaign follows on from its first successful "Xlerate' to XLERPLATE™" campaign back in 2004. XLERPLATE® steel distributors and end users will receive five mail-outs in total over a period of three months, each with a unique Australian flavour.

The first mail-out, sent in mid February, is themed "Australian Made" and focuses on the benefits associated with Australian manufacture. The second mail-out sent recently is themed "Consistent Quality". The campaign draws upon imagery centred on sporting excellence and high achievers such as champion swimmer Libby Lenton and the Australian cricket team.

"We're associating great Aussie heroes – our sportsmen and women – with the quality and pride behind the XLERPLATE® steel brand," Stan Clark, National Sales Manager – Distribution and Manufacturing, said. "XLERPLATE® steel is designed for many Australian applications and buying it means you're supporting industry in your country. Like our heroes, it's Australian-made." Every mail-out contains a gift, and a unique



Images from Backing The Aussie Spirit campaign.

personal code that enables you to enter the competition to win great monthly prizes including tickets to the World Swimming Championships in Melbourne in March, or reserved tickets to the second day of the Australia vs. India cricket test in January 2008.

Entering all five draws gives you the chance to win one of three grand prizes, including an overseas trip valued at \$15,000 to one of the following events:

- 2007 Rugby World Cup in the UK
- 2007 Twenty 20 Cricket World Cup in South Africa
- 2007 FINA World Swimming Championships in Singapore
- Prix de L'Arc de Triomphe in Paris
- 32nd America's Cup event in Spain

We'll bring you winners' details in the next edition of *Steel In Touch*.

# PKSW HOT STRIP MILL EXPANSION

The \$100 million expansion of the hot strip mill at Port Kembla Steelworks has been officially opened by Wollongong's Lord Mayor, Councillor Alex Darling.

Councillor Darling unveiled a plaque at the Number 2 Walking Beam Reheat Furnace last December.

The furnace is now fully operational, and can convert an additional 400,000 tonnes p.a. of slab into hot rolled coil.

"The expansion has made the Steelworks much more competitive," BlueScope Steel's President Australian and New Zealand Industrial Markets Noel Cornish said. "Slab which is a semi-finished product is now transformed and value-added into hot rolled coil."



From left: BlueScope Steel's Aimee Allen, Noel Cornish, Antonio Lara and Cr Alex Darling.

He said the expansion, completed on time and on budget, was a positive step for employees and the community.

"It's a real credit to the BlueScope Steel people who managed the work, and to the contractors who carried it out," Mr Cornish said.

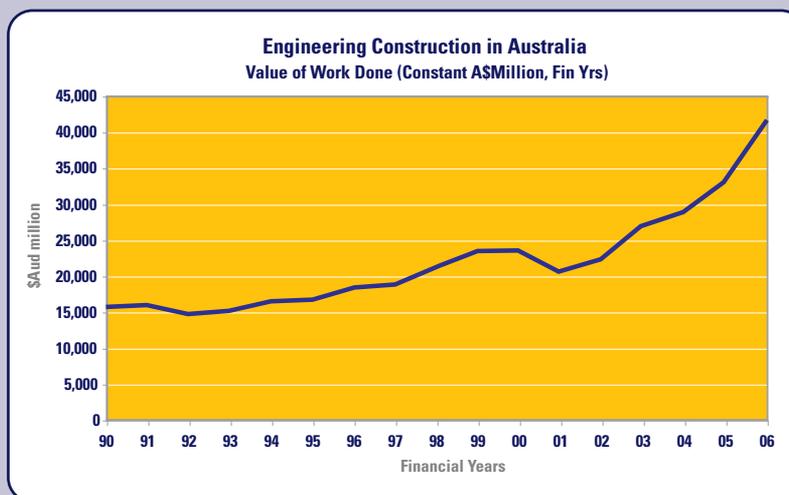
# ENGINEERING ACTIVITY ON THE RISE

By BlueScope Steel Economists Max Serrano, Nick Scavarelli and Amy Davidson

Australian manufacturing continues to face a number of challenges, including the high Australian dollar and increased competition from Asia. Without a competitive advantage in manufacturing generally, growth in the sector will be likely to remain modest for the foreseeable future.

There has been a strong lift in planned engineering activity in the last 12 months, especially in mining-related investment, with high commodity prices underpinning planned expansions at many mine sites. Although commodity prices are expected to soften in coming years, they are likely to remain fairly high in the immediate future. Given that investment in water and power projects over the past 10 years appears to have been inadequate to cope with future needs, continued strong growth in spending in these areas is expected.

The latest Access Economic's Investor Monitor indicates a number of huge projects have been driving the lift in mining activity. These include



the Dawson steaming coal deposit (valued at \$1.2 billion) and Fortescue Metal Group's iron ore mine (valued at \$3.7 billion).

This strong activity has produced some negative consequences however. It has substantially driven up costs, especially because of skills shortages. Consequently, a number of major projects are being delayed, and cost blowouts are widespread. The construction of Fortescue's iron ore and

infrastructure project is behind schedule and BHP Billiton's Ravensthorpe nickel project has suffered cost overruns.

Mining plans for the future remain strong, including a feasibility study that is currently underway on a \$700 million planned development of the Wandoan coal mine. Statistics from the Australian Bureau of Statistics indicate that spending on mineral exploration has increased by nearly a third compared with this time last year.

Oil and gas investment is also strong. The North West Shelf gas fields and others in and around north Western Australia (such as the Vincent and Stybarrow oil fields) continue to lead spending in this sector. Costs on the recently started Angel gas field have already started climbing, and are now expected to total \$1.6 billion.

Construction on the Thylacine and Geographe gas project in Victoria's Otway Basin is behind schedule after cost upgrades throughout development of the project. The final bill is expected to tip \$1.1 billion.

## SAFETY MESSAGE: REBAR CAPS MAY OFFER LITTLE PROTECTION



Recent research conducted by the NSW Plant Consultative Committee has shown that plastic caps fitted to the ends of exposed steel reinforcement bars may offer little protection against serious workplace accidents, including impalement.

These findings support information from several suppliers who say rebar caps are only intended to provide bright visual warnings, and to protect against brush contact with burred ends of reinforcement bars.

Where possible, working adjacent to exposed rebars should be eliminated.

Where this is not possible, workers should be effectively separated from exposed bars by guardrails, screens or other barriers.

Scaffolds should also be fitted with edge protection.

Correctly fitted caps should only be used, and regularly checked.

## SAUNDERS INTERNATIONAL BUILDS NEW SYDNEY RESERVOIR

Saunders International Pty Ltd is building a 38-megalitre reservoir for Sydney Water to provide additional storage at Minchinbury.

The latest tank, scheduled for commissioning in August 2007, is 58 metres in diameter, and contains more than 715 tonnes of Grade 250 XLERPLATE® steel. Sitting beside a similar Sydney Water storage tank built in 1975, it will provide water to one of western Sydney's fastest growing areas.

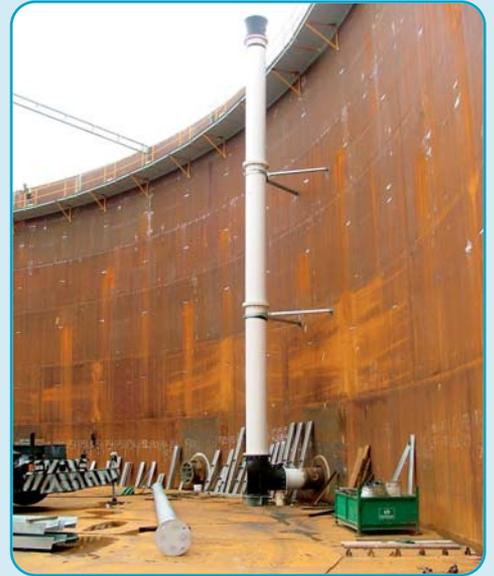
Saunders International has already cut construction time by 12 weeks, while implementing improved safety at the work site.

"As part of the contract we optimised Sydney Water's design, and suggested changes that allowed us to fast track the construction process," Saunders International Project Manager Imma Kathir said. "You can't do that unless you have complete confidence in your workforce, in the quality of the steel you are using and in the delivery performance of your suppliers."

BlueScope Steel made first deliveries of XLERPLATE® steel to Saunders International's fabrication workshop at Condell Park in western Sydney within four weeks of orders being placed.

"We haven't had a single delivery or quality problem with the XLERPLATE® steel," Mr Kathir said. "It has passed our stringent quality control checks as well as regular inspections by Sydney Water."

The company used automatic welding machines to do most of the horizontal and vertical welding for the reservoir.



The Minchinbury reservoir design includes six strakes which vary from 3000mm in width at the base, to 2240mm at the top. Thicknesses of the XLERPLATE® steel plates reduce, in steps, from 32mm at the bottom of each strake to 8mm at the top of the reservoir.

XLERPLATE® steel has also been specified for the annular (12mm) and island (10mm) floor plates.

"The quality construction of this reservoir should allow for the provision of water to the surrounding areas for many years without major maintenance requirements," Mr Kathir said.

## CUTTING EDGES THRIVES UNDER LOCAL OWNERSHIP

Cutting Edges Equipment Parts has experienced increased demand for its expanding range of patented wear parts for the mining industry in its first year under Australian ownership. The company is Australia's largest aftermarket supplier of equipment parts for earthmoving machinery and heavy-duty diesel engines.

Cutting Edges Equipment Parts' former Managing Director and now CEO Richard Andrews bought the company from United Kingdom-based owner Delta plc a year ago.

Mr Andrews said the company was succeeding as an Australian manufacturer operating in a global market after introducing new system designs and technologies.

"Downtime is critical for mining companies, so anything they can do to extend the working life of components and improve productivity as a result is taken very seriously," he said.



Cutting Edges Equipment Parts CEO Richard Andrews.

"We manufacture a wearplate product that uses a chromium carbide overlay on a Grade 250 XLERPLATE® steel base. We export this product, as it's ideal for high-abrasion, high-impact working environments around the world.

"We use this grade of XLERPLATE® steel to

make our CC1500 wearplate suitable for high-abrasion applications such as chutes, screens, dump truck liners, bulldozer mouldboards and bucket liners."

Cutting edges, flat grader blades and end bits, which are made from XLERPLATE® steel, are manufactured at the company's Sydney facility.

Mr Andrews said Cutting Edges Equipment Parts' products were tailor-made for local conditions, and did not compromise their quality to suit all markets.

Cutting Edges operates eight branches and a network of 10 distributors across Australia.

## PLATE MILL PRODUCTION RECORD

Plate Mill output at the Port Kembla Steelworks exceeded 400,000 tonnes last year for the first time since 1996.

This increased production was due to improved process flow and productivity gains across all areas of the Plate Mill.

Impressive production levels were only part of the story. The delivery-in-full-on-time performance for 2006/07 to date is the highest result ever.

Major maintenance and repair work recently carried out to the hot leveller and furnaces was completed before schedule, on budget and with the best-ever safety performance.

This critical work will ensure XLERPLATE® steel production remains on track throughout 2007, and will also result in improved XLERPLATE® steel shape, surface quality and delivery performance.

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# Xlerplate®



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## IN THE HOT SEAT TODD BRYERS

**Name:** Todd Bryers

**Job title:** National Product Manager –  
Distribution and Manufacturing, BlueScope Steel

**No. of years with BlueScope Steel:** 6

**No. of years in the Steel Industry:** 6

**Description of current role:** To deliver a superior XLERPLATE® steel market offer that benefits both our customers and BlueScope Steel

**What I like most about my job:** Working with a diverse range of colleagues and customers

**Time spent on the phone each day:** Less than one hour a day. Feel free to call and chat!

**Emails received on average per day:** 30 plus

**Person I most admire:** At the moment Mr Cricket (Michael Hussey)

**Craziest thing I've ever done:** Worked as a Chocolate & Candy Chef in a Canadian ski resort

**Earliest childhood memory:** Being beaten up by my big brother. Too bad for him, as I eventually grew taller

**What kick starts my day:** Training for my first-ever triathlon

**Best invention of the last century:**  
Jet travel

**All-time favourite song:** *We are the Navy Blues*  
(Carlton FC theme song)

**Worst television program:** *Today Tonight / A Current Affair*

**Hardest habit to break:** Sleepwalking

**Favourite food:** Cheese, complemented by a nice drop of red

**Best car on the road / favourite car of all times:**  
A Winnebago RV, to drive around Australia

**My pet hate:** Road rage

**I spend most weekends...** Outdoors as much as possible

**If I had \$1m to blow it would be on...**  
A beachfront property in Wollongong

**If I could have one person over for dinner, it would be...** Al Gore

**Favourite holiday destination ever:**  
Drinking cerveza on the Mexican Caribbean coast



## ANYTHING BUT STEEL

A debate between friends during a shooting party in Wexford, Ireland, in 1951 over what was Europe's fastest bird led to the founding of one of the world's most successful publishing ventures.

When one of the party, Sir Hugh Beaver, realised that similar arguments were going on every evening in more than 81,000 pubs across Britain and Ireland, he thought there might be a book in it.

One of his workers then commissioned Norris and Ross McWhirter's fact-finding agency in London

to compile the first edition, and 1000 free copies were distributed in 1954.

The following year, the book rocketed to the top of Britain's Best Seller list for Christmas. Ironically, Beaver had initially thought of it as a marketing give-away. This annual is now the world's best-selling copyrighted book. The name of this publishing phenomenon?

The Guinness World Records.

## ENDEAVOUR AWARDS ENTRIES CLOSE SOON

Entries close soon for the 2007 *Manufacturers' Monthly* Endeavour Awards.

The event, sponsored by BlueScope Steel's STEEL BY™ Brand Partnership Program, is open to all Australian manufacturers that have been operating for at least two years.

The awards, now entering their fourth year, cover eight categories, and include the selection of an overall winner – Manufacturer of the Year 2007 – in recognition of the winning company's demonstrated innovation and excellence.

Nomination forms and conditions are available in the latest edition of *Manufacturers' Monthly* magazine or online at:  
[www.ferret.com.au/FerretAwards/Mmawards.asp](http://www.ferret.com.au/FerretAwards/Mmawards.asp)



## XLERPLATE® TRADITION CRUISING ALONG



The XLERPLATE® team held its third annual 'Back to the Grindstone' Sydney Harbour cruise on 16 February.

The four-hour cruise, held in place of a Christmas party, allows BlueScope Steel representatives to network with XLERPLATE® and XLERCOIL® steel customers.

NSW State Sales Manager Matt Hennessy said the day was a success, with about 50 people attending the "informal and friendly" event.