



## WELCOME

Welcome to the first NSW edition of *Steel In Touch*, a quality quarterly newsletter designed to add another channel to our current communications and interactions with our customers.

BlueScope Steel has recently undertaken a number of marketing activities involving our customers, including the Xlerate to XLERPLATE® campaign, the End User Steel Survey and our Customer Satisfaction Survey.

The XLERPLATE® campaign provided you with some great promotional items, as well as the opportunity to

win some amazing prizes, so I hope you enjoyed them. You'll find the encouraging results of our End User Survey covered in this newsletter.

*Steel In Touch* will help us keep you informed of the results and outcomes of these and future activities, as well as providing you with an overview of key issues, shared learning and future events of common interest.

**John Barrett**  
State Sales Manager - NSW

## STEADY GROWTH FOR NSW ECONOMY

**NSW** is the largest steel sales State, and accounts for around 35 per cent of all Australian economic activity. The NSW economic cycle generally reflects the national cycle.

The performance of the NSW economy has been similar to the national economy; final demand growth has been strong.

The 2004/05 Gross State Product (GSP) growth result was a little weaker than expected at 1.2 per cent, impacted by a fall in dwelling investment and slower growth in household consumption, as well as lower than expected net export growth – consistent with the national outlook.

On the plus side, business investment growth in 2004/05 is being boosted by large transport and infrastructure activity revolving around road and rail projects such as Sydney's Westlink M7 upgrade, the Sydney Cross City Tunnel and the Parramatta-Chatswood rail link.

The GSP growth outlook is expected to improve in 2005/06 to around 2.1 per cent, on the back of an improving external sector.



## DUBBO WINNER

Paul Pederson, of Smorgon Steel NSW, is thrilled with winning a trip for two, valued at more than \$15,000, to any of the world's Club Med destinations.

Paul, from Dubbo, pictured (left) with John Barrett, is one of a number of winners in our highly successful Xlerate to XLERPLATE® promotion campaign, run over six months.

By any measure, participation in this campaign – which has secured two bronze awards in the 2005 Australian Promotion Marketing Association Awards (APMA) – was outstanding, with 44 per cent of all eligible people responding at some stage.

Following the campaign, we surveyed 408 people – including distributors and their customers – on their reactions to our recent XLERPLATE® promotional campaign, and came away with some impressive findings.

Since the campaign, 46 per cent of distributors surveyed say they now promote XLERPLATE® to their customers.

Overall, 55 per cent of respondents (71 per cent of



distributors) believe XLERPLATE® outperforms the competition, and 25 per cent say they now use the XLERPLATE® brand name when discussing or ordering steel plate.

The APMA bronze awards were in the best business-to-business campaign and best use of direct marketing categories.

**Congratulations to all winners listed below . . .**

- Tony Wheeler, Smorgon Steel Qld
- Peter Allen, CBI Constructors WA
- Grant Hodshon, Smorgon Steel Qld (Townsville)
- Shane Sirett, Smorgon Steel Metals Distribution Qld
- Robert Hayes, Smorgon Metals Distribution SA
- Peter Warrall, Central Engineering Steel & Tube Qld (Currumbin)

**Final Draw Winners – a trip for two, valued at \$15,000, to any of the world's Club Med destinations!**

- Paul Pederson, Smorgon Steel NSW
- Adam Johnstone, Bradken Qld
- Tony Wheeler, Smorgon Steel Qld.



## STARRING ROLE FOR XLERPLATE® STEEL

XLERPLATE® steel is starring in two BlueScope Steel television commercials currently airing across Australia.

Both advertisements are part of the rollout of the *Steel By BlueScope Steel* brand partnership program – of which you’ll be hearing plenty in the months ahead.

One features scenes of major redevelopment work underway at the Melbourne Cricket Ground, while the second features the building and launching of the *Oceanic Princess* being built by NQEA, in Cairns.

This ship is the largest passenger ship built in Australia since the *Empress of Tasmania* in the 1960s.

Built in Cairns by leading Queensland ship-building and engineering company NQEA for Cairns-based operator, Coral Princess Cruises, the \$20 million luxury cruise ship *Oceanic Princess* accommodates 80 passengers and a crew of 20.

With a full displacement of 1300 tonnes, we supplied 500 tonnes of XLERPLATE® steel in various grades and thicknesses for her construction.



Meanwhile, the contract to provide structural steelwork for the huge northern stand at the MCG was won by family-owned fabricator Alfasi Steel Constructions.

“All up, BlueScope Steel is providing 4500 tonnes of steel, including XLERPLATE® steel in Grades 250 and 350,” Alfasi director, Gill D’Vier, says.

The *Steel By BlueScope Steel* brand partnership program linking these television commercials is open to distributors and manufacturers who source 80 per cent or more of their flat, sheet or coil steel requirements each year from BlueScope Steel.

“Displaying the BlueScope Steel brand partnership logo is proof to your customers and others that your company’s products are backed by the strength, reputation and integrity of the BlueScope Steel brand,” our Corporate Brand Manager, Leo Kerema, says.



## ACTION ON THE SUPPLY FRONT



### WHAT WE'RE DOING

Materials to be used in building 12 new BlueScope Steel rail wagons have been delivered to EDI Rail’s Port Augusta plant.

Work on the purpose-built tilt wagons is expected to begin within weeks, with final delivery expected before the end of the year.

These new wagons have been designed to carry wide XLERPLATE® steel plate, and will complement the fleet of 38 similar wagons we already use for this purpose. Another 20 slab delivery wagons, converted to carry XLERPLATE® steel, have entered service.

As part of this rail fleet increase, Stan Clark, our National Sales Manager, Distribution and Manufacturing, says we’re studying the XLERPLATE® supply chain carefully.

As soon as we have an image of one of these new tilt wagons, we’ll publish it in *Steel In Touch*.

### WHAT'S HAPPENING?

The XLERPLATE® demand situation remains strong, and we can expect this to continue for the next few years.

With major resource and infrastructure projects absorbing as much steel as they can secure, we can expect global demand for minerals to continue growing.

China’s huge demand for steel in the lead-up to the Beijing Olympics and beyond is also driving up raw materials, alloys and freight prices.

However, in the face of this enormous demand, we remain committed to servicing the Australian market, and we’ve increased production of XLERPLATE® steel 58 per cent since January 2001. We’ve lifted output 9 per cent since January 2004.

When the first of our new tilt wagons arrive later this month, this will increase our capability to deliver more XLERPLATE® to the market.

So in future, our customers should have no concerns about meeting this demand.

## NEW SOUTH WALES – SERVICING YOURS NEEDS

The NSW market is the largest by volume of all States in Australia when it comes to consumption of BlueScope Steel’s Industrial Markets products – XLERPLATE® and XLERCOIL® – accounting for 35 per cent of all Australian domestic consumption.

NSW, which absorbs some 160,000 tonnes of XLERPLATE® and XLERCOIL® a year, is divided geographically into three primary market sectors.

The metropolitan market consists basically of the Sydney Basin, while the regionals are divided into Northern and Southern Regions, with the dividing line roughly due West from Sydney through Dubbo.

Our NSW Sales Office mimics this geographical spread, with three experienced personnel providing customer service.

Tying this all together is the over-arching Customer Services Group within the Port Kembla Steelworks. This tight group is your contact with BlueScope Steel, and we are all keen to discuss and act on your needs.

So please “*call your local bloke*” and let us help you in the supply of our steel brands XLERPLATE® & XLERCOIL®.

**Metropolitan:** John Barrett

**Northern Region:** Alan Church

**Southern Region:** James Cummins

**Customer services:** Zoran Sterjovski

**Contact details are on the back page.**

# SAFETY MESSAGE: DON'T PHONE AND DRIVE

A recent study has found that talking on a mobile phone while driving is more dangerous than being just over the legal alcohol limit!

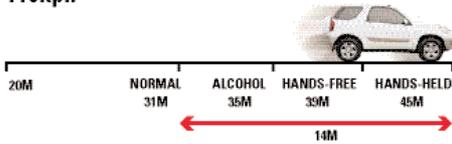
And statistics show that using mobile phones while driving is the root cause of many Australian road accidents, as it is overseas.

The study found reaction times were, on average, 30 per cent slower when talking on a hand-held mobile phone, compared with being just over the legal limit, and almost 50 per cent slower than under normal driving conditions.

At 110kph, a half-second difference equates to travelling an extra 14m before reacting to a hazard.

So it's not surprising that an increasing number of companies, including BlueScope Steel, are reviewing their policies concerning employees using mobiles while driving.

## Distance travelled before response at 110kph



Source: UK Transport Research Laboratory

# A SHIRT FOR A STORY

BlueScope Steel is always looking to feature stories on fabricators and manufacturers doing interesting work with XLERPLATE® and XLERCOIL®. These stories are featured in *Spotlight On Steel*, an email newsletter that is sent to over 8000 people as well as to national industry publications such as *Mining Monthly*.

If you know of one of your customers, with an interesting



end use application or who would appreciate the exposure, please send an email to [James.Cummins@bluescopesteel.com](mailto:James.Cummins@bluescopesteel.com) and we will send you this XLERPLATE® polo shirt as a thank you.

# PLASMA CUTTER TO BOOST EFFICIENCY



A new plasma cutter has undergone final commissioning trials at Port Kembla, and will soon provide an extra dimension of efficiency at the Plate Mill.

The Farley plasma cutter will be used in conjunction with our current oxy-acetylene gas torch, rotary shear line and guillotine shear line, which is expected to help increase

throughput at the mill by increasing process capacity as well as increasing overall yield as a result of fewer plate diverts.

"The new equipment will also add extra processing flexibility and efficiency as we can now switch between several methods of cutting XLERPLATE® steel," says Scott Dunstan, Customer Service Manager - Plate Products.

# STEEL END-USE SEGMENTATION RESEARCH

We can all expect another solid year of domestic steel consumption.

Results published in our *Steel End Use Segmentation Research 2004* report show that those plate-using segments expecting to use more steel in the year ahead include mining, manufacturing, engineering construction, vehicles and transport, and agriculture.

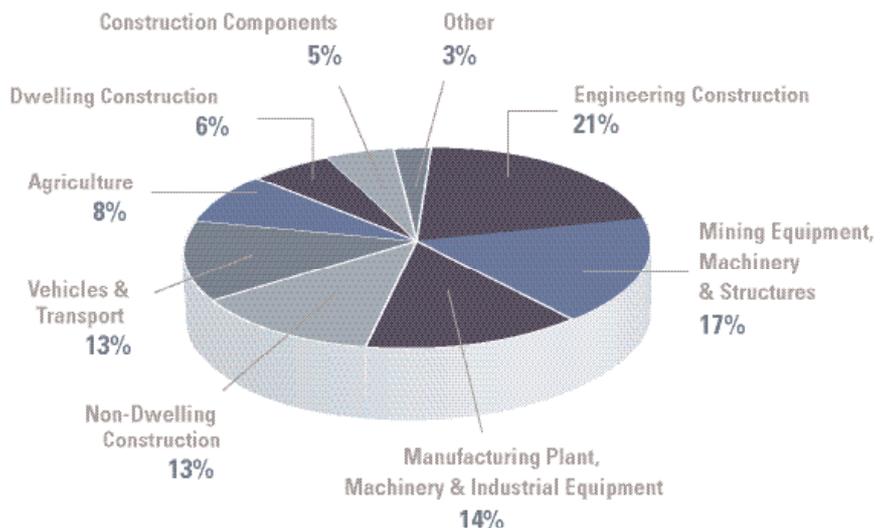
Most respondents in these segments cite more work, business growth, higher demand, growth in their overall segment and individual company expansion for their increased consumption.

Some also point to stronger exports.

If you'd like a copy of this report, contact BlueScope Steel Direct: 1800 800 789.

Or call your State team (see details on back page).

## RESEARCH RESULTS: NATIONAL STEEL-CONSUMING SEGMENTS



Percentage share of market (plate, HRC, welded beams & columns, pipe & tube)

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# Xlerplate®



## BLUESCOPE STEEL

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## IN THE HOT SEAT - JAMES CUMMINS



Account Manager James Cummins has been with BlueScope Steel for eight years. He's responsible for managing relationships and activities XLERCOIL® customers in the Southern District of NSW.

We asked James some interesting questions to fill in a little more background information. Here's what he had to say.

**Name:** James Cummins

**Job Title:** Account Manager, Industrial Markets

**No. of Years with BlueScope Steel:** 8

**No. of years in the Steel Industry:** 8

**Description of current role:**

Provide customer-focussed account management and develop productive relationships with our customers.

**Previous position:** Customer Service Co-Ordinator

**Previous position duties:** Creating a link in the supply chain from customers to our business through managing orders and inquiries.

**Woman I most admire:** Mum

**Man I most admire:** Dad

**Emails received on average per day:** 50

**Best invention of the last century:** The Bean Bag

**Worst television program:** The Bold and the Beautiful

**Time I spend in my car each day:** About 2 hours

**Hardest habit to break:** Eating snacks before dinner

**Favourite drink:** Beer

**Best car on the road/favourite car of all times:**  
The Hummer

**Favourite possession:** Signed and framed Bulldogs rugby league jersey

**Favourite outdoor recreational activity:** Cricket

**What kick starts my day:** A swim at the pool

**If I had \$1m to blow it would be on...**

Among other things, hiring out the SCG for a game of cricket with my mates and a big post-match party.

**If I could have one person over for dinner, it would be...** Jamie Oliver

**If there was one thing I could do all over again...**

My Contiki tour of Europe

**Favourite holiday destination ever:** Swiss Alps

## ANYTHING BUT STEEL

**Q1:** What is the collective name for a group of tigers?

**Q2:** Which city is further north - Perth, Port Augusta or Dubbo?

**Q3:** What was the original colour of Coca-Cola?

**Q4:** Mel Blanc (voice of Bugs Bunny) was allergic to carrots. True or False?

**Q5:** What is the cost of raising a medium-size dog to the age of eleven?

**Q6:** Intelligent people have more zinc and copper in their hair. True or False?

**Q7:** What country was the Titanic's last port of call?

## THIS BAG COULD BE YOURS

As this is the first issue of *Steel In Touch* and because we want the publication to be useful and relevant, we welcome feedback. In fact we'll send you this BlueScope Steel sports bag just for giving your opinion of the first edition and letting us know what you'd like to see in future editions.

Simply send an email to James Cummins (contact details above left) by August 31 and this bag will be yours.



Closing date 31st August, 2005.

## Your requests:

How can we improve our service to you and better meet your ongoing requirements? Let us know.

Did you know we can offer the following services:

- Training
- Joint Customer Visits
- Mill Tours
- Shared Safety Learnings and Practices
- Technical Assistance
- Promotional Assistance
- Electronic Transactional Activities

A1: An ambush of tigers A2: Dubbo A3: Green A4: True A5: \$6,000 A6: True A7: Ireland