



## WELCOME

Welcome to the first edition of Steel in Touch. This quarterly newsletter adds 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 and the End Use Customer 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. The results of the End Use Survey will be released to you shortly.

Steel in Touch will help us keep you informed of the results and outcomes from these and future activities as well as providing you with an overview of key issues, shared learnings, and future events of common interest. Read on... and please share with us your thoughts on how we can improve our service offer to YOU... our valued customer.

**Tony Fotea**  
State Sales Manager - Queensland

## THE QUEENSLAND ECONOMY IS THE FASTEST GROWING IN AUSTRALIA

- In the September 2004 quarter, state demand was 10.3 per cent higher than a year earlier.
- The Queensland economy performed strongly in 2003/04, growing at 4.5 per cent, mainly due to high levels of growth in private consumption and the housing sector.
- Strong economic growth has led to gains in the labour market, with the unemployment rate falling to about 5.4 per cent in the September quarter, below the national level.
- Consumer confidence has also been strong, evident in increases in consumer purchases of bigger ticket items. New car registrations are rising at faster rates than what has been seen nationally.
- International tourist numbers have also been rising strongly.
- Due to the rapid population growth in Queensland, economic growth is usually higher than the national level. The Queensland population continues to expand at an annual rate of about 2.3 per cent each quarter.
- Growth in gross state product is expected to reach 5.8 per cent in 2004/05, and 3.9 per cent in 2005/06.



## QLD WINS XLERPLATE® PROMOTION

The *Xlerate to XLERPLATE®* promotional campaign run over the last six months has proved to be a major success.

By any measure participation was outstanding - with nearly half of ALL eligible people responding at some stage and nearly 25 per cent responding each month.

Perhaps the prizes on offer helped increase an already strong level of brand awareness, which, judging by the results, is particularly strong in Queensland.

This was reflected by Queensland cleaning up in the winners department, collecting six of the nine prizes on offer, including two out of the three major \$15,000 holiday prizes.

Tony Wheeler of Smorgon Steel (pictured to the right with Tony Fotea), winner of a trip for two to South Australia's Barossa Valley was thrilled.

"Winning the major prize was beyond my wildest expectations," he said. "My wife and I love wine and 'No kids' was a huge bonus."

Tony appreciated the format of the campaign and thought the CD was "fantastic".

**Congratulations to all winners listed below.**

### Consistent Quality -

Tony Wheeler of Smorgon Steel QLD - Won a trip for 2 to the Barossa Valley, South Australia.

### Flexibility of Supply -

Peter Allen of CBI Constructors WA - Won a trip for two to see Cirque Du Soliel in Sydney.



### Ease of Doing Business -

Grant Hodshon of Smorgon Steel Townsville QLD - Won a trip for 2 to the Hyatt Cooloom in QLD.

### Australian Made -

Shane Sirett of Smorgon Steel Metals Distribution QLD - Won a trip for two to Ayers Rock Resort in the Northern Territory.

### Speed of Delivery -

Robert Hayes of Smorgon Steel Metals Distribution SA - Won a trip for two to the Melbourne Grand Prix Victoria.

### Diverse Product Range -

Peter Worrall of Central Engineering Steel and Tube Currumbin QLD - Won a trip for 2 to the Cable Beach Resort Broome Western Australia.

### Final Draw Winners - of a trip to any of the World's Club Med Destinations valued at \$15,000!

Paul Pederson of Smorgon Steel NSW  
Adam Johnstone of Bradken QLD  
Tony Wheeler of Smorgon Steel QLD

## STARRING ROLE FOR XLERPLATE® STEEL

XLERPLATE® steel stars in a new BlueScope Steel television commercial airing across Australia.

The commercial includes scenes of major redevelopment work underway at the Melbourne Cricket Ground and is part of the roll out of the *Steel By BlueScope Steel* brand partnership program – of which you'll hear plenty.

Family owned fabricator Alfasi Steel Constructions has a major contract to provide structural steelwork for the huge new Northern Stand at the MCG.

"All up, BlueScope Steel is supplying 4,500 tonnes



of steel including XLERPLATE® steel in Grade 250 and 350," says Alfasi Director Gill D'Vier.

The *Steel By BlueScope Steel* brand partnership program linked to the television commercial is open to distributors, rollformers and manufacturers who source at least 80 per cent (based on annual volume) of their flat, sheet or coil steel requirements from BlueScope Steel manufactured product and can be used on products that are manufactured from 100 per cent BlueScope Steel materials.

"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," said Corporate Brand Manager Leo Kerema.

The *Steel By BlueScope Steel* brand will add value to products by strengthening and highlighting their maker's relationship with BlueScope Steel, indicating that a product's steel has been supplied by Australia's leading steel company, to give a competitive edge.

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## TAKING IT TO THE ROAD



As the photograph above illustrates, BlueScope Steel is now using the canopies of delivery trucks to promote its premium brands such as XLERPLATE® steel.

Jason Zafiriadis took to the road again during the month of March, heading everywhere from Cairns to Lismore. He's recently returned from some insightful visits where he experienced many regional centres that are continuing to grow and expand in their industrial opportunities.

These visits are important to our partnerships in these regions as we gain valuable insights and updates on local markets and issues, helping us to serve you better. It's also a great opportunity to

share some information regarding our mills and other macro issues. We trust that Jason's visits will provide some benefits to your businesses.

XLERPLATE® training sessions, updates on plate demand issues and an overview of market conditions and outlook were on the agenda for March.

Jason's next round of visits is planned for June. Please let Jason know if you have any specific items that you would like us to cover off during these visits. We know for a fact that he is looking forward to another jam packed regional Queensland adventure! (see back page for contact details).

## ACTION ON THE SUPPLY FRONT



### WHAT'S HAPPENING?

With the steel supply situation tight throughout the world's markets, global forces are having a major impact in Australia.

Demand for steel, including China's need to import massive volumes, is driving up raw material and freight costs and absorbing the output of the international producers who previously filled a niche in the Australian supply scene.

BlueScope Steel's long-term customers are asking for more steel and others previously serviced by importers are now also seeking supply through our distribution channels.

### WHAT WE'RE DOING

BlueScope Steel remains absolutely committed to servicing its Australian market and since January 2001 has increased overall production of XLERPLATE® steel by 58 per cent - including a 9 per cent boost since January 2004.

XLERPLATE® steel production capacity is being scrutinised and rail freight capacity increases are on the way.

"Twenty slab delivery rail wagons have been converted to carry XLERPLATE® steel and are coming into service right now, complementing the 38 wagons we already employ. Additionally, up to 12 purpose-built wide plate wagons could be in service before the end of 2005" says Stan Clark, National Sales Manager - Distribution and Manufacturing (pictured above).

The use of sea freight to some destinations such as Western Australia is also freeing up rail freight capacity.

The company has also taken the significant step of exiting export markets - to ensure local supply is optimised.

Improvements in the current supply situation should start to make an impact over the next few months.

## SAFETY MESSAGE: "THAT'S USING YOUR HEAD"

A recent incident occurred at the mill and we thought we should share the safety learning. A driver was loading two packs of plate and in order to do that he had to move some of the equipment that was secured to the trailer deck using dogs and chains. As the driver proceeded to release the dog, the dog bar slipped from his hand and as a result, flew upwards hitting the driver on the head. At the time of the incident the driver was wearing a helmet with chinstrap. The force of the impact cracked the helmet in three places (see photo, below).

### KEY LEARNINGS:

- Wearing a helmet significantly reduced the risk of a serious injury.
- Wearing a chinstrap prevented the helmet from falling off, allowing the helmet to take the full impact of the blow.
- Drivers to be aware at all times of the potential dangers/risks associated with dogs and chains
- Helmets = Safety



## 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 8,000 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 [duncan.jacklin@bluescopesteel.com](mailto:duncan.jacklin@bluescopesteel.com) and we will send you this XLERPLATE® polo shirt as a thank you.



## PLASMA CUTTER TO BOOST EFFICIENCY



A new plasma cutter is now undergoing final commissioning trials at Port Kembla, providing 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.

## RIMCO BEAMS UP CAPRAL PLANT

Leading Gold Coast steel design and engineering firm Rimco Building Systems has produced an innovative and cost-effective structural solution to the construction of the new \$270 million Capral Aluminium Extrusion Plant, at Bundamba, west of Brisbane.

Watpac was responsible for constructing the plant and Rimco has designed, manufactured and installed 1,750 tonnes of structural steel for the site.

The major challenge was the fast-tracked construction program. Flexibility of supply and lead times being crucial, fabricated steel had to be on site in short time periods.

Rimco's innovative Tapered Beam System was a key contributor to the project's smooth running, offering considerable savings in weight, costs and delivery of structural components.

"The beauty of this system is the lighter three-plate welded beam," explains General Manager Mike Burrows. "We can vary the beams' shape



by profiling the web, so there is more steel where it's needed, and less where it's not, without deflection problems."

Rimco used 300 grade XLERPLATE® hot-rolled plate steel from BlueScope Steel to fabricate the beams.

"Reliable lead times are one of the reasons we stay with BlueScope Steel – we have been a customer for 18 years," says Managing Director David Rolle. "The client is very happy. The project has been extremely successful."

## The XLERPLATE® Team

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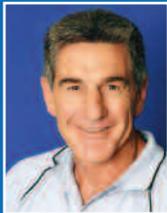
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# Xlerplate®



## BLUESCOPE STEEL

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## IN THE HOT SEAT - JASON ZAFIRIADIS



Account Manager Jason Zafiriadis has been with BlueScope Steel for two years. He is responsible for managing relationships and activities with customers in Queensland.

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

**Name:** Jason Zafiriadis.

**Job Title:** Account Manager.

**Number of Years with BlueScope Steel:** 2

**No. of years in the Steel Industry:** 2

**Description of current role:**

Managing relationships, activities and value proposition with our customer base.

**Previous position:**

Wine supervisor at a hotel chain.

**Previous position duties:**

Selecting wines for inventory and assisting in compiling a monthly promotional brochure for the liquor stores.

**Woman I most admire:** My Mum.

**Man I most admire:** Nelson Mandela.

**E-mails received on average per day:** 15.

**Best invention of the last century:** The esky!

**Worst television program:** Days of Our Lives.

**Time I spend in my car each day:** 2 hrs

**Hardest habit to break:** Eating lots.

**Favourite drink:** Orange juice or beer.

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

Ford Mustang.

**Most useless possession:** Umbrella hat.

**Favourite outdoor recreational activity:** Rugby.

**What kick starts my day:**

The excitement of getting to work each morning!

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

Holidays with family and friends.

**If I could have one person over for dinner, it would be...** Halle Berry.

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

The last rugby grand final I played in...we lost!

**Favourite holiday destination ever:**

Mauritius.

## 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 Jason Zafiriadis (contact details above left) by April 29 and this bag will be yours.



Closing date 29th April, 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: True A4: True A5: \$6,400 A6: True A7: Ireland