



## WELCOME

Welcome to the first Queensland edition of XLERPLATE® *Steel In Touch* for 2006.

Our economy remains strong. Mineral prices are climbing and exports are rising. With growth projected to remain strong in the year ahead, we can expect to see solid investment growth in the resources, engineering and construction sectors.

This can only be good for steel consumption in the years ahead – especially consumption of XLERPLATE® steel.

However, there's no time for the steel industry to rest. We should look to enhancing future prospects by adding

value to everything we do. When selecting a steel supplier, customers should look beyond price. Other criteria should be ongoing quality, a quick response, skilled, local labour, business flexibility, and ongoing support. We discuss these value proposition elements later in this newsletter.

By adding value for customers, Queensland's steel industry will continue growing as strongly as the rest of our economy.

**Tony Fotea**  
State Sales Manager - Queensland

## QLD REVIEW

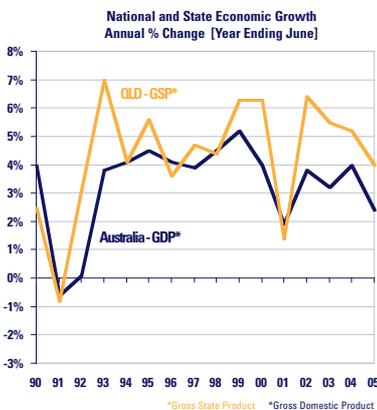
QLD recorded strong economic growth of about four per cent in 2004/5, with private consumption and business investment both performing well.

Residential investment is expected to slow slightly over the next two years.

QLD's housing sector is being impacted by surging property prices, driving affordability below the national average for the first time. Consequently, population growth rates are falling from their 2003 peak.

The strong resources sector is encouraging robust levels of investment; subsequently the economy will continue to grow strongly in 2005/06.

Residential investment, however, is expected to slow slightly over the next two years.



Source: BlueScope Steel Economics and Access Economics



## STEEL TREES AT DOGWOOD CROSSING

XLERPLATE® steel plays an integral part in one of Australia's most unusual buildings – Dogwood Crossing at Miles.

Functioning as an integrated library, art gallery, social history museum and IT centre for Queensland's Murilla Shire Council, the redeveloped centre features a series of seven huge Bottle Brush 'trees' fabricated from XLERPLATE® steel.

These 7m-tall steel trees, positioned in the so-called Tree Hall, support the main curved steel roof, forming the centre's most impressive feature. They have been designed to reflect several avenues of Bottle trees throughout the small town of Miles.

Architect Paul Trotter wanted to incorporate a number of key elements in the redevelopment – including local flora and fauna, the railway line, Dogwood creek, rural fences and the intersection of two major highways.

Paul says fabricating the trees was the most challenging part of the construction process. He created some sketches of a range of different trees and worked with the structural engineer to determine how they might function in the design as structural, rather than purely sculptural, elements.

The trees were subsequently created by Allied Welding in Toowoomba with components cut at



Allied Welding's premises and assembled on site.

Paul was impressed by how flexible XLERPLATE® steel was to work with.

"Steel is a fantastic material," he says. "There are so many things you can do with it, and it only requires pre-planning to ensure the fabrication process runs smoothly."

# P&H MINEPRO & XLERPLATE® – A WINNING TEAM

In the big stakes world of heavy-duty mining equipment, a dragline represents the cutting edge of technology.

P&H MinePro Services Australasia knows just how big it all gets – it has supplied and built six huge draglines for local mines, including its own P&H 9020 model dragline.

The 9020 is among the largest land-based machines in the world, weighing approximately 6000 metric



tonnes and wielding a bucket capacity of 89 cubic metres. Its construction has involved the use of nearly 3000 tonnes of XLERPLATE® steel from BlueScope Steel.

In June this year Rio Tinto Coal Australia's Hail Creek Mine, 150 km west of Mackay, will commission the latest P&H 9020 model dragline, the fourth Rio Tinto has purchased and the second for Hail Creek Mine.

Mick Gamble, P&H MinePro Services Project Manager for the latest dragline, compares the construction task to shipbuilding.

"There is a lot of work and co-ordination involved," he says. "Fabrication and erection typically take 26 months. P&H MinePro personnel in Perth, Brisbane and Mackay are involved and there are numerous sub-contractors contributing to the work at the fabrication stage."

P&H MinePro's long term use of XLERPLATE® steel from BlueScope Steel is a feature of its Australian operations, with XLERPLATE® steel used widely throughout the P&H 9020 dragline, particularly in the tub, deck, mast, gantry, boom and house sections.

"On a project like this where so much steel is involved, its weldability is crucial," Mick says. "That's one reason we specify that they must use XLERPLATE® steel from BlueScope Steel."

## BETTER VALUE FROM PLATE MILL

The Plate Mill at the Port Kembla Steelworks is now offering faster service after a multi-million dollar maintenance program completed earlier this year.

The program involved the reheat furnaces, Stand No. 2 and aspects of processing and despatch, and will result in better product turnaround for all XLERPLATE® steel customers.

No. 1 furnace had minor refractory work done on the hearth, while No. 2 furnace received a new hearth and had other refractories replaced.

Nitrogen is now used in an automatic system to purge volatile coke oven gas from the gas supply lines, replacing a slower, more dangerous manual process that used steam.

The gamma ray thickness gauge on Stand 2 was updated to provide more reliable and accurate readings on plate thickness and profile. The window liners were also replaced within the Mill housing.

Processing work involved refurbishment of the rotary line and guillotine line turnover tables, new arbours on the rotary line side trim shears, a new scrap trolley for the plasma cutter, and the removal of asbestos from one of the cranes' control panels.

In the despatch section, both large forklifts have been fitted with speed governors, and seatbelts or seat cut-out switches.

## QUEENSLAND COMPANY USES OWN RESOURCES TO TAP MINING BOOM

Queensland Steel Products is using its reputation for quality and on-time delivery to win a growing slice of the resources industry business.

Established in Rockhampton in 1986, the company has achieved preferred supplier status with BHP Billiton, Queensland Magnesium, Austrak and GL&V Dorr Oliver, and has carried out major fabrication projects for the likes of Orica, Thiess, Veolia Water and John Holland.

Managing Director and founder David Parker and Design Engineer Kim Laundry have established and sustained long term business relationships with resources industry heavyweights.

Queensland Steel Products uses XLERPLATE® steel for general fabrication work, including concrete railway sleeper moulds and float cells for process operations at minerals processing facilities and mines.

"Austrak engineers modify their designs to suit individual projects. The sleeper requirements can change from one project to the next, depending on whether a passenger line or a freight line is involved and according to the



Kim Laundry from Queensland Steel Products.

weight to be carried by the track," Kim says.

Queensland Steel Products fabricated more than 1000 concrete sleeper moulds for Austrak plants at Katherine and Tennant Creek during construction of the Darwin to Alice Springs rail line and is now producing new moulds for Austrak projects in Queensland.

The moulds include sections of 4mm, 6mm and 8mm XLERPLATE® steel in 250 Grade and are built to tolerances of smaller than 1mm.

"We use XLERPLATE® steel for the fabrication process because of its consistent quality and because it provides a good result in the next production stage," Kim says.

## WEBSITE FOR FABRICATORS

Metal fabricators are being encouraged to log on to a free industry-first online directory designed to connect them with project developers across Australia.

The idea is that metal fabricators, as well as project developers and engineers, will use the directory to source steel fabrication services for projects in any State.

BlueScope Steel is sponsoring the online Australian Metal Fabrication and Services national directory, launched by the Industry Capability Network of Western Australia (ICNWA).

ICNWA senior consultant, Linus O'Brien, says registering on the site will mean fabricators are better positioned for tender opportunities.

The success of the website will depend on support from metal fabricators.

See <http://www.projectconnect.com.au> to register.

## SAFETY MESSAGE COMPRESSED AIR

Many people are not aware of the dangers surrounding compressed air.

While most fatalities associated with the wrong uses of compressed air are attributed to sky-larking and horseplay, many people are seriously injured and killed each year by incorrectly using compressed air when doing legitimate work.

Air under pressure can be just as dangerous as high pressure steam, and when released suddenly can cause serious injury. It can maim, tear or embed matter into skin and bones.

Air directed around the face can blow out an eye, or may puncture an ear drum, causing deafness. A person who has been painting or covered with dirt or soot can have poisonous particles blasted into the body where they immediately combine with blood. Even air without impurities is dangerous when forced into the bloodstream through a cut or even through skin pores.

Many serious injuries have occurred with pressures as low as 28 kPa.

Remember - compressed air can kill. Use it sensibly!

## NEW PLATE MILL MANAGER



The Port Kembla Steelworks has a new Plate Mill Manager – Gerard Mahoney.

Gerard was appointed to the position in December and oversees all rolling, processing and despatch of XLERPLATE® steel, as well as maintenance of these processes.

His major responsibilities are to ensure production runs to schedule and deliveries are fulfilled.

Gerard has worked in various roles throughout his 25 years at BlueScope Steel, including Manager of the Slab Caster and Customer Services for Hot Rolled Coil Products.

He enjoys being at the hands-on production side of the business. "That's the really important part for me. We're at the forefront of the operations and producing quality XLERPLATE® steel for our customers," Gerard said.

## FREE SEMINAR ON STEEL INDUSTRY

XLERPLATE® *Steel in Touch* readers are invited to a free seminar on the economic future of the steel industry.

The event, being hosted by the Australian Steel Institute (ASI), promises to offer useful, easily digestible advice about the steel industry, according to John Gardner, ASI's Queensland State Manager.

"The seminars tend to attract a cross-section of the steel industry," John says. "So the presentation will be structured to have broad appeal and relevance."

The forum will be held at Brisbane's Novotel hotel on April 26 from 6.00pm - 7.30pm and will feature

BlueScope Steel economists Max Serrano and Nick Scavarelli.

The pair will provide an overview of the economy, future opportunities and an outlook for Europe and the US, as well as China and India.

Though the forum is aimed at ASI members, non-members are welcome, says John, who adds that it will be a good networking opportunity. There will also be a Q&A session.

For more information and registration please visit [www.steel.org.au](http://www.steel.org.au).

## NEW TRAINING PROGRAM BENEFITS DISTRIBUTORS

A new training program will provide distributors and their employees with everything they need to know about XLERPLATE® steel, from its manufacture to technical advice and branding.

From mid-April, BlueScope Steel sales teams will use the DVD to host training sessions for distributors.

Michael Reay, BlueScope Steel Brand and Communications Manager, says the DVD is divided into seven modules, which provide information on BlueScope Steel, market segmentation, branding, product range, technical help, services and safety. It has been developed in close consultation with our State Sales Managers and Account Managers to



ensure relevant content, design and functionality.

The DVD also includes an animation of the entire steel making process at the Port Kembla Steelworks. "It's a really powerful tool because distributors will have all the information they need to know about XLERPLATE® steel in one spot," Michael says. "It's easily absorbed and there's lots of visual information."

## VALUE OVER PRICE

The days of submitting a quote or price and waiting for the order to be placed are long gone. Today's competitive global environment and higher customer expectations mean many companies, including BlueScope Steel, must develop value propositions that deliver more than just price.

The challenge for the steel industry supply chain is to work closely with each of our customers to uncover deliverable **value** that is both meaningful to the end customer and can flow right through the supply chain to the ultimate consumer.

When developing your value proposition, include your own company's specific value offerings, and also highlight the general advantages of local supply and fabrication.

These advantages could ultimately mean cost savings and other benefits for your customer and could include:

- ✓ **Quick response** to changing requirements
- ✓ **Provision of value added services** that cannot be provided by other suppliers
- ✓ **Cost savings by starting a project quickly** – More likely with local suppliers and fabricators

✓ **Cash flow advantages** - Reduced handling of components, lower on-site inventory levels and pre-production work

✓ **Inspection costs reduced** - High standard of workmanship and compliance with national and international standards

✓ **Reduced wastage, damage and re-work** - Locally-manufactured modules and equipment are less likely to be subject to damage and deterioration en route

✓ **Reduced administration costs** - No transaction costs related to clearance charges, fluctuations in the exchange rates or import costs such as demurrage

✓ **Flexibility** - Local companies are innovative and responsive to changing conditions and variations to the original planning and design

✓ **Reduced lead times** - Lower lead times as the transportation of finished goods from overseas can be affected by a number of stoppages

✓ **Ongoing support** - Whole-of-life costs (including maintenance); the ability to source replacement parts (or parts that may need to be re-engineered to certain specifications); and lower service costs can all result in significant cost savings.

## The XLERPLATE® Team

76 Lysaght Street  
 PO Box 302  
 Acacia Ridge QLD 4110  
 Phone: 07 3845 9350  
 Fax: 07 3845 9393  
 E-mail:  
 Tony.Fotea@bluescopesteel.com  
 Simon.Ritchie@bluescopesteel.com



**Tony Fotea**  
 State Sales Manager



**Simon Ritchie**  
 Account Manager

## XLERPLATE® Customer Service Group

Phone: 1300 135 004  
 Fax: 1300 135 003  
 E-mail: Keven.May@bluescopesteel.com



**Keven May**  
 Customer Service Officer

For technical enquiries  
 call 1800 800 789

For XLERCOIL® enquiries  
 call 1800 008 247



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## IN THE HOT SEAT: SIMON RITCHIE



**Name:** Simon Ritchie  
**Job Title:** Account Manager  
**Years with BlueScope Steel:** 4 months  
**Years in the Steel Industry:** 1.5 years  
**Description of current role:** Developing and maintaining customer relationships while upholding the value proposition of BlueScope Steel.  
**Previous position:** Account Manager  
**Previous position duties:** Developing and maintaining customer relationships and providing customer solutions to any issues.  
**The person I most admire:** Nelson Mandela  
**E-mails received on average per day:** 30  
**Best invention of the last century:** Mobile phone  
**Worst television program:** Home & Away  
**Time I spend in my car each day:** 3 hours plus  
**Hardest habit to break:** Buying and selling on eBay

**Favourite drink:** Red wine (particularly Shiraz)  
**Best car on the road/favourite car of all time:** Mazda RX8  
**Most useless possession:** A broken remote control  
**Favourite outdoor recreational activity:** Rock climbing  
**What kick-starts my day:** A triple shot flat white  
**If I had \$1m to blow it would be on:** A holiday to Europe with all the trimmings.  
**If I could have one person over for dinner, it would be:** Richard Branson  
**If there was one thing I could do all over again:** My 20's – they're disappearing all too quickly  
**Favourite holiday destination ever:** Tokyo

## ANYTHING BUT STEEL

While iron and steel-making is thought to have taken more than 2000 years to develop, the ancient Egyptian King Tut always carried a small iron dagger – thought to be his most precious personal possession – made of meteorite iron.

The Sumerians called iron 'sky metal', while the Egyptian Pharaohs called it 'black copper from the sky'. Even the Inuit of Greenland made iron tools for more than 100 years from a single 30-tonne meteorite.

While there is some evidence that African smiths could melt iron 2000 years ago, almost everyone else had to wait for it to fall to earth – until the wholesale smelting of iron during the Industrial Revolution.



Steel has come a long way in 2000 years – XLERPLATE® steel used creatively in Brisbane's Arbour Walk.

## 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

To find out more please contact your State Sales Manager.