

The XLERPLATE® Team

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Keven May
 Customer Service Officer

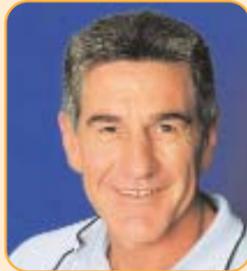
For technical enquiries
 call 1800 800 789

For XLERCOIL® enquiries
 Call 02 4275 7206



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IN THE HOT SEAT: KEVEN MAY



Name: Keven May
Job Title: Customer Service Officer
Years with BlueScope Steel: 16
Years in the Steel Industry: 19
Description of current role: Provide reliable service
Previous position: Team Operator
Previous position duties: Worked within self-directed work team at Welded Products
Woman I most admire: Angelina Jolie
Man I most admire: Gough Whitlam
E-mails received on average per day: 30
Best invention of the last century: Bottle opener
Worst television program: Any 'reality' show
Time I spend in my car each day: 30 minutes
Hardest habit to break: Drinking
Favourite drink: Tooheys
Most useless possession: Bottle opener (we now have twist tops)
Favourite outdoor recreational activity: Surfing, fishing, diving (anything in the water)
What kick-starts my day: Alarm clock
If I had \$1m to blow it would be on: Buying some new friends
If I could have one person over for dinner, it would be: Ronald McDonald (to show me what food looks like).
If there was one thing I could do all over again: I'd come back as Allan Yates
Favourite holiday destination ever: Southern France

ANYTHING BUT STEEL

We all understand that instructions on product packaging should be clear and concise. Right? But what happens when a manufacturer's first language isn't English? Here are some recent, less than clear, instructions found on products manufactured overseas:
 A chainsaw: 'Do not attempt to stop chain with your hands'.
 A kitchen knife: 'Warning: Keep out of children'.
 An iron: 'Do not iron clothes on body'.
 A food processor: 'Not to be used for other use'.
 Headphones: 'Do not increase volume past threshold of pain'.
 Mobile phone: 'Electronics, like people, sometimes get confused'.

BAG AN INNOVATION



Following the success of our bag give-away in the last *Steel In Touch*, we thought we'd make another offer. This time we're looking for the most imaginative and innovative uses of XLERPLATE® or XLERCOIL® steel by Queensland customers. Email your suggestions to: Simon.Ritchie@bluescopesteel.com
 All truly innovative suggestions will get this BlueScope Steel sports bag as a 'thank you'. What's more, the best suggestions could find themselves covered in other BlueScope Steel publications, like *Steel Edge*.

SAFETY MESSAGE: BELT UP!



It's a sad fact so many Australians still die on our roads because they aren't wearing seat belts. Despite the fact that Victoria was the first place in the world to make wearing lap-sash seat belts compulsory (in 1970), as many as 20 per cent of all drivers and passengers who die every year on Australian roads aren't wearing seat belts. While only four per cent of NSW drivers and passengers don't belt up, they account for 22 per cent of car occupant deaths each year in that State. And if only one person in the vehicle isn't wearing a seat belt, it doubles the death and injury rates of those who are. The simple act of buckling up can improve your chances of surviving a smash by 50 per cent. In a collision, a car – and its occupants – stopping suddenly can generate 30Gs in force. Simply, this means if you weigh 95kg, your weight rises to a whopping 2850kg! So no matter whether you're driving around your work site, or on the open roads, belt up – for safety's sake.

Xlerplate® steelintouch



WELCOME

After a frantic pace in the domestic steel industry during 2004 and the first half of 2005, one could be forgiven for thinking the industry had gone into hibernation. Rather than signalling a trend, this recent softening in demand could be described as "the calm before the storm". Summer is a time of renewed energy and activity and we are predicting a storm of project activity. This is evident with new enquiry levels and the start-up announcements of new projects.

It is my pleasure to welcome Simon Ritchie to our team as Account Manager. Simon replaces Jason who has blossomed into a Port Kembla-based role as National Account Manager Pipe & Tube. I'd like to extend my thanks to Jason for the commitment and great service he has provided our Queensland customers over the past three years, and wish him all the best for his future career.

Tony Fotea
 State Sales Manager - Queensland

MAJOR QLD PROJECTS

A number of major infrastructure projects in Queensland point to increasing demand for steel in coming years.
Gladstone Pacific Nickel Refinery
 The State Government describes Stage One of Gladstone Pacific Nickel's proposed \$1.3 billion refinery at the Gladstone State Development Area of Yarwun as "significant".
 "This opens the way for Gladstone Pacific Nickel to begin an environmental impact statement for the refinery and associated pipelines, and present it to my Government for consideration by October 2006," Premier Peter Beattie says.

Port of Brisbane Expansion
 A \$54.6 million project to extend Brisbane's Fisherman Islands wharf by 402 metres will start before the end of the year. The project will see construction of a 10th berth to cater for longer container ships. Transport Minister Paul Lucas says Wharf 10 is expected to be completed by early 2008.
 "Continued growth in container traffic, up 13.5 per cent from last year, and similar trends in general cargo and motor vehicle trade are key drivers of the expansion," he says.

Queensland Bridges
 The Government also plans to replace more than 100 bridges across the State in a five-year, \$350 million project.



MARKETING CAMPAIGN A WORLD BEATER

BlueScope Steel has received worldwide recognition for marketing excellence for the *Xlerate to XLERPLATE®* campaign conducted from July to December last year. The honours began when the campaign was awarded first place in the NSW Australian Marketing Institute (AMI) awards for excellence for Best Marketing Communications. The campaign was also awarded Bronze in two categories of the Australasian Promotional Marketing Association (APMA) 2005 National Excellence Awards.

All winners were then submitted to the international GLOBE Awards for marketing excellence. The sponsoring agency of the GLOBE Awards is the Marketing Agencies Association (MAA) worldwide. Marketing Strategy Manager – Industrial Markets, Judy Morgan, is thrilled. "We have been recognised



(fr left) Stan Clark, Lisa Purcell (Clemenger BBDO promotive), Michael Reay, Judy Morgan, Christine O'Toole and Pete Moore (Clemenger BBDO promotive).

internationally by winning the Gold GLOBE award (first runner-up) in the category of Best Business to Business Campaign," she says. "We are honoured to note that we were plucked from third place in the APMA 2005 awards to win second place in the world." The GLOBE Awards received more than 400 entries from 24 countries, and winners were selected from around the world.

"The campaign has yielded some outstanding results, and I would like to thank Christine O'Toole, Duncan Jacklin and Michael Reay from the Marketing Strategy team; Andrew Marjoribanks, Stan Clark and his team from Sales; and Scott Dunstan and his team from Customer Service for the success of this activity," Judy said.



INGAL EPS POLE-VAULTS COMPETITORS



Thirty-four steel poles being designed, fabricated and installed by Ingal EPS will soon become an integral part at the Port of Brisbane container terminal.

Completion of the 18-month project will enable Patrick Stevedores to commission one of the world's first port facilities to incorporate totally automated cargo handling equipment.

The 35m poles, made from XLERPLATE® steel, will carry from six to 18 luminaries of galvanised steel headframes, on two large platforms.

Even more significant than the poles' illumination role on the 20-hectare container storage site is their

safety and security function, which goes to the heart of Patrick Stevedores' high-tech approach to future cargo handling. Each pole will also serve as a mounting point for radar reflectors, essential for the terminal's driverless container movers.

These automated container trucks use a combination of global positioning systems and radar signals to navigate from wharfside to container stack.

"We have a lot of experience in designing and making steel poles, and our combination of service, research, innovation and quality of craftsmanship has set a benchmark," Ingal EPS Operation Manager, Ian Munday, says.

"Time was tight on this contract, but we were able to split the rolling, galvanising and fabrication work between our Carole Park and Acacia Ridge plants to supply the poles on time.

"Obviously we have a preference for local products. That's why we have used BlueScope Steel as a supplier for many years because of its quality, price and supply reliability."

Ian says the quality of the steel was important because of the way in which Ingal EPS assembled and erected the poles.

"We trucked the segments to the new container terminal area, then assembled them on the spot," he says.

"The tapered ends were joined by a slip-fit process that involved no mechanical fixing or welding."



HEIRG WEBSITE PROVIDES USEFUL REFERENCE

The Queensland Heavy Engineering Industry Reference Group (HEIRG) – a partnership between industry, unions and the Queensland Government – has been established to advance State outcomes in heavy engineering and fabrication.

You can visit the HEIRG website at www.heirg.com.

The site's Queensland Heavy Engineering Directory is an initiative of Queensland HEIRG and is designed as a reference point for prospective clients searching for local engineering and fabrication providers.

Companies can register their capabilities on this site.

The website is also a useful source of information and updates on Queensland project activities. The HEIRG partnership serves a valuable role in helping secure local content in Queensland projects.

Queensland has:

- The world's largest alumina refinery
- Australia's largest alumina smelter, Boyne Smelter
- Australia's largest cement kiln
- The world's largest zinc mine (Century Mine) and associated smelter
- More than 40 operational coal mines producing for export.



NQEA AWARDS

Since the last edition of Steel In Touch, North Queensland shipbuilding and engineering company NQEA has become a double winner of the 2005 Queensland Engineering Excellence Awards – the Products and Manufacturing Facilities Excellence Award and the new Karel*CAD Innovation Award – for its work in building the luxury Oceanic Princess.

The ship, the largest passenger ship built in Australia since the Empress of Australia in the 1960s is now in service, carrying tourists on regular adventure voyages between Darwin and Broome in Northern Australian waters.

As the supplier of XLERPLATE® steel used in this project, we'd like to congratulate NQEA on these awards.



CRITICAL PLATE MILL MAINTENANCE

BlueScope Steel is planning to undertake an extended 15-day maintenance stop at the Port Kembla Plate Mill from January 20 to February 3. This stop is to facilitate essential maintenance work necessary to ensure product quality and the ongoing reliability of our manufacturing operations. XLERPLATE® steel will not be produced during the shutdown.

We intend building stocks of Standard XLERPLATE® steel before this stoppage, and do not envisage any impact on our published lead times for Standard plate products.

However, the shutdown will extend lead-times on General XLERPLATE® steel by two weeks for all orders placed from January 3 to February 3, 2006 inclusive.

We would appreciate your help during this essential maintenance stoppage and would be happy to provide further detail should you require it. The XLERPLATE® Customer Service Group will also be available to respond to enquiries throughout the Christmas-New Year period.



THRIVING FABRICATOR

When New Zealand-born boilermaker Paul Breckon and his Australian wife, Anne, established their Central Queensland mobile engineering business in 1984, little did they realise how successful they'd become.

Basing themselves in Clermont, they started on-farm maintenance of plant and equipment.

"We had just the one vehicle, which we fitted out with a diesel generator and welding gear," Paul says.

"We went from farm to farm repairing whatever needed fixing. We also picked up work from mines in the area."

Today, Paul Breckon Steel Fabrications – with a workshop and 20 employees – continues to service farms and mines in the region, and sells its own brand of farm equipment throughout Australia.

As well as making cattle-handling equipment, stick rakes, earthmoving accessories, roller mills and other farm goods, the company also does larger repair and fabrication work for the coal mining industry.

And these days, XLERPLATE® steel plays a central role in the business.

"When dealing with pastoral companies or mining operations in isolated locations, you soon learn



A stick rake

the importance of quality and reliability," Paul says. "We found that rural customers will support you, if you can provide those two things." Paul also sees a strong preference among customers for Australian-made goods – something he supports by using XLERPLATE® steel.

"We use 250 Grade XLERPLATE® steel in 25mm to 40mm thicknesses in general fabricating work for the mining and rural sectors," he says.

"We are also a registered user of the Australian Made brand, and we like to highlight the quality of our materials. Often we are competing against imports, and it gives us a boost knowing the steel we use is a world standard.

"We're constantly asked who supplies our steel, and whether it's Australian-made.

"By using XLERPLATE® steel, we know this is the case. The high rate of repeat business also shows our customers agree."

FAREWELL JASON, WELCOME SIMON!

After three years skillfully handling his role as Queensland Account Manager, Jason Zafiriadis is handing over the reins to incoming manager, Simon Ritchie.

Simon comes to us from Smorgon Steel Reinforcing, where he has been a key account manager for the past 12 months.

With a background in the electrical trades and a business degree under his belt, Simon will soon be

meeting key customers throughout the State, servicing their XLERPLATE® steel needs for the next exciting period of our growth in Queensland.

As for Jason, he's off to fill a Port Kembla role of National Account Manager, Pipe & Tube, with OneSteel as his major account.

"We're delighted to have known and worked with Jason these past three years, and we're sure he'll be a continuing asset to the steel industry in his

new role," State Sales Manager, Tony Fotea, says.

"We all wish Jason the best for the future – and look forward to working with Simon in the months and years ahead."



Simon Ritchie