

# STEEL EDGE

A newsletter of product innovation, corporate information and news for customers of BlueScope Steel Limited

JUNE 2006

SPECIAL EDITION



BRAND PARTNER PROGRAM

## Brand partnership program continues to deliver value

*The Steel By BlueScope Steel Brand Partnership Program is entering a new and exciting phase of substantially increasing value to program members.*

During the past 13 months, more than 1000 organisations have come together to align their businesses and products with the BlueScope Steel brand and to leverage the strength, quality and integrity of the brand in their day-to-day business and across their own products.

The first step for many of these organisations has been to erect brand partnership signage on their buildings, visibly linking their businesses and products with the benefits of the BlueScope Steel brand.

Bob Stanton of Capricorn Steel Frames, who recently joined the Brand Partnership Program, says his company is already benefiting from its acknowledged association with BlueScope Steel.

"I use the Steel Supplied By logo on everything," he says. "I have also put the Steel Supplied By signs on the worksites and on my Yellow Pages telephone advertisements."

He says using the logo reassures customers that Capricorn Steel Frames uses quality steel products from Australia's leading steel manufacturer.

For the past 12 months BlueScope Steel has been adding value to members' businesses through an initial public relations and marketing campaign, and through its inaugural support of the *Manufacturers' Monthly* 2005 Endeavour Award for Australian manufacturing excellence.

Individual member profiles have appeared in BlueScope Steel publications such as *Steel Edge* and *Steel Connections*,



**Bob Stanton, Capricorn Steel Frames:**  
*"This campaign has led to enormous increases in awareness of the brand."*

and in XLERPLATE® *Steel In Touch* newsletters.

Ongoing national support has also come in the form of television commercials aimed at increasing consumer awareness of the BlueScope Steel brand.

"This campaign has led to enormous increases in aided and unaided awareness of the brand," BlueScope Steel's Corporate Brand Manager Leo Kerema said. "A feature of these advertisements is the prominent use of the Steel By logo on various steel products throughout the commercial."

He says research shows that four out of every five people know and recognise the BlueScope Steel name.

The first value-adding initiative settled on for 2006/2007 is the full sponsorship of the 2006

Manufacturers' Monthly Endeavour Awards, the winners of which will be announced in September.

"Sponsoring awards like these clearly demonstrates BlueScope Steel's commitment to supporting innovation and excellence in Australian manufacturing," Mr Kerema said.

"It also enables us to link the Steel By logo with manufacturing excellence, allowing all those manufacturers displaying the logo to also link their businesses and steel products to this excellence."

The Steel By BlueScope Steel Brand Partnership Program is open to all companies sourcing 80 per cent or more of their annual volume of flat, sheet or coil steel requirements directly from BlueScope Steel or one of its distributors.

# Painting with an oxy-torch

*YOU won't find Ron Clarke's work hanging in trendy Sydney galleries or dotted among minimalist new-age sculpture gardens. Instead, look for his unmistakable artworks as you pass through Australia's tiniest rural towns or spot them nestled above commercial buildings or even on the walls of clubhouses.*

Ron began creating steel silhouettes using hot rolled coil from BlueScope Steel in the 1980s and admits it took him months to perfect his original technique.

"I was obsessed with it. If someone was talking to me I wouldn't be listening. I'd be looking at their face thinking, 'How would you cut that? How would you do their face?'" he says.

Since then, Ron has created hundreds of sculptures including five-foot-high bakers designed to stand outside bakehouses, oversized koalas, teams of silhouetted Clydesdale horses and even Ned Kelly.

"I've always really liked silhouettes," says Ron, who uses an oxy-torch to sculpt from 3mm hot rolled coil.

It can take him between two hours and several weeks to create a sculpture, which he then sends away to be powder-coated before being painted.

The Sturt Highway artist says many of his works are commissioned by companies hoping to use them as an eye-catching form of advertising, or small towns trying to boost their profile.

Many of his works have been sent overseas.



*Ron Clarke – proud of steel works of art.*

But his best-selling work by far is sculpting silhouetted motorcycles.

Ron says that despite the potential for irreversible mistakes when sculpting with steel, there is no room for timidity – "if you're timid, it shows."

Ron says he uses BlueScope Steel because of its quality.

"I can't work with inferior steel," he says.

"If there's an impurity in it, it will show up when I'm doing something crucial like sculpting someone's eye. It will just blow out."

As a member of the BlueScope Steel Brand Partnership Program, Ron uses the Steel Manufactured By logo on the poems he often gives customers when he hands them their finished sculpture.

## Steel bins slash harvest times

*West Australian grain farmers are now slashing harvesting schedules using heavy-duty mobile field bins developed by Esperance company Parker Silos and Sheetmetal.*

Called WildCat Chaser Bins, these huge 20, 25 and 30-tonne and now new 35 and 40-tonne capacity bins are hauled alongside harvesting machines (headers) in the fields, collecting crop loads for deposit in farm silos.

As modern headers are capable of harvesting upwards of 60 tonnes of grain an hour – and capable of holding only a fraction of this capacity before needing to be stopped and emptied – Parker Silos and Sheetmetal recognised the need to keep the harvesting process rolling non-stop.

With 19 years' expertise in the farm silo and sheet metal business, Parker Silos and Sheetmetal produced its first tractor-hauled chaser bin three years ago – and production has been steady ever since.

While the 20 and 25 tonne WildCat Chaser Bins are single-axle models, the 30, 35 and 40-tonne

*Parker Silos and Sheetmetal manager Daniel Parker with his WildCat chaser bins.*



models have optional tandem axles, capable of allowing them to work in any paddock conditions.

All are manufactured from XLERPLATE® steel, and Parker Silos and Sheetmetal is a member of the Steel By BlueScope Steel brand partnership program.

"There are other chaser bins on the market, but we believe ours are the best in Australia," Marketing Manager Sean Christmass says.

"The sides of our units are 6mm XLERPLATE® steel curved for additional strength and fast unloading, and our table and high-reach discharge augers allow for fast unloading rates.

"In using 6mm XLERPLATE® steel, we are building a strong and superior product.

"We have also designed a 600-litre in-built water tank for use with an optional fire-fighting unit. Other manufacturers treat such water tanks as add-ons."

The last thing farmers need is to find themselves, their workers and millions of dollars worth of equipment engulfed in flames while working in tinder-dry conditions. Field fires can often be sparked by operating equipment.

Sean says inquiries for WildCat Chaser Bins have been rising rapidly. "With a three-year limited structural warranty, farmers know we have a good product and that we are prepared to back it.

"We hope to distribute our chaser bins in the eastern states, and have been receiving inquiries from South Africa too."

## Steel stands firm against Cyclone Larry

*Few Australian steel shed and building suppliers can have witnessed their structures struck by 300km/hr cyclonic winds - and watched them come through with flying colours.*

Leading suppliers Ranbuild and Garage World/Shed Boss experienced the ordeal when Cyclone Larry tore through the Far North Queensland community of Innisfail on March 20.

The Category 4 cyclone's wind gusts were more than enough to flatten almost all crops and many conventional buildings in the area.

Many farm and industrial buildings were destroyed or severely damaged in one of the most powerful and destructive cyclones yet recorded in Australia.

"The storm's fury was unbelievable," said Garage World/Shed Boss Managing Director Phil Emms.

"Yet the eight sheds of various sizes in our display village in the heart of Innisfail sustained no damage – unlike the showground across the street, which was severely damaged.

"Although all the roller doors in our display centre were shredded into individual slats – something I have never seen before – the sheds themselves remained intact."

Mr Emms said none of his company's sheds and steel buildings erected in the region were destroyed – or even sustained heavy damage.

Ranbuild Marketing Manager Shannon Mercer told a similar story concerning his company's steel sheds. Ranbuild, part of BlueScope Lysaght, has been supplying steel sheds for more than 58 years.

"When we conducted our final tally, we found we had supplied and erected 176 steel buildings in the Innisfail district – and not one was reported destroyed by Cyclone Larry," Mr Mercer said.

Both Ranbuild and Garage World/Shed Boss have been relaying their findings and research data to the Australian Steel Institute's (ASI) Steel Shed Group, providing what the Group's national manager Neil Creek describes as "invaluable technical data gathered in the face of extreme climatic conditions."



*While the shed in front collapsed under Cyclone Larry's pressure, the Garage World-built shed behind survived intact.*

Both major steel shed organisations are members of the 200-plus-strong Steel Shed Group.

Mr Creek and other ASI representatives have been meeting with Ranbuild and Garage World/Shed Boss management, local government bodies and building specifiers in Far North Queensland to analyse the effects of Cyclone Larry.

"From this research, we'll be able to determine the best possible technical advice for people looking to build and erect steel buildings in the Australian tropics," Mr Creek said. "Some of these findings may also affect technical advice for other parts of Australia that face strong winds from time to time."

Both Shannon Mercer and Phil Emms said it was vital to get shed connections and bracketry "right" in steel buildings in cyclone-prone areas. "The companies who have spent the time and capital to fully test their bracketry are the companies with buildings that are left standing," Mr Mercer said.

He added that engineering should also be site-specific for each area. "We have found a

number of buildings that failed in the area were buildings that were either not engineered correctly for the conditions or their bracketry failed," Mr Mercer said.

Components could not be undersized or kept to a minimum – something referred to by Phil Emms as 'de-steeling'.

Both Mr Mercer and Mr Emms agreed it was vital to the pursuit of higher standards that the practice of under-sizing structural componentry and bracketry – as highlighted by Cyclone Larry – be eradicated in all wind regions throughout Australia.

Both Ranbuild and Garage World/Shed Boss agreed that customers wanting to buy steel sheds and buildings should look for organisations with operations in their local areas.

"This helps guarantee an understanding of local conditions, and helps deliver products designed to meet specific requirements," Mr Emms said.

For more information on the companies, visit [www.steel.org.au](http://www.steel.org.au) and follow the link to The Steel Shed Group; [www.ranbuild.com.au](http://www.ranbuild.com.au) and [www.garageworld.com.au](http://www.garageworld.com.au)

# New framing Standard now available

*The new National Association of Steel-Framed Housing Inc (NASH) Standard – Residential and Low-rise Steel Framing Part 1 Design Criteria is now available from the Australian Building Codes Board on-line bookshop [www.abcb.gov.au](http://www.abcb.gov.au)*

You will find it listed under Products/ Services. The Standard is called up in Volume 2 of BCA2006, and can be used now.

The hard copy version costs \$90 (inc. GST and packaging), and a pdf version is also available for \$60 (inc GST).

NASH Members can buy the hard-copy version of the Standard directly from NASH Executive Director Ken Watson at Chapter meetings for \$80.

Payment at these meetings can only be made by cheque or cash

## Magnetic crane minimises plate damage

*A new magnetic gantry crane (pictured below) at BlueScope Steel's Melbourne rail yard promises to further minimise damage to XLERPLATE® steel and boost transient storage capacity and flexibility.*

While forklifts have been used to unload XLERPLATE® steel from rail cars in Melbourne for the past 10 years, BlueScope Steel's Melbourne Logistic Operations Manager, Ben Church, said the new magnetic crane took up less space – leaving more room for onsite placement of XLERPLATE® steel en route to customers.

The new crane will also reduce the potential for damage, as forklift prongs can occasionally dent plates as they are being separated and lifted off the rail car, according to Mr Church.

The magnetic crane can lift up to nine tonnes of XLERPLATE® steel at a time.



*The Beijing Olympic swimming training centre.*



*The Beijing Olympic fencing training centre.*

# BlueScope Buildings China secures more Olympic contracts

*Following the successful bids for the Tianjin Olympic Centre Stadium, BlueScope Buildings China has been awarded contracts to provide 2500 square metres of roofing products for two more 2008 Beijing Olympic auxiliary facilities projects – the Olympic fencing training centre and the Olympic swimming training centre.*

Both projects are located in the Olympic Bike & Fencing Field near Beijing's western suburbs, where the Laoshan Mountain Bike Velodrome will be located.

Unlike the competition venues, these two Olympic training centres are where the athletes start pursuing their Olympic dreams. There will be 41 independent training venues in Beijing for the 2008 Olympics, including 23 new venues and 18 existing venues which are being renovated for the Games.

"With fewer than 864 days to go before the opening ceremonies of the 2008 Beijing Olympic Games, the Olympic fencing training centre and the Olympic swimming training centre are expected to be finished mid-June, 2006, and will be the first and second new training venues handed over to the owner, the State General Administration

of Sports," James Liu, Vice President – Public Buildings, BlueScope Buildings China, said.

With a construction area of about 9000 square metres, both venues are designed to become world-class sports facilities.

Using the combined strength of LYSAGHT® and BUTLER® systems, the roof structures will feature FLEX-LOK™ seamed panel and two layers of BUTLER® purlins, vertically lapped to connect the metal roof system with perforated LYSAGHT TRIMDEK® rollformed from ZINCALUME® steel as an acoustic inner layer.

Not only will BlueScope Buildings offer structural integrity and watertight solutions for the metal roof system, but will also incorporate acoustic and thermal designs.

"The winning of these two projects also symbolises the beginning of a long-term relationship between BlueScope Steel China and the State General Administration of Sports," Mr Liu said.

"With a continued focus on providing this client with a high standard of service and industry-leading designs, we are expecting to work on more sports infrastructure construction projects for them in the years to come."

# COLORBOND® steel covers Tullimbar Village

*COLORBOND® steel is playing a pivotal role in a unique project to build a complete community for 5000 people in the Illawarra region of NSW, just south of Sydney.*

Tullimbar Village is being built on a specially prepared 150-hectare site near Albion Park, about 90 minutes drive south of Sydney, with most Tullimbar Village buildings featuring roofing made from COLORBOND® steel.

It is claimed to be Australia's first example of complete streetscape planning for a village. Developer Miltonbrook has addressed all aspects of Tullimbar's look and feel, as well as its liveability and viability, to produce a planning blueprint hailed by industry and government alike.

Stage One homes are being built (see right) and it is planned to have the first residents move in before the end of the year. Stage Two building may include other BlueScope Steel products, including rainwater tanks and rainwater harvesting systems.

Miltonbrook is designing and building the entire township.

Unlike other developments throughout Australia, Tullimbar residents cannot buy housing lots and build their own homes. Nor can they buy homes, townhouses or units off the plan. Residences – including all landscaping and colour schemes – will be sold only when completed.

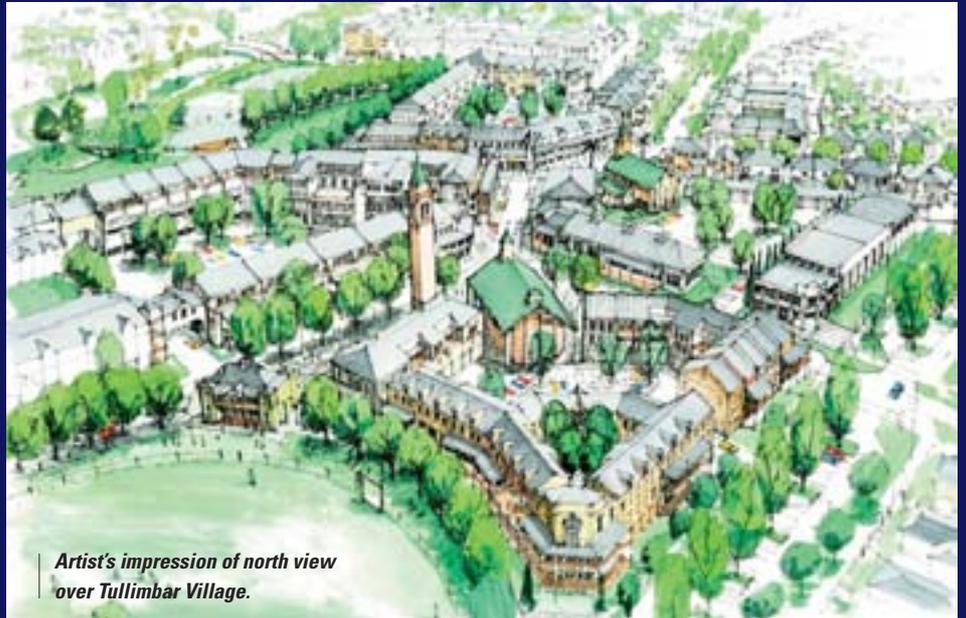
Tullimbar Village has been designed around the key elements of social interaction between residents, cultural considerations and environmental sustainability. Its architectural style draws strongly from the much-loved colonial architecture of surrounding Illawarra and South Coast towns such as Kiama and Berry.

Tullimbar will have a traditional main street with wide verandas, shops and cafes, a town square (complete with belltower), a town hall, church, pub, a school and surrounding playing and recreational fields. Residential accommodation will range from "live-work" apartments and terrace houses to larger residential homes and a retirement village.

The result will be a diverse community with a mix of ages, family types and income levels.

Internationally acclaimed architect and urban designer Steve Thorne heads the Tullimbar Village design team. Previously the Victorian Government's Director of Urban Design, Mr Thorne joined the Tullimbar project because he believes it is Australia's most significant urban design project, with potential to become the model for future urban planning.

He said homes will have exterior design features evoking images of classic colonial architecture of the South Coast while being contemporary and practical inside.



*Artist's impression of north view over Tullimbar Village.*



"The houses have been designed to minimise their effect on the environment and ensure their ongoing sustainability, using design, orientation and products such as roofing made from COLORBOND® steel," he said. "For instance, roofing made from the grey colours in the COLORBOND® steel range will be installed on the majority of the buildings."

In a major departure from current urban planning, the village is designed to encourage residents to walk to the town centre for their needs, rather than use their cars. More than half of Tullimbar's residents will live within 500m of the town centre, and will be encouraged to walk there by its proximity and by design features that encourage pedestrians.

"Great importance has been placed on the creation of a vibrant town centre which will give Tullimbar a unique identity and strong sense of community," Mr Thorne said.

Officially launched in December 2004 by NSW Minister for Regional Development, David Campbell, the first whole street is expected to be ready in August this year.

The project is the culmination of 10 years of planning by Illawarra-based property developer Neville Fredericks, Executive

Chairman of the Miltonbrook Group of Companies.

"Nowhere else in Australia is anyone attempting to create an entire township from scratch, and we are determined to create a town that will demonstrate that there is a viable, attractive and highly liveable alternative to urban sprawl," Mr Fredericks said.

"Tullimbar will be a sustainable, walkable community employing world's-best design and features practice. We have a wonderful opportunity to create a very special place, and we believe Tullimbar will become a model for urban design – not only in Australia but around the world.

"There will also be major environmental dividends – from the high levels of energy efficiency being incorporated into every building, through to the reduction in vehicle dependency within the village itself."

Mr Fredericks said US research of communities with similar pedestrian-friendly design features suggested that as many as 30 per cent fewer vehicle kilometres would be travelled per household.

The Tullimbar project is expected to pour hundreds of millions of dollars into the Illawarra economy over the 10-year construction phase, and provide a major boost to the nearby City of Shellharbour.

"We are proud to be involved in supplying COLORBOND® steel to Tullimbar Village because of its extensive and impressive scope as a project," said BlueScope Steel Business Development Manager Ken Clark.

"Genuine consideration of a development's overall streetscape, as well as its effect on social and economic realities for homeowners, is critical to urban design."

# COLORBOND® steel 40

## COLORBOND® steel rises among the thorns

*A row of six small but exciting townhouses recently completed in inner Melbourne demonstrates the flexibility of COLORBOND® steel as an innovative cladding material.*

All six townhouses with individual garages and outdoor decks stand on a 400 square metre former car park in Rose Street, Richmond. One side of the street is zoned industrial and the other residential.

Neil + Idle Architects' (now known as N-form and Idle Architectural Studio) original plan for four three-storey townhouses was rejected by Council, but the firm's subsequent plan for the current two-level, one-bedroom townhouses was accepted.

"Our typical approach in dealing with heritage issues is to weave the past into a contemporary design," project architect Stuart Holmes said. "However, the context presented us an opportunity to create a strong architectural statement."

Neil + Idle Architects drew their inspiration from a broader context. Directly opposite the site is a 1960s factory, complete with aluminium louvres and clean minimal lines. "The aesthetics of this development predominantly respond to the industrial context," Mr Holmes said. "The folded COLORBOND® steel façade cladding echoes the surrounding industrial architecture, mechanical ducting and water tanks."



Unlike the vast majority of COLORBOND® steel applications in residential architecture, the cladding on these townhouses is folded, and resembles origami on a grand scale. Five of the six townhouses are clad with these folded steel sheets, while the sixth is clad with corrugated fibreglass, emulating typical industrial roofing.

"We wanted to use a material that was robust and low maintenance – and COLORBOND® steel has those qualities," architect Chris Idle said. An occasional hose-down of the few areas not exposed to natural rain would normally be sufficient maintenance.

Each sheet of COLORBOND® steel has been folded on the diagonal to create a three-dimensional



Unusual folded sheets of COLORBOND® steel.

effect. Banks of COLORBOND® steel panels are juxtaposed horizontally and vertically, with the latter arranged to form larger diamond shapes.

"We wanted to create a dynamic façade, one that appeared to change depending on where and at what time you stand in the street," Chris Idle said. "It's great to take steel and transform it into something more complex. A simple flat sheet can be turned into a work of art. We saw these facades like murals."

To accentuate the COLORBOND® steel façade, the solid ground floor mass is recessed at least 300 mm. It's concrete charcoal block walls and flush-mounted black garage doors are treated with the same hardwood battens to create a uniform recessive podium on which the showpiece is displayed.

While the ground floor concrete block walls recede to the street, the punchy, mostly brightly coloured doors to the six townhouses present as welcoming mats for the owners as well as visitors. To complement these colourful doors, Neil + Idle inserted spandrel (coloured glass) in primary colours between the folded sheets of COLORBOND® steel.

While the south elevation, with its sculptural façade, was designed to activate the streetscape, the northern elevation is quiet and reflective. Featuring concrete block walls that separate each townhouse, the rear elevation also includes gently sloping COLORBOND® steel cladding in CUSTOM ORB® profile in the colour of Windspray®, encasing the studies at the top of each staircase.

The roofing material is COLORBOND® steel.

## COLORBOND

*Iconic Australian brand COLORBOND® steel this year celebrates its 40th birthday.*

Launched in 1966 in an era of hope and expectation, COLORBOND® steel has become the ideal material to help build Australia, improving over time to provide the building and construction industries with a more versatile product than corrugated galvanised steel, which was then the major product for roofs and walls.

Today, almost 50 per cent of new homes in Australia boast a roof made from COLORBOND® steel. A sizeable majority of new factories, industrial and commercial plants and storage facilities also use COLORBOND® steel in roofing, cladding or some other application.

In fact, throughout its life, this innovative material has become ubiquitous to the point where more than nine out of every 10 new homes built in Australia feature products made from COLORBOND® steel. It is used across the board – on roofs, fences, walls, sheds, cubby houses, carports and even letterboxes.

There are numerous reasons why COLORBOND® steel has maintained an ever-widening application and enduring popularity. Since its launch, there has been continued investment in research and development to improve the product and expand its usefulness.

David Bare, National Marketing Manager Building



**“Nine out of every 10 new homes built in Australia feature products made from COLORBOND® steel.”**

at BlueScope Steel, explains: "We test COLORBOND® steel in various Australian conditions to help ensure that it performs very well in all the different climates around the country, many of which can be extreme. We keep looking for ways to improve it and bring in new technologies where possible to give it the biggest edge in the market. Both the building industry and the consumers at large have responded well to this."

# th Anniversary



## ® steel – 40 years and building beautifully

Another key feature of COLORBOND® steel is that it is low maintenance and easily bundled with other products for straightforward installation. From the outset, COLORBOND® steel is lightweight to transport and simple to construct, and both the products and the people that install them are readily available around Australia.

The fact that COLORBOND® steel can be roll-formed onsite for commercial projects adds to its ease of use, while factory-rolled roofing

**“COLORBOND® steel is low maintenance and easily bundled with other products for straightforward installation.”**



products are pre-cut and pre-marked to reduce effort and minimise waste on building sites.

In addition to these benefits, COLORBOND® steel has several key environmental benefits too, something that grows in importance all the time.

Australian environmentalist Ian Kiernan says: “I’ve been of the opinion for a long time that COLORBOND® steel is the best roofing material in the market place. It is completely recyclable and it is a great material for helping promote thermal efficiency in the home, a significant benefit today.”

COLORBOND® steel is an extremely adaptable building material that is available in a range of traditional and contemporary styles, to suit different environments and style requirements.

The extensive colour range is another factor in its ongoing success. Twenty colours



are now available, double the number offered at time of launch.

“Over its life so far, COLORBOND® steel has evolved from a regular building material to become a national icon, deeply embedded in our national psyche,” Mr Bare said.

“It is now synonymous with Australian building and design – from homes to commercial

**“COLORBOND® steel is an extremely adaptable building material that is available in a range of traditional and contemporary styles.”**

buildings. The brand has built an enviable reputation, both in Australia and internationally, based on its characteristics of durability, aesthetics, adaptability, ease of use, environmental sustainability, energy efficiency, forward thinking and authenticity.

“This brand captures the essence of Australian living and after 40 years it’s still building beautifully. Like no other building material, COLORBOND® steel links to our past, defines our present, and points to our future.

“In its first 40 years, COLORBOND® steel has helped to shape the dreams of Australian homeowners, designers, architects and developers, and it will continue to do so for many years to come.”

For more information on COLORBOND® steel, visit [www.bluescopesteel.com.au](http://www.bluescopesteel.com.au)



Conservationist Ian Kiernan at Westham Farmhouse.

# BlueScope Steel supports historic farm restoration

*Clean Up Australia founder, Ian Kiernan AO, has created an award-winning 1830s experience of Australian country life, with the help of modern products such as COLORBOND® steel, ZINCALUME® steel and BlueScope Water WATERPOINT® rainwater tanks.*

Mr Kiernan's painstaking restoration of the Westham Farmhouse built in 1830 near Bathurst, west of Sydney, has been recognised with the Energy Australia National Trust award for Conservation Built Heritage for a Project Under \$1 Million.

At the same time, Mr Kiernan was this year's recipient for the prestigious National Trust Lifetime Achievement Award, presented to an individual, whose body of work has had a profound effect on Australia's built, cultural or environmental heritage.

BlueScope Steel Marketing Manager - Building, David Bare, said Mr Kiernan deserved recognition for his lifelong work in the building industry and in preserving Australia's heritage.

"His understanding of how ZINCALUME® steel and COLORBOND® steel are suited for Australian conditions is remarkable," Mr Bare said.

With more than 40 years experience as a builder of more than 1000 homes, and 20 years as one of Australia's most prominent environmentalists, Mr Kiernan is a great advocate of steel and is appreciative of BlueScope Steel's products in particular.

"The BlueScope Steel range of products is simply outstanding," he said. "The products are

recyclable, durable, easy to use, with zero off-cut if carefully measured. They are totally appropriate for Australian conditions."

In the case of the Westham Farmhouse, Mr Kiernan has maintained the integrity of the original materials such as galvanised iron whilst blending new materials such as COLORBOND® steel and ZINCALUME® steel.

"To see the evolution from shingle roofing to roofing made from ZINCALUME® steel continually reminds me that the best roof, gutter and roof flashings for today's changing climate are ZINCALUME® steel and COLORBOND® steel," he said. "Their durability, water-collecting abilities and overall appearance are unsurpassed for Aussie conditions and climate."

Nine interlocked above-ground WATERPOINT® rainwater tanks have been installed to provide drinking water for the farmhouse. "These particular tanks are my choice for healthy, safe water storage, as well as being aesthetically correct for this significant rural setting," Mr Kiernan said.

BlueScope Water's Director - Urban Water Warwick Krigstein said that Ian Kiernan's choice of WATERPOINT® rainwater tanks underscored his commitment to best environmental practice.

The large number of tanks is required because the property is not connected to town water supply and hundreds of visitors are expected to the farm which will also operate as an educational centre showcasing life in the 1830s - overlaid with the best environmental practice of 2006.

When Ian Kiernan and architect Henry Bialowas took over the project, the farmhouse was close to collapse. Their first job was to surgically remove inappropriate additions in order to expose the original pise-and-slab building, which was the core of the fine colonial farmhouse.

The kitchen and bathroom floors are an ochre-coloured concrete that represents earth floors. Structural hardwood beams and tree trunks, the two separate shingle roofs – comprising cottage and verandah – and a section of the rammed earth walls are displayed within the house.

The chimneys have been rebuilt and flashed in the traditional step flashing method, while the exterior brickwork has been repaired and whitewashed in the fashion of the original house. Verandahs have been repaired retaining a number of original detail posts.

The next stage of development is construction of the barn and the dairy. Framing made from TRUECORE® steel while ZINCALUME® steel sheeting will be used for walls, roofing gutter and flashings.

To complete the 1830s experience, heritage landscaper Rosanne Paskin has overseen the planting of orchards and the heritage house garden.

A website is currently under construction so that visitors can follow the progress of the project and be inspired to visit the farmhouse where all environmental services, energy, water, wastewater, solid waste, food and transportation will be displayed as they would have been circa 1830. An audio visual will explain the concept of an environmentally managed farm.

# BlueScope Water launches in-ground rainwater harvesting system for the home

*BlueScope Water has launched its first range of underground rainwater storage systems, especially designed for Australia's residential market.*

The WATERPOINT INGROUND® rainwater tank can store 3500 litres of water and save up to 50 per cent of household mains usage when connected to the washing machine and toilets.

Designed to be low-maintenance and easy to install, the space-saving tank is suitable for both existing urban households and new housing developments.

BlueScope Water's project manager Darren Howse said the WATERPOINT INGROUND® tank was the strongest polyethylene tank on the market.

"This tank has been designed to be fully trafficable, making it suitable for installation under a driveway," he said. "This means you can drive your car or even a large removal truck over the tank without damaging it."

The use of food-grade polyethylene to construct the WATERPOINT INGROUND® tank means it will last longer and can be used for potable water.

The WATERPOINT INGROUND® tank is lightweight and designed to reduce excavation costs, making it easy and cost-effective to install.

It can also incorporate additional inlets and outlets, and can be interconnected to additional tanks to increase onsite capacity.

BlueScope Water has also developed the THINKTANK INGROUND® water management system, which includes all the attachments to the WATERPOINT INGROUND® tank that make up a complete rainwater harvesting system.

The THINKTANK INGROUND® rainwater harvesting system incorporates a submersible pressure pump, 100m inlet and outlet, and an inline pre-screening leaf and debris filter, complete with automatic backwash device.

It also includes an automatic mains water diversion system, which can sense when water levels in the tank are running low and switch back to the mains water system.

"This avoids the problem running out of water when the toilet or washing machine are being used," Mr Howse said.

The THINKTANK INGROUND® rainwater harvesting system is low-maintenance.

"As debris is flushed out automatically



**WATERPOINT INGROUND® tank is strong enough to be installed under the driveway.**

from the THINKTANK INGROUND® rainwater harvesting system, there is no need to constantly clear the inlet," Mr Howse said.

Mr Howse said the WATERPOINT INGROUND® rainwater harvesting system was ideal for new residential developments, because BlueScope Water could now provide onsite integrated water management solutions to meet all the developer's needs.

For further information, visit [www.bluescopewater.com.au](http://www.bluescopewater.com.au) or phone 1800 654 774.

## Building students love the boss

### Talk about a career change!

A schoolteacher might seem to be the polar opposite of a builder – but a passion for learning and construction has seen Ian Anderson successfully merge the two careers.

In 2000 Mr Anderson launched Individual Boss Homes, a highly successful house building company that has since won a host of awards including Housing Industry Association Display Home of the Year over \$300,000, Queensland Masterbuilders Awards Best Pole Home over \$250,000 and an award for Best Regional Employer.

But his real achievement is arguably the development of the Boss Institute of Advanced Technology in association with the Gold Coast TAFE in 2004.

The graduate course, which offers 30 students aged 16 and over an education in building, was overwhelmed with 120 applications in its first year. It replaces traditional high school education and includes subjects such as construction, engineering, maths, English, golf and outdoor education.

Ian Anderson, who has a degree in



**Boss Homes Managing Director Ian Anderson.**

Educational Sociology and has completed a Masters of Workplace Training, worked as a teacher and sportsmaster in the 1970s and it was this experience that spurred him to open the Boss Institute.

"It's the old school teacher in me that knew a better way to teach," he said.

"People have made the mistake that university is the be-all and end-all and that careers in building are a dead-end.

"But this course is the sort of thing I would have loved at that age," said Mr Anderson.

Mr Anderson also has qualifications in building and has been designing and building homes for 30 years.

Boss Homes houses are built to be sustainable and to reduce heating, cooling and water supply costs.

The company plans to open a warehouse where most of the construction of steel frames can take place before being transported to the site.

Boss Homes is the lead company for the eco-friendly Cotton Ridge development and Mr Anderson has chosen to use framing made from TRUECORE® steel, COLORBOND® steel for roofing and BlueScope Water rainwater tanks in this estate because he considered these products the most environmentally-friendly.

"It's totally recyclable and unlike timber there are less pieces that have to be cut on site, thereby reducing wastage."

Mr Anderson said BlueScope Steel was well known for producing excellent product. "It's consistent and the COLORBOND® steel colours are always true."

He said Boss Homes' membership of the BlueScope Steel Brand Partnership Program allowed his company to gain leverage from BlueScope Steel's quality reputation.

# P&H MinePro Services redefines mining equipment size

*Mining equipment supplier P&H MinePro Services is building and supplying some of the biggest open-cut draglines yet seen in Australia.*

Most recently the company has built and supplied six enormous P&H 9020 model draglines for Australian mines.

Considered among the largest land-based machines ever built, the P&H 9020 weighs a colossal 6000 metric tonnes. Its bucket is capable of grabbing 89 cubic metres of material – or about 200 tonnes – in a single bite. Each dragline consumes almost 3000 tonnes of XLERPLATE® steel supplied by BlueScope Steel.

This steel is used particularly in the tub, deck, mast, gantry, boom and house sections of each dragline.

In June Rio Tinto Coal Australia's Hail Creek Mine (150km west of Mackay in central Queensland) will commission the latest P&H 9020 dragline – the fourth Rio Tinto has bought, and the second for the Hail Creek Mine.

P&H MinePro Services general manager Mick Gamble, based at Mackay, compares building a 9020 dragline to shipbuilding.

"There's a lot of work and co-



ordination involved, and fabrication and erection typically takes about 26 months," he said. "P&H MinePro personnel in Brisbane, Perth and Mackay are involved, and there are numerous sub-contractors contributing to the process.

"On a project like this where so much steel is involved, quality is paramount," Mr Gamble said. "Welds need to be consistent, strong and durable, and the way machines like this are fabricated goes to the heart of what we want to achieve for the customer.

"You are looking for consistent quality so the results are the same, whether the work is done internally or by sub-contractors. That's one reason why we specify the use of XLERPLATE® steel from BlueScope Steel in tender documents we issue to sub-contractors."

As well as providing its expertise in fabricating and supplying draglines, P&H MinePro Services also supplies a range of electric mining shovels.

"We also use XLERPLATE® steel in fabricating these shovels," Mr Gamble said. "Our purchasing and scheduling departments have a good relationship with BlueScope Steel. It's just one thing less we have to worry about."



**1800 800 789**

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## Paintback™ scheme aims to clean

*Sustainability Victoria, the state's one-stop-shop advisory service on energy, waste and water sustainability issues, has teamed with BlueScope Steel, Bunnings Warehouse, Chemsal, Dulux and the Steel Can Recycling Council to launch the first permanent Paintback™ program.*

Paintback™ is a free service enabling Victorian householders to drop off unwanted paint and paint packaging to Bunnings Warehouse Vermont South for recycling.

The scheme aims to keep paint out of the garbage and away from drains where it poses a threat to the environment. It also guarantees that all steel packaging collected is diverted from landfill and returned for recycling.

The installation of permanent paint recycling bins follows a successful one-month trial held in 2004 at the Bayswater Bunnings Warehouse. More than 42 tonnes of unwanted paint and paint cans were collected and recycled into 12,500 litres of Dulux Walpamur fence paint.

Speaking at the official launch, Chief Executive of Sustainability Victoria, Geoff Mabbett, said: "This paint recycling scheme is just what householders have been seeking. We believe there could be as much as 2 million litres of unused paint



*Clare Hathaway and Tom Varga with the Paintback™ scheme.*

rotting away in sheds and garages across Victoria.

"Worse still, a large portion of this paint may be disposed of down sinks and drains, ending up in our waterways where we swim and play, or thrown in the rubbish where it goes to landfill," he said.

BlueScope Steel has been involved in helping to develop Paintback™ since its inception three years ago, and welcomes a scheme that not only provides a solution for the safe disposal of unwanted paint but also ensures that more steel paint cans are diverted from landfill and returned for recycling.

All partners hope to eventually see the program implemented Australia-wide.

For more information, visit [www.sustainability.vic.gov.au](http://www.sustainability.vic.gov.au)

# Tasmanian company helps protect link to mainland

*Location is everything, according to Tasmanian company Cyclad Buildings.*

Cyclad Buildings is one of Tasmania's biggest shed suppliers and has also been involved in a number of major projects, including the fencing around the \$780 million Bassline link.

This historic project will see electricity flow from the mainland to Tasmania for the first time.

Cyclad Buildings has also fenced Tasman Park's new greyhound track at Launceston, as well as three of Tasmania's biggest cattle yards, using BlueScope Steel.

Cyclad Buildings owner Jason Orr attributes the company's success to the fact that it is a locally owned and operated Tasmanian company.

"The farmers like to deal locally and a lot of the other companies are based in the mainland."

Mr Orr says that because Launceston-based Cyclad Buildings fabricates its own products locally, it can afford to be more flexible.

Cyclad Buildings recently opened an



**Cyclad Buildings' Jason Orr – his company is one of Tasmania's biggest shed suppliers.**

extra branch in Burnie and moved to bigger premises. The company is also teaming up with a local developer to offer warehouses for businesses wanting to open in a new industrial park.

Mr Orr says businesses can buy the land and choose to lease a pre-built warehouse, with a buy-back option. This reduces the initial financial outlay and risk, he says.

Cyclad Buildings uses only COLORBOND® steel and ZINCALUME® steel from BlueScope Steel to produce its extensive range of sheds, warehouses, workshops and garages.

Mr Orr says this is because steel from BlueScope Steel offers superior quality, durability and strength.

Cyclad Buildings has joined the Steel By BlueScope Steel Brand Partnership Program, and is leveraging the quality and support of the BlueScope Steel brand in its day-to-day business.

As with other Steel Supplied By members, Cyclad Buildings is aligning its products alongside the BlueScope Steel brand, showing customers it uses quality steel products from Australia's leading steel supplier.

## Keeping it quiet in the cabin

*The sound of a quietly purring car engine is music to the ears of any motoring enthusiast – but for staff at a Melbourne metal fabrication company it's also a sign of a job well done.*

Production Stamping Co has supplied pressed metal components – for suspension and vibration parts that minimise noise – to some of Australia's biggest automotive companies for more than 30 years.

Operations manager Lindsay Guscott says the company has in-depth knowledge of press-metal manufacturing.

As a second and third-tier automotive industry supplier, it works with engineering companies, offering practical advice on how new designs can be best manufactured from a metal stamping.

Lindsay Guscott says manufacturing parts for cars that might not hit the road for another two years is a fascinating process.

"The automotive manufacturing industry has become very high-tech these days. More and more now, car companies demand minimal car noise."

As well as automotive parts, Production Stamping Co also makes innovative steel pallet feet which help give stillages, or bulk containers, a longer life.

The pyramid-like feet help forklift drivers align and stack containers more easily.

Mr Guscott says Production Stamping Co uses XTRAFORM® steel from BlueScope Steel because of its guaranteed high-yield strengths.

"We use specialty steels from BlueScope Steel that are high-wear resistant and have superior mechanical properties, including a reliable strength-to-weight ratio.

"We achieve great results for our customers using Australian design and technology combined with Australian steel.

"Importers don't offer the same grades of steel as BlueScope Steel and we need a quality product from a guaranteed source that performs consistently.

"As our automotive customers do not want to stop their production, consistent supply through the chain is vital. Line stoppages are very expensive."

Production Stamping Co is a member of the Steel By BlueScope Steel Brand Partnership Program.

"Using steel products made by BlueScope Steel – supplied by Smorgon Steel – gives us a competitive edge and value for money."



**Lindsay Guscott of Production Stamping Company with steel parts.**

# DSI leads world innovation

*Constant innovation has helped DSI Mining become a global leader in mining products and systems – not to mention an award-winning exporter.*

International strata control products company DSI Mining, which is based in Newcastle, recently won the 2005 NSW Regional Exporter of the Year award. It now exports as far as Turkey, as well as to Papua New Guinea, Indonesia, Fiji and New Zealand.

DSI Mining Manager, Australian Mining Business Unit Derek Hird says investing in research and development is the key to the company's success.

"Every mine is different. There are some basic solutions that can be used, but in every case, innovative solutions and a fast response are crucial. We know mining companies have to get in there quickly, otherwise it costs them."

DSI Mining has pioneered the development of a range of new durable and cost effective mining products. They include a new DCP (Double Corrosion Protection bolt) with up to a 100-year life expectancy, Turtle Plates, Star Plates and Posimix bolts.

DSI Mining works closely with mining companies and has a presence at every major Australian mining centre.

"At Mt Isa we're more than just a supplier – we're more like a partner," Mr Hird says, explaining that DSI Mining logistics, technical services representatives and warehouse staff are stationed at the Queensland mining centre to ensure faster delivery of products.

DSI Mining is also increasingly offering training packages together with its mining products and



*Derek Hird of DSI Mining, which manufactures strata control products.*

systems. "At Ashton Coal in the Hunter Valley, we've provided geo-technical training packages because it's a new workforce and a brand new mine," Mr Hird says.

"Labour shortages have been a big problem in the mining industry so a lot of the workers haven't had a lot of underground experience."

DSI Mining is a member of the Brand Partnership Program by BlueScope Steel, and uses a range of formable, high-strength hot rolled coil steel products from BlueScope Steel, including HA350 and HA250, because of their consistent high quality.

"There are people working in these

underground excavations and safety must be paramount – that's the attitude of every mining company," Mr Hird says.

"With material from BlueScope Steel, we know quality is inherent in our products. People can look back over our manufacturing line and see the steel DSI uses is supported by BlueScope Steel.

Derek says BlueScope Steel's technical advice has also been crucial in helping to develop new products, and that DSI Mining has always been able to rely on BlueScope Steel delivering products on time.

## How to join the program

For more information call Steel Direct on 1800 800 789 and ask for an information brochure and registration form or download the information from [www.steelby.com.au](http://www.steelby.com.au).



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4 BRAND PARTNERSHIP PROGRAM

## Safe backyard bathing

*Quality steel components, coupled with creative installation, are fast making above-ground pools a safe and affordable option for landscaped backyards – especially those on slopes, according to a supplier.*

Stern's Playland general manager Joel Stern says his company can build and install semi in-ground pools to suit the contours of most blocks for approximately half the price of traditional cement in-ground pools.

"Semi in-ground pools are proving particularly popular for mortgage-belt families wanting the luxury of their own pool without the prohibitive cost," he says. "We also guarantee our pools for 20 years."

Stern's Playland, a Sydney-based family business that has been producing above-ground pool kits for more than 40 years, currently manufactures about 2000 pools a year.

It constructs pool frames in heavy-duty GALVABOND® steel from BlueScope Steel, and manufactures pool walls from COLORBOND® steel in a variety of colours. Pools are supplied with heavy-duty UV-stabilised vinyl liners.



*Joel Stern, whose company produces 2000 pools a year.*

The company can usually install steel pools within a month, compared to the typical three-month or longer wait for concrete in-ground pools.

"We use steel from BlueScope Steel because of its quality and durability," Mr Stern said.

The company has joined the Steel Supplied By BlueScope Steel Brand Partnership program to highlight its preference for quality steel originating from Australia's leading steel manufacturer.

[www.bluescopesteel.com](http://www.bluescopesteel.com)