



WELCOME

Welcome to the first Victorian-Tasmanian edition of XLERPLATE® *Steel In Touch* for 2006.

Victoria is not riding the resources boom with the sort of substantial engineering construction projects that are continuing in Western Australia and Queensland. However, there is a tendency for Victorian and Tasmanian customers to pick up work in these areas. The current tight labour market nationally will add to this trend.

Victoria's industrial and commercial building activity has been strong in recent years – courtesy of projects such as the redevelopment of the MCG in time for the

Commonwealth Games – and is expected to remain so with projects such as Eastlink. However, the steel bridge work is well advanced and much of the investment ahead will not be plate steel intensive.

Tasmania's economy has grown very strongly in the past two years, supported by robust domestic consumption and business investment.

However, there's no time to rest. We will continue to work with you to enhance prospects in both States by adding value to everything we do in the steel industry.

Simon Fieldsend
State Sales Manager - Victoria & Tasmania

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.



TAKING A STAND

The MCG's new Northern Stand is designed and engineered to provide an uplifting experience.

Bigger, lighter, brighter and a generational development on from the Great Southern Stand, the completed project was showcased at the recent Commonwealth Games.

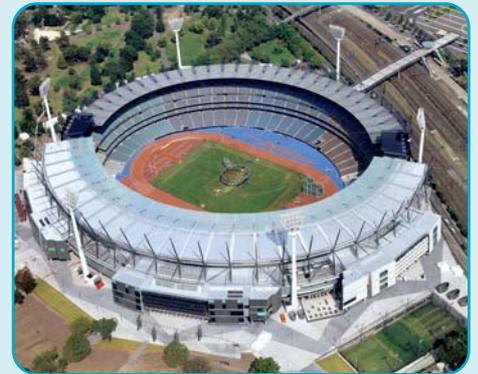
With seating for 55,000 spectators out of a capacity of approximately 100,000 and costing \$434 million, the stand provides a coliseum-style design with spectacular roof and atria structural elements.

Using 28 identical 'grids' and about 100 giant cigar-shaped steel columns, the new stand's dynamic architecture and engineering is crowned by a lightweight steel deck roof supported by a series of elegant columns fabricated from Grade 250 and Grade 350 XLERPLATE® steel.

Designed by the architectural consortium MCG 5, the stand attracted some heavy-duty engineering involvement in the form of Connell Mott MacDonald and Arup, who helped refine the lightest, most efficient structure.

Project Engineer Mark Sheldon of Connell says two principle tapered column types were used – 'mega' columns of 900mm diameter by about 20m in length in the main atrium spaces, while roof and truss columns measure 450mm diameter.

"XLERPLATE® steel was highly suitable for the unusual shaped columns because it provided strength, and is easily fabricated and welded," Mark says.



"Apart from the columns' highly functional aspect, much of the structure and connections can be viewed at close range and touched."

He says the columns allowed a much sparer, more elegant solution than might otherwise have resulted. A number of the large bottom columns were partially filled with concrete for fire-rating purposes.

Welded sections were also manufactured using XLERPLATE® steel.

Mark says the main difference between the old and new stands is that the Southern Stand uses a two-dimensional compression cantilever while the Northern Stand employs a much lighter tension-based cantilever pushed into a three-dimensional web.

This allows a fine cantilever and ultimately a broader, finer roof, with 80 per cent of seating under cover.

NEW LOCATION FUELS BUSINESS

Australian-owned manufacturing company Transtank has a new name, a new location and new state-of-the-art premises – and is now exporting its fuel storage tanks to South Africa and Canada.

The company, which began operations 19 years ago in Bendigo, under the name Nash Tank and Pipe, moved to Parkes two years ago to take advantage of a direct rail link to Western Australia and to be close to major NSW mining operations.

Under the direction of Neil Harrison, Production Director, Philip Kemm, Safety, OH&S and Hazardous Goods Specialist, and John Steel, Container Industry Specialist, Transtank's products service a broad range of mining and transport industry applications.

Set on a 3.9ha site, Transtank's new 3000 sqm manufacturing facility features a custom-designed abrasive blast room and dust-free paint booth.

It has switched from manufacturing and servicing automotive LP Gas equipment four years ago to developing, designing and manufacturing its current range of self-bunded fuel storage tanks – and business has boomed ever since.

The tanks – which can store fuel or oil, or provide a multi-product storage facility – feature enclosed pumping and interlocking mechanisms, making them superior to traditional tanks. Each Transtank tank is also self-bunded, which means any leaks can be



Transtank Production Director Neil Harrison

contained within the unit. If a leak occurs, the tank itself identifies that this has happened, making the Transtank system foolproof, even under the arduous conditions of mine sites and constant movement throughout their life-cycle.

Designed in-house to suit standard transportation, the tanks themselves range from 2250 litres to 110,000 litres and may be identical in external dimensions to a 40ft shipping container.

About 75 percent of each tank is constructed from XLERPLATE® steel, with about 19 tonnes of plate going into each of the largest tanks with a volume capacity of 110,000 litres.

"When it comes to fuel storage, strength and reliability are paramount," says Neil. "We use XLERPLATE® steel mainly because of the consistent quality of the product."

MAGNETIC CRANES LEAVE MORE SPACE

A new magnetic gantry crane at BlueScope Steel's Melbourne rail yard promises to further minimise damage to XLERPLATE® steel and increase transient storage capacity and flexibility.

Forklifts have been used to unload XLERPLATE® steel from rail cars in Melbourne for the past 10 years. But BlueScope Steel's Melbourne Logistic Operations Manager



Ben Church says the new magnetic crane takes up less room – leaving more space 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, says Ben.

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

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.

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 Ian Cairns, ASI's National Manufacturing and Distribution Manager.

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

The VIC forum will be held at the Stradbroke Room,

Hilton On the Park Hotel, on 27 April 5-6.30pm 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 Ian, 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.

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 information, 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."

MILDURA COMPANY BUILDS BIG REPUTATION

Farmers might be ruing Australia's tough weather conditions, but they have helped a Mildura company build an international reputation for hardy, durable products.

Titan Andys has manufactured off-road wheels and components for nearly 60 years and its products have been used on ice crushers in Antarctica, people movers at San Diego Zoo and mobile field cannons for the Australian and American military.

Purchasing Manager Jeff McKeon says Titan Andys builds new wheels for sales and export, as well as providing replacement parts for imported agricultural machines. He says Australian farmers are known for pushing their vehicles to the limit.

This is partly because Australia has few restrictions on maximum weights for off-road vehicles, he says. Europe has much stricter



Titan Andys Purchasing Manager
Jeff McKeon

regulations governing design parameters of machinery and wheel loads.

The duty cycle, or expected workload, of Titan Andys' products is greater than in Europe, given the comparative size of Australian properties, Jeff says.

Overseas interests, such as the American military, approach Titan Andys when they need a small batch of harder-than-usual wheel products.

Titan Andys, which has sales offices throughout Australia, uses XLERPLATE® steel to manufacture the centres for its wheels. Jeff says the company typically uses 16mm XLERPLATE® steel (and sometimes 20mm) compared to the 12mm usually used on overseas wheel products.

Titan Andys is supplied by Adelaide Profile Services, which receives its BlueScope Steel products from distributors OneSteel and Smorgon Steel.

The XLERPLATE® Team

PO Box 139

Mordialloc VIC 3195

Phone: 03 9586 2282

Fax: 03 9586 2441

E-mail:

Simon.Fieldsend@bluescopesteel.com

Adam.Cheeseman@bluescopesteel.com



Simon Fieldsend
State Sales Manager



Adam Cheeseman
Account Manager

XLERPLATE® Customer Service Group

Phone: 1300 135 004

Fax: 1300 135 003

E-mail: Peter.Panteli@bluescopesteel.com



Peter Panteli
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 FIELDSSEND



Name: Simon Fieldsend

Job Title: State Sales Manager, Victoria & Tasmania

Years with BlueScope Steel: 27

Years in the Steel Industry: 27

Description of current role: Look after our customers' interests

Previous position: Account Manager

Previous position duties: Look after our customers' interests

Woman I most admire: My wife – is she listening!

E-mails received on average per day: 30? Don't count them

Best invention of the last century: Satellite Sports broadcasts

Worst television program: Big Brother

Time I spend in my car each day: 1-1/2 to 5 hours

Hardest habit to break: Food

Favourite drink: NZ's Marlborough region Sauvignon Blancs

Best car on the road/favourite car of all time: James Bond gadget cars

Most useless possession: Golf clubs. Don't work!!

Favourite outdoor recreational activity: Golf – on a rare good day

What kick-starts my day: Finishing my walk and first coffee

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

If I could have one person over for dinner, it would be... Chris Judd

If there was one thing I could do all over again... More time with kids

Favourite holiday destination ever: Kiama, NSW

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 Melbourne's Tullamarine Freeway.

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.