



WELCOME

Welcome to the Autumn edition of XLERPLATE® *Steel In Touch*.

In this newsletter we profile an innovative project featuring XLERPLATE® steel: Macquarie Bank's stunning new headquarters at King Street Wharf in Sydney. The buildings showcase a number of different BlueScope Steel applications.

We bring you information on changes within BlueScope Steel, including the reorganisation of the Pipe and Tube, Distribution, Automotive and Manufacturing market sectors.

We also welcome the new chairman of the Australian Steel Institute, Stefan Ahrens, and bring you more results from the *Steel In Touch* reader survey conducted late last year. You can find the full report and past copies of *Steel In Touch* at www.xlerplate.com.au.

As always, we look forward to sharing the latest industry news and events with you throughout 2008.

Enjoy this issue!

Tony Fotea
State Sales Manager - Queensland

BOAT LIFT BOOSTS CAIRNS' BUSINESS

The latest addition to a Far North Queensland ship building company is a 400-tonne, three-storey high mobile boat lift which will benefit at least three local businesses.

The boat lift commissioned by Cairns-based Norship Marine will generate significant work for steel distributor and profiler Tonkin Steel, steel fabricator Aimtek, and Norship Marine's own workforce.

More than 200 tonnes of Grade 250 XLERPLATE® steel will go into the construction of the 27-metre-long, 16-metre-wide, 12-metre-high lift, which resembles a huge version of the straddle cranes used to move shipping containers around docks.

"I could have purchased what I wanted from a specialist manufacturer in the US, but I decided to design and build it here," said Norship Marine Managing Director Ray Fry.

"We've dealt with Tonkin Steel for a very long time and they've never let us down. For this project we supplied them with a set of drawings, and they profiled and delivered nearly 200 tonnes of XLERPLATE® steel."



More than 200 tonnes of XLERPLATE® steel...



...will make up the 400-tonne boat lifter.

That delivery was to neighbouring company Aimtek, a highly experienced ship builder and marine industry steel fabricator owned by Mr Fry's brother, Don.

Cairns has a strong marine services industry. Each year Norship Marine pulls out over 400 trawlers, tuna and game boats, ferries and yachts for repair, refits or storage.

"We'll pull everything that floats out of the water, from as small as you like to up to 400 tonnes," Ray Fry said. "With 18 acres of waterfront land,

we've got the capacity to bring up to 50 boats ashore at any one time."

Businesses in Cairns have a history of supporting each other to ensure projects remain local.

"When the required quality is available locally, it makes good sense to do it locally," said Tonkin Steel proprietor, Wayne Tonkin.

"There are some highly skilled engineering businesses in Cairns and we'd like to see them succeed."



MARKET FOCUS AT BLUESCOPE



Bernie Landy
General Manager
Industrial Markets



Stan Clark
National Sales Manager
Pipe & Tube Industry

Mark Scott
National Sales Manager
Distribution

Steve Gregson
National Sales Manager
Automotive & Manufacturing

Christine O'Toole
National Marketing
Manager

BlueScope Steel has a new company structure and senior management team in place to better serve the company's Australian and international markets.

New CEO and Managing Director Paul O'Malley has reorganised the Australian and New Zealand businesses into three portfolios: Australian and New Zealand Steel Manufacturing Businesses, Australian Coated and Industrial Markets, and Australian Distribution and Solutions.

The Industrial Markets business is responsible for the sales and marketing of BlueScope Steel products (including XLERPLATE® steel) to the Distribution, Manufacturing, Automotive and Pipe and Tube market sectors. It sits within the Australian Coated

and Industrial Markets (ACIM) portfolio, headed by Chief Executive, Paul O'Keefe. Bernie Landy has been appointed General Manager Industrial Markets, reporting to Paul.

Four Industrial Markets' department heads report to Bernie: Stan Clark has moved into the role of National Sales Manager Pipe and Tube Industry, Mark Scott has been appointed National Sales Manager Distribution, Steve Gregson is National Sales Manager Automotive and Manufacturing, and Christine O'Toole has been appointed National Marketing Manager.

BlueScope Steel's executive leadership team, announced late last year, now comprises Noel Cornish, Chief Executive, Australian and New Zealand

Steel Manufacturing Businesses; Paul O'Keefe, Chief Executive, Australian Coated and Industrial Markets; Mark Vassella, Chief Executive, Australian Distribution and Solutions; and Brian Kruger, President, North America and Corporate Strategy and Innovation.

Kathryn Fagg, President Asia, has announced her intention to leave BlueScope Steel. Kathryn's departure will take effect after the transition of her responsibilities, expected to be in April.

Bob Moore, President China, also reports directly to Managing Director and CEO Paul O'Malley, as do three functional heads – Ian Cummin, Executive General Manager, People and Performance; Michael Barron, Chief Legal Officer; and Charlie Elias, who commenced as Chief Financial Officer in March.

TRIP OF A LIFETIME

When Horan Steel's Adrian Weller took the phone call to hear he'd won an all-expenses-paid trip to the Rugby World Cup last October, he thought the caller was joking.

"There was much scepticism on my part," admits Adrian. "But it really was the trip of a lifetime!"

Adrian was one of three lucky people to win a grand prize in the XLERPLATE® steel 'Backing the Aussie Spirit' campaign in 2007, which promoted XLERPLATE® steel's quality, technical back-up, sales support and Australian-made qualities.

A multi-stage entry process saw five mail-outs distributed, each with a personal code to allow entry into a monthly prize draw. Those who entered all five draws were automatically in the running to win one of three grand prizes.

Adrian's prize involved travelling to the UK for Wales' clash with Australia in the pool rounds of the Rugby World Cup.

"Being born in Wales it was a fantastic coincidence to have won this prize," Adrian said. "And having also lived in Australia for 53 years, I couldn't lose!"

"It was great walking around Cardiff on the morning of the match – the Millennium Stadium is a wonderful place. When the Welsh fans started singing their national anthem, it was an amazing sight and sound. There were far more Aussies there than you would imagine, though, and the final result was great."

Australia beat Wales 32-20, and Adrian managed to get a photo with Wallaby forward and captain

of the NSW Waratahs, Phil Waugh (see right).

Adrian and his wife Robyn stayed at St Mellon's in Cardiff for three nights ("a lovely old country house with beautiful gardens") where Adrian was able to catch up with some relatives, and the Caesar Hotel in London.

"We really liked the Caesar and its location," said Adrian. "It made for a great base to explore London, the highlight of which was the ride for two on the London Eye on the banks of the River Thames."

Now with his feet firmly back on the ground, Adrian has returned to work as a Supply Manager for Horan Steel, a steel distributor located at Wetherill Park in Sydney.

"I purchase XLERPLATE® steel because of the consistency of the product, excellent lead and delivery times, and the general ease of doing business with the company," he said.

"I've been in the steel distribution business for 38 years – the past 13 at Horan Steel – and I've had an association with BlueScope Steel for all of that time."

Other major prize winners were Raymond Bertazzo, from Bertazzo Engineered in Victoria, who travelled to Spain for the 32nd America's Cup, and Ray Plumbley, from Tenix Defence in Western Australia, who went to Paris for the Prix de l'Arc de Triomphe horse race.



Adrian meets Wallaby Phil Waugh.



SAFETY MESSAGE: OVERHEAD CRANES



Workers are urged to take extra care when dealing with overhead machinery.

A 25-kilogram gearbox motor recently fell more than six metres from an overhead crane after a shaft snapped, causing a drive gear to dislodge and break the gearbox casing.

The motor hit the factory floor, breaking into pieces. Luckily, no one was hurt.

Companies with overhead cranes are urged to:

- advise crane maintenance workers and contractors of this incident
- carry out thorough checks on the condition of the shaft and gearing system

AWARDING EXCELLENCE

The Australian Steel Institute (ASI) will run a national Steel Awards program for the first time this year.

Separate awards will be held in each mainland state, with three common categories feeding into a national awards ceremony later this year.

Closing dates for entries are 30 April (NSW), 16 May (Vic/Tas, Qld), 6 June (WA) and 18 June (SA).

Full details of the ASI awards, dinner dates and locations can be found at www.steel.org.au.

Further details will be available in 2008 at www.steel.org.au under 'Steel'

ASI STEEL AWARDS

GRIDIRON COMES TO SYDNEY

Macquarie Bank's new headquarters at King Street Wharf in Sydney's CBD is shaping up as a striking showcase for the design capabilities of XLERPLATE® steel.

The King Street Wharf development consists of two blocks – an 11-floor and seven-floor building – each supported by an innovative grid-like outer structure made from XLERPLATE® steel, called an external diagrid. The floor area of the buildings is spread over 35,000 square metres and consists of a central courtyard.

This project has set a new benchmark for steel construction in Australia, where until now only 13 per cent of multi-storey buildings have been made from steel.

Developer Multiplex engaged BlueScope Lysaght's Design and Construction to provide the entire structural package, following an original design concept by Fitzpatrick and Partners.

XLERPLATE® steel has played a critical role in the construction process – the fabrication of the external grid was a painstaking and labour-intensive process.

"The logistics of the operation provided an immense challenge," BlueScope Lysaght's Design and Construction National Manager Brent Poll said.

"This project involved 342 crosses in the external lattice – each one different – so the crosses had to be constructed individually, numbered, craned up and then fitted in that same order."

Southern Steel Distribution supplied Grade 400 and 450 XLERPLATE® steel to fabricate the lattice-like grid



Artist impression of Macquarie Bank's new HQ in Sydney.

structure, which consists of universal columns, butt-welded together to form the diagrid. Each section is six metres long and had to undergo ultrasonic testing to ensure it met structural requirements.

Grade 450 XLERPLATE® steel was chosen to reduce the weight of the structure. It was also the best steel solution to fit within the tight dimensions specified by the designer.

Other advantages of using steel included speed of construction, and off-site fabrication (which allowed for less on-site labour).

Construction commenced in October 2007. The building's structure was completed in February this year, with internal fit-out commencing in March. Macquarie Bank is expected to move into the building in early 2009.

READERS RATE STEEL IN TOUCH

XLERPLATE® *Steel In Touch* is shaping up exactly the way readers want it, with plenty of project and industry news on the way in 2008.

Our recent reader survey had a positive response, so in this edition we're sharing some detailed results with you.

Reader participation was strong across the country, particularly in Victoria (60 per cent reader response), Queensland (46 per cent) and New South Wales (41 per cent).

Most of you are involved in steel distribution, manufacturing or construction, and found the newsletter relevant to your business and enjoyable, too.

You said your favourite sections of *Steel In Touch* are its feature stories on companies and



projects, which received a positive or very positive response from 99.3 per cent of you.

The vast majority of you also said you'd like to read more stories about projects happening in other states. So we will continue to bring you news on interesting projects around the country.

Our choice of content rated high in your responses – more than 97 per cent of you said you enjoyed reading general

product information and updates, and industry news. You equally liked our giveaways and competitions.

We're also pleased to confirm 66 per cent of you share *Steel In Touch* information and content with your customers, a sign the newsletter is a valuable tool helping to support your day-to-day business dealings.

To see more results, please check out www.xlerplate.com and follow the links.

Your 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
brian.mcardle@bluescopesteel.com



Tony Fotea
State Sales Manager

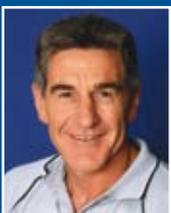


Brian McArdle
Senior Account Manager

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

Xlerplate®



NEW ASI CHAIRMAN

Stefan Ahrens has been appointed chairman of the Australian Steel Institute.

Mr Ahrens, who takes over the role from Bernie Landy, is Managing Director of the Ahrens Group, a fourth-generation family business processing over 13,000 tonnes of steel per year.

The company specialises in structural steel, industrial and commercial buildings, rural and domestic sheds, grain silos and materials handling projects.

"I acknowledge the great drive and leadership that Bernie has given us and would like to continue to further develop his tremendous work," Mr Ahrens said.



Stefan Ahrens

"The ASI plays a key role in promoting steel in construction, taking technical leadership and advocating local content.

"I see the immediate future as one where fostering the 'new steel' message will provide the catalyst for growing our prospects within an ever-increasing competitive commercial environment."

XLERPLATE® STEEL STARS IN TV COMMERCIAL

BlueScope Steel is running two commercials on national television from mid-February and throughout March, highlighting successful product brands such as XLERPLATE® steel.

The advertisements, titled *Building the Future* and *Saving Water*, demonstrate BlueScope Steel's commitment to a sustainable future.

They take a child's-eye view of steel's role in delivering sustainable product solutions.

The *Building the Future* commercial also has a strong human connection to Port Kembla Steelworks as it stars employee of 27 years Bozo (pronounced Borjo) Puljic and his son Alexander.



CRICKET QUIZ

- Which bowler, now a popular commentator, opened the batting in the second innings for Australia in the 1977 Centenary Test against England at the MCG, replacing injured NSW team-mate Rick McCosker?
- The English cricket team was formerly known as the MCC. What does MCC stand for?
- Which recently retired Australian player is the highest ever wicket-taking Test pace bowler?
- Name the former Australian bowler, now national selector, who took a Test hat-trick over two innings and three overs against the West Indies in 1988?
- What was former Australian wicket-keeper Rod Marsh's nickname?
- Rahul Dravid was one of two Indian players who batted throughout day four of the 2001 Test at Eden Gardens to deny Australia victory after it forced India to follow on. Who was the other?
- Off which Australian bowler did Shane Warne drop a catch at Adelaide in 1999 that would have earned his fellow Victorian a second Test hat-trick?
- Name the last Australian to score a century on his Test debut?
- Which of the Waugh brothers made more runs in One-Day International cricket for Australia, Steve or Mark?
- Among all players who have scored more than 2000 Test runs, which current Australian batsman has the second highest Test batting average behind Sir Donald Bradman?

Answers: A1 Kerry O'Keefe; A2 Marylebone Cricket Club; A3 Glenn McGrath; 583 test wickets; A4 Merv Hughes; A5 Bacchus; A6 VVS Laxman; A7 Damien Fleming; A8 Michael Clarke; 151 v India, Bangalore, 2004; A9 Mark scored 8500 ODI runs; Steve Hussey; A10 Mike Hussey; 84.80.

XLERPLATE.COM.AU

If you would like to update your contact details, join our Steel In Touch mailing list or read the latest XLERPLATE® steel news, please go to our website – www.xlerplate.com.au – and follow the links.