



## 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](http://www.xlerplate.com.au).

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

Enjoy this issue!

**Alan Church**  
State Sales Manager - SA & NT

## 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



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

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 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.



# 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

# 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.

"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."



Stefan Ahrens

## 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](http://www.steel.org.au).

**Call For Entries**

**ASI Steel Awards Series 2008**

**NSW**  
Closing date for entries - Wednesday 30 April  
Awards Dinner - Friday 27 June  
Venue - Star City Casino (Sydney)

**VIC**  
Closing date for entries - Friday 16 May  
Awards Dinner - Friday 22 August  
Venue - Crown Entertainment

**QLD**  
Closing date for entries - Friday 16 May  
Awards Dinner - Friday 22 August  
Venue - Sunland Brisbane

**WA**  
Closing date for entries - Friday 6 June  
Awards Dinner - Monday 13 September (also held at the Australian Steel Convention Gold Coast)  
Venue - International Entertainment Complex (Perth)

**SA**  
Closing date for entries - Wednesday 18 June  
Awards Dinner - Monday 13 August  
Venue - BHSB Playhouse (Adelaide)

Further details will be available in 2008 at [www.steel.org.au](http://www.steel.org.au) under 'Steel'

**ASI STEEL AWARDS**

## 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

**Xlerplate steelintouch**

Reader Survey

1. Introduction → 2. Your Details → 3. Questions → 4. Thank You

Welcome to the XLERPLATE® Steelintouch Reader Competition.

Please note this competition is open to readers of Steelintouch only.

Please complete this short survey for your chance to win a JVC Stereo High Definition Camcorder valued at over \$2,200.

We are conducting a reader survey to determine the future editorial direction of Steelintouch and would appreciate your feedback.

All respondents receive a letter-boxed note pad and pen set, and are automatically entered into the grand prize draw.

The survey will take approximately 5 minutes to complete.

Would you like to participate in this survey?

Yes No

Thank You

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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](http://www.xlerplate.com) and follow the links.

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 Customer Service Officer

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For XLERCOIL® enquiries  
 call 1800 008 247



## TEAM CHANGES

The XLERPLATE® steel Customer Services Team has undergone some changes recently. Nathan Squires (right) has replaced Billy Stevens (far right) as Customer Services Officer covering Western Australia and South Australia / Northern Territory.

Nathan has joined BlueScope Steel from supply chain solutions specialists Linfox, and brings a wealth of customer service experience to the role.

"My role involves quoting, processing orders and dealing directly with customers, so it's a varied and challenging job," he said.

Meanwhile, in early December, Billy became Customer Services Officer looking after Bisalloy, New Zealand Steel and Welded Products customers.



**Nathan Squires**



**Billy Stevens**

"There are some similarities with my previous role, like daily delivery schedules, order management and quotes, and customer enquiries," he said.

"But I also now deal with all the requirements of our New Zealand steel customers, and facilitate the export shipping schedule.

"I may have only moved desks here at Port Kembla, but my role has changed enormously from a technical and logistics point of view."

## GOLF DAY A WINNER

The annual Australian Steel Institute Charity Golf Day has raised more than \$25,000 for Foundation 21, a charity for children with Down Syndrome.

The ASI got into the swing of things at Grange Golf Course, Adelaide, in early December 2007, with 32 teams of four made up from a variety of local steel manufacturers, distributors and fabricators.

Net winners (winners based on taking into account golfing handicaps) were a team from Brice, First for Steel: Ken Mole, Keith Middleton, Scott Roberts and Mick Cerrevelo.

Gross winners (winners based on the number of



*The winning team from Brice, First for Steel.*

shots) were OneSteel Steel and Tube, with Ottoway Engineering coming in as gross runners-up.

Thanks to everyone who made it – see you again next year!

## 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, 84.80; A10 Mike Hussey, 84.80.*

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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.