

# STEEL BY

The newsletter for members of BlueScope Steel's STEEL BY™ Brand Partnership Program



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www.steelby.com.au

## WELCOME



Welcome to the fifth edition of the *STEEL BY* newsletter, a publication designed to deliver important information to all members of the STEEL BY™ Brand Partnership Program.

We'd like to extend a warm welcome to BlueScope Steel's new Chief Executive Officer and Managing Director, Paul O'Malley, who officially took over the role from Kirby Adams on 1 November.

Mr O'Malley recently outlined a renewed strategy and direction for BlueScope Steel, including changes to the company's structure and senior management team. You can read more about the new direction in the accompanying edition of *Steel Edge* magazine.

This edition is filled with positive economic news for the New Year. Australia's economy is expected to remain strong, driven in part by China's stunning growth. The West Australian and Queensland economies are booming because of growing investment in the mining, metals and engineering construction sectors. These successes are impacting positively on all levels of business, particularly those of many STEEL BY™ members.

Once again *STEEL BY* features several innovative and inspirational member stories, including companies which use the summer heat to drive their businesses.

To encourage you to maximise the benefits you gain from your membership of the STEEL BY™ Brand Partnership Program, we've introduced in this issue a regular marketing success story to show ways in which other members are leveraging the program to promote their businesses.

Finally, we'd like to thank you for your enthusiastic response to our recent email survey of STEEL BY™ members. Forty per cent of those with current email addresses responded – a great result – but more pleasing was the extremely positive feedback about the program and the value it provides your businesses.

Eighty-two percent of respondents rated the overall STEEL BY™ program as excellent, very good or good. Most of you also said the program had a positive effect on your business results.

Encouragingly, 97 per cent of you actively read this publication, and 98 per cent of you rated it as either extremely interesting, interesting or somewhat interesting.

We look forward to providing you with these results in more detail in the New Year. Until then, we wish you an enjoyable and relaxing Christmas break, and most importantly – stay safe!

**Michael Reay**  
Corporate Brand Manager, BlueScope Steel Limited

# 2008 SURGES AHEAD

By BlueScope Steel Economists

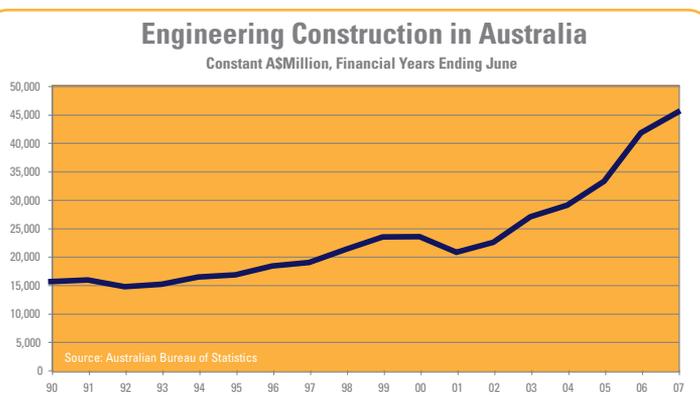
**The Australian economy remains buoyant, continuing to benefit from China's surging growth and insatiable appetite for resources.**

Commodity prices are at record levels and the outlook over the next year remains strong, underpinning output and investment growth.

Investment is also growing at a robust pace in the mining, metals and engineering construction sectors as private businesses and governments attempt to capitalise on the Chinese boom.

This surge in activity is not without its downsides – skills shortages and capacity constraints can restrict growth and cause cost blowouts to many projects.

Nevertheless, the resource-rich states of Western Australia and Queensland continue to lead



the way with investment projects.

According to the Access Economics consultancy, Western Australia has mining developments like BHP Billiton's \$2.9 billion Ravensthorpe nickel project and its \$2 billion Rapid Growth projects, Newmont's \$2 billion Boddington gold mine development, and the \$1.3 billion Hope Downs iron ore project.

There has also been significant investment in rail and port infrastructure to handle the state's increasing export volumes.

Engineering construction and mining investment remain strong in Queensland. Mining developments include the \$1.1 billion Dawson coal deposit project, Rio Tinto's \$950 million

Clermont coalmine project, and BHP Billiton's \$730 million Yabulu nickel refinery upgrade. The Queensland government is also increasing investment in roads and water projects to fulfil neglected infrastructure needs.

These investments have continued to see Western Australia, Queensland and the Northern Territory outpace other states, leaving overall economic growth in Australia somewhat unbalanced.

New South Wales, for example, has been lagging behind due to the slowdown in the housing sector, while manufacturers in South Australia have faced competitive pressures from the high value of the Australian dollar.

The outlook for engineering construction in Australia remains positive, with high levels of investment (see graph) expected to be maintained over the next few years as all states attend to urgent infrastructure needs.

# NORTH QLD SHADES PASS SCREEN TEST

North Queensland architects and developers are driving sales of screens for a company that offers shade, fencing, privacy and security.

Superior Steel Screens Townsville, one of 22 Superior Steel Screens franchises, provides a range of stylish, modern screens made from COLORBOND® steel for commercial and residential buildings.



Superior Steel Screens Townsville owner Guy Sorensen.

It installed more than 400 screens in 2006 and expects to almost double installations before the end of 2007, thanks largely to growing commercial demand and a significantly wider range of steel screen products.

"Timber is high maintenance and prone to termite damage in our harsh North Queensland climate, so COLORBOND® steel is ideal," Marketing Manager Mark Derrick said. "It's specified by leading Townsville architects because they can rely on BlueScope Steel's 15 to 30-year warranty."

More than 90 per cent of Superior Steel Screens Townsville's sales are from the company's range of slatted panels made from aesthetically pleasing COLORBOND® steel, and the company hopes to lift this to 95 per cent in coming months.

About 70 per cent of Superior Steel Screens Townsville's work is supplying and installing sun shading products.

Owned and operated by award-winning North Queensland builder Guy Sorensen, Superior Steel Screens Townsville employs five people and is a member of the STEEL BY™ Brand Partnership Program.

"We're huge fans of COLORBOND® steel because it's termite-proof, low maintenance, and comes with a secure warranty," Mr Derrick said. "It's the ideal match for Superior Steel Screens' outdoor product range."

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# STEEL SHADES GREAT FOR SUMMER

Summer's sweltering weather clearly drives sales for Sydney-based Sunscreen Carports and Awnings, with orders for steel pergolas almost doubling in the hotter months.

"We manufacture and install eight to 10 pergolas a week because people want to enjoy the summer lifestyle," said Ben McKelvie, one of three brothers managing the business.

"In warmer months, pergolas mean Sydneysiders can move outside, have barbeques and enjoy the benefits of daylight saving under the one roof."

Sunscreen Carports and Awnings designs and builds to suit modern and traditional homes.

"Every house is different, so we help customers design pergolas to complement their homes," Mr McKelvie said. "If their home has a particular roof gable, for example, we'll design a similar gable for their pergola."

Sunscreen Carports and Awnings designs pergolas and carports with roofing made from COLORBOND® steel,



Summer heat drives business for Ben (left) and John McKelvie.

LYSAGHT FIRMLOK® BEAMS, and rainwater goods, purlins and flashings made with BlueScope Steel materials.

The company also offers an insulated roofing panel system called SolarSpan®, which consists of polystyrene sandwiched between two sheets of COLORBOND® steel.

"SolarSpan® is great for areas that receive direct sun such as west-facing pergolas, or glass screen enclosures such as sunrooms, because it helps absorb the heat," Mr McKelvie said.

Sunscreen Carports and Awnings' services range from providing quotes

and securing building approvals through to manufacturing components suitable for each job and final installation.

A family-run business, Sunscreen Carports and Awnings was started by Ben McKelvie's father Bob and two brothers, Dave and John, 17 years ago.

Sunscreen Carports and Awnings is a member of BlueScope Steel's STEEL BY™ Brand Partnership Program.

"We're proud to offer our customers a BlueScope Steel product warranty. In turn, our customers offer us positive feedback for using Australian-made products. They know they're reliable, quality products," Mr McKelvie said.

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# STAR TREATMENT FOR CUSTOMERS

One of Sydney's oldest home-improvement companies has downsized to focus on quality carports and awnings for mid- to top-end homes.

Star Port Constructions, which started operations in the 1950s before being bought by current owners Tony and Frank Carrapetta more than 30 years ago, now has 10 employees.

Tony Carrapetta said the family-run company had scaled down to focus on quality service and workmanship for the mid- to high-end domestic market.

"We undertake 30 to 50 jobs a month involving the design, supply and installation of carports and awnings," he said. "We fabricate fully engineered structures at our Peakhurst workshop because we prefer using heavy brackets and beams rather than off-the-shelf componentry."

"Our structures are test assembled, powder coated and then installed on site by our team of experienced installers, and come with our seven-year construction warranty."

Star Port Constructions regularly carries out building work for the domestic, commercial, government and insurance industries.

Mr Carrapetta said the company had supplied and installed walkways and



Star Port Constructions' Tony Carrapetta has used BlueScope products for more than 30 years.

seating area covers for many Sydney schools, hospitals, commercial and industrial sites.

"We undertook a large project for Lumeah High School in the 2006/2007 Christmas break," he said. "We installed a covered walkway using LYSAGHT TRIMDEK® roofing to link the front entrance and carpark to administration and classroom buildings."

"We've also built industrial loading dock and storage structures for BOC, Baxter Healthcare and Kimberley-Clark in Sydney."

Mr Carrapetta said Star Port Constructions generated many projects through a network of builders, repeat customers and via word-of-mouth.

He said the company was also a preferred sub-contractor for builders in the insurance industry.

Star Port Constructions has used BlueScope Steel products since 1974.

The company is a member of the STEEL BY™ Brand Partnership Program.

"BlueScope Steel has provided us with reliable service and quality products for more than 30 years," Mr Carrapetta said. "We're simply not interested in dealing with anyone else."

For more information contact:

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# MOTIVATION TAKES ASCENT TO THE TOP

**There's no greater accomplishment for a young company than to be recognised as the best in the industry.**

After slightly more than 18 months in business, Queensland company Ascent Building Solutions was announced winner of the 2006 Sunshine Coast Business Excellence Awards for the Construction and Building Industry – an astonishing achievement in such a short period.

The company has also just won the Sunshine Coast Entrepreneurial Business of the Year Award 2007.

Since founding the specialist metal roofing and accessories business, Jared Hinkley and Terry Styles have enjoyed overwhelming success at their new Beerwah factory and now employ 15 full-time staff and engage as many as seven installation teams.

The partners attribute Ascent's success to their underlying attitudes – and those of their staff.

They say their motivation and ability to network well with clients and customers has enabled the company to secure contracts with national builders, Queensland Government departments and with high-profile customers from northern New South Wales through to northern Queensland. Ascent Building Solutions recently re-roofed a large sporting complex on Queensland's Gold Coast. The project involved removing asbestos roof sheeting and installing new roofing made from COLORBOND®



*Ascent Building Solutions' owners Jared Hinkley (left) and Terry Styles are riding a wave of success.*

Ultra® steel, specified by the customer because of the building's proximity to salt water. Other projects Ascent has been involved in include the replacement of more than 350 storm-damaged house roofs throughout south-east Queensland following a spate of hailstorms.

Both Jared Hinkley and Terry Styles have adopted what they call a 'hands-on' approach to the business.

"Our buying power and efficient services ensure our prices are spot on, but we keep customers and attract new ones because we truly service them," Mr Styles said.

"We achieve an extremely high level of referrals," Mr Hinkley added. "About 80 per cent of our new work consists of referrals from existing customers."

Ascent is a member of the STEEL BY™ Brand Partnership Program, and sources roofing products through BlueScope Lysaght, and through BlueScope Steel distributors Stramit and Stratco.

"We joined the STEEL BY™ Program to align our company's reputation with the reputation of the BlueScope Steel brand," Mr Hinkley said.

"We use and recommend only COLORBOND® steel and ZINCALUME® steel as they are recognised as quality, Australian-made products," Mr Styles said.

For more information contact:

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# WOMAN OWNER A TRU-FIT FOR TOWNSVILLE

**North Queensland's development boom is driving the rapid growth of a Townsville woman's commercial and industrial flashings and light-fabrication company.**

Tru-Fit Sheetmetal (formerly Tru-Fit Flashings), bought five years ago by Kris Bowman, has grown from two to eight employees as demand for fast, quality service has grown.

Amazingly, the company has never needed to advertise. Work comes purely through word-of-mouth recommendation.

Tru-Fit Sheetmetal, which produces a range of flashings, rainwater goods and stainless steel products, takes pride in turning many orders around inside 24 hours.

"We use only BlueScope Steel products because our customers aren't happy with anything less," Ms Bowman said.



*Owner Kris Bowman inspects a recent project with Foreman John Crozier.*

The company has been involved in major commercial projects including Townsville's Lavarack Barracks, the local RAAF base, Thuringowa's Riverway development, and more recently Peppers Blue on Blue Resort on Magnetic Island and the Australian Technical College.

"We worked two shifts a day, six days a week to produce about 60 tonnes of ZINCALUME® steel flashings and 20-30 tonnes of COLORBOND® steel flashings in the colour Windspray® for Lavarack Barracks," Ms Bowman said.

Tru-Fit Sheetmetal is a member of the STEEL BY™ Brand Partnership Program.

"The program allows us and our customers to show our support for Australian-made goods," Ms Bowman said. "Importantly, BlueScope Steel products such as COLORBOND® steel stand the test of time."

For more information

contact:  
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# SHARE YOUR STEEL BY™ SUCCESS

**Ever wondered how other STEEL BY™ Brand Partnership Program members successfully utilise the program?**

Mordek, based in Moruya in New South Wales, uses the STEEL BY™ logo in all its advertising to proudly promote its use of BlueScope Steel products.

"Customers often ask whether we use BlueScope Steel, and the logo allows us to show them we do," said Mordek Manager Errol Thomas.

Mordek manufactures and supplies a range of steel products such as roofing, sheds, fences and carports and displays the STEEL BY™ logo on its website and in its local television commercials.

"We've been a member of the STEEL BY™ Brand Partnership Program since its introduction



and use the logo wherever possible," he said.

"The logo gives us the opportunity to promote the BlueScope Steel product warranty, and aligns our company with a great Australian brand."

If you have a similar marketing success story, we'd like to share it with other STEEL BY™ members.

Just tell us how you've used the program to promote your company's use of Australian-made steel in recent months. This may include print, radio or TV advertising, signage displayed on your vehicle fleet, or company signage.

Email your story with an image to bluescopeeditorial@theprojectgroup.com.au





Founder and former owner Rick Welch (left), with contractor Colin Marek.

## BRIEFS

### POPULAR BLUESCOPE STEEL PRODUCT CLASSES

The Australian Steel Institute (ASI) and BlueScope Steel are running joint Steel Product Knowledge workshops that fill up fast with participants from across Australia.

The two-day workshops – back by popular demand – deliver intermediate-level material using interactive sessions, group input and succinct presentations to sharpen product knowledge and explore technical benefits in using BlueScope Steel products.

Places for the latest course held at Wollongong's Novotel Northbeach hotel in September were snapped up quickly, with the sessions already booked out months ahead.

Participants are taken on a comprehensive tour of the Port Kembla Steelworks on Day One, while Day Two focuses on workshops and discussion groups with plenty of opportunity to network.

The course has also been held in Victoria, and includes a site tour of BlueScope Steel's Westernport Works. The next is scheduled for the first half of 2008.

Enquiries to Ian Cairns, ASI National Manager – Manufacturing & Distribution, Email: [ianc@steel.org.au](mailto:ianc@steel.org.au) or Ph: (03) 9694 4499.

### NATIONAL STEEL DETAILERS' QUALIFICATION SOON

As Australia's steel detailing industry does not have a national body, the ASI is supporting work by detailers and state bodies towards establishing a recognised national qualification.

A national steering committee was established at a meeting held in Sydney in June to further the development of a new qualification. This followed talks with a number of state-based steel detailer bodies.

Work on the qualification is expected to be finalised by early 2008, with each state to liaise with suitable training providers, such as TAFE or private providers.

Enquiries to Neil Creek, Email [neilc@steel.org.au](mailto:neilc@steel.org.au) or Ph: (02) 4927 8454.

# FUTURE ADDS UP FOR MODULAR BUILDING COMPANY

Growing demand for modular buildings from an ageing population and the trend towards energy-efficient, environmentally friendly relocatable housing are expected to be important factors in Australian Portable Buildings' (APB) continuing success, according to new CEO Neville Katz.

The national modular building company is well on track to boost annual turnover significantly within the next three years under the guidance of new owners.

Founder and former Managing Director Rick Welch, who started APB in a small shed in 1979, sold the company to private equity group

Champ Ventures in February, paving the way for his recent retirement.

APB operates out of factories in Brisbane, Sydney and Perth, and manufactures a broad range of buildings designed for the construction, mining, education, commercial and remote housing markets.

APB has manufactured buildings for many high profile projects including the XVIII Commonwealth Games in Melbourne in 2006, and the Sydney Olympics in 2000. It has also exported buildings to South Africa and New Caledonia.

Mr Katz said APB has a widely-held reputation for building sturdy, quality buildings.

"We use heavier floor joists, stronger ply and thicker welded studs than the average portable building builder, so our floors don't feel springy and our buildings have a feeling of robustness," he said.

APB building walls are made from LYSAGHT PANELRIB® in COLORBOND® or ZINCALUME® steel or the equivalent Stramit product made from BlueScope Steel feed, with roofing from Zammit Roofing Products made from BlueScope Steel feed, and LYSAGHT® Rainwater Solutions.

"About 80 per cent of our buildings are steel because it's strong, rigid, recyclable, low maintenance, and easy to repair," Mr Katz said. "If a steel building is damaged,

we can fix it quickly and simply by replacing the cladding and rewelding the studs."

Mr Katz said APB enjoyed challenging jobs such as the classroom the company built recently at Sydney's Newington College, and a similar project at St John Bosco College at Engadine.

"We were aiming for an architectural look at Newington College, so we designed a curved roof," he said.

"We had the beams specially rolled and curved to create height and shape and to give a feeling of space.

"We can assemble most buildings in four to five days, but classrooms or other buildings with an architectural look generally take longer."

APB, a member of the STEEL BY™ Brand Partnership Program, employs about 100 people plus many more subcontractors, with many of the company's 30 apprentices from the last 28 years still with the company.

"We use BlueScope Steel products in all of our steel buildings because it's the best material for modular building needs," Mr Katz said. "Steel is a strong, durable, and recyclable product for future generations."

For more information contact:

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STEEL BY™ #5 DECEMBER 2007

