

WELCOME



I can't think of a more challenging business environment which Australian manufacturers have had to face in recent decades – nor a time when the STEEL BY™ Brand Partnership Program has been more relevant.

Exchange rates may have made life tougher for imported goods, but, on balance, the local impact of economic conditions has increased the pressure on

Australian manufacturers to secure every sale they can.

Fortunately Australian consumers are well informed when it comes to the local economy and I believe they are more likely than ever before to support local manufacturers, so long as those companies can demonstrate that their goods are truly competitive.

Of course, there's a battle to be won in the marketplace even before that comparison and purchasing decision is made. And that's the very challenge which the STEEL BY™ Brand Partnership Program is designed to address.

Leveraging the strength of the BlueScope Steel brand and enjoying the benefits of a brand partnership with Australia's leading

steel company is available to your business as a member of the Program, without cost, but not without effort. It's an opportunity which you can tailor to your market circumstances and adapt to the promotional activities which are most appropriate for your business. In this issue we suggest some of the easy ways you can make the most of your membership.

The success of the STEEL BY™ program will be measured by manufacturers competing successfully for the business of Australian consumers by offering quality goods made with steel from BlueScope Steel.

That's an outcome which we continue to pursue even beyond the STEEL BY™ program. We recently announced our participation in the union of two great Australian iconic brands – Australian Made and BlueScope Steel.

As an official Campaign Partner and Licensee of the high profile Australian Made Campaign we're doing exactly what we are inviting you to do – leveraging the brand strength of an Australian "institution".

Michael Reay



Manager Corporate Affairs and Corporate Brand

HELPING TO REBUILD COMMUNITIES

BlueScope Steel is pitching in by donating \$1 million in steel products and building solutions to put its special expertise to practical use and help respond to the recent Victorian bushfire tragedy in a host of different ways.

On top of the tragic death toll, the bushfires destroyed an estimated 1,800 homes and left nearly 7,000 people in need of accommodation.

Victorian Premier, John Brumby, and officials charged with overseeing the reconstruction have identified the restoration of community infrastructure as one of the key steps in the massive effort required to re-establish rural towns and hamlets all but obliterated by the blazes.

"At BlueScope Steel, Our Bond says, "our communities are our homes". As such, we are determined to play a significant role in the recovery effort," Michael Reay, Corporate Affairs and Corporate Brand Manager, said.

"After much thought we've decided to make our \$1 million contribution in the form of steel building products and

construction services to help rebuild these communities.

"We have a capability that is unique in Australia to design, manufacture and erect pre-engineered steel buildings, sheds and commercial water tanks, as well as supply other steel building materials. These buildings could serve as aid centres, community facilities, storage areas, clinics, school halls and other vital infrastructure – some capable of being deployed relatively quickly.

"Our employees have demonstrated BlueScope's community spirit by doing their bit to support those affected. On top of the \$1m donation, to date over 800 employees have contributed around \$130,000 to the bushfire appeal.

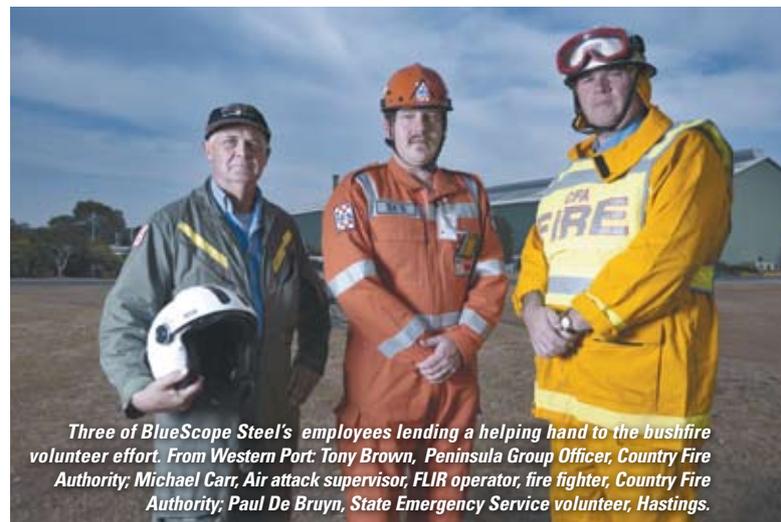
"Also 15 Victorian employees from our Western Port plant at Hastings have volunteered with the SES and CFA. Additionally, we have been able to donate 600 pairs of overalls, safety goggles and gloves to three relief centres (Whittlesea, Yarra Glen and Alexandra) to help people more safely undertake the recovery effort."

The BlueScope Steel Victorian Bushfire Relief and Recovery package is being co-ordinated by an in-house taskforce mobilised to explore the best ways for the Company to directly assist fire-damaged communities in greatest need.

BlueScope Steel Managing Director and CEO, Mr Paul O'Malley, said:

"The thoughts and sympathy of all BlueScope Steel people are with all those affected by the horrific bushfire tragedy in the state of Victoria.

"The Company will work with aid agencies and government authorities to provide product and construction expertise to rapidly rebuild key community infrastructure in the worst affected regions", Mr O'Malley said.



Three of BlueScope Steel's employees lending a helping hand to the bushfire volunteer effort. From Western Port: Tony Brown, Peninsula Group Officer, Country Fire Authority; Michael Carr, Air attack supervisor, FLIR operator, fire fighter, Country Fire Authority; Paul De Bruyn, State Emergency Service volunteer, Hastings.

STEEL BUILDING THE GREAT AUSTRALIAN DREAM

Builders who find it faster to erect and homebuyers seeking an alternative to timber have prompted the significant increase in the popularity of steel building products for domestic housing.

That's the opinion of Steve Goold, Director of Beenleigh (Qld) company, South East Steel Framing.

"There has been a definite shift in the use of steel framed housing and roofing, with builders who were once reluctant to use anything other than timber now recommending steel to homebuyers who only saw it as a fencing option," he said.

"Additionally, homebuyers are becoming more aware of steel building products such as BlueScope's TRUECORE® steel. This has prompted them to ask builders to use steel instead of timber," said Mr Goold.

As a licensed builder with a family history in the building industry extending over 80 years, Steve has witnessed many innovations in building materials.

"Steel is such an easy product to work with. It can be precisely fabricated into just about any shape you can imagine, is incredibly strong, lightweight and durable.

"From a business perspective, our association with the BlueScope Steel name through the STEEL BY™ program has enhanced our company profile.

"This makes builders and homebuyers comfortable in the knowledge that the products being supplied and used are of the highest quality available and Australian made," Steve said.

A.V. Jennings have chosen framing made from TRUECORE® steel and roofing made from COLORBOND® steel supplied by South East Steel Framing for 94 duplexes at their Viva Calamvale residential development on Brisbane's south side.

Steve Goold & Annette Leahy, Directors, South East Steel Framing



Cranbourne Aquatic & Leisure Centre – 2 million litre rainwater tank

TWO MILLION LITRE TOP-UP TANK

A new swimming and leisure centre in Melbourne will save up to 30 million litres of water per year thanks in part to a massive rainwater tank built by Tank Industries.

The Cranbourne Aquatic & Leisure Centre (CALC), being built by the City of Casey in Melbourne's south-east, is a \$37 million state-of-the-art indoor leisure complex scheduled to open in mid 2009.

The new water-smart facility is said to be the best of its kind in Australia, incorporating groundbreaking environmental, energy and water saving initiatives as part of its design, including the impressive two million litre rainwater tank.

With an external façade of 4mm grade 250 XLERPLATE® steel, the tank was designed and manufactured by Tank Industries, a division of Hunt Engineering & Staff and sits in the mid size range of Tank Industries capabilities.

The XLERPLATE® steel wall plates were punch rolled, hot-dip galvanised and powder coated in the Tank Industries factory and delivered to site where it was strake stacked and bolted together. This assembly method allows for panels to be added to raise the height or for the tank to be disassembled and relocated if required.

Terry Reid, Manager of Tank Industries said, "We undertake large projects that require tanks

of all shapes and sizes for various applications, but this is one of the more unique projects we've done.

"There were special considerations that needed to be taken into account during the design phase. For instance, the tank needed to be a low height because the water will be gravity fed into it. The water is then filtered and treated before being pumped into the pools as 'top up' water, used for cleaning pool filters, amenities and for landscape watering."

"The tank is three metres high and 28 metres in diameter, has a Nylex reinforced material liner and is equal to approximately 400 standard sized backyard rainwater tanks." Terry said. "It will capture rainwater from the roofs of the CALC and existing

adjacent basketball stadium and library," he explained.

Melbourne's water restrictions led to the City of Casey placing an emphasis on water-saving initiatives to be used at the CALC. It is expected that the tank will help save approximately 30 million litres of potable mains water every year through rainwater collection.

Hunt Engineering & Staff became a STEEL BY™ program member in May 2008 and uses the STEEL BY™ brochures, and logo on letterhead when submitting tender applications to enhance its established reputation as a manufacturer of quality steel products.



4mm Grade 250 XLERPLATE® steel

BUSINESS IS GOING THROUGH THE ROOF

Platinum Roofing has over 100 years of combined experience within the roofing industry, with offices based in Toowoomba and Bundaberg.

Offering customers contemporary to traditional designs has led to the company being recognised as a leading installer with a personalised approach.

“Our company has established a well-respected reputation within our industry for providing the highest quality products. said Mr Dan Berigan, General Manager of Platinum Roofing. This reputation is further enhanced when our customers see the BlueScope Steel and Lysaght name on the materials when they are delivered to site as they are recognised household names,”

“The extensive distribution network of BlueScope Steel has enabled Platinum Roofing to significantly expand our services to customers as far west as St George, north to Kingaroy and south to Ipswich as well as mining areas where many other

manufacturers do not deliver,” said Mr Berigan.

He said the strength and durability of steel roofing has led to its increasing popularity and homeowners and businesses feel comfortable using BlueScope Steel products as they know they are Australian made and of the highest quality. People also like to support Australian manufacturers.

Recently Platinum Roofing has been involved in a number of major projects including the installation of approximately 12,000m² of LYSAGHT SPANDEK® roofing and CUSTOM ORB® in COLORBOND® steel as walling for the Wondai hospital. At Koola Beach Apartments, COLORBOND® ULTRA steel rollformed in CUSTOM ORB® profile was chosen specifically for its exceptional resistance to corrosion, an essential element as the apartments overlook Bargara beach.

Platinum Roofing is currently undertaking the installation of 6000m²

of LYSAGHT TRIMDEK®, square fluted steel cladding at the new premises of Brown & Hurley fleet truck sales in Toowoomba.

“The LYSAGHT profiles in COLORBOND® steel are highly versatile and lend themselves to an extensive range of applications that

combine strength with contemporary designs. Being a STEEL BY™ member allows us to keep up-to-date with industry news, new product developments that we can then offer our customers and have access to technical back up and ongoing support.” Mr Berigan said.



Dan Berigan, General Manager, Platinum Roofing

STORAGE SOLUTIONS EASY FOR APC

While IKEA is renowned for providing home furnishing solutions, it turned to leading storage solutions company APC Group to fitout a new store in Perth, WA.

APC Group custom design and fabricate an extensive range of racking solutions made from Steel supplied by BlueScope Steel. These include pallet racking, universal steel shelving, cantilever racking, mezzanine floors and raised storage areas. Established in 1972, APC Group has grown to become one of Australia's largest manufacturers of storage and handling systems.

“Our customers expect us to deliver quality, reliable products that accommodate their various needs, said Chris Fudge, APC Storage Solutions Engineering Director. “Manufacturing our products from steel supplied by BlueScope Steel is our customers' assurance that they are receiving the best quality available.”

APC Storage facilities span 25 hectares, with fully and semi-

automatic processing lines and rollformers incorporated within the machinery areas which include three separate factories – one for roll forming of pallet racking, one for the sheet steel shelving and a fabrications plant for structural components.

The facility also includes a showroom, warehousing, sales centre, engineering and administration premises.

“As an Australian manufacturer, it's important for us to use quality material to produce a superior product. Our pallet racking is required to reliably store multiple pallets weighing in excess of 1000 kilograms up to 10 metres high.” Mr Fudge said.

“Using quality steel, such as that supplied by BlueScope Steel, with reliable strength ratings gives us an edge over competitors who use inferior imported steel products.” “Displaying the STEEL BY™ logo positions APC Group in the market as a quality, Australian, safety conscious company,” he added.

“The IKEA project was one of the largest we have undertaken and we're currently working on two 100 metre long triple-storey raised storage areas with automated conveyor systems for national retailer Strandbags in Sydney.”

Chris explained, “We use high tensile steel and work it very hard into complex rollformed designs. This makes it extremely important that we use materials that combine good

structural characteristics with good formability and weldability.”

“It's also important the steel is uniform throughout to reduce the need to adjust machinery during the production process. Our machine operators find steel from BlueScope Steel offers this consistency and aids production efficiency,” he said.

APC is proudly 100% Australian owned with all products made in Australia and used World-Wide.



Cameron Sinclair with Storage Solutions Engineering Director, Chris Fudge

PROMOTING YOUR STEEL BY™ NAME

The STEEL BY™ Brand Partnership Program was developed to support and add true value to BlueScope Steel customers all across Australia.

Dealing with a STEEL BY™ Program member provides your customers with the assurance that they are receiving products made from highest quality Australian made BlueScope Steel. STEEL BY™ Program members enjoy a range of promotional benefits that can help build their business profile in many industry sectors.

Here are a few suggestions you may like to implement to help your business get the most out of being a STEEL BY™ Brand Partnership Program member.

- Incorporate your STEEL BY™ logo as part of your email signature
- Provide your printer with your STEEL BY™ logo so you can have it printed on your invoices, quotes, business cards and brochures
- Embroider your company uniforms with the STEEL BY™ logo on the sleeve or pocket
- Add the STEEL BY™ logo to your website
- Ensure your delivery trucks prominently display STEEL BY™ signage when delivering to site
- Place your STEEL BY™ signage in areas of your office or warehouse where your customers will notice it

Participating in the STEEL BY™ Program and utilising all your promotional material in various ways is an excellent way for you to differentiate your business and gain a significant advantage over your competitors.



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MAKING THE MOST OF YOUR STEEL BY™ MEMBERSHIP



Being a part of the “STEEL BY™ BlueScope Steel” Brand Partnership Program is an additional way you can promote and build your business.

Survey results show that BlueScope Steel is recognised by 85 percent of Australians. These consumers associate the BlueScope name with a company that supplies a quality Australian product – it’s a trusted brand with a household name.

To measure the success of the STEEL BY™ program the 1200 members who are already participating and enjoying the many benefits were surveyed. Their responses tell an extremely positive story.

- Two thirds of members reported a positive impact on sales.



- 58 per cent say membership helps them compete against imports
- 80 per cent said the association with BlueScope Steel has had a positive impact on their business

One of the benefits mentioned by many members was the enhanced credibility the STEEL BY™ program gives their business. They also reported it made it easier to communicate to customers and end users that their products are Australian made.

Australian consumers are placing increasing importance on quality, local goods. Market research shows they value the STEEL BY™ Brand Partnership Program and support its participants. And the BlueScope Steel name represents integrity, backed by industry leading warranties.



Participants of the STEEL BY™ program who are seeing the greatest increase in product and business awareness are those incorporating it in all elements of business promotion. As Australia’s world class manufacturer of flat steel products, BlueScope Steel places significant investment in helping all our customers with their specific needs, no matter how large or small their business may be.

To help your business achieve a new level of success, we encourage all STEEL BY™ program members to use the STEEL BY™ brand name on all promotions and advertising so you too can enjoy the many benefits of a brand partnership with Australia’s leading steel company.



WATCH THAT WORKPLACE SAFETY

With workplace accidents killing and injuring more Australians every year than are harmed on our roads, the authorities and courts are becoming increasingly serious about OH&S enforcement and penalties.

Gary Shearer, founder and managing director of SafetyQuip (www.safetyquip.com.au) has found that the majority of small to medium enterprises do not understand the scale of the risks they are taking by not complying with the regulations.

Here are his top tips to avoid trouble.

Be Aware – Employers are expected to be aware of any changes in OH&S standards, regulations and legislation affecting their workplace. These are regularly changing and what was considered a safe procedure one day may be culpable negligence the next. Realistically you need a consultant to advise you.

Emergency Planning – Have a concrete action plan for as many possible accident scenarios as possible. Say there is an electrocution – is your first move to: (a) assess any immediate threat to yourself and others, (b) rescue and provide first aid to the injured party (c) call the ambulance (d) contact senior management. In a panicked situation people need to know who needs to do what and in what order.

Employee Negligence – It’s only a mitigating factor, not an excuse. Vicarious liability, under Common Law, states that you, the company director, are responsible for the correct selection of competent staff for the primary purpose of placing no worker at risk. That remains the case even if an employee flouts your safety procedures, refuses to read and absorb your safety documentation, does not use company-supplied

personal protection equipment and works while alcohol or drug affected.

First Aid – Ensure that your first aid kit meets (changing) regulations for your kind of business and number of staff and ensure that your designated, certified first aid people have their certificates up to date. Recommended CPR/Resuscitation techniques have changed a lot during the past 18 months.

Compatible Gear – Safety equipment that is uncomfortable to wear tends to be shunned by staff – for which the employer is held responsible. Ensure that each piece of personal protection equipment you issue is compatible with every other item. Even expensive, high spec items which work well can cause problems. No matter how effective it is by itself, eye protection that physically displaces earmuffs is a serious safety risk.