

# STEEL BY

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



ISSUE NUMBER 1 | DECEMBER 2006

www.steelby.com.au

## WELCOME



Welcome to the new-look STEEL BY newsletter, designed specifically for the STEEL BY™ Brand Partnership Program community.

We recently surveyed you to determine what you'd like to see the program deliver in the months and years to come.

The results of that survey have shown that program members see enormous benefit in tying their businesses, brands and steel

products to the strength and quality of the BlueScope Steel brand. They also see distinct advantages in being associated with Australia's leading steel maker.

Program members are looking for consistent quality and support for the steel they use, and their customers place great value on Australian-made products – especially where these carry clear technical and warranty support.

A significant part of the support STEEL BY™ members have called for is value-added, relevant information. In this newsletter, we've included an economic update prepared by BlueScope Steel's own economists.

Because many program members also want to know what other members are doing, we'll continue profiling STEEL BY™ program businesses and product innovations. If you believe you have a product or service that's adding value to the Australian steel industry, please let us know – we'd be delighted to share it with the rest of the STEEL BY™ community.

We have also been overwhelmed by the response to our offer for marketing and display materials – various sized product stickers, business fliers and worksite signs – and we are now working hard to produce and dispatch these materials.

These materials are being dispatched in specially designed STEEL BY™ Program Welcome packs, and will ensure that members maximise exposure for their businesses and continue to highlight their decision to support quality, Australian-made products in the New Year.

On behalf of the BlueScope Steel team, all the best over the Christmas period. We wish you a prosperous New Year, and look forward to building an even stronger STEEL BY™ Brand Partnership Program with you in 2007!

Leo Kerema  
Corporate Brand Manager, BlueScope Steel Limited

## CONSTRUCTION OUTLOOK GENERALLY POSITIVE

By BlueScope Steel Economists Max Serrano, Nick Scavarelli and Amy Davidson

Although dwelling construction activity has fallen in the last two years, the rate of fall has been mild and from a high base (see graph). Rather than being a function of lack of pent-up demand, this fall has been due to affordability as dwellings are now far more expensive than a few years ago.

A major reason behind housing becoming less affordable is the lift in interest rates of 0.75 percentage points in the last 12 months. The consensus among economists is that the latest lift is likely to be the last in the current cycle. There is also plenty of work in the pipeline, preventing dwelling activity from falling substantially.

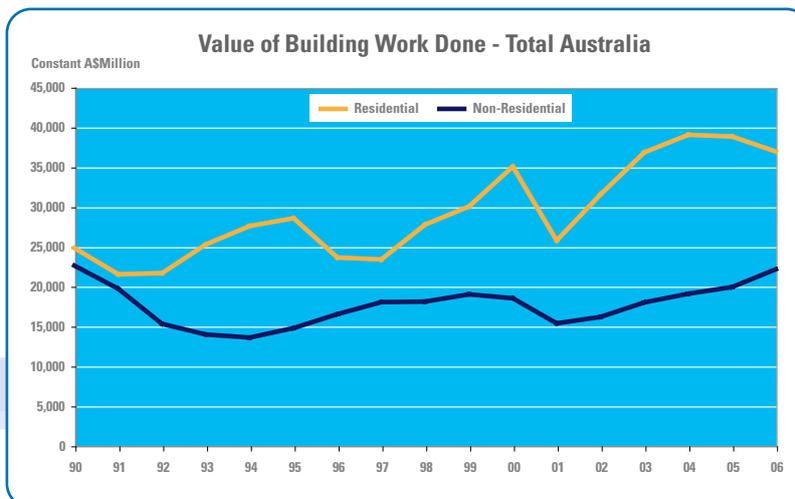
The outlook for housing activity varies substantially between the states.

In Western Australia, the higher interest rates are unlikely to stop

dwelling building activity from rising further this year. In fact, the main factor that is preventing this market from growing even faster is the scarcity of both labour and materials. Queensland is also likely to experience a lift in

dwelling construction this year.

In spite of the fact that there is plenty of pent-up demand in New South Wales, dwelling construction activity has been falling there. Rents are rising rapidly as there is an acute shortage of properties for lease in



this state. As a result, when the upturn arrives in two or three years from now, the New South Wales dwelling market is likely to make a strong recovery.

Commercial and industrial building construction activity rose by a strong 12 per cent in 2005/06 and the outlook for 2006/07 is positive, with most economists predicting future growth.

Commercial and industrial building activity in Western Australia and Queensland is expected to exceed the national average because of strong population growth.

The commercial and industrial building market has been expanding at a healthy rate in New South Wales, as investors have been focusing on the long-term rather than short-term outlook. This growth defies the underperformance of the New South Wales economy.

## NASH UPDATES STANDARDS

Amendment A of the National Association of Steel-Framed Housing Inc. (NASH) Standard Part 1, Residential and Low-Rise Steel Framing has been approved.

The amendment enables the NASH Standard to be referenced in both volumes of the Building Code of Australia (BCA), and is set to be released in December 2006. It will be incorporated in the next edition of the BCA, which will be released in May 2007. From December, the amendment will be available free on the NASH website and in NASH publications.

Because the NASH Standard is being referenced in both BCA volumes, it can be used for all types of low-rise buildings, including houses, schools, hospitals, shops and offices.

NASH says the reference to the Australian Standard for Domestic Metal Framing AS3623-1993 will be withdrawn in the next edition of the BCA.

For more information:  
www.nash.asn.au

## BUNDABERG'S THIRST FOR WATER

**Rum might run through Bundaberg's veins, but locals want more water.**

Home to the iconic Bundaberg Rum factory, the city is one of Queensland's property hotspots, attracting retirees and young families from southern states.

Bundaberg also has a significant amount of cheap land not connected to the mains water supply.

Local company Bundaberg Tank Makers is coming to the rescue of the new arrivals with a range of rainwater tanks made from BlueScope Steel products.

"We're providing water to the entire home," Bundaberg Tank Makers owner Kevin Beveridge says. "Most new homeowners need one or two 22,500-litre tanks."

That water, however, still needs to be used wisely.

"You can't run appliances like dishwashers all the time, or water your garden, unless you're lucky enough to have a bore," Kevin says.

Bundaberg Tank Makers manufactures mostly 22,500-litre round tanks for acreages without town water, but the company also makes smaller oval-shaped tanks for homes hooked up to the town water supply.

"All the company's rainwater tanks are made from AQUAPLATE® steel. The bottom of the tanks is double-sided, providing protection inside as well as underneath."

AQUAPLATE® steel, specifically designed for use in tanks, is easy to maintain, corrosion-resistant and coated with a food grade polymer for clean-tasting water.

"Rainwater stored in tanks made from AQUAPLATE® steel definitely tastes better than that from any alternative steel tanks," Kevin says.

Bundaberg Tank Makers manufactures

and delivers about five 22,500-litre tanks a week in a galvanised finish or one of three pre-painted colours.

"Modern home owners like the tanks to match their homes," Kevin says. "We sell a lot of AQUAPLATE® steel in the colour Paperbark®."

Bundaberg Tank Makers is a member of the STEEL BY™ Brand Partnership Program and proudly display signs indicating that it uses steel from Australia's leading supplier.

For more information contact: Kevin Beveridge, Bundaberg Tank Makers, Ph (07) 4153 2877.



Bundaberg Tank Makers owner Kevin Beveridge.

## WOODCHOP PAVILION SHOWCASES STEEL EXPERTISE

**A Victorian shed specialist is fast building a reputation for tackling major projects since successfully designing the Woodchop Pavilion at Melbourne Showgrounds.**

Bayside Steel Structures used a computerised system to plan the building which was constructed in time for last year's annual show, and which will remain as a permanent fixture.

Bayside Steel Structures owner Malcolm Robertson says his company won the job "based on value for money and turn-around time".

At 24 metres by 50 metres, the Woodchop Pavilion is one of the biggest projects Bayside Steel Structures has worked on.

"I enjoy working on bigger buildings," Malcolm says. "In fact the first building I designed was a factory."



Bayside Steel Structures owner Malcolm Robertson.

Bayside Steel Structures is currently creating several private aircraft hangers and horse stable complexes, and is experienced in dealing with OH&S issues.

However, Malcolm says the company typically deals with homeowners wanting to build garages and sheds.

Bayside Steel Structures can offer a fully personalised service –

no matter what size the project is.

"There are no set sizes to our structures. We sit down with our clients and design sheds with them on our computer. For example, we can adjust heights on screen, and add roller doors where required."

After designing the building, ordering the products and delivering them, Bayside Steel Structures can also oversee construction.

Bayside Steel Structures is also a member of the STEEL BY™ Brand Partnership Program, and Malcolm says having BlueScope Steel signage up around the office helps highlight the company's use of quality Australian products.

For more information contact: Malcolm Robertson, Bayside Steel Structures, Ph 1300 884 499, www.baysidesteel.com.au

# STEEL BARN SOLUTION TO HOUSING

Victorian company Meleah Kit Fabrications is helping to create a niche housing market by selling kit sheds as homes.

The sheds are made from COLORBOND® steel and come in an American or Mansard barn design, ranging in size from 9.5 to 30 metres in length.

Both barns allow extra space for a mezzanine level.

Meleah Kit Fabrications, a distributor for leading Australian shed manufacturing group Fair Dinkum Homes and Sheds, recently sold a steel barn that is being converted into a three-bedroom home.

"The American barn is 17.5 metres long, 11.5 metres wide and five metres high and has been customised to include a second floor, two large balconies, three bedrooms, two bathrooms and a rumpus area," company owner Leah Voigt says.

"It's been designed to meet the five-star energy rating now applying to all new homes in Victoria, and to



Leah Voigt of Meleah Kit Fabrications.

pass council approval processes."

Leah says American and Mansard barns offer an ideal housing alternative for people running hobby farms, and for those living close to national parks and bushland.

Meleah Kit Fabrications sells its sheds in kit form and delivers to site within three weeks.

The company can also provide details of qualified subcontractors to assemble the barns to fit-out stage.

"A typical American barn kit includes roof and wall cladding and three roller doors – all made from COLORBOND® steel – along with rainwater goods also made from BlueScope Steel products," Leah says.

"It's up to the customer to choose options such as skylights, personal access doors, windows and insulation."

Meleah Kit Fabrications also sells conventional, industrial and rural

sheds, garages, carports and fencing made from COLORBOND® steel.

"Double garages are very popular. We sell about 90 a year to new home-buyers in and around the Horsham area," Leah says.

Meleah Kit Fabrications uses Fair Dinkum Homes and Sheds' design software to calculate steel shed dimensions, and has the added support of Fair Dinkum's engineers for more complex projects.

The company runs a delivery depot, display yard and office from its Stawell premises, northwest of Ballarat.

Meleah Kit Fabrications joined the STEEL BY™ Brand Partnership Program to demonstrate its support for quality, Australian-made products.

"We find the STEEL BY™ program signage very useful – we display the large round signage on our front fence and use the Steel By stickers on all of our mail."

For further information contact: Leah Voigt, Meleah Kit Fabrications, Ph (03) 5358 5855. [www.meleahkit.com.au](http://www.meleahkit.com.au)

## SPANTEC'S SELF-SUPPORTING ROOFS

An Australian company's self-supporting arched roof that can span more than 40 metres has met with international success, particularly in the defence sector.

The Spantech Construction System is a patented system made from COLORBOND® or ZINCALUME® steel that is designed with minimal bolts, beams and supporting structures.

It has been used throughout Australia and around the world for a range of building purposes, including leisure centres, agricultural storage facilities, industrial buildings, transport facilities and schools.

General Manager Tom Watts says the Spantech Construction System is strong and space-efficient, making it ideal for defence buildings.

The company can design and construct everything from earth-covered, hardened defence buildings, barracks and mess halls, to weather protection shelters for aircraft.

Spantech has completed projects in Australia, Asia, the Pacific, the Middle East and New Zealand.

"We recently completed six buildings – five explosives storehouses and an ammunition preparation building – for New Zealand Defence at the NZ Army Base, Waiouru," Tom says.

Spantech designs and builds the roofs, which are rollformed onsite, so that it can provide any length customers require.

The roofing panels are connected using a patented interlocking system. "So you end up with a totally smooth interior, which not only emphasises the building's airy, open appearance but eliminates disadvantages of conventional framing, including warping," Tom says.

Skylights, lights, insulation and other features can be incorporated easily.

Tom says that because Spantech buildings eliminate the need for girts



Tom Watts from Spantech.

or purlins, they are quick and economical to construct.

"You also get more space – so they're ideal for leisure centres."

All Spantech roofs are constructed using BlueScope Steel materials, such as COLORBOND®, ZINCALUME® and ZINCFORM® steel.

"We know that when we get steel from BlueScope Steel we're getting an absolutely consistent product. We know how it will respond in our machines and on our roofs," Tom says.

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

Tom says BlueScope Steel offers excellent technical support, with experts always available to answer questions about BlueScope Steel products.

"Aligning ourselves with BlueScope Steel helps Spantech reinforce our image as a local, Australian company," he says.

For more information contact: Tom Watts, Spantech, Ph (07) 5593 4449, [www.spantech.com.au](http://www.spantech.com.au)

# FASTER COLORBOND® STEEL COMMERCIAL FLASHING

Queensland's F & M Fabricators has been using the latest technology to speed delivery of flashing made from COLORBOND® steel for commercial building projects in Brisbane.

Owner Fanos Tanos says his company, which has doubled its staff in the past two years, is growing so quickly it will soon need to move to a bigger site.

He partly attributes this success to technology the company imported from Germany that cuts fabrication time to an average of 12 hours.

"Software allows the machinery to produce varying profiles and to operate at different speeds," he says. "We had the hydraulics and software modified especially for our requirements."

Fanos says the company also has a new blanking-slitting machine, which further speeds up processing.

"In this industry, customer service and support – and getting the product out on time – are vital," he says.

F & M Fabricators has supplied flashing for some of Brisbane's biggest projects, including the new 110,000-

square-metre Woolworths facility at Larapinta.

Fanos says the company won the contract, which involved supplying 40 tonnes of flashing made from COLORBOND® steel, because of its quick turnaround record and because he has built a strong reputation during his 16 years in the industry.

Before opening F & M Fabricators, Fanos was a fabricator of rainwater products for more than a decade.

He says this experience taught him to maintain strict procedures and rigorous safety standards.

"Staff are given thorough training and are taught about the wider aspects of the products they fabricate," Fanos says. "This ensures that fewer mistakes are made."

He also takes a "hands-on approach" to ensure quality standards are always maintained.

"I see everything that goes out the door," he says. "Customers



Fanos Tanos of F & M Fabricators.

don't want to have to come back."

F & M Fabricators uses COLORBOND® and ZINCALUME® steel exclusively.

"It's the only way to go. It's what most architects specify – so why cut corners and get caught out?"

F & M Fabricators has reinforced its commitment to BlueScope Steel by joining the STEEL BY™ Brand Partnership Program. This allows the company to align itself and its

products with the quality, service and support represented by the BlueScope Steel brand.

STEEL BY™ program signage erected by F & M Fabricators also demonstrates the company's commitment to using quality steel products from Australia's leading steel supplier.

For more information contact: Fanos Tanos, F & M Fabricators, Ph (07) 3255 6229.

## How to join the program

For more information call Steel Direct on 1800 800 789 and ask for an information brochure and registration form.



The STEEL BY™ Newsletter has been prepared for information purposes only. BlueScope Steel makes no representation or warranty as to the completeness or accuracy of the information contained in the Newsletter. You must make your own assessment of the information contained in the Newsletter and rely on it wholly at your own risk

STEEL BY™ #1 DECEMBER 2006



9 320075 049324

## THINKING OUTSIDE THE SQUARE

Technosteel Australia has helped hundreds of Australian owner-builders achieve their dream homes over the past 15 years by thinking outside the square box.

As well as helping owner-builders design fully engineered steel-frame houses, the company also supplies the lightweight steel frames and offers ongoing support with assembly and construction if needed.

Director Geoff Cook says Technosteel Australia specialises in original, creative house designs and curved trusses.

"Often owner-builders want something different – not a square box," he says. "At the same time, they want something that is easy to construct and doesn't require a lot of skills."

Geoff says that while it generally takes longer for an unqualified builder to construct his or her own home, those

who do can save up to 30 per cent on construction costs.

Technosteel uses framing made from TRUECORE® steel from BlueScope Steel because lightweight steel does not warp, is termite-proof and is easy to lift and put in place.

He says owner-builders often research the construction process extensively online before approaching Technosteel with initial designs or thoughts.

"We take them through their plans in general and make suggestions and revisions based on experience. We tell them what works and what doesn't," Geoff says. "We also establish a fairly close relationship with each of the builders."



Directors of Technosteel Australia, Geoff Cook and Roy Adcock.

Geoff says Technosteel Australia joined BlueScope Steel's STEEL BY™ Brand Partnership Program to leverage off the company's reputation, and to tie the quality of his company's products and services to the quality, strength and support offered by the BlueScope Steel brand.

For more information contact: Geoff Cook, Technosteel Australia, Ph 1300 553 457. [www.technosteelaustralia.com](http://www.technosteelaustralia.com)