

Xlerplate® steelintouch

News for XLERPLATE® steel customers

ISSUE 17 | SPRING 2010

SPECIAL FEATURE

Iron ore pricing – industry impact

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Welcome to edition 17 of XLERPLATE® Steel in Touch. As always, we aim to bring you some of the most interesting and useful information in regard to steel, and the business of steel, in the country.

To help us achieve this we capture the perspectives of industry players outside BlueScope Steel. We do this through case studies, where you can learn about

XLERPLATE® steel 'in action', as well as our industry perspective column. Make sure you check out a very interesting architectural application of steel in the 'Snake Wall' case study, as well as an insightful discussion on steel and engineering with two highly credible industry leaders.

On the global scene, trading conditions for steel continue to be challenging. Locally, BlueScope has seen improved demand up to the end of the recent financial year, driven more by restoration of depleted inventories than any significant upturn in underlying demand.

The challenging conditions are being exacerbated by the change to the raw material pricing regime from annually to quarterly, making the cost base of steel production more unpredictable. We discuss this topic later in this issue of Steel in Touch.

It is clear, however, that we have lifted from the depths of the GFC and there are some signs the market may show some improvement in the medium term. It is encouraging from the global point of view, for instance, that China

continues to grow strongly and, in Australia, recent decisions by government may result in increased confidence within the mining and resources sector. Hopefully, this will create opportunities for our industry.

It is worth noting too, that whilst conditions are still depressed in other major economies, particularly the USA, key industry players are predicting that this situation will improve in 2011.

We continue to remain close to our customers as we meet our competitive challenges together.

Please let us know what you think of XLERPLATE® Steel in Touch and if it can in any way become more useful to you. Continual improvement is a big item on our agenda.

Bernie Landy
General Manager Industrial Markets
BlueScope Steel
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Iron ore pricing and its impact on the steel industry

By Bernie Landy, General Manager Industrial Markets

In what has been described as a "global iron ore price revolution", the manner in which iron ore is priced is undergoing a fundamental shift. This has profound implications for the steel industry and those industries – engineering, construction, automotive and more – where steel is a critical input material.

Until recently, iron ore prices were set annually, so the steel industry (and complementary industries such as engineering and construction) had relative certainty about this major cost component. The stability of this approach allowed the focus to be primarily on delivery and adapting operations to meet customer needs.

The world is now in the process of moving to a more frequent approach to iron ore pricing:

from annually to quarterly. A move led by BHP Billiton and supported by the world's other leading iron ore producers; Vale and Rio Tinto.

Price snapshot: Ten years ago the price of iron ore was USD\$20 a tonne. In June 2010 it was USD\$140 a tonne¹.

The iron ore producers argue that the annual approach to pricing is outdated, which from an economic perspective, is an argument not without foundation (together, the 'Big Three' provide about 80% of seaborne traded iron ore, making them an axis of immense influence on global trade).

Major coal suppliers are following the iron ore trend and also moving to a quarterly pricing model.

Of course, the miners are in favour of this new model because it enables prices to be negotiated more frequently and, in a demand-hungry market, this creates more opportunities to increase price.

QUARTERLY PRICING MODEL

The quarterly pricing approach, adopted by Vale, will apply a three month 'lag' when setting prices. So the price set on 1 October for the 2nd quarter, for instance, should predominantly reflect the average 'spot' (or daily) prices for the months of June, July and August. The prices are therefore not expected to be set in a speculative manner (i.e. anticipating what the spot prices may evolve to during the October-December quarter).

¹ Published Annual Benchmark price and Platts



One question that has not been resolved is that even though the new pricing model bases the upcoming quarter's prices on what is essentially the past quarter's average spot price, it is unclear what role speculation on imminent changes in spot prices will play. The quarterly price is heavily influenced by the daily – or 'spot' – price.

At present, currently China – the world's biggest buyer of traded iron ore – purchases a significant amount of its iron ore on a spot basis. Given the miners are moving to a quarterly price model, it may drive other major buyers to purchase more on the spot market if that is likely to deliver a more favourable overall cost outcome in terms of raw material feedstock sourcing.

COMMODITY BOOM

Off the back of the incredible development in China, the world is in the midst of a massive commodity boom (called a 'super cycle' by economists), underpinned by China's steelmaking capacity. This started in 2003/04.

Will this 'super cycle' continue? Well, the answer is most likely yes, but the unknown is for how long.

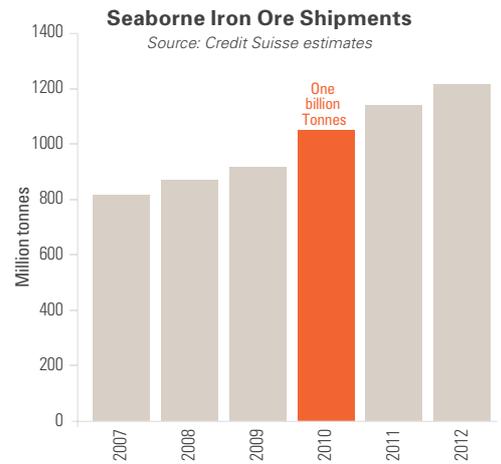
China is showing no signs of slowing. Even during the recession its GDP was growing at around

7-8%. So whilst it takes a brave economist to tread these waters, it seems for a few years to come at least there will be no slowing of its growth. This means the issues currently impacting on the supply and demand of iron ore and coal, and the volatility of steel pricing, are likely to remain for the foreseeable future.

The increase in demand for steel has led to more iron ore mines being developed, along with attendant supporting infrastructure (especially transport such as railways and ports). The development of these mines has not been able to keep up with the boom in demand, further fuelling increased prices for iron ore (the comparative 'scarcity' factor being a driver).

In some positive news, however, it was reported relatively recently (20 May 2010), by Goldman Sachs JBWere steel industry analysts, that the 2nd quarter of the 2010 calendar year marked the peak of the current spot iron ore price cycle. The volatility of the pricing of raw materials, however, and the fact that the new raw material pricing model is undergoing a 'settling in' period, make it difficult to accurately forecast the prices that will eventuate.

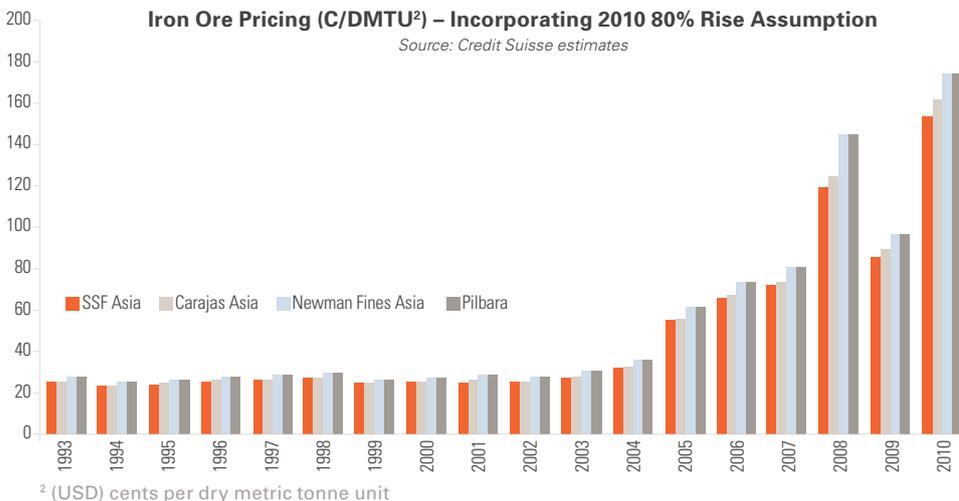
- Factors which impact on iron ore pricing include:
- the re-stocking of raw products to pre-empt demand (especially by Chinese mills)
 - a lack of high quality domestic Chinese iron ore
 - changes in sea freight charges
 - the manner in which fluctuating prices may, or may not, bring high cost miners back into production
 - weather – this influences the efficiency with which raw materials can be mined, transported and, in particular, loaded onto ships. It also influences the production of mills in northern China.



STEEL PRODUCERS: RESPONDING AND RESPONSIBILITIES

This 'revolution' has reminded steel producers, including BlueScope Steel, of the importance of being transparent and proactive to help customers manage their own costs and operations in the best possible manner.

Raw materials, with iron ore and coal chief amongst them, account for 60% of the cost of steel. Therefore any changes to the pricing structure (and prices) of iron ore and coal will, logically, impact on the cost of production, and thus price, of steel. One of the major challenges for steel producers is how we can adapt to this change and ensure that steel prices remain competitive and responsive to prevailing market conditions.



FRONT COVER

The Falcon Street Pedestrian and Cyclist Bridge project, which uses XLERPLATE® steel in its 193 metre long superstructure. Located in North Sydney, it is a 1,500mm deep, fully welded trapezoidal orthotropic steel box girder structure, curved both in plan and elevation.

PHOTO: COURTESY OF AURECON



South Australia's Snake Wall, which uses XLERPLATE® steel in an innovative interpretation of local industrial history and indigenous culture

Iconic steel with architectural bite

Steel can be used in diverse situations, including when aesthetics are a priority. A recent, and most interesting and effective example demonstrating the potential aesthetic characteristics of steel, is South Australia's Snake Wall, which stretches 500 metres along Adelaide's Northern Expressway.

The Northern Expressway project is a joint initiative by the Federal and South Australian governments under the Australian Government's Nation Building Program. The \$564 million project is the largest road construction project undertaken in the state since the 1960s.

The 23 kilometre expressway includes numerous bridges and interchanges, as well as a shared pedestrian and cyclist path.

In all, two hundred tonnes of XLERPLATE® steel were used to construct the Snake Wall,

which will become an architectural and cultural landmark. The Snake Wall winds its way along the northern end of the four lane expressway.

WR350 grade XLERPLATE® steel was specifically selected for the Snake Wall because, as Rick Modzelewski, Manager ID Fabrication, of the company which fabricated the steel explained, "Its weathering capabilities, unlike normal mild steel, contain alloying elements. This causes it to weather to a uniform patina in its natural state, due to the formation of an impervious oxide, after which no further corrosion takes place."

Dallas Keane is a Construction Manager with York Civil – an engineering, construction and project management company which partnered with civil contractor Fulton Hogan to construct the Northern Expressway.

"The Snake Wall project was unusual for distinct reasons," Dallas said. "This huge project required the XLERPLATE® steel used to undergo significant profile cutting and have a finished curved profile. This required a combination of rolling panels for large curves and bending panels on-site for the smaller curves."

Two hundred tonnes of WR350 XLERPLATE® steel were used in the 500 metre Snake Wall, which will become an architectural and cultural landmark.

Dallas said the team faced a number of engineering challenges. "Designing the supports for the steel without limiting the visual effect of semi-transparent steel, which we created with holes in the steelwork, and the continuity of the overall effect between panels was a real challenge," Dallas said.

"We also had to find a solution to creating the varying curved radii of the walls, without rolling each individual panel. The solution was to bend Snake Wall panels on-site, where possible, by the use of temporary anchors," he explained.

FABRICATION AND PROFILING

Gordon Smith, Manager of Adelaide Profile Services (APS), which profiled and supplied the steel, said XLERPLATE® steel was used because of the availability of the product from a local manufacturer, consistency and guaranteed supply on a tight lead time, the desired grade being available and the product's quality guarantee.

APS supplied the following XLERPLATE® steel Snake Wall components:

- 190 wall panels (cut with profile shapes replicating snake scales)
- 380 bases for the steel wall
- 380 fins (tall uprights that are supports for the vertical steel plate)
- 380 gussets (on the bottom part of the wall, used as a strengthening device welded to fins and base).

Gordon emphasised that, "Producing nearly 200 of anything is a lot! The wall is five metres high and the panels are 2.4 metres wide. The snake skin pattern runs the 500 metre length."

Elements that APS and ID Welding & Fabrication worked on included:

- plasma cutting (including the unique snake skin elements)
- the bevelling and drilling of the fins
- welding the fins and gussets to the bases
- bolting the components together.

Colour retention, an important consideration in a job like this where aesthetics are critical, across the welds was achieved by appropriate electrode selection.

TEAMWORK AND TRIALLING

In a project such as this, the importance of teamwork between engineers, profiler, fabricator, distributor and supplier was emphasised. "The integration between the designers, architects and construction team went very well," said Dallas.

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Adelaide Profile Services

Plate processing profile machine

The capability of Adelaide steel processing company, Adelaide Profile Services (APS), has taken a quantum leap in recent times with the acquisition of the APS K5000 plate processing machine. This monster profile cutter is the largest of its kind in Australia and has enabled APS to win jobs across sectors that it services, such as mining, construction, defence, agriculture and engineering.

In fact, if it wasn't for the APS K5000, the company wouldn't have had the capability to carry out the intricate work for the Snake Wall project.

There are three main components to the processing machine:

- Dual small-head – high definition plasma cutting
- Multi-head oxy cutting
- 24 tool turret – drilling and machining.

The processing machine provides a cleaner cut than many other comparable machines, with its dual-head powered by 400 amps per head.

"This gives it a lot of grunt per plasma head," said Gordon Smith, Manager of APS. "The machine's four oxy cutting heads also allows multiple cutting of items."

The 24 tool turret gives APS immense flexibility and breadth in what it can do with the steel it processes, including: drilling, countersinking, machining and tapping. The machine can also be used for aluminium and stainless steel plate processing.

XLERPLATE® steel was used for the immense bed on which product is profiled. "The bed is 30 by seven metres," said Gordon. "We chose XLERPLATE® steel partly because of the strong relationship we have with BlueScope, but also because of the ability to order specially sized XLERPLATE® steel. There is a lot of repetition in what we do and so the reliability of the steel in the bed is critical."

The provision of drilling and full contour bevelling, and the quality of this work, helps APS provide a very strong point of difference over its competitors.



The APS plate processing machine was used to give XLERPLATE® steel unique, snakeskin-like characteristics

XLERPLATE® steel case study

continued from page 5

“This led to a clear understanding of each party’s goals and limitations, while creating the best outcome practicable. This was seen in the ongoing project workshops to develop the concept and the readiness of each party to understand each other’s requirements,” said Dallas.

“The involvement of the fabrication team, including the profile cutting contractor, allowed a direct input into what was a very satisfying outcome. We all worked together to ensure the program was maintained and the outcome was the ‘best for project’.”

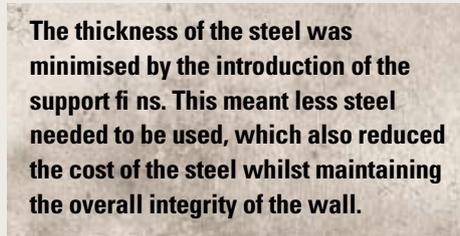
York Civil instigated a mock setup trial for the XLERPLATE® steel prior to the project going ahead. This enabled the team to accurately assess what was reasonable to bend, using the natural flexibility in the steel, and what required cold rolling,” Dallas continued.

Early development of the final solution and workshopping options enabled work to be completed without excessive program pressure. The early ordering of the materials prior to final artistic shop drawings being approved helped in material supply not becoming a critical issue.

INNOVATION WITH STEEL

The innovative approach of the project was not limited to the use of the weathering XLERPLATE® steel or its aesthetically pleasing application. Two further innovative dimensions had sustainability aspects inherent to them.

Firstly, the thickness of the steel was minimised by the introduction of the support fins. This meant less steel needed to be used, which also reduced the cost of the steel whilst maintaining the overall integrity of the wall. And secondly, using weathering steel means ongoing maintenance and protective treatments (including paint) are not required.



The thickness of the steel was minimised by the introduction of the support fins. This meant less steel needed to be used, which also reduced the cost of the steel whilst maintaining the overall integrity of the wall.

This was a project, however, that had innovation inherent at its very core due to the manner in which it integrated important cultural and social elements from the local community.

Various characteristics of the project prompted the large scale sculptural response of the Snake Wall, which celebrates the entry/exit point to the northern Adelaide plains. During consultation with the local Kurna Aboriginal community, discussions focused around land at the northern end of the Northern Expressway being known as ‘snake country’; whilst to the south it was known as ‘dog country’.

Artist Robert Owen developed the Snake Wall installation to acknowledge Aboriginal stories of place, as well as the local fauna of the region.

Steel was selected as the construction material to reference the industrial history of nearby Gawler’s former steel ship building industry and machinery manufacturing. The patterning of the cut steel panels was developed from scans of the skin of a Red-bellied Black Snake. It represents a lace-like tracing in an ephemeral landscape. The design and material also references masculine (steel) and feminine (lace), nature/culture, native fauna species and Aboriginal history.

A native grassland will be planted in front of the Snake Wall to make it appear as if the snake is slithering its way across the landscape. At night, the wall will be flood lit from behind with red LED lights, creating a striking effect.

Rail, road, steel: meeting specifications in ‘cold climate’ Sydney

Auburn Railway Station road bridge

The steel of choice for the Auburn Railway Station’s road bridge, an important element in Sydney’s rail network upgrade, was XLERPLATE® steel grade 350 L15. “This type of plate is frequently used in bridge construction because it provides a very consistent material and a good range of mill ordering sizes to help keep fabrication costs down,” said Adua Engineering Contracts Manager, Craig Hogarth.

“The grade of material is extremely important, as is its traceability,” continued Craig. “Quality control is a significant issue for our clients and component traceability enables them to track

all heat and unit ID numbers for each section of the steel and the location of the XLERPLATE® for each girder.”

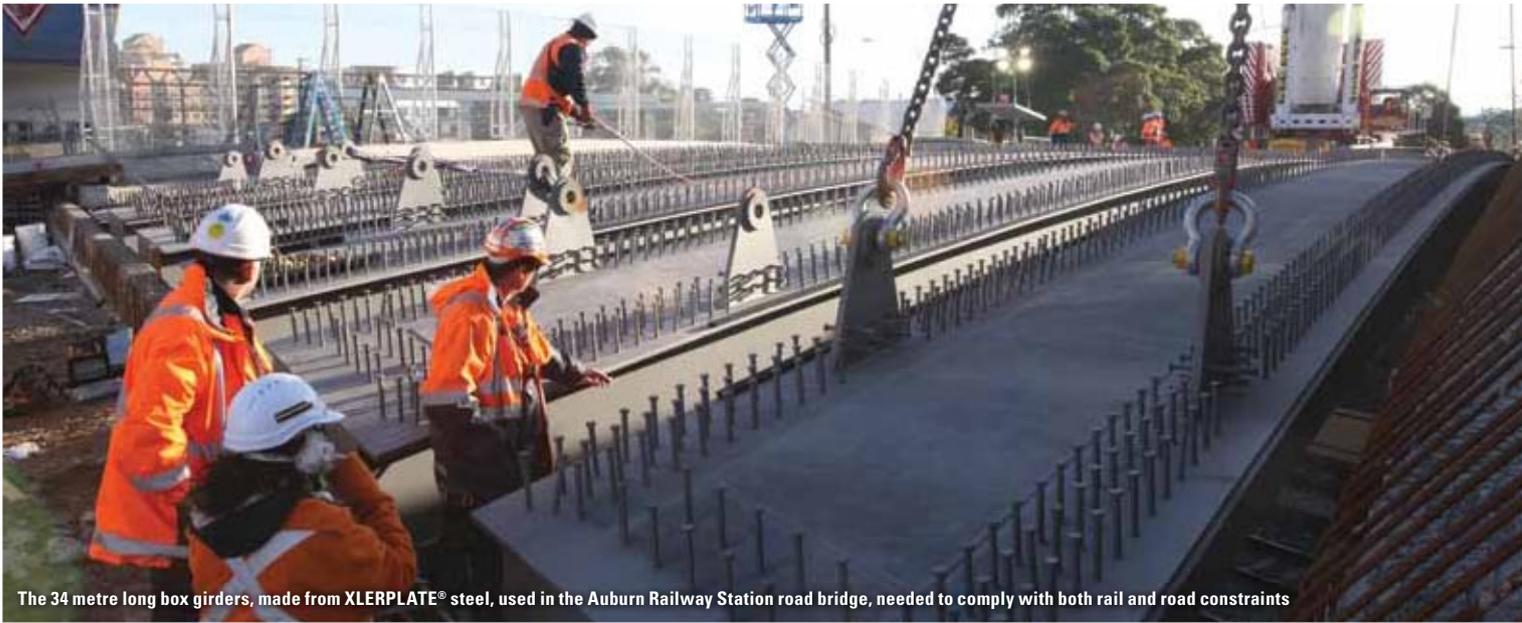
Adua Engineering has built a strong reputation as a specialist fabricator over the 39 years it has been in operation, particularly for bridge works, for which they are an approved NSW Roads and Traffic Authority (RTA) ‘Steel Complex’ supplier. This means Adua is ‘licensed’ to provide services for engineering structures at the more complex and challenging end of the scale.

Adua was commissioned for the Auburn bridge job by Novo Rail, an alliance formed

between RailCorp and three private sector companies – Aurecon, Laing O’Rourke and O’Donnell Griffin – to deliver a substantial portfolio of infrastructure across Sydney’s rail network. The range of work being delivered by Novo Rail includes the upgrade of rail signalling and power systems to accommodate the introduction of the network’s new Waratah trains.

Craig, originally a boilermaker by trade, has been working in the engineering, construction and steel-related industries for 30 plus years, so he’s seen his fair share of steel jobs!

XLERPLATE® steel case study



The 34 metre long box girders, made from XLERPLATE® steel, used in the Auburn Railway Station road bridge, needed to comply with both rail and road constraints

XLERPLATE® steel... “is frequently used in bridge construction because it provides a very consistent material and a good range of mill ordering sizes to help keep fabrication costs down.”

“Approximately 230 tonnes of XLERPLATE® steel was used in this bridge, fabricated totally from 350 L15 with the exception of the internal cross-bracing angles,” pointed out Craig.

CUSTOMISING TO COMPLY WITH MULTIPLE CONSTRAINTS

“The body plates were all specially ordered to extra long size and different widths to suit the special shape of the eight 34 metre long box girder section. These girders had very specific height constraints and had to comply with the existing rail, as well as road and height parameters.

“It is unusual that both rail and road constraints need to be met simultaneously in a specific job, which placed an added onus on BlueScope Steel to supply the most appropriate steel. These constraints were specified by the Novo Rail alliance and resulted in very tailored girders being supplied.

“Another reason for choosing XLERPLATE® steel was that, apart from being able to meet both rail and road constraints, it also needed to have the strength to handle the required loads. We have built many bridges using XLERPLATE® steel and it is suited to our bridge fabrication process,” said Craig.

AUSTRALIAN-MADE: SPEED, FLEXIBILITY AND COST-SAVING

“The RTA would rather we use Australian-made steel. And XLERPLATE® steel is well suited to our needs as it offers a wide range of sizes, enabling us to be more efficient in what we do.

“The very quick turnaround and flexibility of BlueScope also helps,” continued Craig. “Using a local supplier means quick communication, which speeds the job up, whilst an overseas supplier would also have had constraints on the size of steel it could have supplied.”

Reasons for using XLERPLATE® steel included... “it also had the strength to handle the required loads... having a local supplier means the communication helps speed the job up... [and it] performs well in low temperatures.”

Craig also made the commercially important point that, “Ordering longer than normal plates helped the project as it resulted in less joining, which reduced the need for extra butt welds. This saved time and money.”

Interestingly, XLERPLATE® steel was also chosen as it complied with the engineers’ requirements for a steel that performs well in low temperatures, which is what Sydney is classified as (though the jury is out on whether the residents of landlocked Auburn would agree with this at the height of summer...).

The XLERPLATE® steel was supplied by OneSteel Steel & Tube and profiled to size at OneSteel Wetherill Park using a DXF cutting computer file, supplied by Adua for the drafting process. The steel was then assembled into webs-top and bottom flanges, then fabricated into eight box girders.

All steel cambers and shapes were cut to size before entering the Adua workshop. The fabrication work from Adua was primarily weld preparation, joining into full lengths sub-assembly welding, assembling into specially shaped box girders, weld testing and final stud fixing.

The XLERPLATE® steel was then delivered to R.E.D. Abrasive Blasting and Protective Coatings for internal and external painting. “The mill finish of the XLERPLATE® steel is excellent with little to no damage to the plate finish,” said Craig. “This has resulted in the desired finish to the final painted product, which is also another plus for using XLERPLATE® steel from BlueScope.”

CONGRATULATIONS!

Adua Engineering fabricated the steel for the Falcon Street Pedestrian and Cyclist Bridge project, which recently won the XLERPLATE® steel-sponsored Infrastructure & Mining Award at the NSW & ACT Australian Steel Institute, Steel Design Awards. Other significant project contributors were Aurecon, Roads and Traffic Authority of NSW and Reed Constructions Australia.

Engineering, specifying and steel: industry insights

State of the industry perspective

Andrew Whiting (Aurecon) and Don McDonald (ASI) interviews

Steel in Touch continues to bring you interviews with key industry players. This article features two more perspectives on the Australian steel and fabrication industries.

As the global economy slowly emerges from the financial havoc of the GFC, the Australian steel industry is moving into more stable territory. Comparatively speaking, that is. Opportunities and challenges exist for both the steel industry and complementary industries such as engineering, if not in equal measure, then certainly in a fascinating, interrelated and complex balance.

In an attempt to identify some of the most significant and influential issues facing the steel industry today, Steel in Touch spoke with industry leaders Andrew Whiting, Industrial Structures Service Leader with Aurecon and Don McDonald, Chief Executive

of the Australian Steel Institute. Between them, Andrew and Don have 50 odd years of experience in the engineering and steel industries.

Andrew is a structural engineer for Aurecon, a global engineering, management and specialist technical services provider. Andrew said two of his organisation's key differentiators for the steel industry are the asset management services it provides to power stations and other industries and specialist durability and corrosion control. His roles include project delivery and business development for ports and materials handling facilities.

Don, obviously, has a mandate to play a key role in leading the steel industry and helping position its products and services as world's best. This is especially in the context of local steel providing the best possible option for projects in Australia (and, in some cases, overseas).

LIGHT ON THE HILL FOR THE AUSTRALIAN STEEL INDUSTRY

The local steel industry has done it tough through the GFC, but Don is of the view the industry now has enough opportunities for it to face the future confidently.

"The industry's greatest opportunity is the bulging pipeline of work within the mining and resources sector," said Don. "The local steel industry is ideally located to many of these projects, which should help us maximise the opportunity based on the steel construction industry's proud track record in successful delivery of projects.

"We are also well placed to take advantage of the renewable energy sectors (wind and solar power), as they grow in Australia. There are many advantages in working with the local steel industry. They include:



Supply surety – no shipping schedules to meet; product right the first time

Cost containment – facilitated by proactive communication based on strong, local relationships with steel suppliers; AUD stability

Input quality – world-class quality steel; engineering backup; local supply

Safety secured – workplace safety highest priority; low rates of injury

Track record – decades of experience; stable supply chain; less risk.”

“The industry’s greatest opportunity is the bulging pipeline of work within the mining and resources sector... we are also well placed to take advantage of the renewable energy sectors as they grow...”

Another dimension is that when buying Australian made steel, purchasers know that those employees who produced the steel were paid a fair salary. This is an important characteristic of corporate social responsibility and a strong point of difference over sources of imported steel that may not take the same approach.

Andrew’s perspective in regard to opportunities for the local steel industry is complementary to Don’s. “The greatest opportunity for the Australian steel industry is its proximity to major projects requiring large amounts of structural steel,” he said. “Australia has an abundance of resources which will continue to drive investment in the future.”

HAZARDS TO NAVIGATE FOR THE STEEL INDUSTRY

There are plenty of challenges for the Australian steel industry, with Andrew and Don each having an interesting diversity of perspectives on some of the core issues. “One of the greatest challenges facing the Australian steel industry is competing with low cost fabricated steel imported from South East Asia and China,” Andrew said. “I believe the arguments by some regarding the lack of capacity and ability to fabricate large modules in Australia is a secondary issue – cost is generally the primary consideration.

“Traditionally, Australian fabricators have argued that we have superior quality control in this country but that seems to be less of a differentiator these days. Whilst there continues to be the odd horror story about overseas quality, there are now many very large fabricators overseas with quality that appears to be on par with, if not better than, many of our own facilities. There needs to be a very tight inspection regime in place no matter where steelwork is fabricated.”

Don agrees that the steel industry needs to continue to be globally cost-competitive in an extremely cut-throat industry. He also identified labour as a key issue, “The availability of skilled labour in the steel and heavy engineering sector was an issue at the height of the boom, though it was addressed then with imported labour.

SPECIFIERS AND ENGINEERS: WARNING SIGNS

The issue of reliability, quality and suitability of local steel and fabrication, as opposed to imported product and services, prompted responses that touched on differing dimensions from Andrew and Don.

“One of the biggest challenges for the engineering community is to ensure that the quality and integrity of steel and steel fabrication they have designed is actually delivered to site,” pointed out Don. “Australian designers are used to a stable and secure source of supply from the Australian steel industry. The growth of imports in steel fabrication has brought with it some questionable quality from the imported steels, welding, surface protection and fabrication in general.”

Andrew, on the other hand, said that, “Designing to Australian Standards for projects using Australian steel and fabrication is relatively straightforward. This is because Australian design Standards are based on Australian steel.

“Increasingly, however, major projects are being fabricated overseas using foreign steel. The incompatibility of design, material and fabrication standards can be a major headache for all concerned.”

“We must invest in upskilling workers and apprenticeships for the future. We need to ensure that we have the skilled personnel going forward to accommodate the opportunities that lie ahead.”

AUSTRALIAN MADE STEEL: TRIED, TESTED AND CONSISTENT QUALITY

Andrew and Don were of similar mind in regard to the major reason for specifying Australian steel. Andrew pointed out that, “The fact that the Australian steel design Standard AS4100 is based on testing of Australian steel is the primary reason that I specify the use of Australian steel rather than imported steel.

“For example, material properties for a particular steel strength grade are known (e.g. yield and ultimate tensile capacity) and design capacity charts are readily available. I can also be confident during fabrication that the steel material is compatible with welding electrodes and other technical necessities are predictable and reliable.”

Don added that, “Australian steel provides a tried and tested steel supply chain that has consistently delivered on quality and schedule to minimise risk for clients,” whilst he also stated that, “Australian steel fabricators have invested in technology and machinery during the GFC and are now more productive than ever.”

The views and options expressed by the invited contributors to the ‘state of the industry perspective’ interview, are not necessarily those held by BlueScope Steel.

Steel earns greater recognition for sustainable construction

By Kerri Thurlow, Strategy & Sustainability Manager, BlueScope Steel

In a major win for builders, developers, engineers, specifiers and designers, many grades of XLERPLATE® steel and XLERPLATE LITE® steel can now make a meaningful contribution to developments classified as 'sustainable'. This will create opportunities for the brands and encourage their use in building solutions, and tenders, with Green Star™ requirements.

This is a significant boon for the steel industry and the environment, as it recognises steel is part of the solution to the challenge of sustainability.

The new Green Star™ steel credit, part of the Green Building Council of Australia's (GBCA) Green Star™ recently revised rating system, aims to encourage environmentally responsible production, design and fabrication methods that result in efficient use of steel.

For steel to qualify for steel credits, it needs to be manufactured by a member of the World Steel Climate Action Program that also has ISO14001 certification; boxes for which BlueScope Steel has the 'tick'.

One important dimension of the change is that it encourages fabricators to adopt best

practice environmental management practices by becoming a member of the Australian Steel Institute (ASI) Environmental Sustainability Charter. The aim of membership is to drive good business and environmental outcomes throughout the whole steel supply chain. This is an ongoing process for each member, with constant sustainability improvement being inherent in the membership.

Even though the ASI Environmental Sustainability Charter has only just been initiated, it has already had a strong take up by fabricators. This reflects the commercial benefits of adopting charter requirements, as well as the positive environmental contribution that is made by adopting environmental management practices with tangible sustainability benefits.

"This is a positive result for the environment, ensuring only internationally recognised, environmentally committed steel makers and fabricators will qualify for the Green Star™ credits," said Paul O'Keefe, Chief Executive, Australian Coated and Industrial Markets, BlueScope Steel.

"The new steel credit will increase the focus on building design using best practices in materials and builders. Engineers and developers can now have confidence in using BlueScope Steel products in the latest Green Star™ buildings."

Full details of the revised steel credit can be viewed on the GBCA website – www.gbca.org.au – whilst the ASI or your XLERPLATE® steel sales representative can also provide further information.

EARNING GREEN STAR™ STEEL CREDIT POINTS

Green Star™ credit points can now be generated in the following ways:

- Using high strength XLERPLATE® steel or XLERPLATE LITE® steel in grade 350MPa and above and/or cold formed sections in grade 450MPa steel or above
- Using steel supplied by a fabricator or steel contractor accredited to the Environmental Sustainability Charter of the ASI.



The multi-award winning Macquarie Group building at 1 Shelley Street, King Street Wharf, Sydney, is a six-star Green Star™ rated building. The striking external diagrid was constructed from grade 400 and 450 XLERPLATE® steel, which sits beyond the building's sleek glass façade.



Changes to Australian Pressure Vessel Standard AS 1548

The revision to the Australian Pressure Vessel Standard (AS 1548) has resulted, most significantly, to changes of the grade designations used within the Standard. Consequently, new grades will be introduced, eventually replacing existing pressure vessel grades.

BlueScope Steel will continue to offer pressure vessel grades in accordance with both the 1995 and 2008 versions of the Standard for some time. Initially, the new grade designations will be introduced as part of the custom range. Later in 2010 these will be introduced into the standard range of pressure vessel steel grades.

The reasons for the change are:

- Improved alignment between Australian and ISO/EN Standards
- Improved guidance regarding specification of steel in design
- Provides definition of fine-grained steels

- Provides information of effect of excessive stress relieving
- Enables increased confidence in toughness of all grades supplied in accordance with the Standard.

To get more information on the changes, and/or to receive a brochure which outlines the changes in detail:

- Refer to the Technical Support section at www.xlerplate.com.au
- Call BlueScope Steel Direct on 1800 800 789 or get in touch with your account manager.

BlueScope Steel, in conjunction with the Australian Steel Institute, will hold information sessions in each state in November. The sessions will cover technical and Standards information on pressure vessel steels. More information will be available on www.xlerplate.com.au next month.

New appointments to the team at BlueScope Steel, Industrial Markets

Matt Hennessy, formally Regional Manager ACT/NSW is now National Sales Manager Distribution.

Matt succeeds Mark Scott who will continue to work on execution of major market growth initiatives for BlueScope Steel.

Ken Liddle, formally Market Manager Automotive, has been appointed to the position of Regional Sales Manager, ACT/NSW.

Tony Crnojlavic, formally Sales Manager Automotive, is now Regional Sales Manager VIC/TAS.

New account manager appointments across Australia include: Bree Traynor in NSW; Denzil Whitfield in VIC/TAS; and Greg Dupont and Sara Ferguson in WA.

In the hotseat with Tony Nickson

Job title: Manager – Steel Division

Employer: Brice Metals – First for Steel.

No. of years with the company: Almost five years.

My role and responsibilities

involve: Leading a committed team providing service, quality, range and value that is the best in the industry. We treat each customer as an individual and strive to exceed their expectations.

The most important thing I've learned in business is: To be open, honest, and upfront. Deliver on your promise!

My greatest working challenge: Growing a successful steel business.

The secret to success is: Helping others to achieve success.

I like steel because: After 25 years in the industry I still find it interesting and every day is still different.

I start my working day by: Making sure my kids are awake.

My favourite pastime: Attending V8 supercar events, particularly Adelaide and Bathurst.

My favourite car: BMW M5.

Last time I laughed out loud was: This morning, most days.

My favourite movie of all time: Flashdance; something about attractive boilermakers and steel maybe...

My favourite food is: Seafood, especially Japanese.

If I had \$1m to blow it would be on: Me and the children.

If you could have one person over for dinner, who would it be: My best friend.

Favourite holiday destination ever: Seine River – France self-drive riverboat cruise, as part of the "If I had \$1m to blow".



XLERPLATE® steel national sales team

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Oz rock on... Quiz

- "I will come for you at night time, I will raise you from your sleep..." What song do these lyrics come from and what is the band?
- What INXS album did the song 'What You Need' come from?
- Who are the two Australian rockers well known for wearing school uniforms on stage?
- What Melbourne band changed their name to 'The Birthday Party'?
- What well known Australian country singer spent her early years living on the Nullarbor, with her father, earning money hunting foxes?
- What Victorian country town has been hosting an international jazz festival since 1990?
- Which MP in federal parliament formerly had a (more or less) full time gig as a rock'n'roller?
- What much-loved Australian rock group, whose first album was 'Parables for Wooden Ears', broke up this year?
- What is the name of the ex-Go Between singer who is now an award-winning music critic for *The Monthly* magazine?
- "Started out just drinking beer...I didn't know how, why or what I was doing here," are the first lines to what classic 80s song?



Answers: 1. Throw Your Arms Around Me – Hunters and Collectors 2. Listen Like Thieves 3. Christie Amphlett and Angus Young 4. The Boys Next Door 5. Kasey Chambers 6. Wangaratta 7. Peter Garrett 8. Powderfinger 9. Robert Forster 10. The Nips Are Getting Bigger – Mental As Anything