



WELCOME

Welcome to the Autumn edition of XLERPLATE® *Steel In Touch*.

In this newsletter we profile an innovative project featuring XLERPLATE® steel: Macquarie Bank's stunning new headquarters at King Street Wharf in Sydney. The buildings showcase a number of different BlueScope Steel applications.

We bring you information on changes within BlueScope Steel, including the reorganisation of the Pipe and Tube, Distribution, Automotive and Manufacturing market sectors.

We also welcome the new chairman of the Australian Steel Institute, Stefan Ahrens, and bring you more results from the *Steel In Touch* reader survey conducted late last year. You can find the full report and past copies of *Steel In Touch* at www.xlerplate.com.au.

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

Enjoy this issue!

Simon Fieldsend
State Sales Manager - Victoria & Tasmania

BIG WHEELS TURNING SOON

Melbourne's latest tourist attraction is beginning to take shape at Waterfront City in the redeveloped docklands area.

The Southern Star Observation Wheel is set to be the centerpiece of Waterfront City, which will also house three levels of retail, commercial, office and function spaces.

Commissioned by ING Real Estate Developments and designed by Japanese company Sanoyas Hishino Meisho, the Southern Star Observation Wheel is a showcase for Grade 350 XLERPLATE® steel.

Construction started in January 2006 and is expected to be completed by October.

Melbourne-based Alfasi Steel Constructions is working alongside head contractor Hansen Yuncken on the project, overseeing a number of suppliers and subcontractors and managing project elements such as steel detailing, fabrication, erection, electrics and commissioning.

"It might not be the biggest project Alfasi has done, but it's unique," Alfasi Project Manager Steven Downes said.

"It's different to the London Eye or The Singapore Flyer because it has a star-shape structure at its core, rather than bicycle wheel-style spokes of the Eye and Flyer."

The complexity of the design – and the installation of the drive and braking system, electrics and 21 mechanically rotating cabins – involved much pre-planning by Alfasi.

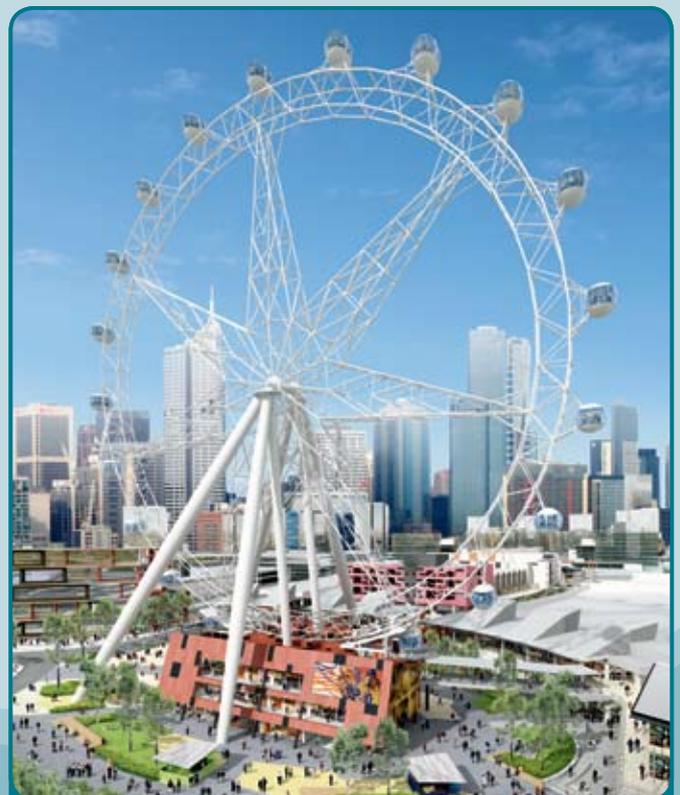
"We spent four months in concept development sessions to meticulously plan exactly how we were going to undertake every single step of the project," Mr Downes said.

"A difference of just three millimetres between the elevations of the two towers would throw the wheel out by 20mm at ground level. So, despite the considerable scale of the structure, we really do have to work within tolerances of mere millimetres."

Alfasi has used over 650 tonnes of Grade 350 XLERPLATE® steel from distributor OneSteel in the 110-metre diameter project. Each cabin weighs 14 tonnes, with the entire structure expected to weigh 1600 tonnes.

The cabins sit on the external ring of the wheel. Each cabin seats 20 people and sits inside a special ring that holds it upright as the star rotates.

The star has seven spokes, each weighing



Artist impression of Melbourne's latest attraction nears completion.

22 tonnes. They are fixed to the inner-ring hub which is 60 metres above the ground.

Project subcontractors include Tasmanian company Haywards Steel Fabrication and Construction, which is manufacturing the wheel's 74-metre-high structural columns.



MARKET FOCUS AT BLUESCOPE



Bernie Landy
General Manager
Industrial Markets



Stan Clark
National Sales Manager
Pipe & Tube Industry

Mark Scott
National Sales Manager
Distribution

Steve Gregson
National Sales Manager
Automotive & Manufacturing

Christine O'Toole
National Marketing
Manager

BlueScope Steel has a new company structure and senior management team in place to better serve the company's Australian and international markets.

New CEO and Managing Director Paul O'Malley has reorganised the Australian and New Zealand businesses into three portfolios: Australian and New Zealand Steel Manufacturing Businesses, Australian Coated and Industrial Markets, and Australian Distribution and Solutions.

The Industrial Markets business is responsible for the sales and marketing of BlueScope Steel products (including XLERPLATE® steel) to the Distribution, Manufacturing, Automotive and Pipe and Tube market sectors. It sits within the Australian Coated

and Industrial Markets (ACIM) portfolio, headed by Chief Executive, Paul O'Keefe. Bernie Landy has been appointed General Manager Industrial Markets, reporting to Paul.

Four Industrial Markets' department heads report to Bernie: Stan Clark has moved into the role of National Sales Manager Pipe and Tube Industry, Mark Scott has been appointed National Sales Manager Distribution, Steve Gregson is National Sales Manager Automotive and Manufacturing, and Christine O'Toole has been appointed National Marketing Manager.

BlueScope Steel's executive leadership team, announced late last year, now comprises Noel Cornish, Chief Executive, Australian and New Zealand

Steel Manufacturing Businesses; Paul O'Keefe, Chief Executive, Australian Coated and Industrial Markets; Mark Vassella, Chief Executive, Australian Distribution and Solutions; and Brian Kruger, President, North America and Corporate Strategy and Innovation.

Kathryn Fagg, President Asia, has announced her intention to leave BlueScope Steel. Kathryn's departure will take effect after the transition of her responsibilities, expected to be in April.

Bob Moore, President China, also reports directly to Managing Director and CEO Paul O'Malley, as do three functional heads – Ian Cummin, Executive General Manager, People and Performance; Michael Barron, Chief Legal Officer; and Charlie Elias, who commenced as Chief Financial Officer in March.

TRIP OF A LIFETIME

When Horan Steel's Adrian Weller took the phone call to hear he'd won an all-expenses-paid trip to the Rugby World Cup last October, he thought the caller was joking.

"There was much scepticism on my part," admits Adrian. "But it really was the trip of a lifetime!"

Adrian was one of three lucky people to win a grand prize in the XLERPLATE® steel 'Backing the Aussie Spirit' campaign in 2007, which promoted XLERPLATE® steel's quality, technical back-up, sales support and Australian-made qualities.

A multi-stage entry process saw five mail-outs distributed, each with a personal code to allow entry into a monthly prize draw. Those who entered all five draws were automatically in the running to win one of three grand prizes.

Adrian's prize involved travelling to the UK for Wales' clash with Australia in the pool rounds of the Rugby World Cup.

"Being born in Wales it was a fantastic coincidence to have won this prize," Adrian said. "And having also lived in Australia for 53 years, I couldn't lose!"

"It was great walking around Cardiff on the morning of the match – the Millennium Stadium is a wonderful place. When the Welsh fans started singing their national anthem, it was an amazing sight and sound. There were far more Aussies there than you would imagine, though, and the final result was great."

Australia beat Wales 32-20, and Adrian managed to get a photo with Wallaby forward and captain

of the NSW Waratahs, Phil Waugh (see right).

Adrian and his wife Robyn stayed at St Mellon's in Cardiff for three nights ("a lovely old country house with beautiful gardens") where Adrian was able to catch up with some relatives, and the Caesar Hotel in London.

"We really liked the Caesar and its location," said Adrian. "It made for a great base to explore London, the highlight of which was the ride for two on the London Eye on the banks of the River Thames."

Now with his feet firmly back on the ground, Adrian has returned to work as a Supply Manager for Horan Steel, a steel distributor located at Wetherill Park in Sydney.

"I purchase XLERPLATE® steel because of the consistency of the product, excellent lead and delivery times, and the general ease of doing business with the company," he said.

"I've been in the steel distribution business for 38 years – the past 13 at Horan Steel – and I've had an association with BlueScope Steel for all of that time."

Other major prize winners were Raymond Bertazzo, from Bertazzo Engineered in Victoria, who travelled to Spain for the 32nd America's Cup, and Ray Plumbley, from Tenix Defence in Western Australia, who went to Paris for the Prix de l'Arc de Triomphe horse race.



Adrian meets Wallaby Phil Waugh.



SAFETY MESSAGE: OVERHEAD CRANES



Workers are urged to take extra care when dealing with overhead machinery.

A 25-kilogram gearbox motor recently fell more than six metres from an overhead crane after a shaft snapped, causing a drive gear to dislodge and break the gearbox casing.

The motor hit the factory floor, breaking into pieces. Luckily, no one was hurt.

Companies with overhead cranes are urged to:

- advise crane maintenance workers and contractors of this incident
- carry out thorough checks on the condition of the shaft and gearing system

AWARDING EXCELLENCE

The Australian Steel Institute (ASI) will run a national Steel Awards program for the first time this year.

Separate awards will be held in each mainland state, with three common categories feeding into a national awards ceremony later this year.

Closing dates for entries are 30 April (NSW), 16 May (Vic/Tas, Qld), 6 June (WA) and 18 June (SA).

Full details of the ASI awards, dinner dates and locations can be found at www.steel.org.au.

GRIDIRON COMES TO SYDNEY

Macquarie Bank's new headquarters at King Street Wharf in Sydney's CBD is shaping up as a striking showcase for the design capabilities of XLERPLATE® steel.

The King Street Wharf development consists of two blocks – an 11-floor and seven-floor building – each supported by an innovative grid-like outer structure made from XLERPLATE® steel, called an external diagrid. The floor area of the buildings is spread over 35,000 square metres and consists of a central courtyard.

This project has set a new benchmark for steel construction in Australia, where until now only 13 per cent of multi-storey buildings have been made from steel.

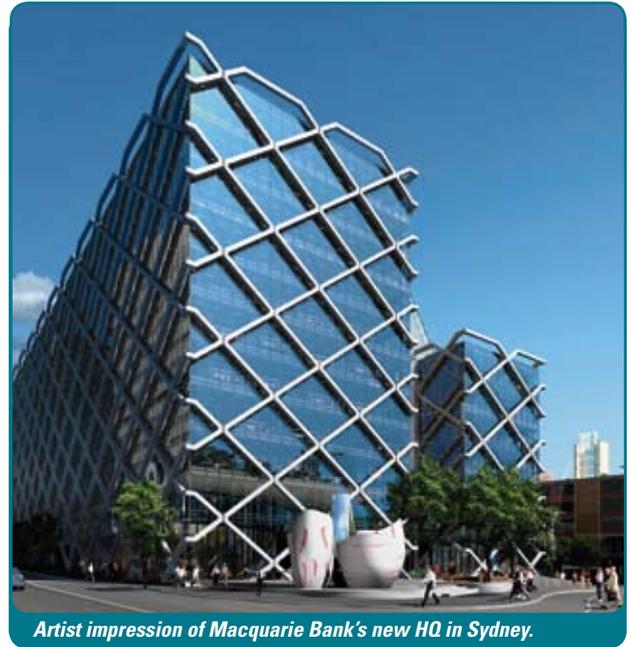
Developer Multiplex engaged BlueScope Lysaght's Design and Construction to provide the entire structural package, following an original design concept by Fitzpatrick and Partners.

XLERPLATE® steel has played a critical role in the construction process – the fabrication of the external grid was a painstaking and labour-intensive process.

"The logistics of the operation provided an immense challenge," BlueScope Lysaght's Design and Construction National Manager Brent Poll said.

"This project involved 342 crosses in the external lattice – each one different – so the crosses had to be constructed individually, numbered, craned up and then fitted in that same order."

Southern Steel Distribution supplied Grade 400 and 450 XLERPLATE® steel to fabricate the lattice-like grid



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

structure, which consists of universal columns, butt-welded together to form the diagrid. Each section is six metres long and had to undergo ultrasonic testing to ensure it met structural requirements.

Grade 450 XLERPLATE® steel was chosen to reduce the weight of the structure. It was also the best steel solution to fit within the tight dimensions specified by the designer.

Other advantages of using steel included speed of construction, and off-site fabrication (which allowed for less on-site labour).

Construction commenced in October 2007. The building's structure was completed in February this year, with internal fit-out commencing in March. Macquarie Bank is expected to move into the building in early 2009.

READERS RATE STEEL IN TOUCH

XLERPLATE® *Steel In Touch* is shaping up exactly the way readers want it, with plenty of project and industry news on the way in 2008.

Our recent reader survey had a positive response, so in this edition we're sharing some detailed results with you.

Reader participation was strong across the country, particularly in Victoria (60 per cent reader response), Queensland (46 per cent) and New South Wales (41 per cent).

Most of you are involved in steel distribution, manufacturing or construction, and found the newsletter relevant to your business and enjoyable, too.

You said your favourite sections of *Steel In Touch* are its feature stories on companies and



projects, which received a positive or very positive response from 99.3 per cent of you.

The vast majority of you also said you'd like to read more stories about projects happening in other states. So we will continue to bring you news on interesting projects around the country.

Our choice of content rated high in your responses – more than 97 per cent of you said you enjoyed reading general

product information and updates, and industry news. You equally liked our giveaways and competitions.

We're also pleased to confirm 66 per cent of you share *Steel In Touch* information and content with your customers, a sign the newsletter is a valuable tool helping to support your day-to-day business dealings.

To see more results, please check out www.xlerplate.com and follow the links.

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NEW ASI CHAIRMAN

Stefan Ahrens has been appointed chairman of the Australian Steel Institute.

Mr Ahrens, who takes over the role from Bernie Landy, is Managing Director of the Ahrens Group, a fourth-generation family business processing over 13,000 tonnes of steel per year.

The company specialises in structural steel, industrial and commercial buildings, rural and domestic sheds, grain silos and materials handling projects.

"I acknowledge the great drive and leadership that Bernie has given us and would like to continue to further develop his tremendous work," Mr Ahrens said.



Stefan Ahrens

"The ASI plays a key role in promoting steel in construction, taking technical leadership and advocating local content.

"I see the immediate future as one where fostering the 'new steel' message will provide the catalyst for growing our prospects within an ever-increasing competitive commercial environment."

XLERPLATE® STEEL STARS IN TV COMMERCIAL

BlueScope Steel is running two commercials on national television from mid-February and throughout March, highlighting successful product brands such as XLERPLATE® steel.

The advertisements, titled *Building the Future* and *Saving Water*, demonstrate BlueScope Steel's commitment to a sustainable future.

They take a child's-eye view of steel's role in delivering sustainable product solutions.

The *Building the Future* commercial also has a strong human connection to Port Kembla Steelworks as it stars employee of 27 years Bozo (pronounced Borjo) Puljic and his son Alexander.



CRICKET QUIZ

- Which bowler, now a popular commentator, opened the batting in the second innings for Australia in the 1977 Centenary Test against England at the MCG, replacing injured NSW team-mate Rick McCosker?
- The English cricket team was formerly known as the MCC. What does MCC stand for?
- Which recently retired Australian player is the highest ever wicket-taking Test pace bowler?
- Name the former Australian bowler, now national selector, who took a Test hat-trick over two innings and three overs against the West Indies in 1988?
- What was former Australian wicket-keeper Rod Marsh's nickname?
- Rahul Dravid was one of two Indian players who batted throughout day four of the 2001 Test at Eden Gardens to deny Australia victory after it forced India to follow on. Who was the other?
- Off which Australian bowler did Shane Warne drop a catch at Adelaide in 1999 that would have earned his fellow Victorian a second Test hat-trick?
- Name the last Australian to score a century on his Test debut?
- Which of the Waugh brothers made more runs in One-Day International cricket for Australia, Steve or Mark?
- Among all players who have scored more than 2000 Test runs, which current Australian batsman has the second highest Test batting average behind Sir Donald Bradman?

Answers: **A1** Kerry O'Keefe; **A2** Marjoriebone Cricket Club; **A3** Glenn McGrath; 583 test wickets; **A4** Merv Hughes; **A5** Bachus; **A6** VS Laxman; **A7** Damien Fleming; **A8** Michael Clarke; 151 v India, Bangalore, 2004; **A9** Mark scored 8500 ODI runs; Steve Hussey; **A10** Mike Hussey; 84.80.

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If you would like to update your contact details, join our Steel In Touch mailing list or read the latest XLERPLATE® steel news, please go to our website – www.xlerplate.com.au – and follow the links.