



## WELCOME

Welcome to the Summer edition of XLERPLATE® *Steel In Touch*. Since our last newsletter, we've had major management changes at BlueScope Steel.

Former BlueScope Steel Chief Financial Officer, Paul O'Malley, stepped into the role of Managing Director and CEO on 1 November, succeeding Kirby Adams who has retired after more than seven years with the company.

In this issue, we bring you important news about XLERPLATE® steel delivery times over the Christmas break.

We also feature a special economic report with positive news for the Australian steel industry, and highlights

from the Australian Steel Institute's annual Australian Steel Convention, which was based around the theme of a 'Sustainable Future.'

On behalf of the team, I'd like to thank you for your continued support throughout 2007 and wish you season's greetings and a safe and prosperous New Year.

**Simon Fieldsend**  
State Sales Manager - Victoria & Tasmania



Progress of the 'Illawarra Fly' – from drawing to fabrication to delivery.



## XLERPLATE® AIRWALK A WIN FOR TASMANIA

Tasmanian-based fabricator Crisp Bros is drawing, fabricating and erecting a tourist viewing platform made from XLERPLATE® steel for the Illawarra region of New South Wales.

The 500-metre elevated tree-top walk 'Illawarra Fly' will be erected on the escarpment at Knights Hill, above Wollongong, early next year.

The structure, commissioned by developer Canopy 01 for the MFS Living and Leisure Group, will sit 20 metres above the ground.

Crisp Bros has successfully carried out a similar project for Canopy 01 in Victoria – the 'Otway Fly'

tourist viewing platform – and has also fabricated and erected Tasmania's Tahune Airwalk.

"We excel in environmentally-sensitive projects," Director Peter Acheson said. "The Illawarra Fly platform is being built to bring tourists closer to the trees and the views, so we can't rush in with cranes and machinery.

"This makes the erection period three times longer – about three months – but we are ensuring the environment remains safe."

Crisp Bros began fabrication in September, and started delivering sections in October, ahead of a February 2008 scheduled completion date.

"Our last delivery will arrive at the end of November, so we will have eight workers on-site to ensure we meet our erection deadline," Mr Acheson said.

Crisp Bros has done the Illawarra Fly drawings in-house to ensure the erection phase runs smoothly.

"We can't make changes on-site because of environmental constraints," Mr Acheson said.

"Walkway angles and gradients need to be correct, as do the joints on the walkway and tower structure."

A viewing tower structure stands 40 metres above the ground and is accessed via a spiral staircase. The staircase spirals around a cylindrical tower which will be rolled in three metre lengths from XLERPLATE® steel. XLERPLATE® will also be used for the deck.

"Distributor OneSteel Steel & Tube has supplied us with Grade 350 XLERPLATE® steel in 6mm and 8mm thicknesses for the project," Mr Acheson said.

Crisp Bros, a member of the STEEL BY™ Brand Partnership Program, was established in the late 1950s and has occupied its present 3500-square-metre workshop site at Kings Meadows in Launceston since 1962.

Privately-owned, Crisp Bros specialises in architectural, residential and commercial fabrication. Its owners also operate Tasmanian heavy fabrication company Haywards Steel Fabrication and Construction.





## STEEL IN TOUCH GOING STRONG

XLERPLATE® *Steel In Touch* 2007 reader survey has proved a big success.

Your responses were positive and similar to last year – the majority of you are enthusiastic about the newsletter, and find the stories relevant to your day-to-day business.

Feature stories, product information and industry news remained the most popular sections of the newsletter.

Around 98 per cent of respondents quite liked these sections or liked them a lot, with comments including: “a very well put together publication” and “a very informative read”.

A quarter of you would also like to have your company or customers featured in *Steel In Touch*, which tells us you’re keen to provide content and support for the newsletter in 2008.

Simply call us or send an email (see contact details on back page). We would be delighted to feature your story in one of our forthcoming editions.

# SUCCESS NOT JUST A CHINA SYNDROME

China’s stunning growth and the trend to consolidation in the Australian steel industry were hot topics at the Australian Steel Institute’s annual Australian Steel Convention.

The conference, held in October, was built around a ‘Sustainable Future’ theme.

Former BlueScope Steel MD and CEO Kirby Adams spoke highly of the Australian industry which he described as “punching above its weight” and “significantly safer” than seven years ago.

Mr Adams said the industry faced challenges such as increased costs of natural resources and shipping.

It had entered a “new age of steel” and would need to remain united to prosper.

He said there was also a need to develop new markets, and identified the building and construction industry as a major growth area.

Richard Barrett of Barrett Steel Buildings, one of the UK’s largest independent steel suppliers, also



Kirby Adams



highlighted opportunities in the building and construction industry. “Steel is structurally and resource efficient,” he said. “It enables fast construction, it’s demountable, its long spans provide flexibility and it provides low waste and high recycling.”

He said there had been a dramatic increase in multi-storey steel-built buildings in the UK, with 72 per cent of multi-storey buildings now constructed using steel compared

with only 32 per cent in 1980.

Currently in Australia only 13 per cent of multi-storey buildings are constructed using steel.

In the UK, 95 per cent of single-storey buildings are currently constructed with steel – up from 80 per cent in 1980.

Good design, fixed prices, total packages, and efficient and dynamic supply chains were also key factors, according to Mr Barrett.

China’s powerful presence in the steel industry was also on the agenda. NAB’s chief economist Alan Oster said China was 10 years into a 30-year growth cycle. Its economic growth in 2008 was expected to be 10.3 per cent, compared to 3.8 per cent for Australia and 1.8 per cent for the US.

## MINING, ENGINEERING CONSTRUCTION SURGE

By BlueScope Steel Economists

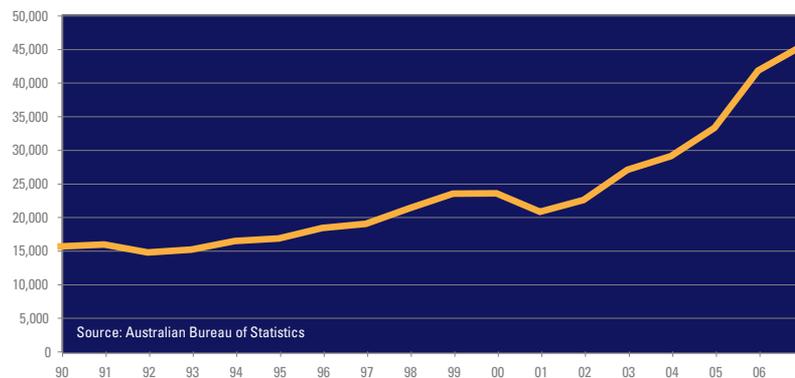
The Australian economy remains buoyant, continuing to benefit from China’s surging growth and insatiable appetite for resources. Commodity prices are at record levels, and the outlook over the next year remains strong, underpinning output and investment growth.

Investment is still growing at a robust pace in the mining, metals, and engineering construction sectors as private businesses and governments attempt to capitalise on the Chinese boom. However, this surge in activity is being impacted by both labour and capacity constraints.

The resource-rich states of Western Australia and Queensland are leading the way with investment projects. According to Access Economics, these include Western Australian mining projects such as BHP Billiton’s \$2.9 billion Ravensthorpe nickel project, BHP Billiton’s \$2 billion Rapid Growth project, Newmont’s \$2 billion Boddington gold mine development, and Rio Tinto’s \$1.3 billion Hope Downs

### Engineering Construction in Australia

Constant A\$Million, Financial Years Ending June



iron ore project. There has also been significant investment in rail and port infrastructure to handle Western Australia’s increasing export volumes.

Engineering construction and mining investment is also strong in Queensland. Mining projects include the \$1.1 billion Dawson coal deposit project, Rio Tinto’s \$950 million Clermont coal mine project and BHP Billiton’s \$730 million Yabulu nickel refinery upgrade. The Queensland government is also

increasing investment in roads and water to fulfil infrastructure needs, and keep up with the rapidly growing population. This investment includes a \$1.9 billion desalination plant for the Gold Coast.

These investment gains have allowed Western Australia, Queensland and the Northern Territory to continue to outpace the other states, leaving overall economic growth in Australia somewhat imbalanced. New South Wales has been lagging behind due to the slowdown in the housing sector, while

manufacturers in South Australia have faced competitive pressure because of the high value of the Australian dollar. Victoria has been performing solidly on the back of strong infrastructure and commercial investment.

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

## SAFETY MESSAGE: PARACETAMOL

Is it OK to have paracetamol in First Aid Kits?

Paracetamol and other similar medications have been banned from First Aid Kits because it is unlawful to personally administer medication if you are not qualified to do so.



If the person who receives the medication has an adverse reaction, you may be held liable.

Analgesics such as paracetamol are not considered a first aid item because they come under the category of medication.

'First aid' is defined as the provision of emergency treatment and life support for people suffering injury or sudden illness.

## END-OF-YEAR XLERPLATE® DELIVERY CHANGES

XLERPLATE® steel delivery times over the Christmas and New Year period will be managed around Plate Mill maintenance work and wide-load delivery restrictions.

Routine maintenance will be carried out at the Port Kembla Steelworks Plate Mill from 28



December 2007 to 13 January 2008, and extended lead times will consequently apply to XLERPLATE® steel deliveries throughout this period.

Road and traffic authorities have also imposed wide-load restrictions that will affect the delivery of XLERPLATE® steel in December 2007 and January 2008.

There may be restrictions on widths of 2500mm or more between 24 December 2007 and 4 January 2008 (DIS Week 52 and Week 1).

Orders for widths of 2500mm or more during these restricted periods will be booked for delivery the following week.

Restrictions to XLERPLATE® Coil Plate and Coil Floor Plate will also apply during this time because of the Metpol site closures, and deliveries will be allocated in line with Metpol's planned re-opening.

Please speak to your XLERPLATE® Customer Service representative or state sales branch for further information.



*FX-350 is an advanced W-beam safety barrier.*

# INGAL INVESTS IN NEW ROAD SAFETY BARRIERS

Australia's leading road safety barrier manufacturer Ingal Civil Products has made a major breakthrough in steel barrier safety systems.

The company is awaiting State authority approval of FX-350; an Australian-first advanced W-beam barrier system. The system is designed to provide safe vehicle containment and redirection on urban and metropolitan highways and motorways.

Ingal Civil Products has licensed and developed FX-350 over several years because of concerns with the current Australian Standard public domain guardrail system.

"We became concerned from our field observation so we commissioned the Texas A&M University's Texas Transportation Institute to carry out expert crash testing of existing steel barrier systems," Ingal Civil Products, Group General Manager, Hayden Wallace said. "Those tests revealed the Australian Standard and State-specified guardrail system collapsed, allowing the vehicle to ride up and over the guardrail system."

FX-350 complies with Australian and American Standards and is made from M180C XLERCOIL® steel.

"We developed a new grade of steel, M180C, for Ingal Civil Products to provide increased strength, performance and safety for FX-350," New South Wales, State Sales Manager, Matt Hennessy said.

FX-350 is capable of withstanding the impact of a 2000-kilogram pickup truck travelling at 100km/h, at a 25 degree angle.

"It's one of the most significant road safety innovations the company has made in the last 70 years," Mr Wallace said.

The W-beam safety barrier uses specially-engineered O-posts also made from XLERCOIL® steel, and 200mm composite offset blocks, instead of traditional C-posts and offset blocks.



*FX-350 has specially-engineered O-posts made from XLERCOIL® steel and 200mm composite offset blocks.*

"It has many advantages – it's cost-effective, and easier to handle and install," Mr Wallace said.

Ingal Civil Products has set up a dedicated production plant for FX-350 with new specialised roll-forming equipment at Minto, south-west of Sydney.

Other recent innovative XLERCOIL® steel projects include the T-39 Thrie-beam Barrier for highways and motorways, and Spring Steel Buffas for industrial barrier protection applications such as loading docks and car parks.

Established in 1933 as ARMCO (American Rolling Mills Company), Ingal Civil Products has had various owners, including BHP. It was acquired by current owners Industrial Galvanisers Corporation Pty Ltd in 1996.

Ingal Civil Products, which has distribution outlets in Newcastle, Brisbane, Melbourne, Adelaide, and Perth, has been a loyal user of BlueScope Steel products since it began manufacturing road safety barriers in 1939.

"XLERCOIL® steel is a quality Australian-made product that's ideal for forming and galvanising – the material is manufactured to a consistent high quality standard," Mr Wallace said. "Technical support is always available, and we can readily source the product to meet our cyclic and project demands."

## The XLERPLATE® Team

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# Xlerplate®



## IN THE HOT SEAT BOZO PULJIC

(BlueScope Steel employee who starred in the 2007 television commercial Building the Future)

**Name:** Bozo Puljic (pronounced Borjo)

**Job title:** Plate Processing Technical Coordinator

**Years with BlueScope Steel:** 27

**Description of current role:** Ensuring the smooth running of the XLERPLATE® steel processing department on a day-to-day basis

**What I like most about my job:** The variety of people I interact with daily

**Time spent on the phone each day:** About an hour

**Emails received on average per day:** About 50

**Earliest childhood memory:** Eating my first ice-cream when I was three

**What kick starts my day:** A cup of coffee at 7am followed by my emails

**All-time favourite song:** Shaddapayaface!

**Worst movie ever seen:** Elmo In Grouchland (had

to sit through two hours of Sesame Street with my three year old)

**Hardest habit to break:** Not listening to my wife well enough

**Favourite food:** My wife's cooking

**Best car on the road/favourite car of all times:** 1973 TC Ford Cortina – my first love

**If I had \$1m to blow it would be on...** My extended family

**Do people now recognise you on the street?** Only my friends

**Do you see yourself in "the movies"?** Not really – but you never know!



## NEW STEEL AWARD

BlueScope Steel is sponsoring a new award for the Australian manufacturing industry – the Australian Steel Innovation Award.

The Australian Steel Innovation Award is open to Australian manufacturers with innovative products or projects made from Australian steel.



The award is one of nine categories in the 2008 *Manufacturers' Monthly Endeavour Awards* to be held on 28 May 2008. As in previous years, the Manufacturer of the Year is the overall winner. Entry is free, with nomination forms and conditions available online at [www.manmonthly.com.au](http://www.manmonthly.com.au). Nominations close 29 February 2008.

## QUICK QUIZ - CAR TRIVIA

1. Name the Goggomobil's sports model.
2. What was a bug-eye?
3. What is the English translation for Volkswagen?
4. What does BMW stand for?
5. What make of vehicle featured in the *Back to the Future* films?
6. Name Fiat's truck company.
7. Mr Toyoda of Toyota fame started a business in which industry?
8. Was there a Mr Chevrolet?
9. Which Italian sports car (right) has a trident as its bonnet emblem?
10. What company makes the London taxis?



Answers: A1 - Dart A2 - Austin Healey Sprite Mk1 A3 - People's car A4 - Bayerische Motoren Werke A5 - De Lorean A6 - Iveco A7 - Weaving A8 - Yes, Louis Chevrolet A9 - Maserati A10 - LTI