



## MACQUARIE'S NEW CHAIR

*Macquarie Bank's new headquarters at King Street Wharf in Sydney's CBD is rapidly approaching completion of its build stage.*

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.

BlueScope Lysaght's Design and Construction division has been engaged by developer Multiplex to provide the entire structural steel package, which follows an original design concept by Fitzpatrick and Partners.

This has allowed a number of BlueScope Steel applications and processes to be utilised, fitting in neatly with new BlueScope Steel CEO Paul O'Malley's wish for the company to promote its coordinated and streamlined design, construction and fabrication capabilities. With only 13 per cent of multi-storey buildings in Australia currently



*King Street Wharf development will complement the harbour view.*

constructed from steel, King Street Wharf is an ideal opportunity to showcase these capabilities and increase that percentage.

"We have worked together with Multiplex on previous projects so this was a natural transition," BlueScope Lysaght's Design and Construction National Manager Brent Poll said. "Our company

has design ability, an in-depth knowledge of steel products, and a proven track record in innovative builds. Our services are tailored to meet the needs of builder developers, and design and construction companies."

This single-point management approach allows BlueScope Steel to *continued on page 2*

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maximise the benefits of steel during the design, construction and fabrication processes. Speed of construction, reduced weight, and off-site fabrication (which allows less on-site labour) were just some of the advantages that the company brought to the development.

King Street Wharf has been a challenging project, in that the usual perimeter columns of a building have been replaced with an external diagrid, housed outside the glass, which provides some of these buildings' rigidity.

"It's a bit like building a Swiss watch, where everything is dependent on everything else," BlueScope Lysaght's Design and Construction Fabrication Design Manager Peter Burns said.

"The most difficult element of the build has been achieving the correct glazing tolerances, because the stub which connects each steel node of the external diagrid has to go through the glass wall and connect to the buildings' internal floor beams."

The lattice-like structure, made from Grade 400 and Grade 450 XLERPLATE® steel which is then galvanised to prevent corrosion, consists of universal columns, butt-welded together to form the diagrid. Each section is six metres long, and has to undergo ultrasonic testing to ensure it meets structural requirements.



"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," Mr Poll said. "The logistics of the operation were immense."

Other BlueScope Steel involvement included 500 tonnes of LYSAGHT BONDEK® profiled steel decking which helped form the composite floor.

LYSAGHT BONDEK® is roll-formed from hot dipped, zinc-coated, hi-tensile steel strip. It is light weight and easy to install, which means construction times and on-site head counts are much reduced. For the King Street Wharf project, BlueScope Lysaght has only had 35-40 people on-site during construction.

Construction on this section of King Street Wharf started in October 2007 and the buildings' structure was completed in February 2008, after which the internal fit-out began. Macquarie Bank is expected to move into the buildings in early 2009.

# SURE IS A SUCCESS

*From Streaky Bay in South Australia, to Mungana in Far North Queensland, BlueScope Steel's SURELINE® power poles are being selected as an alternative to traditional wood and concrete poles.*

Developed with input from the electricity industry, SURELINE® steel poles are made from a special high-strength grade of steel called SL6000, manufactured by BlueScope Steel to meet the requirements of network owners. SL6000 complies with Australian Standard AS4600, and poles have undergone destructive testing to AS4676.

As a hollow steel structure, they are lightweight compared with poles made from other materials (317kg for the 9.5-metre distribution pole), and have even been helicoptered to several locations for installation.

The latest SURELINE® installation, near Mount Lambie, NSW, highlights SURELINE®'s suitability for use in rough terrain locations. McMahon's Power Lines was engaged to take an 11,000-volt line from Integral Energy's existing network and deliver it a distance of 1.6-kilometres across steep, limited-access terrain to a new termination point and transformer.

Due to the location's high bushfire risk, fireproof poles were a must – and something that SURELINE® was able to deliver, having undergone and successfully passed rigorous testing by the Bushfire Research team at the Commonwealth Scientific and Industrial Research Organisation (CSIRO).

"The 14-metre, single-piece SURELINE® steel poles weighed a quarter as much as the only other



*The light weight of SURELINE® steel poles is a boon in rough terrain areas.*



suitable alternative material for a bushfire-risk area," McMahon's Power Lines Managing Director Michael McMahon said.

"This allowed us to use a smaller crane mounted on a four-wheel-drive truck which made access easier to the difficult terrain."

SURELINE® comes with a top and bottom cap, and a special in-ground corrosion protection system for the ground line area where corrosion can occur. The SURELINE® steel poles are hot-dip galvanised inside and out to Australian Standards. This tough coating optimises the poles' working life by providing a protective barrier for the steel.

Dealing with an engineered pole, where each specification in the range presents identical dimensions and

diameters, means that installation and 'dressing' is easy, and equipment and tools can be standardised.

Cross-arms, for example, are easily connected in pre-drilled holes thanks to mounting brackets supplied by BlueScope Steel.

"We would definitely use SURELINE® poles in other jobs," Mr McMahon said. "And from what I've seen of the supply chain, I wouldn't have to hold many SURELINE® poles in reserve because BlueScope Steel can deliver them on short lead-times, too."

## NEW LOOK FOR A NEW YEAR

*The eagle-eyed among you will have noticed a few changes to this latest edition of Steel Edge.*

We have given the magazine a few visual tweaks to keep the design fresh and modern. On the cover, for example, we've incorporated the swishes of the BlueScope Steel logo, and placed more emphasis on the *Steel Edge* masthead, with a more striking use of colour.

Thank you to all those who took part in the reader survey in the last edition of the magazine.

The survey in the previous issue ran in December 2007, and 71 per cent of readers rated the magazine as either very good or excellent, while 67 per cent said it was either quite relevant or very relevant.



Sixty-nine per cent of readers circulated their copy and, on average, shared it with 3.9 other people.

Using this figure in conjunction with our direct mailing list of 18,000 recipients, it's estimated that the actual readership figure of each *Steel Edge* magazine is an impressive 64,000 people.

Just over 65 per cent of readers always read the project stories, closely followed by industry news and general product information. We've taken onboard all your comments and look forward to implementing them from this issue forward.

Such was the survey's success, we're giving you the chance to win another BBQ in the next edition, so stay tuned for further details!

*Bold roof designs allow for bigger window areas which utilise the winter sun.*



# DOUBLE ACT STEELS AWARDS

*Giving an architect free rein to build two new homes on a large corner block proved to be an inspired move for a couple of Canberra retirees, who demolished an old house directly behind the Prime Minister's residence in Deakin.*

Tony Trobe from TT Architecture not only designed the Rischbieth Houses on budget, but won seven prestigious HIA and MBA housing awards for his efforts – including the HIA ACT's 2007 Home of the Year, and the MBA ACT's Master Builders House of the Year.

Mr Trobe ascribes Rischbieth Houses' multiple-award recognition to design that incorporates both form and function.

"The boldness of the curved steel roof forms allowed us to enclose dramatic volumes in the central spaces, and to use glass up to the roofline to enable the sun to penetrate the family rooms in colder months," he said.

The roofs, which have striking cantilevered elements, took just a day to assemble. They're made from Ritek® Custom Roof Panels – panels fabricated from sheets of COLORBOND® steel

which sandwich specially profiled sheets of expanded polystyrene.

Mr Trobe said the dramatic rooflines were achieved through the flexibility of the steel roofing panels: "They're ideal for visually arresting design such as cantilevers because they require minimal structural support," he said.

He also used steel for maximum effect in the entry areas, where ZINCALUME® steel provides a subtle link between the walls and the roofs.

***"The boldness of the curved steel roof forms allowed us to enclose dramatic volumes in the central spaces"***

Both the homes have three bedrooms and a study over two levels, but face a different side of the corner block – one north, the other west.

"The clients wanted to downsize, create a home suitable for retirement, and meet environmental goals," Mr Trobe said.

Despite different orientations, both living areas face north to capture the warmth of the morning sun, and are essentially one room thick – a means

the architect used to connect the front and back areas of the home.

"The main challenge was maintaining good solar access on a corner block where the requirement for two street addresses competes with the solar objectives," Mr Trobe said. "The 'one room thick' philosophy promotes good cross-ventilation – there are doors and windows on both sides of the living spaces, allowing them to perform equally well in summer and winter."

Mr Trobe is an advocate of roof and wall cladding made from COLORBOND® steel and ZINCALUME® steel.

"We're working on about 70 projects of differing size and scale this year, and nearly all of those involve steel – it is striking, durable and low maintenance," he said.

Canberra-based TT Architecture was founded by Mr Trobe in 1989 and now has nine employees.

# SUSTAINABLE INNOVATION

*Billed as the Gold Coast's most sustainable house, Innovation House 3 at the Ecovillage in Currumbin will be among the first homes in Australia to carry a five-star building and energy rating.*

The house has a 1.2kW photovoltaic solar power system, energy-efficient fixtures and fittings, and an Ecovision resource system which monitors the consumption and supply of gas, energy and water.



*Shaded decks and high roofs help to cool Innovation House 3.*



It is also fully water self-sufficient, thanks in part to three 17,000-litre WATERPOINT CLASSIC® rural water tanks manufactured by BlueScope Water.

Stratco Corrugated Iron made from COLORBOND® steel is one of the featured wall cladding materials used, while the Ritek® Custom Roof Panels incorporate COLORBOND® steel for the lining of the roof and ceiling.

These layers are bonded together with an inner section of thermally efficient polystyrene, creating a roof system that significantly reduces the amount of heat radiated into the home. The external layer of COLORBOND® steel is in the colour Dune®, which helps deflect the hot Queensland sun.

"The concept behind the Ecovillage is sustainable living and development practices,"

Chris Walton, Managing Director of Ecovillage developer Landmatters, said. "It was important that every aspect of the home reflected this concept – and the Ecovillage is the perfect location to showcase such innovation."

Other best practices include using Australian-made products and recycled products.

No PVC, chemical paints or toxic glues were used in the development. High ceilings were introduced for effective air flow, and 'clean' site construction processes were followed.

Ecovillage is a Queensland State Government initiative which has won several awards, including the Urban Development Institute of Australia national award for Excellence in Sustainable Development.

# STEEL STYLE ON A BUDGET

*When owning a property in inner-city Melbourne seemed out of reach for three long-term friends, they devised a plan that would deliver the lifestyle they wanted at a fraction of the cost.*

Pooling their resources, the friends bought a block in coastal Walkerville, a quiet, rural holiday spot in South Gippsland, with a view to building an inexpensive kit home. But they were convinced by friend and architect Marc Dixon that they could have an architect-designed place that they would love and which was within their budget.

The owners' final brief was to create an inexpensive, basic beach-house that 'touched the earth lightly', addressed sustainability issues and spared as much remnant bushland as possible during construction. They never imagined their home would be clad – top to bottom – in corrugated steel.

Mr Dixon designed a narrow, two-storey rectangular house – only 3.9 metres wide – with bedrooms and bathrooms downstairs and lounge, dining and kitchen upstairs, to make the most of the view.

"The size of the footprint was minimal to help keep construction and maintenance costs down,



*Small but perfectly formed – and on budget too.*

and to reduce disturbance to surrounding native fauna," he said. "The narrow floor plan also enhances cross ventilation."

Mr Dixon chose cladding made from COLORBOND® steel for the entire external surface area, both for its looks and low maintenance qualities.

"The wall cladding is in LYSAGHT CUSTOM ORB® profile in the COLORBOND® steel colour Woodland Grey®, which complements the natural

surrounds," he said. "It's striking but not garish, and its durability makes it the perfect material for building in the bush.

"The roof made from ZINCALUME® steel provides rainwater run-off to the large BlueScope Water rainwater tanks made from AQUAPLATE® steel. The home also has its own sewerage treatment facility."

Cedar-framed windows in a variety of shapes and sizes punctuate the cladding and have the dual purpose of framing views and adding to the home's thermal efficiency.

A sub-frame made from structural steel allowed for flexible window sizes and positioning, and large internal open space in the living areas, eliminating the need for internal walls.

Insulated walls, floors and double-glazed windows ensure an adequate energy rating.

The on-site rainwater storage is an integral feature of the building's overall aesthetic.

"One advantage of using COLORBOND® steel was that I could match the colour of the tanks to the cladding, thus making them a key design feature, instead of having to tuck them away," Mr Dixon said.



*Is it house, a shed or a studio? Appearances can be deceptive.*

## CONTAINED LIVING THAT'S COOL

*Using two shipping containers as the basis for your next home might not seem the most obvious choice to many, but to building designer Trevor Reitsma they were ideal for his latest venture.*

Mr Reitsma had previously experimented with concepts that drew on a minimalist approach, so when the opportunity arose to design a multi-purpose structure at the back of a residential block in Caloundra, Queensland, he decided to bring his ideas to life with the help of COLORBOND® steel.

"Nothing beats the simplistic look of a shipping container, so I drew on that inspiration to create a streamlined, industrial structure that could morph from one use to another," he said.

Despite being classified as a 'hobby shed', the structure needed the flexibility to work as a storage container, workshop or temporary accommodation. The challenge was to combine an external façade that would reflect the building's shed classification with an internal layout comfortable enough to live in if needed.

"COLORBOND® steel was the most cost-effective, easy way to clad and roof the structure," Mr Reitsma said. "It provided a completely seamless, integrated, industrial look from roof to wall.

"The product's long-term durability and low upkeep was also a major drawcard for us," he said.

The roofing and cladding are made from COLORBOND® steel in the colour Woodland Grey®, with Superdeck® profile and Smoothline™ gutters and flashings.

Front-on, the large, windowless rectangle is completely seamless, with no sign of an access point. It's not until the observer is directly in front of the structure that a latched door becomes visible.



***"COLORBOND® steel was the most cost-effective, easy way to clad and roof the structure"***

Once opened, it reveals a private central courtyard or parking bay.

The courtyard creates a cool breezeway between two functional pods totalling 80-square metres of floor space. The left pod comprises an open space big enough to act as a living, kitchen and dining area, while the right pod has three compartments: a washroom, a small store/office space and a larger



area suitable for a workshop or bedroom. Four glazed sliding doors positioned at either side of each pod look out onto the central courtyard.

Challenges included a modest budget, the maintenance of privacy from the block's primary residence, and a tight four-month build schedule.

Using simple, easy-to-install materials was key to meeting these challenges.

*Soudai, with its TRUECORE® steel heart, has received numerous awards.*

## TRUECORE® STEEL'S MARCH CONTINUES

*Steel house frames are fast becoming a point of difference among homebuyers, according to property developer AV Jennings.*

The company's latest housing development – VivaCalamvale in Brisbane (right) – uses frames made from TRUECORE® steel on all 83 residences.

"Homebuyers want to know that their homes, which are typically their largest investments, are going to be protected," AV Jennings General Manager for Integrated Housing Queensland, Geoff Taylor, said.

TRUECORE® steel is an advanced, metallic coated steel with a distinctive blue finish, made only by BlueScope Steel.

"The steel frames are lightweight and durable,



they won't twist or rot, and they can't be eaten by termites. Consequently, they form a safe and desirable core to people's homes," Mr Taylor said.

Meanwhile, Serenity Homes' display home, the Soudai (main image), has won the HIA Australian

Display Home of the Year 2007 award, highlighting once more the merits of steel-framed housing.

The HIA judges found that the Soudai "epitomised the way of the future for single allotment suburban housing" and used the latest innovations to take the industry forward.

"We insist on frames made from TRUECORE® steel because they give us enormous design flexibility," Serenity Homes owner Gary Barnes said. "They are quick to install, have excellent performance characteristics and come with a 50-year warranty\*."

Soudai has picked up a number of awards, including three Delfin Grand Master Awards and two HIA South Australia awards in 2006.

\*Warranty subject to terms and conditions

## PERSONALISED SERVICE UNDERPINS HOUSING AWARDS

*A highly personalised approach and commitment to providing a service covering all aspects of design and construction has helped Pivot Homes secure a raft of major Victorian awards in recent years.*

Managing director of Geelong-based Pivot Homes, Austin Swain, also believes his company's small size and select group of well-trained staff have been keys to ongoing success.

"We don't want to be too big and compete directly with larger project home developers," Mr Swain said. "We want to have the right people who can do the right job, and can be trusted to do the right thing."

In 2007 alone, Pivot Homes secured the Housing Industry Association of Victoria's awards for Best Custom Home Over \$350,000 and Under \$350,000, and the Master Builders Association of Victoria's (MBAV) award for Best Display Home: \$300,000-400,000.

Pivot Homes employs nine people, and a small pool of contractors, which allows it to guarantee reliable, quality service and accurate costs.



*Pivot Homes' Austin Swain.*

"Most of these people have been with me for 20 years, and we never have to second-guess the quality of our work," Mr Swain said.

Through its "total building service", Pivot Homes can help with site selection and inspections, and provide landscaping and interior-design services.

Specialising in designing and building houses in coastal areas, the company is experienced at meeting local authority sustainability requirements – which Mr Swain says are becoming increasingly

stringent, especially along Victoria's Surf Coast, south-west of Melbourne.

"Local government covenants are now specifying building products like COLORBOND® steel for roofing and wall cladding, low thermal mass designs, and are encouraging solar power and rainwater tanks," Mr Swain said.

"Pivot Homes has been responding by designing and building homes with a minimalist style and modern features, including skillion roofs."

Pivot Homes is a member of the STEEL BY™ Brand Partnership Program, and displays program signage on site and in the office to highlight and promote its use of BlueScope Steel products.

"People have a good feeling about COLORBOND® steel," Mr Swain said. "They know it represents durability and excellence in Australian-made steel."

"We're also delighted with the level of technical and after-sales support we receive from BlueScope Steel – something we can all too easily take for granted here in Australia."



# A SHED-LOAD OF CATTLE

*A new trend is emerging in livestock selling: the closing of small Council-owned saleyards and the amalgamation of rural livestock catchment areas to allow development of super saleyards or Regional Livestock Exchanges.*

The latest state-of-the-art facility, the Central Tablelands Livestock Exchange near Carcoar in New South Wales, is approaching completion and features an 82-metre by 223-metre sheep pavilion and a 109-metre by 144-metre cattle pavilion.

Although not as long as the sheep pavilion (which was rolled in two 111.5-metre lengths), the cattle pavilion is grabbing headlines thanks to its 144-metre-long continuously rolled ARAMAX roof panels.

"We believe this could be a new world record for the longest continuous rolled sheet," said Norm Brice, managing director of Brice Engineers.

"It's 20 metres longer than the sheets on Britain's Royal Mail Building and over 40 metres longer than Australia's previous record of 101.5 metres on the Canberra Airport VIP Hangar."

Townsville-based Brice Engineers constructed both pavilions using more than 380 tonnes of GALVSPAN® G550 steel to rollform the ARAMAX long-spanning roof.

"We have the manufacturing rights to ARAMAX in Australia and New Zealand, which is ideal for large projects like this," Mr Brice said.

The company is also planning other Livestock Exchange projects, including the Northern New



*Record breaker? At 144 metres, this could be the longest continuously rolled sheet.*



South Wales Livestock Exchange near Tamworth, which should start construction in June 2008 and have 23,000 square metres under roofs. Another, the South East Queensland Livestock Exchange near Toowoomba, is a 30,000-square-metre project scheduled to begin construction later this year.

The ARAMAX profile is available in ZINC HI-TEN® steel, ZINCALUME® steel or COLORBOND® steel

and allows reductions in conventional structural framing because it permits spans of up to 20 metres. This results in significant savings in the cost of materials, fabrication, and installation.

The panels were roll-formed on site (which also offered benefits in reduced transport costs) and fixing brackets were then attached to each sheet before they were placed on mobile run-out trolleys and hoisted into place by nine centrally-controlled winches. Between 15 and 20 sheets were rolled and erected per day.

"The long panels are less susceptible to wind – and therefore to swing – because they're suspended from shorter cables and winched up into place," Mr Brice said.

"It makes the building process more manageable. And if the project is designed to integrate structure and cladding like this one was, then it's also more cost-effective."

## SHED START-UP'S CUSTOMER FOCUS

*A family-owned business in Orange, New South Wales, is aiming for a slice of the garage and commercial buildings market with a range of new products and an emphasis on customer service.*

Westrade Distributors has specialised in the wholesale distribution and supply of products to the building industry since it began trading in 2005.

Its new product range extends from six-metre by three-metre single garages to industrial and commercial units 42 metres wide and of unrestricted length, says Westrade Distributors General Manager David Ryan.

"While the competition may be lower on price in some areas, we'll be focusing on quality and service," Mr Ryan said.

"Our philosophy is very simple: supply the best quality product at the best possible price and give the customer whatever support they need.

"To achieve this we use LYSAGHT TRIMDEK® and LYSAGHT CUSTOM ORB® made from COLORBOND® steel in our roofs, and a range of LYSAGHT® cladding products like TRIMWALL®, MULTICLAD® and WALLCLAD® made from COLORBOND® steel in the walls of our sheds and buildings."

Westrade Distributors also uses LYSAGHT® Zed and Cee purlins and girts in its commercial and industrial range, along with LYSAGHT® QUAD and SHEERLINE® gutters and capping.

The company believes its new range of products



*Westrade Distributors uses a range of LYSAGHT® products.*

will show those already in the industry that there is an alternative supplier focused on customer service and quality, with the ability to supply nationally.

Westrade Distributors has been a member of the STEEL BY™ Brand Partnership Program for only 12 months but has already benefited from its association.

"In light of the availability of imported steel, we felt it was important to be associated with an Australian company producing quality, Australian-made steel," Mr Ryan said.

"The promotional literature that comes with the program allows us to emphasise the origin and quality of the materials we use in our products, and we use the STEEL BY™ stickers on all our products."



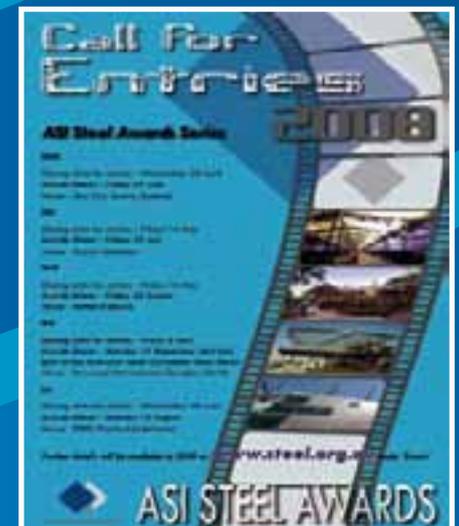
## AWARDS REWARD ENDEAVOUR

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

Separate awards will be held in each mainland state as usual, 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](http://www.steel.org.au).



# GO-AHEAD ROOF PLUMBING COMPANY HELPS KICK-START YOUNG CAREERS

South Australian roofing specialist Aceblock Pty Ltd has elected to take students fresh from the state's Doorways 2 Construction (D2C) Vocational Education and Training program being run through selected schools.

The D2C program allows students to kick-start their construction careers while still at school.

These Year 10 and 11 students are keen to work in the building industry and already know their way around the tools of the trade before they enrol in the TAFE SA Apprentice School of Roof Plumbing, according to Aceblock's Managing Director Peter Bradley.

The company has operations in Adelaide and Whyalla and roofs about 100 domestic dwellings and building extensions a year using steel products sourced in part through BlueScope Lysaght. These include LYSAGHT CUSTOM ORB® and LYSAGHT MINI ORB® made from COLORBOND® steel.

While Aceblock concentrates on roofing work (whole roofs and extensions) and associated guttering work, the company also builds carports and verandah extensions using LYSAGHT® products.

The company, launched by Peter Bradley in 1989, specialises in curved roofing and traditional bullnose verandah refurbishment using LYSAGHT CUSTOM BLUE ORB®.

"We are busy in both cities and surrounding districts, but we see business booming in Adelaide



Aceblock's Peter Bradley.

in the years ahead," Mr Bradley said. "We're looking to do more in Adelaide, servicing direct customers in the roofing and guttering sector."

Although most work in Adelaide involves re-roofing older properties, most Whyalla work involves roofing for new homes – courtesy of the boom associated with BHP Billiton's expansion

at Roxby Downs, Australia's largest underground mine, and the OneSteel Project Magnet operation.

Mr Bradley and his General Manager Craig Badenhop (based in Adelaide) also take workplace safety seriously.

Aceblock uses all the latest safety equipment, including scaffolding towers, roofing safety rails and harnesses, and makes them part of the company's standard safety practices.

"We believe these safety measures – and our ability to offer them as part of Aceblock's overall service – will underpin our basic philosophy of the safest possible, personalised service to all customers," Mr Bradley said.

Aceblock Pty Ltd is an enthusiastic member of BlueScope Steel's STEEL BY™ Brand Partnership Program.

"We want to reinforce our reputation for quality and personalised service with the understanding that we use only the best steel products – made in Australia by BlueScope Steel," Mr Bradley said.

"The STEEL BY™ program allows us to promote this fully.

"We also intend using our STEEL BY™ member profile as a marketing aid and editorial support for ads we plan running in local newspapers and newsletters."



1800 800 789

This number is for callers within Australia only; callers in other countries should refer to our website for the contact number of their nearest BlueScope Steel Limited office.  
[www.bluescopesteel.com](http://www.bluescopesteel.com)

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EDITORS: Sonia West & Oliver Peagam  
DESIGN: Natasha Krncevic  
CORRESPONDENCE: Steel Edge,  
PO Box 961 Crows Nest  
NSW 1585 AUSTRALIA  
EMAIL & STORY IDEAS TO:  
[bluescopeeditorial@theprojectgroup.com.au](mailto:bluescopeeditorial@theprojectgroup.com.au)  
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## AUSTRALIAN MADE CONVENTION

'Making Australia's Future', the inaugural Australian Made magazine conference sponsored by BlueScope Steel, took place late last year in Melbourne.

One of the key speakers at the event was Oscar Gregory (right), General Manager, Iron and Slab at the Port Kembla steelworks. He told the 150-plus guests about BlueScope Steel's manufacturing processes throughout Australia.

Cochlear Senior Vice President, Manufacturing and Logistics, Dig Howitt, spoke of the need for the right environment for innovation to succeed, and "vision from the top" as essential to market success.

Toyota's Purchasing Division Corporate Manager Barry Budge also spoke about top-down processes, and of training its suppliers in 'The Toyota Way' to ensure work standardisation.

This, in turn, would help the company strive



Oscar Gregory represented BlueScope Steel.

for a targeted 40 per cent reduction in costs.

Other speakers included David Farrell, director of start-up company Thompson Couplings, and Lee Edgcombe, Operations Manager of Bishop Manufacturing Technology.

The conference was deemed a success by over 65 per cent of attendees – so look out for details of the 2008 convention.

## JOIN IN THE STEEL BY™ SUCCESS

We are offering Steel Edge readers the chance to join the ever-growing STEEL BY™ Brand Partnership Program, which allows your company to align itself with the BlueScope Steel brand and enjoy a range of benefits.

To be eligible to join – and to protect the exclusive benefits provided to participants



of the STEEL BY™ Brand Partnership Program – you must source at least 80 per cent of your steel products from BlueScope Steel.

Further information and application forms are available by calling 1800 800 789, logging on to [www.steelby.com.au](http://www.steelby.com.au) or contacting your local steel representative.