

Australian Steel Institute



The Nation's peak
steel association

- Provides value to members in design, engineering, construction and manufacture
- Develops members' skills and knowledge to boost industry competitiveness
- Fosters local capability and fair opportunity to contribute to Australian projects



Our value proposition

Using Australian industry pays dividends with lower freight costs, more responsive supply, higher quality that reduces wasteful reworking and maintenance over the full life of a project.

And purchasing locally provides other significant savings for a project's whole-of-life costing, like lower inventory to manage, reduced lead times and improved after-sales support.

The Australian steel industry produces about eight million tonnes of steel a year¹ and including all of its steelmaking, manufacturing, distribution and other associated activities has a turnover of \$29 billion and employs 91,000 people earning \$4.6 billion in wages².

The local steel industry can perform competitively across the full range of projects. And in tandem with the Australian Steel Institute's (ASI) own training and industry development activities, Australia's steel construction industry has embraced new technologies and processes that strengthen capacity, capability and competitiveness for major projects.

Reaching out to industry

The ASI organises technical seminars in its own right and with similar bodies for associated sectors like engineering, architecture, building and construction to promote efficient use and widespread understanding of steel.

Market development activities comprise positioning and promotion of Australian steel as the material of choice with particular focus on buildings and resource projects. Industry efficiency activities include safety, technology

uptake, supply chain integration and efficiency, training, industry knowledge and compliance.

The ASI hosts regular presentations of exemplary steel applications to professionals and advocates Australian steel to major project proponents, top government officials and politicians. It also forges stronger relationships with project managers and major proponents through direct representations.

Selling steel's abilities

The ASI provides technical and marketing leadership to promote Australian value added steel as the preferred material to building/construction and manufacturing industries.

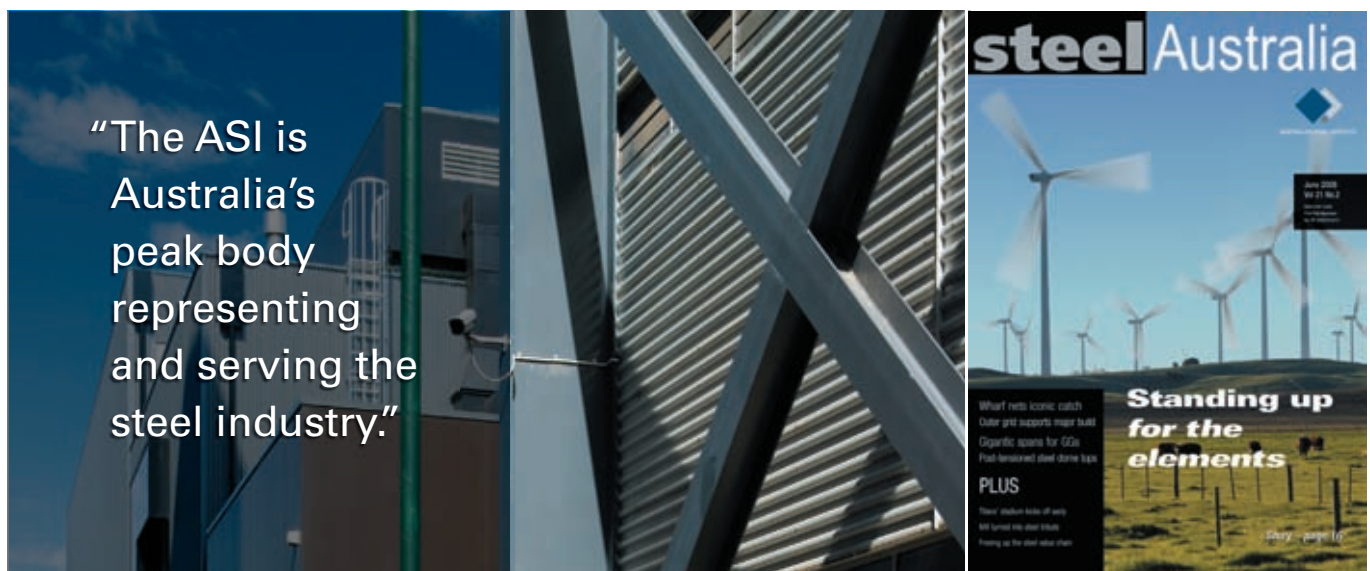
The ASI pursues a larger share for steel in the Australian building market by advocating how steel has much to commend it compared with other building and industrial materials to key influential contacts.

That is steel's:

- Lighter weight
- Speed of construction
- Off-site fabrication capabilities
- Flexibility and ability to future proof
- Competitive cost when considering the above factors

In doing so, it amplifies the steel industry's own market development efforts.

1. ABARE (2006) 2. ABS (2007)



COVER: Main Image: National Institute of Circus Arts building in Melbourne that won the ASI's Victorian Architectural Steel Design Award – Large Project 2008. Image courtesy of Cox Architects & Planners. Bottom image: Australian Equine and Livestock Events Centre main arena during construction in Tamworth.

Your steel resource

The ASI is the peak membership body representing and serving Australia's steel industry with stakeholders comprising manufacturers of steel and steel products, distributors, processors, fabricators, designers, detailers, galvanisers and paint companies, suppliers of services and consumables, constructors and educators.

The ASI provides industry and professional development by conducting regular technical seminars, publishing technical manuals available through its own bookshop and online, and operates the largest steel library in this part of the world. It delivers guest lectures at universities and hosts a range of national and state-based committees providing cross-industry representation.

Governance and policy is set by a Board of industry leaders from across the spectrum of Australia's steel industry. ASI core business activities are coordinated and supported by a wide range of state and regional committees and special interest workgroups operating under a charter determined by the Board.

The committee structure provides ample opportunity for the ASI's membership base of approximately 1600 to make their mark by being involved.

ASI groups cover areas and interests as diverse as health and safety, sustainability, sheds, manufacturing and distribution, fabricators, detailers, pipe and tube, sheet and coil, engineering and construction.

Involving 15 board members plus over 200 committee members provides considerable reach covering key industry leaders across the full spectrum of the steel industry.

The ASI provides an independent voice for industry representation covering such issues as steel in buildings, local content, sustainability, compliance, codes and regulations.

Covering all steel sectors



Something for all strata

There are innumerable membership benefits for joining the ASI whatever your role in the industry.

Steel Producers and Distributors – Interests represented on dedicated national and state-based committees. Assistance with conducting site/plant tours for industry. A regular page in *Steel Australia* magazine devoted to developments in the sector. Awards for steel product design.

Fabricators – ‘Find us’ directory listings of ASI member fabricators and their capabilities and capacities with access for members to update their own listing. A fabricator survey report published in every issue of *Steel Australia*. State and National Fabricator Forum groups discuss the issues and possible outputs concerning the sector.

Professionals – The ASI publishes authoritative technical guides and its library service provides current technical information on request. Its steel design awards encourage excellence in architectural and structural engineering steel design. There’s also the opportunity for direct representation on Construction and Technical committees convened in each state.

Academics – A free copy of each new ASI technical publication as released as well as other technical resources and teaching aids. Assistance with guest lectures from state managers.

Students – The ASI holds awards for outstanding third year civil/structural engineering students enrolled in each state. Student members also receive the standard text, *Design Capacity Tables for Structural Steel (3rd ed.) Vol 1: Open Sections, Economical Structural Steelwork (5th ed.)* plus a CD with selected ASI technical resources.

Manufacturers – Regular economic forums on market performance, safety statistics and alerts, advocacy of local content over imports, business skills training, opportunity to feature new products or key industry developments to the building industry through ASI seminars and case studies in *Steel Australia* magazine.

Shed Vendors – Members in the shed business receive point-of-sale promotional materials and a regular newsletter on industry and technical developments as well as promotion of their capabilities and services on the ASI website. The ASI also assists with engineering/designer liaison and representation to building code and local authorities.



AUSTRALIAN STEEL INSTITUTE

AUSTRALIAN STEEL INSTITUTE ACN (94) 000 973 839

HEAD OFFICE

Level 13, 99 Mount Street North Sydney NSW 2060 PO Box 6366 North Sydney NSW 2059

Tel 02 9931 6666 **Fax** 02 9931 6633 **Email** enquiries@steel.org.au **Web** www.steel.org.au