



## **ASI Policy and Procedure concerning Seminars**

For instances where the ASI is approached by or is arranging with a member company for a seminar.

Requests for ASI seminars fall into a number of categories - either ASI Member sponsored or ASI sponsored.

These seminars may also either be one company or one product specific as follows:

1. Technical information that promotes or facilitates generic steel use and/or is in the interest of the broader Steel Industry.  
E.g. Member sponsored GBCA or AS1163 seminars. The ASI would typically promote these events under the ASI banner
2. Technical information that promotes a member's product or service vs another member's similar steel product or service (company specific or non company specific). The ASI may, dependent on the outcome of review by ASI Chief Executive, provide a conduit to provide/promote the technical information through the ASI database. The ASI will maintain control of the database at all times. The ASI will not actively, implicitly or explicitly, promote these events.
3. Technical information that promotes a member's steel product against another member's dissimilar steel product (company specific or non company specific). The ASI may, dependent on the outcome of review by ASI Chief Executive, provide a conduit to provide/promote the technical information through the ASI database. The ASI will maintain control of the database at all times. The ASI will not actively, implicitly or explicitly, promote these events.
4. Technical information that promotes steel against a non steel intermaterial. The ASI would typically actively promote these events under the ASI banner.
5. Commercial promotion of products with little new technical merit. The ASI will not provide access to the ASI database and would not promote nor actively or explicitly support such a promotion.

The ASI will assist in the promotion of member seminars where there is technical merit to its member and non-member engineers and technical database. Technical information can be case studies, software and technical tools, and issues around standards compliance and sustainability are in this category.

NOTE : Point 5 Straight commercial one company based product or company promotion is not ASI policy and the ASI will not assist in seminars of this type.



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This policy is meant as a guidance in cases of Points 2 and 3, in all instances where there is a promotion of one member's product vs another whether the seminar be member sponsored or not.

#### POLICY

- In all situations for Points 2 and 3, authority to proceed must come from the CE.
- The test for acceptance is whether it is of benefit to the advancement of the overall Australian steel industry in terms of cost or efficiency. This can be subjective and so must be on the approval of the CE.
- All product seminars must be predominantly i.e. >90% Australian manufactured or fabricated product.
- The ASI reserves the right to not become involved in an event for any reason without explanation.
- In the case of competing products but where there is overall steel industry benefit, the ASI reserves the right to allow use of its facilities to send a member flyer to its technical database without badging or endorsing the event, i.e., a 'for information' unbranded email to its target database.

#### PRACTICE

- An **ASI Seminar Champion** must be appointed to sign off all aspects of the promotion / seminar and any ASI member communication respecting the sensitivities as laid down by the CE (or his nominee).
- Use of the ASI database should be restricted to the agreed section of the market only and this signed off by the Seminar Champion before circulation.
- The ASI (the Seminar Champion) will respect all member sensitivities and vet all promotional material and presentations before agreeing to release any information to its members.
- The ASI will maintain control of its database in line with the intent of the Privacy Act and will not externally distribute its member database but may provide feedback on registration or attendance as deemed appropriate.

Where the ASI is contacted by a non-member company for use of the ASI database to reach appropriate ASI technical contacts, this must have considerable technical merit to benefit steel use and also be referred to the CE and approved along the lines of this procedure. In any event the non-member will not be provided access to the ASI database if there is any conflict with the commercial interests of existing members.