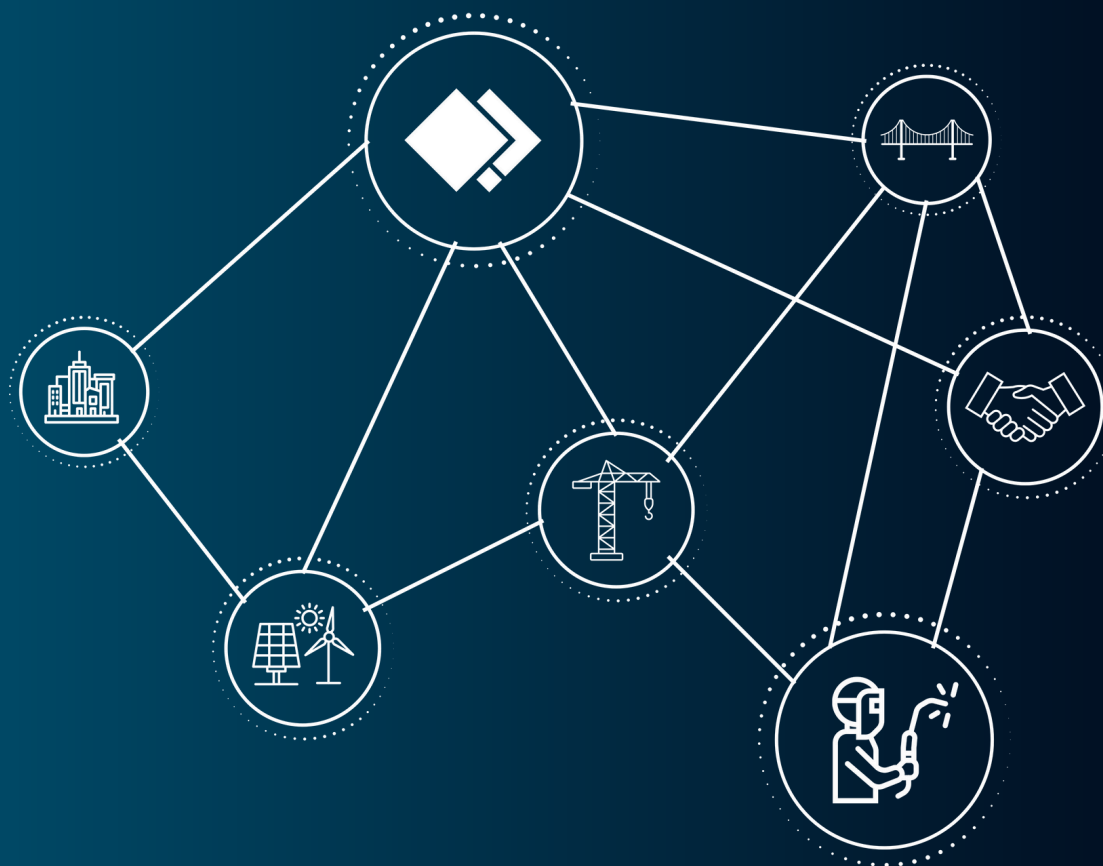




AUSTRALIAN STEEL INSTITUTE



2025 AUSTRALIAN STEEL CONVENTION

15-17 SEPTEMBER | MANLY PACIFIC SYDNEY

PARTICIPATE INNOVATE EVOLVE

CONVENTION PROGRAM

2025 CONVENTION SPONSORS

The 2025 Australian Steel Convention is made possible with the generous support of the following sponsors:

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EXHIBITORS



SUPPORTERS



The **Australian Steel Convention 2025** will bring together industry leaders, innovators, and key stakeholders to explore the dynamic challenges and opportunities facing the Australian steel industry.

The Convention will offer a comprehensive view of pivotal areas such as sustainability, technological advancement, global market dynamics, and infrastructure development—each critical to driving long-term resilience and growth in the sector.

Key themes that will be covered include:

Green Steel and the Path to Decarbonisation



This theme will focus on the steel industry's journey toward sustainability, delving into breakthroughs in green steel technology, hydrogen-based production, and the roadmap to achieving net-zero emissions. It will examine how the sector can balance environmental goals with global competitiveness in an evolving market.

The 'Smart Steel' Revolution: Harnessing Technology for a Competitive Edge



Focusing on the digital transformation of the steel industry, this theme will explore the role of Industry 4.0, automation, and artificial intelligence in reshaping manufacturing processes. Experts will discuss how smart technology is improving efficiency, reducing costs, and elevating product quality.

Navigating Global Markets: Resilience and Adaptation in a Changing Trade Landscape



With global markets facing volatility, this theme will explore the impact of geopolitical shifts and supply chain disruptions on the steel industry. Discussions will focus on strategic approaches for enhancing Australia's position through market diversification, smarter trade practices, and adapting to global uncertainties.

Building Australia: Infrastructure, Innovation, and Steel's Role in National Development (Case Studies)

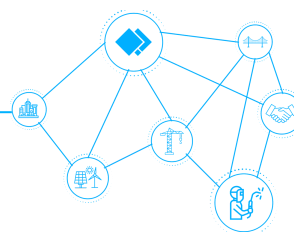


As Australia undergoes significant infrastructure development, this theme will highlight the vital role steel plays in supporting sustainable urban growth. The focus will be on innovative construction techniques and eco-friendly infrastructure projects that align with the nation's future development goals.

Powering the Future: Energy, Efficiency, and the Steel Industry's Energy Transition



With energy efficiency and renewable energy increasingly in the spotlight, this theme will examine strategies for ensuring a stable and affordable energy supply for the steel industry. It will address how the sector can navigate the intersection of energy transition and efficiency improvements to secure long-term energy stability for steel production.



CONVENTION PROGRAM

The following program is provisional and subject to change at the discretion of the Organising Committee.

MONDAY, 15 SEPTEMBER 2025

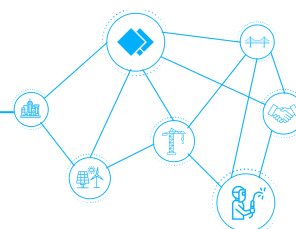
| | |
|---------------|--|
| 10:00 - 15:00 | Exhibition Build & Bump In |
| 10:00 - 18:00 | Optional Pre-Convention Tour: Flat Steel Products Value Chain |
| 12:00 - 18:00 | Optional Pre-Convention Tour: Circular Steel Journey |
| 18:30 - 21:30 | <div>Convention Welcome Reception Beach Club, Steyne Hotel Sponsored by CombiLift</div> <div>COMBiLIFT LIFTING INNOVATION</div> |

TUESDAY, 16 SEPTEMBER 2025

| | |
|---------------|--|
| 08:00 - 17:00 | Registration & Exhibition Open |
| 09:00 - 10:40 | <div>Welcome and Housekeeping Paul Swain Conference MC & Director, Ultimate People</div> <div>Chair Welcome Tony Schrieber Chair, Australian Steel Institute</div> <div>Ministerial Address The Global Outlook and Implications for Australia Tony Morriss Senior Director, Long Run Strategy, AustralianSuper</div> <div>Sponsor Address Tania Archibald Chief Executive Australian Steel Products, BlueScope</div> |
| 10:40 - 11:10 | Morning Tea served in exhibition |
| 11:10 - 12:30 | <div>Sponsor Address Francisco Irazusta Chief Executive Officer & Executive Director, Infrabuild</div> <div>Panel: Decarbonisation in Practice (LCA use opportunities, initiative funding, and environmental data standards for the steel value chain) Michael Dawson Senior Adviser Sustainability, Australian Steel Institute Wendy Merz Director of Sustainability Services, Trinity Consultants Angela Clarke Principal Consultant, Northmore Gordon Will Richards Director, Pollination Law</div> |

CONVENTION PROGRAM

| | |
|---------------|---|
| 12:30 - 13:30 | Lunch served in exhibition |
| 13:30 - 15:30 | <p>Case Study: Quay Quarter Tower project Andrew Johnson <i>Principal & Structures Leader NSW/ACT, Arup</i> TBC <i>BG&E</i></p> <p>Government Incentives for the Steel Industry David Gelb <i>Managing Director, Alvarez & Marsal Tax</i></p> <p>The Anti-Dumping Commission – Adapting to a Changing Global Trading Market David Latina <i>Commissioner, Anti-Dumping Commission</i></p> <p>Case Study: The Fitzroy to Gladstone Pipeline Rodney Glocer <i>Marketing Director, Steel Mains</i></p> |
| 15:30 - 16:00 | Afternoon Tea served in exhibition |
| 16:00 - 17:30 | <p>Case Study: TBC TBC</p> <p>Bold Leadership Layne Beachley <i>7-time World Champion Surfer & Co-Founder, Awake Academy</i></p> |
| 16:00 - 17:30 | Fabricator Forum |
| 18:30 - 19:00 | Pre-dinner drinks served in exhibition |
| 19:00 - 23:00 | <p>Convention Dinner Ballroom, Manly Pacific <i>Sponsored by BlueScope</i></p>  |



CONVENTION PROGRAM

WEDNESDAY, 17 SEPTEMBER 2025

| | |
|---------------|--|
| 08:00 - 14:00 | Registration & Exhibition Open |
| 09:00 - 10:30 | Big Dreams, Small Margins Matt Hall <i>Red Bull Air Race World Champion</i> Case Study: TBC <i>TBC</i> |
| 10:30 - 11:00 | Morning Tea served in exhibition |
| 11:00 - 12:45 | Case Study: Sydney Gateway Bridge Nose Launch Project <i>TBC Alfabs</i> Optimising Time and Energy Use Chris O'Brien <i>Country Manager, GridBeyond</i> Australian Fabrication Today and Tomorrow Pablo Santos <i>Managing Director, S&L Steel</i> Conference Close Paul Swain <i>Conference MC & Director, Ultimate People</i> |
| 12:45 - 14:00 | Lunch served in exhibition |
| 13:00 - 18:00 | Optional Post Convention Tours <ul style="list-style-type: none">• Tour: Structural Steel Fabrication• Tour: Roll Formed Steel Innovation |

FABRICATOR FORUM PROGRAM

Those attending the Fabricator Forum only are invited to attend lunch and meet with exhibitors on Tuesday, 16 September and join the plenary session scheduled before the Forum. Registration options include Forum only registration or Forum and Convention Dinner (dinner tickets can also be purchased separately).

Please note: The Fabricator Forum is only open to Fabricators ONLY and your admittance into the meeting is subject to approval by the Australian Steel Institute.

TUESDAY, 16 SEPTEMBER 2025 | 12:30 - 17:00

| | |
|---------------|---|
| 12:30 - 13:30 | Lunch served in exhibition |
| 13:30 - 15:30 | CONFERENCE PLENARY Case Study: Quay Quarter Tower project Andrew Johnson <i>Principal & Structures Leader NSW/ACT, Arup</i> TBC <i>BG&E</i> Government Incentives for the Steel Industry David Gelb <i>Managing Director, Alvarez & Marsal Tax</i> The Anti-Dumping Commission – Adapting to a Changing Global Trading Market David Latina <i>Commissioner, Anti-Dumping Commission</i> Case Study: The Fitzroy to Gladstone Pipeline Rodney Gloer <i>Marketing Director, Steel Mains</i> |
| 15:30 - 16:00 | Afternoon Tea served in exhibition |
| 16:00 - 16:15 | FABRICATOR FORUM ASI Introduction and Update Mark Cain <i>Chief Executive, Australian Steel Institute</i> |
| 16:15 - 16:30 | Safeguard Measure Update Mark Cain <i>Chief Executive, Australian Steel Institute</i> |
| 16:30 - 17:00 | Infrastructure NSW (Principals for Partnering) Said Hirsh <i>Head of Strategy, Planning and Innovation, Infrastructure NSW</i> |
| 17:00 - 17:30 | Fabricator Self Topic Discussions |
| 18:30 - 19:00 | Pre-dinner drinks served in exhibition |
| 19:00 - 23:00 | Convention Dinner Ballroom, Manly Pacific <i>Sponsored by BlueScope</i> |



MEET THE SPEAKERS



Paul Swain

Founder & Principal Consultant, Ultimate People

Paul Swain is an experienced HR strategist with over two decades in leadership and advisory roles, including Head of HR positions at major Australian organisations. As the founder of Ultimate People, he partners with CEOs and senior executives to drive performance through people. Paul specialises in leadership coaching, executive facilitation, and strategic advisory focused on aligning workforce capability with business outcomes.



Matt Hall

Red Bull Air Race World Champion

Matt Hall is a decorated RAAF veteran and aerobatic pilot, best known for winning the Red Bull Air Race World Championship. His keynotes explore high-performance mindsets, leadership under pressure, and translating military precision into business success.



Layne Beachley

7-time World Champion Surfer & Co-Founder, Awake Academy

Layne Beachley is one of Australia's most decorated athletes and a leading voice on purpose-driven performance and resilience. Through Awake Academy, she helps individuals and teams overcome fear, embrace self-worth, and unlock potential.



Tania Archibald

Chief Executive, Australian Steel Products, BlueScope

Tania Archibald heads BlueScope's Australian Steel Products business. With a career spanning finance, operations, and executive leadership, she is a champion of innovation, safety, and sustainability within the steel manufacturing ecosystem.



Francisco Irazusta

Chief Executive Officer & Executive Director, InfraBuild

Francisco Irazusta leads InfraBuild, one of Australia's largest vertically integrated steel manufacturing and recycling businesses. With extensive experience in global manufacturing and industrial sectors, he brings a strategic focus on sustainability, operational excellence, and long-term industry competitiveness.

MEET THE SPEAKERS



Michael Dawson

Senior Adviser Sustainability, Australian Steel Institute

Michael Dawson advises on sustainability policy and practice across Australia's steel sector. He supports initiatives that drive environmental responsibility, including decarbonisation pathways, standards development, and circular economy integration for ASI and its members.



Wendy Merz

Director of Sustainability Services, Trinity Consultants

Wendy Merz is a recognised expert in carbon strategy, LCA, and ESG compliance. At Trinity Consultants, she supports heavy industry clients, particularly in steel and infrastructure, to develop and implement robust sustainability frameworks aligned with regulatory and stakeholder expectations.



Angela Clarke

Principal Consultant, Northmore Gordon

Angela Clarke specialises in energy and carbon advisory for industry. She works with businesses to develop net-zero strategies, access funding mechanisms, and improve energy efficiency, with a strong track record in industrial decarbonisation planning and implementation.



Andrew Johnson

Principal & Structures Leader NSW/ACT, Arup

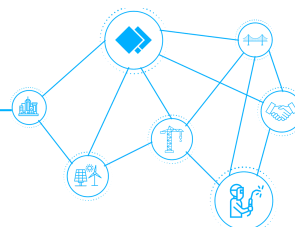
Andrew Johnson is a senior leader at Arup, delivering high-profile engineering solutions in structural design. He is known for his role in the Quay Quarter Tower project, an exemplar of sustainable high-rise transformation through structural reuse.



David Latina

Commissioner, Anti-Dumping Commission

David Latina leads Australia's Anti-Dumping Commission, responsible for ensuring fair competition in international trade. His work focuses on evolving anti-dumping systems to protect local manufacturers from unfair import practices.



MEET THE SPEAKERS



Rodney Glocer
Marketing Director, Steel Mains

Rodney Glocer oversees brand strategy and stakeholder engagement for Steel Mains, a leader in steel pipeline systems. His focus includes positioning steel infrastructure as central to Australia's sustainable water management future.



Chris O'Brien
Country Manager, GridBeyond

Chris O'Brien leads GridBeyond's Australian operations, helping industrial clients harness AI-powered energy optimisation platforms. He brings insights into how steel producers can unlock energy savings and navigate the transition to dynamic electricity markets.



Pablo Santos
Managing Director, S&L Steel

Pablo Santos leads one of Australia's largest structural steel fabrication businesses. With decades of experience in infrastructure delivery, he shares pragmatic perspectives on the future of Australian manufacturing, supply chain resilience, and local capability building.



Tony Morriss
Senior Director, Long Run Strategy, AustralianSuper

Tony Morriss leads thematic and long-run economic research at AustralianSuper, focusing on structural shifts such as technological disruption, energy transition, geopolitical risk, and demographics. With prior roles including Chief Economist at Bank of America Merrill Lynch and ANZ, he brings deep expertise in macroeconomics and investment strategy.



Will Richards
Director, Climate & Sustainability Risk Governance, Pollination

Will Richards specialises in greenwashing risk, emissions and offsets claims, and the intersection of sustainability with competition and consumer law. Formerly with the ACCC's Sustainability Taskforce, he brings expertise in regulatory design and has presented on these topics at domestic and international forums.

TECHNICAL TOURS

Enhance your Convention experience with exclusive access to leading-edge steelmaking and fabrication sites. Choose from four immersive tours designed to showcase innovation, sustainability, and advanced manufacturing across the steel supply chain.

MONDAY, 15 SEPTEMBER – FULL DAY TECHNICAL TOURS

PORT KEMBLA & UNANDERRA – FLAT STEEL VALUE CHAIN

Visit BlueScope's iconic Port Kembla Steelworks and Orrcon's advanced pipe and tube mill. This full-day tour offers deep insight into the flat steel manufacturing process and includes all transfers, PPE, and lunch.

Ticket: \$250 per person

MONDAY, 15 SEPTEMBER – HALF DAY TECHNICAL TOURS

INFRABUILD CIRCULAR STEEL JOURNEY – SYDNEY STEEL MILL

Discover InfraBuild's complete circular steel lifecycle—from scrap metal recycling to electric arc furnace production. A must-see for those interested in sustainable steelmaking.

Ticket: \$220 per person

WEDNESDAY, 17 SEPTEMBER – HALF DAY ADVANCED MANUFACTURING TOURS

(Departs after lunch at Convention close)

TOUR 3: STRUCTURAL STEEL FABRICATION (ICON METAL & CHESS ENGINEERING)

Explore two state-of-the-art fabrication sites demonstrating cutting-edge layouts and production flow in structural steel.

Ticket: \$160 per person

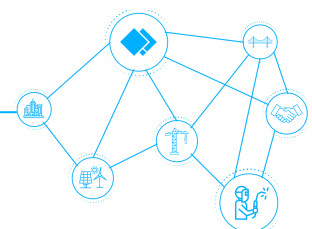
TOUR 4: ROLL FORMED STEEL INNOVATION (DEMAC & RONDO)

Experience robotic and automated manufacturing in action with a focus on cold-formed steel building products.

Ticket: \$160 per person

Please note:

- Your tour attendance is subject to approval by the Australian Steel Institute and individual sites. Should you not be accepted on to a tour your registration fee will be refunded in full.
- Please be aware the below tours can include around 300-400 stairs and 2-2.5kms of walking.
- As a condition of entry all participants must adhere to tour clothing/footwear requirements.



SOCIAL FUNCTIONS

We look forward to welcoming all attendees to the following conference social functions:

WELCOME RECEPTION

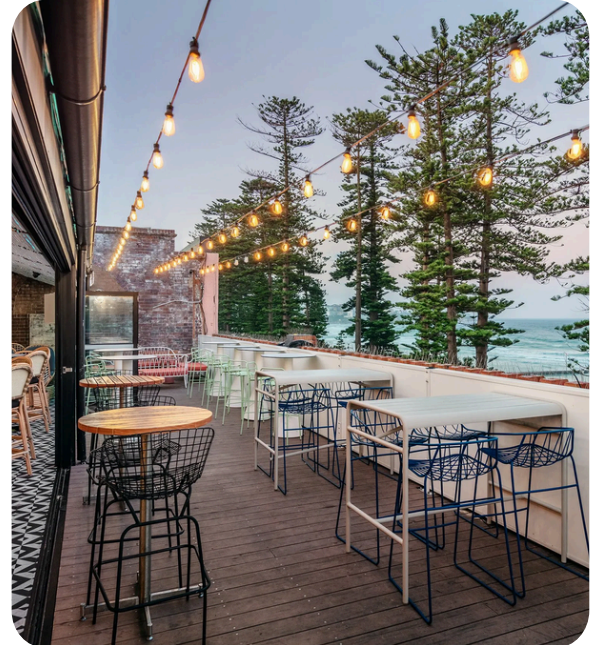
Date: Monday, 15 September 2025

Time: 6:30pm - 9:30pm

Venue: Beach Club, Steyne Hotel

Kick off the Australian Steel Convention 2025 in style with an evening of relaxed networking by the sea. Set against the stunning backdrop of Manly Beach, the Welcome Reception offers the perfect opportunity to reconnect with colleagues and make new industry contacts before the program begins. Enjoy drinks, canapés, and great conversation in a casual setting.

Generously sponsored by Combilift.



CONFERENCE DINNER

Date: Tuesday, 16 September 2025

Time: 7:00pm – 11:00pm

Venue: Ballroom, Manly Pacific

Celebrate the Australian Steel Convention 2025 at the official Conference Dinner, a night of fine dining, industry camaraderie, and entertainment. Proudly sponsored by BlueScope, this highlight event brings together delegates, speakers, and sponsors for a memorable evening of connection and celebration.

Enjoy a three-course meal, premium beverages, and a chance to unwind after a day of thought-provoking sessions. With plenty of time for networking, this is the perfect setting to strengthen professional relationships and reflect on the ideas shaping our industry's future.

Generously sponsored by BlueScope.



REGISTRATION

Registration is now open for the Australian Steel Convention 2025. Be part of the premier national event uniting leaders from across the steel supply chain to explore innovation, policy, and performance in a rapidly evolving industry.

FULL REGISTRATION INCLUDES

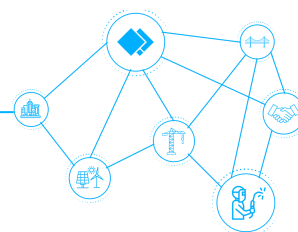
- Access to all plenary and breakout sessions
- Entry to the Welcome Reception (15 September)
- Entry to the Conference Dinner (16 September)
- Daily catering including morning tea, lunch, and afternoon tea
- Access to exhibition displays and networking lounges
- Convention materials and delegate pack

REGISTRATION FEES

| | Member Registrations | Non Member Registrations |
|--|----------------------|--------------------------|
| Full Registration | \$1,475.00 | \$1,695.00 |
| One Day Registration | \$725.00 | \$825.00 |
| One Day Registration + Welcome Reception | \$825.00 | \$925.00 |
| One Day Registration + Convention Dinner | \$925.00 | \$1,025.00 |
| One Day Registration + Social Functions | \$1,025.00 | \$1,125.00 |
| Fabricator Forum | | |
| Fabricator Forum ONLY | \$150.00 | \$220.00 |
| Fabricator Forum + Convention Dinner | \$300.00 | \$370.00 |

HOW TO REGISTER

- Visit steel.org.au to secure your place and view registration options.
- Places are limited, early registration is recommended to ensure your participation in this high-demand event.



ACCOMMODATION

Accommodation has been secured for attendees at the convention venue. The Manly Pacific, a jewel within Accor's luxury MGallery collection, boasts a front-row view to famous Manly Beach in beautiful Sydney, Australia.

STANDARD ROOM

- Standard Room - Single (1 x Queen Bed + 1 x Breakfast) \$255.00 per room per night
- Standard Room - Double (1 x Queen Bed + 2 x Breakfast) \$280.00 per room per night
- Standard Room - Twin (2 x Queen Beds + 2 x Breakfast) \$280.00 per room per night

SUPERIOR ROOM

- Superior Room - Single (1 x King Bed + 1 x Breakfast) \$305.00 per room per night
- Superior Room - Double (1 x King Bed + 2 x Breakfast) \$330.00 per room per night
- Superior Room - Twin (2 x Queen Beds + 1 x Breakfast) \$330.00 per room per night

SUPERIOR OCEAN VIEW ROOM

- Superior Ocean View Room - Single (1 x King Bed + 1 Breakfast) \$405.00 per room per night
- Superior Ocean View Room - Double (1 x King Bed + 2 Breakfast) \$430.00 per room per night
- Superior Ocean View Room - Twin (2 x Queen Beds + 2 x Breakfasts) \$430.00 per room per night

Please note: The above room rates are only guaranteed to bookings made through the convention registration site / event team and available while inventory permits.



For all Convention enquiries please contact:

Australian Steel Convention Team

E: convention@steel.org.au

P: +61 422 134 328

W: www.steel.org.au



AUSTRALIAN STEEL INSTITUTE