



AUSTRALIAN STEEL INSTITUTE

MEDIA RELEASE

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Home renovators turn to steel

The Australian Steel Institute (ASI) is enjoying a strong response to a campaign promoting the benefits of durable and stylish Australian steel in home renovations.

The *Choose Steel* campaign employs a website (www.choosesteel.com.au) to promote steel as the preferred building material for home renovations.

The website features a collection of compelling case studies, practical dos and don'ts for home renovation, and a comprehensive list of steel suppliers specialising in home renovations. Two thousand users have clicked on the website in the first two weeks.

Australian-made steel for roofing and frame solutions offers many advantages when renovating or building a new home. These include design flexibility, contemporary aesthetics, strength, long-lasting, low maintenance, fire performance, sustainability and thermal efficiency to name a few.

Melbourne was chosen as the launch site for the ad component of the promotional campaign, with the Choose Steel message appearing on motorway billboards and digital displays at 23 transport junctions.

The website is also being promoted nationally via social media posts on Instagram <https://www.instagram.com/choosesteela/>, LinkedIn <https://www.linkedin.com/company/australian-steel-institute/>, YouTube <https://www.youtube.com/watch?v=usxuLmSMNRU> and Facebook <https://www.facebook.com/choosesteela/>.

Participating steel supplier partners in the promotion are BlueScope, Fielders, Lysaght, Metroll, Stramit, Stratco and Steeline.

Success will see a range of other steel products promoted using the *Choose Steel* message, with *Choose Steel* the theme for the ASI national convention in Melbourne on September 10-12.

The Australian Steel Institute (ASI) is the peak body representing the Australian steel industry.

ASI provides marketing, education, advocacy, sustainability and technical leadership for 500 companies and 5,000 members.

Its founding members are BlueScope, InfraBuild, Liberty Primary Steel and Stramit. Steel generates 100,000 jobs and \$29b in annual revenue in Australia.

For more information on this press release, please contact ASI marketing and communications manager Steven Andrew on 0473 480 964 or stevena@steel.org.au.