



AUSTRALIAN STEEL INSTITUTE

2020-2021

A YEAR IN REVIEW

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5,588

CONTACTS IN THE ASI'S
MEMBERSHIP BASE

16,682

CONTACTS IN THE
BROADER ASI
COMMUNITY

499

CORPORATE
ASI MEMBERS

1,290

ATTENDEES AT 9
ASI EVENTS & SEMINARS

100

COMPANIES CERTIFIED
TO AS/NZS 5131
& NSSCS

71

ASI ENVIRONMENTAL
SUSTAINABILITY CHARTER
MEMBER COMPANIES

2020-2021: A YEAR IN REVIEW

THE AUSTRALIAN STEEL INSTITUTE (ASI) IS DEDICATED TO EQUIPPING THE AUSTRALIAN STEEL INDUSTRY WITH THE TOOLS NEEDED TO NAVIGATE A CHANGING LANDSCAPE, QUALIFY, DIFFERENTIATE, COMPETE AND WIN BUSINESS. WE WANT ALL OUR MEMBERS TO BE PREPARED TO MAXIMISE THE OPPORTUNITIES PRESENTED BY THE CHANGING GLOBAL INDUSTRY IN WHICH THEY OPERATE. THESE ARE THE OBJECTIVES THAT HAVE DRIVEN ALL OUR ACTIVITIES OVER THE 12 MONTHS.

During 2020-2021, the Australian Steel Institute (ASI) continued to make progress in growing steel intensity and creating opportunities for local participation. Over the last 12 months, ASI continued its policy advocacy work across various state jurisdictions. In the wake of the COVID-19 pandemic, ASI disseminated information to key stakeholders, including Federal and State Governments on behalf of the Australian steel industry, focused on ensuring the steel industry was classified as 'essential' and that the supply chain was secure.

We also continued our work to promote AS/NZS 5131 *Structural Steelwork – Fabrication and erection* and the National Structural Steelwork Compliance Scheme (NSSCS) as the quality benchmark for steelwork. Over 100 steel fabricators have been certified by Steelwork Compliance (SCA) to AS/NZS 5131, with an additional 40 currently in progress. This increased uptake demonstrates the growing demand for certification, particularly with governments taking a greater interest in compliance schemes and local content requirements.

The Environmental Sustainability Charter (ESC) also experienced significant growth this year. More and more, new buildings proponents, developers and state governments are specifying environmental certification as a key criteria in project tenders. There are now 71 ESC member companies.

All this was achieved in conjunction with a variety of other projects, from the accelerated launch of our eLearning platform and a range of webcast seminars, through to the roll-out of a fully digital award ceremony for the 2020 ASI Steel Excellence Awards.

ADVOCACY ACHIEVEMENTS

THE ASI IS THE STEEL INDUSTRY'S VOICE, CHAMPIONING ITS MANY ATTRIBUTES AND ASSISTING IN DRIVING THE PROSPERITY OF THE INDUSTRY. AS THE PEAK BODY FOR THE BUSINESSES ENGAGED IN STEEL MANUFACTURE, FABRICATION, DISTRIBUTION AND ERECTION, THE ASI ADVOCATES FOR BETTER AND FAIRER CONDITIONS ACROSS THE STEEL SECTOR AND FOR THE BENEFIT OF ALL.

COVID-19

In the wake of the COVID-19 pandemic, ASI disseminated information to key stakeholders, including Federal and State Governments on behalf of the Australian steel industry, focused on ensuring the steel industry was classified as 'essential' and that the supply chain was secure.

The ASI briefed various Government bodies and Ministers, including: Minister for Housing and Assistant Treasurer Michael Sukkar; the Minister for Industry, Science and Technology Karen Andrews; and the Leader of the Australian Labor Party, Anthony Albanese. We also met with Federal Commissions, including several members of the National COVID-19 Coordination Commission, as well as Michael Brennan (Chair, Productivity Commission).

GROWING STEEL INTENSITY

During 2020-2021, ASI continued its work promoting the use of steel and growing steel intensity throughout Australia. With many major projects going to steel, this work is adding thousands of tonnes of steel to the order books of the local supply chain and changing building habits permanently in favour of steel.

MAXIMISING LOCAL PARTICIPATION

ASI is making progress in growing steel intensity and creating opportunities for local participation. Over the last 12 months, ASI continued its policy advocacy work across various state jurisdictions.

New South Wales

- Advocated for local content and the benefit of early engagement with New South Wales Government agencies Infrastructure NSW (Construction Leadership Group), and Transport for NSW.
- Presented to Project EnergyConnect (Transgrid NSW/SA interconnector) on the capabilities of the local supply chain to supply steel components for high voltage power lines.

Victoria

- Participated in several Victorian Steel Industry Round Tables, which were established by the Victorian Government following a significant flow of imported

fabricated steel orders into projects, such as the Westgate Tunnel Project.

- Actively contributed to the Victorian State Government's Industry Recovery Roadmap.
- Successfully advocated for the re-classification of steel fabrication and processing businesses during the Stage Four COVID-19 lockdowns so that they could remain open.
- Worked closely with the Local Jobs First Commissioner to ensure our steel supply members are engaged early with contractors delivering major projects.

South Australia

- South Australia currently has a record project pipeline. The ASI is working closely with various Government departments (such as the Department of Transport and Infrastructure) on industry capacity and capability to optimise local industry engagement.
- Worked closely with the Office of Industry Advocate on a number of initiatives, including government tender processes.
- Advocated for local participation in AEMO's plans to invest heavily in upgrading Australia's energy grid and transmission towers.

Western Australia

- Participated in the Western Australia Government's Iron Ore Wagons Action Group to investigate and support the long-term prospects for local steel fabrication.
- Developed recommendations to the Western Australia Government on the potential local opportunities in the emerging wind farm industry, particularly the capacity of local fabricators to manufacture wind farm towers.

Queensland

- Lodged a submission of the ASI Queensland Fabricated Structural Steelwork Procurement Policy to the Queensland Government prior to the 2020 Queensland state election, which subsequently received an election commitment from the Queensland Government.

STEEL INDUSTRY

SPECIAL INTEREST AREAS

QUALITY AND SAFETY

Steelwork Compliance Australia

Over 100 steel fabricators have been certified by Steelwork Compliance (SCA) to AS/NZS 5131, with an additional 40 currently in progress. This increased uptake demonstrates the growing demand for certification, particularly with governments taking a greater interest in compliance schemes and local content requirements.

SCA has significantly improved its service by approving four interstate auditors, reducing waiting times and costs for fabricators. Remote body cameras are now being utilised for on-site audits of overseas applicants, ensuring that SCA has visibility around the facilities and processes undertaken by approved auditors.

SCA is on the final leg of the journey for JAS-ANZ accreditation, which will satisfy several state government requirements, thereby opening further opportunities for consistent, aligned specifications.

ShedSafe®

The ASI continued to support and promote ShedSafe® members at all levels of Government as superior quality, reliable and safe suppliers across all markets.

National Construction Code

In conjunction with the Building Products Industry Council (BPIC), ASI continued to provide member feedback on draft provisions associated with the National Construction Code (NCC) 2022 process. Areas of review and comment have included management of condensation, energy efficiency, waterproofing, flammability, and bush fire provisions.

The ASI's engagement included several direct briefing meetings with the Australian Building Codes Board (ABCB) personnel on matters of particular significance as well as preparation of review documents and submissions. Formal representations were made to ABCB with regard to aspects of the wording of their Condensation Handbook.

Logistics Safety

The ASI continued to provide valuable input to the Australian Logistics Council National Safety Committee on steel related issues associated with logistics.

SUSTAINABILITY & THE CIRCULAR ECONOMY

Environmental Sustainability Charter

The Environmental Sustainability Charter (ESC) experienced significant growth. More and more, new buildings proponents, developers and state governments are specifying environmental certification as a key criteria in project tenders. There are now 71 ESC member companies.

The Green Building Council of Australia (GBCA) has commenced the roll out of the new Green Star program. The new program will broaden the number of Green Star points that will be available across key sustainability themes of environment, social responsibility and governance. The ASI worked closely with GBCA to align the ESC with the new Green Star program to help our members continue to innovate, differentiate their businesses and continue to enhance their sustainability credentials.

We recently distributed a survey to all ESC members to solicit their feedback on the new Green Star and any assistance that may be required for its implementation.

ASI White Paper

The ASI published a White Paper in November 2020, entitled *Ensuring a sustainable Australian Steel Industry in the 2020s and beyond*. This has proven to be a great resource for ASI members to draw on in support of policy advocacy to Government at all levels.

Materials Embodied Carbon Leadership Alliance

The ASI continued to be actively involved with the Materials Embodied Carbon Leadership Alliance (MECLA) which, in partnership with the New South Wales Government, has engaged with construction industry stakeholders to develop a pathway to decarbonise buildings by 2050.

INNOVATION

Steel Innovation Portal

ASI facilitated connections between industry and Australian research institutions through the Steel Innovation Portal (<https://innovate.steel.org.au>). As the collection point for a significant body of world-class steel-related research, the Portal is promoting innovation, collaboration and communication. Over 25 universities are registered.

EDUCATION, TRAINING & EVENTS

WITH THE COVID-19 PANDEMIC HINDERING OPPORTUNITIES FOR FACE-TO-FACE EVENTS, THE ASI TURNED ITS ATTENTION TO SEVERAL ONLINE PLATFORMS TO DELIVER A VERY WELL RECEIVED PROGRAM OF TRAINING AND EVENTS THIS YEAR.

eLEARNING PLATFORM

We accelerated the launch of our eLearning platform, which brings together—in one easy-to-access repository—highly relevant, superior quality learning material for all steel industry stakeholders.

Over 560 course seats have been sold to date. This uptake has been bolstered by subscription models with both a major Australian university (which is using the eLearning portal to support their masters coursework), and the large international consulting engineering firm, ARUP.

With over 35 courses already on offer, we are expanding our offering to include courses and training for fabricators and light gauge steel manufacturers, with other special interest group courses in the pipeline. For further information, visit: <https://learn.steel.org.au>.

WEBCAST SEMINARS

The ASI facilitated several webcast seminars, including:

- Design of light gauge cold-formed steel industrial and commercial buildings
- Design, fabrication, construction and maintenance of weathering steel bridges (with HERA)

- Meeting the requirements of the 2020 editions of AS 4100 and AS/NZS 5131
- Steel building materials and bushfire design
- Structural bolting
- Basics in understanding legal contracts and tenders
- Roll formed steel building products
- Economic Briefing 2021
- Berry to Bomaderry case study

2020 ASI STEEL EXCELLENCE AWARDS

Held every two years, the ASI Steel Excellence Awards celebrate high standards across all elements of the Australian steel supply chain, from manufacturers, designers and architects, through to engineers, builders, and fabricators.

The national winners of the 2020 ASI Steel Excellence Awards were:

- Buildings: Large Projects: Bankwest Stadium
- Buildings: Small Projects: Kalbarri Skywalk Amenities
- Steel Clad Structures: Yagan Square
- Engineering Projects: Lachlan's Line Pedestrian Bridge

Whilst award presentations and events were cancelled due to the COVID-19 pandemic, nominations, finalists and winners were still celebrated. The ASI produced a high quality virtual awards ceremonies for each state and the national award presentations. These were received extremely well, and can be viewed via our [YouTube channel](#).



OTHER PROJECTS

STEEL PRODUCT MANUFACTURER FORUM

In response to requests from members, the Steel Product Manufacturer forum commenced in mid 2020 with approximately a dozen businesses participating. It has met online three times in the last 12 months to share experience of: the Government's anti-dumping system, promotion of 'Made in Australia', and energy sourcing strategies. The Spring 2020 edition of *steel Australia* included a feature on Steel Product Manufacturers, showcasing the capability of members.

NATIONAL ROLL FORMER COMMITTEE

The National Roll Former Committee progressed several initiatives related to bushfire resilience of steel, and the promotion of steel as a preferred choice for building roofing and cladding. In conjunction with Registered Training Organisation (RTO) Kangan Institute, the Certificate II Engineering Roll Forming vocational training course was progressed. Registrations and enrolments are now complete in readiness for a pilot training course in Victoria. A similar arrangement is in place in New South with TAFE, with a pilot to commence in mid 2021. Early discussions are underway with a suitable RTO to run the course in Queensland.

FABRICATORS

The ASI brought together South Australian Fabricators for group meetings to discuss major industry issues, and visit various business operations. The group initiated the production of a 'Careers in Fabrication' video, designed to showcase the terrific career paths available in steel fabrication, and attract young people to our industry. In Victoria, the ASI formed a Fabricators working group to collaborate with the Local Jobs First Commissioner to ensure members are engaged early on major projects.

ASI fabricator members were surveyed to determine the level of existing steel fabrication capacity utilised. The perception amongst many decision makers that there is a lack of local capacity is often cited as a reason to go offshore for steel fabrication. The national average utilisation rate when expressed on a capacity weighted basis was 59%. The responses indicated another 56% more latent capacity could potentially be made available.

SUPPORT OUR AUSTRALIAN STEEL INDUSTRY CAMPAIGN

ASI launched the 'Support Our Steel Industry' campaign. The campaign exceeded all expectations, with the accompanying video viewed over 360,000 times across our LinkedIn, Facebook and YouTube accounts.

The intention for this campaign was to draw on the sentiments in the Australian community during the COVID-19 health crisis to support the Australian steel supply chain in purchasing decisions. The campaign was developed and financed by the National Distribution Council.

[You can watch the campaign video online.](#)

ASI MEMBER PROGRAMS & BENEFITS

Corporate Partners

The ASI continues to provide members access to experts who can help you conduct your business more effectively, efficiently and with ease.

Our existing Corporate Partners now include:

- Australian Super: superannuation, disability and life insurance products and services.
- Gow Gates: free analysis of existing insurance requirements, as well as expert advice and products to minimise risk.
- Eftsure: ensures your payments are sent and received by the correct entity, minimising exposure to fraudulent behaviour.
- Banjo: offers members loans that reward good businesses.

Exclusive ASI Member Offers

The ASI recently announced a new Exclusive Member Offers program. To kick off the launch of the program, we created 'motoring package'. Whether you're looking to purchase a luxury Lexus, fill up your tank through Motorpass, or hire a Europcar vehicle, the ASI's motoring package has got you covered.



2021-2022: THE YEAR AHEAD

2021-2022 IS ALREADY SHAPING UP TO BE AN EXCITING AND SUCCESSFUL YEAR FOR THE ASI AND ITS MEMBERS. A COMPREHENSIVE REVIEW OF THE ASI'S STRATEGY WILL BE UNDERTAKEN, WITH EXISTING INITIATIVES REAFFIRMED, AND NEW PROJECTS AND PROGRAMS COMMENCED.

ADVOCACY

The ASI will continue to advocate to all levels of Government on behalf of members for:

- Responsible economic management to support ongoing investment in infrastructure
- Local content procurement and local industry participation
- Quality, productivity and safety
- Anti-dumping
- Skills and vocational training
- Reliable, affordable power supply
- Sustainability and the environment

Our priority will be working with all levels of government and other industry stakeholders to develop Australian manufacturing capacity post COVID-19.

QUALITY AND SAFETY

AS/NZS 5131 and National Structural Steelwork Compliance Scheme

We will continue to promote AS/NZS 5131 and the NSSCS as the quality benchmark for steelwork, work with fabricators to help them become SCA accredited, and continue briefing all levels of Government. JAS/ANZ accreditation will be completed, with a significant awareness campaign launched, targeting State and Federal Governments and builders. ASI will also ramp up awareness around the upcoming revision of the National Construction Code 2022, with the referenced revision of AS 4100 making AS/NZS 5131 'legal' via reference in regulation.

ShedSafe®

The ASI will continue to support and promote ShedSafe® at all levels of Government and throughout the private sector to differentiate ShedSafe® members as superior quality, reliable and safe suppliers.

SUSTAINABILITY

Environmental Sustainability Charter

ASI will continue to promote the Environmental Sustainability Charter (ESC) to help ensure that a greater proportion of infrastructure and Government funded projects require ESC accreditation in their specifications.

EDUCATION, TRAINING AND EVENTS

Seminars and Local Events

With travel bans and social distancing measures making face-to-face events difficult, the ASI will continue to host events online and expand its program of face to face events.

eLearning Platform

ASI's new eLearning platform will receive a range of new courses added regularly over the coming year.

2021 Australian Steel Convention

Planning is well underway for the upcoming 2021 Australian Steel Convention. With the theme of *Vital and Adaptive*, the Convention will be held at the Four Seasons Hotel in Sydney from 12 to 14 September. The program will bring together key industry leaders and innovators to discuss opportunities, showcase industry successes and examine what the future can, and will, look like.



AUSTRALIAN STEEL INSTITUTE

ASI Members: Are You Taking Advantage of Your Member Benefits?

1

Advocacy at the local, state and federal levels to advance the cause of Australian steel

5

Member discounts on ASI bookshop publications and eLearning packages

2

Member discount on technical presentations, seminars, networking events and conventions

6

Superior technical advisory services, delivered by experienced industry experts

3

Regular industry news & steel Australia magazine and Steel Construction journal

7

Opportunities to participate in specialist committees and groups to address steel industry issues

4

For corporate members, promotion in the ASI Directory and use of the ASI logo

8

Countless other benefits from joining and networking with a community of like-minded companies & people