# SYDNEY STEEL MILL BUSINESS OVERVIEW



**Onestee** 

# Safety is a Core Value

### Your Safety is Important to us!

- Your safety whilst you are our guests is our highest priority.
- Wearing Personal Protective Equipment (PPE) including safety helmets, safety glasses, gloves, dust coats and adequate footwear is MANDATORY.
- When visiting Plant Departments always stay within the designated walkways and hold onto handrails when using stairways.
- To ensure your visit remains on schedule and is conducted safely, please always remain with the group, your guide or departmental hosts.

# Agenda

## 🏷 Our Business

- Production Process & Facilities
- Products
- Plant Operations

## Sour Current Position

- Key Drivers
- Performance
- Sydney Steel Mills' Competitive Advantage

## 🏷 Summary

## b Plant Tour

# Sydney Steel Mill's Position in OneSteel

WHYALLA STEELWORKS Iron Ore Iron & Steelmaking MARKET MILLS DISTRIBUTION Sydney Steel Mill Mills<sup>(1)</sup> 1.1 Rod т • Pipe & Tube Mills 1.1 Bar 1.1 Sheet & Coil Structurals Reinforcing 1.1 Steel and 1 • Wire Rails Tube 1.1 Sleepers Bright 1.1 Pipina Wire Drawing 1.1 Systems & 1.1 Aluminium Rope Fence posts

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# Comparison of EAF and Integrated Steelmaking

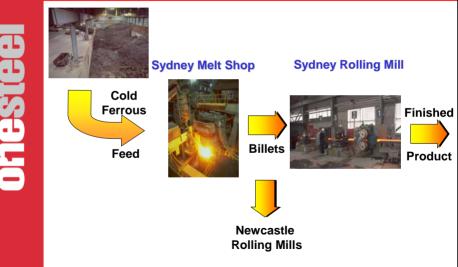
## EAF – Sydney

- Commercial steels
- Unit cost relatively volume insensitive
- billets
- Designed to operate with variable output

## Integrated - Whyalla

- Commercial and special steels
- Unit cost volume sensitive
- Billets, Blooms and Slabs
- Designed to operate at capacity

# Sydney Steel Mill Production Process



# **Key Facilities**

#### Melt Shop

Commissioned 1992 – 250,000T Upgraded Licence 1994 – 525,000T Upgrade Licence 2005 – 550,000T Application for licence Extension to 660,000 or 770,000 tonnes

- 🏷 Scrap Bay (14kT)
- 80 Tonne AC Electric Arc Furnace (EAF)
- ♦ Ladle Metallurgy Furnace (LMF)
- ♦ Continuous Billet Caster 4 strand
- billet Yard

#### **Rolling Mill**

Commissioned 1994 – 250,000T Increased Throughput – 320,000T

- 🄖 Reheat Furnace
  - Walking Hearth
  - Natural Gas Fired
- Hot Rolling Mill 16 stands (no twist mill)
- Finishing End with Stacker
- 👆 Warehouse

#### **Ancillary Plant**

- b Bag Filtration House
- Seattle Water Treatment Plant
- Naterial Handling Plant
- Slag Processing Plant

# **Sydney Steel Mill Products**

Product	Destination	End Use
Billet <b></b>	Newcastle Bar Mill Newcastle Rod Mill Sydney Bar Mill	Reinforced products (e.g. buildings), manufacturing, posts, machinery for rural construction and mining
Sydney OO Bar Mill OO	Intra Market Mills business unit, Steel Distribution Companies, Direct to end user	Reinforced products (e.g. buildings), manufacturing, mining and rural markets

# **Our Products**













# **Key Production Outputs**

Melt Sho	p (tonnes)
2005/06 output:	505,000
2006/07 forecast:	566,000
Operating Licence:	550,000
Rolling M	ill (tonnes)
Rolling M 2005/06 output:	<b>ill (tonnes)</b> 253,000
	• •

# **Sydney Steel Mill Key Drivers**

- 🌭 Safety Goal ZERO
- Sustomer service and satisfaction
- Provide flexibility to the market
- Operational Excellence

- Low cost billet production
- Low conversion cost bar mill
- Billet Production to OneSteel plan

# Safety

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#### Improved Safety KPI's

14% reduction in all injuries this year vs last year 22% increase in near miss reporting vs last year Near miss ratio increased from 5:1 to 7:1

#### Dupont Benchmarking and Philosophy

Drive to develop an Interdependent safety culture characterised by commitment and dedication

#### Safety Observations

Involve all employees improvements in quality and corrective action Codes of Practice implementation

#### **Risk Reduction**

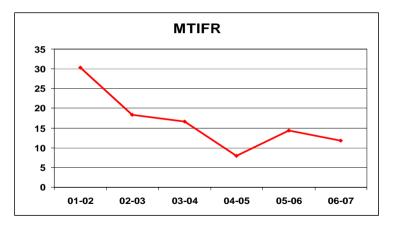
OH&S committees actively involved in developing Top 10 Risks SQRA (Semi Quantitative Risk Assessments) initiated to investigate high consequence low frequency risks completed at SMS

#### Involvement of Employees

OH&S Committee development and benchmarking Safety Leadership Training "Working Together Course"

# Safety





# **Plant Operations**

#### **Melt Shop**

- Produces 127mm sq billets in various grades for applications in
  - Reinforcing bar
  - Structural steels
  - Mine roof support systems
  - Rural
  - Wire

- 535,000 tonnes actual in 2005
- 505,000 tonnes actual in 2006
- ♦ 566,000 tonnes forecast for 2007

#### **Rolling Mill**

- 🌭 127 billet feed
- Hot rolled Reinforcing Bar, Angles, Flats, Rounds, Fence Posts, Threaded Bar totalling 180 sections using 24 x 7 12hr shift pattern

- 284,000 tonnes actual in 2005
- 252,000 tonnes actual in 2006
- 298,000 tonnes forecast for 2007

# **Sydney Melt Shop**

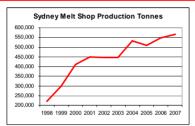
## Section 🗞

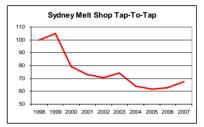
Quick Response to Change in Market Condition

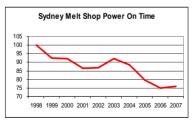
## Seliability/Predictability

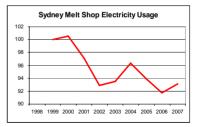
- b Improving Process Capability
- Improved control over scrap quality
- Improved Consistency of Product
- Improved Asset Utilisation to increase Throughput
- Seduction in Conversion Cost
- Some Steel inventory level reductions

# Sydney Melt Shop KPI's









# **Sydney Bar Mill**

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## Seliability/Predictability

- Customer delivery performance
- b Innovating around new market potential

## b Maximise Throughput

Developing Capability – Increase from 70 to 180 sections

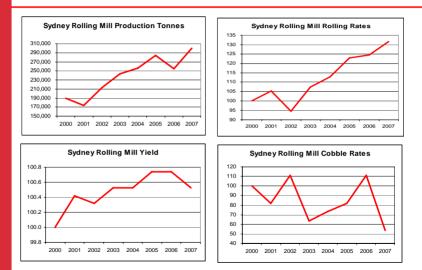
## Reduced conversion costs

- 🄖 Warm Charging
  - Sincreased Throughput
  - 🏷 Increased Energy Efficiency

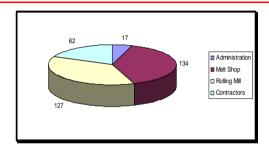
## Solutional Performance

Reduction in Section Setup Times

# Sydney Rolling Mill KPI's



# **Our People**



#### **Our Employees**

•278 Full Time Employees•62 Equivalent Full Time Contractors•Additional Contractors used as required

# **Strategic Initiatives**

- Operations Excellence
  - 6 Sigma
  - LEAN Manufacturing
  - Waste Reduction Program
- Supply Chain Management
  - Sales Pull System
  - Freight review and modal choice
  - Billet Value Chain planning processes
- Customer and Market Insight
  - Customer Survey
  - Improved focus on relationships
  - Increased visitation frequencies
  - Market Segment Steering Committees

# Sydney Steel Mill's Future

#### Advantages

- Strong geographic location to market and suppliers
- Quick ability to react to market changes
- Highly skilled and flexible workforce
- Lean workforce and support staff structures
- Strong relationships with employees with good EBA agreement
- b Modern facilities with regular investment
- Sood access to Distribution and Sales Outlets
- Can increase the output within market to 550K billets and 300K M-bar
- Strong Management Systems i.e ISO 9001, ISO 14001, NATA
- Sontinuous Improvement of processes

# Summary

- Sontinued focus on Safety Goal ZERO
- Increase Focus on Customer and understanding of Market Requirements
- Opportunity gains through Supply Chain Benefits across the business
- SSM Run Strategically

Meltshop responds in a flexible manner to market demand

Rolling Mill focusing to maximise on throughput and lowest cost of manufacture

Solution of the second second

# **OneSteel Distribution**

Analysts Tour – 10 May 2007



## **Site Safety**

## Your Safety is Important to us! While you are on Site.

- Wearing Personal Protective Equipment (PPE) including enclosed shoes, safety glasses, safety helmets, hearing protection and a long sleeved vest is MANDATORY.
- When visiting Our Facility always stay within the **GREEN** designated walkways.
- Authorised Personnel **RED** walkways.
- To ensure your visit remains on schedule and is conducted safely, please always remain with the group, your guide or departmental hosts.
- In an Emergency Prolonged Siren, Site Area Wardens (Yellow Helmets) will escort you to the Assembly Area in Front of Main Office.



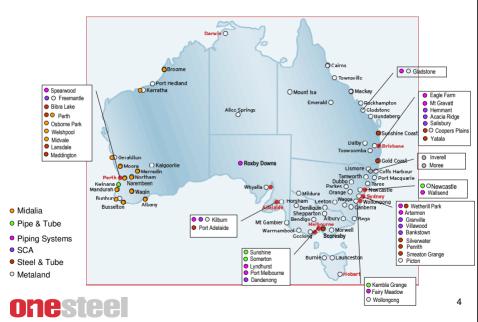
# **OneSteel Distribution Overview**

OneSteel Whyalla	OneSt Market		neSteel stribution	Steel & Tube New Zealand
C		Sales (Millions)	Facilities	
	Steel & Tube	\$475	15	
	SCA	\$400	14	
	Piping Systems	\$225	14	
	Pipe & Tube**	\$400	5	
	Metaland	\$550	98*	
	TOTAL	\$1,833	146	

- \* Includes 42 franchises
- \*\* Includes internal, and ATM piece



## **Distribution Footprint**



## **Distribution - Financials**

	2004 Full Year	2005 Full Year	2006 Full Year	2007 Half Year
Sales (\$ millions)	1,520	1,770	1,833	940
Tonnes ('000s)	980	1010	929	463
EBITDA (\$ millions)	130	164	146	77
EBIT (\$ millions)	107	141	122	64
Margin %	7.0%	7.9%	6.7%	6.8%
Funds (\$ millions)	820	813	797	785.8
ROFE % *	13.1%	17.3%	15.3%	16.3%
People	2,391	2,476	2,448	2,401

\* These numbers reflect the new Funds



# **OneSteel Strategic Plan - Overview**

#### **Financial Goals**

Values

Strategy

- to achieve an average ROFE > 15% throughout the cycle. (13%-18%)
- to deliver TSR > Top quartile ASX 200 (excluding Banks, Media, Telcos).

This will be achieved by: Delivering superior and sustainable returns through leading market positions in the construction, resources and industrial markets predominantly in Australasia through our people, manufacturing and distribution capabilities.



We will meet our promise to <u>customers</u>

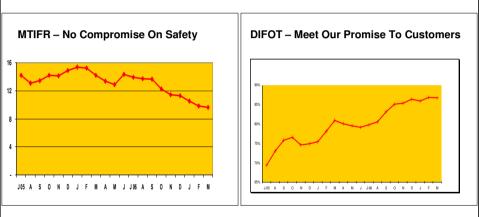
- Customer and market insight
- Supply chain transformation
- Operational excellence (in Manufacturing and Distribution)
- Growth



- Consistency and clarity
- Passion and speed
- Engaging

- Roles, responsibilities and resourcing
- Uncompromising

## **Distribution - Core Values**



## **Holistic Approach to Customer Care**

Customer satisfaction is enhanced by promise fulfilment. Loyalty is the corollary of customer

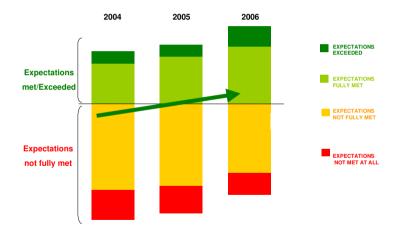


Via correlation analysis, we have explored the relationships between loyalty and promise fulfilment / customer satisfaction. Correlation coefficients can range from -1 to +1, with a score of +1 representing a maximal impact / correlation.

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Overall ratings for customer satisfaction were attained and promise fulfilment and loyalty overall scores have been calculated based on the standardised average of the promise / loyalty dimensions assessed.

# Lift in Customer Satisfaction Levels





# **Supply Chain Transformation**

- Group level business case presented and approved Q2 2006
- OSD capability build underway
  - Central community established (6 new professionals)
  - Accenture training programmes in BU's
  - Governance process
- Demand Management
  - Formalised S&OP across OST (BVC, Whyalla Structurals)
  - Refined forecasting process being deployed in OSD
  - Pilot for SAP based Advanced Planning System
- Transport & Logistics
  - OST wide freight optimisation underway with PWC
  - Complete by December 2007
- Inventory
  - Revised policies across OST
  - SAP MRP optimisation underway in S&T, SCA
  - IBM DIOS modelling tools in ML
- Customer Service
  - DIFOT
  - Promise



#### **Example - Piping Systems**

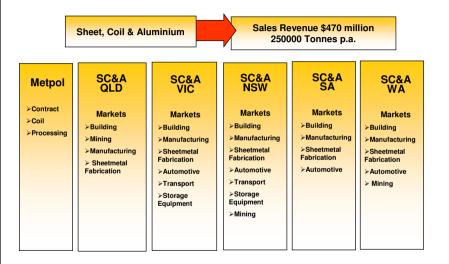
Inventory level	:	18 weeks $\rightarrow$ 13 weeks
SLOB's	:	\$8 million $\rightarrow$ \$3 million
A class availability	:	maintained at 92%
DIFOT	:	82% → 89%
Customer Satisfaction	n :	up 9% points



# Welcome to OneSteel George Ward Sheet, Coil & Aluminium



## **OneSteel George Ward Sheet, Coil & Aluminium Overview**





# **Vital Statistics**

People	60 – Granville Site
Tonnes Handled	90,000 Tonnes P/A
Total Floor Space	14,600 square metres
Handling Equipment	9 Overhead Cranes 2 Forklifts 1 Sideloader
Transport	9 x 16 tn Trucks 2 x 25 tn Semi Trailers
Products	Carbon, Stainless, Aluminium
Products Markets	Carbon, Stainless, Aluminium Manufacturing Building Transport Storage Equipment Mining Sheetmetal Fabrication
	Manufacturing Building Transport Storage Equipment Mining



## What we Do At the Granville Site



Receive Bulk Coil →BlueScope →Overseas Mills →Up to 15 tonne Coils









Coil Sheeting 24,000 Tonne p.a Input 15 Tonne Coils

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Distribution

# Highlights for 2006/07

#### 🌭 🛛 June 2006

- Introduced 3 Metals Strategy Carbon, Aluminium, Stainless
- Installation of Stainless Sheet Production Facility

#### 🌭 🛛 July 2006

Customer Core Value – Performance Measures Commence - DIFOT

#### Sector August 2006

- Integrated Aluminium Business into Granville Site
- 3 Years LTI Free

#### September 2006

- Demand Smoothing Project Commenced Lean Manufacturing
- OneState Growth Strategy Work Across OneSteel business

#### Sovember 2006

Customer Satisfaction Survey Result – Acknowledged we are above Industry Benchmark

#### Sanuary 2007

- Code of Practice Load Restraint Fork Lifts Signed Off
- · Participating in Industry and Schools Working Together Program

#### Sector 2007

- Successful Workcover Self Insurance Audit
- 3 Years MTI Free

"We will meet our Promise to Customers"

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## **Safety Culture**

#### 🌭 🛛 1362 Days LTI free

#### 🌭 🛛 1148 Days MTI free

#### Safety Observations

Involve all employees improvements in quality and corrective action Achieved > 80% Involvement

#### Risk Reduction

OH&S committee actively involved in Risk Assessment & Identification& corrective actions

#### Involvement of Employees

Near Miss Reporting Observation Audits Daily Tool Box Meetings Take 2





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