



NSW REGIONAL ENGAGEMENT FORUM
Wednesday, 24 September 2003

Working Together

Partnership

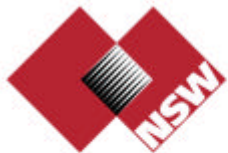
Research & Development

Best Practice

Innovation

Skills Base

Sustainability



First for Business

Department of State and
Regional Development





Regional Engagement Forum Presentation

OneSteel Reinforcing & UWS-CCTR



Centre for Construction
Technology & Research

Introduction

- **OneSteel Reinforcing has had a strategic partnership with the University of Western Sydney's Centre for Construction Technology and Research (CCTR) since 1999**
- **The alliance is important to OneSteel as it allows us to build on our theme of “reinventing reinforcing” in reinforced concrete construction, through access to CCTR's unrivalled expertise in concrete design, research & testing**
- **OneSteel as a large employer in Western Sydney welcomes its partnership with UWS as a strong sign of its engagement with the region, and its focus on leadership through innovation**

OneSteel & Western Sydney

- **OneSteel employs around a thousand people in Western Sydney in its various business units**
- **OneSteel Reinforcing locations (rebar and mesh) include Revesby, Villawood, Campbelltown, Riverstone, Wetherill Park & Minchinbury**
- **OneSteel Distribution locations (steel products) include Bankstown, Wetherill Park (5), Penrith, Silverwater, Granville & Villawood**
- **OneSteel Market Mills locations (steelmaking & rolling mills) include Rooty Hill & Revesby**

OneSteel Reinforcing Vision & Values

Vision

**The Safest and Most Profitable Business in
Reinforcing Steel
and other associated products and services**

Values

Safety is everyone's concern

A profitable business funding our future

One business

A customer focused business

Leadership through innovation

Our people make us the best

History of the Relationship

- **In 1998 Professor Russell Bridge was looking for an opportunity to establish a world class centre at UWS in structural engineering and steel, composite & concrete construction**
- **He took the opportunity to persuade Dr. Mark Patrick who had run the Concrete & Composite Construction Group at BHP Melbourne Research Laboratories to leave Melbourne and establish CCTR with him at UWS**
- **OneSteel Reinforcing saw commercial sense in signing a three year agreement with annual extensions with CCTR in order to build a core design & research competency into its Technical Team**

Development of Innovation & Leadership

- **CCTR personnel have become key members of the “reinventing reinforcing” team, and the Alliance has enabled both parties to push the boundaries of their organisations in terms of what they can achieve to develop innovation and leadership**
- **The scope has been to develop intellectual property in the form of construction solutions, to carry out leading edge research in concrete structures design, and to ensure that CCTR is a leading participant in the development of Australian and international Standards**
- **The results have enabled OneSteel Reinforcing to gain commercial advantage in its markets, and UWS-CCTR to build a reputation in construction design excellence with a share in the rewards from IP**

Outcomes of the Relationship

- **New product successes from the partnership are a key component of our Leadership image in the marketplace**
- **They also help to give both our organisations a sense that together we can create a strong future**
- **Profitable product development with UWS has created business investment and growth, and there are now international opportunities to commercialise our intellectual property**
- **We have had some setbacks as well as successes, but overall the joint engagement of our people has stimulated a deep understanding of the potential in the construction market for innovation, and positive outcomes for both parties**

The Future

- **The Alliance has been strong with CCTR now treated as part of our business**
- **The challenge is continue to work with Reinforcing at the boundaries of knowledge, and to lead the market forward**
- **Focused entrepreneurship, applied research and world class intellectual property are our commercial needs**
- **Continued support of CCTR by UWS as a key part of the engineering capability of UWS is our expectation**
- **We would also ask the question whether we can gain even more from a broader involvement with the UWS organisation**



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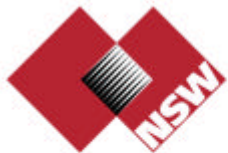
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