



**Australian Government**  
**Australian Customs and  
Border Protection Service**

**INVESTIGATION INTO HOT ROLLED COIL STEEL (HRC)**

**RECORD OF MEETING**

***CUSTOMS AND BORDER PROTECTION AND THE AUSTRALIAN  
STEEL ASSOCIATION INC***

**Date:** Friday, 31 August 2012

**Attendees:**

Australian Steel Association

David Birrell  
*Chief Executive Officer  
Australian Steel Association Inc*

Customs and Border Protection

John Bracic  
*Director, Operations 1*

Lydia Cooke  
*Manager, Operations 1*

Pamela Garabed  
*Supervisor, Operations 1*

**Discussed:**

The Australian Steel Association Inc (ASA) requested the meeting in order to discuss its submission to the investigation dated 25 July 2012.

Elaborating on the ASA submission, the ASA made the following points:

- Increases in raw material costs, along with an appreciating exchange rate, are primary factors responsible for the decline in profitability BlueScope is experiencing in relation to HRC.
- Bluescope price leadership is achieved by determining pricing relative to other indicative market offers and is evidenced by Bluescope increases in market share during the period under investigation.
- Lack of direct access to Bluescope HRC means that imported HRC offer the only competitive source of supply for many distributors and manufacturers.
- These Australian distributors and manufacturers often need to compete directly with Bluescope Steel's downstream business units.
- Bluescope Steel's subsidiary, New Zealand Steel (NZ Steel) should be included in BlueScope's sales rather than as Other Imports as claimed.