



Australian Government
**Department of Industry,
Science and Resources**

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**Anti-Dumping
Commission**

Australian Industry Questionnaire

Case number: 692

Product: Certain welded steel mesh sheets

From: The People's Republic of China and Malaysia

Investigation period: 1 October 2024 – 30 September 2025 (the period)

Response due by: 2 January 2026

Email enquiries to: investigations1@adcommission.gov.au

Anti-Dumping Commission website: www.adcommission.gov.au

Responses to the exporter questionnaire must be submitted via SIGBOX. Please contact the commission on the above email address to request access to SIGBOX.

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INSTRUCTIONS

Why you have been asked to fill out this questionnaire?

The Anti-Dumping Commission (the commission) is currently undertaking an inquiry into whether anti-dumping measures applying to exports of certain welded steel mesh sheets from the People's Republic of China (China) and Malaysia should be continued.

Australian Dumping Notice No. 2025/114 provides details of the goods under consideration, the application and the inquiry procedures.

The commission is seeking input from participants in the Australian market for the goods to inform its:

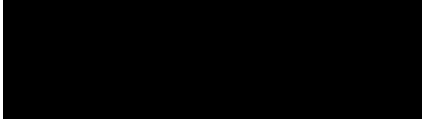
- understanding of the dynamics of the Australian market, including factors that may be impacting the economic condition of the Australian industry producing the goods; and
- assessment of whether the dumping applying to the goods would result in or would be likely to result in material injury to the Australian industry.

The commission will collect and use information in accordance with the commission's Collection and Use of Information Policy.

The timeliness of your response is important. The Commissioner must consider the direction from the Minister for Industry and Innovation and Minister for Science as set out in the Customs (Extensions of Time and Non-cooperation) Direction 2015 (the Direction). More details on this direction are explained in Anti-Dumping Notice 2015/129, available on the commission's website at www.adcommission.gov.au.

CHECKLIST

This section is an aid to ensure that you have completed all sections of this questionnaire.

Section	Please tick if you have responded to all questions
Section A Company information	☒
Section B Australian Sales	☒
Section A Company information A-1 Company representative and location 1. Please nominate a contact person within your company: Name: Anthony Chan Position in the company: General Manager  2. If you have appointed a representative, provide their contact details: Name: Address: Telephone: E-mail address: In nominating a representative, you are granting authority to the commission to discuss matters relating to the company with the nominated representative, including your company's confidential information. 3. Specify your accounting period. 1 July 2023 to 30 June 2024 1 July 2024 to 31 Mar 2025 (Please note we have changed our accounting period this year) 1 Apr 2025 to 31 Mar 2026 4. Please provide the location of the where your company's financial records are held. 182 Power Street, Glendenning NSW 2761	☒

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5. Please provide the location of where your company's production records are held.

182 Power Street, Glendenning NSW 2761

6. Where available, please provide the following documents (or other similar documents) for the two most recently completed financial years plus any subsequent statements:
- a) chart of accounts;
 - b) audited consolidated and unconsolidated statements (include all footnotes and the auditor's opinion);
 - c) internal financial statements, income statements (profit and loss reports) or management accounts, that are prepared and maintained in the normal course of business for the goods:

These documents should relate to:

- i. the division or section/s of your business responsible for the production and sale of the goods covered by the inquiry, and
- ii. the company overall.

Please refer to attachment Confidential Financial reports

7. Please provide the location of your company's production plant manufacturing the goods under consideration.

182 Power Street, Glendenning NSW 2761

A-2 Company information

1. What is the legal name of your business?

Wire Industries Pty Ltd

2. Does your company trade under a different name and/or brand? If yes, provide details.

No.

3. Was your company ever known by a different legal and/or trading name? If yes, provide details.

No.

4. What is the overall nature of your company's business? Include details of the products that your company manufactures and sells and the market your company sells into.

Wire Industries are manufacturer of reinforcing mesh and reinforcing bar along with full range of concreting accessories and building product. We supply our products to building and construction industries, customer like reseller, domestic concreter, house builder, Precast panel company, Commercial builder, High rise builder, Infrastructure construction company, builders for Wind farm and data center..etc. 5. If your business does not perform all of the following functions in relation to the goods under consideration, then please provide names and addresses of the companies which perform each function: a) produce or manufacture; Yes b) sell in the domestic market; and Yes c) export to Australia. No. 6. Does your company produce brochures, pamphlets or other promotional material? If yes, please provide them. Please see attached Product Guide and Price list. 7. Does your company belong to any industry association relevant to the production of welded steel mesh sheets in Australia? Yes, we are Steel Reinforcing Institute of Australia (SRIA) member and ACRS Certificate holder for both Reinforcing mesh and steel processing. A-3 The imported and locally produced goods. Optional – please complete this section if possible. 1. Describe your product(s) that are 'like' the imported product that is subject of this inquiry: a) Include all physical, technical, and other properties. All commonly available mesh size as per the AS standard. Please refer attachment "AS/NZS 4671 Table 7.6 (A)" and "ADC-ACRS Mesh cert" b) List this information for each make	
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	and model in the range. AS/NZS 4671 Grade 500L Mesh Square Mesh SL52, SL62, SL72, SL81, SL82, SL92, SL102 Rectangular Mesh RL718, RL818, RL918, RL1018, RL1118, RL1218 Trench Mesh L8TM, L11TM, L12TM	
c)	Supply technical documentation where applicable. Our technical specifications is as per AS/NZS 4671 :2019 requirements.	
d)	Indicate which of your product types of models are comparable to each of the imported All imported ACRS certified reinforcing mesh from China and Malaysia are comparable to our mesh product.	
e)	product types and models. If appropriate, the comparison can be done in a table.. N/A	
2.	If your product is manufactured from both Australian and imported inputs:	
a)	Describe the use of the imported inputs; and No use of imported input during the investigation period.	
b)	Identify that at least one substantial process of manufacture occurs in Australia (for example by reference to the value added, complexity of process, or investment in capital). We purchase our raw material (Wire rod) from the local steel mill (InfraBuild). We process the wire rod and use COLD ROLLING process to improve the mechanical properties of the wire to comply to Australia standards AS4671:2019 requirement. We use specialize Reinforcing Mesh Welding machine to factory make and Electrical Resistance WELD all our meshes in our operation in Glendenning.	

SECTION B AUSTRALIAN SALES

B-1 Australian sales process

1. Provide details (and diagrams if appropriate) of the Australian sales process of your company and representatives (e.g. agents) including:

- a) Marketing and advertising activities;

Wire Industries markets its reinforcing mesh, steel and related products primarily through:

- Direct sales engagement: Sales representatives regularly meet with customer, reseller, builders, contractors, construction company and engineers
- Trade publication and online presence: Company Website, Linkedin, Industry directories, and occasional trade journals.
- Industry relationship: Word-of-mouth, repeat customers, and participation in industry associations and events.
- Minimal consumer advertising: Marketing is B2B focused, not direct at retail consumers.

- b) Price determination and/or negotiation process;

- Base price: Derived from prevailing steel mill (Infrabuild) input cost and supplier agreement.
- Review cycle: We follow Infrabuild review cycle. Infrabuild have a monthly price update based on scrap value and also have a quarterly review

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	based on other input cost, like wages and electricity. • Customer negotiation: For larger projects or ongoing accounts, Pricing may be negotiated individually, based on volume, supply commitment, lead times and competitors offer. • Reciprocal pricing: Some customers, like industry allies, operate on reciprocal pricing rate agreement with aligned price schedules.	
c)	Order placement process; Order are typically placed by customer and depending on if it is a General sales or Project sales. General sales: • In person at our sales office • Email or phone to our sales office • Directly through our sales team/manager • Standing orders for recurring demands Project sales: • A standing orders for the project • Our scheduling team will work out mesh requirement from project drawings • Customer approve our schedule for mesh and convert into an order	
d)	Order fulfilment process and lead time; Processing: Direct Orders or Scheduled order are reviewed, stock availability confirmed and production scheduled (if necessary) Lead time: Standard Mesh: Ex work if in stock, 1-2 business day for delivery if in stock Custom Mesh: Depending on complexity and volume	

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	Customers are advised at the time of order for delivery lead time and confirmation of delivery via email and phone before delivery.	
e)	Delivery terms and process; Standard delivery: Ex-Works or delivered to site using Wire Industries' fleet and contracted logistics partners Delivery confirmation: Customers nominated site access conditions and delivery windows Delivery terms: Generally delivery to site at a nominal fee within metropolitan service area, regional and inter state freight is quoted separately. Proof of delivery: Customers sign on paper delivery dockets or sign on digital device. Photos are also taken on site as POD.	
f)	Invoicing process; and Invoices are generated through our ERP system once goods are delivered to customers and when POD is in our office. Electronic invoice (PDF/email) are the standard. Invoices details product type, items code, quantities, unit pricing, delivery charges (if any) and GST.	
g)	Payment terms and process. Standard terms: Net 30 days EOM (unless otherwise agreed). Payment methods: Cash, Cheque, Credit card, direct deposit or Electronic funds transfer. Account reconciliation: Managed by our accounts receivable team, with statements issued monthly Overdue accounts: Follow-up reminders are issued; credit holds may be applied for non-payment,	

escalated to legal if prolong overdue. 2. Are any customers of the goods sold in Australia related to your company? If yes, please provide a list of each related customer and provide details on how the selling price is set. Bestbar reinforcement own Wire Industries and mesh are exchanged and charged at [REDACTED] per over material cost from Infrabuild. 3. If sales are in accordance with price lists or price extras list, provide copies of these lists. Price list attached. Most price are based on price list with discounts. 4. Do your selling prices vary according to the distribution channel identified? If yes, provide details. Real differences in trade levels are characterised by consistent and distinct differences in functions and prices. Not really. All price are subject to negotiation. B-2 Australian sales listing 1. Please confirm the volumes and values provided in the letter of support by providing a summary of the volume and value of all your Australian sales of welded steel mesh sheets produced by you in Australia and invoiced for the period 1 October 2024 to 30 September 2025. If possible, please complete worksheet named "B-2 Australian Sales". <u>If this level of detail is not available, please provide a summary and explain how you have calculated the summary.</u> For the period of 1 Oct 2024 to 30 Sep 2025: Total ton: [REDACTED] tons Total value: [REDACTED] m Details refer to Confidential attachment "B-2 Australian Sales" and "ADC-Mesh Sales Profit"	
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B-3 Australian production

1. Please provide a summary of the volume of your production of welded steel mesh sheets in Australia for the period 1 October 2024 to 30 September 2025.

If possible, please complete worksheet named "B-3 Australian Production". If this level of detail is not available, please provide a summary and explain how you have calculated the summary

Total [REDACTED] (Details please refer to Confidential attachment "B-3 Australian Production" and "ADC-Production volume")

B-4 Australian cost information

Optional – please complete this section if possible.

1. Complete worksheet named "B-4 Australian CTM" (cost to make) for domestic sales.

N/A

2. Please complete worksheet "B-4.1 Australian SG&A" (SG&A list) and "B-4.2 SG&A calculations" for domestic selling, general and administration expenses.

N/A

SECTION C AUSTRALIAN MARKET & INJURY

C-1 Prevailing conditions of competition in the Australian market

1. Describe the Australian market for the goods and the prevailing conditions of competition within the market, including:
 - a) Provide an overall description of the Australian market for the goods which explains its main characteristics and trends over the past four years, addressing in particular:

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i. volume and value of imports as well as the source of imports ii. price iii. sales and market share iv. key performance indicators such as: • profits; • price trends; • investment; and • employment. Over the past four years, the Australian reinforcing mesh market has experienced intensifying competition, primarily driven by increased volumes of imported mesh and aggressive low-price import competition. These dynamics have materially altered market conditions, with competition now largely price-driven, placing sustained pressure on locally manufactured mesh, including that produced by SRIA members. Import penetration has increased over the period, with imported mesh capturing a growing share of apparent consumption. Imports have largely originated from lower-cost offshore producers from China and Malaysia, enabling imported products to be supplied at prices below those typically required for sustainable domestic production. While import volumes have risen, the average value per tonne of imports has declined, reflecting persistent downward pricing pressure. As a result, market prices for reinforcing mesh have fallen or remained suppressed over the four-year period. Imported mesh has effectively established the market clearing price for commodity mesh products, requiring local manufacturers to either match import prices or concede volume. This has led to margin compression across the domestic industry. Sales volumes and market share for SRIA members have been adversely affected as imports expanded. Although	
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local manufacturers have retained some demand through advantages such as product compliance, reliability of supply, and service capability, import substitution has increased, particularly in standardised mesh segments where price is the dominant purchasing criterion.

Key performance indicators for the domestic mesh industry reflect these conditions. Profitability has remained low, constrained by reduced pricing and intense competition. Price trends have been flat to mostly declining, limiting the ability of local manufacturers to recover cost increases. Investment in local mesh manufacturing has been minimal, with weak returns discouraging capital expansion beyond essential maintenance and efficiency improvements. Mesh-related employment has declined, as local manufacturers have reduced costs and rationalised operations in response to sustained margin pressure.

- b) Provide the sources of demand for the goods in Australia, including the categories of customers, users or consumers of the product

Demand for reinforcing mesh in Australia is primarily generated by slab-on-ground concrete construction and related civil works. The main sources of demand can be categorised by customer and end-use as follows:

- Residential housing – slab-on-ground construction for detached housing, townhouses, apartments, and associated residential developments.
- Industrial and commercial construction – warehouses, factories, logistics facilities, retail centres, and commercial buildings requiring large

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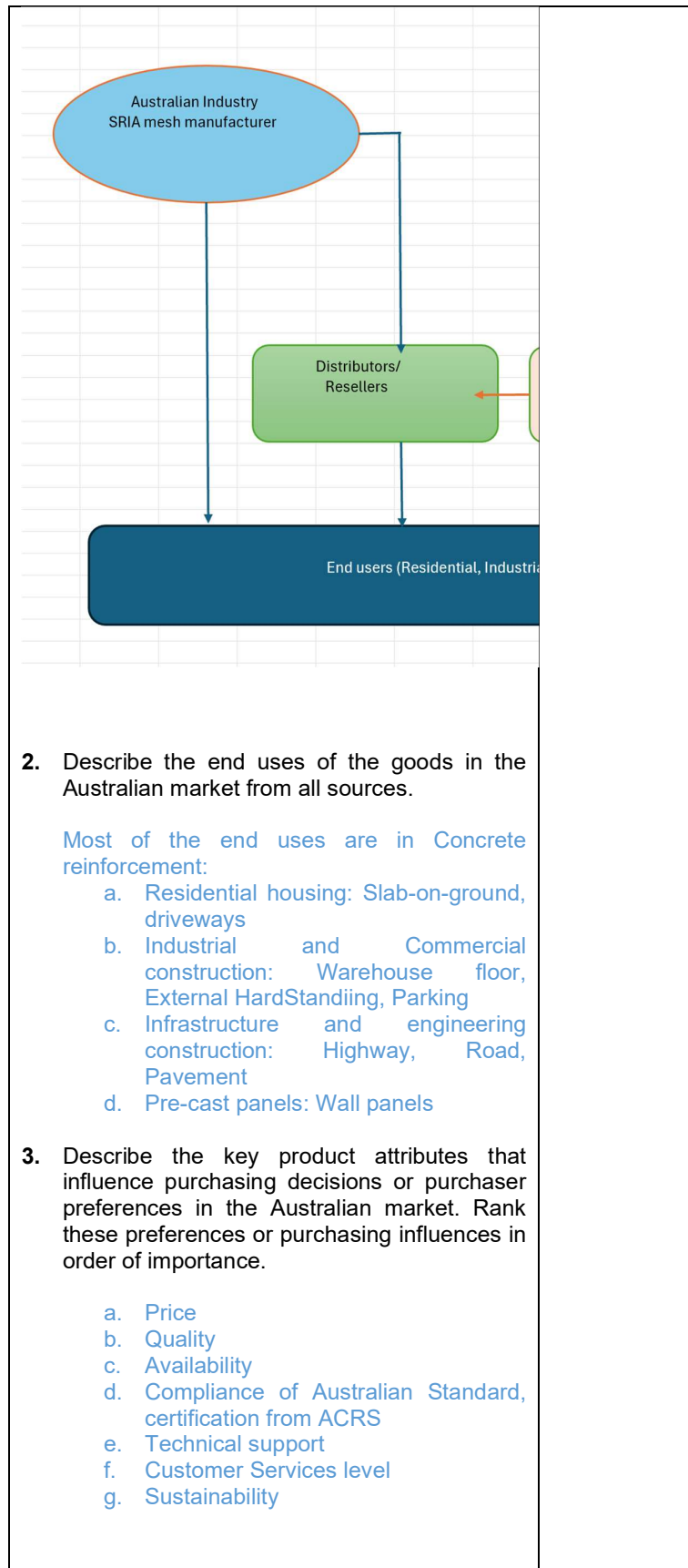
	concrete slabs-on-ground and external pavements. ▪ Infrastructure and engineering construction – road construction, pavements, bridges, drainage structures, and other civil engineering applications. ▪ Precast concrete manufacturers – producers of precast panels, pits, pipes, and structural concrete elements incorporating reinforcing mesh. ▪ Resellers and retail distributors – steel merchants and building-materials suppliers supplying reinforcing mesh to smaller contractors and end users. ▪ Allied trades and contractors – concreters, formwork contractors, civil contractors, and other allied trades that directly purchase and use reinforcing mesh on projects.	
c)	Provide an estimated proportion (%) of sales revenue from each of those sources of demand listed in (b) Our estimate of proportion (%) of sales revenue. Residential housing : [REDACTED] Industrial and Commercial construction : [REDACTED] Infrastructure and engineering : [REDACTED] Precast : [REDACTED] Reseller/Retail : [REDACTED] Allied trade and contractors : [REDACTED]	

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d) Describe the way in which Australian manufactured and other imported goods compete in the Australian market Competition between Australian and imported mesh reflects a balance between cost advantages of imports and quality, compliance, and service advantages of Australian manufacturers. However, Price become the major factor in the recent years due to the fact that Industry-wide cost reduction in the building and construction sector. e) Describe the ways that the goods are marketed and distributed in the Australian market Reinforcing mesh are marketed by different channels 1. SIRA members as producer of mesh 2. SIRA members non-producer of mesh as distributor 3. Non-SIRA member as distributor 4. Importers sell to non-producer reinforcement processor or end-users 5. End-user direct import <i>Provide any available documentary evidence to support the responses made to questions C-1(a) to (e).</i> 2. Describe the commercially significant market participants in the Australian market for the goods at each level of trade over the investigation period. Include in your description: a) names of the participants b) the level of trade for each market participant (e.g., manufacturer, importer, distributor, end-user, etc.) c) a description of the degree of integration (either vertical or horizontal) for each market participant	
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d) an estimation of the market share of each participant We have made a spreadsheet for this. Please refer to attached "ADC- Market Participant" 3. Identify the names of commercially significant importers in the Australian market for the goods over the investigation period. Specify the country each importer imports from and their level of trade in the Australian market, if known. We have made a spreadsheet for this. Please refer to attached "ADC- Market Participant" 4. Are you aware of any substitutes for the product? If yes, describe the substitute and whether the substitute is commercially significant from your perspective. No. C-2 Conditions of competition 1. Provide a diagram which describes the Australian market structure for the goods, ensuring that all the categories of participants are included. In this diagram use linkages to illustrate the different levels of trade and distribution channels within the Australian market.	
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4. If available, provide examples of competition with importers selling welded mesh from exporters from China and/or Malaysia during the investigation period. Include, if available:
- a) list of common customers;
 - b) competition at applicable levels of trade (e.g. distributor or retail);
 - c) any market intelligence concerning pricing from China and/or Malaysia (emails, offers of imported mesh);
 - d) any example of lost volumes, or instances where you have lowered prices to compete with imports from China and/or Malaysia (e.g. project tenders lost to imported mesh).

Provide any available documentary evidence to support the responses made to questions C-2.4(a) to (d).

[Please refer to our attachment – ADC-Case study](#)

C-3 Relationship between price and cost in Australia

1. Describe the importance of the Australian market to your company's operations. In your response describe:
- a) The proportion of your company's sales revenue derived from sales of the goods in Australia and
 - b) The proportion of your company's profit derived from sales of the goods in Australia.

In responding to question C-3.1 please provide evidence supporting calculations.

Reinforcing mesh sales represent [REDACTED] of our total revenue in the investigation period and contributed [REDACTED] million in gross profit. It is a significant product to Wire Industries. Please refer to the attachment "ADC-Mesh Sales profit"

2. Is your organisation/business entity the price leader for the goods in the Australian market? If no, please explain the reasons behind your response and specify the name(s) of the price leaders.

No. We only have [REDACTED] % of Australia market share and our mesh pricing is significantly based on the

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input cost of raw material, which is controlled by Market Leader Infrabuild.

3. Explain the process for how the selling prices of the goods for the Australian market by your business are determined. Provide copies of internal documents which support how pricing is determined.

The initial selling price is based on the input cost for the mesh manufacturing. However, the initial pricing is not always aligned with the market price and final pricing is determined by the current market price when negotiation takes place with customers.

4. How frequently are your Australian selling prices reviewed? Describe the process of price review and the factors that initiate and contribute to a review. Provide the names and positions of all persons involved.

We review on a selling price on monthly basis as Infrabuild update the wire rod price monthly. We will review this input cost and other variable cost like wages and varies operating cost. General Manager, together with the State Manager will conduct the review and make the price decision for mesh.

5. Rank the following factors in terms of their influence on your pricing decisions in the Australian market, with the most important factor ranked first and the least important factor ranked last:
- Competitors' prices
 - Purchase price of raw materials
 - Cost to make and sell the goods
 - Level of inventory
 - Value of the order
 - Volume of the order
 - Value of forward orders
 - Volume of forward orders
 - Customer relationship management
 - Supplier relationship management
 - Desired profit
 - Brand attributes
 - Other (please define what this factor is in your response)

Ranking as below :

1. Competitors' prices

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2. Value of the order 3. Volume of the order 4. Purchase price of raw materials 5. Cost to make and sell the goods 6. Customer relationship management 7. Level of inventory 8. Value of forward orders 9. Volume of forward orders 10. Desired profit 11. Brand attributes 12. Supplier relationship management	
6. Describe the relationship between selling price and costs to make and sell in the Australian market. Disconnected. Selling price is not linked to cost of manufacturing the goods. 7. Do you offer price reductions (e.g., commissions, discounts, rebates, allowances or credit notes) in the Australian market? If yes, provide a description and explain the terms and conditions that must be met by the customer to qualify. Explain how the cost to make and sell are considered in establishing these price reductions. Provide copies of internal documents which support your claims in response to this question. No. 8. Provide copies of any price lists for the goods used in the Australian market during the investigation period. If you do not use price lists, describe the transparency of your prices in the Australian market. Please refer to the attached Price list.	
C-4 Direct evidence of current import competition in Australia and its impact on Australian industry 1. Describe current status of import competition in the Australian market, including: a) the major Australian importers, traders or end users seeking to	

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	supply the goods into the Australian market; Import competition is very high as: • Mesh price is much cheaper in China and Malaysia compare to Australia • The cost of shipping container for reinforcement mesh is cheap • Importation cost is minimal	
b)	end users your company does not supply, but who solely import the goods from overseas; This group of customers enjoy the lowest mesh price from importer and it is highly price driven. Competition is extremely high.	
c)	end users who source the goods from both your company and from overseas suppliers; and This group of customers is seeking not only pricing but other attributes, like quality, lead time and customer services. Then mesh price is higher but it is still very competitive as customers will always ask for price matching with imported mesh.	
d)	provide any specific details relating to exports from China and/or Malaysia. Please refer to the attachment "ADC- Case study"	
2.	Describe any other circumstances in which imported goods have affected your company that you consider to be relevant to this investigation. This may include the impact of imported goods on:	
a)	decisions concerning the engagement and retention of	

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	labour employed by your business; The impact of imported reinforcing mesh has significantly influenced decisions regarding labour engagement and retention, as increased import competition directly affects sales volumes and profitability. Sustained pressure from low-priced imports has reduced margins and limited the viability of domestic mesh manufacturing. Where reinforcing mesh is sold at minimal profit or at a loss, this materially undermines the commercial sustainability of local production. Under such conditions, manufacturers may be forced to reduce operations or exit mesh manufacturing entirely, which would result in redundancies across the mesh-related workforce. We have attached our reinforcing mesh pricing and cost data, which demonstrate that mesh selling prices have declined substantially over the past three years, including during the investigation period. Over the same period, we have experienced a reduction in market share, both at an individual company level and across SRIA members collectively. Our understanding is that the overall market share of SRIA members has decreased relative to imported goods, reflecting increased import penetration in the Australian market. Please refer to Confidential attachment “ ADC-Mesh Selling price and Cost” and “ADC- WI SRIA Market share”	
b)	decisions concerning the terms and conditions of employment by your business in the production of like goods, such as the level of wages payable, hours worked,	

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effect on part time work and shift structures; Low-priced imported reinforcing mesh has significantly reduced profit margins, requiring local manufacturers to pursue cost-reduction measures to maintain commercial viability. As labour represents a major component of manufacturing costs, these pressures directly affect employment terms and conditions. In response to sustained margin compression, manufacturers are likely to reduce discretionary labour costs, including overtime hours and penalty shift arrangements. Such measures are considered necessary to offset the impact of import-driven price pressure and to sustain ongoing operations under highly competitive market conditions. . c) your current investments in the production of like goods (including the level of return on those investments); No consideration of reinforcing mesh investment due to cheap imported mesh. d) proposed investment in the production of like goods; and the ability to raise capital for the production of like goods. No consideration of reinforcing mesh investment due to cheap imported mesh. & Injury	
Section D Declaration	☒
Non-confidential version of this response	☒

Attachments	Please tick if you have
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	provided spreadsheet
CONFIDENTIAL ATTACHMENTS	☒
NON-CONFIDENTIAL ATTACHMENTS	☐

GOODS UNDER CONSIDERATION

The goods under consideration (the goods) i.e. the goods exported to Australia, allegedly at dumped prices are:

Steel mesh sheets, welded at the intersection, of longitudinal and transverse members with cross-sectional diameters of between 3mm to 14mm (inclusive) and having at least one aperture size of 80cm² or more.

Sheets of the subject welded steel mesh have a maximum nominal length of up to and including 15 metres and includes sheets that may have bends.

The goods under consideration do not include welded steel mesh sheets made from stainless steel as defined under Note 1(e) to Chapter 72, Schedule 3 of the Customs Tariff Act 1995.

The goods include all welded steel mesh sheets meeting the above description irrespective of steel surface profile, alloy content or coating.

Further information:

Aperture size refers to the nominal area calculated by multiplying the distance between the longitudinal members and the transverse members. For example, an aperture size of 80 cm² may denote an aperture with longitudinal members 8cm apart and transverse members 10cm apart.

'Length' is measured from the ends of the longitudinal members.

SECTION A COMPANY INFORMATION

A-1 Company representative and location

8. Please nominate a contact person within your company:

Name: [Anthony Chan](#)
Position in the company: [General Manager](#)
Telephone: [02 88877733](#)
E-mail address: Anthony.Chan@Wireind.com.au

9. If you have appointed a representative, provide their contact details:

Name:
Address:
Telephone:
E-mail address:

In nominating a representative, you are granting authority to the commission to discuss matters relating to the case with the nominated representative, including your company's confidential information.

10. Specify your accounting period.

[1 July 2023 to 30 June 2024](#)

[1 July 2024 to 31 Mar 2025 \(Please note we have changed our accounting period this year\)](#)

[1 Apr 2025 to 31 Mar 2026](#)

11. Please provide the location of where your company's financial records are held.

[182 Power Street, Glendenning NSW 2761](#)

12. Please provide the location of where your company's production records are held.

[182 Power Street, Glendenning NSW 2761](#)

13. Where available, please provide the following documents (or other similar documents) for the two most recently completed financial years plus any subsequent statements:

- a) chart of accounts;
- b) audited consolidated and unconsolidated statements (include all footnotes and the auditor's opinion);
- c) internal financial statements, income statements (profit and loss reports) or management accounts, that are prepared and maintained in the normal course of business for the goods:

These documents should relate to:

- iii. the division or section/s of your business responsible for the production and sale of the goods covered by the inquiry, and
- iv. the company overall.

[Please refer to attachment Confidential Financial reports](#)

14. Please provide the location of your company's production plant manufacturing the goods under consideration.

[182 Power Street, Glendenning NSW 2761](#)

A-2 Company information

8. What is the legal name of your business?

Wire Industries Pty Ltd

9. Does your company trade under a different name and/or brand? If yes, provide details.

No.

10. Was your company ever known by a different legal and/or trading name? If yes, provide details.

No.

11. What is the overall nature of your company's business? Include details of the products that your company manufactures and sells and the market your company sells into.

Wire Industries are manufacturer of reinforcing mesh and reinforcing bar along with full range of concreting accessories and building product. We supply our products to building and construction industries, customer like reseller, domestic concreter, house builder, Precast panel company, Commercial builder, High rise builder, Infrastructure construction company, builders for Wind farm and data center..etc.

12. If your business does not perform all of the following functions in relation to the goods under consideration, then please provide names and addresses of the companies which perform each function:

d) produce or manufacture;

Yes

e) sell in the domestic market; and

Yes

f) export to Australia.

No.

13. Does your company produce brochures, pamphlets or other promotional material? If yes, please provide them.

Please see attached Product Guide and Price list.

14. Does your company belong to any industry association relevant to the production of welded steel mesh sheets in Australia?

Yes, we are Steel Reinforcing Institute of Australia (SRIA) member and ACRS Certificate holder for both Reinforcing mesh and steel processing.

A-3 The imported and locally produced goods.

Optional – please complete this section if possible.

3. Describe your product(s) that are 'like' the imported product that is subject of this inquiry:

f) Include all physical, technical, and other properties.

All commonly available mesh size as per the AS standard. Please refer attachment

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"AS/NZS 4671 Table 7.6 (A)" and "ADC-ACRS Mesh cert"

- g) List this information for each make and model in the range.

AS/NZS 4671 Grade 500L Mesh Square Mesh SL52, SL62, SL72, SL81, SL82, SL92, SL102 Rectangular Mesh RL718, RL818, RL918, RL1018, RL1118, RL1218 Trench Mesh L8TM, L11TM, L12TM

- h) Supply technical documentation where applicable.

Our technical specifications is as per AS/NZS 4671 :2019 requirements.

- i) Indicate which of your product types of models are comparable to each of the imported

All imported ACRS certified reinforcing mesh from China and Malaysia are comparable to our mesh product.

- j) product types and models. If appropriate, the comparison can be done in a table..

N/A

4. If your product is manufactured from both Australian and imported inputs:

- c) Describe the use of the imported inputs; and

No use of imported input during the investigation period.

- d) Identify that at least one substantial process of manufacture occurs in Australia (for example by reference to the value added, complexity of process, or investment in capital).

We purchase our raw material (Wire rod) from the local steel mill (InfraBuild). We process the wire rod and use COLD ROLLING process to improve the mechanical properties of the wire to comply to Australia standards AS4671:2019 requirement. We use specialize Reinforcing Mesh Welding machine to factory make and Electrical Resistance WELD all our meshes in our operation in Glendenning.

SECTION B AUSTRALIAN SALES

B-1 Australian sales process

5. Provide details (and diagrams if appropriate) of the Australian sales process of your company and representatives (e.g. agents) including:

h) Marketing and advertising activities;

Wire Industries markets its reinforcing mesh, steel and related products primarily through:

- Direct sales engagement: Sales representatives regularly meet with customer, reseller, builders, contractors, construction company and engineers
- Trade publication and online presence: Company Website, LinkedIn, Industry directories, and occasional trade journals.
- Industry relationship: Word-of-mouth, repeat customers, and participation in industry associations and events.
- Minimal consumer advertising: Marketing is B2B focused, not direct at retail consumers.

i) Price determination and/or negotiation process;

- Base price: Derived from prevailing steel mill (Infrabuild) input cost and supplier agreement.
- Review cycle: We follow Infrabuild review cycle. Infrabuild have a monthly price update based on scrap value and also have a quarterly review based on other input cost, like wages and electricity.
- Customer negotiation: For larger projects or ongoing accounts, Pricing may be negotiated individually, based on volume, supply commitment, lead times and competitors offer.
- Reciprocal pricing: Some customers, like industry allies, operate on reciprocal pricing rate agreement with aligned price schedules.

j) Order placement process;

Order are typically placed by customer and depending on if it is a General sales or Project sales.

General sales:

- In person at our sales office
- Email or phone to our sales office
- Directly through our sales team/manager
- Standing orders for recurring demands

Project sales:

- A standing orders for the project
- Our scheduling team will work out mesh requirement from project drawings
- Customer approve our schedule for mesh and convert into an order

k) Order fulfilment process and lead time;

Processing: Direct Orders or Scheduled order are reviewed, stock availability confirmed and production scheduled (if necessary)

Lead time:

Standard Mesh: Ex work if in stock, 1-2 business day for delivery if in stock

Custom Mesh: Depending on complexity and volume

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Customers are advised at the time of order for delivery lead time and confirmation of delivery via email and phone before delivery.

l) **Delivery terms and process;**

Standard delivery: Ex-Works or delivered to site using Wire Industries' fleet and contracted logistics partners

Delivery confirmation: Customers nominated site access conditions and delivery windows

Delivery terms: Generally delivery to site at a nominal fee within metropolitan service area, regional and inter state freight is quoted separately.

Proof of delivery: Customers sign on paper delivery dockets or sign on digital device. Photos are also taken on site as POD.

m) **Invoicing process; and**

Invoices are generated through our ERP system once goods are delivered to customers and when POD is in our office.

Electronic invoice (PDF/email) are the standard.

Invoices details product type, items code, quantities, unit pricing, delivery charges (if any) and GST.

n) **Payment terms and process.**

Standard terms: Net 30 days EOM (unless otherwise agreed).

Payment methods: Cash, Cheque, Credit card, direct deposit or Electronic funds transfer.

Account reconciliation: Managed by our accounts receivable team, with statements issued monthly

Overdue accounts: Follow-up reminders are issued; credit holds may be applied for non-payment, escalated to legal if prolong overdue.

6. Are any customers of the goods sold in Australia related to your company? If yes, please provide a list of each related customer and provide details on how the selling price is set.

Bestbar reinforcement own Wire Industries and mesh are exchanged and charged at [REDACTED] per over material cost from Infrabuild.

7. If sales are in accordance with price lists or price extras list, provide copies of these lists.

Price list attached. Most price are based on price list with discounts.

8. Do your selling prices vary according to the distribution channel identified? If yes, provide details. Real differences in trade levels are characterised by consistent and distinct differences in functions and prices.

Not really. All price are subject to negotiation.

B-2 Australian sales listing

2. Please confirm the volumes and values provided in the letter of support by providing a summary of the volume and value of all your Australian sales of welded steel mesh sheets produced by you in Australia and invoiced for the period 1 October 2024 to 30 September 2025.

If possible, please complete worksheet named "B-2 Australian Sales". If this level of detail is not available, please provide a summary and explain how you have calculated the summary.

For the period of 1 Oct 2024 to 30 Sep 2025:

Total ton: [REDACTED] tons
Total value: [REDACTED] m

Details refer to Confidential attachment "B-2 Australian Sales" and "ADC-Mesh Sales Profit"

B-3 Australian production

3. Please provide a summary of the volume of your production of welded steel mesh sheets in Australia for the period 1 October 2024 to 30 September 2025.

If possible, please complete worksheet named "B-3 Australian Production". If this level of detail is not available, please provide a summary and explain how you have calculated the summary

Total 13,925 tons (Details please refer to Confidential attachment "B-3 Australian Production" and "ADC-Production volume")

B-4 Australian cost information

Optional – please complete this section if possible.

1. Complete worksheet named "B-4 Australian CTM" (cost to make) for domestic sales.

N/A

2. Please complete worksheet "B-4.1 Australian SG&A" (SG&A list) and "B-4.2 SG&A calculations" for domestic selling, general and administration expenses.

N/A

SECTION C

AUSTRALIAN MARKET & INJURY

C-1 Prevailing conditions of competition in the Australian market

5. Describe the Australian market for the goods and the prevailing conditions of competition within the market, including:
- f) Provide an overall description of the Australian market for the goods which explains its main characteristics and trends over the past four years, addressing in particular:
- i. volume and value of imports as well as the source of imports
 - ii. price
 - iii. sales and market share
 - iv. key performance indicators such as:
 - profits;
 - price trends;
 - investment; and
 - employment.

Over the past four years, the Australian reinforcing mesh market has experienced intensifying competition, primarily driven by increased volumes of imported mesh and aggressive low-price import competition. These dynamics have materially altered market conditions, with competition now largely price-driven, placing sustained pressure on locally manufactured mesh, including that produced by SRIA members.

Import penetration has increased over the period, with imported mesh capturing a growing share of apparent consumption. Imports have largely originated from lower-cost offshore producers from China and Malaysia, enabling imported products to be supplied at prices below those typically required for sustainable domestic production. While import volumes have risen, the average value per tonne of imports has declined, reflecting persistent downward pricing pressure.

As a result, market prices for reinforcing mesh have fallen or remained suppressed over the four-year period. Imported mesh has effectively established the market clearing price for commodity mesh products, requiring local manufacturers to either match import prices or concede volume. This has led to margin compression across the domestic industry.

Sales volumes and market share for SRIA members have been adversely affected as imports expanded. Although local manufacturers have retained some demand through advantages such as product compliance, reliability of supply, and service capability, import substitution has increased, particularly in standardised mesh segments where price is the dominant purchasing criterion.

Key performance indicators for the domestic mesh industry reflect these conditions. Profitability has remained low, constrained by reduced pricing and intense competition. Price trends have been flat to mostly declining, limiting the ability of local manufacturers to recover cost increases. Investment in local mesh manufacturing has been minimal, with weak returns discouraging capital expansion beyond essential maintenance and efficiency improvements. Mesh-related employment has declined, as local manufacturers have reduced costs and rationalised operations in response to sustained margin pressure.

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- g) Provide the sources of demand for the goods in Australia, including the categories of customers, users or consumers of the product

Demand for reinforcing mesh in Australia is primarily generated by slab-on-ground concrete construction and related civil works. The main sources of demand can be categorised by customer and end-use as follows:

- Residential housing – slab-on-ground construction for detached housing, townhouses, apartments, and associated residential developments.
- Industrial and commercial construction – warehouses, factories, logistics facilities, retail centres, and commercial buildings requiring large concrete slabs-on-ground and external pavements.
- Infrastructure and engineering construction – road construction, pavements, bridges, drainage structures, and other civil engineering applications.
- Precast concrete manufacturers – producers of precast panels, pits, pipes, and structural concrete elements incorporating reinforcing mesh.
- Resellers and retail distributors – steel merchants and building-materials suppliers supplying reinforcing mesh to smaller contractors and end users.
- Allied trades and contractors – concreters, formwork contractors, civil contractors, and other allied trades that directly purchase and use reinforcing mesh on projects.

- h) Provide an estimated proportion (%) of sales revenue from each of those sources of demand listed in (b)

Our estimate of proportion (%) of sales revenue.

Residential housing	: 
Industrial and Commercial construction	: 
Infrastructure and engineering	: 
Precast	: 
Reseller/Retail	: 
Allied trade and contractors	: 

- i) Describe the way in which Australian manufactured and other imported goods compete in the Australian market

Competition between Australian and imported mesh reflects a balance between cost advantages of imports and quality, compliance, and service advantages of Australian manufacturers.

However, Price become the major factor in the recent years due to the fact that Industry-wide cost reduction in the building and construction sector.

- j) Describe the ways that the goods are marketed and distributed in the Australian market

Reinforcing mesh are marketed by different channels

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6. SIRA members as producer of mesh
7. SIRA members non-producer of mesh as distributor
8. Non-SIRA member as distributor
9. Importers sell to non-producer reinforcement processor or end-users
10. End-user direct import

Provide any available documentary evidence to support the responses made to questions C-1(a) to (e).

6. Describe the commercially significant market participants in the Australian market for the goods at each level of trade over the investigation period. Include in your description:
 - e) names of the participants
 - f) the level of trade for each market participant (e.g., manufacturer, importer, distributor, end-user, etc.)
 - g) a description of the degree of integration (either vertical or horizontal) for each market participant
 - h) an estimation of the market share of each participant

We have made a spreadsheet for this. Please refer to attached "ADC- Market Participant"

7. Identify the names of commercially significant importers in the Australian market for the goods over the investigation period. Specify the country each importer imports from and their level of trade in the Australian market, if known.

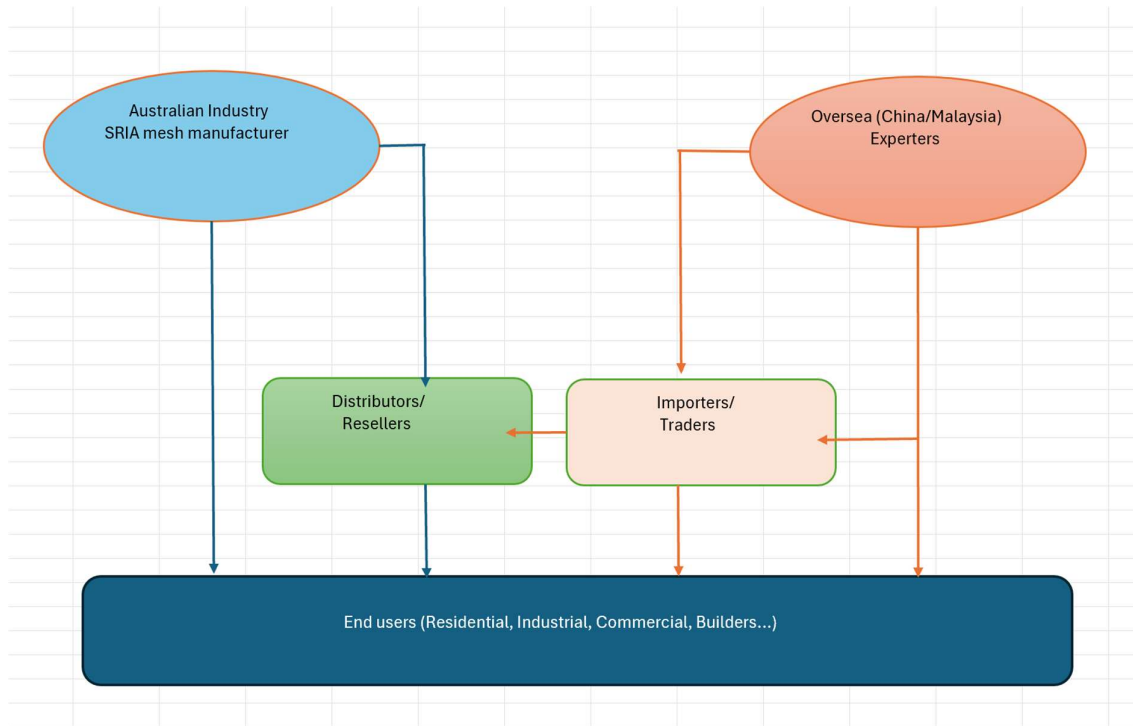
We have made a spreadsheet for this. Please refer to attached "ADC- Market Participant"

8. Are you aware of any substitutes for the product? If yes, describe the substitute and whether the substitute is commercially significant from your perspective.

No.

C-2 Conditions of competition

5. Provide a diagram which describes the Australian market structure for the goods, ensuring that all the categories of participants are included. In this diagram use linkages to illustrate the different levels of trade and distribution channels within the Australian market.



6. Describe the end uses of the goods in the Australian market from all sources.

Most of the end uses are in Concrete reinforcement:

- e. Residential housing: Slab-on-ground, driveways
- f. Industrial and Commercial construction: Warehouse floor, External HardStanding, Parking
- g. Infrastructure and engineering construction: Highway, Road, Pavement
- h. Pre-cast panels: Wall panels

7. Describe the key product attributes that influence purchasing decisions or purchaser preferences in the Australian market. Rank these preferences or purchasing influences in order of importance.

- a. Price
- b. Quality
- c. Availability
- d. Compliance of Australian Standard, certification from ACRS
- e. Technical support
- f. Customer Services level
- g. Sustainability

8. If available, provide examples of competition with importers selling welded mesh from exporters from China and/or Malaysia during the investigation period. Include, if available:

- e) list of common customers;
- f) competition at applicable levels of trade (e.g. distributor or retail);
- g) any market intelligence concerning pricing from China and/or Malaysia (emails, offers of imported mesh);
- h) any example of lost volumes, or instances where you have lowered prices to compete with imports from China and/or Malaysia (e.g. project tenders lost to imported mesh).

Provide any available documentary evidence to support the responses made to questions C-2.4(a) to (d).

Please refer to our attachment – ADC-Case study

C-3 Relationship between price and cost in Australia

9. Describe the importance of the Australian market to your company's operations. In your response describe:

- c) The proportion of your company's sales revenue derived from sales of the goods in Australia and
- d) The proportion of your company's profit derived from sales of the goods in Australia.

In responding to question C-3.1 please provide evidence supporting calculations.

Reinforcing mesh sales represent [REDACTED] of our total revenue in the investigation period and contributed [REDACTED] million in gross profit. It is a significant product to Wire Industries. Please refer to the attachment "ADC-Mesh Sales profit"

10. Is your organisation/business entity the price leader for the goods in the Australian market? If no, please explain the reasons behind your response and specify the name(s) of the price leaders.

No. We only have [REDACTED] % of Australia market share and our mesh pricing is significantly based on the input cost of raw material, which is controlled by Market Leader Infrabuild.

11. Explain the process for how the selling prices of the goods for the Australian market by your business are determined. Provide copies of internal documents which support how pricing is determined.

The initial selling price is based on the input cost for the mesh manufacturing. However, the initial pricing is not always aligned with the market price and final pricing is determined by the current market price when negotiation takes place with customers.

12. How frequently are your Australian selling prices reviewed? Describe the process of price review and the factors that initiate and contribute to a review. Provide the names and positions of all persons involved.

We review on a selling price on monthly basis as Infrabuild update the wire rod price monthly. We will review this input cost and other variable cost like wages and varies operating cost. General Manager, together with the State Manager will conduct the review and make the price decision for mesh.

13. Rank the following factors in terms of their influence on your pricing decisions in the Australian market, with the most important factor ranked first and the least important factor ranked last:

- Competitors' prices
- Purchase price of raw materials
- Cost to make and sell the goods
- Level of inventory
- Value of the order
- Volume of the order
- Value of forward orders
- Volume of forward orders
- Customer relationship management
- Supplier relationship management

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- Desired profit
- Brand attributes
- Other (please define what this factor is in your response)

Ranking as below :

13. Competitors' prices
14. Value of the order
15. Volume of the order
16. Purchase price of raw materials
17. Cost to make and sell the goods
18. Customer relationship management
19. Level of inventory
20. Value of forward orders
21. Volume of forward orders
22. Desired profit
23. Brand attributes
24. Supplier relationship management

14. Describe the relationship between selling price and costs to make and sell in the Australian market.

Disconnected. Selling price is not linked to cost of manufacturing the goods.

15. Do you offer price reductions (e.g., commissions, discounts, rebates, allowances or credit notes) in the Australian market? If yes, provide a description and explain the terms and conditions that must be met by the customer to qualify. Explain how the cost to make and sell are considered in establishing these price reductions. Provide copies of internal documents which support your claims in response to this question.

No.

16. Provide copies of any price lists for the goods used in the Australian market during the investigation period. If you do not use price lists, describe the transparency of your prices in the Australian market.

Please refer to the attached Price list.

C-4 Direct evidence of current import competition in Australia and its impact on Australian industry

1. Describe current status of import competition in the Australian market, including:

- e) the major Australian importers, traders or end users seeking to supply the goods into the Australian market;

Import competition is very high as:

- Mesh price is much cheaper in China and Malaysia compare to Australia
- The cost of shipping container for reinforcement mesh is cheap
- Importation cost is minimal

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- f) end users your company does not supply, but who solely import the goods from overseas;

This group of customers enjoy the lowest mesh price from importer and it is highly price driven. Competition is extremely high.

- g) end users who source the goods from both your company and from overseas suppliers; and

This group of customers is seeking not only pricing but other attributes, like quality, lead time and customer services. Then mesh price is higher but it is still very competitive as customers will always ask for price matching with imported mesh.

- h) provide any specific details relating to exports from China and/or Malaysia.

Please refer to the attachment "ADC- Case study"

4. Describe any other circumstances in which imported goods have affected your company that you consider to be relevant to this investigation. This may include the impact of imported goods on:

- e) decisions concerning the engagement and retention of labour employed by your business;

The impact of imported reinforcing mesh has **significantly influenced decisions regarding labour engagement and retention**, as increased import competition directly affects sales volumes and profitability. Sustained pressure from low-priced imports has reduced margins and limited the viability of domestic mesh manufacturing.

Where reinforcing mesh is sold at minimal profit or at a loss, this **materially undermines the commercial sustainability of local production**. Under such conditions, manufacturers may be forced to **reduce operations or exit mesh manufacturing entirely**, which would result in **redundancies across the mesh-related workforce**.

We have attached our reinforcing mesh pricing and cost data, which demonstrate that **mesh selling prices have declined substantially over the past three years**, including during the investigation period. Over the same period, we have experienced a **reduction in market share**, both at an individual company level and across **SRIA members collectively**. Our understanding is that the **overall market share of SRIA members has decreased relative to imported goods**, reflecting increased import penetration in the Australian market.

Please refer to Confidential attachment "ADC-Mesh Selling price and Cost" and "ADC- WI SRIA Market share"

- f) decisions concerning the terms and conditions of employment by your business in the production of like goods, such as the level of wages payable, hours worked, effect on part time work and shift structures;

Low-priced imported reinforcing mesh has **significantly reduced profit margins**, requiring local manufacturers to pursue cost-reduction measures to maintain

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commercial viability. As labour represents a major component of manufacturing costs, these pressures **directly affect employment terms and conditions**.

In response to sustained margin compression, manufacturers are likely to **reduce discretionary labour costs**, including **overtime hours and penalty shift arrangements**. Such measures are considered necessary to offset the impact of import-driven price pressure and to sustain ongoing operations under highly competitive market conditions.

- g) your current investments in the production of like goods (including the level of return on those investments);

No consideration of reinforcing mesh investment due to cheap imported mesh.

- h) proposed investment in the production of like goods; and the ability to raise capital for the production of like goods.

No consideration of reinforcing mesh investment due to cheap imported mesh.

SECTION D
DECLARATION

I hereby declare that.....Wire Industries Pty Ltd.....(company) have completed the attached questionnaire and, having made due inquiry, certify that the information contained in this submission is complete and correct to the best of my knowledge and belief.

Name:.....Anthony Chan.....



Signature:.....

Position in
Company:.....Gerenal Manager.....

Date:.....18/12/2025.....

