

Raising \$62,000 for Children's Cancer Research - It's Hair Raising!

On 21 March, David Fitzharris (Group General Manager Sales and Export) and Wally Kluktewicz (Group Human Resources Manager) bravely shaved their heads in support of the Children's Cancer Institute Australia.

The shave was broadcast live across Australia to Brickworks staff during the Brickworks half yearly company update night.

Prior to the event Wally and David called for customers, suppliers and staff to acknowledge their sacrifice by donating to the CCIA. Brickworks has been a long-term supporter of the Institute's vital work researching the causes, prevention, better treatments, and ultimately a cure for childhood cancer.

The Wally and Dave Shave was the culmination of a special fundraising effort that saw over \$62,000 raised in just a few short months. In addition to the regular staff payroll donations of \$2.00 per week in support of the Casual Friday program, staff managed to raise \$8,000 for this one off event.

On hand from the CCIA to witness the event was Professor Murray Norris, Deputy Director of the CCIA and Glinda Major, Relationships Manager.

In all, this special fundraising effort was a credit to Brickworks staff, customers and suppliers with the funds going a long way to supporting the Institute's groundbreaking medical research.



David Fitzharris and Wally Kluktewicz all smiles pre-event.



What a difference a shave makes! Dave and Wally with CCIA's Prof Murray Norris and Ms Glinda Major with the cheque raised for CCIA.

contents.

Raising \$62,000 for children's cancer research	1	Style campaign highlights new direction in brick	3	Boral acquisition propels Austral Masonry NSW to No.1	5
New designmag - 100 pages of inspirational style	2	Joint venture reinforces NZ market presence	4	3D comes to bricks, pavers & rooftiles!	5
Australia's favourite building material on the rise	2	New terracotta roof tiles offer style and value	4	Clean new look for group websites	6

New designmag - 100 Pages of Inspirational Style

The second issue of designmag, Brickworks Building Products style magazine, has been released to plaudits from architects, builders and developers.

The magazine has grown to 100 pages from its debut in 2012.

In his foreword, Brickworks MD Lindsay Partridge AM, discusses the constancy of change and the challenge of sustainability.

Inside is a range of building projects drawn across Brickworks Building Products divisions including a church in Dapto NSW (Austral Precast), the new SA Police Academy (Austral Bricks), a Greek Orthodox monastery (Bowral Bricks, Bristle Roofing), and inspirational housing from around Australia (bricks and masonry).

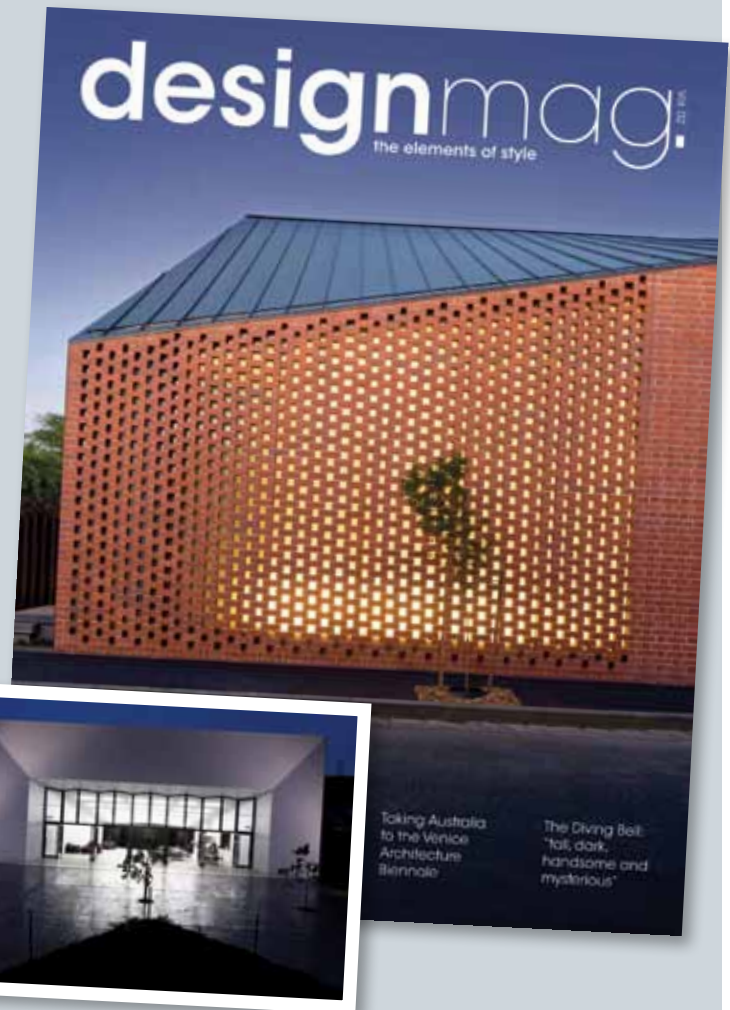
The most intriguing project is The Diving Bell, an apartment building in Holland. Although this project doesn't use Brickworks products, its remarkable use of brickwork will fire the imagination of architects.

However **designmag** is much more than a project showcase. Also in this

issue is a portrait of the work of the 2012 Pritzker Architecture Prize winner, profiles of a rising young star of Australian architecture and an innovative bricklaying partnership, a critique of the environmental benefits of roof tiles, a guide to hit-and-miss (perforated) brickwork, the benefits of precast concrete panels, and much more.

designmag is lavishly illustrated with excellent use of contemporary graphics and design, and printed on high quality paper. It is available in print from any Brickworks Building Products division or download the e-mag at www.designplace.com.au by clicking through the **designmag** link.

Church in Dapto, NSW featuring precast concrete panels from Austral Precast



Australia's Building Material is On the Rise

That's the sub-title of **High Style**, a new Brickworks Building Products publication featuring a range of multi-storey building projects that promote the many benefits and applications of products from Austral Bricks, Bowral Bricks, Nubrik and Daniel Robertson.

Although the major focus is on apartment buildings, **High Style** also features innovative commercial, educational, health care and hospitality designs, and the story behind their use of our products.

Face brickwork is particularly suitable for medium-rise design and construction. In the words of a prominent architect quoted in **High Style**, "Brick provides a timeless quality, with low maintenance, and which mellows and ages well. Brick walling gets better with time, whereas most other building materials degrade until they are repainted or extensively restored."

Consumers also understand and value the familiarity of brickwork, a fact appreciated by developers.

The hard-cover publication draws together the various strands of multi-storey design, construction and development, highlighting the versatility and freshness of Brickworks' face brick and concrete masonry offerings.

High Style is being distributed across Australia through Austral Bricks sales network.



FOR ALYSSA SUTHERLAND LOOKING GORGEOUS IS ONLY HALF THE JOB



Model and actress, Alyssa Sutherland, features in one of the Style Campaign advertisements.

Style Campaign Highlights New Direction in Brick

As Australia's foremost brick manufacturer, Austral Bricks has been working hard to change the perception of bricks to match today's stylish new choices. A new print and online campaign aligns this message with some of Australia's leading ambassadors in fashion and architecture.

Austral Bricks 2013 Style Campaign features fashion designer Camilla Franks, international model and actress Alyssa Sutherland, leading architect and commentator Gerard Reinmuth, and the award-winning young architectural partnership of Ingrid Richards and Adrian Spence.

These style and design ambassadors were photographed at fashionable brick locations and print ads prepared linking their story to the story of brick. The ads will appear in consumer magazines such as Better Homes & Gardens,

Home Beautiful and Grand Designs and a range of professional journals including Architecture Australia and Architectural Review.

A microsite (a single-purpose website) has been developed and also links to the newly-updated Austral Bricks website. It features "behind-the-scenes" video of the photo shoot of each of the style ambassadors, and more information about

the projects and products used for each location.

The 2013 Style Campaign validates brick as a preferred material of choice by style leaders and reinforces the company's leadership and brand positioning. The campaign commenced in February and ran until the end of April. It is expected to rerun later in the year.



Joint Venture Reinforces NZ Market Presence

Brickworks and CSR launched a joint venture in mid-April to market and sell bricks in New Zealand.

Austral Bricks and Monier Bricks lead the NZ market, with about 80 percent market share, roughly equally divided between the two brands. The balance is mostly controlled by two small, regional brick manufacturers. (Boral withdrew its direct presence in the NZ market in 2012.)

The new company, NZ Brick Distributors, is now the exclusive sales agent for Austral Bricks and Monier Bricks brands in New Zealand. Heading the company is Blair Hickling, formerly Austral Bricks New Zealand general manager.

The joint venture has allowed the two companies to rationalise competing or overlapping products and present a united palette to the national market. CSR will retain

ownership and operation of its Auckland manufacturing site, whilst Austral Bricks products continue to be imported from Australia. NZ Brick Distributors will purchase its products from both companies.

The lead-up to the formal unveiling was a busy time with new brochures, pricing, staff training, a new website (www.nzbrickdistributors.co.nz), and renegotiation of supply agreements. The new company is using the CSR IT system.

The partners also took the opportunity to rationalise and rejuvenate selection centres. The three selection centres formerly under the Austral Bricks banner have been supplemented with two former Monier centres, all updated with new signage, displays and fitout.

The formation of NZ Brick Distributors will allow Brickworks to reinforce its presence in the very competitive New Zealand market while maintaining brand identity.



Showroom interior.



The NZ selection centres display Austral Bricks and Monier branding. This is the former Austral Bricks selection centre in Christchurch.

New Terracotta Roof Tiles Offer Style and Value

Bristle Roofing has raised the stakes in the roofing market by offering premium-quality terracotta tiles at a competitive price.

A new range, Vienna, has been added to the La Escandella range of Spanish-made terracotta roof tiles, exclusively distributed in Australia by Bristle Roofing. It joins the expanded Grande range to become the entry level for quality terracotta roof tiles.

These ranges together with the Planum range, a flat profile tile available in modern colours, are being heavily promoted to major builders due to their competitive pricing and suitability for application on contemporary house designs.

The colours in the new Vienna range include seven lively colours from a bold, luminous black (Caviar) to bright off white (Pepper). Additions to the Grande range include monotone and duotone colour options designed to suit modern and traditional style projects.

The expanded La Escandella range is being heavily promoted to the architectural market and Bristle is increasingly focusing on building awareness in the consumer market through major builders.

New brochures promoting the expanded La Escandella range to consumers and major builders have been prepared and the theme is continued in a series of print ads (see photo). The Bristle website has been updated to include the new products, displays have been updated and new sales aids created.

These terracotta tiles are sold exclusively with a Colour For Life warranty which is unmatched by major competing roof products. Terracotta roof tiles colour longevity is just one of many roof tile benefits that include; colour choice, profile range, noise reduction, and suitability for use in high wind and bushfire-prone areas.



Bristle Roofing advertisement



Boral Acquisition Propels Austral Masonry NSW to No. 1

In 2006 Brickworks operated just one concrete masonry plant, in Dandenong Victoria, a legacy of the Nubrik acquisition. Following January's approval by the ACCC of the acquisition of Boral's New South Wales masonry operations, Austral Masonry is now number one in that state and number two in Australia, with manufacturing plants and distribution outlets dotting the east coast.

The major assets acquired were a substantial manufacturing plant in the Sydney suburb of Prospect (about 10 minutes from Horsley Park) and the exclusive NSW rights to manufacture the popular Keystone retaining wall blocks.

The new plant is the state's largest and enables the cost-effective manufacture of a wide range of blocks, pavers and retaining wall products, including large format pavers and value-added blocks (with polished, honed, shot-blasted or split faces).

The Prospect manufacturing team was retained as were selected sales staff. However the purchase prompted the closure of our Port Kembla masonry plant.

The acquisition will deliver Austral Masonry significant manufacturing, sales and administrative synergies, and will enable an expanded paving and retaining wall product range to be offered along the East Coast.

The Prospect plant is being integrated into Austral Masonry. The plant is NSW's largest and enables efficient manufacture of a wide range of masonry products.

Austral Masonry assumed ownership of Boral's NSW masonry assets on 8 February 2013.

3D Comes To Bricks, Pavers & Rooftiles!

Guiding a customer through their colour selection journey has taken a major step forward thanks to Brickworks Building Products new 3D Visualiser.

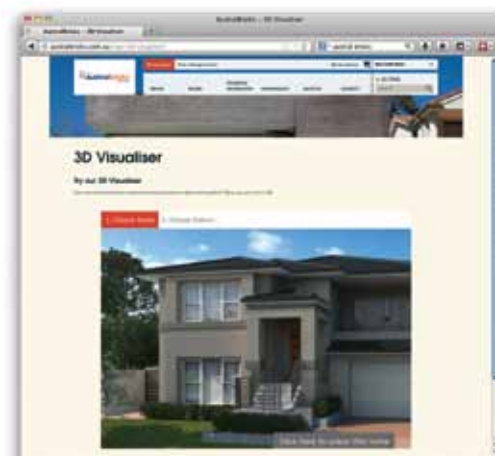
The online tool enables home owners and builders to see the effect of colour combinations on typical house facades.

The 3D Visualiser is currently accessible from the new Austral Bricks website and will be incorporated into the new Bristle Roofing and Austral Masonry sites.

Simply clicking on a brick, paver or roof tile will update the house image to reflect the selected colour choices. Trim, window, front door and garage door colours are also selectable.

Users can even visualise how a colour combination can look at night by a click of the mouse! Until recently, this level of sophistication was unachievable without the new recent advances in computer power and the wide availability of high speed internet connections.

Brickworks 3D Visualiser tool is still in its infancy and will be expanded in scope as the system is bedded in. Future advances will include images of current designs submitted by our major builder customers.



3D Visualiser allows colour experimentation with ease

Clean New Look For Group Websites

Brickworks Building Products has begun rolling out updated websites across its divisions, commencing in April with Austral Bricks and Austral Precast.

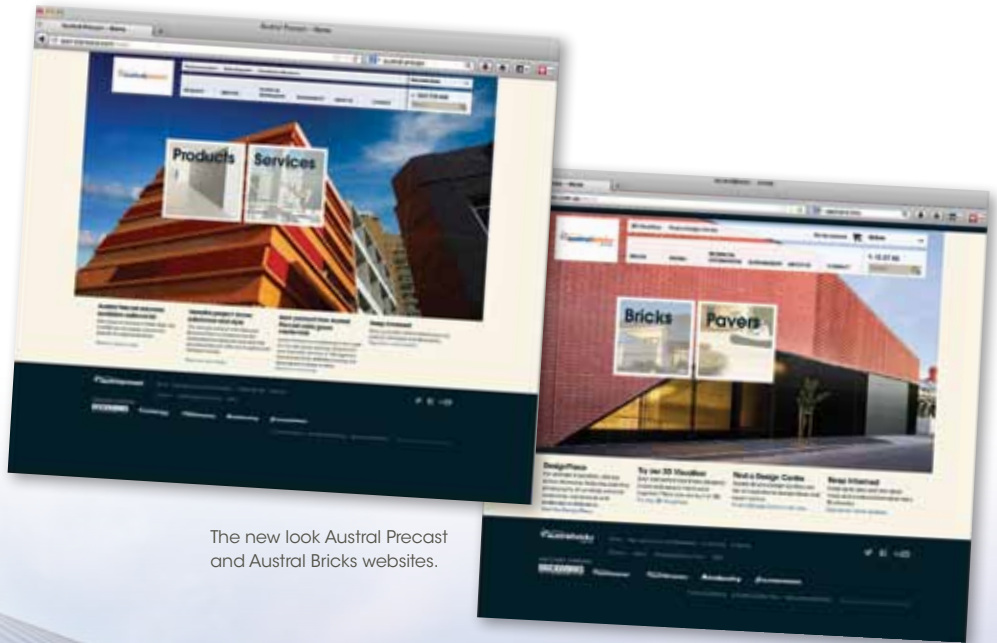
In the past decade, having a user-friendly and informative website has become one of the most important tools in a company's marketing strategy. It is essential for a website to evolve to reflect consumer needs and demands, and best present products and services to the marketplace.

The Austral Bricks website in particular had evolved to the point where a major overhaul was required to bring it into line with current requirements. In contrast, the new Austral Precast website reflects the drawing together of the various, relatively recent acquisitions into a cohesive national presence.

Both websites present a cleaner, brighter face to the world, with bold graphics and simplified navigation to encourage visitors to quickly find the information they are seeking. For example, most visitors to the Austral Bricks website want product information on bricks and pavers and links to these are prominently displayed.

The new Austral Precast website shares the same basic design but tailored to the specific needs of this division, and more aligned to building professionals.

The rollout is continuing with new websites for Austral Masonry and Bristle Roofing to be unveiled, with more to follow including a new Brickworks Limited corporate site and a sustainability micro-site.



The new look Austral Precast and Austral Bricks websites.

BRICKWORKS

LIMITED

Brickworks Ltd ABN 17000 028 526
Tel (02) 9830 7800
info@brickworks.com.au
www.brickworks.com.au

Austral Bricks (All States)
Tel 13 2742 (13-BRICK)
info@australbricks.com.au
www.australbricks.com.au

Austral Masonry
Tel 1300 627 667
info@australmasonry.com.au
www.australmasonry.com.au

Austral Precast
Tel (02) 9604 9444
info@australprecast.com.au
www.australprecast.com.au

Bristle Roofing
Tel 1300 274 784
info@bristleroofting.com.au
www.bristleroofting.com.au

Auswest Timbers
Tel (08) 9478 5955
sales@auswesttimber.com.au
www.auswesttimber.com.au

