

## New magazine showcases 'The Elements of Style'

Brickworks Building Products' launched another major marketing initiative in March with the release of *designmag*<sup>™</sup>, a high-quality magazine aimed squarely at architects and other design professionals.

The large-format, 80-page magazine – its masthead carries the slogan "The elements of style" – showcases inspirational projects using products from across the group (bricks, blocks, pavers, roof tiles, precast and timber) and features related articles profiling outstanding architects, international projects and technical issues.

Green design issues receive prominence with an article reporting on the industry-sponsored research at The University of Newcastle which is breaking new ground in quantifying the thermal benefits of building in brick. Another article discusses the re-purposing of major brick buildings in London for new uses, including the extension to the Tate Modern Gallery on the site of the Bankside Power Station.

Accompanying the articles are first-class photographs that bring home the superb aesthetic qualities that can be attained by combining great design with the group's exceptional range of products.

The editorial approach to *designmag* is deliberately low key. While Brickworks Building Products, its divisions and their products are acknowledged, this is done subtly, a recognition of the sophistication of the readership.

Direct distribution of *designmag* has commenced using the group's combined mailing lists. It is also viewable as an e-Mag online at [www.designplace.com.au/designmag](http://www.designplace.com.au/designmag).

Copies are also available at no charge from Brickworks Building Products or email [designmag@brickworks.com.au](mailto:designmag@brickworks.com.au).

"*designmag* is a high-quality, 80-page magazine showcasing Brickworks products and projects, and aimed squarely at architects and design professionals."



### contents.

New magazine showcases 'The Elements of Style'	1	Auswest expands WA range and operations	3	Export sales weathering the dollar storm	5
Precast takes AIM at sustainability	2	Premium brand complements Brickworks line-up	4	The short and the tall of retaining walls	6
Acquisition boosts Austral Masonry	2	Industrial estate development enters final stage	4		

# Precast takes AIM at sustainability

A new management training facility in Perth exploited the sustainability potential of concrete panels manufactured by Austral Precast® to achieve a 6 Star rating, the first for an educational facility in Western Australia.

The Australian Institute of Management's Katitjin Centre in leafy Floreat is a three level building incorporating meeting and syndicate rooms, a lounge and breakout areas, networking and meeting facilities and a basement car park.

The precast concrete panels for this project were made using fly ash, an industrial waste product, as a partial substitute for high-carbon cement. Fly ash also increases the long-term strength and durability of the concrete.

This is on top of the usual benefits of precast manufacture and construction – minimal waste, manufacture under controlled conditions, optimum consumption of steel, cement and water, and speedy onsite erection.



Wall panels manufactured and installed by Austral Precast helped AIM's Katitjin Centre achieve a 6 Star rating, the first for an educational facility in WA.

The panels are crisply detailed with pencil round edges and designed with accessible mounting bolts which will allow them to be demounted – and potentially, reused – without demolition, a further sustainability bonus.

"Precast concrete was selected for its robust, durable nature and high-quality paint finish that is consistent with the existing campus palette," says John Lee of Cox Howlett & Bailey Woodland Architects.

The Katitjin Centre has set a high sustainability benchmark for educational facilities and presents a working example of the benefits of a sustainable building design for its influential students to take back to their workplaces.

For more information on this and other Brickworks Building Products' projects, see the debut issue of *designmag*™, available from Brickworks or view online at [www.designplace.com.au/designmag](http://www.designplace.com.au/designmag).

# Acquisition boosts Austral Masonry

**The Austral Masonry® division of Brickworks Building Products cemented its position as one of Australia's leaders in the manufacture of quality concrete masonry products with the March acquisition of Boral Masonry's Cairns operations for \$3 million dollars plus stock.**

Boral's divestment of its east coast masonry business was one of the measures that company has taken in response to the downturn in the Australian and USA markets, including exiting the Queensland roofing tile market.

The Cairns factory has an installed capacity of 70,000 tonnes per annum, manufacturing retaining wall systems, pavers and coloured blocks as well as standard grey concrete blocks.

Although the operation is currently running well under capacity due to Queensland's slow market conditions, it is a good fit for Brickworks Building Products as it provides a further North Queensland base from which to promote and distribute Austral Bricks and



Austral Masonry products are increasingly being specified in upmarket architectural projects such as this house featured in *designmag*.

Bristle Roofing products, including a display centre and holding yard in Cairns.

The new operation also complements Austral Masonry's existing Ayr manufacturing plant, approximately one hour's drive east of Townsville

Since being formed in 2006, Austral Masonry has grown to become a major player in the concrete masonry business. With the new Cairns acquisition, the division's manufacturing and sales operations stretch along the east coast from Melbourne to Far North Queensland.



The Gunns WA acquisition gives Auswest Timbers access to jarrah, one of Australia's most iconic timbers.

# Auswest expands WA range and operations

Auswest Timbers®, a division of the Brickworks Building Products group, extended its product and marketing reach with the December acquisition of the Western Australian milling, processing and retail assets from Gunns Limited.

The \$6 million acquisition includes the Deanmill sawmill, Manjimup processing centre and Welshpool retail operations and stock, and adds the iconic jarrah timber to Auswest Timbers' existing WA hardwood range of karri and marri. Auswest also processes a range of Victorian hardwood, including wormy chestnut, silvertop and yellow stringybark, allowing the company to market a wide selection of high-quality Australian hardwoods.

The acquisition was also good news for the people of Deanmill, an historic logging town in the state's south-west. Auswest Timbers has pledged to retain all current staff

employed at the town's sawmill which it is reopening, giving a welcome boost for local employment.

Deanmill and nearby Pemberton, the home of Auswest's major processing facility, were both established just before the First World War by State Saw Mills, a state-owned organisation,

initially to supply sleepers for the Trans-Australian Railway.

The addition of the former Gunns retail outlet at Welshpool in inner-suburban Perth creates a complementary channel that will allow Auswest Timbers to grow their market for the expanded product offerings.



# Premium brand complements Brickworks line-up

Brickworks Building Products has added Daniel Robertson™, one of Australia's most prestigious brick brands, to its portfolio, joining Austral Bricks®, Bowral Bricks® and Nubrik®.

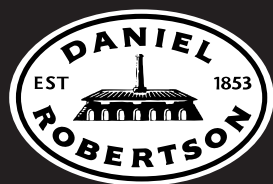
The company began in Melbourne in 1853 as a slate importer and graduated to manufacturing roof tiles in 1910. Brick production commenced in 1967, based on the famous London Stock Brick style. Their runaway success soon led to Daniel Robertson abandoning tile production and specialising in their unique range of 'crafted bricks and pavers.'

Six years ago Daniel Robertson, still owned and managed by the Robertson family, entered into a joint venture supply arrangement with Brickworks. In March this year, Brickworks purchased the remaining 50 percent for a total investment of \$10.1 million.

Daniel Robertson has a strong presence in the upper end of the Victorian housing market. 'Daniel

Robertson bricks' are invariably prominent among a home's features on real estate listings, a unique distinction. The strong Victorian connection will continue with the Daniel Robertson team working out of the new Brick Studio in Richmond in inner Melbourne. The brand's national presence will be given a major boost through the Austral Bricks network.

Production of Daniel Robertson bricks and pavers is being transferred to Austral Bricks' Longford Tasmania factory.



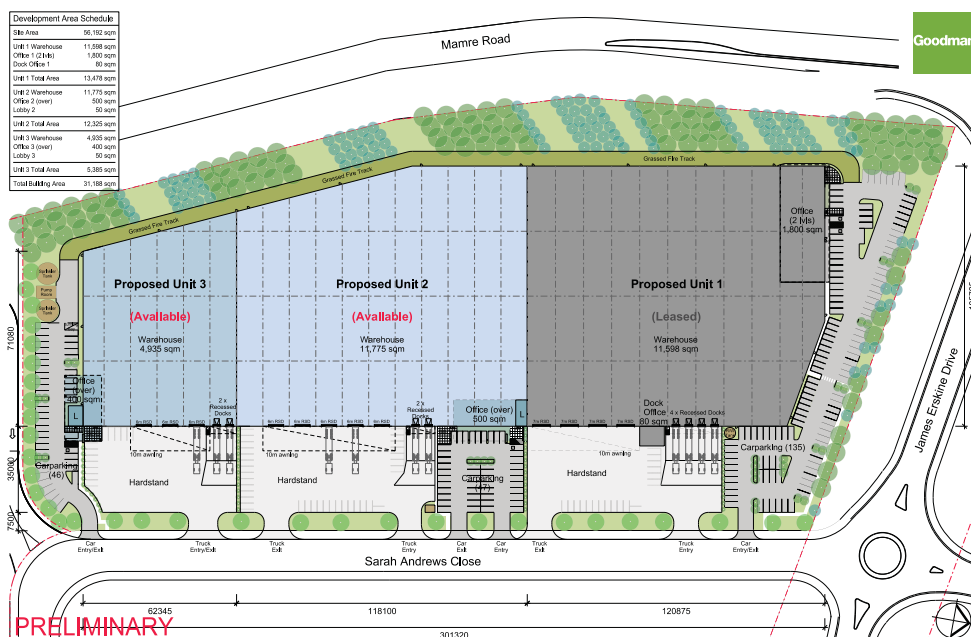
## Industrial estate development enters final stage

Construction has commenced on the last remaining site at Interlink Industrial Park in Erskine Park in Sydney's outer west. The finalisation of this stage will complete the joint venture development by Brickworks Property and Development division and Goodman, a global property owner, developer and manager.

Development approval was received for a 31,000 square metre industrial building on the 5.6 hectare site which has extensive frontages along Mamre Road, well located close to the M4 and M7 motorways. The build tender was let to Prime Constructions.

Jeminex, a distributor of safety consumables and components for the resources, energy, construction and manufacturing sectors, has committed to leasing 13,500 square metres of the new facility, leaving two units totalling 17,500 square metres for occupation by prospective tenants.

Brickworks Limited and Goodman have participated in several joint venture developments in western Sydney. Interlink Industrial Park will be the first site to become fully developed and will remain in joint ownership.



Upon completion, the Erskine Park development will have a value of about \$265 million, an investment that is secured by long leases to major users including Woolworths, Kimberly Clark, Ubeeco and Linfox.

Brickworks property investments are part of the company's long-running diversification strategy to ensure strong returns and stability for shareholders.

# Export sales weathering the dollar storm

International sales of bricks, pavers and timber continue to be brisk despite the high dollar that has hit many Australian commodities.

Austral Bricks clay bricks are highly valued in the Asian market for their quality and traditional appearance. Face bricks are seen as a premium product and widely used in the less price sensitive, high-end housing market, thus partly mitigating the impact of the high Aussie dollar.

One of the most popular export bricks is the Coach House series made at Austral Bricks in Longford, Tasmania. Their traditional, hand-crafted appearance – highly favoured in Asian markets – is enhanced by firing with sawdust as the fuel rather than the conventional natural gas.

## Big paving market

Clay pavers are even more popular in the Asian market with exports to Japan, Hong Kong and Macau. "The paving market in Macau is bigger than the entire Australian market," says Mark Schofield, general manager export. All footpaths in public areas in the island territory are clay paved.

Australian pavers have developed a reputation for high quality, with projects laid up to twenty years ago still performing well. Austral Bricks pavers from South Australia are preferred in Hong Kong and Macau,



Nubrik clay pavers add earthy Australian colours and textures to the Kichijoji shopping precinct in Tokyo.

while those from Queensland are more popular in other markets.

## Quality the key for timber

Hardwoods from Auswest Timbers also have a well-earned reputation for quality. Asia is again an important market, but Auswest products are also exported as far afield as the USA and UK.

For example, karri timber from WA is regularly despatched to Britain for use at railway crossings and points which are subject to extreme loads. Karri exhibits high strength but is still able to be machined readily, unlike



Face brickwork is seen as a premium quality wall finish in Japan. This imposing Tokyo house uses Austral Bricks Coach House Red clay bricks from Tasmania.

competitive timbers from Africa and Brazil. Auswest products carry Australian Forestry Standard certification which ensures the timber processed is harvested from sustainably managed forests, a key requirement for supply.

Furniture grade timbers such as wormy chestnut from Victoria also find a ready market overseas. The recent acquisition of Gunns WA assets has enabled Auswest Timbers to expand its product offerings to include this tough, iconic Australian hardwood.

All Auswest timbers for export are processed in Australia and despatched as sawn timber, not logs. Depending on the application they may be exported as kiln dried or green timber.

The high dollar hasn't done Australian exporters a favour but quality and service are helping Austral Bricks and Auswest Timbers maintain a viable presence in international markets.



# The short and the tall of retaining walls

Concrete masonry retaining wall systems have become the quiet achiever of the Austral Masonry® product range.

Retaining walls are designed to hold back a bank of soil. Applications can vary from terracing or an elevated garden bed to a massive railway embankment. However the principle is much the same: the wall needs to have the strength to restrain the pressure of the soil and structures behind it.

Austral Masonry makes and sells concrete blocks that are the major component of what engineers call a passive retaining wall. The specially-designed units simply stack on top of each other without requiring mortar to join them. It sounds counter-intuitive but the interlocking block design is the key to their engineered strength.

Retaining wall blocks such as Austral Masonry's Heron™ and Coolum™ series are popular with home owners who appreciate their wide colour range and simple construction which is within the reach of most DIYers. Constructing retaining walls also expands the range of services offered by paving and landscaping contractors. Typically, domestic retaining walls are limited to about one metre high before specific engineering is required.

These concrete units won't warp or rot, in stark contrast to timber sleepers. And unlike their old-fashioned predecessors, retaining walls blocks are available to create curved walls and turn corners.

Building a very tall retaining wall, such as one holding back an embankment, requires specialised engineering and the use of

strengthening systems such as geogrid material to tie back the retaining wall into the soil. Austral Masonry makes retaining wall systems, such as the Cornerstone® 100 and Cornerstone Positive series, which have the necessary engineering properties for these extreme applications.

Austral Masonry's latest addition is Magnumstone, a large hollow core, wet-cast segmental retaining wall system that can be erected in excess of 20 metres high for soil reinforced walls. Magnumstone is one of Australia's largest retaining wall systems.

Austral Masonry retaining wall blocks are manufactured and marketed in the three east coast states and are available from all Design Centres and resellers in those states.



Austral Masonry's concrete retaining wall blocks can be used in applications as varied as elevated garden beds and massive embankments.



Austral Masonry's latest addition, Magnumstone

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