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BORAL IN THE NEWS ISSUE 1 2010



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MARK'S MESSAGE

I am pleased to send you our new look Boral in the News. We intend to continue refining the content to better reflect issues of interest and increase the number of good news and best practice news lines from across the global activities of the Group.

I have now been in place for two months and am really enjoying the challenges of the new role. You will have read that we have employed Michael Kane who is hugely experienced and has taken up the head honcho role in our US activities. We also announced Andrew Poulter's appointment as Chief Financial Officer. He comes to us from Adelaide Brighton and will be an able replacement for Ken Barton.

You will have seen the press comment on my objectives for the first few months. We are well advanced in our review of the Group's portfolio of businesses. We have some really strong positions in Australia, Asia and the United States and have work to do to build best in sector performance and leverage our position in others. This work will be discussed with the Board and growth and funding priorities aligned with those activities which are best positioned in attractive markets.

Beyond the review of the portfolio, I have introduced a plan to benchmark the operational performance of the Group's manufacturing operations. A group including representatives from each of our divisions, developed the benchmark tools and conducted an audit of Bringelly Brick and Enfield Concrete plants with a couple of my automotive buddies. The audits showed some excellent practices in the logistics and concrete plant and lots of room for improvement at Bringelly and the East Coast Clay & Concrete Products businesses.

I am expecting every operational manager to personally get involved in the implementation of Boral Lean processes. The divisional EGMs are preparing plans to audit all Group operations so that we can identify those areas where the greatest opportunities for improvement are. You will hear much more about Lean

and the Boral production system in the coming months.

We are also involved in a review of our sales & marketing activities and have asked Murray Read to conduct a review using our Queensland Region as a pilot. I am frustrated that Boral is not making meaningful gains in market share despite having great relationships and more feet on the ground than any of our competitors. Murray will be looking at our effectiveness and how we can better leverage our scale and extensive footprint throughout the Group.

Beyond these reviews, we are working hard with the EGMs to reduce unnecessary reporting and complexity in our operating systems. This work includes a review of our current policies for Shared Services where I believe Boral is at the leading edge. We have invested in the infrastructure to efficiently service the Group's back office activities. The EGMs are working to confirm their recommendations regarding the roadmap to maximise the competitive advantage offered by our Shared Services model.

Last week I visited the United States to welcome Mike Kane and review the state of the nation. Not a lot of positive news on the market front but I remain convinced we have excellent positions in our core products and we will see the upside benefits when the market recovers. I dropped into our research facilities in San Antonio, Texas, while on my visit and the team there have some really exciting projects which I pushed them to bring to commercial reality.

As far as the trading performance, we continue to deliver pretty much in line with expectations in the first couple of months, albeit the adverse weather in Queensland and New South Wales has not been entirely helpful.

In terms of safety, the Group performance year-to-date, is considerably improved on the results in the prior years, but we must remain vigilant as we do have pockets of poor practices and huge potential for transferring best practice across the Group operations. I confirmed to the US management on my recent visit that I hold plant managers

personally responsible for site safety and expect personal leadership in stamping out poor practices in their operations.

I am hoping to have completed much of our review over the next few months and will work to get around the businesses and update you on our findings and future objectives as soon as is practical given our reporting obligations to the market.

In the interim, I ask each and every Boral employee to remain focused on the customer and work to find improvements in everything we do.

On a final note, this will be the last Boral in the News with our Chairman, Dr Ken Moss, at the helm of the Group. Ken has given his all to the Group and his legacy will be embedded in the Group DNA for years to come. I wish him well and also welcome Bob Every to the Chairman's role, effective 1 May. I am looking forward to working with Bob and our newly appointed Board members, John Marlay and Eileen Doyle.



Mark Selway, Chief Executive



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Boral partners in \$750 million motorway contract

In Queensland, Boral is teamed with the SAFELink Alliance, which is constructing a five-kilometre six-lane section of the Ipswich Motorway between Wacol and Darra.

The Alliance, which comprises Leighton Contractors, BMD Group, Maunsell Australia and Ove Arup, is also undertaking a major upgrade of the Centenary Highway interchange under the \$750 million contract.

The SAFELink Alliance has created several specialist sub-alliances with qualified and experienced contractors with records of achieving outstanding outcomes. Boral Asphalt (Old) is the sub-alliance partner delivering the road-surfacing component of the project.

The overall motorway contract, which is seen as being complex, challenging and resource demanding, is being constructed as part of the Queensland Government's current major capital works investment program in a peak infrastructure delivery period.

Boral Asphalt will produce and lay 420,000 tonnes of asphalt. Boral has separately supplied 750,000 tonnes of quarry materials to the project to meet the Alliance's demanding timeframe.



BORAL QUARRIES IN WA SUPPORTING GORGON GAS PROJECT

Boral Quarries recently secured a significant contract to supply armour rock to Boskalis Australia for the Gorgon Project.



Boskalis Australia is designing and constructing a port at Barrow Island to serve the massive liquefied natural gas (LNG) development at Gorgon. The rock armour will be used to protect shoreline structures and coastlines from erosion by water.

The gas fields, located between 130 km and 200 km off the north-west coast of Western Australia, are estimated to contain resources of about 40 trillion cubic feet of gas. They are Australia's largest known gas reserves.

To supply the project, which is subject to strict quarantine and quality requirements, Boral has reactivated its Toodyay Quarry, about 60 kilometres north-east of Perth. Boral Quarries will to supply and deliver 175,000 tonnes of high grade armour to the Henderson Port facility in Perth. The material will then be barged directly to Barrow Island for construction of a new marine offloading facility.

The Toodyay Quarry was selected as the preferred supplier due to its rock quality

and Boral's ability to dedicate the quarry solely to supply the project – an important factor considering the Barrow Island quarantine requirements.

Boral's Orange Grove Quarry in metropolitan Perth will also play an important role in supporting the Toodyay operation. Boral's integrated Transport business will manage the important task of ensuring that product is safely delivered to port before offshore construction starts in May this year.



BORAL WORKS WITH CUSTOMERS ON STIMULUS PROGRAM

Since October 2008, the Australian Government has announced three stimulus packages totalling \$56 billion. Of this, around \$24 billion has been earmarked for construction and building related projects, with about half of this sum being spent this financial year.

The key projects involving Boral's products and services include refurbishing and developing education infrastructure as part of the 'Building the Education Revolution' (BER) building close to 21,000 homes for public housing and the Australian Defence Force.

The BER program is particularly important to Boral and the broader industry as it has helped to offset a very substantial decline in other non-residential building activity, such as hotels, retail, offices and warehouses. (The decline was 42% in the six months to December 2009, compared with the same six months in 2008).

Unfortunately BER building activity is about four or five times less concrete intensive than other non-residential work, but it still helps.

BER involves constructing facilities such as libraries, halls, classrooms or offices at every primary school throughout the country. The Government's timeframe for the program is extremely challenging, requiring building contractors and their suppliers to cooperate closely to meet the tight deadlines.

Boral is supplying bricks, roof tiles, masonry products, concrete, timber, windows and plasterboard into the schools and the housing programs. Asphalt, aggregates and concrete (and therefore cement) are being supplied into the infrastructure programs being supported by the broader Government stimulus program.

To help customers and potential customers to meet their tight deadlines, Boral's range of initiatives includes storing all relevant information on the Boral OnSite intranet, enabling it to be shared with everyone in the company involved in stimulus project work; including a lead entry tool to communicate opportunities email communication with customers and potential customers working closely with the NSW Taskforce to keep up-to-date with developments in NSW and the other states and territories.

Additionally, Boral's broad product and service ranges, and wide geographic coverage, give its customers a major advantage in meeting the Government's demands on project delivery.

SOCIAL HOUSING INITIATIVE

Of the \$24 billion of spending allocated to building and construction-related projects, \$5.6 billion is being used to construct some 19,300 new social housing dwellings across Australia. A further \$400 million is being spent on repair and maintenance projects on 70,000 existing social housing dwellings.

Construction had started on around 7,700 of the 19,300 new homes by the end of January 2010.

Among other products, Boral has been supplying bricks from its Badgery's Creek plant to many of the projects in the Government's social housing initiative.



Lean Thinking Comes to Boral

In the last two weeks of February, a team of 10 employees nominated by Boral's Australian divisions spent two weeks learning about Lean business principles and how to apply them to improve our operations, using the Bringelly Brick plant as our training ground. The team was assisted by Laurie West and Howard Emery, both experienced executives based in England who have successfully implemented Lean production systems into businesses around the world.

What is "Lean"? Lean is a business philosophy that seeks to eliminate waste, or any activity that does not contribute to customer value. Lean is a never ending journey that covers all areas of business and is proven to deliver major improvements in quality, cost, delivery, development and management.

Pioneered by Toyota, Lean is based on five core principles:

1. Understand what really drives value in the eyes of the customer.
2. Understand your process, or 'value stream', and identify the steps which create value and which don't (waste).
3. Smooth the flow. In Lean production, materials and information flow steadily through the process rather than more conventional 'batch and queue' production.
4. Shift from 'push' to 'pull'. Have products pulled through the process by customer demand rather than "pushed" by a forecast.
5. Strive for perfection and continuously seek to improve.

Once the team had learnt the background and principles of Lean, they developed a plant assessment questionnaire designed to determine a relative measure of "lean".

The assessment consists of 71 questions directed at 10 attributes, all of which can cause impediments to the flow of products. The Lean Champions-in-training spent a couple of days walking around the plant, talking with employees, observing the operations and learning how the brick production process works. A baseline assessment of the plant was completed and a report based on their findings was presented to Bringelly staff.

After the initial assessment was completed, the team learnt how to create a value stream map. Laurie West, who lead the team through this process, said "This is one of many tools which helps to make the waste in a process very visible. It is a very 'hands on' exercise, using butcher paper and post-it notes to map out all the steps from extracting clay from the pit through to putting bundles of bricks into the yard.

Andrea Pidcock, General Manager Planning for Australian Construction Materials, who was involved in the lean pilot program said: "We then mapped the current process at the plant, showing measures for each step including the time it takes, work in progress and quality issues. Each step was given a green dot if it was value creating (for example, if it contributed to the shape, texture, strength or colour of the brick) and a red dot if it did not create value (for example, moving the bricks from one process step to the next). A customer won't value the brick more just because it was moved around the plant! At the end of this process, those of us from other divisions understood far more about making bricks than we ever dreamed we would!

"We then created our version of an 'ideal' lean process if we were starting from scratch and not constrained by current equipment and systems. The 'ideal state' map that the team came up with was a huge creative leap away from how Bringelly operates today, and helped generate ideas for what could be achieved using existing facilities with relatively minor changes based on lean principles. This became our 'future state' map, identifying steps in the current process that can be eliminated or improved" said Andrea.

The final step of the lean training was Policy Deployment. Laurie described Policy Deployment as "a process of aligning everybody's objectives and actions to the top level business goals. Central to this is an iterative technique called "catchball" which seeks to involve everybody and get buy-in to goals and develop plans to achieve them. This recognises that many problems in a manufacturing plant can originate in other functional areas. Policy Deployment directs all functional activities to the same aims and objectives."

On the final day of the pilot program at Bringelly, Boral's Executive Management Committee went out to Greystanes to take a look at what the team had done and to learn about some of the lean methods.

At the end of the presentations, Boral's Chief Executive, Mark Selway, set a monumental challenge for the business to have a baseline Lean Assessment completed for all major sites in Boral by the end of June. "The Lean approach to business improvement is an exciting opportunity for Boral to achieve world class performance in all our operations," said Mark. "Its simplicity, its focus on value creation and end-to-end processes, and the emphasis on making sure that operational staff have the information, support and authority that they need to address problems at source will work well with our culture and our diverse operations.

"The team has done a fantastic job at Bringelly applying the lean principles. Lean Champions are now working with their sponsors and divisional management teams to plan the rollout of the Boral Production System. It's still early days but I think there are huge opportunities for us to lift our manufacturing performance to another level.

PROJECT IMPACT IS BUILDING A STRONG FUTURE

Project ImpAct, which was initiated last June, is now starting to deliver significant cost savings to Blue Circle in the face of the current economic downturn and increasingly competitive market, said Mike Beardsell, Executive General Manager, Cement.



“It aims to achieve at least a 10% reduction in the cost base, with a target of 15% by 2011. All aspects of the business have now been reviewed including Management, Administration, Distribution, Manufacturing and Maintenance and every part of the cost base, both labour and non-labour elements,” he said.

“We had already introduced measures to reduce costs and improve our operations. Project ImpAct has provided the opportunity to involve our people in challenging the way we do things, to find a better way and be innovative,” said Mike.

Project teams with dedicated Blue Circle staff were established under Project Director Peter Richardson, General Manager Minerals, and Project Manager Martin Guenzl, Business Development Manager. The teams worked with consultants from Performance Essentials.

Employees are kept informed through regular meetings with their supervisors and managers, newsletters and a dedicated intranet portal on Boral OnSite.

Of the many cost saving ideas proposed, 140 have been approved and are now being implemented. Examples include:

- introducing new clinker chemistry at Berrima to use cheaper raw materials
- moving off-white clinker production from the old wet process kiln at Maldon to the more efficient and currently under-utilised kiln at Berrima
- working with Boral Transport to maximise the use of Blue Circle’s Clyde depot
- reducing clinker carting around Waurn Ponds



Outside weathered clinker. High grinding aid required.



Inside normal clinker. Low grinding aid required.

- reducing spillage at Waurn Ponds
- reducing load and haul fuel usage at Marulan (see opposite page)
- upgrading Kiln 6 roll crusher drive at Berrima to reduce maintenance costs
- sourcing items such as grinding media from low-cost countries including China and India).

Employees have also been encouraged to contribute to improving efficiency and achieving cost savings through an employee suggestion scheme, ‘Get involved’, which was launched in August.

While Project ImpAct focuses on cost savings on a larger scale, ‘Get involved’ is giving everyone an opportunity to contribute. Even small improvements will still be valuable to making Blue Circle more efficient. Significant ‘Get involved’ ideas will be evaluated by the local Project ImpAct team.

“While Project ImpAct provides the opportunity to review business operations, improve efficiency and embrace innovation, the restructuring has led to inevitable redundancies,” said Mike.

“The redundancies were carefully considered to ensure skills were retained for when the market improves and are being implemented after consultation with employees and unions on the proposed structural and operational changes.

“Project ImpAct’s main focus this year will be on implementing and realising the costs savings identified through the approved ideas from the Project teams. With so many ideas being implemented, many more employees will become involved in Project ImpAct as part of their daily work.

“Project ImpAct will bring considerable change to Blue Circle and I am convinced that we will come out of it in a better shape and with a more secure future ahead of us.

“I am encouraged by the positive approach of our people and their commitment to our business”, said Mike.

Innovation and performance critical on major port contract

Boral has a vital role in the Port Botany Expansion Project – one of the largest port projects to be undertaken in Australia in the last 30 years.

Sydney Ports Corporation is massively expanding its container port facilities at Port Botany to cater for long term trade growth. The \$1 billion dredging and construction contract was awarded last year to the Baulderstone Jan de Nul Joint Venture.

In brief, the project involves the construction of 1.85 kilometres of additional wharf face, to accommodate five extra shipping berths. Boral was selected to supply the 97,000 cubic metres of high durability and standard concrete required for the project, and deliver it to an extremely tight schedule.

The concrete, which has been highly specified, is being used to produce more than 200 enormous precast concrete wall sections – called counterforts – each of which weighs close to 600 tonnes.

Each segment is 21 metres high by nine metres wide with double buttress walls. Because of their size and weight, they need to be installed by a purpose-built crane barge.

Timing and continuity of supply is critical. To minimise risk and to improve operational efficiency, Boral installed a batching plant on site early last year. This single alley, three cement, six aggregate plant can produce more than 80 cubic metres of concrete an hour – a rate necessary to meet the demands of Baulderstone’s precast yard.

Additionally, Boral’s existing offsite plant at Botany was upgraded to ensure a back

up supply for the project and also to supplement the high daily demand for concrete.

The NSW Department of Environment and Climate Change has given a ‘tick of approval’ to the environmental management of the site and batch plant, stating that they represent “the industry benchmark for major infrastructure works”.

Boral Concrete is demonstrating ‘state of the art’ technical excellence on this project – introducing to Australia a new method of predicting early-age concrete strengths. This allows Baulderstone to lift wall units from the casting beds without destructive tests on concrete samples.

The breakthrough is the use of wireless temperature recording tags. These tags, which are cast into the concrete to record the heat generated, are also being used at the Freedom Tower in New York City (the former World Trade Centre site).

The temperature sensors record the heat generated, enabling concrete strengths to be predicted through comparison with laboratory data. Therefore:

- test samples are not required for concrete strength verification;
- ‘out of normal hours’ laboratory operation is eliminated; and
- OH&S issues in processing test cylinders are minimised.

Another major benefit is that Baulderstone can manufacture its counterforts during both day and night shifts.

Therefore, Boral’s innovative solutions are helping Baulderstone to achieve both increased efficiency and improved quality in the manufacture of these huge wall elements.



GREAT DEALS AT NEW MASONRY FACTORY OUTLET

In Brisbane, Boral Masonry is now offering discounts of up to 35% on seconds and obsolete concrete bricks, blocks, retaining walls and pavers at its new factory outlet in Wacol.

“Australians are well-known for being keen home renovators,” said Martin Dobson, Retail Sales Manager at Boral Masonry. “We expect that the new factory outlet will be welcomed by cost-conscious renovators in the area.”

The outlet is located only 20 minutes by car from the Brisbane CBD.

“Opening in such a well-situated location offers homeowners a perfect opportunity to source a variety of affordable products for home improvement projects,” he said.

The factory outlet is located at 59 Industrial Avenue, Wacol, and is open Tuesdays to Fridays (8.00 to 4.00) and Saturdays (8.00 to 2.30). Home delivery of products can be arranged.

In recent years, Australians increasingly have been visiting factory outlets to buy clothing and products direct from the manufacturer. They now have Boral Masonry to add to their list.



Further information is available at www.boral.com.au/landscaping, or email factoryoutletqld@boral.com.au or phone 1300 134 002.

New ‘inspirational’ colour schemes

Boral has launched 12 new colour combinations for bricks, roof tiles and clay pavers which take the fuss out of selecting exterior finishes for your home and make choosing the colours much easier.

The new Colour Inspirations colour cards showcase modern tonal combinations – linking clay bricks and pavers with roof tiles, fascias and gutter trims for homes in New South Wales, Queensland and Victoria.

Eddy Maini, National Marketing Manager for Boral Bricks and Roofing, said the new colour schemes were developed to help homeowners visualise a workable end result very quickly.

“Working with one of Australia’s leading colour professionals, Boral has ensured that each of the 12 schemes is tried and tested. Colour selection can be challenging, particularly given that a colour’s appearance will be modified by another colour as well as light,” Eddy said.

Building or renovating can be a daunting task. We hope our Colour Inspirations colour cards will assist consumers gain colour confidence with Boral products and realise the

possibilities that are available across our ranges of bricks, pavers and roof tiles.”

Site location, architectural style and budget diversity were key considerations in the final colour schemes,

which also address a direction towards native and Mediterranean planting preferences in landscaping design.

“The vast contrasts in terrain between New South Wales, Queensland and Victoria were also considered, which led to separate combinations for each state,” Eddy added.

Consumers can view the new colour schemes at their nearest Boral Selection centre, then take away both their shortlisted options and product samples.

The new colour schemes can be seen on www.boral.com.au/colourinspirations.



LARGE CAPACITY BOOST FOR MACKAY MASONRY PLANT

Two additional curing chambers will be built at Boral’s Mackay masonry block plant to boost its capacity by the middle of this year.

The expansion program follows the closure of Boral’s Byron Bay plant in December and will double the Mackay plant’s output to meet the forecast growth in the region.

Currently Boral is operating a fully automated, low-cost Columbia concrete block plant at Mackay. This plant manufactures masonry blocks,

pavers and retaining wall blocks for the surrounding area.

“The additional curing chambers that we have committed to build will help to ensure that the Mackay operation has sufficient manufacturing capacity to meet the region’s demands, both now and into the future,” said Brad Newell, General Manager, Boral Masonry.

“We are dedicated to supporting development in the Mackay region and will be increasing the permanent workforce supporting this plant. It was only three years ago that we upgraded and expanded the same site, and this announcement positions Boral for market-driven growth,” said Newell.

Mike Kane to head Boral's USA Division

Mike Kane has joined Boral as President of Boral USA replacing Emery Severin who returned to Australia and left the company at the end of February.

Mike Kane joins Boral from Calstar Products where he was the Chief Executive Officer. He has extensive experience in the building and construction industry, including 18 years in senior executive roles with US Gypsum, Hanson Building Materials, Johns Manville Corp and Holcim. Mike holds a Law degree.

Mark Selway thanked Emery for his contribution and leadership over the past 14 years.

"Emery has made a significant contribution to Boral, particularly in the construction materials operations in Australia and managing the US business through the most difficult period in Boral's history," he said.

"I am very pleased to welcome Mike to Boral's senior management team. He has a deep knowledge of the US building and construction materials industry and he is very well placed to lead Boral's US businesses as they recover from the current economic downturn.



"While the recovery in the US is likely to be slow, Boral has great market positions and will capitalise on the opportunities to grow our position and increase our competitiveness.

"Mike's proven track record in general and operational management, as well as managing new technology and growth projects, will be particularly helpful as the business moves into its next phase", he said.

Mel scores a half century

South Australia's Mel Noack has achieved 50 years working with Boral. He is a member of a 'quarry family' that has seen three generations (including his father, Clarry, and his son, Paul) build careers in this field.



During his school years, Mel lived near the Stonyfell Quarry, where his father worked as a face shovel operator. Whenever possible, he would be at his father's side, learning the work skills he was keen to use.

Mel joined Quarry Industries at Stonyfell, helping to maintain equipment in the excavator workshop. However, he soon moved into the quarry as an apprentice face-shovel operator under his father's tuition.

In 1972, he started working in 'the bush', fulfilling road and rail contracts in South Australia, the Northern Territory and Queensland.

Mel has a great reputation in the industry for the quality of his work, for his dedication and continued commitment to Boral and, particularly, for keeping his 988H loader in a pristine condition.

Boral appoints new Chief Financial Officer

Andrew Poulter has been appointed as Chief Financial Officer.

He will join Boral on 1 May following a successful career with Adelaide Brighton Limited since 2003.

Andrew previously held senior finance roles with several world-leading construction materials and building products firms including Lafarge and Blue Circle Cement in the UK.

A Chartered Accountant, he holds an Honours Degree in Chemical Engineering and Fuel Technology.

Chief Executive, Mark Selway, said that Andrew was an accomplished

CFO, with considerable knowledge and experience in the sectors in which Boral operates.

"He is known to the financial market and has an industry skill set to help me develop the future roadmap for Boral," he said.

"I would like to thank Ken Barton for his outstanding contribution to Boral over the past nine years and for his support during my early months as Boral's Chief Executive. We wish Ken every success in his new endeavours," said Mark.

BORAL'S WORLD RANKING IN SUSTAINABILITY



Boral has been ranked as the 61st most sustainable company in the world.

This was announced when the 2010 Global 100 list was released at the Davos World Economic Forum late in January.

Boral is one of only 11 materials companies on the international sustainability list, which is announced annually.

Ten indicators were used to assess the top 100 companies, including transparency, innovation, remuneration, sustainability leadership, energy, waste, water and board composition.

The 2010 Global 100 uses intelligence from the world's largest sustainability research alliance, compiled by Legg Mason's Global Currents Investment Management, and isolates the top 10 per cent of companies from 3000 global stocks.

"This is a great achievement for Boral," said Boral's Chief Executive, Mark Selway.



"Sustainability has been high on the company's agenda for a while now and being included in the Global 100 list is testament to the team's hard work and the great outcomes that the group has delivered."

"We are a global organisation competing in global markets so it's nice to be recognised amongst the best in the world," he said.

Overall, Australian companies ranked very highly, with nine in the top 100. Apart from Boral, they were Westpac (ranked 15), IAG (22), Stockland (24), GPT (47), Bluescope (53), Origin Energy (56), Sims Metal (73) and Dexus (97).

Further award

Boral has also been awarded a SAM Silver Class Award in the 'Building Materials & Fixture Sector' – one of only seven companies in the world to receive an award in this sector.

SAM is an independent European asset management company with more than US\$17 billion of funds under management.

The group has been assessing and documenting the sustainability performance of more than 1000 companies annually since 1999. Its assessments form the basis of the Dow Jones Sustainability Indices (of which Boral is a member).

Competition for an award is extremely tough. Only the top 15 per cent of companies qualify for inclusion and they must gain a total score within 10 per cent of the sector leader to achieve a Silver Class award.

According to SAM, the driving forces for sustainability in the 'Building Materials & Fixture Sector' are reducing energy and greenhouse gas emissions. Cement is a notable consumer of energy and producer of greenhouse gas emissions. Using alternative energy and reducing greenhouse gas emissions are among the key challenges for the industry, it said.



Boral recognised as an Employer of Choice for Women

The Federal Government's Equal Opportunity for Women in the Workplace Agency (EOWA) has recognised Boral for the third time as an Employer of Choice for Women.

Employers must meet certain criteria each year to be recognised as an EOWA Employer of Choice including:

- offering a minimum of six weeks paid maternity leave after 12 months of service
- ensuring the percentage of female managers is the same or greater than the industry average
- ensuring a pay equity analysis has been undertaken and any gap identified is less than their industry average.

In addition, the CEO of an organisation is interviewed personally and needs to demonstrate a strong commitment to equal opportunity initiatives resulting in positive outcomes for women.

EOWA Acting Director Mairi Steele said, "By applying for and receiving this citation, these organisations are not only meeting the pre-requisites and criteria, but are publicly

declaring their commitment to making their workplaces equitable.

"They know they are not perfect, but they are working hard to make their organisations good places for women to work," she said.

Commenting on the award made to Boral, Chief Executive, Mark Selway, said, "As Boral's incoming Chief Executive, I have spent the past two months getting to know the business and developing a better understanding of Boral's culture and our people. I see an outstanding business built on a foundation of solid values, with significant opportunities for the future. I am impressed with the skills and capabilities of Boral's people and the diversity of our workplaces. "

"Being recognised as an employer of choice for women is something that we are proud of and we intend to continue to strengthen the good work that has already been recognised by the EOWA", he said.

PLASTERBOARD EMPLOYEES MOULDING THEIR FUTURE

The first employees in Boral Plasterboard's Certificate III in Transport and Distribution have now graduated.

The graduates are all Plasterboard employees in Queensland, although this nationally recognised course is now available to all frontline Distribution employees throughout Australia.

It was designed by a partnership between Plasterboard staff and J2S - a Registered Training Organisation, which visits the sites to deliver the program to staff.

Each State also has a Training Champion - a senior member of Boral Plasterboard's Distribution team, who provides ongoing support and assistance to the trainees and works with the trainers to schedule the program.

Currently, participants are undertaking the program in South Australia, Victoria, New South Wales and Queensland.

Shortly, employees will also be enrolling in Western Australia.

The graduates to date have been very positive about the benefits they have gained from taking part in the course.

"Certificate III in Transport and Distribution was really good. A lot of the stuff we were already doing, but it was good to get formal recognition for it. Some of the things we weren't doing, so it was great to get some additional learnings," said Damien Rigby, Customer Service Representative at Pinkenba.

"The Certificate III was valuable. I can organise my work for the day better, makes my job more easy and efficient. I enjoyed doing the program and learnt



a fair bit out of it," said Mick Dobson, Storeperson at Pinkenba.

In congratulating the graduates, Boral's Human Resources General Manager, Phil Renwick, said, "It is fantastic to see such a great response from our employees who are keen to "Be Their Best" and invest time in moulding their future and be recognised for their skills and capabilities".

To date, 36 employees have completed the Certificate III in Transport and Distribution. A further 38 employees have graduated in the parallel Certificate III in Manufactured Mineral Products program.

Any Plasterboard employees interested in undertaking either program should speak to his or her State Manufacturing/ Distribution Manager.

JAYABOARD TEAM OUTSTANDING IN MARKETING AWARDS

Every year in Indonesia, the leading business magazine SWA, the Indonesian Marketing Association and marketing training provider MarkPlus Inc. conduct Indonesia's major marketing competition.

The aim of the competition is to inspire marketers and help to accelerate the development of Indonesian business and the economy.

This year, Jayaboard, (the Indonesian business of Boral's 50% owned plasterboard JV in Asia) entered the Marketing Dream Team Champion Award.

After brainstorming, the bid team created the theme 'Jayaboard, maintaining the position as the market leader'.

Three successful product innovations were submitted to support the entry:

- providing a screw line mark on 9 mm and 12 mm plasterboard face paper
- Mini-8 (a smaller size plasterboard with 8 mm thickness)

- Easy Frame (a low cost metal framing system for small area ceilings)

Theresia Lilya (Product & Communication Manager, PT. Petrojaya Boral Plasterboard/ Jayaboard) said that the team was very surprised to be named as a finalist and be invited to personally present the submission to a jury of five leading Indonesian business personalities.

"It was hard to believe that Jayaboard is competing against big consumer goods, telecommunication, electronics and other companies. We feel so proud and so happy, yet a little bit nervous... just a little," she said.

"Julia, Indra and I went to Dell's office in the Jakarta CBD to present our case. While in the waiting room, we accidentally saw the



list of the other finalists - all well-known companies such as Microsoft, Nokia, etc...

"The presentation went smoothly and we managed to answer the questions that were asked with no difficulties, thanks to our deep understanding and grasp of the case and our experience in presenting to our customers for so many years.

"One month after the presentation, we received the surprising news that Jayaboard had won the second place after Indosat - one of the biggest telecommunication companies in Indonesia.

"It was really a very very nice surprise, knowing that most of our competitors in the event were big companies with very strong brand image in Indonesia," she said.

Jamie Durie joins the team

Well-known horticulturalist and landscape designer Jamie Durie has become Boral's 'brand advocate', helping us to engage further with architects, developers, builders and consumers.



Set to feature in Boral's latest advertising campaigns, Jamie recently took time out from his busy overseas schedule to work on a two day photoshoot involving a broad range of Boral products. In turn, he gained a better understanding of our product offering.

A big advocate for good environmental practice, Jamie will work with Boral personnel on new product development, joint promotions and in communicating our sustainability message.

"With sustainability and environmentally-friendly products a growing focus for Boral, he will be an inspiration and an asset across the business," said Glenn Simpkin, National General Manager, Sales & Marketing for Boral Limited.



Boral Timber Hardwoods retains CoC certification

It has been a year since Boral Timber Hardwoods achieved its Chain of Custody (CoC) certification. As part of the ongoing certification process, the business was recently audited by a third party auditor and then advised that it had retained its certification for another year.

Having CoC certification puts Boral Timber in a very strong position commercially and shows its commitment to supporting sustainable forest management.

Certification is gaining momentum across the market place, with many specifiers and builders now requesting certified products.

The auditor visited Narooma, Herons Creek, Koolkhan, Nammoona and head office. Although there were some minor non-conformances and observations, the auditor was impressed with Boral Timber's commitment to the certification process.

"Boral Timber Hardwoods is very proud of retaining its certification and everyone on the staff involved in the process deserves to be congratulated," said Steve Dadd, GM Hardwoods.

MASSIVE INTEREST IN 2009 BORAL DESIGN AWARD



The winning entry in the Professional category.



The runner up entry.



The winning student entry.

Although there was a three-fold increase in the number of contestants taking part in the 2009 Boral Design Awards, Queenslanders ‘scooped the pool’ in the competition this year.

- Paul Focic and Jeremy Marsden were awarded first place in the professional category for their entry, ‘Jacaranda House’.
- Architects Shane Plazibat, Tony Jemmott, Vincent Teo and Jindrich Hozak from Plazibat + Jemmott in Brisbane won second place.
- Lachlan Joseph from Queensland University of Technology won the student category.

The national competition, now in its fifth year, encouraged innovative yet realistic concepts in residential design. Entrants had to design and landscape a 150 square metre family home, including detailing that responded to the challenges of the site.

For the first time, Boral Bricks, Masonry and Timber joined Roofing in promoting the Award. As a result, participants could explore a broad range of Boral’s products for their design concepts and they had a better opportunity to flex their creative muscles.

The resulting contemporary designs were outstanding. The jury, chaired by the editor of AR magazine, Andrew Mackenzie, described the winning project as “the most successful exploration of the courtyard house model”, which characterised many of the submissions this year.

“Jacaranda House represents the most creative application of materials within a building that responds to climate, topography and orientation, to create maximum comfort and delight for its inhabitants,” the jury commented.

“The existing tree and park adjacent to the site have generated the project’s two most impressive features: a spacious private courtyard and a covered deck traversing its length and continuing through the building (where it acts as a circulation path) to the front. Here, the deck rises to terminate four metres above ground amongst the tree canopy of the park.”

Glenn Simpkin, Boral General Manager of Marketing & Sales, congratulated

the winners and finalists at an Awards dinner, held at Circa in Melbourne.

“With submissions increasing three-fold this year, our job was made much harder. It is fantastic to see how architects, building designers and students explore the potential of Boral products in designs that truly inspire better living in the average Australian home,” he said.

You can download a booklet of the submissions at:

www.designaward.boral.com.au

NAIDOC Day celebrated at Greystanes House

This years theme for the National Aboriginal and Islander Day of Celebration, was Honouring our Elders and Nurturing our Youth and as part of NAIDOC celebrations, Greystanes House staff were invited to bring their children in to help celebrate and learn about Aboriginal culture.



Demand for the program was huge catching Aboriginal Employment Manager Vince Scarcella off guard. "I was really surprised with the response, an email went out at 2pm and within the hour we had our original number of 17 places full, so decided to run two sessions, one in the morning and one in the afternoon, so we could accept 34 kids, and both those sessions were booked out before I went home that evening and unfortunately had to turn away more than twice that number over the next few days and weeks."

There were two sessions on the day and the presenters for the Aboriginal Art program were Danny Eastwood, a descendant of the Ngemba Tribe of Western NSW who now resides in the Dharug Tribal area of Western Sydney accompanied by his son Trevor.

They taught the children about Aboriginal Art, Danny was Australian Artist of the Year in 1993 and his works appear in all major collections around Australia as well as on the cafeteria wall at Greystanes House.

The second session Aboriginal music and Aboriginal culture was conducted by Toby Reid who was accompanied by didgeridoo player Tai Reid both who are from Wiradjuri country in Cowra, Western NSW. Both work for the Making Tracks Aboriginal Schools Program which visits schools around Western Sydney to teach Aboriginal culture and were outstanding with the children who learnt a lot.

A great time as well as a good learning experience for those who were lucky enough to attend.

TRACKING DOWN UNMARKED GRAVES

They collaborated on the Burrumbatayi Memorial Project at East Kempsey Cemetery, (Burrumbatayi means Dreamtime in the local Dunghutti language.)

The graves had originally been identified with wooden markers, which had long-since rotted away.

The first phase of the project (undertaken several years ago) involved surveying the cemetery using non-destructive ground-penetrating radar to find the graves. This was done in close consultation with the Dunghutti community.

Some of the graves discovered were up to 90 years old, and many graves had more than one burial in each grave, making identification difficult.

The project originally resulted from

enquiries by local Aboriginal families wanting to find the unmarked graves of family members buried between the early 1940s and the late 1960s.

Through intensive research, the names of about half of the people buried in this period have now been identified.

With a rainbow serpent pathway, etched and painted by local artist John Kelly and a huge timber cross, hand painted by renowned Aboriginal artist Richard Campbell Jnr, there is now beautiful memorial to the people who are now resting in this area.

The Burrumbatayi Memorial was officially opened by Paul Lynch, NSW Minister for Aboriginal Affairs, who specifically recognised Boral for its role in making the memorial possible.

In New South Wales, Kempsey Shire Council, Boral and a number of local groups have partnered in an inspiring project involving the discovery and recognition of unmarked Aboriginal graves.





Perhaps make a coffee, have a shower, wait for the bus – or help to find a cure for the 140,000 Australians with type 1 diabetes.

Enter 'Spin to Cure Diabetes' – an outdoor stationary bicycle competition and fundraising event. Corporate teams of five people 'spin' for 40 minutes in a stationary race to see who can rack up the most mileage. Each team member will spin for eight minutes only.

The teams are challenged to raise as much money as possible to help fund the ongoing medical research into finding a cure for type 1 diabetes. The minimum fundraising target per team is \$2,000.

The dates for the 2010 Spin to Cure are:

- Sydney 16 April
- Perth 22 April
- Adelaide 23 April
- Melbourne 30 April
- Brisbane 7 May

To help you raise the money, JDRF will provide you with a state-of-the-art online system that allows you to fundraise from your home or office at the click of a button.

For more information and to register your team of five people, simply: Visit <http://spin.jdrf.org.au/> contact deborah.melkie@boral.com.au or look at Boral's JDRF Intranet site

Boral wins 2009 JDRF Freedom Award

Boral and the Macquarie Group have been declared the joint winners of the JDRF Freedom Award for 2009.

In the nine years Boral has been supporting JDRF, we have raised an amazing \$2.5 million.

Mike Wilson, Chief Executive Officer of JDRF, said that the Award recognised "the highest corporate fundraising organisation over a calendar year and represents a deep and significant partnership between these organisations and JDRF".

"Most importantly, the extent and range of participation by staff from your organisation shows the strong culture of community involvement of which you should be proud, with obvious support and leadership by senior staff.

"JDRF is extremely proud of the enduring relationship with Boral and we look forward to celebrating future successes as we strive towards our goal of finding a cure for type 1 diabetes," he said.



Amazing team effort in 2010 Ride

More than \$1.1 million was raised by the 7th 'Ride to Cure Diabetes' held recently in South Australia's beautiful Barossa Valley.

Of this sum, Boral entered the most successful team, raising a staggering \$276,000 – around 25% of the total – primarily through the individual efforts of team members and team activities including a gala dinner organised by Boral's SE Old Concrete GM, Shane Graham, and sponsorship of jerseys by the company's customers and clients.

The annual cycling event raises money for the Juvenile Diabetes Research Foundation (JDRF) for research into a cure for type 1 diabetes, a life-long autoimmune disease that affects over 140,000 people in Australia alone.

Boral has been a major sponsor of the organisation for a substantial number of years.

This year, more than 300 cyclists took part in the event, with strong participation from corporate teams such as Boral (with 72 riders), Westpac and Macquarie, also families and individuals.

Open to everyone, there are 35, 80 or 160 kilometre courses through the stunning Barossa Valley, with the added option of tackling the notorious Mengler Hill which, if you make it to the top, provides panoramic views of the Barossa Valley.



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BLOCKS
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FORMWORK
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PAVERS
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PLASTERBOARD
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QUARRIES
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ROOFING
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SCAFFOLDING
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TIMBER
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TRANSPORT
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WINDOWS

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Cover: Bob Naumovski; a Lorry Owner Driver with Boral's Clay and Concrete Products division delivering bricks to a social housing project in Sydney.

