

The Aotearoa Steel Industry Transformation Agenda

This identifies the best practice requirements for our industry to transform in preparation for future success. It inspires us by showing us what we would look like if we were successful in our transformation.

This agenda aligns with BRANZ’s Industry Transformation Agenda, the Construction Sector Accord and is based upon Treasury’s Living Standard’s framework.

Our pledge

We agree to:

- Use this Accord to inform our strategic business planning
- To implement the Aotearoa Steel Industry Transformation Plan to put this Agenda into effect
- Hold ourselves accountable to this Accord and measure individual and collective performance against it
- Be bold in challenging behaviours that inhibit transformation
- Work collectively to ensure the steel industry has a positive impact on the wellbeing of New Zealanders





	 Financial and Physical Capital	 Human Capital	 Natural Capital	 Social Capital
Led by the Steel Manufacturers, Design Engineers and Fabricators	We adopt new steel design, fabrication and construction technologies and investigate new digital technologies	We grow our work-force’s capability and capacity to nurture our industry’s future.	We are certified carbon neutral	Our people go home safe every day
	We use differentiated business models	We are innovation friendly and forward thinking	We develop sustainable products with optimal life-cycle value	We have fairer and transparent risk management
	We deliver better business performance		We minimise waste and actively engagement with the circular economy	We improve the resilience of the national building stock

	We front-load project planning and focus on design for constructability with an aim for increased productivity and affordability	We have effective knowledge management and sharing across people. We learn from project to project	We prioritise environmental sustainability	New Zealanders have pride, confidence and trust in our industry
	We standardise, modularise & prefabricate components to improve productivity	We embrace diverse thinking and are inclusive. We support better outcomes for women, Māori and other minorities.		We act with collective responsibility
	We have greater pipeline certainty and confidence to invest in the future	We collaborate with subcontractors and suppliers		We offer consistent, reliable and timely project delivery
	We focus on whole-of-life value when buying and building	We are a vibrant industry with a clear employment value proposition that is well communicated and understood		
		We offer work environments that support thriving mental health and wellbeing, as well as safety		
		We offer increased earning power		
Led by the industry support agencies (e.g. HERA, Metals NZ, MRM, NZSSDA, SCNZ)		We actively benchmark and share industry-relevant data		We promote the social benefits of our industry and its positive impacts on NZ'rs wellbeing
		We support a connected and collaborative sector		We deliver co-ordinated communications with our communities

		We share best practice learnings		We ensure our industry maintains high quality standards
		We foster innovation, and research and development		We effectively interact with the public sector
		We plan for the long term		

The Aotearoa Steel Industry Transformation Plan

This identifies **how** we will lead transformation and implement The Aotearoa Steel Industry Transformation Agenda.

Who/What	 Financial and Physical Capital	 Human Capital	 Natural Capital	 Social Capital
Now (by 2021)				
Domestic Steel Manufacturers (including slab, coil, painted coil, pipe and billet)		Actively promote the benefits of diversity and the Diversity Agenda	All accredited members of Sustainable Steel Council (SSC). Member of Responsible Steel and recognised as a Responsible Steel Maker (per World Steel Association definition)	Regularly donates to registered charities or educational institutions Communications to the community focusing on the story of steel and its importance to the wellbeing of New Zealander's

			<p>Member of World Steel Association's Climate Action Programme</p> <p>Has a Supplier Code of Conduct</p> <p>Has Environmental Product Declarations (EPDs) for XXX,</p> <p>Has a recognised Environmental Management System (EMS)</p> <p>Has a Waste Minimisation Program in place</p>	
Steel Design Engineers	Increased specification of standard connections			Regularly donates to registered charities or educational institutions
Steel Framers, Fabricators & Rollformers				Regularly donates to registered charities or educational institutions
Steel Industry Support Organisations	Assesses industry's financial impact using the Living Standard's Framework (HERA)	<p>Actively promote the benefits of diversity and the Diversity Agenda to drive awareness within the industry</p> <p>Creates scholarships and programs to support diversity within the industry's workforce</p> <p>Founding membership of the Diversity Agenda (HERA)</p>	<p>Accredited members of the Sustainable Steel Council.</p> <p>Associate members of Responsible Steel.</p> <p>Certified carbon neutral.</p> <p>Active promotion of life cycle analysis and circular economy principles in research projects, industry training and</p>	<p>Provides in-kind support to related research and training institutes.</p> <p>Research to identify baseline levels of community perceptions and trust (HERA)</p> <p>Active participation in NZS and AS/NZS standards development</p>

		Developing and delivering training programs to maintain the skills and qualifications of people working in the industry	membership communications to build industry awareness and capability.	Expansion of Steel Fabricators Certification (SFC) program Offering prizes, scholarships and awards to students Actively engaging in multi-disciplinary and collaborative research with global leaders (HERA) Publishing research and industry outcomes in peer reviewed journals, digital and social media, conferences, and trade journals
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Soon (by 2025)

Domestic Steel Manufacturers (including slab, coil, painted coil, pipe and billet)			Certified to the Responsible Steel Standard. Has Green Star credits for Certified to Environmental Choice specification for XX	
Steel Design Engineers		Diversity Agenda change-maker or founding member	Certified carbon neutral	Improved building affordability via integration of design and fabrication/constructability

Steel Framers, Fabricators & Rollformers

Increased investment in plant and equipment to ensure it is state-of-the-art.

Has a Workforce Attraction, Retention and Development Strategy

Has a Diversity Policy

Are currently investing in internships, cadetships or apprenticeships.

Has an up-skilling program in place to ensure staff are able to utilise emerging technologies.

Accredited membership of Sustainable Steel Council

Has a Supplier Code of Conduct

Electricity purchased from a certified 100% renewable supplier

80% of product sourced from Responsible Steel Makers (per World Steel Association definition)

Has a recognised EMS

Has a Waste Minimisation Program in place

Regularly donates to registered charities or educational institutions

Improved building affordability via integration of design and fabrication/constructability

Steel Industry Support Organisations

Development of Digital Transformation Plan for the Structural Steel Industry

Building and infrastructure resilience (particularly seismic) a key basis of research programs, training and communications.

Improved understanding of re-use and reparability of steel structures.

Development of Maori Inclusion Plan (HERA)

Has a Waste Minimisation Program in place

Life cycle analysis and circular economy considerations included in strategy documents, research and training programs

Working together to promote the social benefits of our industry and its positive impacts on NZ's wellbeing via shared content, co-ordinated communications and shared #s

Articulation of the industry's importance to regional economies through regional industry expansion

Actively collaborating with Government to improve outcomes for New Zealanders.

	Creation of HERA Innovation Centre to facilitate industry adoption of digital technologies, Industry 4.0 and state-of-the-art plant and equipment			Pilot Project from Digital Transformation Plan that focuses on integrating design and fabrication/constructability (HERA)
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Future (by 2030)

Domestic Steel Manufacturers (including slab, coil, painted coil, pipe and billet)			Certified carbon neutral	
Steel Design Engineers			Certified carbon neutral	
Steel Framers, Fabricators & Rollformers			90% of product sourced from Responsible Steel Makers (per World Steel Association definition)	
Steel Industry Support Organisations			Certified carbon neutral	