

Bird Flu and Pandemics Preparing Business to Manage the Risks

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BlueScope Steel: A Global “Steel Solutions” Company

- International “steel solutions” company with manufacturing and marketing footprint spanning Australia, New Zealand, Asia and North America
- Global leader in provision of high quality metallic and coated steel products for building, manufacturing, construction, automotive and packaging
- Steelworks at Port Kembla (5.1 mtpa) and New Zealand (0.62 mtpa)
- Steel rolling, coating and painting plants in Australia, New Zealand, Thailand, Malaysia and Indonesia and plants under construction in China and Vietnam
- Network of more than 50 rollforming facilities in 13 countries
- Market leader in Pre Engineered Buildings (Butler) in USA and China

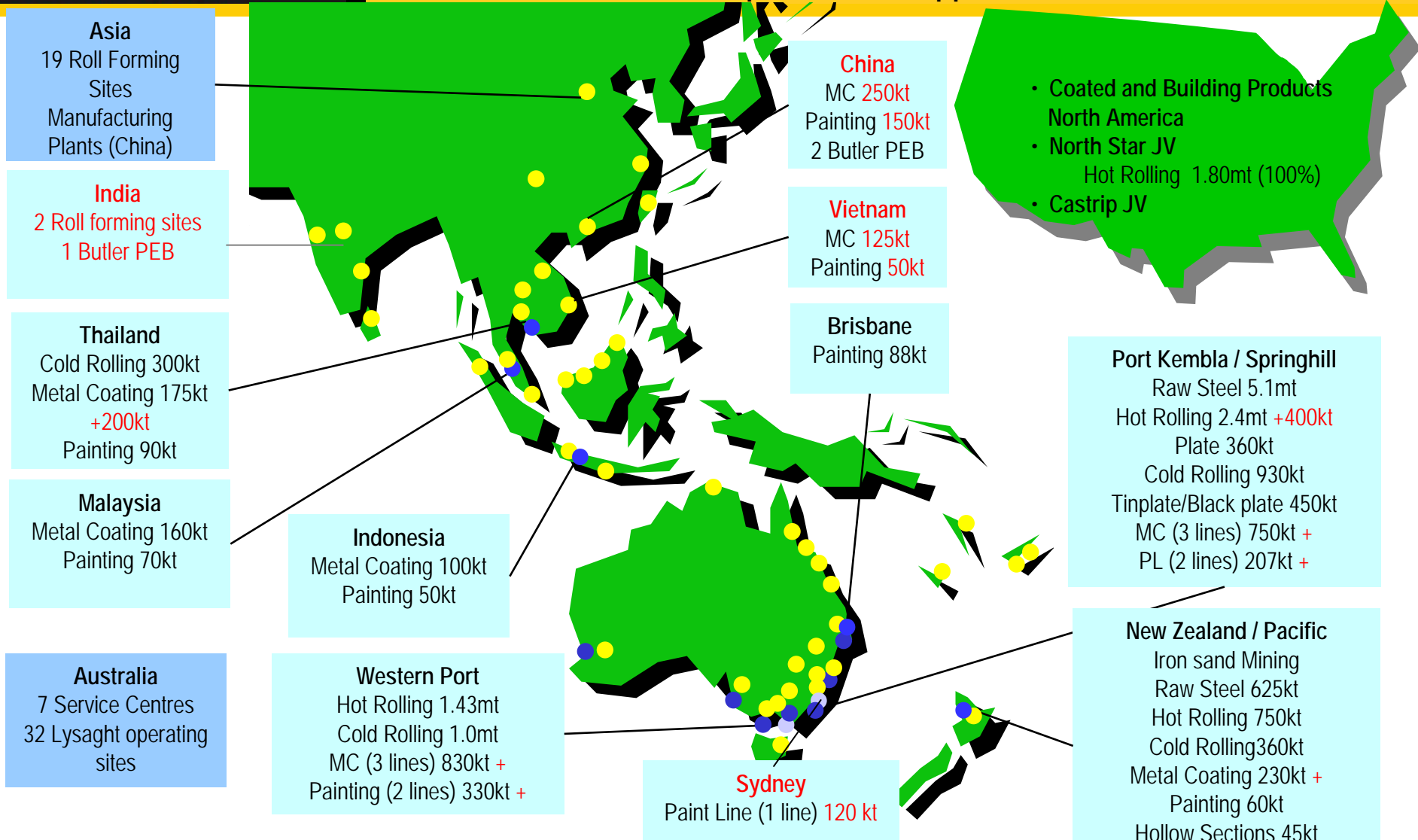
BIRD FLU AND PANDEMICS

PREPARING BUSINESS TO
MANAGE THE RISKS

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- Annualised Production Capacities and Approved Growth as at June 2005



What are the Risks?

If we are preparing to manage the risks we must understand what those risks are. They could be:

- Disease
 - Employee
 - Family member
- Fatality
 - Employee
 - Family member
- Business continuity
- Customer's business continuity
- Government imposed controls
 - Travel
 - Business closures
 - School closures

Risk = Hazard + Outrage

To manage the risk we have to manage both of these issues:

- Hazard = Pandemic itself
 - Infectivity
 - Mortality
- Outrage = Reaction to the pandemic by
 - International Agencies
 - Governments
 - Local Authorities
 - Media
 - Employees
 - Employees' families

Australian Government Identified Major Strategies

1. Containment

- Defined as “preventing transmission and spread by border control measures, isolation of the sick, quarantine of contacts and judicious use of antiviral medication”.
- What should businesses do assist in this?
 - Travel restrictions
 - Work organisation
 - Personal hygiene knowledge
 - Education
 - PPE
 - Medicines

2. Maintenance of Essential Services

- Which industries will be classified as “essential”?

Business Issues

- Many of the issues will be managed in a “reactive” manner depending upon Government guidelines and strategies, which may vary from country to country and from day to day.
- Underpinning the “reactiveness” must be well thought out and developed strategies
- Key strategies must address both the “hazard” and the “outrage” and include:
 - Communication
 - Guidance for employees
 - Business continuity
- Identification of key alliances
 - Government level
 - Subject matter experts

Final Comment

- At the end of the day this is just another risk the business must prepare itself to manage. The same strategies apply:
 - Hazard assessment
 - Identification and implementation of controls (following the usual hierarchy)
 - Communication with stakeholders
 - Training
 - Ability to manage emerging emergencies or crises