

## Response to ACCC request for information from Steeline Members Pty Ltd

### 1. Bendigo region

1.1 Steeline has two branches in Bendigo:

- (a) 6 Harrien Court, Bendigo, owned by The Roofing Centre Albury/Wodonga Pty Ltd (**Steeline Bendigo**); and
- (b) 49 McDowalls Road, East Bendigo, owned by Bendigo Building Products Pty Ltd (**Steeline Bendigo Building Products**).

1.2 Aside from the Steeline branches in Bendigo, there are a number of other suppliers of the relevant products in Bendigo, including Stramit, Apex and Striproll. In addition, customers in Bendigo are commonly supplied the relevant products from:

- (a) **Suppliers in Melbourne.** Melbourne is approximately 150km from Bendigo, with good roads between them. Stratco is on the northern ring road in Melbourne and Metroll has a large manufacturing operation in Laverton. Both can readily deliver products to customers in Bendigo.
- (b) **Suppliers in Ballarat.** Ballarat is approximately 120km from Bendigo. Metroll in Ballarat is also an alternative for customers in Bendigo; and
- (c) **Suppliers in Shepparton.** Shepparton is approximately 120km from Bendigo where there are a range of alternative steel suppliers of sheds, fences and other products sold by Steeline members.

1.3 In addition to the major suppliers, there are also various other independent companies which supply and install metal roofing and associated building products in Bendigo. The table below sets out the major suppliers to customers in Bendigo, and provides examples of smaller market participants. A number of these suppliers are distributors of Lysaght, Stramit, Metroll or Roltek products.

*Potential alternatives to Steeline for customers in Bendigo*

Suppliers	Location
Stramit Building Products	7/9 Ramsay Court BENDIGO VIC 3555
Striproll Roofing Products	52-58 Kinross Street LONG GULLY VIC 3550
Apex Building Products (Bendigo)	37 Howard Street EPSOM VIC 3551
Ranbuild – Outdoor Steel Solutions	4 Stafford Street, CALIFORNIA GULLY VIC 3556
Fair Dinkum Sheds – Bendigo Garages	4 Russell Street BENDIGO VIC 3550
Safety Steel Structures	113 Breen Street BENDIGO VIC 3550
Sturdy Steel	58 Collins Street BENDIGO VIC 3550
Totalspan Bendigo	225 High Street KANGAROO FLAT VIC 3555
Surdex Bendigo	30 Craig Street BENDIGO VIC 3550
Ortech Industries	91 Allingham Street GOLDEN SQUARE VIC 3555
Golden City Gates	9 Fitt Court BENDIGO VIC 3550
Abbot Supply	13-23 Abel Street GOLDEN SQUARE VIC 3555
Jackal Fencing	3 Craig Street LONG GULLY VIC 3550
Scanlon Contracting	7-9 Piper Road EAST BENDIGO VIC 3550

D&M Fencing	203 Breen Street BENDIGO VIC 3555
Windridge Security Doors and Fences	7 Whip Court LONG GULLY VIC 3550
Spanline	9 Waterson Court GOLDEN SQUARE VIC 3555
Fitzpatrick's Home Timber & Hardware	320 Eaglehawk Road CALIFORNIA GULLY VIC 3556
Hume & Iser Mitre 10	35-37 Charleston Place BENDIGO VIC 3550

- 1.4 The two Steeline branches in Bendigo also focus on selling different types of products. In particular:
- (a) Steeline Bendigo predominantly supplies roofing, sheds and fencing. This includes metal fascias, gutters and flashings, insulation and fibreglass or polycarbonate translucent sheeting;<sup>1</sup> and
  - (b) Steeline Bendigo Building Products predominantly manufactures and supplies steel frames. This includes wall frames and roof trusses.<sup>2</sup> Steeline Bendigo Building Products can also supply roofing, and does supply roofing kits and pods which can include roofing and wall claddings, however these are typically for residential applications focussing on the owner builder market.

1.5 [REDACTED] The consequence is that the two branches do not currently compete against each other aggressively for sales of the same product.

## 2. Corowa-Albury region

2.1 Steeline has two branches in the Corowa-Albury area:

- (a) 5 Bow Street, Corowa, owned by Corowa Plumbing Supplies Pty Limited (**Steeline Corowa**),<sup>3</sup> and
- (b) 111 Union Road, North Albury, owned by The Roofing Centre Albury/Wodonga Pty Ltd (**Steeline Albury**).<sup>4</sup>

2.2 The two branches have common owners and do not compete with each other. We *enclose* ASIC extracts for these companies and their parent companies.

2.3 For the sake of completeness, we also note that the owners of Steeline Albury and Steeline Corowa maintain ownership in other Steeline branches including Bendigo, Shepparton, Wagga Wagga and Bathurst (Steeline Centre Central West).

2.4 The products and services supplied by Steeline Albury and Steeline Corowa are generally different – Steeline Corowa focuses on supplying plumbing and structural steel products, while Steeline Albury generally sells roofing and walling, and similar products.

2.5 There are a significant number of potential alternatives to Steeline for customers in the Corowa-Albury region. Major market participants Stramit and Lysaght both have a branch in the region, Millform [REDACTED] is an alternative, and there are various other independent companies (including, for example, PJN Steel Fabrication). Suppliers in Melbourne also supply to customers in the region for major projects.

<sup>1</sup> <https://www.steeline.com.au/find-a-store/steeline-roofing-centre-bendigo/>

<sup>2</sup> <https://www.steeline.com.au/find-a-store/steeline-bendigo-building-products/>

<sup>3</sup> <https://www.steeline.com.au/find-a-store/steeline-roofing-centre-corowa/>

<sup>4</sup> <https://www.steeline.com.au/find-a-store/steeline-roofing-centre-albury/>

- 2.6 The table below sets out the major suppliers to customers in the Corowa-Albury region, and provides examples of smaller market participants.

*Potential alternatives to Steeline for customers in the Corowa-Albury region*

<b>Suppliers</b>	<b>Location</b>
Stramit, Albury	18 Ariel Drive ALBURY NSW 2640
Lysaght, Albury	533 Dallinger Road LAVINGTON NSW 2641
Millform Products	10 Racecourse Road ALBURY NSW 2640
PJN Sheds	104 Commercial Street, WALLA WALLA NSW 2659
Federation Steel & Industrial	134 Federation Avenue COROWA NSW 2646
Surdex Albury	25 Phoenix Place ALBURY NSW 2640
All Mod Steel Buildings (Ranbuild)	46 Wigg Street WODONGA VIC 3690
Asda Sheds & Garages (Fair Dinkum Sheds)	Cnr Hovell & Huon Streets WODONGA VIC 3690
The Shed Company	33 Hovell Street WODONGA VIC 3690
Sheds n Homes	119 Borella Road ALBURY NSW 2640
Rutherglen Sheds and Fencing	20 Ready Street RUTHERGLEN VIC 3685
Don Sparks Steel Supplies	13 Howell Street WODONGA VIC 3690
C&M Roofing	6 Hempel Street WODONGA VIC 3690
Gilly's Steel Supplies	11 Osburn Street WODONGA VIC 3690
MacJac Sheds	461 Wagga Road LAVINGTON NSW 2641
North East Sheds & Alfrescos	873 Ramsden Drive ALBURY NSW 2640
Twin City Sheds & Fencing	23 Catherine Crescent LAVINGTON NSW 2641
Spanline	598 Hume Street ALBURY NSW 2640
EnduraShed & EasyShed	929 Metry Street ALBURY NSW 2640
Abolcon Steel	495 Dallinger Road LAVINGTON NSW 2641
ShedBoss Albury	380 Wagga Road LAVINGTON NSW 2641
Innovation Steel Frame and Truss	14 Stead Street WEST WODONGA VIC 3690
T&J Roofing	846 Ramsden Drive NORTH ALBURY NSW 2640
Big River Roofing	63 Wigg Street WODONGA VIC 3690
KW Roofing	1/958 Carcoola Street NORTH ALBURY NSW 2640
L. J. Ellery Roofing	441 Buckingham Street NORTH ALBURY NSW 2640
BCS Fencing & Gates	108 Bennu Circuit ALBURY NSW 2640
H&S Metalworks	837 Ramsden Drive NORTH ALBURY NSW 2641
Reece Plumbing	Cnr Young & Wilson Streets ALBURY NSW 2640
Reece Plumbing	463 Dallinger Road LAVINGTON NSW 2641
Reece Plumbing	2 Mckoy Street WODONGA VIC 3690

### 3. Coffs Harbour region

- 3.1 Steeline Coffs Harbour is at 24 Cook Drive, Coffs Harbour, and owned by Witco Pty Ltd (**Steeline Coffs Harbour**).<sup>5</sup> The branch is relatively small, and often sources products from a Steeline branch in Port Macquarie (with partial common ownership) or from local suppliers around Coffs Harbour such as Lysaght, and occasionally Stramit, in order to meet customer requirements.
- 3.2 The closest Steeline branch to Steeline Coffs Harbour is at 56 Through Street, Grafton, and owned by FNW Industries Pty Ltd (**Steeline FNW Grafton**).<sup>6</sup> [REDACTED]
- 3.3 There are numerous potential alternatives to Steeline for customers in the Coffs Harbour region. Major market participants Stramit and Lysaght both have a branch in the region, and there are various other smaller market participants supplying and installing metal roofing and associated building products. Outside of Coffs Harbour, there is additionally Metroll's Lismore branch, Lysaght's Tamworth branch and various distributors of Lysaght throughout Grafton, Lismore, Port Macquarie and Armidale. The table below sets out the major suppliers to customers in the Coffs Harbour region, and provides examples of smaller market participants.

*Potential alternatives to Steeline for customers in the Coffs Harbour region*

Suppliers	Location
Lysaght, Coffs Harbour	2 Cook Drive COFFS HARBOUR NSW 2450
Stramit, Coffs Harbour	6 Mansbridge Drive COFFS HARBOUR NSW 2450
Coffs Metal Market & Coffs Metal Fencing	6 Cook Drive COFFS HARBOUR NSW 2450
Fence Market & Coffs Harbour Fencing	7 Lawson Crescent COFFS HARBOUR NSW 2450
Our Town Fencing, Coffs Harbour	25 Isles Drive COFFS HARBOUR NSW 2450
Designer Sheds	313 Pacific Highway COFFS HARBOUR NSW 2450
Wide Span Sheds	3/50 Marcia Street COFFS HARBOUR NSW 2450
Newstyle Garages & Sheds	380 Pacific Highway COFFS HARBOUR NSW 2450
National Sheds & Shelters	309 Pacific Highway COFFS HARBOUR NSW 2450
Clarence Coast Constructions (Ranbuild), Coffs Harbour	1/21 Cook Drive COFFS HARBOUR NSW 2450
Metal Line Coffs Harbour	2/4 Lawson Crescent COFFS HARBOUR NSW 2450
Roofing Matters	56 Industrial Drive NORTH BOAMBEE VALLEY NSW 2450
Reece Plumbing	177a Orlando Street COFFS HARBOUR NSW 2450
Reece Plumbing	12 Isles Drive COFFS HARBOUR SOUTH NSW 2450

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<sup>5</sup> <https://www.steeline.com.au/find-a-store/steeline-coffs-harbour/>

<sup>6</sup> <https://www.steeline.com.au/find-a-store/steeline-fnw-grafton/>