

BlueScope Steel and LINX, A Successful Business Partnership

July 2020



BlueScope Steel Limited

BlueScope Steel Limited is a part of the wider BlueScope organisation and is the leading steel company in Australia and New Zealand, supplying a large percentage of all flat steel products sold in these markets.

BlueScope is a global leader in premium branded coated and painted steel products – the third largest manufacturer of painted and coated steel products globally. Operating over 100 facilities in 18 countries across the Asia Pacific Region.

Customer partnership

In 2002, BlueScope Steel Ltd (BSL) originally engaged LINX, part of LINX Cargo Care Group (LINX CCG), for stevedoring at the Port Kembla and Westernport sites in Australia and in Tauranga, New Zealand. The Australian Stevedoring Service Agreement (ASSA) originally included steel product stevedoring (up two million tonnes of coil, slab, plate) on and off shipping vessels. Our long-standing, highly valued partnership with BSL continues to evolve and strengthen across the Group as new opportunities and market needs arise. We work closely together to manage changes in market needs, product demands and service requirements.

Our solution

Common ideologies regarding culture and safety means we truly understand how best to help BSL from all perspectives, including operational and commercial. We conduct Quarterly Review meetings to share information and develop and execute joint initiatives e.g. safety campaigns.

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~ Tony Gregory, National Customer Manager – LINX Port Services

Due to our expansive Group footprint, BSL leverages additional services at other locations to meet their market demands. With BSL, LINX and the wider LINX CCG has created a long-lasting and beneficial customer relationship, open and transparent in all our dealings and interactions.

We're proud to secure each new contract or agreement extension with BSL based on our merit and the way we continue to operate to a world class standard each year. We've remained BSL's reliable and trustworthy partner over the years due to our service delivery, flexibility, agility and our commitment to enhancing our customer's experience.

LINX continues to provide positive outcomes for BSL and invests in quality plant and equipment for the sustainability and efficiency of our service delivery. Equipment such as a mobile harbour crane and a heavy forklift fleet have ensured we maintain delivery of world class logistics services. More recently, BSL provided LINX with the challenge to provide a solution for their bulk cargo handling, specifically scrap steel and inbound bulk cargoes like coal and dolomite.

The outcome

LINX researched the opportunity thoroughly and provided a successful outcome in response to the challenge with specialised, imported steel grabs for the scrap steel and then prototype mobile bulk cargo hoppers for the bulk products. The result was a hugely successful service delivery platform, taking significant pressure off BSL's berth capacity issues.

The future

We are committed to working together with BSL for many more years to come and remain focused on service solutions. The alignment of our cultures and business processes continues to deliver a stable fit for the part our companies play together in connecting Australia and New Zealand's supply chain, one move at a time.



Partnership highlights



Commenced scrap shred steel operations in 2019

Utilises specialised electrohydraulic orange peel grabs and an Australia-first powering system.



NSW EPA-endorsed scrap steel discharge process

This innovative solution delivered BSL positive outcomes



BSL supports LINX CCG’s innovative Virtual Reality Safety Training Platform

BSL operators trained to increase safety awareness and understanding via virtual immersion.



We partnered with equipment supplier for prototype bulk handling hoppers

Trials were successful and future implementation being explored

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