



make the connection

ASSDA

AUSTRALIAN STAINLESS STEEL
DEVELOPMENT ASSOCIATION

Our value proposition

Support, grow and defend the market for stainless steel

Stainless steel is one of the largest growth industries of the past 100 years. Since 1950, worldwide production has expanded from about 1 million tonnes to more than 32 million tonnes in 2012. During this time, the image of stainless steel has changed from an exotic, specialist alloy to an everyday material used in high quality, durable products.

The **Australian Stainless Steel Development Association** (ASSDA) was established in 1992 to address and harness stainless steel's growth trend in Australia.

ASSDA is a not-for-profit organisation with a single purpose: **to increase the consumption of stainless steel in Australia.**

ASSDA aims to foster the understanding and use of stainless steel in Australia by developing the competence and efficiency of the industry through promotion, education and training, the provision of adequate technical advice and industry accreditation.

The Association organises various industry seminars to upskill members' knowledge and educate engineers, architects and other specifiers about stainless steel, its proper and efficient use, as well as the importance of local content. It is through these forums that we aim to create a dialogue between members, customers and materials decision makers. Our growing relationships with national bodies in engineering and architecture allow the Association to expand its education program and industry development initiatives to build a stronger Australian stainless steel industry.

ASSDA provides access to a network of materials specialists and experienced peers, delivering support and expert technical advice to its membership, asset owners, both public and private, and purchasers of stainless steel. We aim to provide support and influence the materials specification of specific projects to forge stronger relationships and promote our members' capabilities. We aim to meet the expectation of the specifying community by creating standardised benchmarks and best practices through the ASSDA Accreditation Scheme, elevating the profile of Accredited Fabricators within the stainless steel industry and beyond.

ASSDA also focuses its efforts on market development activities that promotes stainless steel as the material of choice. Through its own publications, ASSDA promotes the innovation and applications of stainless steel, inspiring specifiers and end-users of the material, with a focus on local fabrication. We also provide cohesive representation of the industry to government and regulatory bodies on a range of issues directly impacting the stainless steel industry.

ASSDA instils an innovative, proactive and member-responsive culture, and the Association could not continue without the valuable support of its sponsors and more than 200 member organisations who work with ASSDA to grow the market for stainless steel.



What our members have to say

"We are all members of industry bodies with well-attributed aims. Some deliver against these, some don't, some are proactive and others struggle to appreciate real member concerns and rarely respond effectively. Richard and the team at ASSDA are the antithesis of this, having represented the interests of ASSDA members with powerful initiatives driven by specific member and industry needs.

ASSDA's leadership, advocacy and powerful lobbying against drastic changes to the Building Code of Australia, effectively secured a A\$200 million to \$300 million market for its members. Like anything, we get what we put in. I would encourage participants in our industry to not only support ASSDA, but to actively seek their assistance and work with them collaboratively - they will deliver."

Rowan Murray, General Manager, Ronstan Tensile Architecture
ASSDA member since 2004

"We have been members of ASSDA since it was first formed in 1992, and remain very strong supporters of the association. ASSDA provides a great service to the stainless steel industry in this country by promoting the use of stainless steel and developing the market for the metal, as well as serving members with technical advice, education and training, and lobbying on their behalf. There are many benefits to membership, but I would like to mention a couple.

One of the great benefits that we as a manufacturer receive is accreditation, recognition with specifiers, suppliers and end-users that we are serious about producing quality stainless steel products. ASSDA's ongoing accreditation process ensures that we keep up the standards to produce quality stainless products, and it gives our customers assurance as well.

Stainless is a quality material and requires education and training to ensure that we use the correct grades, and that we fabricate and maintain the product appropriately to maximise the benefits from its use. ASSDA makes the job of training our staff so much easier with their online learning program. The topics are extremely practical and very informative, with training down to earth, but very effective. Over recent years our staff have been through 120 individual learning modules and we highly recommend the online learning to all members.

Overall, we strongly recommend being an active member of ASSDA. Not only do we benefit individually from our participation, but the industry as a whole progresses as we are better equipped to use and promote this product.

Bill Stoddart, Managing Director, Stoddart Manufacturing
ASSDA member since 1992

"As a longstanding member of the Association, ASSDA has provided many valuable services over the years, including education, technical support and business promotion. In particular, ASSDA's annual PacRim Stainless conference learning and networking experiences, with both local and international delegates, has proven invaluable, with several business relationships forged over the years. The biggest value of our membership and participation in ASSDA events is the opportunity to network with key contacts in the industry, and I encourage anyone involved in stainless steel to join and take advantage of the many services the Association offers."

Steve Warnett, Manufacturing Manager, Tasman Sinkware
ASSDA member since 2004

"Furphy Engineering appreciate the technical support afforded to us via our membership to ASSDA and actively promote this to our customer base when corrosion or metallurgical issues are confronted. The technical advice and promptness of reply is very professional and greatly assists our business activities with regard to stainless steel tank and vessel fabrication."

Darren Leeder, Manager - Sales & Marketing, Furphy Engineering
ASSDA member since 2001



"As an international stockist and trading company, we rely heavily on networking and educational opportunities in each of our markets around the world. The annual ASSDA PacRim Stainless conference is a great event to forge new relationships and say G'day to our clients all in one stage. We find that the conference is a key tool for understanding what is happening from engineering to distribution, fabrication to project work, in Australia. You get what you put in and the value we receive is understated.

ASSDA's Stainless Steel Specialist Course is a great educational tool for new and existing employees and it covers everything from grade selection to stainless steel design. There is no other association that has this much material to offer!"

Glenn Sachko, Managing Director, Global Stainless Steel Pty Ltd
ASSDA member since 2008

ASSDA Membership

Be part of a world-class Association that is a leader in its field. ASSDA has a long track record of providing quality products and services that are unmatched in the global stainless steel industry.

As an ASSDA member, you will benefit from ASSDA's commitment to skills development, proven ability to create opportunity, and dedication to growing and defending the market for stainless steel in Australia.

- › Access to a network of metallurgists and free technical assistance from ASSDA, offshore contacts and experts at local events
- › Referral service for incoming supply and fabrication enquiries through ASSDA's Technical Hotline
- › Discounted advertising rates in ASSDA industry publications and discounted event registrations for ASSDA educational seminars and events, including ASSDA's annual conference, PacRim Stainless
- › Free and discounted enrolment fees in the Stainless Steel Specialist Course
- › Member listing in ASSDA's online Buyers' Guide, a stainless steel industry directory designed to promote member and Accredited Fabricator capabilities
- › Use of ASSDA member and Association logos to promote your membership of ASSDA

ASSDA has been successful in its aim to promote interest in stainless steel and increase stainless steel consumption in Australia.

Yearly membership to the Association is determined on a pro rata basis, so you can join at any time throughout the year and you will only be charged from your joining date. ASSDA's membership schedule allows entry at seven levels, with each level providing a number of significant benefits.

Membership categories with ASSDA cover all sectors of the industry:

Individual Membership	Single proprietor concession - suited to sole architect or engineer, TAFE or university lecturer
Corporate 3 Membership	Fabricators < 40 pax
Corporate 2 Membership	Fabricators 40 - 100 pax
Corporate 1 Membership	Fabricators and suppliers >100 pax
Sponsor 3 Membership	Distributors
Sponsor 2 Membership	Trading houses, multi-state distributors and mills
Sponsor 1 Membership	Trading houses, multi-state distributors and mills

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and become part of our growing base of industry representatives.