

CASE STUDY

Hanlon
Industries



CATEGORY:

Engineering Construction

LOCATION:

Geelong, Victoria

PRODUCT:

Rectangular hollow
section

Geelong's memorable christmas thanks to BlueScope Distribution

The thousands of lights on Geelong's floating Christmas tree have finally been switched off, providing an end to what was a three-month spectacular sight for Victoria's second-largest city.

With a four-metre star that adorned its apex and a frame constructed from Australian-made high quality 75mm x 75mm rectangular hollow section (RHS) tubing from BlueScope Distribution, Geelong's floating Christmas tree was hailed as a marvel of engineering and design.

Measuring 25 metres in height and weighing in at 15 tonnes, the Christmas tree spent over three months moored on a barge in Geelong's Corio Bay, becoming a prominent feature on the cities' waterfront throughout the entire festive season and summer months.

According to Andrew Curtis, BlueScope Distribution and Metalcorp Steel Geelong Manager, the whole process of getting BlueScope Distribution into the Christmas tree building business started with just one phone call.



BlueScope Distribution was very helpful and always turned our orders around quickly - it was an extremely time-critical job, but BlueScope Distribution rose to the challenge.

Tony Bradford, Hanlon Industries Project Manager.



“Brian Dowling, Aluminium Account Manager, BlueScope Steel, received a phone call from one of our suppliers advising us of the project in Geelong, and in turn contacted Keith Courtney from Creative Production Services, who was managing the Christmas tree project.”

“Keith gave us a scope of the project and asked if we could subsidise the cost of the steel in exchange for marketing and sponsorship acknowledgement while also stressing that all materials and labour, where practical, had to be sourced from Geelong.”

“So we ended up supplying all the steel for this project at cost price, however for such an iconic job, it was all about promoting the BlueScope Distribution brand, and also giving something back to the city of Geelong,” said Andrew.

“All up, some 14 tonnes of locally-made material was supplied for the project – mainly RHS from our Orrcon Steel subsidiary, which was used to construct the Christmas tree’s frame.”

“All the material was processed and cut to length at the BlueScope Distribution Geelong site, and delivered to local fabricator Hanlon Industries, who then further fabricated the Christmas tree by adding 11,000 kinetic disks onto the façade, as well as the cleats and hubs.”

“It was a great opportunity to be involved in a project that promoted Geelong businesses, and one which had such a high profile launch that it has even attracted interest from overseas,” said Andrew.

According to the Christmas tree’s designer Keith Courtney from Creative Production Services, the project was purpose-designed with the local community in mind and is very much a 21st century Christmas tree for a 21st century city.

“We used some of Australia’s most renowned lighting experts, and the highest quality locally-sourced steel from BlueScope Distribution so that the Christmas tree fitted in with the idea of a true Australian-themed Christmas.”

“During the day, it shone from the reflection of the hot summer sun on the large discs, and then, when night fell, the 11,000 kinetic discs on the Christmas tree were illuminated by electricity, a sight that was designed to provoke the mind and entice the imagination.”

“The tree was powered by a marine cable and weighed in at 15 tonnes, meaning the barge on which the tree sat needed two massive anchors to ensure that any rough or inclement weather did not knock it over,” said Keith.

In terms of the fabrication and construction phase, Tony Bradford, Hanlon Industries Project Manager said, “We fabricated the entire structure including the barge steelwork – in other words, the platforms and handrails around the perimeter of the barge.”

“For both the Christmas tree construction and the barge fittings, the main fabrication machinery we used included Mig welders, SHS rollers, Mag Base Drills and a laser cutter.”



“As a key project partner, BlueScope Distribution provided most of the mild steel we used, cut to size, which in the end came to almost 14 tonnes of steel,” Tony said.

“BlueScope Distribution was very helpful and always turned our orders around quickly - it was an extremely time-critical job, but BlueScope Distribution rose to the challenge, allowing us to complete the Christmas tree in what was considered record time.”

“We had just seven weeks to finish the entire job, however thanks to BlueScope Distribution cutting all our steel orders exactly to length and always delivering on time, every time, we managed to come in just under the deadline.”

More information at www.hanlonindustries.com.au

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