



New ad campaign for Austral Bricks promotes our brand story

Austral Bricks recently launched a major marketing campaign in Brisbane, Adelaide and Tasmania across metropolitan TV (channels 9 & 7), affiliated digital TV, press, radio and digital. Kate Waterhouse, Brickworks' new style ambassador, will feature prominently in the advertisements. Initial feedback from our customer base has been extremely promising.

The campaign reinforces Austral Bricks market position as a style leader, further raising awareness of brick as the preferred external walling material. The notion of 'style' reaches far into the realm of how we live, where we live and the homes we make for ourselves. Style defines modern taste in all its manifestations. In fact, one of the biggest 'style' decisions a consumer can make in life is their home.

The campaign also promotes Austral Bricks as Australia's No.1 brick brand. Naturally, we consider brick to be the most stylish of external cladding materials, along with masonry blocks.

The campaign will run from February to May 2016, and again in the second half of the year. For further details, please go to www.australbricks.com.au/style



contents.

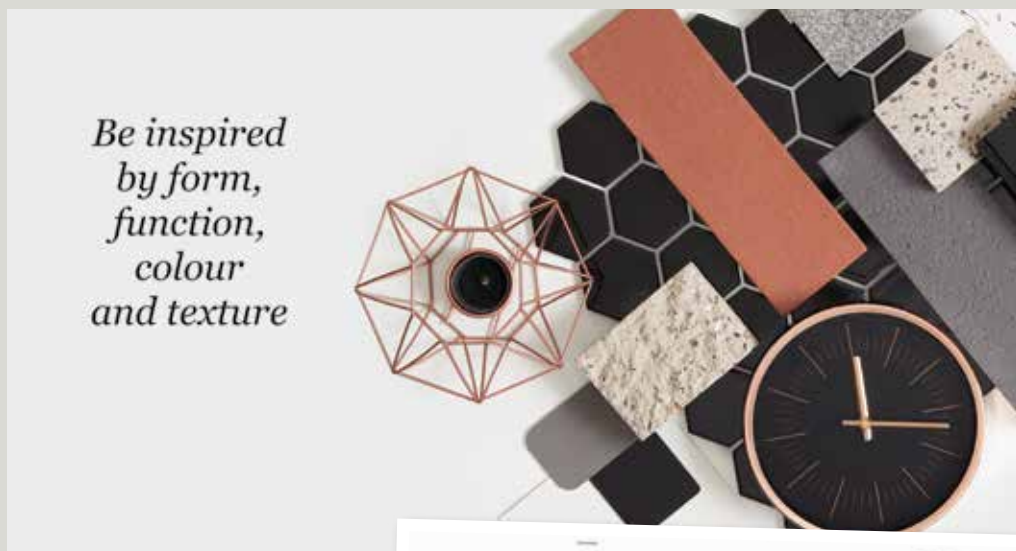
New Ad Campaign Promotes Brand Story	1	High Rise Success	4	INEX>BOARDS	5
Making a Style Statement with Colour	2	100 Year Product Warranty for Bristle Product	4	Auswest Timbers Coastal Decking Collection	6
Built with Brickworks Video Series	2	Hobart Design Studio Opens	5		

Making a style statement with colour

Unsurprisingly, many people find choosing colours for their new home a daunting task. Helping to guide the customer is Brickworks' industry-leading and practical, 9-colour palettes, known as style boards, which were developed in conjunction with a respected Australian trend forecaster and specialised colour consultant.

The boards give customers insight into contemporary trends in colour across a range of building products manufactured and supplied by the Brickworks Group. Style boards are about choosing colours and products that work harmoniously to create a beautiful, stylish home.

Products featured in Brickworks' style boards include bricks, roof tiles, masonry, retaining walls, pavers and timber. Colour guidance is also suggested for matching materials including fascia, gutter, windows and garage doors.



*Be inspired
by form,
function,
colour
and texture*

The 9-colour palettes can be visualised on a variety of house styles by using Brickworks' proprietary 3D visualiser, iVisualise™. Drawing heavily for inspiration on these colour palettes are Brickworks' recently upgraded studios in each of our capital cities.



New video series - Built with Brickworks

Brickworks' new video series, Built with Brickworks, is our latest media offering designed to meet audience appetite for engaging, informative and inspiring digital content.



The video series offers insights from architects and designers into design projects, the use of Brickworks products, and their site-specific impacts and wider implications for the built environment.

Hosted by well-known Australian radio personality, Tim 'Rosso' Ross, the series comprises of four videos with new projects being added regularly. Tim has a strong appreciation for Australian architecture and the series he presents reaches out to Brickworks' existing customers as well as architects and designers.

Clayfield House "Built with Brickworks"
Tim Ross (far right) talking to Adrian Spence (Architect) and Jenny the home owner.

Rochedale Motorway Estate

a new industrial precinct

Rochedale Motorway Estate, a joint venture between Goodman and Brickworks, is Brisbane's newest industrial precinct on the Gateway Motorway, and provides unrivalled access to Brisbane's metropolitan areas.

The estate's first tenant, Beaumont Tiles, moved into its new 13,000m² facility in February 2016. This impressive site is modern in every sense of the word, and gains from significant upgrades to Gardner Road, which will have operational benefits to the brick business and the surrounding community. Leasing interest in the site is high and construction will commence on the next 20,000m² facility in April 2016.





High Rise Success

Brick – the most enduring of all building materials – continues to have a profound impact on the shape of our built environment.

For over two centuries, brick has dominated town and city streetscapes across Australia. From full brick and veneer houses, through low-rise/high rise apartment buildings, schools, government offices, hospitals, entertainment, amenities and places of worship, clay brick can be adapted, moulded and engineered to suit just about any building challenge.

Surprised? We're not, yet we're continually amazed at the ingenuity of our leading architects and designers who are now

specifying brick in buildings as high as 22-storeys. From streetscape to skyline, brick is distinctive, reinforcing a sense of continuity and belonging.

Over the last five years there's been a quantum shift in design and performance capabilities, resulting in new products that have been developed in partnership with our creative design professionals. That means significantly more choice in terms of size, colour, texture and useability. Together, we're changing people's perceptions and opinions of brick.



100-year product warranty with Bristile's La Escandella roof tiles

Bristile's La Escandella roof tiles now come with a 100-year product warranty, thanks to Brickworks ongoing – and unmatched – commitment to providing industry-best products and services.

La Escandella is Bristile's premium range of ceramic roof tiles, and is available nationally in a range of profiles, colours and textures. This outstanding range continues to impress, both in the number of display homes specified and houses choosing La Escandella.



Hobart Design Studio completes the picture

Finally, it's arrived. Completing the national roll out of design studios is Hobart, which was opened for business in February.

Located at the historic Salamanca Wharf precinct, the studio was designed by local architect, Drew Spider Architects, which chose to incorporate the latest product offerings from across the Brickworks Group. With its impressive feature walls, including one curved wall comprising brick, the Hobart studio has won accolades throughout the state as an exemplar of its type, an ideas space where conversations take place.

Confirming Brickworks dominance in the Tasmanian market for building products, the studio offers architects a unique space

in which to discuss ideas and consider the suitability of materials for their projects.

Officially opened on 3 March 2016 by The Honourable Elise Archer MP, Speaker of the House of Assembly and Liberal member for Denison, the launch was attended by Brickworks Chairman, Robert Millner, and Managing Director, Lindsay Partridge AM. The opening was also attended by many of the state's leading architects who are looking forward to the first major public event on 31 March, Brickworks' Speaker Series.

Brickworks Design Studio Hobart, Tasmania.

INEX>BOARDS

Any building – Any surface – Anywhere

Brickworks recently became a key nationwide distributor of INEX>BOARDS™, a range of high performing, lightweight building products. Fully accredited, INEX>BOARDS have been established in Australia for over 10 years, are widely accepted, highly regarded – and continue to grow market share.

These high strength, lightweight alternatives to traditional fibre cement and plasterboard products are the ideal complement to building products manufactured by Brickworks. Suitable for residential and commercial applications, Inex products are made from a fibre-reinforced Engineered Cementitious Composite (ECC). What's more, they're environmentally friendly and contain up to 60% low carbon, post-industrial recycled materials.

INEX>BOARDS cover the walling, decking and flooring needs of architects, building designers, developer and builders, as well as Australia's highly significant DIY market.

Inex products distributed by Brickworks

Walling

INEX>RENDERBOARD™
INEX>EXPRESS™
INEX>WALLBOARD™
INEX>WEATHERBOARD™

Decking

INEX>DECKING™
INEX>MAXIDECK™
INEX>LAMIDECK™

Flooring

INEX>FLOOR™



Key benefits of INEX>BOARDS

- ✓ Low Carbon
- ✓ Durability
- ✓ Water Resistance
- ✓ Strength
- ✓ Stability
- ✓ Impact Resistance
- ✓ Fire Resistance
- ✓ Acoustic Resistance

Auswest Timbers Coastal Decking Collection stand the toughest test

The release of Auswest Timbers Coastal Decking Collection adds substantially to the company's product offerings. Jarrah and Karri decking timbers have been specially selected for their ability to withstand the extreme demands of Australia's coastal and saline waterside environments.

Jarrah Case Study: Elizabeth Quay, Perth WA

Jarrah decking was specified for the extensive boardwalks that distinguish Elizabeth Quay, a \$440M mixed-use development located on the Swan River at Perth Water. Jarrah (*E. Marginata*) is a high-density and extremely durable hardwood, with heartwood colours ranging from dark pink to deep reddish-brown. The evenly textured grain gives Jarrah its characteristic lustre and colour depth. It has high natural resistance to weather, rot, termites and marine borers. As well as pedestrian traffic, these boardwalks will carry occasional service vehicles, including trucks, so the designers specified Jarrah decking throughout in 42mm thickness and board widths from 130mm to 270mm.

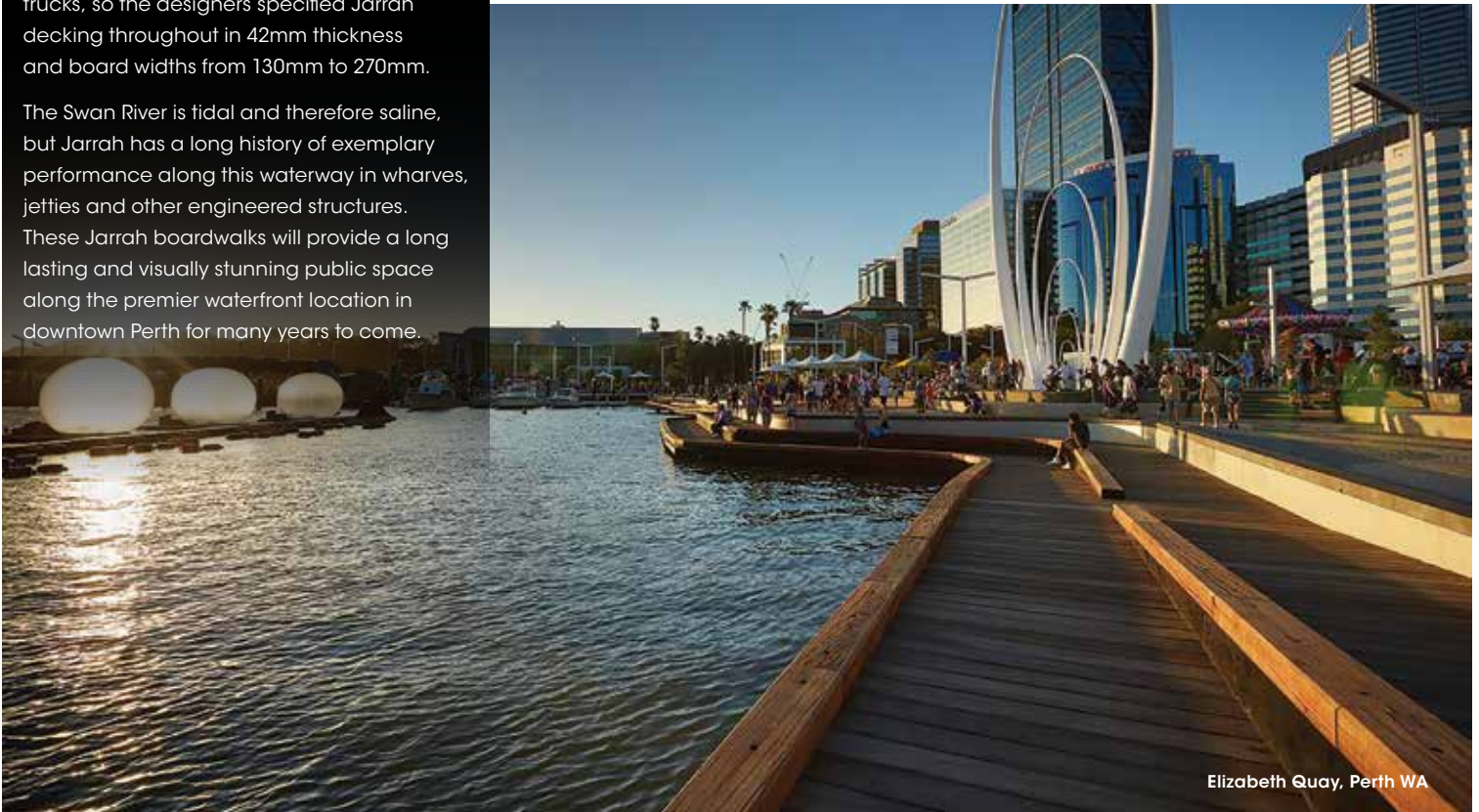
The Swan River is tidal and therefore saline, but Jarrah has a long history of exemplary performance along this waterway in wharves, jetties and other engineered structures. These Jarrah boardwalks will provide a long lasting and visually stunning public space along the premier waterfront location in downtown Perth for many years to come.

Auswest's Coastal Decking is more substantial in width and thickness than conventional domestic decking timbers to improve durability and stability. Used in wharf and jetty construction, pilings and other engineered structures for more than 100 years, Jarrah and Karri are known to perform in the most extreme environments present throughout Australia, including the 1.8 kilometre Busselton Jetty, the longest pier in the Southern Hemisphere, built in 1865.

Sustainable and certifiable

We source our Jarrah sawlogs from the WA Forest Products Commission, the state government authority responsible for the

sustainable harvesting and regeneration of public forests. The Commission and Auswest Timbers operate under nationally and internationally recognised forestry certification programs, including the Australian Forestry Standard. Industry practices are also endorsed by the foremost assessor of sustainable forest management, the Programme for Endorsement of Forest Certification (PEFC). It has high natural resistance to weather, rot, termites and marine borers. Jarrah has a hardness rating of 8.5 kN and is Durability Class 2 (above ground).



Elizabeth Quay, Perth WA

Brickworks Ltd ABN 17000 028 526
Tel (02) 9830 7800
info@brickworks.com.au
www.brickworks.com.au

The range of building products from
BRICKWORKS
BUILDING PRODUCTS

australbricks
since 1908
terraCADE
TERRACOTTA FAÇADE SYSTEMS

australprecast
DANIEL ROBERTSON
ESTD 1903

australmasonry
nubrik
authentic brickwork



BOWRAL BRICKS

bristilerroofing

auswesttimbers

Pronto Panel™

INEX BOARDS™