



# Case Study: BlueScope

Photo by Guillaume Lebel

## Fulfilling BlueScope's urgent need for Technical Officers

### The Challenge

To fulfil a number of large and important orders, steel industry heavyweight, BlueScope, needed to recruit three Technical Officers as soon as possible. Changing market conditions had led BlueScope to stop recruiting as many cadets as they had done previously. However, when business suddenly picked up, they found that they were seriously short-staffed and couldn't increase production to meet demand. In particular, their Metal Coating Line (MLC) wasn't staffed by enough Technical Officers – a role usually filled by cadets. The MLC is a crucial step to turn raw steel into the BlueScope products that Australians love, such as COLORBOND®; but without enough staff, the MLC had become a bottleneck that constrained production.

### The Solution

BlueScope commissioned 360HR to find three contract Technical Officers within a very tight timeframe. After taking a comprehensive brief that outlined BlueScope's requirements, 360HR used their databases and extensive networks, in addition to recruitment advertising, to engage and assess a large pool of candidates. Within a fortnight, 360HR had conducted initial interviews and had shortlisted six candidates for further interviews. Working with BlueScope's HR professionals, 360HR coordinated the next two rounds of interviews, both in person and via video-conferencing, and conducted reference checks on the three successful candidates.

### The Result

In under four-weeks, 360HR eradicated the urgent staffing shortfall on BlueScope's Metal Coating Line. With the MLC's bottleneck removed, BlueScope could increase production and take advantage of the improved trading conditions. All the new team members have performed their duties extremely well; in fact, after their initial seven-month contracts, all the Technical Officers recruited by 360HR went on to further roles, including fixed-term and permanent positions, with BlueScope.

#### FACTS

**Industry:**  
Manufacturing

**Products / Services:**  
Leading international supplier of steel products for the global building and construction industry

**Financials:**  
ASX listed company (BSL) with a market capitalisation of (\$M) 8,874 and annual revenues in excess of AUD \$9.2B

**Number of Employees:**  
16,000 employees

**Website:**  
[www.bluescope.com](http://www.bluescope.com)



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