



Differentiation in the product supply chain

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Construction Quality Australia

**Building Products Summit
2026**

Biography

- President and Chairman of CQA
- Head of Quality at Built
- Formerly:
 - GM Quality John Holland Group
 - HoQ Lendlease Building
 - Regional Quality Lead CPB
 - Multiplex QM Wembley
 - Thales, ABB, London Underground
- Used a car analogy in his own groom's speech (unsuccessful)



Ice Breaker



EVERYONE PUT ONE
HAND UP.




KEEP YOUR HAND UP IF
YOU'VE BOUGHT A CAR.

**How much does a white car
cost?**

Purchasing a new car

There are 8,432 new white four-door cars listed for sale on Carsales:

From:



38


2025 MG MG3
Excite Auto F MY25

\$21,888

Drive away
\$20,065 Excl. Est. Govt. Charges

Below market price

To:



3

New car to order ⓘ

carsales

2026 Porsche Cayenne
Turbo GT Auto 4x4 MY26

\$420,948

Indicative drive away

Up to 3 year warranty ⓘ

THESE ARE BOTH WHITE FOUR DOOR CARS

Many of the purchasers of your products don't fully understand what they are buying.

**How do you choose between
two identical cars?**

Understanding value

You've decided to get a two-year-old KIA EV6 and there are two identical ones:

Would you choose
this one:

SERVICE HISTORY?

WOVR?



2024 Kia EV6
GT-Line Auto R MY24



\$51,850

Excl. Govt. Charges

Well below market price

Or
this:



2024 Kia EV6
GT-Line Auto R MY24



\$63,990

Excl. Govt. Charges

A service history for a used car is the same as independent evidence of product certification

Your purchasers don't know this – so they choose on price.



Case Study 1 – Structural Fasteners

Structural Fasteners in the early 2010s



Context

- Bolt Testing optional in AS1252
- Records of testing missing/ impossible to find
- Structural Collapses and costly compliance issues
- Bolts in same category as consumables
- AS1252 updated (2016) to include mandatory testing (manufacturer / supplier)

Hobson Engineering

- Australian Supplier (est 1935)
- Competing with wholesalers and newcomers
- H.E. Supported the tightening of the Australian Standards
- H.E. invested in Quality:
 - Supply Chain and
 - Secondary-house testing – and
 - Digital systems
- H.E. Trained Engineers on why it is important.

Hobson Engineering



- Ran free fastener conformance training for industry
- Delivered demonstrations
- Explained risks
- Showed the value of product assurance

Hobson Engineering



中国认可
国际互认
检测
TESTING
CNAS L4900

Ningbo Zhongji Inspection of Machinery Parts Co.,Ltd

TEST REPORT

Report number: 202304364

Page 1 of 6

Sample Source: Supplied by client
 Sample Description: Integrity, silver gray
 Receiving Date: 20. Apr., 2023
 Test Date: 20. Apr., 2023--21. Apr., 2023
 Standard & Requirement:
 HEC-QA-102K0_issue_1.7; AS/NZS 1252.1:2016; AS/NZS 1252.2:2016
 The technical requirement supplied by client
 Test Result: See the next page



Client: HOBSON ENGINEERING CO PTY. LTD.
 Address: 10 Clay Place, Eastern Creek NSW Australia
 Sample(s): Assembly (Bolt,Nut,Washer)
 Properties Grade: Bolt Class 8.8 Nut Class 8
 Number of Sample(s): 6 PCS
 Test Category: Clients' delegation
 Other Description: HOBSON PO: 98635 Hobson ID: HBA900
 Item Code: KBIH00CM240055
 Shipment: ---
 Trace No: 22B500304
 Unique ID: ---
 Description: K0 AS1252-2016 HDG BNV.M24x 55
 Test to HEC-QA-102K0
 Manufacturer lot No: ---
 Remark: HOBSON PO: 98970, 98971
 Hobson ID: HBA901, HBA902



Bolt Marking : 8.8 HEC AP3

The information above is provided by the client. Our laboratory is not responsible for its authenticity

Approved by: [Signature] Manager
 Reviewed by: [Signature] Engineer
 Test by: [Signature] Engineer



Search: AP3-22B500304

Test & IACNATA Certificates

Trace Number	Description	Category	Part Number	Certification	Email
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 55	Structural	KBIH00CM240055	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 60	Structural	KBIH00CM240050	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 65	Structural	KBIH00CM240055	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 70	Structural	KBIH00CM240070	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 75	Structural	KBIH00CM240075	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 80	Structural	KBIH00CM240080	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 85	Structural	KBIH00CM240085	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 90	Structural	KBIH00CM240090	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 100	Structural	KBIH00CM240100	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 110	Structural	KBIH00CM240110	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 120	Structural	KBIH00CM240120	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 130	Structural	KBIH00CM240130	ITT	👤
AP3-22B500304	K0 AS1252-2016 HDG BNV.M24x 140	Structural	KBIH00CM240140	ITT	👤



Case Study 2 – Fire Stopping

Fire Penetrations in the early 2010s



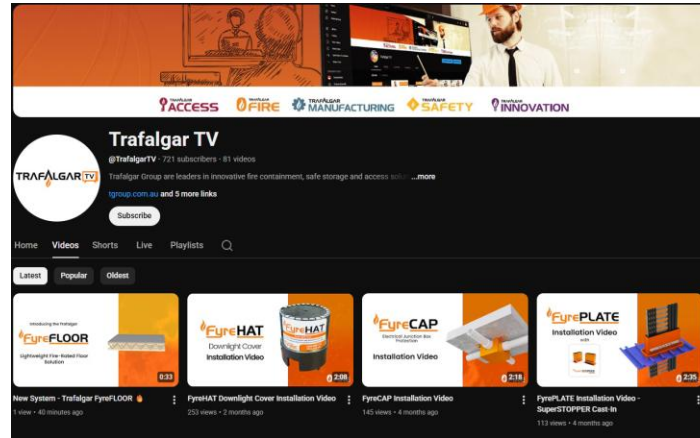
Context

- Significant industry costs due to non-conforming fire penetrations
- Fire Stopping solutions bought by the services trades
- Competency issues with installers in the services trades
- OEMs withheld test reports
- Head Contractors forced to do own testing

Trafalgar Fire

- Australian Manufacturer/ Reseller
- Developed a range of fire penetration solutions
- Fire Tested them in a range of substrates
- Offered free online access to test reports
- Delivered free training to industry & gave their phone numbers to anyone who needed help

Trafalgar Fire



- Ran free conformance training for industry
- Delivered demonstrations
- Explained risks
- Showed the value of product assurance

They even have a YouTube Channel!

Trafalgar Fire

- Published their fire test and assessment reports on their website
- Helped specifiers and head contractor by creating views by substrate
- Helped trades by creating views by trade



Fast and Easy Passive Fire Stopping for Plumbers

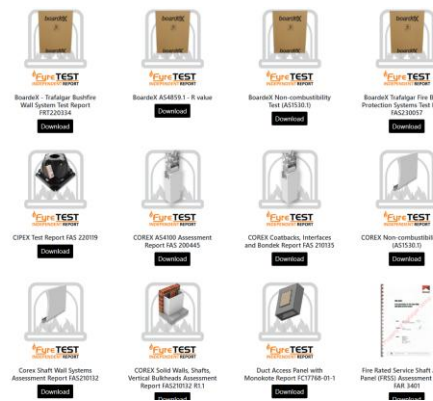
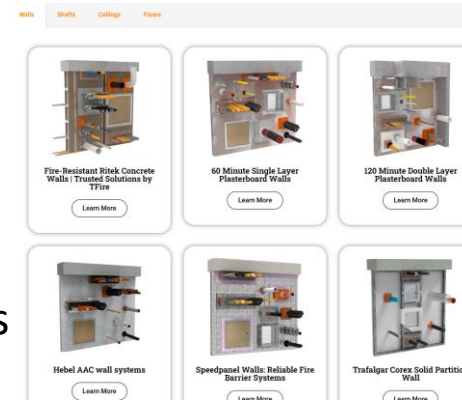
Some special building services can prove difficult to deal with in terms of fire stopping, as they often require large amounts of space during the installation process and need to be protected from conditions during the time they are in place for a long period of months that are not used by plumbers. This means that plumbers must be aware of a larger range of fire stopping systems and how to install them.



Passive Fire Stopping Systems for Plumbers

Our range of fire stopping systems for plumbers is designed to provide a fast and easy way to install fire stopping systems. All of our systems have been extensively fire tested and approved for use in accordance with the National Construction Code.

Use the links on the right to find the fire stopping system for your plumbing application.





What can you do about it?

1. Define the problem

- What is the risk of your product type if it is non-conforming?
- Get clear who specifies and buys your product (roles in Designers, Builders, Subcontractors)
- What is the impact on them?
 - Time
 - Cost
 - Reputation
- If you're not sure – ask!



Gymgoers evacuated as part of ceiling collapses at Westfield Bondi Junction

 By Patrick Brischetto | 2:19pm Aug 27, 2025

X x

f Facebook

✉ Mail

Part of a cosmetic ceiling at Westfield Bondi Junction in Sydney's eastern suburbs has fallen, with gymgoers forced to evacuate.

Emergency services were called to the centre at around 9.55am after responding to an automatic fire alarm, which was generated by a broken water pipe at the Virgin Active gym.

Reports emerged of a structural collapse but firefighters said the damage was minor.

2. Educate your purchasers

- Target your purchaser groups and teach them what goes wrong if they pick the wrong product
- Teach them what traceability and certification looks like – make it as simple as possible
- Teach them how to read certification for your product



3. Make your product the safest bet

- Make it easy to link product to testing
- Make it easy for your customers to access test data
- Provide support if they have questions
- Talk to your industry association about tightening standards and/or a scheme which involves product marking



4. Don't stop educating

- Don't assume because you've done something once, that's enough.
- You need to be relentless to be seen as a reliable industry expert.
- Share knowledge on your social media channels.





**Why would anyone make
it more difficult to assure
the compliance of their
products?**

Recent experience

- In January, I dealt with two Australia-based product suppliers who refused to provide Test Reports to demonstrate conformance of their products to Australian Standard
- Offered technical brochures
- Claimed Test Reports were Commercial in Confidence





Questions?