

# THE AUSTRALIAN TECHNOLOGY SHOWCASE

## Outdoor Structures Australia



### Bollards

Outdoor Structures Australia's (OSA) range of traffic barriers, bollards and lighting was developed to raise the standard for design, supply, installation and maintenance of these products.

Bollards are not just posts, serving different purposes in different locations. These differences have, until now, not been accommodated through differentiated designs.

While OSA already has a major portion of the Queensland market for these items, frequently the simplicity of the designs has allowed landscapers to make their own. Often they were made from low quality landscaping grade timbers which did not age gracefully. By developing products that cannot be produced in the field, landscape architects and clients are protected from inferior look alike items.

OSA took a holistic approach to this range developing, not just designs but correct installation procedures (different to normal trade practice) and maintenance products. The designs used sizes, grades and species that are readily available from the smaller logs available from managed forests. OSA also combined timber with a variety of materials including galvanised and stainless steel to give a considerable range of aesthetic possibilities.

Through research, OSA has developed a very deep understanding of timber used in fully weather exposed and ground contact applications. Outdoor Structures Australia's success in the treatment and

#### Outdoor Structures Australia is looking for:

- Direct sales
- Distributors
- Licensing arrangements.

use of timber for engineered outdoor structures can be demonstrated by their placing within recent Queensland Timber Industry Awards. These include:

- Winner 2004 – Most Innovative Product Market or Use – Primary Processors
- Finalist 2004 – Timber Manufacturer of the Year
- Winner 2006 – Timber Manufacturer of the Year

OSA maintains it's competitive advantage by continuing to develop new products, and by stressing their expertise to provide custom solutions with a warranty available. They offer an opportunity for manufacturing under license.



**Outdoor Structures  
Australia**  
*outlasts and outperforms*

#### Contact Details

Outdoor Structures Australia  
110 Old College Road  
Gatton Queensland 4343  
Telephone +61 7 5462 4255  
Facsimile +61 7 5462 4077  
Email [ted@outdoorstructures.com.au](mailto:ted@outdoorstructures.com.au)  
[www.outdoorstructures.com.au](http://www.outdoorstructures.com.au)

The Australian Technology Showcase (ATS) is designed to promote, leading-edge, Australian innovative technologies globally. The ATS also aims to increase exports and attract foreign and local venture capital.

The Federal and Queensland Governments have supported the ATS since its inception in April 1997. The national focus of the ATS demonstrates the Federal and State Governments' commitment to the promotion of Australian science, engineering and technology internationally, and also serves to increase awareness of Australia's capacity in leading-edge skills and technologies.

**Visit the ATS website to:**

- Read about Queensland and Australian innovation and ingenuity
- Buy something from a showcase member for use in your business
- Get a licence to manufacture or distribute one of the technologies in a new market
- Invest in a company or enter a joint venture
- Gain access to the know-how that gave rise to the technology.

A panel of independent experts in each state or territory rigorously assesses all applicant technologies to ensure they are clearly innovative and leading-edge. Membership to the Showcase is reliant upon the technology meeting certain criteria for eligibility. The technology must be:

**Clearly innovative** and represent a significant step forward in the technology itself or its utilisation.

**Scientifically credible** based on secure principles and understanding.

**Of significant local content** in terms of intellectual property or embodied skills.

**Demonstrably marketable** with an identified existing or potential market advantage and a substantial identified market.

**Commercially attractive** and likely to appeal to international investors and/or offering opportunities for joint venturing.

**Socially and environmentally beneficial** by meeting community needs or standards.

**Useful and related web sites**

[www.qld.gov.au](http://www.qld.gov.au)

[www.gu.edu.au/faculty/qca](http://www.gu.edu.au/faculty/qca)

[www.qmisolutions.com.au](http://www.qmisolutions.com.au)

[www.ausindustry.gov.au](http://www.ausindustry.gov.au)

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