

Interview: Andrew Hogg Qantas Regional General Manager

When Qantas offered Andrew Hogg the opportunity to return to Canberra as Regional General Manager last year, he jumped at it. He is, after all a local, and, after 10 years away from Canberra was keen to return to familiar territory. As “a proud Canberran,” Andrew says he wants to grow the market for Qantas and boost tourism for the ACT. In this interview Andrew talks about his aims for Qantas and his passion for his hometown.



“I am very positive about Canberra. It’s a very dynamic place to do business.” Andrew Hogg - Canberra Regional Manager, Qantas Airways.

“I started work in sales in 1989 with Australian Airlines. I found the industry to be dynamic and fun and it certainly has been all that. It is also a very change oriented industry. The numbers of changes that have occurred in aviation over the last 15 years have been phenomenal and exciting. Staying competitive both personally and as a business has been a big challenge.

Q/ How does it feel to be back in Canberra?

Great, really good, I am very pleased to be back in Canberra. It is a city I know and its people and familiarity made it very attractive. I could also see Canberra has changed significantly since I left it and has become more dynamic in terms of the quality of its services and its big attractions. All of this made me want to become part of Canberra and contribute to its growth as a city.

Q/ What does your current role involve?

My role as Regional General Manager requires me to ensure that we maintain a competitive position in Canberra and offer the right mix of products and services to our customers. This could be something as simple as ensuring that our schedule is competitive and addresses the needs of our travelers. So, having a say about our schedule is certainly important. So too is ensuring that our brand remains top of mind in the ACT.

Q/ What are your aims?

Over the last 12 months we have introduced a number of initiatives-one of those is our new Canberra to Perth direct service. It has been a great success but we can’t rest on that and we have to make sure that our passenger numbers continue to grow every month, every quarter, every year.

We are also focused on providing the best schedules from a customer’s perspective. We need to focus on what the customer requires – whether its short haul sectors like Canberra to Sydney or medium haul Canberra to Brisbane. We also hope to achieve further growth in the leisure sector. We have to ensure that leisure travelers have the flights and fares that they find attractive. This might make people think that it’s easier

to jump a plane to Sydney rather than drive.

“We also aim to work with as many people as possible within Qantas and the local tourism industry to ensure that Canberra is perceived as a tourism growth area.” Andrew Hogg

Q/ You worked extensively for Qantas developing and implementing strategies to encourage tourism, what do you have in mind for Canberra?

I try to refer to the ACT as much as possible as ‘The Capital’ like Washington DC. I am a very proud Canberran and no matter how long you are away from Canberra, it remains part of your heritage and we must make sure it continues to grow and tell everyone how good it is to visit and conduct business here.

The region has much to offer, brilliant wineries at Murrumbateman and Lake George. I have seen great changes in the customer service culture here whether it is in fine dining or just grabbing a quick meal or coffee. I am very positive about Canberra. It is a very dynamic place to do business.

I think a great deal of Canberra’s perceptual problems are associated with the negative attitude many people carry towards politics. We should be capitalising on the fact that this is the only city that has a federal government making huge decisions that affect the country each day – whether through policy in the public service or legislative change through parliament.

“Out of all the states and territories in Australia, there is only one place that has a federal government making its decisions, and that’s Canberra.”

we received for the inaugural No Waste Awards,” says Hargreaves. “They indicate that many organisations – both large and small – are committed to coming up with innovative ideas to help achieve No Waste by 2010.”

Canberra International Airport is the first private sector organisation in Australia to conduct a Green Star Accredited Professionals course for staff. In addition to its program of waste minimisation, the Airport also works to minimise water and energy use, to use recycled materials in construction, and only uses refrigerants and insulation materials that cause no harm to the ozone layer.

“We were very impressed with the quality of entries

The Hub

Airport foreshadows major runway upgrade

A far-sighted development plan that positions Canberra International Airport as a true national and international gateway has won crucial Federal Government approval.

The Deputy Prime Minister and Minister for Transport and Regional Services, John Anderson, has given approval to an infrastructure upgrade that is designed to improve access and better equip the Airport to accommodate the new generation of civilian and military aircraft. “This is a plan that meets the aviation needs of the 21st century,” says Airport Managing Director, Stephen Byron. “It enables us to cope with the anticipated doubling of passengers to more than 4 million a year within the next 20 years and effectively positions Canberra as a competitive international destination.”

A 450-metre extension of the main runway is a key component of the new works expected to start late this year and to cost around \$30 million.

Under the approved development plan:

- The main runway will be extended approximately 450 metres to the south and include construction of a new turning node to allow wide-bodied aircraft to manoeuvre at the end of the new runway, and a protective fence to protect traffic on Pialligo Avenue from jet-blast.

- Parallel taxiways to the north and south will be extended by approximately 1,200 metres and 450 metres respectively improving the Airport’s operational capacity and reducing aircraft delays.

“A longer runway is essential if Canberra is going to play a role as Sydney’s second airport,” Byron said. “Airlines have expressed a strong degree of interest in the upgrade because it allows them to access Canberra as an alternate during bad weather in Sydney.”



Canberra International Airport - Positioning for the future

Photo: David Morrell

Canberra’s main runway is the shortest of all mainland capital cities. This means that some wide-bodied aircraft on departure are either weight restricted or must refuel at another Australian airport before continuing overseas.

Extending its length will enable commercial and VIP aircraft carrying the Prime Minister and Cabinet and visiting Heads of State to fly further and open up opportunities for direct international air services to the Asia-Pacific regions, Byron said. The Airport’s new 2004 Draft Master Plan foreshadows direct flights to New Zealand within the next 12 to 18 months, and Asian and Middle Eastern hubs within 5 to 10 years.

Byron said a longer main runway also delivers significant environmental benefits because more aircraft will be able to land from the north and depart to the south, away from residential areas, and thus minimise aircraft noise over Jerrabomberra and Fernleigh Park.

“Reducing the impact of aircraft noise on Jerrabomberra residents is a major factor in our consideration of runway upgrades and flight paths,” he said.

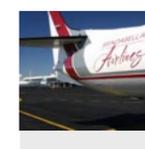
“We are fully committed to this project because it is fundamental to Canberra’s future both as a true national and international gateway and as a generator of jobs and economic growth,” Byron said.

Inside this issue of The Hub



Airport condemns council move

Homes don't belong under flight paths.



Brindabella spreads its wings

Higher, further, faster-Brindabella Airlines increases its local market share.



243 jobs in 100 days

“Far beyond expectations,” says Airport Executive Director, Tom Snow.



Interview with Andrew Hogg - Qantas Airways

Up, up and away with Qantas.

No waste no worries

The ACT Government has formally acknowledged the Airport’s waste management and minimisation program.

At a ceremony marking National Recycling Week, Urban Services Minister, John Hargreaves, gave the Airport the Silver award for achieving a tangible reduction in waste to landfill by significantly reducing building waste, recycling green waste, reducing the use of plastic bags and developing new uses for recycled materials.

The inaugural No Waste awards recognise the contributions made by government departments, businesses, schools and community organisations in the ACT to reduce waste.

“We were very impressed with the quality of entries

Airport condemns council move

A move by Queanbeyan City Council to engage a Project Officer for a proposed housing estate at Tralee is an act of planning madness, the Managing Director of Canberra International Airport, Stephen Byron, says.



"This demonstrates Mayor Frank Pangallo's utter contempt for the future living standards of the Canberra and Queanbeyan communities. "Councillor Pangallo knows better than anyone else on Queanbeyan Council that aircraft noise is a serious issue at Tralee and yet he continues to push ahead with an ill-conceived development that, if approved, would lead to calls for aircraft noise to be distributed over Canberra and Queanbeyan." Byron says.

In advertisements placed in local and national newspapers last year, Queanbeyan City Council invited expressions of interest for a Project Officer to finalise rezoning of Tralee and adjoining farms at Environa and Robin Land. The advertisements claimed the Tralee site would yield around 1500 building blocks.

"All these rural properties are situated under the Main Southern Jet Departure Flight Path and, with the upgrade of our main runway planned for this year, will be subject to increasing levels of aircraft noise," Byron said.

"Last year we won Federal Government approval of a 450 metre extension of Canberra Airport's main runway to the south to accommodate the coming generation of bigger and therefore noisier aircraft. On virtually the same day, Councillor

"I know people want to bring in the bricklayers now but to do that without adequate planning for water and infrastructure would simply repeat mistakes that have been made in other parts of Australia in earlier stages of our planning, in earlier stages of our history." NSW Premier, Bob Carr, Forum Outlook 2020.

Pangallo authorises the search for a job that would ultimately seek to place thousands of people directly under these aircraft."

Byron said Councillor Pangallo's decision also flies in the face of recent calls by ACT Chief Minister Jon Stanhope and NSW Premier Bob Carr for more careful consideration of the impact of cross-border residential developments such as Tralee.

At the 2020 Forum held in Canberra on October 1 last year, the leaders sounded a clear warning to planners on both sides of the border. If the region is to avoid the planning mistakes of the past, it must plan carefully the infrastructure requirements, in particular water and transport, they said. The NSW Premier told the Forum that a cross-border water strategy had to be resolved before issues of settlements and individual developments could even be considered.

"The message concerning Tralee is clear - don't do it," Byron said. "Councillor Pangallo attended the same Forum and has chosen to ignore the warnings and push on with this planning folly at the expense of Queanbeyan taxpayers and residents of the region. Councillor Pangallo is out of touch with government policy and the community that he has been elected to represent and protect," Byron said.

243 Jobs found in 100 days!

243 of the region's long term unemployed are working today thanks to a campaign organized and supported by Canberra International Airport.

Working in partnership with not-for-profit organizations, Caloola Training and Wesley Uniting Employment, the Airport launched an ambitious campaign last year to find 100 meaningful jobs in 100 days. The campaign ended Tuesday 7 December.

"The results of the campaign are far beyond our expectations," says Airport Executive Director, Tom Snow. "Our sincere thanks to our partners, the media and the many local businesses who made it such an outstanding success." Canberra International Airport met the costs of running the campaign including a dedicated website and print and television advertising.

The Airport and both employment organizations agree that they should participate in another jobs campaign this year.

"The success of the campaign can be attributed to the great degree of awareness that was generated by our partners," says Caloola's General Manager, Graham Baumgart. Caloola was a major driving force in the campaign donating travel prizes to successful employers and employees holding a job for 26 weeks. "This is typical of the work of the job network which Caloola is proud to be part of," he says.

Wesley Uniting Employment based in Queanbeyan, achieved a dramatic increase in job placements during the campaign finding work for 124 unemployed people. "It was a great concept that only worked because Canberra International Airport and our media partners got right behind the idea," says Wesley's Site Manager, Louise Dwyer. "The promotion of Wesley Uniting Employment in the region sparked an interest in our service and the benefits we can bring to employers. We look forward to being part of the campaign again this year," she says.



243 Jobs for our long term unemployed.

Brindabella spreads its wings

Higher, further, faster - Brindabella Airlines continues to increase its market share by offering direct flights to Albury and Newcastle aboard its new Metro 3 service.



The Deputy Prime Minister and Minister for Transport and Regional Services, John Anderson, launches Brindabella Airlines Metro 3 service.

Brindabella Airlines continues to spread its wings. The Canberra based regional airline has purchased a second 19-seat Metroliner to cater for growth on its popular Newcastle and Albury services.

The Deputy Prime Minister and Minister for Transport and Regional Services, John Anderson, launched Brindabella's latest acquisition on Friday 10 December.

Managing Director Brindabella Airlines, Lara Cory-Boyd, says the new aircraft would enable Brindabella to operate 10 weekday services to Albury. It would also deliver an additional three flights to Newcastle bringing the weekly total to fourteen.

"The new Metroliner will enable Brindabella to better service the growing needs of our customer base particularly on the Albury route which has excellent growth potential," she said. "It would also provide a faster, more comfortable and more efficient service for our customers.

The new Albury services are scheduled to begin early this year.



The continued expansion of Brindabella's services underlines the importance of Canberra as a regional hub for south-eastern NSW, Managing Director of Canberra International Airport, Stephen Byron, says.

"Direct services such as these to Newcastle and Albury save travellers time and money because they don't have to wait around in Sydney or Melbourne for connections. We congratulate Brindabella on its initiative and wish them every success," Byron said.

One of the fastest growing regional airlines in Australia, Brindabella has experienced significant growth since its modest beginnings as an executive charter service, aircraft maintenance and flight training school to a regional airline operating regular flights to Albury and Newcastle. Based at Canberra International Airport, Brindabella employs a staff of 35 and operates 17 aircraft, including two Metro 3s.

Airport office space in a class of its own

Canberra International Airport and Construction Control won an Excellence in Commercial Building Award at the Master Builders of Australia National Awards.

The award recognises 14 and 16 Brindabella Circuit at Canberra International Airport's Brindabella Business Park as the best commercial building in its category. Construction Control's Project Manager, Ian Bowyer, who accepted the award on behalf of his company and Canberra International Airport said it was a very rewarding project.

Canberra International Airport's Director of Projects, Ben Rayner, said the buildings are impressive because of their aeronautical architecture, modern French design influences, beautifully landscaped gardens and proximity to a growing national Airport.

"Architecturally the building's design is heavily influenced by the Centre Pompidou in Paris. It has external louvres and colourful beams that are aesthetically pleasing, glass lifts which stimulate the eye as you climb to the upper floors and views of the impressive Brindabella Mountain ranges," says Rayner.



14 and 16 Brindabella Circuit - A class of its own.