

Airport Initiates Ski Campaign

Canberra International Airport and local tourist authorities have joined forces to attract more tourists to the ACT this winter.

Ski Canberra is a joint marketing venture designed to encourage young, first-time skiers from Brisbane, the Gold Coast and Adelaide to make a two-day stopover in Canberra on their way to the snow.

Working in partnership with three snow resort operators, Ski Canberra offers an opportunity to package an inexpensive holiday that provides access to the cultural highlights of the national capital, together with the excitement and natural beauty of the NSW ski-fields.

The joint venture also seeks to capitalise on the successful introduction by the airlines of direct services to Canberra from Brisbane, the Gold Coast and Adelaide. "These direct services are bringing a whole new generation of tourist and business travellers to Canberra. Ski Canberra is aimed squarely at those travellers who have probably not thought about a two-day stay in their national capital. This package enables them to appreciate the many wonderful things that Canberra has to offer," Airport Managing Director, Stephen Byron, said.

The Ski Canberra campaign seeks to capitalise on Canberra's close proximity to the snow, ACT Tourism Minister, Ted Quinlan said. "We want interstate visitors to stop and appreciate all that Canberra has on show during the winter months."

Attention-grabbing posters alerting arriving visitors to the location of the Skibus and the benefits of Ski Canberra have been positioned in the air-bridges and baggage carousel areas of the Airport.

Ski Canberra packages are available online at www.skicanberra.com.au



Artwork from the "Ski Canberra" joint-venture tourism campaign. The campaign features advertising in Perth, Adelaide and Brisbane highlighting overnight stays in Canberra before bussing it to the snow.

"We have spent the best part of the last three years adopting a different way of building. Working with local contractors and suppliers we have helped to produce products that are less harmful to the environment," he said.

The results so far have been spectacular. The newer buildings in Brindabella Business Park have reduced water consumption by 42%, energy use by nearly 60% and has almost eliminated PVCs.

The Park's green buildings also feature strict criteria for a range of greenhouse and other environmental impacts such as waste management, ventilation, day lighting, noise levels and transport options such as public transport and cycling.

Latrobe Valley Services

Brindabella Airlines continues to expand its regional horizons. The Canberra-based Airline has announced plans to operate a daily Monday to Friday service to Latrobe City in Gippsland, Victoria. Scheduled to start September 1, Brindabella will service the route with one of its two 18 seat Metroliners. The Managing Director of Canberra International Airport, Stephen Byron, congratulated the Airline saying the new service is another important milestone in the development of Canberra as a major transport hub for south-eastern Australia. "This important new service will give travellers access to direct services to Sydney, Melbourne, Brisbane, Adelaide, Hobart and Perth."



The United Nations "World Environment Day" award won by Brindabella Business Park.

Fit For Business

The Australian Institute of Fitness is enjoying success after opening a new campus at Fairbairn.

One of the first businesses to establish in the new Airport precinct, the Institute specialises in training students to become world-class personal trainers, fitness instructors and group exercise instructors. Institute Director, Monty Dortkamp, says enrolments for its Master Trainer course have soared since it moved to its new location earlier this year.

The Institute chose Fairbairn as a location because it is:

- A student's playground for learning
- Close to Canberra's central business district and
- Situated in a park like setting.



Dortkamp has tailored the course for those with a passion for fitness, health and bringing positivity to the lives of people. "The course can be arranged to suit any individual whether they have a background in fitness or not. It can be studied full or part time and interest free loans can be organised for those who need financial assistance. We have created a positive environment so students can reach their full potential," he said.

According to Dortkamp, the personal training industry is booming for two reasons. First, because of an increased awareness about maintaining good health and secondly because people are looking for personal trainers that reflect their own values.

"It's the most valuable self development course I have done" says Murray Green, current AIF student. On completion, students are assisted in job placement and many soon establish their own personal training businesses. Dortkamp says age is no obstacle to becoming a personal trainer.

"Five years ago, the industry was dominated by young trainers. I now see people between the ages of 18 to 55 making the sea change. Personal trainers of all ages are in demand."

For further information about a new career in fitness visit www.aif.edu.au

"Working out a future" students and trainers at the Australian Institute of Fitness, Fairbairn.



Above: Vampire readies for take off
Right: Vintage Tiger Moth

War Birds on Show in Canberra

Canberra International Airport was the launching pad for a massive air show as part of the 60th anniversary of the Victory in the Pacific.

The Airport provided free tarmac and hangar space as part of its sponsorship for what was Canberra's largest air show.

Held over the August 12/14 weekend, the celebrations paid tribute to the million Australians who served in the Second World War and the 39,000 who did not return.

The RAAF Base at Fairbairn became a hive of activity in preparation for two days of celebrations that saw 100,000 people line the shores of Lake Burley Griffin.

The public witnessed a variety of aircraft including F-111 fighters, the RAAF Roulettes and a cavalcade of iconic aircraft from Tiger Moths, Iroquois helicopters and F/A 18 Hornets.

Managing Director, Stephen Byron said that from an operational perspective everything went smoothly.

"With over 36 aircraft on the RAAF tarmac at any one time, it was a magnificent spectacle and a well run event," he said.

Several aircraft caught the public's attention, in particular the De Havilland Vampire and Tiger Moth.

"Attached to the Navy Fleet arm, the first Vampire flew in September 1943. A total of 80 Vampires were built locally in Australia and they were the first jet engines built in Australia," he said.

"The De Havilland Tiger Moth is the oldest air worthy type of Aircraft in Australia and was manufactured between 1931-45 in Australia."



Qantas Brings New Industry to Canberra

A new agreement between the ACT Government and Qantas Defence Services has strengthened Canberra International Airport's bid to become a true national and international aviation destination.

Under the terms of the agreement, the Qantas business subsidiary will establish a new centre of operations at the Airport for the maintenance of military and civilian aircraft.

"This is an important step forward in our efforts to attract international carriers to Canberra," Airport Executive Director, Tom Snow said. "It delivers a range of engineering and maintenance capabilities that will enable the Airport to service the RAAF's Hercules and Helicopter fleets and civilian aircraft like Boeing 767s. It will give us the edge we require when promoting Canberra to the airlines as a viable destination for international services."

Airport management was delighted with the agreement because it would create new jobs and bring a new highly skilled industry to the ACT, he said.

The new centre will be accommodated in the Qantas hangar in Brindabella Business Park.

The agreement represents a strategic milestone in becoming a major Defence player, according to Mike Caldwell, Head of Qantas Defence Services. The company was establishing a presence in Canberra to honour commitments made by Impulse before it was taken over by Qantas.

The new centre was a positive addition to the Qantas Defence Services portfolio, he said. It gave the company the capability to undertake programs of varying size and complexity at its own facility. There is a good aircraft skills base here, he said. "This gives us the opportunity to further develop training and education to enhance local industry skills," Caldwell said.



Photo: Sam Chui

RAAF Hercules aircraft will be serviced at Canberra International Airport by Qantas Defence Services in a deal that will see new jobs for the region.

Formally signed by Caldwell and the ACT Minister for Economic Development, Ted Quinlan, on 15 July, the agreement delivers:

- 23 new jobs in the first year of operation
- A first year investment of \$3 million in the business
- \$1.75 million to promote Canberra as a tourist destination

- The potential engagement of other Canberra based aerospace industries-ADI, Raytheon, BAE Systems and L-3 Communications

- The growth of local service industries in such areas as IT, cleaning and waste, materials and accommodation, and

- Locally sourced ongoing vocational and professional training.

Qantas Defence Services would bid for offshore Defence contracts and expected to start operations soon, Caldwell said. This in turn would lead to an increase in locally sourced jobs, possibly as many as 50 within a few years.

The new centre would assist the growth of companies operating in Canberra and offer enhanced career opportunities for skilled workers, Ted Quinlan said.

"This is a major boost for Canberra's Defence sector which the ACT Government identified as a priority in its Economic White Paper."



The Qantas Defence Services hangar.

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BUSINESS PARK WINS UN AWARD

The United Nations Association presents Brindabella Business Park with an environmental award for excellence.



100 JOBS IN 100 DAYS - MARK TWO

Round two - 100 Jobs in 100 Days is back for 2005 with a Federal patron.

100 Jobs in 100 Days - Round Two

The Federal Minister for Employment and Workplace Relations, Kevin Andrews, has agreed to launch a new campaign by Canberra International Airport to find jobs for the region's long-term unemployed.



"Creating more jobs for more Australians is one of my most important responsibilities as Minister," he said. "Having a job is not only about our ability to pay the bills, it's also about our dignity and sense of worth. That is why I am proud to lend my support to Canberra International Airport's campaign to find 100 jobs in 100 days for the long term unemployed."

'100 Jobs in 100 Days' is a successful Airport initiative that last year found jobs for 243 people. One year on, employers are enthusiastic in their praise for their new employees who are now active members of the community, making significant contributions to their businesses.

Working in partnership with Job Network, a not-for-profit organisation, this year's 100 Jobs in 100 Days campaign will have a broader appeal, focusing not only on the unemployed but also on people with disabilities and parents who want to return to the workforce.

"We are delighted that Mr Andrews has decided to lend his support to such a worthwhile cause," Executive Director of Canberra International Airport, Tom Snow said.

While Governments and the community have had a good measure of success reducing unemployment rates in the

the ACT economy around \$153 million or 1.2% of gross territory product every year.

"Clearly the social cost is too high both for the individual and the community," Snow said. "Last year's campaign taught us that working with the community we can make a real difference to someone's life."

By working with Job Network, Australia's largest employment service, 100 Jobs in 100 Days will have access to over 1000 private, community and Government organisations committed to helping job seekers find employment.

This year's campaign will deliberately cast a wider net focusing on parents who want to return to work and people with disabilities.

"We have broadened the 100 Jobs in 100 Days campaign aims this year because feedback suggests there are many parents who have taken time out to raise their children and now want to return to work. There are also people with disabilities who are capable and wanting an opportunity to prove themselves as well," Snow said.

"I am confident that this year's campaign will make an even bigger dent in the ACT's long-term unemployment rate."

"Proud to support 100 Jobs in 100 Days" Kevin Andrews, Federal Minister for Employment and Workplace Relations.

ACT – it's currently around 3.5% and falling - there is still much work to be done, he said.

There are still around 2000 people in the ACT who are classified as long-term unemployed, that is people who have been without a job for one year or longer.

According to an ACTCOSS study, unemployment costs



Canberra Hosts Musharaff



Photo: Sam Chui

Pakistani President Pervez Musharaff takes off from Canberra International Airport in June after successful bi-lateral discussions with the Australian Government.

Airport Set to Launch Shopping Phenomenon

Canberra International Airport is set to facilitate a new warehouse for factory seconds and discounted out of season goods. It is a shopping phenomenon that is entirely new to the ACT.



The Airport is currently calling for expressions of interest from operators and tenants to bring a new form of factory warehouse shopping to the ACT.

Under plans now being negotiated with the National Capital Authority, the Airport will build the base building for a factory outlet centre on airport land. Occupying close to 9,000 square metres of leasable retail space, the outlet will include 60 discount stores and 6 food stalls and create about 600 ongoing jobs within the ACT and region. It will offer national and international brand names at prices 30% to 70% below normal retail and is scheduled to be open for business in December next year.

"We are bringing a completely new form of retail shopping to Canberra," Airport Managing Director, Stephen Byron, said. "We know from overseas experience and independent studies that this phenomenon is successful because it grows retail

sales, attracts tourists and complements rather than competes with traditional retail businesses. We also know that it will generate a total of about 600 ongoing jobs and inject more than around \$10 million in wages annually into the regional economy."

The Airport is ideally located for an outlet centre, Byron said. Apart from its convenient location, it will provide generous space for free parking and rents low enough to assist the sale of discounted or factory second goods that have smaller profit margins. "This niche form of retailing is enormously successful in the US and Europe because its fills a consumer gap for low cost factory seconds and last season's goods. There is a similar demand in Canberra because local coach operators are already scheduling one-day shopping trips to outlet centres in Sydney."

Outlet centres are typically located on airport or industrial land and already operate at most capital cities

throughout Australia. At present, Canberra and Darwin are the only mainland Australian cities that do not have outlet centers.

Typically, outlet centres have big catchments. "We expect the Airport outlet centre will draw customers from Cooma, Bateman's Bay, Goulburn and Yass and stop many shoppers from going to similar centres in Sydney. While customers may only make three or four trips a year, their visits will improve our tourist numbers and further lift retail sales," he said.

The Airport is confident that its outlet centre will have no significant impact on Canberra's retail hierarchy. Three independent studies – two undertaken by the ACT Government and the other for the Airport - have determined that there will be minimal adverse effect, and Canberra's existing shopping centres are expected to continue to experience substantial retail growth.

Clearly, Civic, Woden, Belconnen and Tuggeranong Town Centres and Fyshwick will remain Canberra's dominant retail locations, Byron said. "While the Airport's discount factory outlet will constitute roughly 1% of the ACT's total retail floor space, its convenient location and affordable rents will deliver choice to consumers and opportunities for new businesses."

Lights, Camera, FAIRBAIRN!

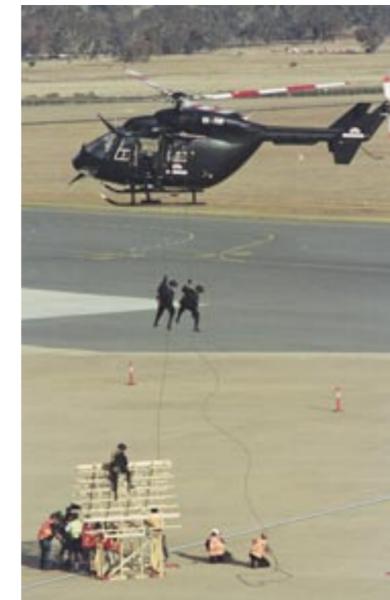
Fairbairn was the location for filming what was one of the biggest advertising productions ever undertaken in Australia.

Filmed over three days, the commercial production included a vast range of industry talent – film crews, air crews, production assistants, stunt crews and local actors. It also involved two helicopters, a semi-trailer painted in Farmers Insurance corporate colours and an Anatov-12 Russian freighter aircraft.

To be shown only in the United States, the commercial highlights the Farmers Insurance Group of companies and uses Fairbairn as a background to a military type response to an imaginary house fire. Insurance assessors, repair crews, building materials and even a car are parachuted onto the site.

Why Fairbairn? According to Karen Watson, Television Production Manager, the Airport precinct was ideal because it satisfied all production requirements – highly visible airport operations and access to aprons and hangars. "Logistically this was a demanding shoot but the location and the Airport environment was perfect," she said.

Manager of Aviation and Environment, Alex Ananian-Cooper, said the commercial production was handled exceptionally well from a safety and security perspective. It was also a clean shoot. "There wasn't a scrap of paper left on site," he said.



Lights, action, camera at Fairbairn.

Safety First

Canberra International Airport is the first Australian Airport to receive approval for its new Safety Management System.

Two years in the making, the System is a comprehensive living document that improves on existing Airport safety procedures. Approved by the Civil Aviation Safety Authority on April 14, the new safety system represents an integrated approach to the management of safety practices, policies and procedures at the Airport.

"It provides an overall safety focus to all staff and the Airport community to be constantly vigilant about safety and potential hazards," Airport Operations Manager, Richard Doyle said.

It is the result of an International Civil Aviation Organization resolution, which demands that all

aerodromes implement a new formal SMS system as part of their manual of standards.

Some of the features of the SMS include: new incident management and hazard reporting systems, the establishment of a Safety Management Committee to oversee existing safety, security and operations and a comprehensive series of risk assessments.



Canberra International Airport

Safe Skies Forum

The seventh SAFESKIES aviation safety conference will be held in Canberra on October 27-28th.

A wholly Canberra concept, SAFESKIES has an international reputation as an independent forum for the discussion of air safety in all aspects - commercial, private or military – and ranges over training, operations, maintenance, and security in the air and on the ground.

Recognising the important role of airports in aviation safety and conscious of airport responsibilities, Canberra International Airport is substantially supporting SAFESKIES 2005. Mr Stephen Byron, Airport Managing Director, is sponsoring conference activities and assisting the organising committee, an unpaid volunteer group from the Chartered Institute of Logistics and Transport.

Canberra is the only Australian airport instrumentality to offer such support.

On Wednesday 26 October – the eve of the conference - the Sir Reginald Ansett Memorial Lecture will be delivered at Parliament House by E.I. 'Burt' Rutan, designer of the Global Flyer, the first aircraft to circumnavigate the world solo, non-stop without refueling. The public is welcome to attend.

For further details, visit www.safeskiesaustralia.org or call the Safeskies Office 02 6236 3160.



Space Ship One prepares for take off