

plane talk

Hobart Airport's Business Partner Update



Hobart Airport is delighted at the presence of Tourism Tasmania's 'Lumina' campaign...

CEO's Word

The first quarter of 2010 has seen a further slowing on passenger numbers into Hobart when compared to the same period in 2009. These results reflect the domestic travel environment and Hobart Airport is working hard to finish the financial year on a positive note. Hobart Airport is looking to achieve passenger growth in 2010-11 following a flat 2009-10 year.

The first quarter of 2010 has delivered less passenger numbers when compared to the same period last year for Hobart Airport. The results of Hobart Airport are similar to those of a number of airports around Australia and we would expect that the winter months will again be similar to that of last year.

Hobart Airport is delighted at the presence of Tourism Tasmania's 'Lumina' winter of Festivals campaign. We welcome the marketing campaign encouraging some of our mainland visitors to experience the beauty of Tasmania during winter. The four year commitment to this program should assist our airline partners in driving demand for Tasmania during this period.

Operationally, I am pleased to congratulate our security screening providers for a number of compliments received during the period just gone. It takes special people to undertake this role, and for a number of our passengers to write to us complimenting them on their approach to their work and their service is a great achievement.

We have recently completed runway improvements and are now embarking on a number of other infrastructure related improvements around the airport. Projects focusing on waste and car parking are just some of the new initiatives that will be happening over the coming months.

Rod Parry is joining the Hobart Airport team in June. Rod is taking on the new role of General Manager Operations, Planning, Safety and Security Compliance with key responsibilities in the strategic planning and operational areas of Hobart Airport.

Rod joins the Hobart Airport team with a wealth of experience, having worked in the aviation sector all over the world for many years. Rod has worked for both airlines and airports and has undertaken

extensive training in a range of operational and security areas.

Rod is moving to Tasmania from Sydney and we invite all airport partners to join with us in welcoming Rod to the team.

During this quarter, John Langford, General Manager Operations and Infrastructure will be departing the Hobart Airport team, and heading back to the mainland. Over the last six years John has certainly made an impact on the Airport and I am sure that many of our partners would join with me in wishing John all of the very best as he embarks on the next chapter of his life back in his home state of Melbourne.

Regards,
Brett Reiss

Terminal News

Work is due to shortly commence on the redevelopment of Abbott's food and beverage outlet in the departures lounge, we anticipate great improvements in the outlet at the completion of this project.



During May we welcomed the Salvation Army's Red Shield Appeal to the airport, the appeal is an important national fundraising activity for the Salvation Army. In Tasmania alone, the Salvation Army assisted approximately 10,000 people last year, the 2010 fundraising target is \$2 million, we wish them all the best in achieving this target.

You may have noticed the introduction of a new mural at the Virgin Blue/Tiger Airways arrivals end of the terminal, the Pure Tasmania mural provides passengers with a great overview of some key experiences that they can have whilst in Tasmania. The mural is an extension of that which is external to the building that passengers travel past when disembarking Virgin Blue and Tiger Airways services.

The Gemma Lynch-Memory exhibition in the domestic check-in area has been extended with new artwork now on display, we again invite all airport users and passengers to take the time to enjoy the artwork.

Business Development News

The busy Easter period has been and gone for another year. This year's Easter break and a number of large events held in Hobart stimulated some good travel numbers, although unfortunately not to the same level as the same period in 2009.

A number of key access marketing campaigns have been coordinated with Tourism Tasmania and have great offers promoting travel to Hobart. Marketing mediums have included television, print and electronic media. Some samples of the marketing campaigns can be found throughout this edition of Plane Talk

In addition to this, Hobart Airport has worked with both Tiger Airways and Virgin Blue on local marketing initiatives in Hobart through joint partnerships with local media agencies. It is expected that there will be ongoing marketing activity throughout the coming months.

You may notice the 'Lumina' presence as you drive down Holyman Avenue at

the moment, Hobart Airport is pleased to be promoting this campaign and believe that the presence gives visitors and locals a great taste of what to do in winter in Tasmania at the Gateway to Tasmania.

A number of other new advertisers have joined the airport of recent times, and we look forward to continuing (and growing) our partnership with these key tenants. Not only does their creative provide improvements to the visual amenity at the airport, but it gives our passengers an understanding of some of the great experiences that can be had in Tasmania.

We are working with our retailers in the terminal to undertake some cross-promotional activity, we encourage all airport users and passengers to take a look at the new and improved merchandise in some of the outlets and the opportunity to get product discounts and combos when purchasing at the retail outlets.

For more information on Business Development opportunities, contact Kathryn McCann, kmccann@hiapl.com.au

Hobart Airport welcomed the announcement of a further \$10.7 million funding to the Australia-Antarctica Airlink project ...



Antarctic Air Link

The Federal Governments 2010-11 budget was announced during the period. Hobart Airport welcomed the announcement of a further \$10.7 million funding to the Australia-Antarctica Airlink project in the budget.

The Airlink is an important service that adds significant value to the Australian Antarctic Program and the funding announcement secures its continual operation.

Hobart Airport is proud to be strongly associated with the program and looks forward to its continuation.

The Antarctic support industry is very important for Tasmania, with the securing of further funding, it is anticipated that this industry can continue to grow and add more economic return to the Tasmanian community.

For more information on the Antarctic Air Link Service, contact Kathryn McCann, kmccann@hiapl.com.au

Airport Environment Strategy

Hobart Airport's Environment Strategy will soon be released for the public consultation phase, this will involve three community forums (dates yet to be finalised) and availability of the document for public comment. Hobart Airport invites any interested parties to access the document when it becomes available in approximately June.

For more information on the Airport Environment Strategy, contact John Langford, jlangford@hiapl.com.au.

Infrastructure and Commercial News

In addition to the ongoing airport maintenance program, recent infrastructure projects have included the runway works that was undertaken earlier this year and the introduction of shelters over the car park pay stations.

A new flight information data screen has been added to gate two to allow all airport users to receive up-to-date and accurate flight information, particularly when Virgin Blue and Tiger Airways have flights arriving and departing at similar times.

Hobart Airport is pleased to report that recent outages on Airport have been effectively and efficiently managed to cause minimal disruption to all users, we thank the Airport community for

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FCM have introduced attractive new signage on their Airport premises...



their patience and understanding in working through these uncommon issues.

The commercial team has been working hard on a number of projects, and particularly with issuing a number of tenders to the market. These include tenders on advertising, cleaning and a new terminal retail outlet. More will be reported on these projects in the next edition of Plane Talk.

For more information on Commercial and Infrastructure activities please contact Stuart Hurd, shurd@hiapl.com.au

Safety and Security News

Hobart Airport recently facilitated the biannual meeting of its Bird and Animal Hazard Management Committee. Bird and Animal Hazard Management is a critical safety issue for any airport, and Hobart Airport is pleased to have had a continuous improvement plan in place now for a number of years. The meeting involved training of Airport officers in contemporary Bird and Animal Hazard Management techniques and discussions with key stakeholders

including council and the Airport Environment Officer in managing this issue.

For more information on Hobart Airport's Bird and Animal Hazard Management Program, contact Peter Bobar, pbobar@hiapl.com.au.

Other News

We have previously mentioned FCM as a new Hobart Airport partner, we think that there new signage looks great, check it out! Welcome aboard to the FCM team, we look forward to working with you into the future.

A number of our billboard advertisers have recently installed new creative designs on their Holyman Avenue billboards, the Hawks, Lexus and Wrest Point billboards are all new and we invite you to take a look at them as you drive along Holyman Avenue.

High visibility gear is important and Hobart Airport's staff are working hard to set a great example in this area, we invite all of our Airport partners to follow suit and ensure that they recognise and obey the high visibility areas on Airport.



Contact Us

For more information or to contact us about any of the content within this edition of Plane Talk, please call **6216 1600** or email info@hiapl.com.au



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