

# plane talk

Hobart Airport's Business Partner Update



## CEO's Word

It is hard to believe that the first quarter of 2011 is almost over already. Hobart Airport has had a bumper holiday season with strong capacity growth and passenger numbers, coupled with some excellent events and attraction openings in the Hobart and Surrounds region.

Hobart Airport is very supportive of events that draw interstate and international visitation to Hobart; events including the opening of the world-class Museum of Old and New Art, Ten Days on the Island and the Australian Wooden Boat Festival are applauded for what they contribute to tourism in the Hobart and surrounds region.

Since the last edition of Plane Talk some significant progress has been made on a range of issues at Hobart Airport. We have had the launch of new airline services, of note the daily Hobart – Gold Coast service which represents a new point-to-point route for Hobart Airport, the approval of the Hobart Airport 2010-2015 Airport Environment Strategy and commencement of new property development within the terminal.

I must say that the one activity that really stood out for me during this period was the airport community BBQ held outside the terminal on Australia Day. To see so many of our airport partners participate and support this event was fabulous, the total monies raised from the event exceeded \$2,000 with all funds being donated to Rotary to

be matched by the State Government for the Flood Relief Appeal. This event, and I hope future like events, are a great way for the airport community to come together and contribute great things to the wider community. I thank all involved in this initiative.

On a staffing note, Hobart Airport is sad to be farewelling our Senior Management Accountant Jacqui Clayton in May. Jacqui has been a fabulous contributor to our team, but also to the wider airport community. For those that know Jacqui, of which I am sure many of you will, that laugh and zest for life is certainly infectious and we will miss not having it around. Good luck Jacqui as you embark on the next chapter in Melbourne. Since the last edition of Plane Talk two new employees have joined the Hobart Airport team, Kelly Rae, Property Manager and Simon Bradley, Maintenance Planner. We welcome both Kelly and Simon to the team.

Over the last few months we have witnessed terrible natural disasters in both Australia and New Zealand. The team at Hobart Airport sends their very best wishes to all of those impacted by the floods, Cyclone Yasi and the recent earthquake in Christchurch. Our congratulations go to the airport teams, that have been able to reopen their facilities under such difficult circumstances and continue to provide essential services to the community.

Regards,  
Brett

## Devil of a Time in Sydney

Hobart Airport recently farewelled ten Tasmanian Devils en route to New South Wales to a new home. Passengers had the opportunity to witness the little devils being loaded onto a RPT flight and travel in style to their new residence. Hobart Airport wishes the program every success.

## Greatest Shave Event

On 12 March 2011 Hobart Airport will be hosting Tasmania's Greatest Shave event in the terminal. The event is set to be lots of fun and will involve a number of our airport partners participating and fundraising for a great cause. A recent media event was undertaken to generate support for the event, two of our airport firefighters took the plunge and were shaved by local celebrity Dave Noon and Airport CEO Brett Reiss for a great cause.

Hobart Airport welcomes more participants to take on the challenge, for more information contact Hobart Airport on 62 161 600 or [info@hiapl.com.au](mailto:info@hiapl.com.au).

## Aircraft Arrivals

During the period we saw the arrival of B767 and A321 aircrafts at Hobart Airport, these aircraft are not familiar sites in Hobart and were warmly welcomed by all on airport.



## Australia Day BBQ

Hobart Airport, in partnership with Delaware North hosted an 'Aussie BBQ' outside the passenger terminal on 26 January 2011, with all proceeds donated to the Flood Relief Appeal.

Hobart Airport would like to acknowledge the businesses that made the event a reality, Delaware North and their suppliers Cripps Nubake and Bidvest Food Services and Eye Spy Signs.

In addition to the businesses who donated supplies, Hobart Airport would like to acknowledge the volunteers from Hobart Airport, Delaware North and Tas Security Services for giving up their time to host the event and raise over \$2000 for such a great cause.



## Hobart Airport Stars on Oprah Winfrey Show

Hobart Airport was proud to recently be aired on the Oprah Winfrey Show, Oprah's visitors to Hobart Airport were personally greeted and were completely thrilled with their experience at Hobart Airport and in Tasmania, thank you to all involved.

## Tourism Tasmania autumn Campaign

Tourism Tasmania will be commencing their autumn/winter marketing campaign activity on March 13 2011. In the lead up to the new campaign a number of tactical campaigns have been developed between Tourism Tasmania and its airline partners. Central to the marketing activity will be airline seat sales aimed at generating demand for travel to Tasmania from May to August.

Hobart Airport is excited to have significant marketing activity entering the interstate market to stimulate visitation to Hobart throughout autumn and winter 2011. We look forward to seeing the results of the marketing activity.

## Traffic Performance

As previously reported in Plane Talk, a significant amount of permanent and seasonal capacity was added into the Hobart market over the traditional holiday period. This capacity was certainly well received by travellers with bumper passenger numbers passing through the terminal over the period.

All airlines added additional services during the period, with more flights to Brisbane, Sydney and Melbourne catering for the passenger demand.

For the first half of the current financial year, Hobart Airport has shown passenger growth compared to the same period last year. The challenge lays with the second half of the financial year and maintaining the growth over the winter period.

We encourage all Hobart residents to take an interstate break to escape the winter and the local tourism industry to undertake appropriate marketing activity during this period.

## New Car 13

The latest addition to the Hobart Airport team is the new Senior Operations Officer's vehicle, otherwise known as Car 13. The new Toyota Prado creates a presence and is a welcome addition to the family.



# Airport Environment Strategy

Hobart Airport received notification in January 2011 that the Hobart Airport 2010-2015 Airport Environment Strategy had received approval from the Federal Department of Infrastructure and Transport. Hobart Airport's Airport Environment Strategy ("AES") provides a long-term strategic vision for Hobart Airport and its interaction with the environment.

Kirsten Leggett played a key role in the development of the recently approved AES, read more about Kirsten and the process below –

**Name** – Kirsten Leggett

**Role** – Senior Environmental Scientist

**Company** – Sinclair Knight Merz (SKM)

## **What was your role in developing the Hobart Airport AES?**

My role in preparing the AES for 2010-2015 was to review the existing AES from 2005 – 2010, update information in accordance with any changes that had occurred over the five year period and removal of information that was no longer current. Included in this process was the development of new environmental commitments for the Airport relating to all areas of environmental value including heritage, biodiversity, air quality, water quality, soil quality, energy and natural resources, waste management and noise. These environmental commitments are applicable for the five year term of the AES (2010-2015). An extensive consultation process with stakeholders and the public was required as part of the AES development process, involving tenants, Government representatives at both the State and Commonwealth level and community workshops/information sessions where members of the public had an opportunity to express their view point or ask questions about the AES or management of existing environmental values. The AES was developed in three stages:

- (i) A Draft AES which largely outlined the structure of the AES, proposed content and significant changes from the existing AES;
- (ii) A Preliminary Draft AES which included revised and updated information,

proposed environmental commitments for the Strategy term and outcomes of the consultation process; and

(iii) The Draft AES which was essentially the final document prepared that was submitted to the Minister for Infrastructure and Transport for approval.

Once approved by the Minister, the Draft AES becomes the Final AES relevant for the 2010-2015 Strategy Term.

## **How long did it take to develop the strategy?**

The AES review and update was a ten month process involving extensive review, information gathering and collation, consultation and completion of the document in its various forms under a tight timeframe. The project commenced in January 2010 with the submission of the Draft AES to the Minister due by 1 November 2010. The AES was approved by the Minister on 10 January 2011.

## **What are the major differences between the recently approved AES and the prior version?**

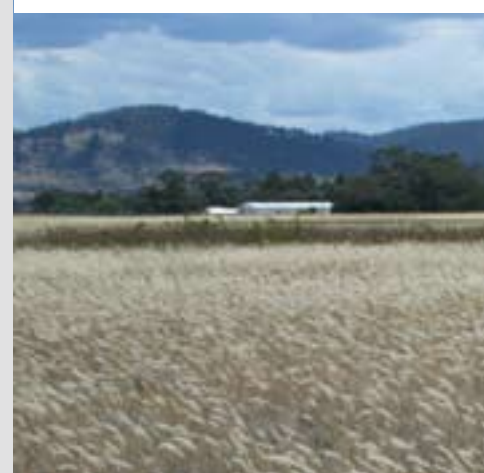
There are significant differences between the recently approved AES (2010-2015) compared with the former AES. Most significant is the general layout and structure of the AES which has been changed to allow for a more user friendly document that focuses on areas of environmental value (heritage, biodiversity, air, water, soil, energy and natural resources, waste and noise) and approaches to the management of these environmental values. There were clear opportunities in the development of the current AES to clearly define and articulate the Airport's commitments to environmental management through a holistic and integrated approach, particularly in the representation of the environmental commitments and linkages with day to day operations. From an aesthetic point of view, the current AES contains more colour and is generally more visually appealing, containing photographs relevant to the environmental values existing at the Airport and providing readers with some visual points of reference.



Kirsten Leggett

## **What did you enjoy most about working on the strategy?**

I thoroughly enjoyed being part of the AES development, the consultation process and watching a document of this nature take shape through its many iterations. Developing a document that is both practical and easy to use, acknowledges environmental values in all its forms and provides day to day management options for reducing environmental impact, provides both a feeling of personal and professional achievement. An Airport Environment Strategy is essentially an evolving document, and I envisage the current AES providing a solid foundation in which to build ongoing environmental commitment and sustainable management solutions for the future.



## Airservices Aviation Fire Station Upgrades

In December 2010 Airservices aviation fire station in Hobart received three new high visibility Mk8 Rosenbauer fire trucks. The new Mk8 vehicles have a primary monitor on top of the vehicle cabin which can impressively rotate up to 270 degrees and can discharge 4800 litres per minute, it can also throw water or foam more than 85 metres.

In addition to the three new trucks, Hobart Airport's fire station also received an upgrade to the station's fire control centre.



## Hobart City Council Volunteers

On 11 February 2011 Hobart Airport and Hobart City Council extended their working partnership to include the introduction of the Hobart City Council Volunteer Program at the airport for an initial three month trial.

The initial trial involves volunteers greeting over 1,000 arriving passengers at the Airport from 11.00am – 3.00pm every Friday. The volunteers are already providing invaluable assistance and smiling faces to visitors to Hobart.

Initial feedback on the volunteer program has been very positive with passengers finding the service of value to their Tasmanian travel experience.

Hobart Airport has a strong existing relationship with Hobart City Council, with their Travel and Information Centre already located at the Airport to provide booking and information services for travellers using the Airport. The Volunteer Program extends this partnership and the service to all Airport users.

Hobart Airport looks forward to the volunteers becoming a permanent addition to the Airport community.



## Gold Coast Service Launch

2 December 2010 saw the launch of the inaugural Jetstar Hobart – Gold Coast service, it was an exciting day for all and we were thrilled to be joined in Hobart by Gold Coast Airport's COO Paul Donovan.

Passengers on the inaugural service were greeted by a host of personalities and took home a range of goodies on the day.

A promotion held in Hobart gave six lucky participants the opportunity to travel on the inaugural service. Further

promotions on the Gold Coast have further raised the profile of this service in that market.

To book Hobart – Gold Coast flights, go to [www.jetstar.com](http://www.jetstar.com).

## 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](mailto:info@hiapl.com.au)