Submission no. 78

Government and International Relations

David Haynes

Your sincerely

be of assistance.
We would be pleased to provide any further information to the Committee if it would
desire.

The attached submission provides an overview of the Qantas Group's activities in
operations more broadly and attracting additional business to the State.
number of major facilities in Victoria also plays an important role in supporting our
the establishment of our low cost airline subsidiary, Jetstar. Our decision to base a
the single largest private sector organisation marketing Australia overseas. We are
Cantas delivers three out of every ten international passengers to Australia, and is
Tourism in Victoria.
I refer to your letter of 19 April 2007 to Mr George Dixon inviting Qantas to make a
Re: Parliamentary Inquiry into Rural and Regional Tourism

Dear Mr Drum

Melbourne VIC 3002
Parliament House
Rural and Regional Committee
Chair
Damian Drum MLC

12 June 2007

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Cantaslink also operates daily the maintenance of its dash 8 aircraft in Melbourne. It provides a base in Mildura for more than 26 years, serving the Victoria regions of Wodonga, Falls Creek and Wangaratta, and sister's Victoria and the broader town of Mildura, which also operates between Sydney and the broader town of Mildura, which

and associated businesses.

Fly in and ski destinations in Australia, which greatly benefits the Hobson community during the winter ski season. Cantaslink, for example, is the only genuine Melbourne and Mildura, and services to Hobson from both Melbourne and Sydney Cantaslink currently operates approximately 30 return services per week between regional airports, offering increased by 5% since 2003, in addition to an increase in the number of available seats on regional routes.

The introduction of direct service in May 2004. This growth is attributable to a combination of a growing free, the operation of larger services each week. Cantaslink, the group's full service regional operator offers approximately 100 return

express, for example, the use of boating 1247 passengers on the Melbourne-Pentwater route, and

significant contribution to the state's economy. Today we employ 7,000 staff in a

range of functions throughout the state.
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Support of Tourism Australia’s Aussie Specials program, which aims to equip agents in place for visitors from the United Kingdom and Japan. Carins is also a base for growth in the Aussie Specials program, which aims to equip agents in place for visitors from the United Kingdom and Japan.

Carins has designed a variety of packages, such as the Aussie Airpass, which have been successful in bringing visitors to more of Australia. The Aussie Airpass was designed to encourage tourists to move beyond traditional gateways to explore Australia.

Carins has a three-year global marketing partnership deal with Tourism Australia and especially in promoting rural and regional markets.

Tourism

Frequent Flyer Program

Carins has made the Aussie Airpass a member of our frequent flyer program. Carins has also made the Aussie Airpass a member of our frequent flyer program. Carins has also made the Aussie Airpass a member of our frequent flyer program.

Affiliate Airlines

767 aircraft scheduled to arrive from late 2004.

Victoria will have further opportunities to expand through the delivery of new Boeing 767 aircraft. Victoria will have further opportunities to expand through the delivery of new Boeing 767 aircraft.

Jester's growth has been further boosted by its international expansion, having

to the state.

Carin, which provides package holiday options that will further help in attracting visitors, offers approximately 75 services per week with twelve flights per day, Jester's services to Alpha have opened up Western Victoria to visitors, to the benefit of communities and businesses in the region. Jester has also provided the area by introducing new destinations.

More aircraft positions

Jester's commended operations from Australia include over 60 charter destinations, and have created many

opportunities for Australian residents to travel to destinations around the world.

Jester now operates over 200 domestic flights weekly from Victoria. The decision to base Jester in Victoria represents a significant boost to aviation and tourism in the state. Jester now operates over 200 domestic flights weekly from Victoria. The decision to base Jester in Victoria represents a significant boost to aviation and tourism in the state.

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The majority of Ganias Holidays activity in regional Victoria is based on self-drive packages. Ganias Holidays also offers a number of self-drive escorted tours.

Ganias Holidays launched two new product ranges for Victoria destinations, one entitled City Breaks, which features Melbourne, and the other entitled Discover, which features regional Victoria destinations including Euroa, Echuca, Maryborough, and the other coastal destinations. Ganias Holidays also have a self-drive booking engine online.

In 2007, Ganias Holidays continued to conduct a Gourmet Touring Campaign that focused on the Victoria’s premium produce.

Premier Travel Wholesale.

Ganias Holidays is wholly owned subsidiary of Ganias Airways and Austravels.

Victoria.

Advertising campaigns for travel writers, journalists and travel agents to visit regional Victoria.

Ganias holidays works closely with Mildura Tourism, Holbrook, Falls Creek and Destination Victoria.

Being used to promote Melbourne with Tourism Victoria, as a co-operative financial commitment of $10,000 currently.

Ocean Road and surrounding regional tourism. Jeater continues to work closely with Victoria Tourism and Marketing to promote the region’s attractions.

With the commencement of Jetstar services from Avalon, Jeater and Tourism Victoria.

Sleek.

Melbourne Convention Bureau who assists in driving business opportunities to the state. Ganias also works closely with the Victoria Tourism and Regional Promotions and Hstrike Regional Promotions to brand their images to visit and experience the great diversity of Victoria. Ganias has a strong relationship with the Australian Tourism Council (ATC).

Annual tourism awards.

Desertations Worldwide. Ganias Tours Access to regional Victoria, with a financial commitment of close to $380,000.

Members of the retail trade trade with expert knowledge and skills in order to sell Australian efficiency.
Facilities, which employs over 1,500 engineers and support staff, set up around the country, maintaining work on all corners of the aircraft is in addition to its facilities, maintenance work on all corners of the aircraft is.

In addition to its facilities, the facility now employs over 550 highly skilled workers. The aircraft is in addition to its facilities, the facility now employs over 550 highly skilled workers. 

In 1995, Airlines established a heavy maintenance facility at Yarrow Airport for the

located in Melbourne's city centre.
- A technologically advanced building with a reputation for service excellence in the world, and
- A medical complex.

The banks of the Yarra River and the Yarra Yarra River, including some 700 people.

Infrastructure and Investment
- Jellett Grassed Sports and Recreation field
- Millor's Prime Business of Commerce Excellence Awards, and
- Millor's Arts Centre.
- Telstra's Cup-Cycling Series - Tour of the Murray - Millor's
- Telstra's Country Music Festival.
- The Victorian Tourism Awards.
- Melbournen Theatre Company.
- Melbourne International Art Festival.
- Melbourne Children's Hospital;
- Tennis Australia (Australian Open);
- Australian Open Tennis;
- Formula 1 Grand Prix.

The Group supports numerous major events, charities and cultural initiatives.

Sponsorship

The Group's response to these events.

in addition, the small size of some rural destinations makes it more difficult to put this strategy effectively.
diverse infrastructure to attract tourism.

Philine Island and the Victorian Alps — all major destinations which have developed
challenge for Canada. The exceptions are the Yarra Valley, the Great Ocean Road,
regional areas and the profile of regional destinations in Victoria remains a
boost to the Regional Victoria and infrastructure network. Nonetheless, maintaining the market in
improvements to regional airport infrastructure and initiatives aimed at promotion in
budget, particularly the boost to the Regional Airports Fund for upgrades and

Canbells welcomes the funding provided to Regional tourism in the 2007/08 State

Highs their current value.

Airport infrastructure is not available, or communities would lose the frequency of
access. Consequently, larger airports cannot be used to markets at short notice, which
Regional airports can benefit from economies of scale due to operating smaller
reliably costly for a per seat basis - around 2 øh when times more than 3x LCC's.

The advent of low cost carriers (LCC's) has markedly influenced consumer buying

Holiday market or below cost price.

Compete more effectively against regional services with most airlines sold to the genuine
discretionary customer, even on direct routes. Regional airlines rely heavily on the
advantages of size, which allows them to fly into smaller airports typically found in
destination such as Mildura and Albury. Regional airlines can rarely sustain more

Apart from road and rail, Canbells link complements with other airlines in serving

rail transport.

Located and effects are close to Melbourne and easily accessible by road and
regional Victoria. These factors are not only our operations, but the

The Canbells group faces a number of challenges in increasing our activities in

2. CHALLENGES

ultimately additional customer work from overseas.

Electric engines as well as other Australian and New Zealand operators, feels, and
vulnerability to 'Chinese' the LTA's has the capacity to support all of Canbells General
formed around Europe and European manufacturers at the forefront of LCC's. The joint

In partnership with Park Corporation (now Toll Holdings) Canbells also acquired the

area of 1.25m2 and a replacement value of approximately $4 million.