

SUPER EARLY BIRD

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RAD

REGIONAL AIRPORT DEVELOPMENT

2017

**Improving Airport Performance
through Infrastructure Development,
Council Co-operation and Strategic
Fund Management**

➤ Main Conference: **21-22 March 2017** ➤ Workshops: **20 March 2017** ➤ Venue: **Swissotel Sydney**

FEATURING EXPERT SPEAKERS



Bill Burke
CEO,
Mildura Airport



Rob Evans
CEO,
Nelson Airport NZ



Phil Gregory
Aviation Business
Development
and Compliance Manager,
Essendon Fields Airport



Merren McArthur
CEO,
Virgin Australian
Cargo and Virgin
Australia Regional
Airlines



Paul Ferguson
Airports Manager,
QantasLink



Naomi Searle
Director Community
and Commercial
Development and Project
Director of the Airport
Development Project,
The City of Busselton

NEW THIS YEAR!

- A **Greater Focus** on Regional Economy
- **8 New Case Studies** from around Australia
- **3 New Workshops** for Airports and Local Councils
- **70% New Speaker** Faculty



MAKE THE MOST OF YOUR ATTENDANCE AND NETWORKING OPPORTUNITIES AND ATTEND THESE INTERACTIVE WORKSHOP SESSIONS:

A

What Local Councils Need to Know during
Regional Airport Re-Development

B

Weathering Boom and Bust: Financial
Management for Airports

C

Managing Landside Development to Benefit
both Airport and Community

WITH CASE STUDIES FROM



Nelson Airport
865,203 passengers a
year 420 flights a week



Balina-Byron Bay Airport
500,000 passengers a year
58 return flights a week



Dubbo Airport
200,000 passengers a
year 180 flights a week

Orange Airport
60,000 passengers a year
25 return flights a week



Hobart Airport
2.1 million
passengers a year



Essendon Fields Airport
40,000
passengers a year



Brought to you by:

Transport
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International Quality & Productivity Centre

Dear Colleague,

Three in five of Australia's regional airports are currently experiencing serious financial pressure, and this strain is unlikely to ease in the next decade. While the NSW Government has recently provided \$35 million in state funding to regional airports in order to upgrade facilities, the strategic management of these funds is vital to ensure both airport sustainability and local economic growth.

As an event wholly dedicated to regional airports, IQPC's 8th Annual Regional Airport Development Conference for 2017 will focus on strategies for managing reserve funds, retro-fitting facilities to remain commercially competitive and within CASA regulations, and land-side development solutions. In doing so this event will focus on the close working relationships between regional airports, airlines and local councils.

Challenges to be addressed include:

- Sustaining a prolonged period of growth through route development and maintaining this trajectory through infrastructure development
- Solidifying long-term relations between airports and airlines to improve development and operational outcomes
- Working together with local community and stakeholders to secure council approval

Don't miss your chance to learn priceless information from the innovators, managers and top industry experts.

To book your place, simply call 02 9229 1000, email registration@iqpc.com.au or book online at www.regionalairports.com.au

I look forward to meeting you in Sydney at the end of March!

Many Thanks,

Jordan Mullins

Director,
Regional Airport Development 2017
IQPC Australia

WHO WILL YOU MEET?

Regional Airport Proprietors

CEOs, Managers & Heads of

- Administration
- Finance
- Operations
- Facilities

Local Council Members

Mayors, CEOs, Directors & Heads of

- Regional Services
- Property & Economics
- Capital Projects

Airlines

Managers of

- Regional Airports
- Commerce
- Scheduled Air Transport

OUR EXPERT SPEAKER FACULTY:



Bill Burke
CEO,
Mildura Airport



Rob Evans
CEO,
Nelson Airport NZ



Phil Gregory
Aviation Business Development
and Compliance Manager,
Essendon Fields Airport



Naomi Searle
Director Community and Commercial
Development and Project Director of the
Airport Development Project,
The City of Busselton



Dr Rico Merkert
PhD Leeds MSC TU Berlin/ NHH Bergen,
Associate Professor in Aviation Management,
University of Sydney



Simon Latchford
CEO,
Visit Sunshine Coast



Ben Lyons
CEO,
Toowoomba and Surat Basin Enterprise



Ken Rogers
Director Corporate Development Dubbo
Regional Council,
Dubbo Airport



Neil Weatherston
Airport Manager,
Ballina-Byron Airport



Paul Brederick
Managing Director,
JetGo



Matt Cocker
General Manager Operations
& Customer Experience,
Hobart Airport



Chris Devitt
Director Technical Services,
Orange City Council



David Voss
Airport Manager,
Central Highlands Regional Council



Paul Ferguson
Airports Manager,
QantasLink



Merren McArthur
CEO,
**Virgin Australian Cargo and Virgin Australia
Regional Airlines**



A 9:00 AM - 11:30 AM

What Local Councils Need to Know during Regional Airport Re-Development

When airports are undertaking re-development it's important that both the council and the community are involved with the development process. This is in order to ensure that all stakeholders have a thorough understanding of the progression and outcomes that the airport will experience. This session will be beneficial to any council member that wants to learn more about airport re-development or any airport manager who is tasked with having to explain airport operations to council members.

It will include but not be limited to:

- A rundown of the challenges and processes that councillors tend to have the most difficulty understanding about airport operations
- Tactics for keeping explanations easy to understand and non-technical for councillors and stakeholders who don't have a background in aviation
- Strategies for keeping communication open between councillors and airport managers
- How airport managers and local council can work together to keep the community informed and supportive

B 12:00 PM - 2:30 PM

Weathering Boom and Bust: Financial Management for Airports

This workshop is as much for airport managers and operators as it is for councillors to understand the key fiscal pain-points of airports and where big investments matter. One of the key detriments to an airport's financial security is not enough of a reserve to buffer against unforeseen circumstances and economic slumps. Moreover, when an airport is able to save enough money, it's important to conduct the appropriate asset analysis in order to determine where key segments of the airport require updating or maintenance.

It will include but not be limited to:

- Increase customer satisfaction through updating customer-perceived problem-points
- Receive thorough analysis of facilities to justify their need for improvement, e.g. Runway Length Analysis
- Evaluate the land use within each Runway Protection Zone to ensure best use of air-side space
- More than just cost-benefit analysis: strategically updating facilities to improve returns on investment

David Voss
Airport Manager,
Central Highlands Regional Council

C 3:00 PM - 5:30 PM

Managing Landside Development to Benefit both Airport and Community

Landside development is as useful to communities as it is to airports and can greatly increase the revenue, labour force and resources of both. However sustainable innovation of commercial airport real estate is about selectively developing lands, and not just about creating the quickest return on investment. As such, it's important to understand the key drivers of community growth and adjust landside development accordingly.

This session will include but not be limited to:

- A review of the airport city model as a guide to how regional airports can emulate larger city airport's for regional development
- Engaging with retailers, tourist providers, emergency services, and advertisers in order to best select the most appropriate developments for the airport and community
- Updating landside infrastructure in order to accommodate tourism and future growth in the region
- Strategies for local council and airport managers to work together in order to best develop landside opportunities and include the regional community

NETWORKING AND INTERACTIVITY – THE IQPC EVENT EXPERIENCE EXPLAINED

This is not a mass participation event featuring hundreds of attendees. This event is a tightly focused networking, business development and learning platform for senior executives.

The conference experience has been specifically designed to increase the opportunities for collaboration and networking courtesy of formats like speed networking, solutions clinics, interviews and debates.

We encourage you to bring your business cards, actively participate in the interactive learning and networking sessions, reflect on your current commercial challenges and leverage the event to identify new high value relationships and tangible business solutions which you can implement when you are back in the office.





8:30 CONFERENCE REGISTRATION AND ARRIVAL COFFEE

9:00 Opening Remarks by IQPC Australia and the Conference Chair

Bill Burke

CEO,
Mildura Airport

9:10 The Process Behind the Planning and Construction of Busselton-Margaret Regional River Airport Development Project

CASE STUDY

The Busselton-Margaret River Regional Airport (BMRRR) is a key infrastructure development and will be a game changer for the region; stimulating and driving economic and social growth. Officially renamed the 'Busselton-Margaret River Regional Airport' to capitalise on the internationally recognised Margaret River Region, the rebranding of the Airport comes as its facilities undergo a \$69.7 million expansion, made possible with an investment of \$9.78 million from the Australian Government, \$45.9 million from the State Government's Royalties for Regions program, \$10 million from Department of Transport's Regional Airports Development Scheme (RADS) program, \$3.5 million from the City of Busselton, \$300,000 from the South West Development Commission, and \$250,000 from Tourism Western Australia. This session will include:

- The strategy and process to secure commonwealth, state and local government funding
- BMRRR Master Plan and the Development Project
- Stakeholder engagement and communications strategy to ensure community buy-in

Naomi Searle

Director Community and Commercial Development and Project Director of the Airport Development Project,
The City of Busselton

9:50 How Airports and Regional Councils can work with Tourism Groups to Increase Regional Airport Flights

\$18.8 billion in tourist spend occurs in regional Australia, and Chinese tourism is expected to inject an additional \$13 billion into the Australian economy by 2020. Simon Latchford will discuss how Visit Sunshine Coast working together with regional airports can be beneficial to both parties as well as some of the lessons he's learned about marketing tourist destinations. In this session Simon will discuss:

- How new partnerships between tourist groups, airlines, and regional airports can be brokered
- How a tourist group tends to choose which region would make an appropriate place to market to
- How communities and airports can work together to make their community a tourist destination

Simon Latchford

CEO,
Visit Sunshine Coast

10:30 Solution Provider Thought Leader Session

- please contact sponsorbranding@iqpc.com.au

11:00 Speed Networking



An effectively structured interactive session designed to help you expand your network through one-on-one focused conversations. Bring your business cards!

11:20 MORNING TEA & NETWORKING BREAK

11:50 How Master Planning was used to Attract Government Funding at Mildura Airport

CASE STUDY

Mildura Airport receives around 216,500 passengers per year and is one of the busiest airports in Victoria. Master Planning isn't just useful for strategizing its future operations and processes. It has also demonstrated economic and regional importance to local, state and federal governments, thereby securing funds. This topic will discuss:

- Updating long-term plans to be more flexible against insecurity
- Incorporating land-side development to diversify revenue streams
- Discussing the importance of stakeholder consultation for community buy-in and council support

Bill Burke

CEO,
Mildura Airport

12:30 How Airports and Local Councils can Prepare for the Future Together

PANEL DISCUSSION

This panel will bring together both airport managers and their patrons, local councils, to review and discuss current economic conditions and future instability. In doing so it will explore how each side can work together and discuss such questions as:

- How can local councils shape master plans to incorporate airports into regional development?
- What are some of the ways in which airports can consult with councils to receive stakeholder feedback?
- How can local councils assist in airport compliance with CASA safety requirements and OH&S regulation?

Rob Evans

CEO,
Nelson Airport NZ

Phil Gregory

Aviation Business Development and Compliance Manager,
Essendon Fields Airport

Matt Cocker

General Manager Operations & Customer Experience,
Hobart Airport

13:10 NETWORKING LUNCHEBREAK



14:10

CASE STUDY

Hobart Airport's Re-Development and Future Plans to Grow Tasmania's Economy

Hobart Airport has grown quite significantly, with over 100 000 new passengers using Hobart Airport each year. Moreover, the Hobart Airport Runway Major Development Plan was recently approved by the Commonwealth Minister, which includes a \$40 million dollar 500m run-way extension. This Development Plan includes both a Landside and Airside Civil works package, which aims to meet future customer demand. This session will include:

- Reviewing the application process for assistance from the federal government
- Run-way extension: how improving this facility will greatly increase airport operations
- How Hobart airport has become a vital resource to Tasmania's economy and how the airport plans to increase relations in the future

Matt Cocker

General Manager Operations & Customer Experience,
Hobart Airport

14:50

Virgin Australia Regional Airlines (VARA) and Alliance's Charter Partnership to Better Service Regional Airports

VARA and Alliance's charter partnership is a solution to remain competitive in an industry with low demand for regional flights due to a dwindling fly-in/fly-out workforce.

- The application process to receive approval from the ACCC
- How this alliance will benefit regional airports
- How this type of partnership could encourage a competitive, effective and sustainable charter industry

Merren McArthur

CEO,
Virgin Australian Cargo and Virgin Australia Regional Airlines

15:30

AFTERNOON TEA AND NETWORKING BREAK

16:00

Focusing on Landside Development to Expand Sources of Revenue

On average, major airports, and major regional airports generate 44% of their revenue from landside sources. However, only 25% of revenue for regional and remote airports is sourced from landside assets. Non-aeronautical developments can vary from hotels, to freight and shipping centres, hospitals or shopping outlets. However this session will discuss:

- Using land-side development as an opportunity to demonstrate community value and receive government funding
- The types of developments that lead to the largest job creation, the most community use, or have the quickest return on investment
- Communicating and working in conjunction with local councils to improve chances of permit approval

Phil Gregory

Aviation Business Development and Compliance Manager,
Essendon Fields Airport

16:40

CASE STUDY

Ballina-Byron Bay Airport's Growth, Development and Future

Ballina-Byron Bay airport has been able to grow its number of flights from 250 000 to 500 000 passengers per year and up to 58 jets per week taking off. Moreover, the airport will be trying to building on this growth in the next decade by investing \$14 million into its redevelopment. This session will review:

- The process behind airline route agreements and the airport's willingness to compromise in order to secure relationships
- Promotions strategies to better market Ballina-Byron Bay airport
- Tactics for providing consistent service and thus engaging stakeholders

Neil Weatherson

Airport Manager,
Ballina-Byron Airport

17:20



Champagne Solutions Clinic

Assisted by free flowing champagne, bounce ideas off your peers and debate or discuss solutions to the challenges that keep you up at night. Choose one person at your table to record the discussion and then at the end of the session stand-up and deliver the discussed challenges and solutions to the audience. We shall keep note of all the recorded discussion and all attendees will be able to access it after the event.

18:00

END OF DAY ONE & NETWORKING DRINKS FOR ALL ATTENDEES

“ This is without a doubt the best forum available for Regional Airports ”

Mildura Airport Corporation

“ Excellent opportunity to network and discuss very relevant issues regarding regional airport operations and challenges ”

Coffs Harbour City Council

“ The conference provide an excellent opportunity to understand how others work ”

Torres Shire Council



8:30 CONFERENCE REGISTRATION AND ARRIVAL COFFEE

9:00 **Opening Remarks by IQPC Australia and the Conference Chair**

Bill Burke

CEO,
Mildura Airport

9:10 **Nelson Airport: Working Together with Local Community and Stakeholders to Secure Council Approval**

Nelson airport is currently embarking on a NZD 35-40 million re-development. It will be the first timber airport in the southern hemisphere, expanding its car-parking and building a new terminal to cater for growth. All of this would not have been possible without the co-operation of the local council, the airlines and the community. As such, this session will discuss:

- Developing councillors' thorough understanding of aviation and tourism to have more productive discussions on cost-needs topics
- Listening to airlines needs in order to strengthen existing services and appeal to new airlines
- Planning with stakeholders for growth opportunities

Rob Evans

CEO
Nelson Airport NZ

9:50 **Panel Discussion and Q+A: How can Airports be More Attractive to Airlines?**

This panel will have an in-depth discussion on the ways in which airports can sustain long-term relationships with airlines, as well as the types of things airports can do to attract new airlines. It will also open the floor to all attendees to ask questions. Questions will include but are not limited to:

- What facilities are must-have/incredibly appealing to airports?
- What might airlines be willing to invest in if they see a growth opportunity?
- What are some red-flags that an airport isn't worth doing business with?
- What do airports need to provide airlines in order to open the possibility for new route development?

Merren McArthur

CEO
Virgin Australian Cargo and Virgin Australia Regional Airlines

Paul Brederick

Managing Director Airlines
JetGo

10:30 **The Emerald Airport Re-Development Project One Year On**

In 2016 David Voss discussed the re-Development at Emerald airport in order to keep up with its expected growth trajectory. He ran through the expected timeline for infrastructure renewal as well as the ways in which the airport engaged internal and external stakeholders. In 2017 David will provide an update on:

- Keeping to plan: reviewing how effective the planning was for the car park, airport lighting and runway overlay
- The return on investment for commercial viability testing non-aeronautical revenue streams that were updated
- Maintaining relationships with the stakeholders post-development

David Voss

Airport Manager,
Central Highlands Regional Council

11:10 **MORNING TEA & NETWORKING BREAK**

11:40 **How Dubbo Airport Has Sustained a Prolonged Period of Growth and the Plans to Maintain this Trajectory**

Dubbo recently grew its annual passenger numbers to 200 000 people per year. This illustrates a two year growth trajectory that has been sustained through the additional services the airport has brokered. This growth is intended to be preserved through continued airport development. This session will review:

- How Dubbo has brokered new routes with airlines like FlyPelican in order to provide for customer demand
- The strategy and growth process behind catering to the population in the wider Orana region, thereby becoming a vital regional resource
- How appealing to a wider region has had economic benefits to the Dubbo community
- Incorporating user survey results into the future development of the airport

Ken Rogers

Director Corporate Development Dubbo Regional Council,
Dubbo Airport

12:20 **Understanding the Strategies of JetGo's Airline Services and its Growth Plan**

JetGo provides a vital regular public transport network and charters flights to provide for fly-in/fly-out workforces that services nine destinations across Victoria, New South Wales and Queensland. It also recently acquired an Embraer regional jet in order to run greater long-distance routes. This session will discuss:

- How the airline has managed to compensate for a lack in demand of the fly-in/fly-out workforce following a slump in the resources boom
- Reviewing JetGo's services as a reflection of supply and demand and thus understanding how it makes route development decisions
- An analysis of JetGo's current growth plan and an overview of how regional airports can appeal to it

Paul Brederick

Managing Director Airlines,
JetGo

13:00 **NETWORKING LUNCHEON**



14:00

CASE STUDY

How the Brisbane-West Wellcamp Airport Assists Agricultural Development in Queensland

The Brisbane-Wellcamp Airport is the first privately built public airport in Australia. It also provides an important case study in regional agricultural development. This is because once a week, it freights produce straight from the Darling Downs region to Hong Kong. In effect this flight provides an important source of revenue to local farmers, providing a direct link to the Asian market. This case study will review:

- The two-year process behind planning and implementing the international route
- How this new freight route has become a vital resource by creating thousands of new jobs and bringing over 60 businesses to the Darling-Downs region
- Maintaining stakeholder engagement through monthly Enterprise Meetings

Ben Lyons

CEO,

Toowoomba and Surat Basin Enterprise

14:40

CASE STUDY

Reviewing the Return on Investment for Orange's Recent Airport Expansion

Orange airport carries between 55 000 and 60 000 passengers per year and 25 return flights per week. At the end of 2015, Orange Airport completed a \$19 million expansion with the use of Federal, State and Local Council funding. Recently, Orange City Council has proposed to continue development and create a Business Park around the airport. This case study will review:

- The process behind appealing to state and federal governments to receive funding
- How updating particular terminal facilities, such as, check-in desk, baggage carousel, nearby parking lot, and coffee shop, has improved customer opinion
- How stakeholder engagement assisted in the previous re-development process and how it's expected to support future development
- Plans for the future Business Park and how it's expected to improve revenue

Chris Devitt

Director Technical Services,
Orange City Council

15:20

Strategies for improving regional airport profitability: Are passengers willing to pay for integrated air bus services?

By focussing on the strategic management of integrated transport based on the concept of mobility as a service, regional airports can significantly grow patronage by offering more integrated services. The public ground transport experience will therefore not only impact on the perceived flight product quality but also on other products along the aviation value chain. This session will review a study that observes:

- The value of integrated planning and management efforts such as joint timetabling and joint pricing to get a competitive advantage over other airports and thus increase demand
- Case studies in regional NSW which demonstrate the willingness to pay for integrated add-ons to scheduled regional air services.

Dr Rico Merkert

PhD Leeds MSC TU Berlin/ NHH Bergen,
Associate Professor in Aviation Management,
University of Sydney

16:00

CASE STUDY

Solidifying Long-Term Relations between Airports and Airlines to Improve Development and Operational Outcomes

QantasLink provides one of the most comprehensive route services to regional Australia: providing for all of the country's states and Territories. It is also a committed sponsor for regional areas, encouraging tourism, education and sporting events, thereby promoting regional economies. This session will discuss:

- The role of airline versus the airport in terminal operations to understand the responsibilities of either
- How airports can better listen to airlines during development planning in order to sustain long-term relationships
- What are airlines willing to invest in?

Paul Ferguson

Airports Manager,
QantasLink

16:40

END OF DAY TWO



RAD

REGIONAL AIRPORT DEVELOPMENT 2017

- Main Conference:
21-22 March 2017
- Workshops:
20 March 2017
- Venue:
**Swissotel Sydney,
Australia**

Register Early & Save!

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- EMAIL registration@iqpc.com.au
- WEBSITE www.regionalairports.com.au
- MAIL IQPC, Level 6, 25 Bligh Street,
SYDNEY NSW 2000

STANDARD PACKAGES	SUPER EARLY BIRD *Register & pay before 16 December 2016	EXTRA EARLY BIRD *Register & pay before 10 February 2017	STANDARD PRICE
Conference + 3 Workshops	SAVE AUD \$1,150 \$4,049 + GST = \$4,453.90	SAVE AUD \$350 \$4,849 + GST = \$5,333.90	\$5,199 + GST = \$5,718.90
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☐ REGISTER ME for Regional Airport Development 2017 PLUS:

☐ Workshops: ☐ A ☐ B ☐ C

- * Payment not made at the time of registration will be subject to a \$99 service charge.
- * All 'Early Bird' discounts require payment at time of registration and before the cut-off date in order to receive any discount.
- * Discounts do not apply to vendors/solution providers. IQPC reserves the right to determine who is a vendor.
- * Any discounts offered (including early bird and team discounts) are subject to availability and require payment at the time of registration.
- * All discount offers cannot be combined with any other offer.

- ☐ Please send me _____ set(s) of AUDIO COMPACT DISCS and PRESENTATIONS CD at \$878.90 (\$799 plus GST) or \$603.90 (\$549 plus GST) Presentations CD only
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**Book early for HUGE
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**Book as a TEAM,
save & benefit as a team.**

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IQPC recognises the value of learning in teams. Take advantage of one of these special rates:

- 1 Register a team of 2 to the conference at the same time from the same company and receive a **5% discount**
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- 3 Register a team of 4 or more to the conference at the same time from the same company and receive a **15% discount**
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- 6 Ask about multi-event discounts. Call +61 2 9229 1000 for more details

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WHERE & WHEN?

WHERE

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**Swissotel Sydney
68 Market St,
Sydney NSW 2000,
Australia**

P: +61 2 9238 8888

W: www.swissotel.com

WHEN?

Main Conference:
21 - 22 March 2017
Workshops:
20 March 2017

HOW TO REGISTER

To reserve your place at Regional Airport Development 2017, call IQPC on 02 9229 1000 or email registration@iqpc.com.au. For more information email enquire@iqpc.com.au

ACCOMMODATION

Swissotel Sydney is the official venue for Regional Airport Development 2017, and we have negotiated special rates for attendees of this event.

To take advantage of these rates, contact the hotel and quote: IQPC or go to www.regionalairports.com.au and click on the Venue and Accommodation page for a direct link to rates.

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* (Not available for service providers) ** (No discounts can be applied)

NOTE: PAYMENT IS DUE WITHIN 7 DAYS FROM REGISTRATION TO SECURE YOUR PLACE. Registrations received without payment or a Government PO will incur a processing fee of \$99+GST = \$108.90 per registration. Payment prior to the conference is mandatory for attendance. Payment includes lunches, refreshments, a copy of conference presentations via FTP website or workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken and processed. This card will be refunded once alternate payment has been received.

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Any information provided by you in registering for this conference is being collected by IQPC and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about IQPC events and services. By supplying your email address and mobile telephone number you are agreeing to IQPC contacting you by these means to provide you further information about IQPC products and services. From time to time IQPC may share information from our database with other professional organisations (including our event sponsors) to promote similar products and services. Please tick the box below if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please contact our Database Integrity Maintenance Department, Level 6, 25 Bligh Street, SYDNEY NSW 2000. Alternatively, email database@iqpc.com.au, call 02 9229 1028 or fax 02 9223 2622.

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