

# Airport Masterplan Management 2010

thinking and operating as a business

[www.airportdevelopment.com.au](http://www.airportdevelopment.com.au)

## Take Away Key STRATEGIES for:

- Optimising your Masterplan to **turn your airport into a commercial asset**
- **Diversifying income and ensure a high ROI** with a clear business development strategy
- **Understanding your funding options and liabilities** when considering various expansion developments
- Addressing technical aspects to **ensure technical and regulatory compliance**

### FACT

- **Funding** and the **rising cost** of capital are still a **barrier to development proposals**
- Inadequate capacity and a **lack of services mean a struggle to capitalise** on increasing air travel
- Developing a **comprehensive Airport Masterplan** is crucial to the efficient and **profitable operation** of an Airport

### The Masterclass Format ... What it Means for YOU?

- The interactive setting means that **YOU can guide discussion** among a room of industry peers
- Cut to the **CORE ISSUES** and question you wanted answered
- **ONLY 1 day** out of the office
- **INTIMATE** group setting to address your expectations and enhance your learning requirements and experience
- Be confident in **SHARING** your **KNOWLEDGE** with the group

“The key ingredient to successful airport development is relationship building between all relevant stakeholders including government.”

Kevin Pettingill, Executive Manager Technical and Development Services,  
SHIRE OF DERBY/WEST KIMBERLEY,  
Operators of the Curtin Domestic Aerodrome and Derby Airport

Winner Economic Development Australia Award 2007 (Partnerships Award)



### Your Facilitator

Bill Burke, CEO,  
Mildura Airport

**Perth: 3 August 2010**  
**Sydney: 17 August 2010**

**Melbourne: 10 August 2010**  
**Brisbane: 31 August 2010**

Organised & Developed by:



# Airport Masterplan Management 2010

Dear Airport Manager,

**With limited funding and the rising cost of capital, both regional and commonwealth leased airports are struggling to capitalise on increasing air travel due to inadequate capacity, security screening regulations, and increasing competition on air routes from low cost carriers.**

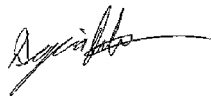
As the Federal Government continues to push infrastructure investment forward, airport owners and operators are now recognising that investment in airport infrastructure is a key factor to driving economic growth of the region.

**While management may differ** between Commonwealth Leased International Airports and Council Owned or Privately Owned Regional Airports, **the challenges for development are very clear for both.**

**Airport Masterplan Management 2010** will look at the importance of a Comprehensive Airport Masterplan in turning your airport into a commercial asset. Join your peers seeking to understand both strategic and technical aspects of master plan management to diversify income, ensure a return on investment and turn your airport into a truly commercial asset with the right risk management strategies.

Book your place now and keep up to date with the most innovative best practices, experiences and guiding principles for airport development and Masterplan management.

Kind regards,



Dajana Dikic  
Project Director  
IQPC



## ATTEND if you:

- Are responsible for **coordinating and supervising the daily operations** of the Airport
- **Oversee construction** and development projects
- **Make recommendations** for Airport operations and capital improvements
- **Ensure compliance** with local state and federal regulations
- **Formulate** annual airport **operating budget**
- **Ensure contractual compliance** for all airport tenants and activities
- **Receive and provides information** to prospective tenants for development

**“This Masterclass will help you identify commercial opportunities for implementation of your airport master plan.”**

Bill Burke, CEO, MILDURA AIRPORT

**Our recent Regional Airport Development 2010 event attracted Executive Level Management from the organisations.**

- Adelaide Airport
- Aeropelican
- Air BP
- Albury City Council
- Ambidiji Group Pty Ltd
- Arup
- Aspirion
- Australia Pacific Airports
- Ballina Shire Council
- Bankstown Airport Ltd
- Broken Hill City Council
- Bruce Rodway & Associates
- Bundaberg Regional Council
- Cairns Airport
- Central Highlands Regional Council
- Cessnock City Council
- City of Geraldton-Greenough
- Civil Team Engineering Pty Ltd
- Darwin International Airport Pty Ltd
- Department of Innovation Industry & Regional Development
- Dept of State and Regional (NSW)
- Derby-West Kimberley Shire
- District Council of Lower Eyre Peninsula
- Eurobodalla Shire Council
- Forte Airport Management
- Greater City of Bendigo
- Greater Shepparton City Council
- Greater Taree City Council
- Gryffin Pty Ltd
- Hamilton Island Airport
- Latrobe Regional Airport
- Lockhart River Aboriginal Shire Council
- LR Agencies
- Maranoa Regional Council
- Merger Market
- Middletons
- Mid-Western Regional Council
- Mildura Airport
- Newcastle Airport
- Pacific Aviation Consulting
- Parking Consultants International
- Philip Chun
- Port Macquarie-Hastings Council
- Regional Development Australia Committee
- Schreiber Hamilton Architecture
- Shellharbour City Council
- Shire of Busselton
- Shire of Carnarvon
- Shire of East Pilbara
- Smiths Detection Australia
- South Australian Tourism Commission
- Sunshine Coast
- Swan Hill Rural City Council
- Sydney Airport Corporation Ltd
- Temora Shire Council
- Tiger Airways
- Tomkins UDA Pty Ltd
- Toowoomba Regional Council
- Virgin Blue Airlines Pty Ltd
- Wagga Wagga City Council
- Warrnambool City Council

Perth: 3 August 2010  
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## Session Outline

**8:30 Workshop Registration & Arrival Coffee**

**9:00 Welcome remarks by the Masterclass Facilitator**

**9:15 Meet & Greet**

This brief session will allow all delegates to meet and greet, get an understanding of each others experience and background.

**9:30 Part 1 - Tailoring your Masterplan to Your Airport Requirements by Highlighting Your Core Strengths and Supporting Your Weaknesses**

- Optimising development that supports your current infrastructure by mapping out flight paths and height restrictions surrounding the airport
- Thinking strategically to develop realistic business recovery plans to support further development
- Analysing operational shortfalls to implement robust operational controls
- Working with the staff and management you have available

**10:45 Morning Tea & Networking Opportunity**

**11:15 Part 2 - From Strategy to Take- Off – Developing a Clear Business Development Strategy**

- Investing in development proposa that will enhance current infrastructure and support commercial shortfalls by mapping out current land occupancy
- Considering airport access points by outlining airside and landside capacity and considering appropriate land development
- Knowing what will attract buisness to your airport
- Implementing a profitable business strategy to

ensure commercial success by working with all stakeholders including Air Services Australia, CASA and Department of Infrastructure, Transport, Regional Development and Local Government (DOI)

**12:30 Lunch & Networking Opportunity**

**1:30 Part 3 – Supporting Development by Understanding Your Funding Options**

- Knowing where your airport funding is coming from
- Minimising risk with the right investment plans that will attract third party interest
- Optimising project financing and resource utilisation through innovation and improved services that demonstrate best asset use and ROI to get stakeholder buy-in
- Assessing available opportunities to create and attract new business to airports – regional versus commonwealth leased airports considerations

**2:45 Afternoon Tea & Networking Opportunity**

**3:15 Part 4 – Addressing Technical Aspects of Airport Development to Ensure Technical and Regulatory Compliance**

- Maximising opportunities with the right apron layout that will support both current and future development and expansion
- Taking into consideration current use of your airport in order to plan for future growth
- Should you implement paid car-parking systems into your airport?
- Understanding how much to charge for your services

**4:30 End of Masterclass**

## About Your Workshop Facilitator:

**Bill Burke, CEO, Mildura Airport**

Bill's Management experience is extensive and most recently drawn from the Aviation sector at a senior level in Airline operations and currently Airport Management and development.

He is currently Chief Executive of Mildura Airport Corporation, a Company formed to operate the Airport assets on behalf of Mildura Rural City Council but totally independent of the Council.

In addition to his mainstream career, he has held voluntary and elected positions in his community in Victoria, including Mayor and Councillor of his Municipality, representing Councils interests on the Board of several Statutory Authorities.

Ten years ago, Bill was approached to establish the Virgin Blue Airlines operation in South Australia and was appointed Manager taking the base from an idea and a mobile telephone to an effective viable and highly efficient operation



recognised within the Company and industry as an efficient, effective, friendly, co-operative and innovative operation. He left Virgin Blue to take up his current role.

Prior to his involvement with Virgin and coming from a Civil Engineering background, he was involved in Real Estate and major retail and commercial property investment, nationally.

Bill hold a commercial pilots licence and multi engine command instrument rating.

## Key Career Achievements:

- Establishment of the Virgin Blue Airline operations in Adelaide and being a key executive of the fledgling and developing airline with significant input to the strategic direction of the evolving business.
- Establishing a ground handling operation for International Airlines.
- Establishing a complex ground handling business as a joint venture of Patrick Corporation and Virgin Blue to service Emirates Airline. Starting from nothing and going to full operations in 10 weeks.
- Involvement in Property Development with several of the key players culminating in appointment as National Development Manager of Property for the Coles Myer Group.

# Airport Masterplan Management 2010

Perth: 3 August 2010  
Melbourne: 10 August 2010  
Sydney: 17 August 2010  
Brisbane: 31 August 2010

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- Fax (02) 9223 2622
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- Website [www.airportdevelopment.com.au](http://www.airportdevelopment.com.au)
- Mail IQPC, Level 6, 25 Bligh Street, SYDNEY NSW 2000

18879.001 18879.002  
18879.003 18879.004

### Standard Package

Early Bird Discount – Standard Pricing

\*Register and pay before 11/05/2010

SAVE \$200\*

Conference Only

\$1499 + GST = \$1648.90

\$1699 + GST = \$1868.90

- Perth: 3 August 2010
- Melbourne: 10 August 2010
- Sydney: 17 August 2010
- Brisbane: 31 August 2010

\* Payment received by IQPC prior to 5pm AEST on the cut-off date.

# Registrations received without payment will incur a processing fee of \$99 + GST = \$108.90 per registration

Register me for the **Airport Masterplan Management 2010** Masterclass

- Please send me \_\_\_ set(s) of AUDIO COMPACT DISCS and PRESENTATION CD at \$878.90 (\$799 plus GST)
- Please keep me informed via email about this and other related events

Delegate 1: \_\_\_\_\_

Position: \_\_\_\_\_ Email: \_\_\_\_\_

Delegate 2: \_\_\_\_\_

SAVE \$500 SAVE \$500 SAVE \$500 SAVE \$500 SAVE \$500 SAVE \$500  
Position: \_\_\_\_\_ Email: \_\_\_\_\_

Delegate 3: \_\_\_\_\_

Position: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Approving Manager: \_\_\_\_\_

Position: \_\_\_\_\_ Email: \_\_\_\_\_

Cheque enclosed for \$ \_\_\_\_\_ (Please make cheques payable to: IQPC)

Please charge  American Express  Visa  MasterCard  Diners Club

Credit Card Number

Amex 4 Digit Code: \_\_\_\_\_ Expiry Date: \_\_\_\_/\_\_\_\_

Name of Cardholder:(please Print) \_\_\_\_\_

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### Venue:

Cliftons Training Centre

[www.cliftons.com.au](http://www.cliftons.com.au)

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**Please note: Only one discount applies**

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4. Achieving a high profile association with key decision makers.

For more information, please contact Mike Adams on +61 (0) 2 9229 1083 or [mike.adams@iqpc.com.au](mailto:mike.adams@iqpc.com.au)

### About IQPC

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