

# NETWORK

THE MAGAZINE FOR AUSTRALIAN AIRLINES STAFF

## WE'VE CHANGED!

**AUGUST 4, 1986: This is the day our airline made the historic name change from TAA to Australian Airlines.**

The change is not only in the air – its on the ground, on aircraft and most importantly, it shows on people's faces.

At the weekend, thousands of items carrying the Australian Airlines logo, ranging from skyscraper signs to swizzle sticks, were moved into place ready for use.

This was the culmination of 105 hectic days by countless staff members since the name change was approved.

With the physical changes now made, the major marketing objectives of Australian Airlines can be implemented.

The objectives are two-fold: 1) to obtain a better share of the high yield business market, and 2) to be involved in market development and aggressive competition in the non-business and inbound international markets.

Indeed, the launch of Australian Airlines, based on the extensive MOJO advertising campaign, provides the greatest marketing leverage our airline has ever had.

The advertising campaign started on July 7 when 24-sheet posters, like those pictured, were erected at more than 100 sites in major metropolitan areas.

This included billboards in Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Albury, Wagga Wagga, Cairns, Townsville, Mackay, Rockhampton, Mt Isa, Tasmania and Darwin.

This was supported by a 15-second "transitional" television commercial featuring a butterfly chrysalis which ran from July 21 until the launch.

From August 4, the new poster "Now there's an airline all Australians can proudly call their own" replaced the old posters on billboards.



This poster (featured in your last edition of Network) also was used as a double page colour wrap-around in newspapers around the country.

Also launched was the longer 30 second Chrysalis-to-Plane television commercial which runs through to the end of August.

From mid-September, the television commercials you have seen in the last staff video (the grandfather and the young lovers) will be broadcast until the end of November.

General Manager Mr James Strong said the advertising campaign was a vital element in rebuilding the airline's new image.

"We have the reputation of a well established and operationally sound airline; now we need to lift the market image of the style of the airline," Mr Strong said.

"Our new advertising campaign will help achieve this. It is designed to bring out in our image the message which says this is an airline which cares about people.

"The style of the third phase advertisements is warm and emotional. They focus on the people who travel with Australian Airlines, the people who work for Australian Airlines and as will be obvious, one of the greatest reasons to fly (I need to say I love you face to face!)," he said.



# staff package

Australian Airlines' 8500 staff members have each received a special commemorative launch package to mark the birth of our "new" airline.

All staff will be known as Formation Members of Australian Airlines and have received a personal embossed certificate which signifies the historic corporate name change.

The flagship of Australian Airlines will be the new B737-300 which arrived in Australia on Monday. So that staff in every division of the airline are aware of the superior features we are offering our passengers, each staff member will receive a familiarisation flight on the aircraft.

The familiarisation voucher in your Australian Airlines kit can be used for one return flight from your home port to the nearest capital city and return.

This will give every staff member a chance to gain first hand experience of our technologically-advanced aircraft.

Also in the kit, will be a t-shirt specially manufactured for the launch day.

(A range of Australian Airlines leisure-wear garments are at present being viewed and should be available for sale to staff members later this year.)

Just what impact the name change will have in the marketplace will be outlined in the glossy brochure "I'm Impressed" which has been designed by our advertising agency Mojo.

The brochure, which you should have seen previewed on the recent staff video, also is being distributed to valued clients of Australian Airlines throughout the world.

Last but not least, a couple of Australian Airlines badges were enclosed in the staff package, and from the enquiries directed to the public relations department we know every staff member is eager to wear the kangaroo close to their heart!

And don't forget your special First Day Poster inside this colour issue of Network. Why not hang it at home or around the office!



**AUSTRALIAN**  
&  
*proud of it!*

**I'm a  
proud  
AUSTRALIAN**



**AUSTRALIAN  
AIRLINES**

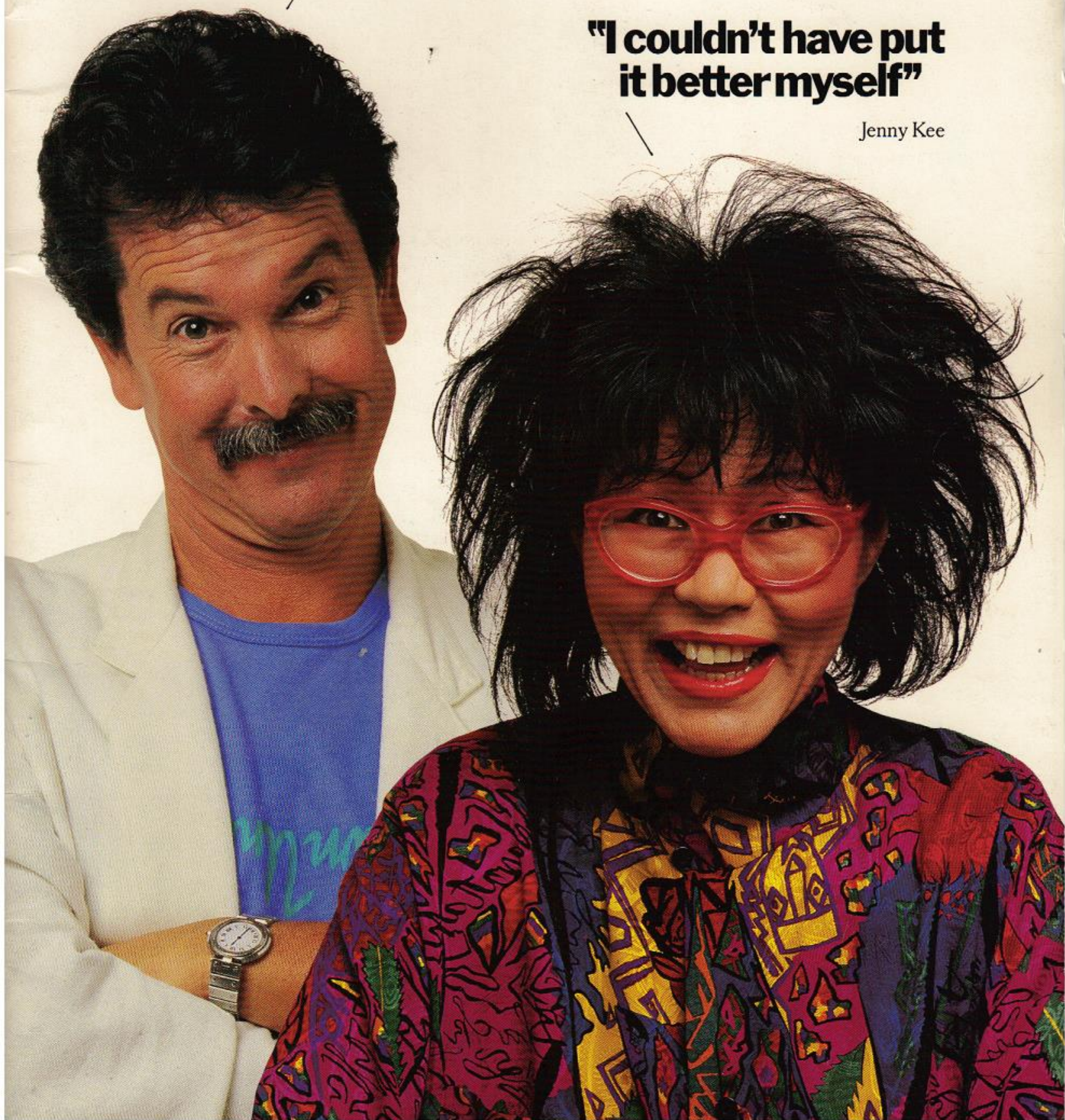


**"I'm impressed"**

Ken Done

**"I couldn't have put  
it better myself"**

Jenny Kee





You may not like what we're going to say here. But it needs to be said. We're told by our nation's leaders that Australia needs to pull its socks up.

That the quality of what we do has to rise or our standard of living will fall.

This single fact of life is the reason for everything we're doing now.

Our airline was already one of the finest in the world.

It would have been easy for us to paint the planes a new colour and leave it at that.

It would have been easy to change our name without really changing much else.

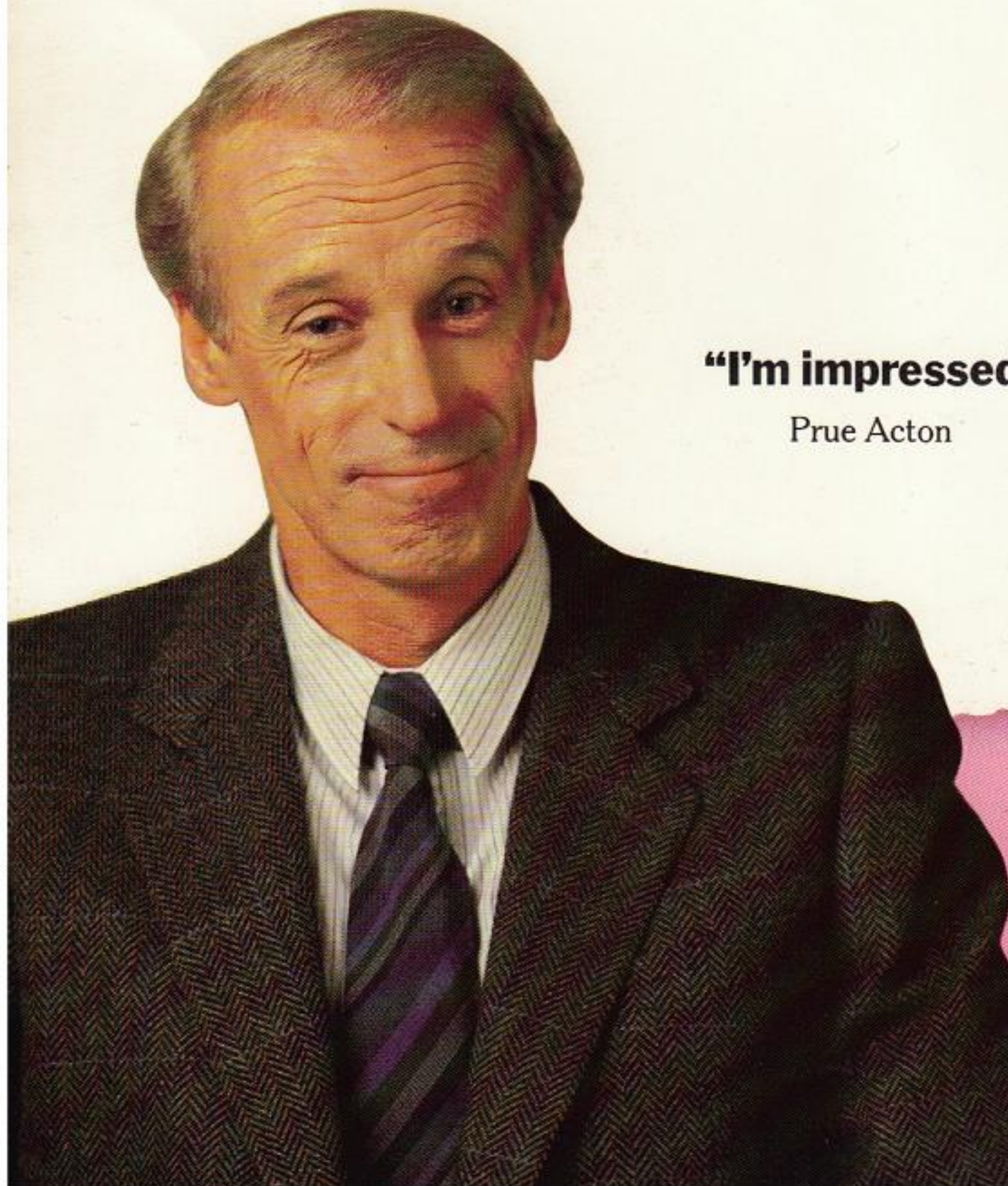
It would have been easy.

And stupid.

Because Australia faces difficult

**"I'm impressed"**

Bob Ansett



**"I'm impressed"**

Prue Acton



challenges in the months and years ahead.

If we all sit around waiting for someone else to tackle the problems, they'll only get worse.

It's up to you.

It's up to us.

If the country is going to be great, we have to be great, every one of us.

And by heck, this airline is proving it can be done.

We've studied every aspect of our operation.

We've retained the things that were excellent and scrapped the things that weren't.

In their place, we're introducing not just new facilities but a whole new attitude.

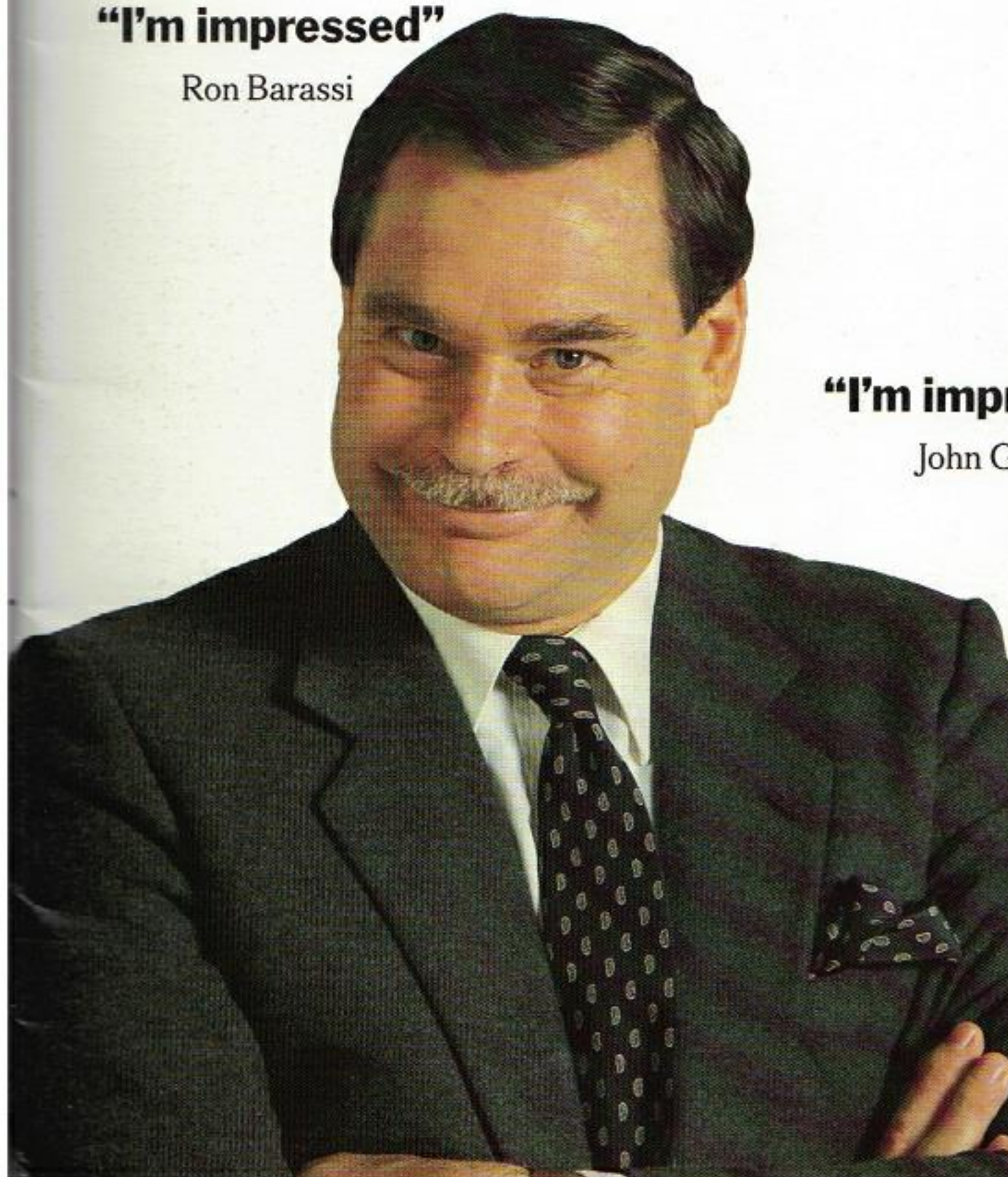
This airline belongs to the nation.

So we've adopted the nation's name.

And we are committed to treating that name with pride.

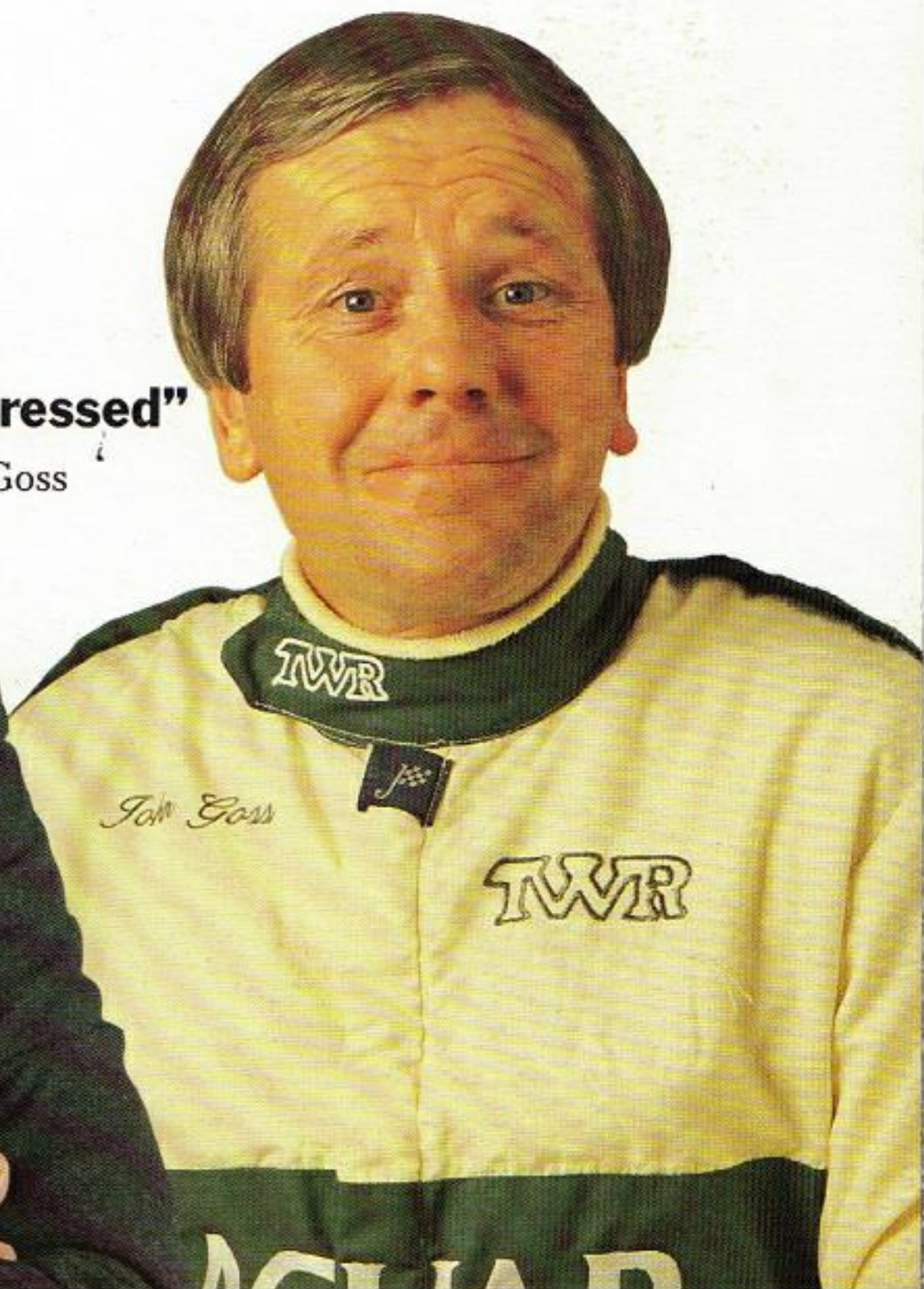
**"I'm impressed"**

Ron Barassi



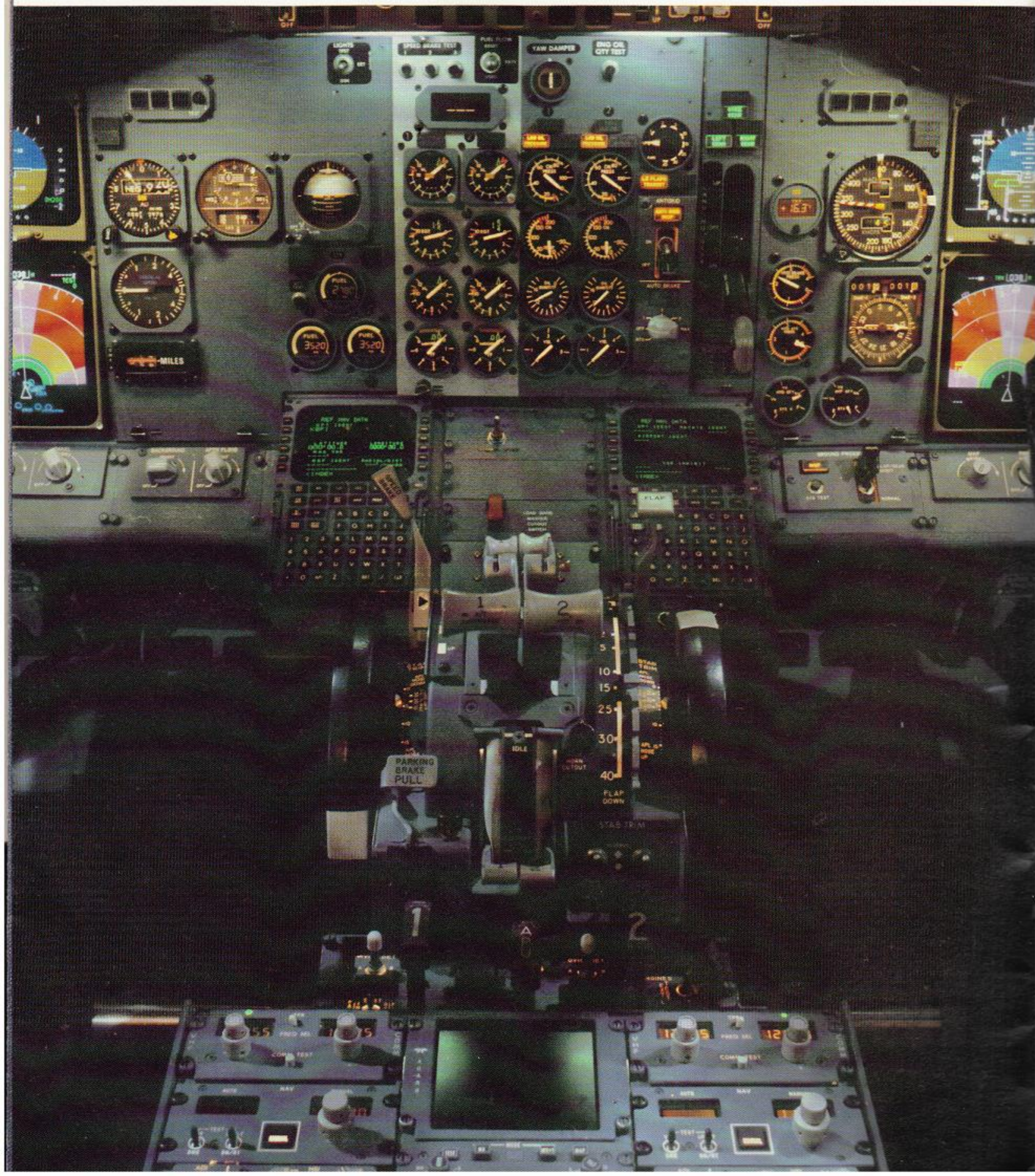
**"I'm impressed"**

John Goss





# Aircraft other airlines ar



# so good, they're copying them.

Talk is cheap.

It takes more than talk to make a truly great airline.

There's an old expression that says "put your money where your mouth is".

We have.

We've committed a thousand million dollars to new aircraft alone.

Aircraft built to our own demanding specifications.

They're so advanced, other airlines

are copying them.

No wonder.

This airline was the first in the world to specify advanced technology, such as the Electronic Flight Instrumentation System in the B737s.

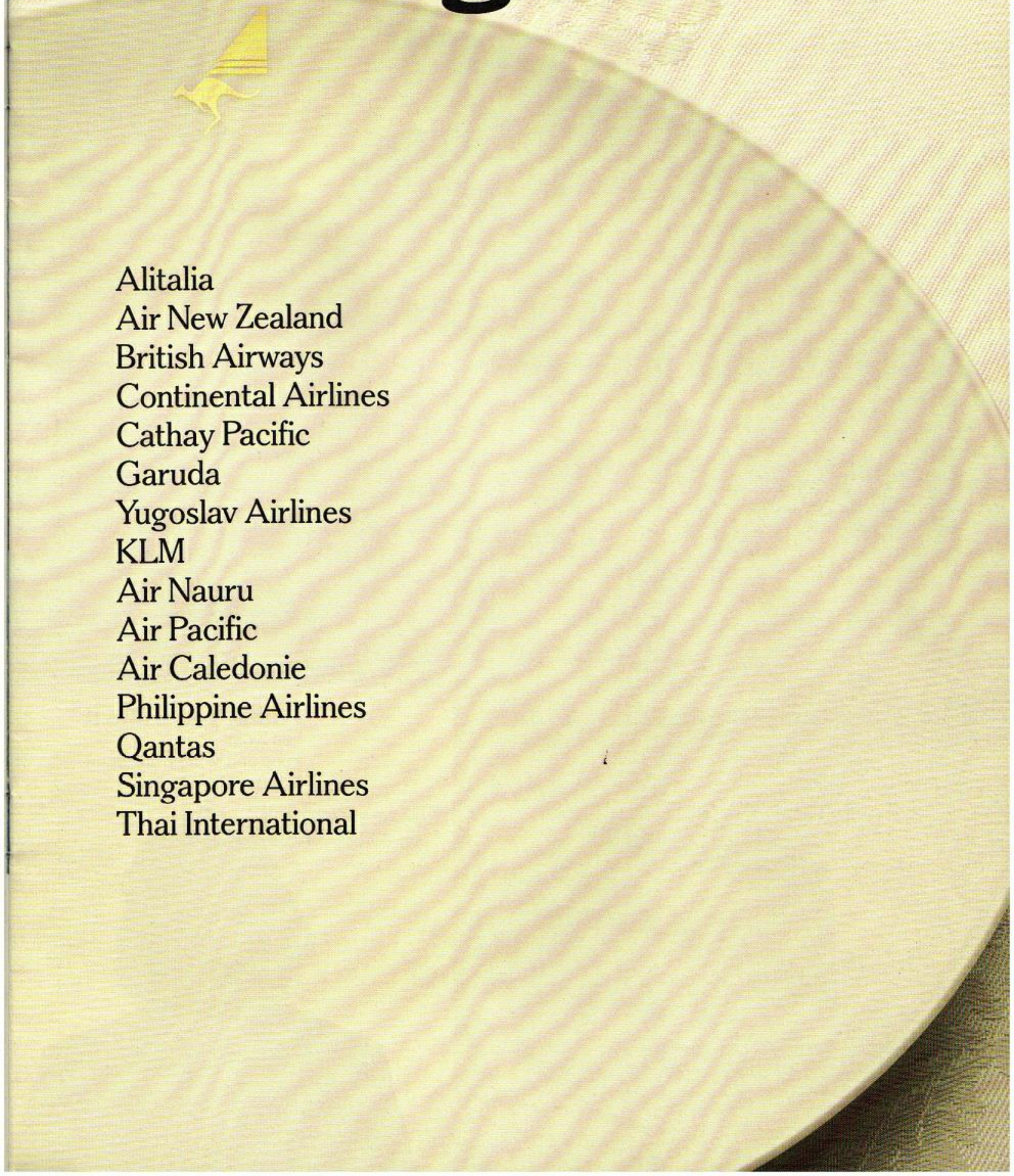
Boeing, the makers of our aircraft, were obviously impressed by our specifications.

They've incorporated them into over 120 other aircraft sold to other airlines!

**"We're impressed"**

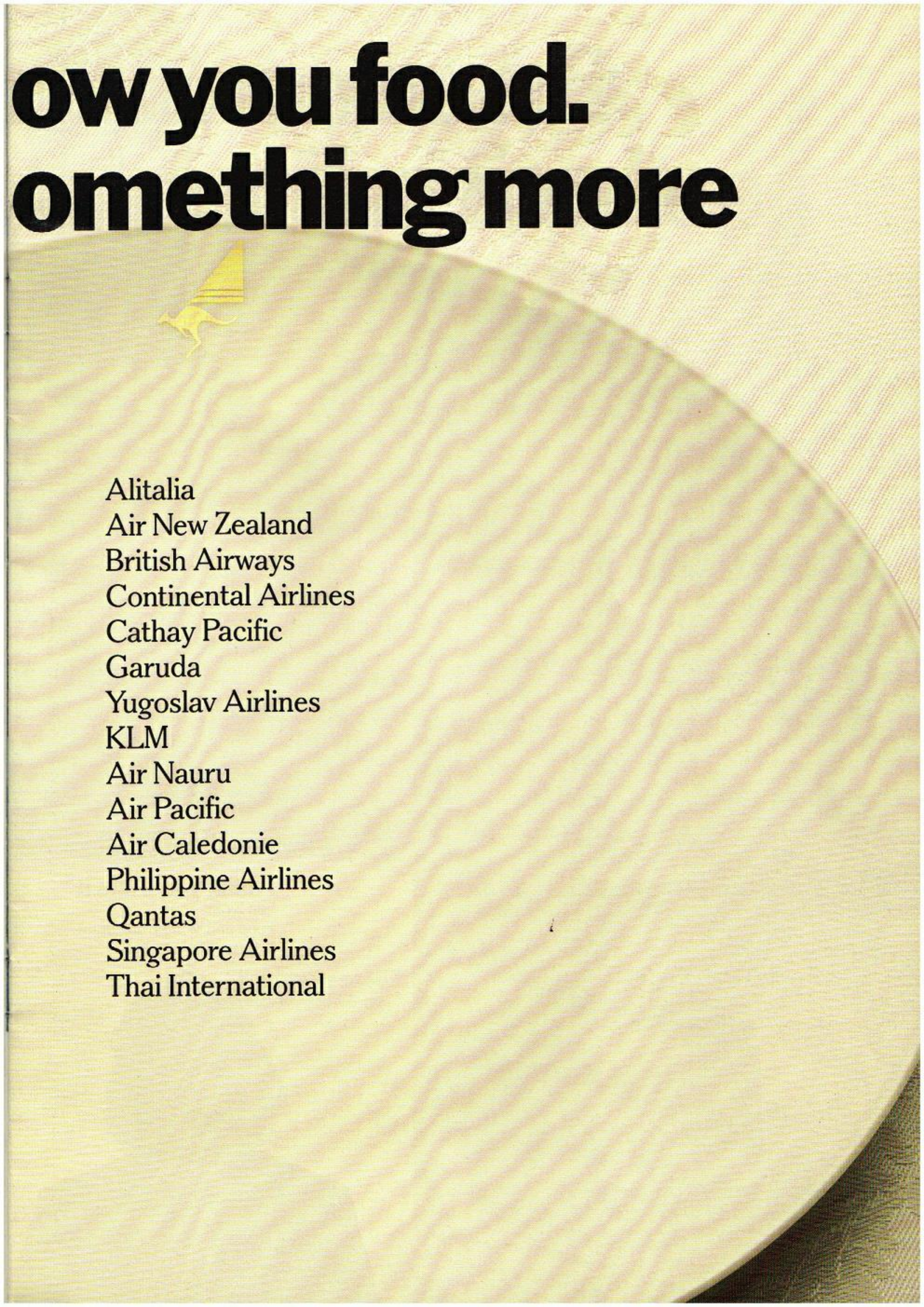


# ow you food. omething more



Alitalia  
Air New Zealand  
British Airways  
Continental Airlines  
Cathay Pacific  
Garuda  
Yugoslav Airlines  
KLM  
Air Nauru  
Air Pacific  
Air Caledonie  
Philippine Airlines  
Qantas  
Singapore Airlines  
Thai International

# ow you food. omething more



Alitalia  
Air New Zealand  
British Airways  
Continental Airlines  
Cathay Pacific  
Garuda  
Yugoslav Airlines  
KLM  
Air Nauru  
Air Pacific  
Air Caledonie  
Philippine Airlines  
Qantas  
Singapore Airlines  
Thai International

# On second thought decided to show

The last of the tax-free lunches  
– as served in Business Class.



This is a First Class snack.  
Wait until you see the meal!



Even our Economy meals  
are first class.



**"I think you'll like it"**

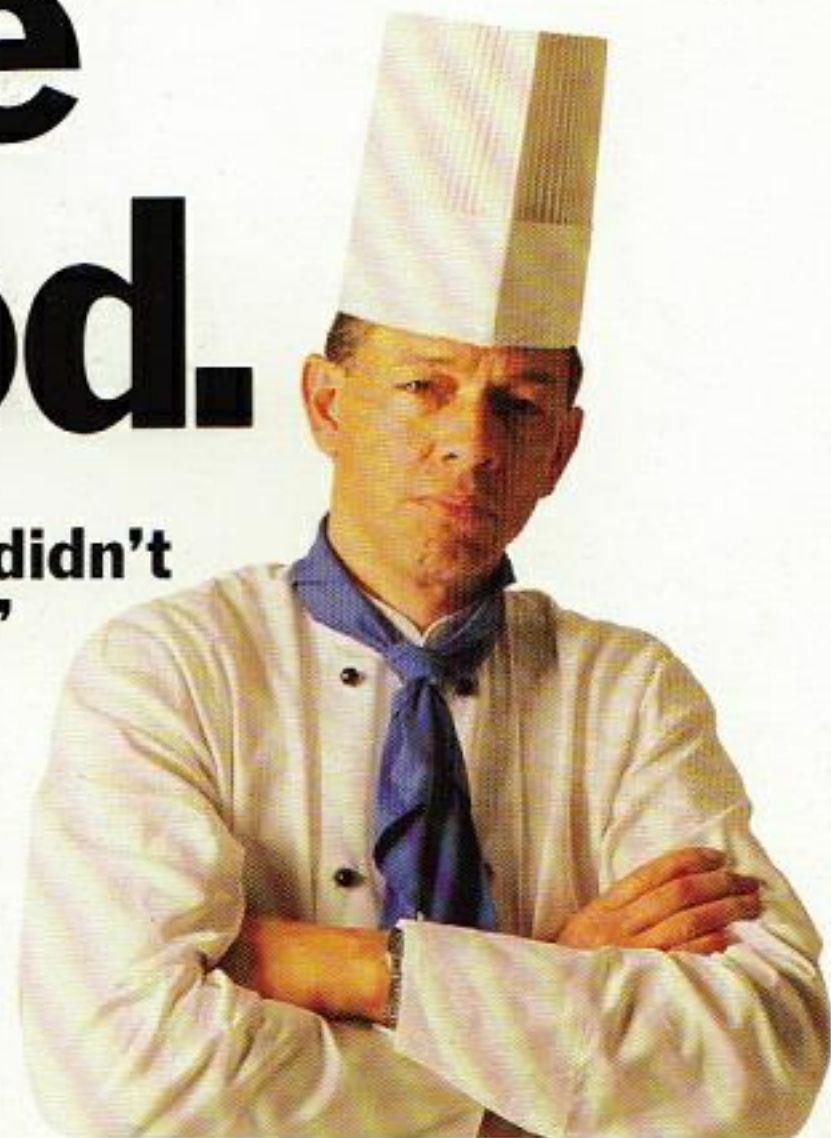
Len Evans  
Food and Wine Consultant  
to Australian Airlines



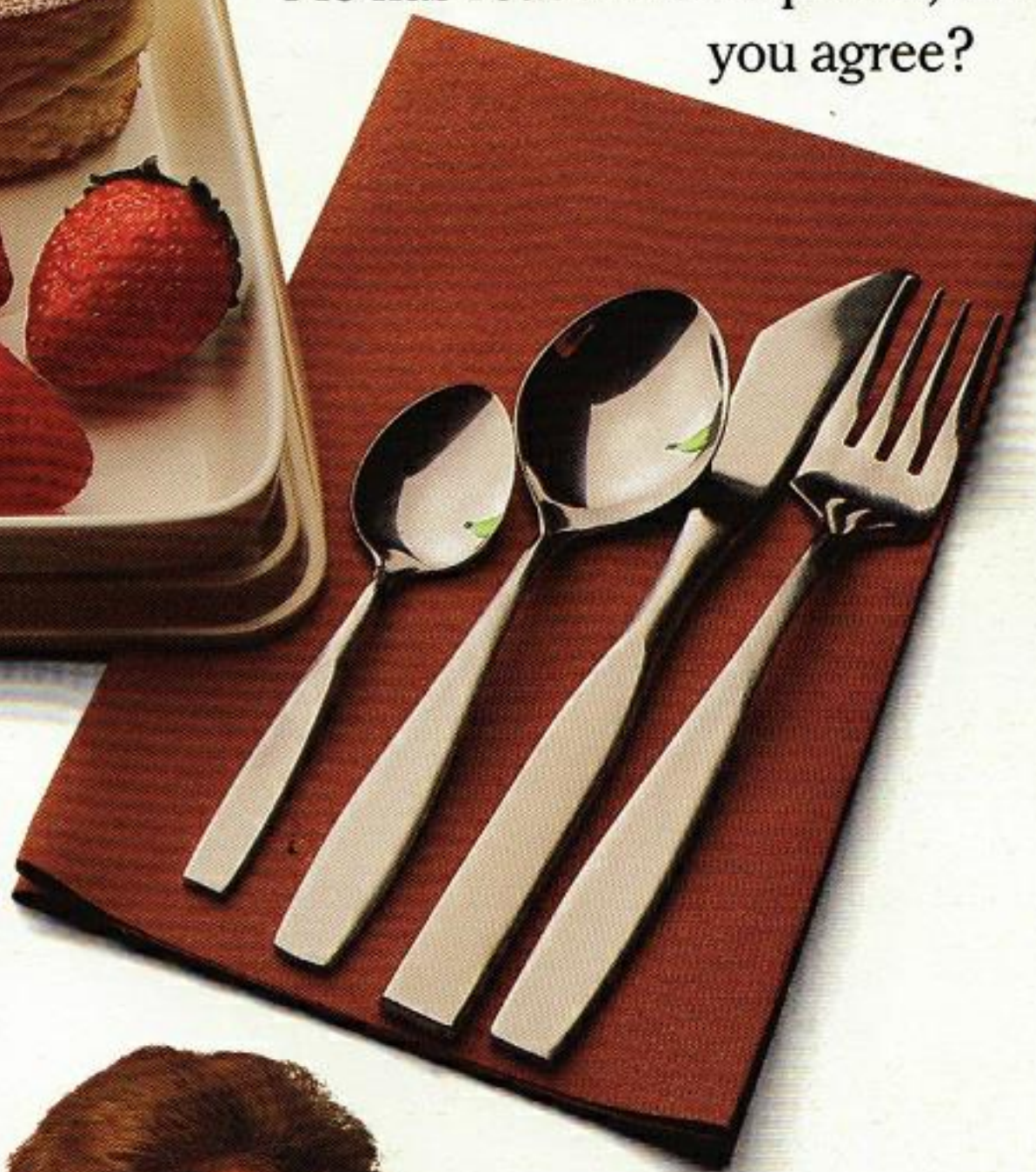
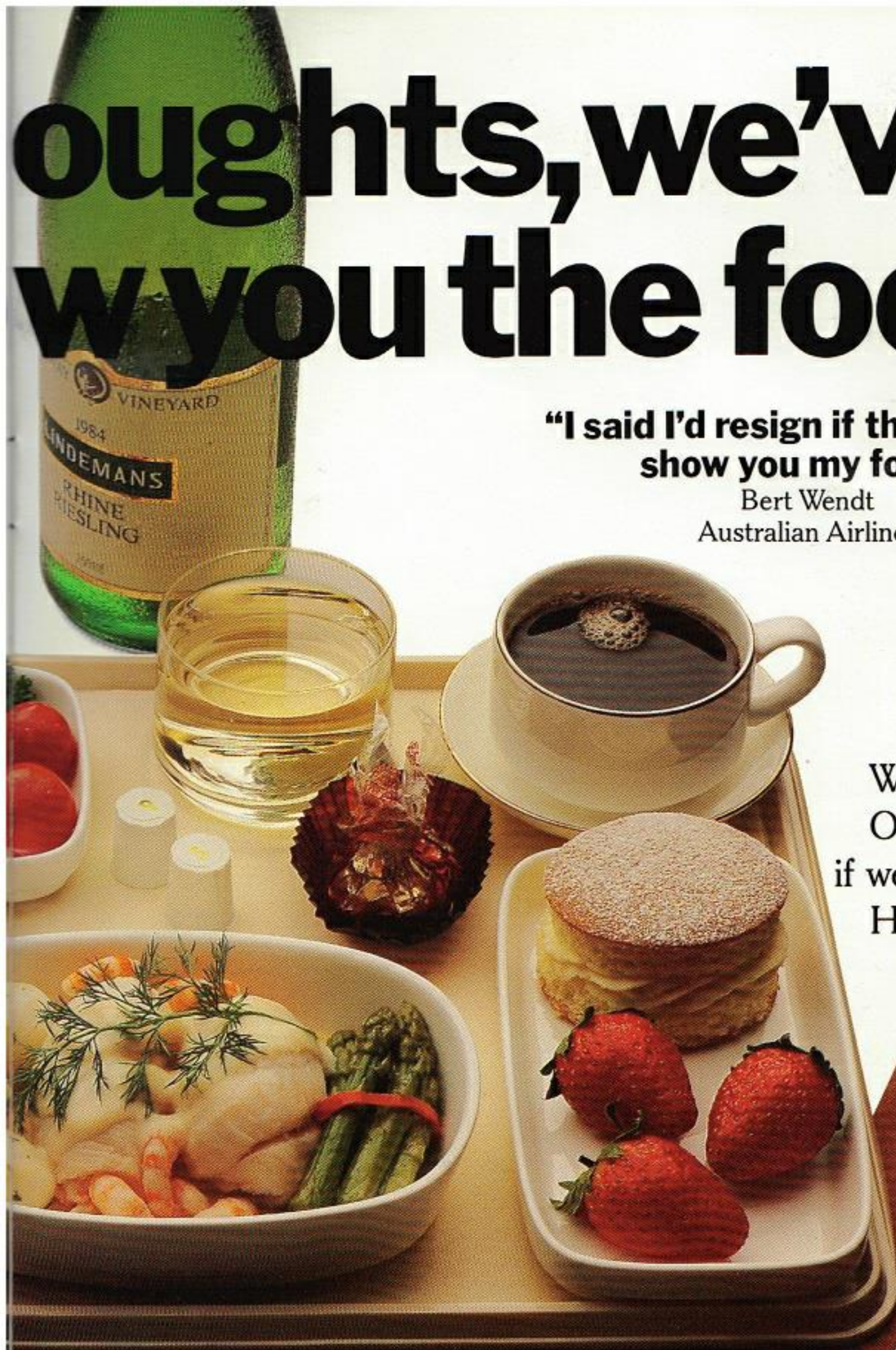
# oughts, we've w you the food.

**"I said I'd resign if they didn't  
show you my food"**

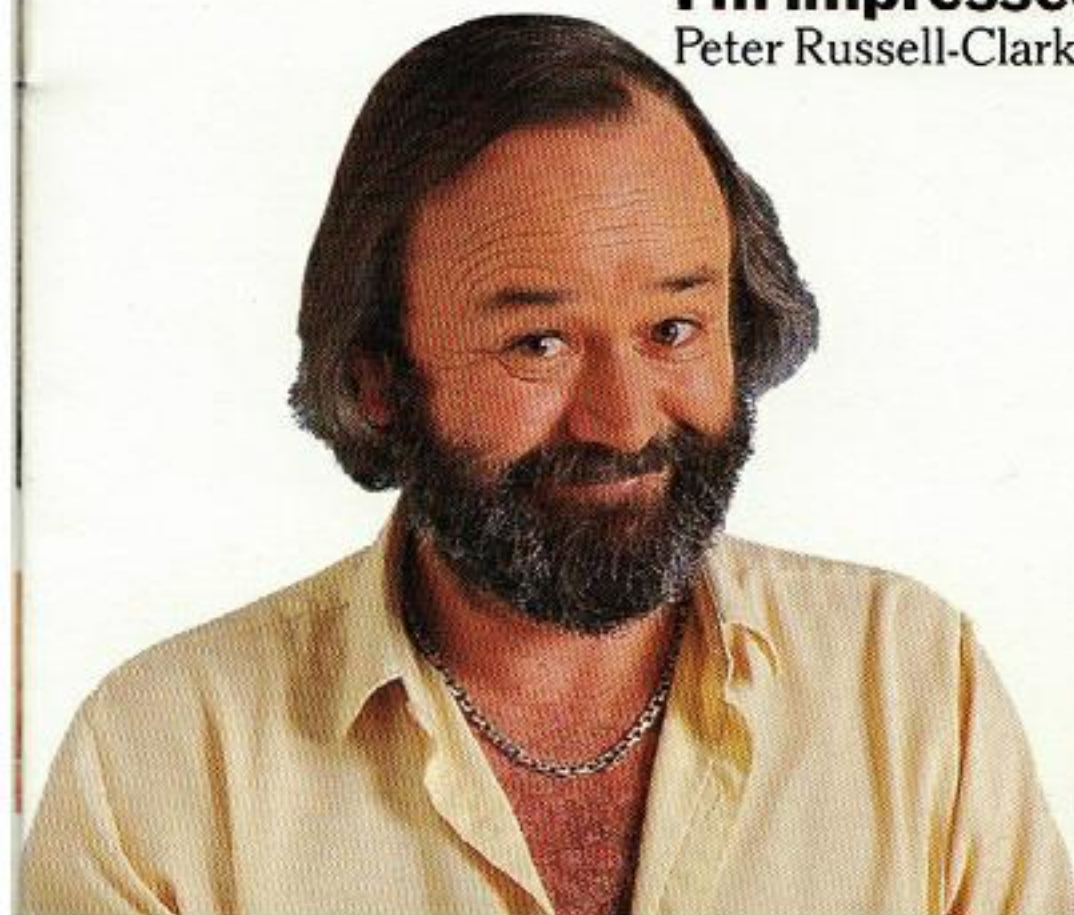
Bert Wendt  
Australian Airlines



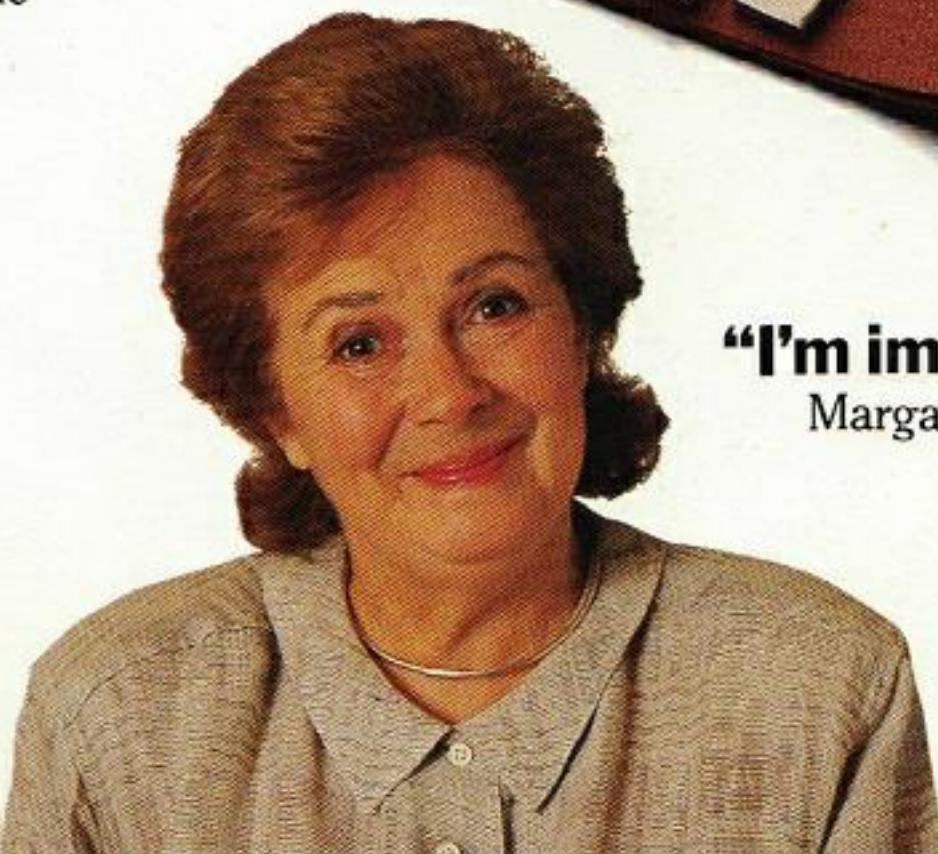
We couldn't help it.  
Our Chief Chef said he would resign  
if we didn't show these typical meals.  
He has reason to be proud, don't  
you agree?



**"I'm impressed"**  
Peter Russell-Clarke



**"I'm impressed"**  
Margaret Fulton



# 8,600 unsung heroes.



We're a funny lot in this country.

We often don't know how good we are until the rest of the world tells us.

They knew about Rob de Castella long before we did.

We'd never heard of Craig Johnston until the Poms made him a soccer superstar.

Alan Jones had to become a world racing champion before we even remembered his name.

And right here at Australian

Airlines, we have 8,600 people the rest of the airline world thinks are wonderful.

Our people are so highly trained, they've given us a world-wide reputation for reliability and quality.

But ultimately, it takes something more than training to create a truly great airline.

It takes personal commitment.

At Australian Airlines, 8,600 people are committed to the most exciting event in Australian aviation history.





# Our amazing new Even Ricky Ma



You could fly every airline in Australia but you wouldn't find a seat nearly as good as this.

No ifs, buts or maybes.

Other airlines have first class seats. But only Australian has a First Class seat designed to international standards.

It's indulgently wide.

It's decadently deep.

And it's even upholstered in a plush velour of genuine mohair!

It also does one other significant thing.

It makes the first class seats on other airlines seem decidedly second class.

**First Class. It was good.**

**Now it's magnificent.**

On our new Boeing 737s, you will enter a fixed First Class cabin that is simply the best this country has ever seen.

# w 1st class seat. y is impressed.

Without any exaggeration, it's the ultimate in luxury travel.

A continuing program of refurbishment is bringing all our aircraft up to the same level of excellence.

It's not just First Class.

It's international class.

Quite frankly, anyone who isn't travelling Australian isn't really travelling First Class at all.

**"I'm impressed"**



# The facts of bu and v



# Business in black white.

Only one airline in Australia has a true Business Class.

Is that an exaggeration?

Far from it.

There are 150 Business Class flights on Australian Airlines every day, to every capital city.

The only other airline to offer what they call business class has just four flights a day. (That's right, four.)

That's not business.

That's a joke.

## **Making business a pleasure.**

Your life is easier from the moment you enter the terminal.

You use the First Class check-in.

You have an increased baggage allowance.

And things get even better as soon as you step aboard.

You're seated in a separate cabin section.

You enjoy a free bar service and specially prepared food.

At the end of your journey, you get priority disembarkation.

And so does your luggage.

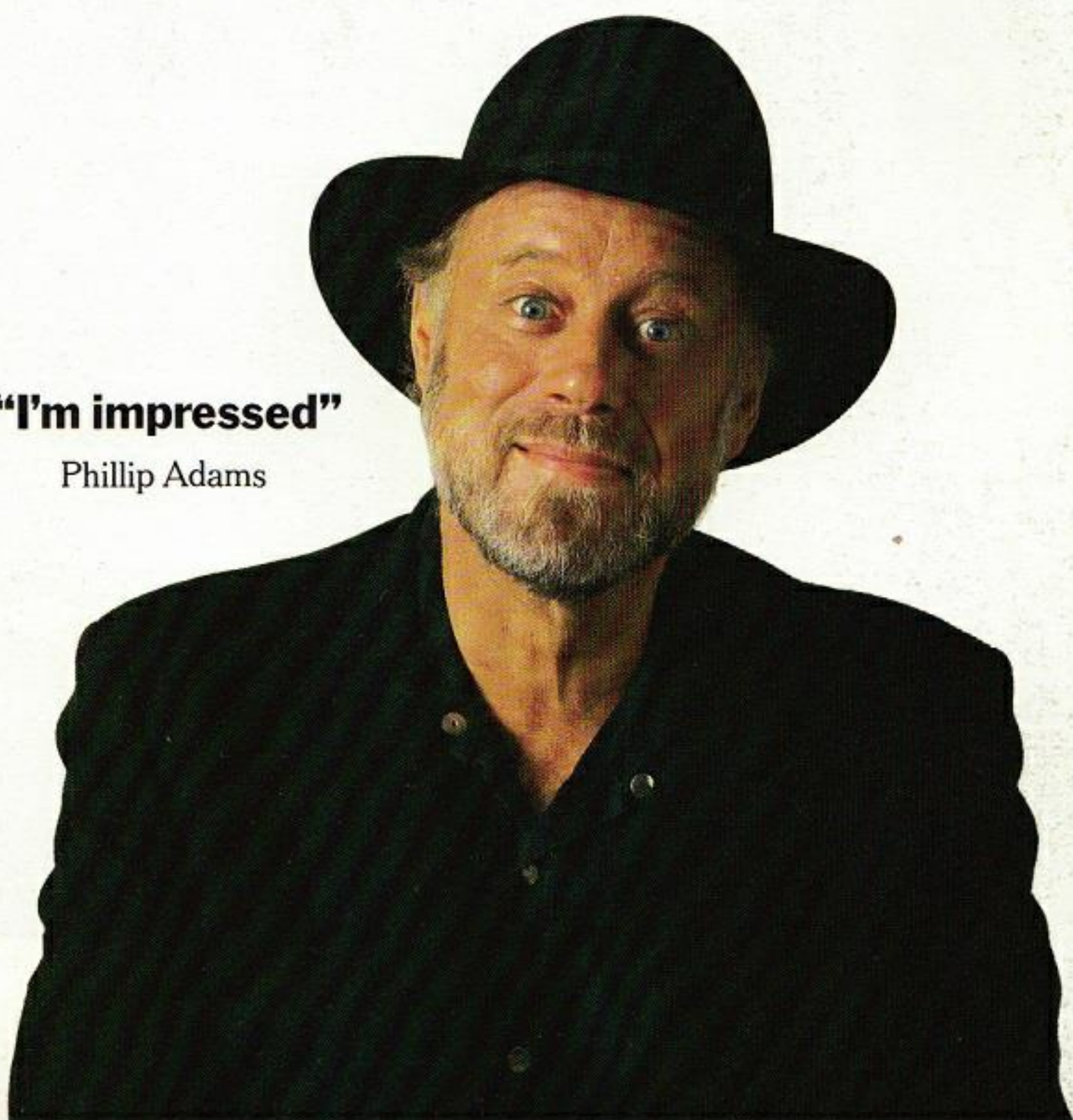
You could be forgiven for expecting all this to cost quite a bit extra.

It doesn't.

It's just 15% above the economy fare.

**"I'm impressed"**

Phillip Adams



**It's like having R  
the price of yo**



# ambo negotiate ur hotel room.

When you travel on interstate business, you soon learn a painful lesson.

You learn that big business gets big corporate discounts on hotels and rental cars.

Everyone else gets absolutely no favours. Well, now you don't need any favours.

All you need is something called a Bizpak and you'll get the same kind of savings as the big boys.

Because Australian Airlines has used its muscle to negotiate special rates for you with Hertz and leading hotels in

all States.

## **No restrictions.**

It doesn't matter how often or how rarely you fly.

Nor does it matter whether you fly first, business or economy class.

As an Australian Airlines passenger, you simply tell us what you want and we'll put the whole Bizpak together for you.

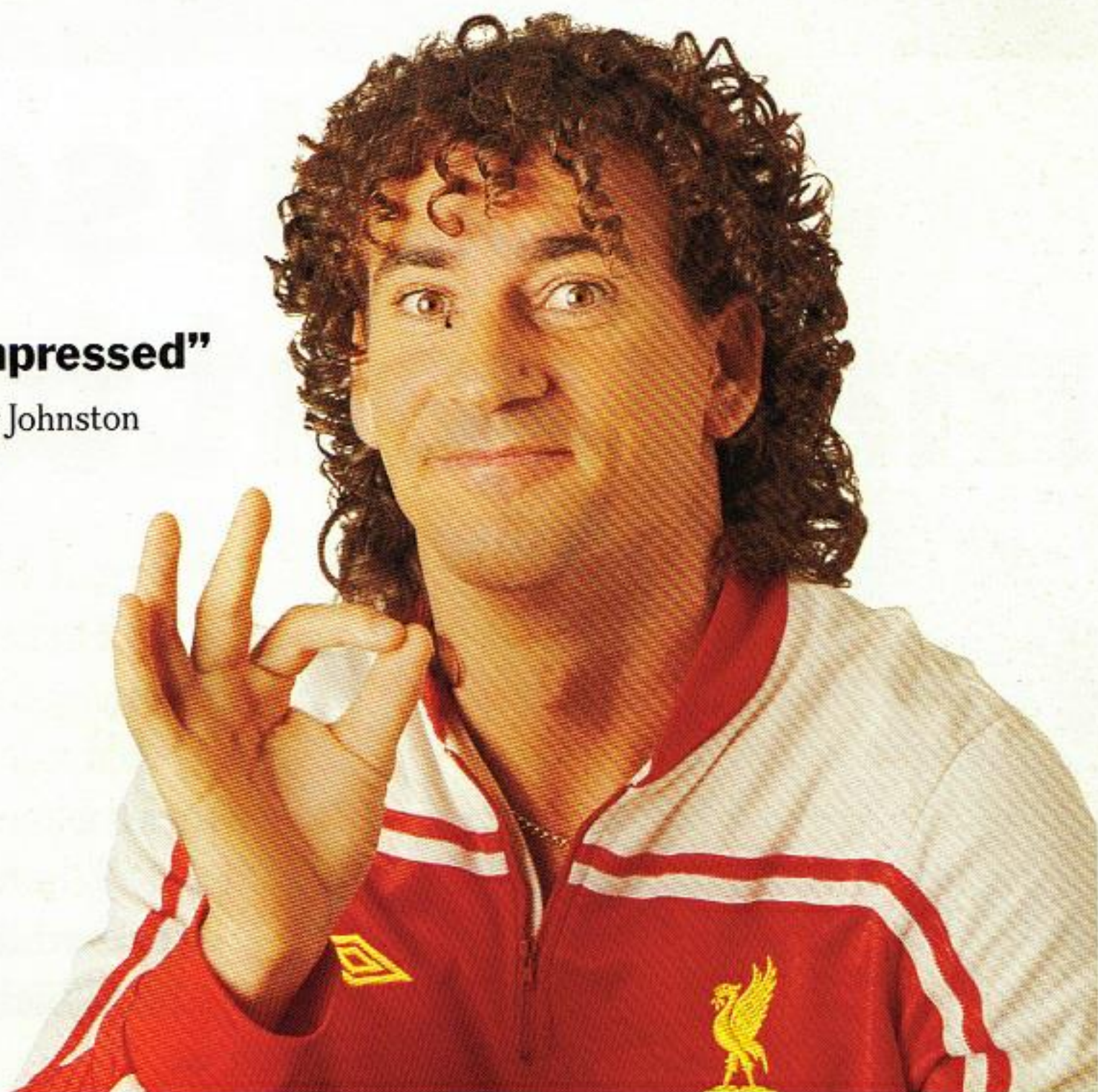
When the time comes to fly, everything will be booked and waiting for you.

It doesn't take muscle.

Just a phone call.

**"I'm impressed"**

Craig Johnston





# A club so good, may want to miss t

The Flight Deck Club isn't just a fancy lounge.

It's a club in every sense of the word. If you're a frequent traveller, you'll bless the day you became a member.

Here are some of the facilities that make Australian Airlines a very civilised way to fly.

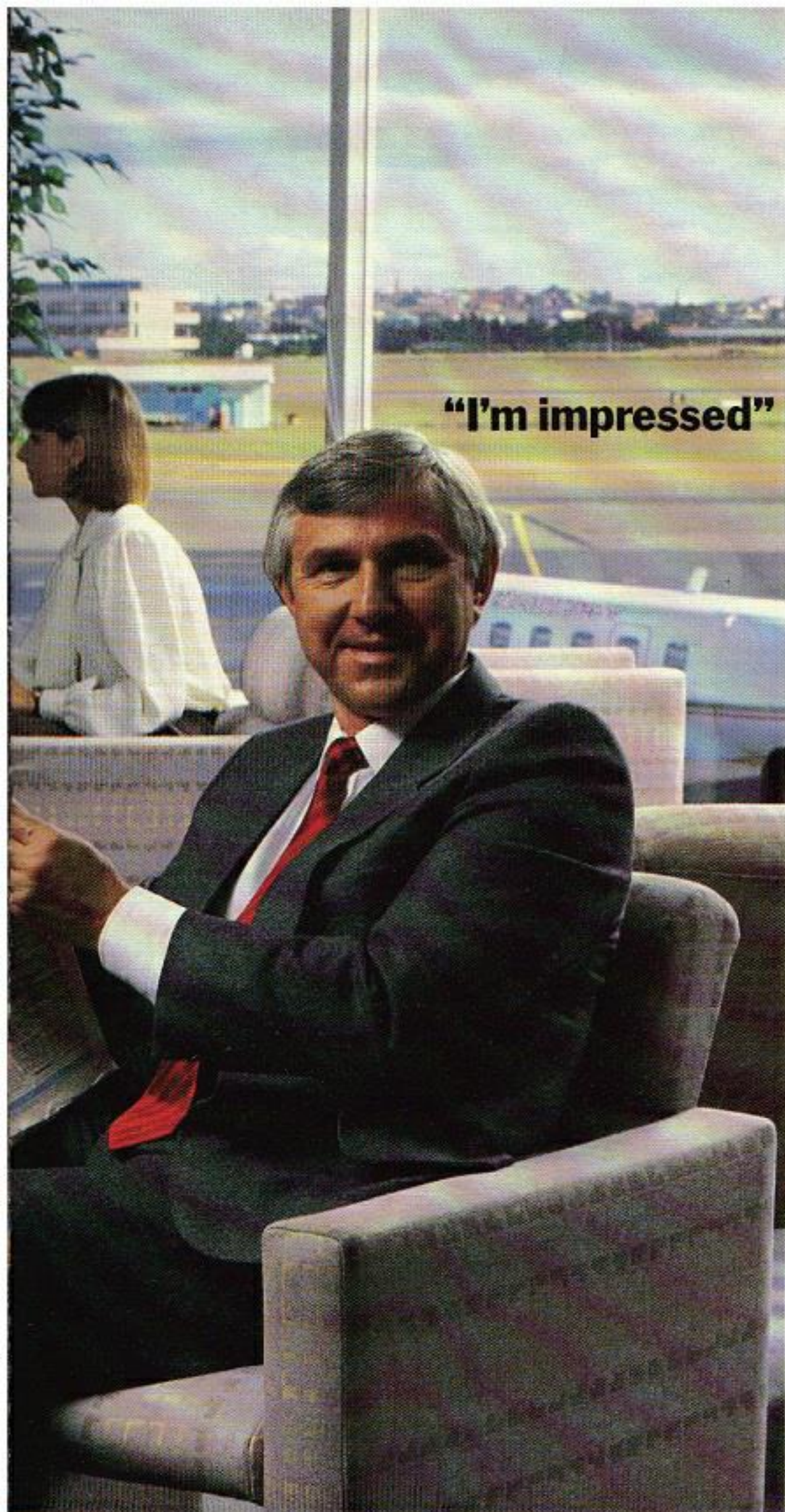
**"Forget the plane, I'm staying here."**

The moment you enter the club room, you'll breathe a sigh of relief.

You'll walk into a tranquil environment where everything is taken care of.

Where the only thing you're ever expected to do is relax.

Which won't be difficult because



**"I'm impressed"**

**Some of the pleasures you'll enjoy  
as a Flight Deck member.**

Priority baggage handling.

Computerised "personal profile" so  
all your special requests are automatic-  
ally taken care of.

Preferred seating.

Private work areas in the club  
lounge. Even conference rooms.

Free telephone.

Free stationery.

Even free postage.

Facsimile machines.

Your choice of national and intern-  
ational newspapers and magazines.

Newscan monitoring and AAP/  
Reuters financial information terminals  
in Sydney and Melbourne.

And, of course, at no time will you  
go hungry or thirsty.

Above all, as a member of The  
Flight Deck Club, you can do something  
that is becoming increasingly difficult  
these days.

Travel in style.

**you  
he plane.**

the facilities are frankly luxurious.

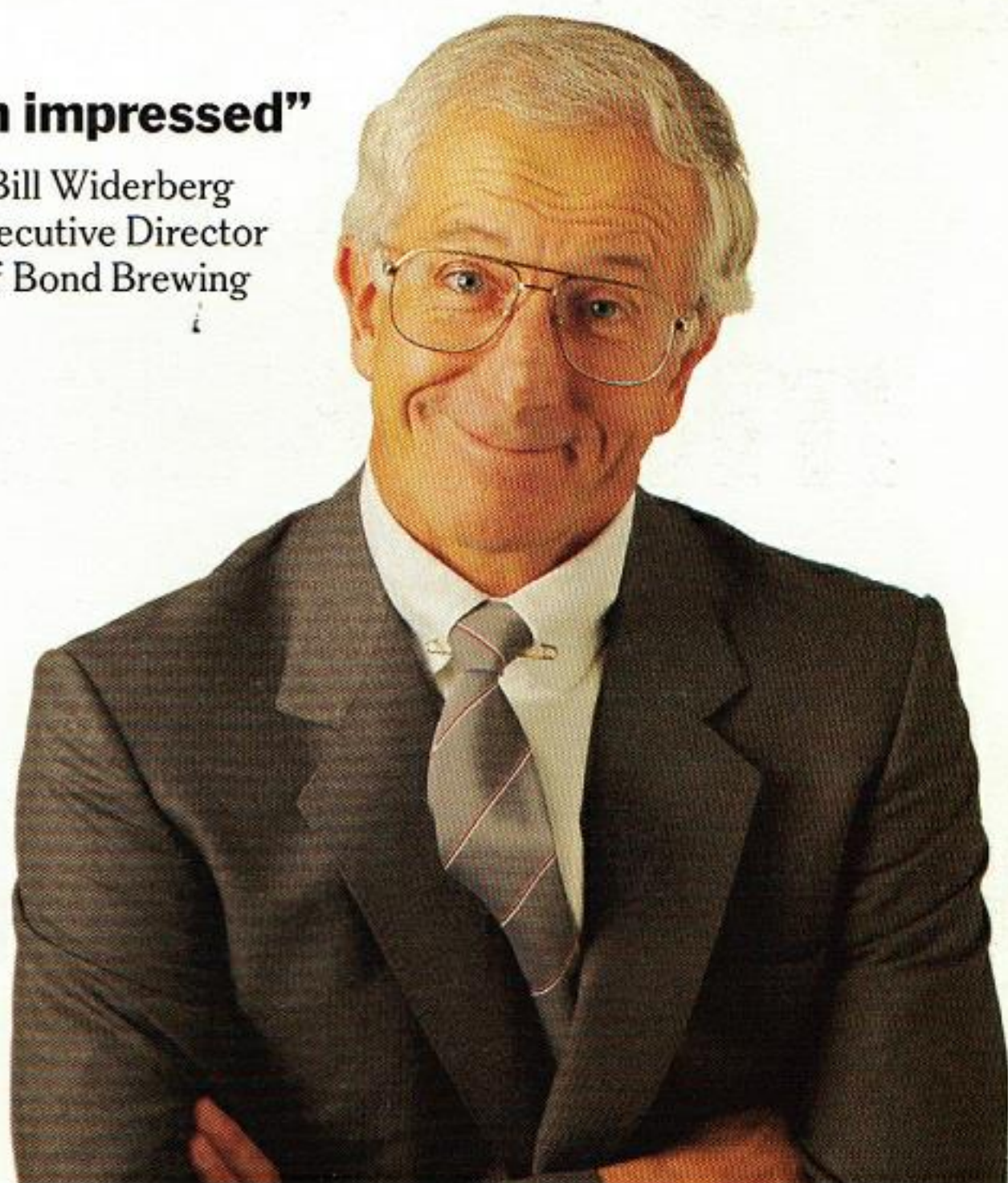
And as a Flight Deck member, you  
enjoy the quiet, peaceful atmosphere  
until other passengers have boarded.

Only then are you requested to  
board.

Quite honestly, it can take will-  
power to leave all that comfort behind.

**"I'm impressed"**

Bill Widerberg  
Executive Director  
of Bond Brewing





# How to arrange without

Arranging a convention can be a fast way to a nervous breakdown.

It could be a convention for just ten people.

Or an international conference for two thousand.

Either way, before you reach for the smelling salts, reach for the phone.

This is what our Convention Services people can do for you.

**Our secret weapon.**

Everyone knows that computers

can do remarkable things.

But this one is simply astonishing.

Australian Airlines has just introduced "The Meetings System".

A computerised system so advanced it can handle the travel and accommodation arrangements for up to 10,000 people at dozens of conventions simultaneously.

And it's all yours, free of charge.

**It's absolutely free.**

Our Convention Planning Service is



# e a convention fainting.

a totally free service.

And you can use it in two ways.

If you're using a Professional Conference Organiser (PCO), we'll assist with national and international travel arrangements.

We'll arrange ground transport from the airport to the conference venue.

We'll arrange accommodation packages and rental cars.

And you won't pay a cent for the service.

If your company is handling its own conference, we'll do everything we've just talked about.

And we'll also give complete advice on every facet of convention planning.

Again, this service is absolutely free.

## **Small Convention? No problem.**

Don't be embarrassed to ask our help with even the smallest gathering.

That's what we're here for, so why struggle on your own?

**"I'm impressed"**

Harassed Conference Organiser



## Great Keppel Island.

Australia's fun resort off the coast of Central Queensland.



## Brampton Island.

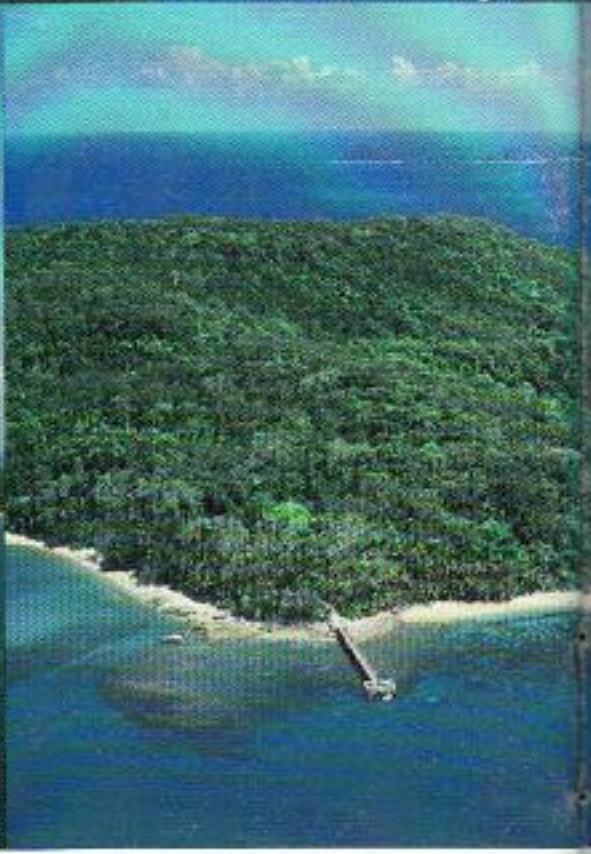
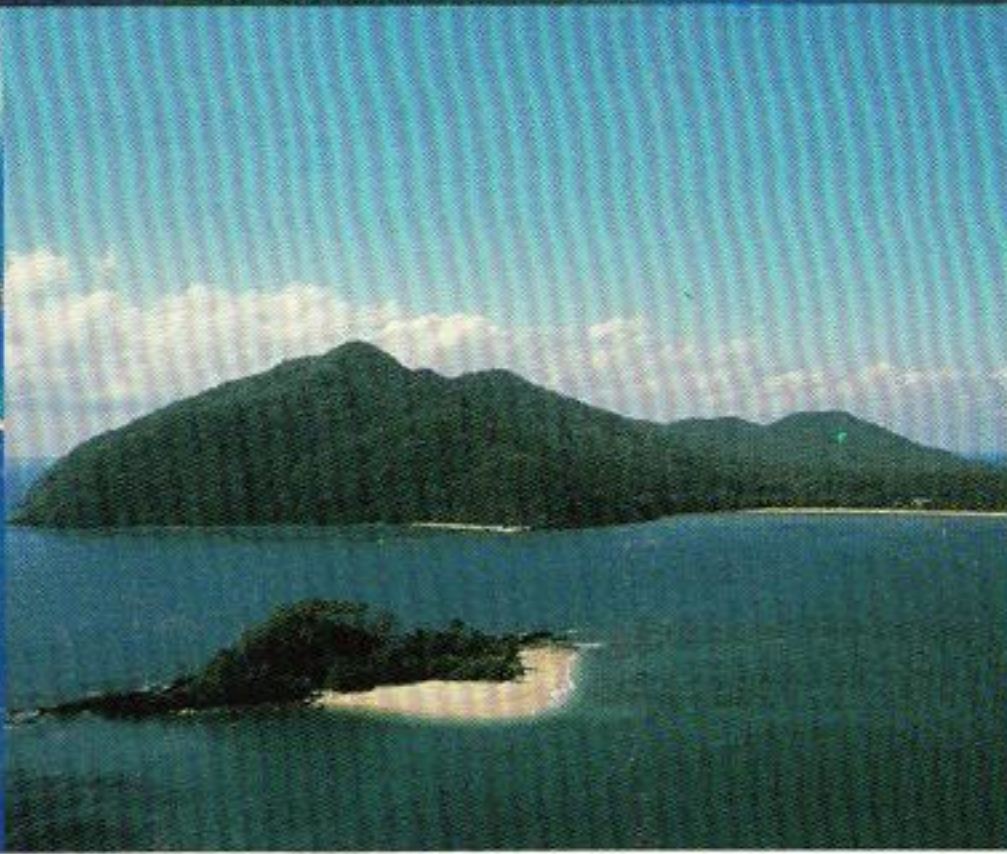
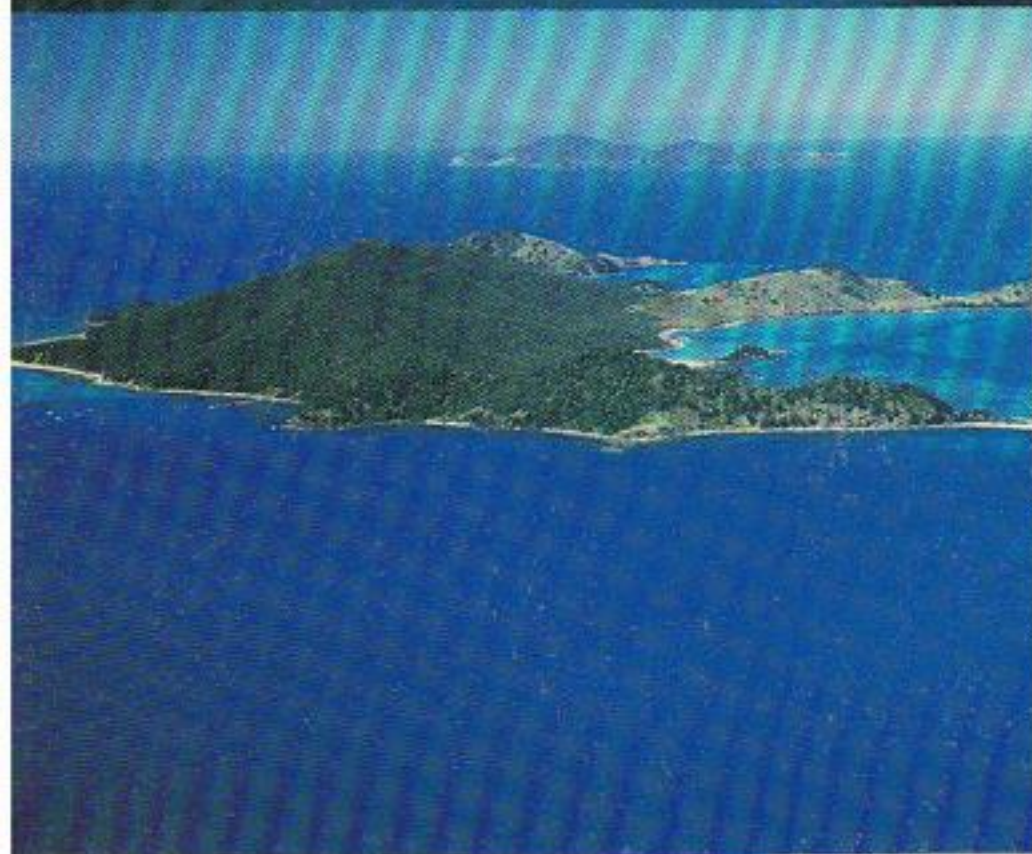
The gem of the Whitsunday Islands.

## Dunk Island.

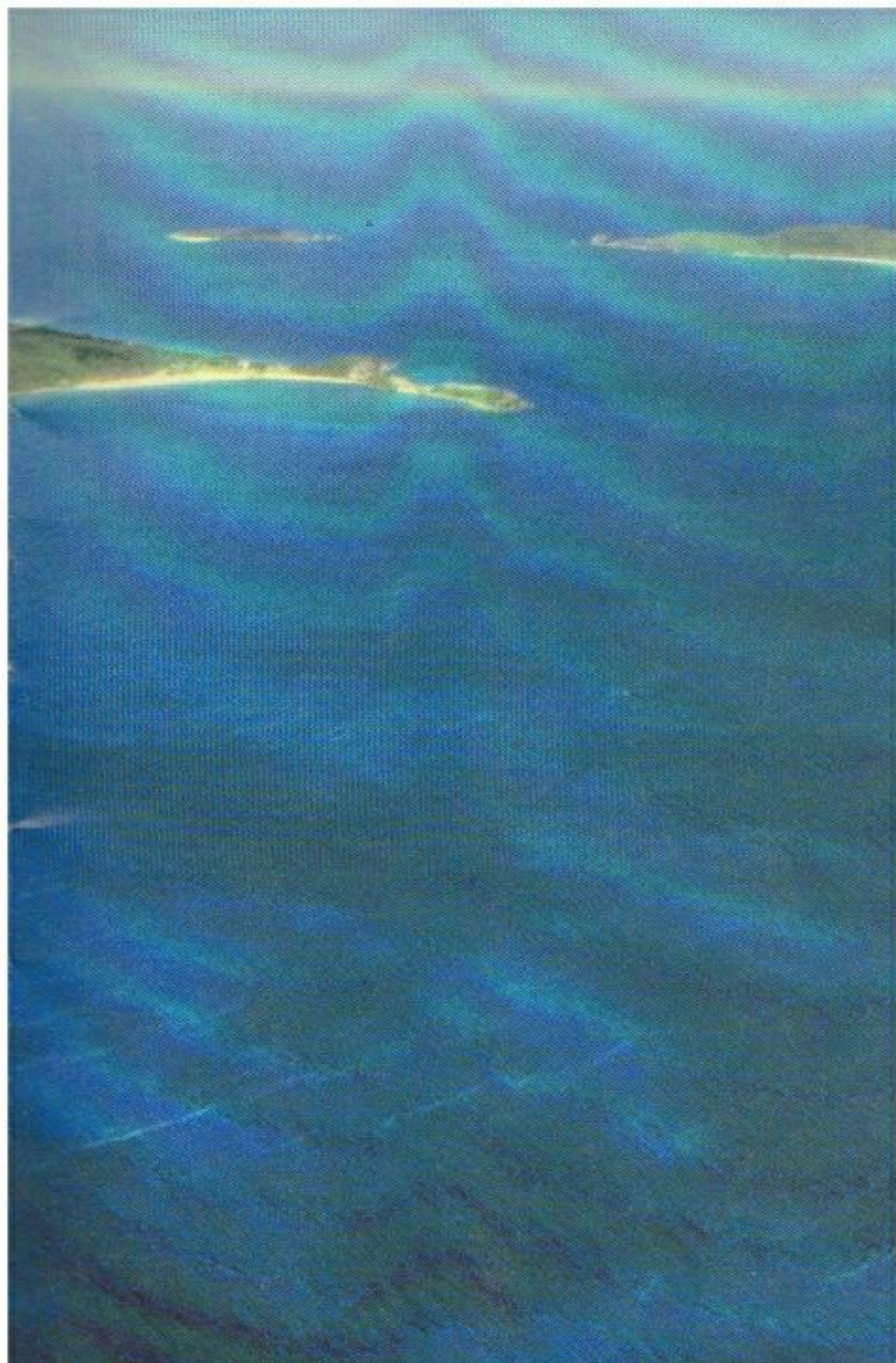
Unspoilt and tropical, just off the coast of North Queensland.

## Bedarra

The ultimate unspoilt

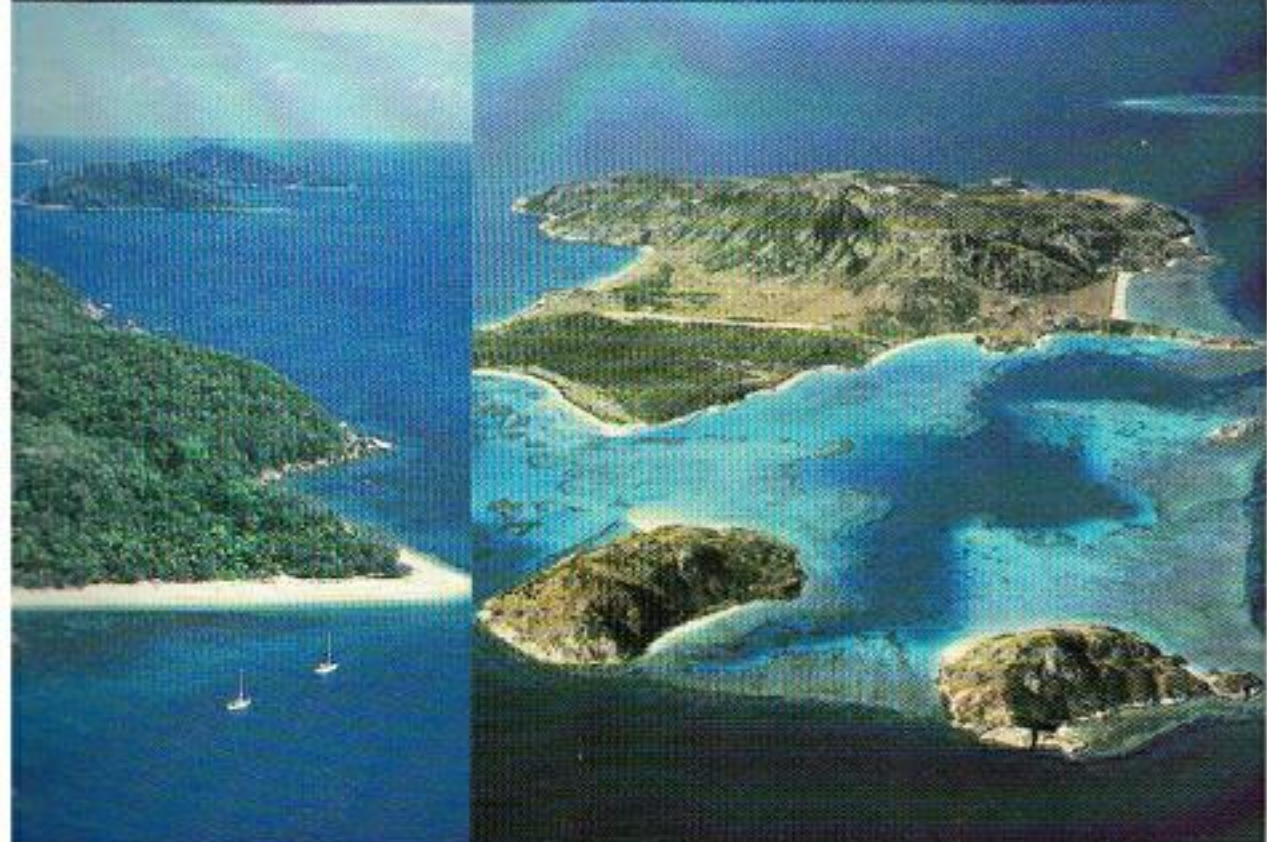


# Australian. The on with a fleet of is



**Island.**  
private, totally  
island.

**Lizard Island.**  
Australia's most northerly resort,  
150 miles north of Cairns.†



**ly airline  
lands.**

The most surprising thing about these islands isn't how beautiful they are.

It's how Australian Airlines can give you such a great holiday for the price.

At all these resorts, your meals and accommodation are included.

Even the sports facilities (except the ones that require fuel) are free of charge.

On these islands, you always know two things.

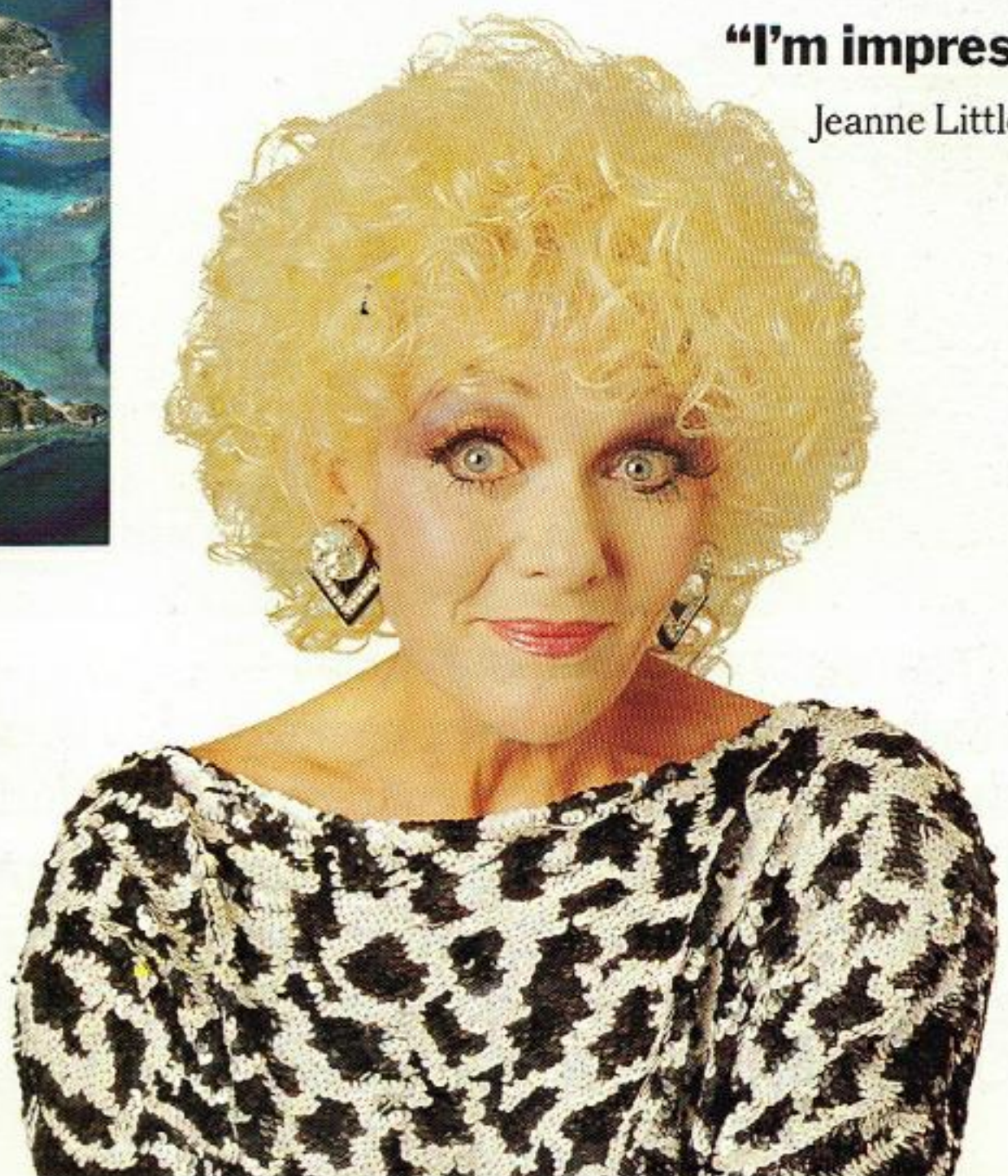
That there are few places on Earth as beautiful.

And that a few Aussie dollars can still buy a great deal of pleasure.

†Operated by Air Queensland.

**"I'm impressed"**

Jeanne Little



# Believe it or not, are guarantee



It sounds impossible, but it isn't. Every Australian Airlines package holiday comes with a unique guarantee. It's called a "Raincheck." And it's included in the price of every holiday of seven days or more. Quite simply, this is what it says.

If more than 6mm of rain falls between 9am and 3pm on any three days during your holiday, you won't get sympathy.

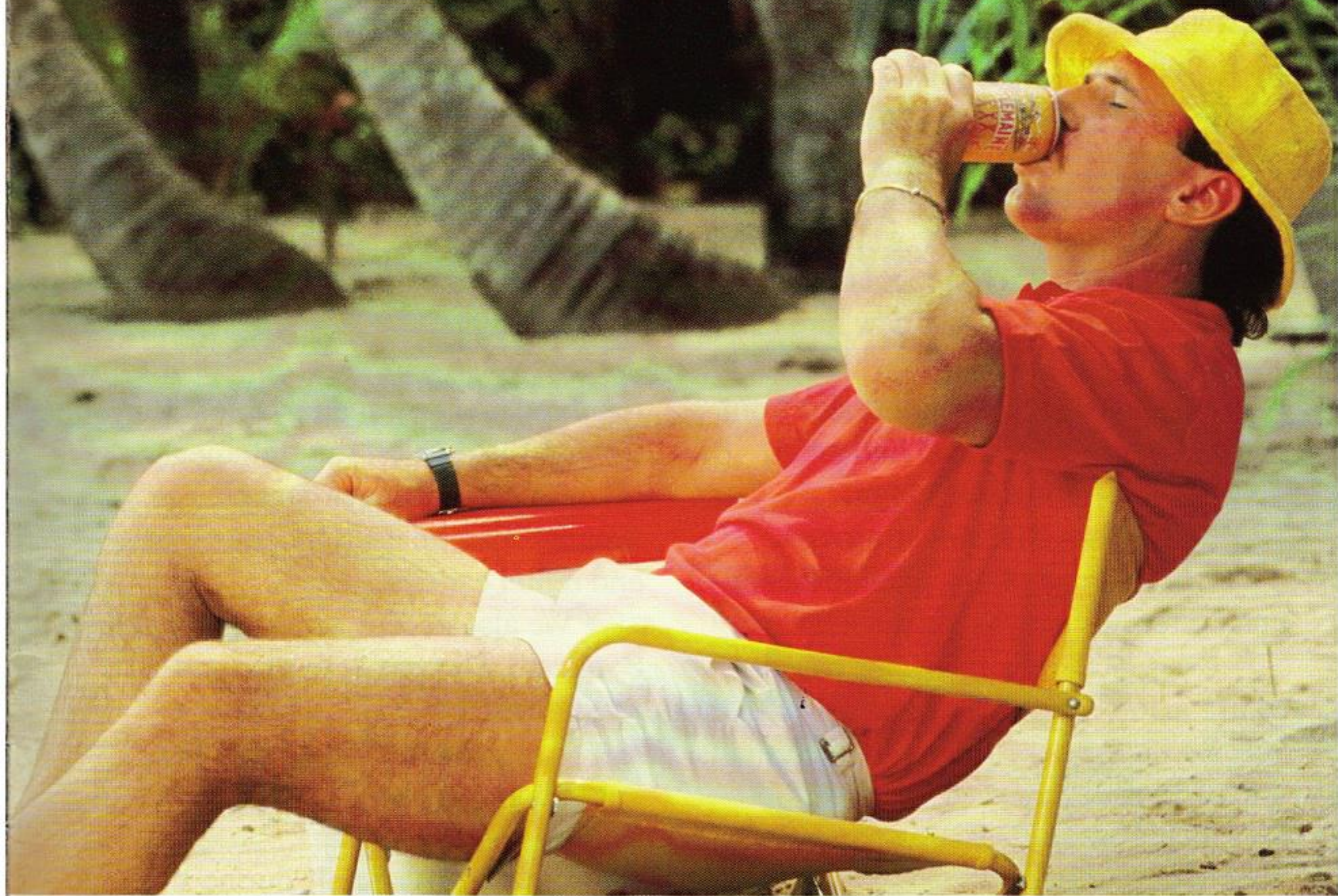
You will get another holiday absolutely free.

(P.S. To be scrupulously fair, the

# these holidays d against rain.

"I'm impressed"

Allan Border



Bureau of Meteorology gives us the figures from their nearest rainfall recording station.)

**Choose your destination. They're all "Rainchecked." We've got the whole of Australia covered.**

Gold Coast; Queensland islands;

Western Australia; The Centre; The Whitsundays; Noosa and the Sunshine Coast; Bright Lights, Big Cities (holiday packages to Australia's capital cities); Darwin and the Top End; Cairns and North Queensland; Tasmania; South Australia.

# It's all yours. Enjoy it.

## Doing business the Australian way.

### **Your own travel consultant.**

We don't expect you to deal with strangers.

As a commercial client, Australian Airlines will assign you your own travel consultant to personally take care of your company's travel needs.

We'll make the same arrangement for interstate offices.

That way, two good things will happen.

You'll be contacted regularly to keep you informed of any new fare or schedule.

And you'll get maximum value from every dollar in your travel budget.

### **Telephone bookings.**

#### **The system that never sleeps.**

Our nationwide telephone reservation system is always ready.

Every Australian Airlines travel centre is fully computerised.

So we can give you rapid confirmation of anything you ask for.

Including Hertz Rent-a-car, hotel bookings and holidays.

Not just here but worldwide.

### **Ticket delivery.**

#### **Relax, we'll take care of it.**

We provide multiple deliveries every day.

At no charge.

Tickets can also be made available

at airports or at any Australian Airlines office.

### **"Passenger Profile" system.**

#### **Helping you get what you want.**

We'll put the likes and dislikes of all your senior executives and frequent fliers into our "profile" system.

So wherever possible, they get what they want automatically.

Life was meant to be easy.

### **Credit Facilities.**

Credit is extended to all our commercial clients.

As you'd expect, accounts are rendered monthly and payable within 30 days of the date on the statement.

An Australian Airlines charge account may be used for travel, cargo, and rental car cost.

We also accept American Express, Bankcard, Diners Club, Visa and Mastercard.

### **Seat Matching.**

Sometimes you have to visit more than one port.

Or change aircraft during the trip. To make your journey as pleasant and uncomplicated as possible, we try to give you the same seat on each plane.

### **Overseas Travel.**

Some very good news.

If you talk to Australian Airlines about your overseas travel, you're in for

some pleasant surprises.

We have one of the biggest overseas travel services in the country with 50 sales offices and over 140 specially trained staff.

Fares. You'll be pleased.

Let us make it as plain as possible.

We can quote you fares that are comparable with any on the market.

And every ticket comes with something important.

Peace of mind.

Computer Bookings.

We'll give you instant confirmation of flights, accommodation and car rental.

And that applies to bookings on 150 international airlines.

Passports and visas.

Relax, we'll take care of them.

We'll arrange collection of all passports and visas.

Free of charge.

Travellers cheques.

Again we'll do the hard work.

We can arrange travellers cheques on your behalf through:

American Express

Thomas Cook

Citicorp

Commonwealth Bank.

Insurance.

Yes, we'll take care of that too.

And naturally, we'll be happy to give you thorough advice.

Overseas representation.

We have general sales agents all over the world.

They'll look after your needs while you're overseas.

**The Compass Club.**

**Just for travel planners.**

It's a club designed to make life easier for the travel planner in an organisation.

Membership is free but it's worth its weight in gold.

We keep you up to date with all the latest news on travel developments.

And we offer special merchandise and travel packages.

Even competitions with great holiday prizes.

**Incentive travel.**

**It gets results.**

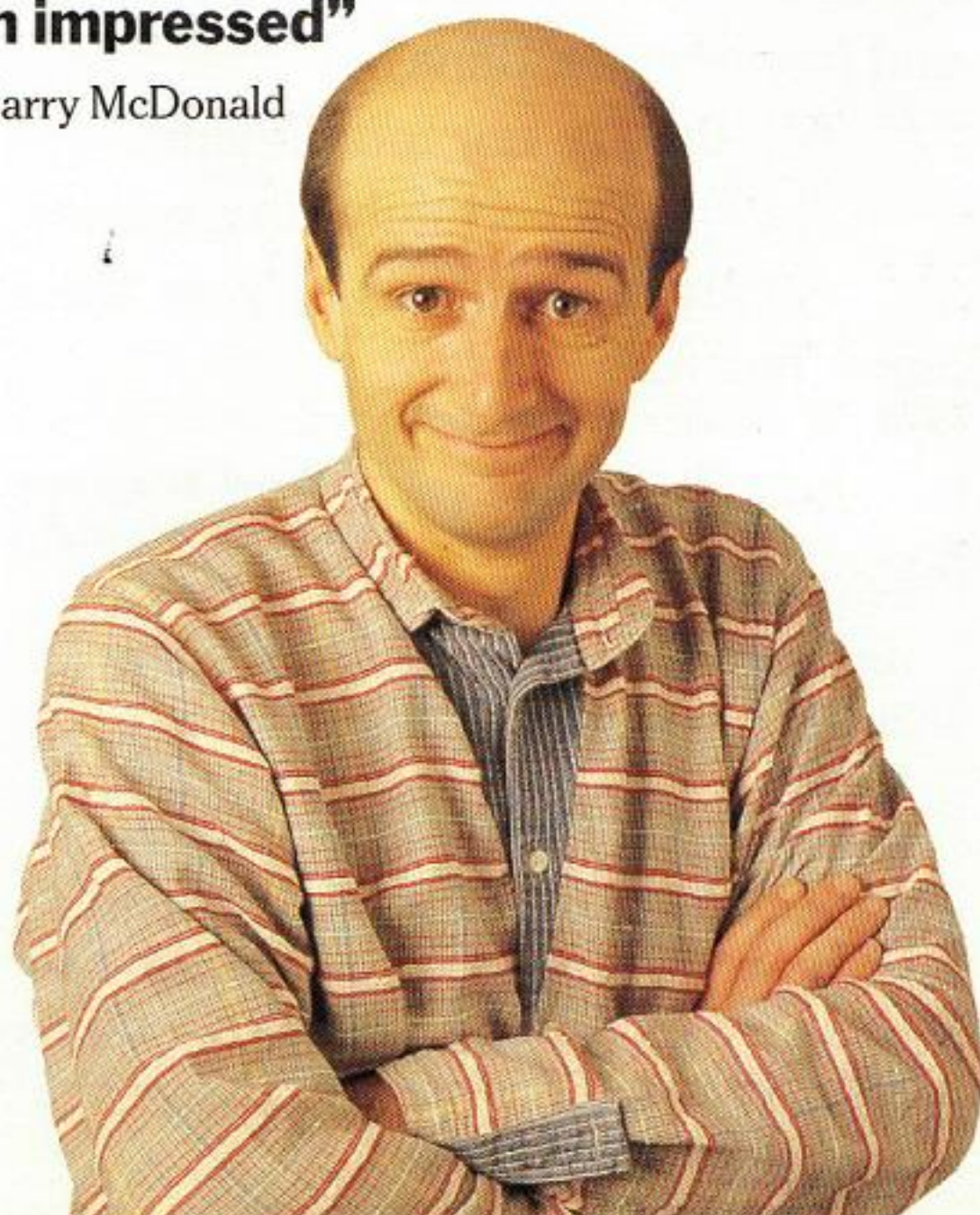
There isn't a better way to reward staff than with an air ticket or a holiday.

But there's an art to organising the right incentive package.

Our trained consultants will be happy to help.

**"I'm impressed"**

Garry McDonald





## **Special cabin services.**

### For children.

To make their trip (and yours) really enjoyable, we have special books and playkits.

### Inflight entertainment.

On all Australian Airlines flights with inflight entertainment, every passenger gets a free headset.

And a choice of programmes from comedy to business news and rock.

### Special meals? Our pleasure.

We will happily prepare meals for anyone with special dietary requirements.

Just make your request when you book your flight.

### Disabled passengers? No problems.

We will assist you in every way to make sure you have a smooth, enjoyable trip. Just tell us your special requirements when you book.

## **Discount airfares. Save heaps.**

If you're prepared to plan ahead, you can make the most of some excellent discount fares.

As you'd expect, there are some special conditions regarding reservations and payment deadlines.

But they're not too difficult.

And you'll certainly save money.

Australian Airlines or your travel agent has full details.

<b>Fare type</b>	<b>What you'll save (approximately)</b>
Excursion 45	45%
Air Pass	40%
Super Apex (advance purchase)	35%
Standby	20%
Holiday	25%
Super Special	40%
Children	Under 3 - Free 3 to 15 - Half price

## **Group travel. Relax and enjoy it.**

We have a special Group Travel Service to make everything happen effortlessly.

Some of the services we offer include: Special group seating, group baggage handling, meet and greet services.

## **Choose the event. We do the work.**

We put together complete travel packages for events all around Australia.

For instance; The Melbourne Cup, Adelaide Grand Prix, America's Cup, Trade Fairs, Rock Concerts, etc.

We organise everything: airfares, hotels, even admission tickets. All at an attractive package price.

## **Your air cargo gets priority.**

Every Australian Airlines flight carries cargo.

That's in addition to a complete network of freighter aircraft.

You can lodge cargo at all airport cargo terminals. Or we'll collect it and carry it door-to-door.

For urgent parcels and documents, there is our "Speedbag" service.

It's Australian's fastest hand-to-hand courier service.

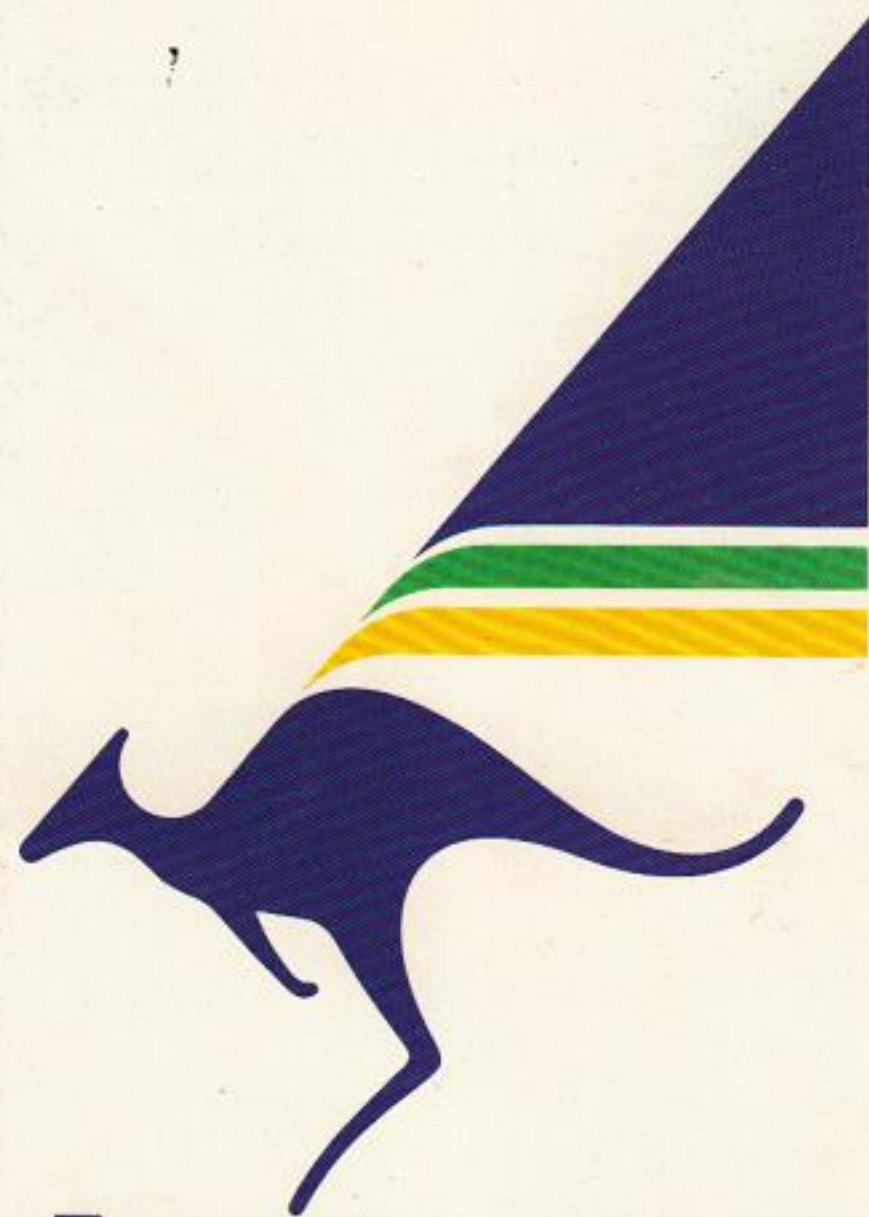
## **Airlink. Flying you to your front door.**

Your Australian Airlines ticket links you with regional airlines in five States.

Our computer system makes all your Airlink bookings. Your baggage goes straight through to your connecting flight. And you even have a special lounge at your transfer point.

## **Splash, splash. Vroom, vroom.**

Australian Airlines is proud to be official carrier for the America's Cup and the Adelaide Grand Prix.



**AUSTRALIAN**