

Sharp Airlines Services 20 December 2013



Hamilton & Portland – Melbourne Services Press Statement

Sharp Airlines are continually working to improve our business, ensuring our airfares are competitive and meeting the needs of our growing and diverse customer base.

“Recently we undertook a review of our network and consulted extensively with our customers with the aim of improving our services, as a result we are very excited to announce will be introducing a number of improvements in 2014” stated Mr Malcolm Sharp, Director – Sharp Airlines

The Sharp Airlines review included:

- Valuable feedback from our Customers
- Review of market trends and analysis
- Review of customer demand and needs
- Current and forecasted economic circumstances
- Aim to improve OTP (on time performance)

“As a result of this review and customer feedback it is our intention to conduct a trial for 4 months commencing on the 6 January 2014, which will see an aircraft based in Essendon and the current route structure reversed” said Mr Sharp

Sharp Airlines believe in doing this there will be flow on benefits to the local customers and businesses of Portland, these benefits include:

1. The regular forecasting and occurrence of fog at Hamilton Airport has caused delays for many years. It is our intention to now have a 7:00am check-in at the Hamilton Airport to avoid these delays
2. Reduction of bus transfers (and delays) caused by fog at Hamilton
3. More user friendly schedules that accommodate customers work schedules and personal appointments
4. All flights departing Hamilton will travel via Portland and all flights departing Essendon will travel via Hamilton. This shares the stopover's equally between each port
5. Increase available passenger seats to cater for increased demand into the local region due to the longer runway availability at Portland Airport
6. Portland to Essendon passengers receive a direct service from Portland with a stopover at Hamilton on the return service
7. Review of engineering requirements and facilities at Portland

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Mr Sharp said “Along with the new schedule our intention is to place the Portland engineering services and facility into care and maintenance, as we are in discussions with interested parties to operate the Portland facility, which will cater for a broader range of aircraft”

“We have factored in a small price increase as a result of increased costs including of Government and Regulatory Compliance, carbon tax, fuel costs, labour costs and associated overheads” Said Mr Sharp.

Sharp Airlines aim is to continue to provide the communities we serve with a safe and cost effective airline service that meets customer needs.

For flight schedule information please visit www.sharpairlines.com.au or call Reservations on 1300 55 66 94

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