

Press Release
2 February 2010



Transport Minister Launches Sharp Airlines' Connecting & Expanding Services

The Hon. Patrick Conlon MP, Minister for Transport, Energy and Infrastructure, officially launched Sharp Airlines' Victoria – South Australia connecting services at Adelaide Airport today.

Due to overwhelming demand Sharp Airlines has made their Avalon-Portland-Adelaide service a permanent feature to their flight schedule, with very competitive fares available to travellers.

Minister Conlon MP said he was delighted that Sharp Airlines' Victoria – South Australia service had proved successful.

"We hope to see Sharp Airlines increase their presence here even more and are confident further development of the resources sector and the opening of new mines in South Australia will create more opportunity for companies such as Sharp Airlines," Mr. Conlon said.

Sharp Airlines is a regional airline which began operations in Victoria in 1990 and in South Australia in April 2008.

They are currently the only airline which provides an Avalon-Portland-Adelaide service and have been achieving record numbers since the service was first launched as a trial in October 2009.

In 2009 Sharp Airlines carried in excess of 55,000 passengers throughout Victoria and South Australia and expect this number to grow to approximately 60,000 over the next year.

"The Avalon – Portland – Adelaide service is a demonstration of Sharp Airlines' commitment to developing their Victoria – South Australia network," Mr. Conlon said.

Sharp Airlines' Managing Director Mr. Malcolm Sharp said the new service had exceeded all expectations and a high level of customer demand had aided the decision to make them permanent.

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- FURTHER INFORMATION -

“Sharp Airlines is a regional business dedicated to supporting regional towns and we are pleased to give these passengers new opportunities to travel,”

“Forward bookings and sales have been strong so we are pleased to announce that these flights will continue on a permanent basis,” Mr. Sharp said.

The new service was on trial from October until the end of 2009 and has attracted a new customer base for Sharp Airlines, with new passengers from Warrnambool and Mt Gambier choosing to use the service.

Sharp Airlines have carried record passenger numbers on the Adelaide—Port Augusta route, Adelaide—Mildura route.

Available data shows that these are the largest passenger numbers carried on either route for any month in the past 8 years.

Mr. Sharp said Sharp Airlines continuously focused on opportunities to grow their Victoria and South Australia services and provide Sharp Airlines customers with greater choice and flexibility.

“The services connecting Victoria and South Australia are an integral part of Sharp Airlines’ strategy and vision for the future; of providing more opportunities to regional customers and developing our network of destinations,” Mr. Sharp said.

Bookings for the new services can be made by visiting www.sharpairlines.com.au.

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* Conditions Apply for \$77 fares, for more information please visit www.sharpairlines.com.au