

CLICK TO GO TO

PRINT EDITION

- Print edition p.2
- Online content p.3
- Supplier Guide: print & online . . . p.4
- Rate Card Menu p.5
- How to Book p.6

AVIATION BUSINESS

→ ASIA PACIFIC

BONUS!
FREE FROM OUR STAND AT
SINGAPORE AIR SHOW, FEB 2012

Aviation Business Annual + Industry Suppliers Guide 2012

Formerly the Aviation Yearbook – First published 1918.

The essential guide to industry support capability for the aviation,
aerospace and airport sectors in Australia and New Zealand.



**THIS ANNUAL
EDITION MAIls
WITH THE JANUARY/
FEBRUARY 2012 ISSUE
OF AVIATION BUSINESS
ASIA PACIFIC
MAGAZINE**



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**BOOKINGS FOR 2012
EDITION CLOSE:
31 OCTOBER 2011**

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Dean Boyd
Email: deanboyd@aviationbusiness.com.au
Tel: 07 3348 6966 Fax: 07 3348 6511
www.aviationbusiness.com.au



Aviation Business Annual + Industry Suppliers Guide 2012



WHAT'S INSIDE

NEW LOOK FOR 2012:-

In 2012, we'll be adding new sections to this long established publication including:

- A completely updated **BUSINESS OUTLOOK** section
- A completely new **BUSINESS SENTIMENT SURVEY** – results

PLUS

Revamped Industry Suppliers Section

In 2012, we're taking a new approach to our long-standing annual edition, the **Aviation Business Directory**, and re-naming it the **Aviation Business Annual**.

Our annual **BUSINESS OUTLOOK** section will be enhanced this year with several new and interesting additions.

Editorial Content

■ Business Sentiment Survey

We'll be publishing the results of our first **BUSINESS SENTIMENT** of the various sectors that operate under the broad umbrella of the aviation and aerospace industries. These survey results will become an annual feature of this publication, much as the Top 40 Defence Contractors is an annual feature of our sister publication *Australian Defence Magazine (ADM)*.

■ Business Outlook

We'll invite **INDUSTRY LEADERS** to have their say on the outlook for business in 2012 and comment on the challenges facing their particular sectors.

■ Military Aviation

We'll publish an annual review of the status of the military aviation and associated projects. This will be contributed from our sister publication *Australian Defence Magazine (ADM)*.

■ Special Feature

The outlook for Aerospace Parks throughout Australia
In this edition, we'll be turning the spotlight on plans for aerospace parks at various locations around Australia.

The **Aviation Business Annual** includes our annual **Industry Outlook** section, where key industry figures voice their opinions on the business prospects for the coming year and the key challenges facing the industry.

We'll be reviewing some of the more ambitious undertakings and the progress so far towards economic viability.

Reference Section Content

■ Suppliers Guide 2012

A classified section divided into major categories:

- OEM & OEM Support
- MRO
- Rotary Wing
- Education, Training and Recruitment (including Academic Courses)
- Aviation and Airport Support Services * NEW
- Research & Development

PLUS

- Airports
- Airlines
- Foundations & Government Bodies
- Associations & Federations
- Government Departments and Agencies
- Company A-Z: Australia and New Zealand



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Website

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HOW THE SEARCH FUNCTION WORKS

at
www.aviationbusiness.com.au/supplier-search

Aviation Industry Suppliers Directory

Easy Search

To find a supplier, enter a search term in any one of the following fields. Each field does its own unique search to match your query.

Search for brand names

Search for a company name

Search for Products, Services & Capabilities

Search by category

Search by state

Search for contact person

search by sta

RESET

Your search produced 26 results.

3M Australia Pty Limited
Pymble | NSW

Aero Plastics and Structures
Garbutt | Qld

Aeronautical Engineers Australia
Bankstown Airport | NSW

Aircraft Equipment Overhaul & Sales
Peakhurst | NSW

Aircraft Plastics Australia Pty Ltd
South Geelong | Vic

Avanti Aviation - Avanti Chemicals
Ormeau | Qld

Aviation Component Services Pty Ltd
Moorabbin Airport | Vic

Brisbane Aero Engineers Pty Ltd
Archerfield Airport | Qld

Brooms Industries Pty Ltd
Ingleburn | NSW

Chemetail (Australia) Pty Ltd
Bayswater | Vic

Control Devices (Australia) Pty Ltd
Alexandria | NSW

Electronic & Mechanical Calibrations
Clontarf | Qld

ExecuJet Aviation Group
Mascot | NSW

Fordham Engineering Pty Ltd
Cheltenham North | Vic

Genesis Graphics Pty Ltd
Riddells Creek | Vic

H-Aircraft Spares Pty Ltd
Mentone | Vic

Henkel Australia Pty Ltd
Kilsyth | Vic

Jet Spares International Pty Ltd
Tullamarine | Vic

Masling Industries Pty Ltd
Cootamundra Airport | NSW

Pacific Dynamics
Artarmon | NSW

Qantas Defence Services Pty Limited
Canberra Airport | ACT

It's the Aviation and Aerospace Suppliers bible - get your copy today.

news »

Visiting astronaut talks about life after the Shuttle

Air France accident investigator calls for technological, procedural changes

Growth will demand paradigm shift in pilot training

supplier news »

Oxford Aviation Academy expands training capability to Singapore

Airbus expands its after-market capability with acquisition of Satair

Phenom 300 receives Australian type certificate

events »

3rd China Aerospace Manufacturing Summit

Nanchang City, China | 27 Sep - 28 Sep, 2011

Safeski's 2011 Canberra | 25 Oct - 27 Oct, 2011

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poll

What impact will the 'carbon tax' have on the aviation industry in Australia?

negligible, it will be passed on to passengers as a relatively small increase in fares.

Too hard to predict, we will have to wait and see.

Aviation will be seriously impacted and it is likely to get worse rather than better.

View Results

Subscribe Now and Save 30%

Growth will demand paradigm shift in pilot training

An impressive report into Trends in Pilot Recruitment, Training and Employment concludes that only a paradigm shift in training approaches can keep up with the growth forecast for the airline industry.

more news »

News: Air France accident investigator calls for technological, procedural changes

The latest chapter in the investigation into that Air France A330 accident in the South Atlantic contains some interesting recommendations.

supplier news »

Oxford Aviation Academy expands training capability to Singapore

Oxford Aviation Academy has further developed its training capability in Asia through securing full Flight Training Organisation approval from the Civil Aviation Authority of Singapore.

latest comments

12:04PM "Qantas has told its employees that the Carbon Tax will cost the Airline 100 to 115 Million dollars in the first..."

IAN MC INNES on Government says "little..."

9:18AM "Dear friend Andrew, you are from old school, love to dragging foot, make hard playing roll. Evring changes..."

Rodney M. on Qantas CEO puts the airline...

1:06AM "What does ERM stand for? Where does it fit in for a new IT system?"

Will on The reality of evolving aviation...

features »

Fleet strategy: getting it right

With several new aircraft being introduced and some well-publicised delays, Australasian airlines are finding fleet strategy challenging.

Flying

ATSB INVESTIGATION REPORT: Cessna

A glitck collision with terrain September 14 2010

WARBIRDS: The Australian War Memorial's Hudson revival

WARBIRDS: Lockheed Hudson survivors

FRIDAY FLYING VIDEO: EAA AirVenture 2011

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Aviation Industry Suppliers Directory

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Aircraft Plastics Australia Pty Ltd
South Geelong | Vic

Avanti Aviation - Avanti Chemicals
Ormeau | Qld

Aviation Component Services Pty Ltd
Moorabbin Airport | Vic

Brisbane Aero Engineers Pty Ltd
Archerfield Airport | Qld

Brooms Industries Pty Ltd
Ingleburn | NSW

Chemetail (Australia) Pty Ltd
Bayswater | Vic

Control Devices (Australia) Pty Ltd
Alexandria | NSW

Electronic & Mechanical Calibrations
Clontarf | Qld

ExecuJet Aviation Group
Mascot | NSW

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Aviation and aerospace suppliers are searchable on this site.

Check out the Aviation Business Directory 2011 edition.

www.aviationbusiness.com.au/supplier-search

opportunity to list in the essential suppliers guide, the only one of its kind in Australia and New Zealand.

The Aviation Business Annual is distributed widely to key decision makers in airlines, airports and associated industries. The distribution targets the buyers and operational management teams making decisions about who to do business with.

Your details will be widely available and easily accessible in this one-stop procurement guide.

This publication's predecessor, the Aviation Yearbook, was an industry institution in Australia in its day. In this new format, it is even more useful and in demand throughout the entire industry as an essential procurement reference tool, now fully available online as well as in print.

Book your entry in the print edition and you will automatically be entered into the online database at www.aviationbusiness.com.au - you can see this online search function via the 'supplier search' page in the top navigation bar of the website.

If your business relies on the aerospace, aviation or airport industry sectors in Australia, New Zealand and the Asia Pacific region, you must take the

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Aviation Business Annual + Industry Suppliers Guide 2012



To serve your business better, the Aviation Business Annual is improving with each edition. The updated format provides a true 'directory' of the aviation, aerospace and airport industry support capability in Australia and New Zealand.

Industry capability guide

- Aircraft design and manufacture
- Helicopters
- UAVs
- Composites
- Component manufacture
- Facilities construction

2 MRO (Maintenance, Repair & Overhaul) e.g.

- Engines
- Airframes
- Avionics
- Surface finishing
- Equipment and spares

3 Rotary Wing

4 Education, Training & Recruitment

- Industry sector specialists
- Vocational training – flight crew, engineering & maintenance
- Academic courses
- Labour hire
- Recruitment specialists

5 IT Systems & Systems Integration

- Automated systems - airports
- Aviation management systems

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Menu

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Advertising & Listing Rates: 2012 (A\$)*

Display Advertising and Corporate Profiles



MAKE AN IMPACT!

Full colour display advertising and corporate profile pages are available within the key editorial sections at the front of the Annual. Your corporate advertising schedule rate in our sister, publication *Aviation Business Asia Pacific Magazine* applies to your advertising in this publication.

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**BOOKINGS CLOSE
31 OCTOBER 2011
FOR THE 2012 EDITION.**



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MISS
OUT!**

Code Package

Price

CP1 CORPORATE PACKAGE 1

\$3550

Full page, four colour corporate profile (or advertisement),
+ premium display listing package.

CP2 CORPORATE PACKAGE 2

\$2350

Half page, four colour corporate profile (or advertisement),
+ premium display listing package.

CP3 CORPORATE PACKAGE 3

\$1985

Third page, four colour corporate profile (or advertisement),
+ premium display listing package.

CP4 CORPORATE PACKAGE 4

\$1720

Quarter page, four colour corporate profile (or advertisement),
+ premium display listing package.

PL1 PREMIUM DISPLAY LISTING PACKAGE

**\$690
per section**

Company Logo, Company Name, ABN, Street & Postal Address, Tel, Fax, Email, Website, 3 Contact Names/ Positions, plus 80 word capability statement + regional offices in Regional Capability Index + 6 Products & Services categories + 1 copy of Aviation Industry Directory 2011.

SL1 STANDARD DISPLAY LISTING PACKAGE

**\$590
per section**

Company Logo, Company Name, ABN, Street & Postal Address, Tel, Fax, Email, Website, 3 Contact Names/ Positions, plus 60 word capability statement and max. 4 Products & Services categories + 1 copy of Aviation Industry Directory 2011.

BL1 BASIC LISTING PACKAGE

**\$440
per section**

Company Name, ABN, Street & Postal Address, Tel, Fax, Email, Website, 3 Contact Names, plus 40 word capability statement and max. 2 Products & Services categories + 1 copy of Aviation Industry Directory 2011.

SL1 SUPPLIERS INDEX LISTING ONLY (WITH LOGO, MONO ONLY)

\$300

*Rates do not include GST. Please add 10% GST.

EXTRAS: CALL FOR QUOTATION

- **COMPANY LOGO:** Four colour, standard size applies to all listings. Please supply an electronic version of your logo.
- **ADDITIONAL CONTACT NAMES per contact name and position:** You may list additional contact names and positions. This may include personal email address and/or direct telephone no.
- **ADDITIONAL BRANCHES per branch entry:** This may include State, Street & Postal Address, Tel, Fax, Email, Key Contact.

- **ADDITIONAL INFORMATION IN YOUR LISTING per entry line:** Please nominate additional information you wish to include in your listing as separate lines: Company ownership, No. of Employees, Quality Assurance ratings, Year established.
- **ADDITIONAL PRODUCTS & SERVICES LISTING per category:** Refer to separate products & services list and tick your requirements. The first 6 are included free with the PL1 package; the first 4 are included free with the SL1 package; the first 2 are included free with the BL1 package.

- **BRAND NAMES per brand name:** You may provide a separate list of brand names marketed exclusively by your company. This information is fully searchable online.
- **EXPANDED COMPANY STATEMENT:** Include company history, expanded statement of company capabilities.



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Booking Form Page 1

1. Company Details

Company/Organisation

Address

City State Postcode

Key contact Position

Telephone Fax

Email Mobile

2. Booking Details

Please check the box (X) for the package you require. Details of package inclusions are set out on the rate card.

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| <input type="checkbox"/> CP3 Corporate Package 3 | \$1985 |
| <input type="checkbox"/> CP4 Corporate Package 4 | \$1720 |
| <input type="checkbox"/> PL1 Premium Display Listing Package | \$690
per section |
| <input type="checkbox"/> SL1 Standard Display Listing Package | \$590
per section |
| <input type="checkbox"/> BL1 Basic Listing Package | \$440
per section |

EXTRAS: CALL FOR QUOTATION

SUB TOTAL

Add 10% GST

TOTAL

<input type="text"/>
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*These rates do not include GST. Please add GST.



Prices quoted cover your listing and advertising in the next print edition of the Aviation Business Annual plus your presence in our online suppliers database at www.aviationbusiness.com.au for 12 months.

3. Payment Options

Please debit the credit card for the total amount shown above.

Card Holder's Name

Card Number

Expiry Date Card Type   Amex Diners Club

Card Holder Signature

Please send invoice on publication of the print edition. Please provide purchase order no. if required.

This booking authorised by:

Date:

4. Choose your section/s

To complete the booking, please choose the section/s you wish to be listed under from the section categories on the next page.

You can decide to make this choice at a later stage. However you must advise the section/s under which you will be listed and provide copy by the material deadline, which is one week after the close date of each print edition.

The number of sections your company is listed in relates to the listing package you have booked. Please refer to the rate card or ask the Directory Coordinator if you require clarification.

5. Complete your booking

When you have completed the form, please fax or email to:

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Directory Coordinator
Aviation Business Annual
Tel 07 3348 6966
Fax 07 3348 6511
Email deanboyd@aviationbusiness.com.au

Telephone Option

**Call Dean Boyd on
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requirements and make a booking.**

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Industry Capability Guide

Please select the section/s under which your listing will appear in the Suppliers Guide()

1 **OEM & OEM Support eg.**

- Aircraft design and manufacture
- Helicopters
- UAVs
- Composites
- Component manufacture
- Facilities construction

2 **MRO (Maintenance, Repair & Overhaul) eg.**

- Engines
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- Avionics
- Surfacing finishing
- Equipment and spares

3 **Rotary Wing**

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- Industry sector specialists
- Vocational training – flight crew, engineering & maintenance
- Academic courses
- Labour hire
- Recruitment specialists

5 **IT Systems & Systems Integration**

- Automated systems - airports
- Aviation management systems

6 **Aircraft and Airport Support Services *NEW**

- Airside support equipment
- Airport security technology & services
- Baggage Handling Systems
- Landing to take-off services

7 **Airports**

- International, metropolitan and regional

8 **Research and Development**

9 **Foundations & Specialist Bodies**

10 **Associations & Federations**

11 **Learned & Professional Bodies**

12 **Reference Section**

- Airlines
- Government
- Company listings – Australia, New Zealand, International

Suppliers index

Once you have selected your category or categories, your entry will appear in the suppliers index with the cross reference to your industry capability category.

Products & services index

Alphabetical list of Products & Services categories, cross referenced to company names. Please nominate your preferred headings eg. Aircraft instruments, Aircraft repair, flexible hoses etc (a full list can be emailed to you)

**Deadline for the 2012 edition:
31 October 2011**

Fax your booking to **07 3348 6511** with your details or send by email to the Directory Coordinator. We will then contact you to finalise the details of your entry.



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