



**AVALON 2009**

**AUSTRALIAN INTERNATIONAL AIRSHOW  
AND AEROSPACE & DEFENCE EXPOSITION**

10-15 MARCH 2009 GEELONG VICTORIA

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

## *MEDIA RELEASE*

### **AIRSHOW 2009 CLAIMS "POLE POSITION"!**

The organisers of the highly acclaimed Australian International Airshow and Aerospace & Defence Exposition at Avalon, in Victoria are announcing new dates for their 2009 event, following last week's announcement of dates for next year's Australian Grand Prix.

Claiming "pole position" two weeks before the Melbourne Grand Prix, the new dates for Airshow 2009 at Avalon will be Tuesday, 10 March to Sunday, 15 March.

"Although our dates had been set nearly two years previously, after extensive consultation with our stakeholders, the new Grand Prix timing – late March rather than early March as it had always been in the past – meant a direct clash in the dates of these two major "hallmark" events in Victoria", Airshow Chief Executive Ian Honnery said today.

"These two international events are each so large", he said, "that they can't both be held at the same time. There is insufficient accommodation in the Melbourne and Geelong regions to support both of them simultaneously. Contractors and suppliers would have difficulty coping and the pressures on policing, emergency services and public transport resources would be substantial."

"Fortunately, with outstanding levels of cooperation from our stakeholders, contractors, exhibitors and participants (from around the world), we have been able to rapidly change the dates of the biennial Australian International Airshow on short notice", Mr Honnery said.

"In the end, through a lot of hard work, we have been able to ensure that Victoria is able to enjoy a 'win-win' outcome."

Recognised as "one of the world's great airshows", the 2009 Australian International Airshow and Aerospace & Defence Exposition will be the ninth event in the biennial series since the inaugural show at Avalon Airport, Geelong in 1992.

The 2007 Airshow achieved record outcomes with total attendances exceeding 182,000 throughout the event. The show hosted more than 60 official international delegations with 611 exhibiting companies from 20 nations taking part and an amazing 457 aircraft on display.

The Avalon event receives substantial funding from the Victorian Government and contributes an estimated \$120 million in economic benefits to the Victorian economy and \$22 million to Geelong. It is also supported by the City of Greater Geelong, the Australian Defence Force (especially through the Royal Australian Air Force), the Australian Department of Defence (through the Defence Material Organisation and the Defence Science and Technology Organisation), the Australian Department of Innovation Industry Science and Research and AUSTRADE.

"Airshow 2009 at Avalon, with its new dates from 10 to 15 March, will blast off in the pole position at the forefront of Victoria's major events next March", Mr. Honnery said.

Tuesday, 10 March to Friday, 13 March (until 2pm) will be industry only trade-day sessions. The show will open to the public on Friday (from 2pm) for the unique "Night Alight" afternoon and evening air spectacular and on the weekend for the main flying display days. Full information is available on [www.airshow.com.au](http://www.airshow.com.au)

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