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## Jetstar launches Carbon Offset Program and confirms environmental commitment

Jetstar passengers from Australia and New Zealand may now purchase carbon offsets for Jetstar fares on all domestic and international services via a seamless single step process at time of booking offering greater consumer choice and the opportunity to join the Qantas Group's new Carbon Offset initiative.

Unlike other programs in which airline passengers may purchase carbon offsets at completion of a flight booking, Jetstar will allow Australian and New Zealand passengers the choice to purchase offsets directly within the flight booking process, providing consumers with a single transaction and less complexity in making a direct investment back into our environment.

**Tomorrow (19 September 2007) Jetstar will join all the Qantas Group airlines for Fly Carbon Neutral Day in which the Qantas Group pledges to offset all the carbon emissions of every international and domestic flight for a single day in partnership with CO2 Australia.**

After 19 September 2007, the Qantas Groups carbon offset program will be facilitated through the Australian Government's *Greenhouse Friendly™* initiative. All carbon offsets purchased through this scheme are independently verified before being approved by the Australian Greenhouse Office.

Carbon offsets for travel on Jetstar can be purchased at [Jetstar.com](http://Jetstar.com) or via Jetstar Telephone Reservations for Australian and New Zealand customers. The Program will, in the future, be further extended to the carrier's international customers in other countries.

To calculate the emissions associated with passenger flights on Jetstar, the airline undertook a comprehensive greenhouse gas life cycle assessment of the emissions associated with the carrier's operations over a 12 month period.

Jetstar has implemented a simplified tiered pricing structure for its carbon offset program with carbon offsets. A one way Sydney-Gold Coast sector and Melbourne Avalon-Sydney will cost AUD\$0.82, Brisbane-Cairns AUD\$1.26 and on trans Tasman routes AUD\$2.16 or NZD\$2.57. A one way offset on Sydney-Denpasar is AUD\$3.81 and Sydney-Honolulu is AUD\$9.49. *Prices inclusive of GST.*

Jetstar Chief Executive Officer Alan Joyce said as the launch carrier in the Qantas Group for the Boeing 787 *Dreamliner* its future wide-bodied fleet will take dramatic steps in reducing both carbon emissions and burning less fuel than comparative aircraft.

"Jetstar and the Qantas Group are taking a clear leadership role in Australia for supporting more sustainable air travel," Mr Joyce said.

"Our future fleet of 15 B787s will deliver 25 percent more fuel efficiency when compared to similarly sized aircraft and will operate similar to today's hybrid car when comparing a miles per gallon per passenger fuel efficiency.

“The ease of our new one step process we believe is the right mechanism to best meet passenger’s needs and importantly doesn’t compromise the speed and efficiency of booking travel through [Jetstar.com](http://Jetstar.com).”

During the online or phone booking process with Jetstar, consumers will be able to select the **include carbon offset** icon after the flights have been selected but prior to purchase. The cost of offsetting the flight will be added to the total cost of the booking and will be itemised on the itinerary receipt.

“Jetstar is about choice and by our giving our customers the opportunity to make a small contribution to our Carbon Offset Program we believe this can help support our environment,” Mr Joyce said.

All funds contributed by passengers to **Jetstar’s Carbon Offset Program** (net of GST) will be directed towards Australian Greenhouse Office (AGO) Approved *Greenhouse Friendly™* Abatement Projects.

Additionally, Jetstar’s Carbon Offset Program will be subject to the AGO’s annual reporting and auditing processes.

Approved *Greenhouse Friendly™* Abatement Projects may include energy efficiency measures, waste diversion and recycling, generation of renewable energy and avoided deforestation projects.

Specific projects supported by Jetstar’s Carbon Offset Program will be unveiled over future months.

Jetstar’s Carbon Offset Program is just one way in which Jetstar is managing the environmental impact of its operations. Other initiatives are as follows:

- Jetstar will purchase carbon offsets on behalf of all staff travelling on company business;
- Jetstar currently has Australia’s youngest jet fleet of modern fuel efficient A320 and A330 aircraft and has established a fuel efficiency program to continuously monitor fuel consumption and identify opportunities for improving efficiency leading to reduced fuel consumption and gas emissions;
- Jetstar’s investment in Boeing 787s;
- The implementation of several conservation strategies relating to energy, water and waste usage across all facets of its operation.

“We believe we have a role to play in helping to reduce greenhouse gas emissions and are continually striving to improve the efficiency of our operations and to reduce our impact on the environment,” Mr Joyce said.

Tomorrow Mr Joyce will reveal Jetstar’s “official” logo for the carrier’s Carbon Offset Program. The designer is 11 year old Abigail Kusch from Kellyville in Sydney.

Miss Kusch designed the logo as part of a nationwide competition open to Australian Primary School students. Her design will appear on all Jetstar advertising and collateral communicating Jetstar’s Carbon Offset Program.

“Jetstar will continue to work with the community to grow the awareness of Carbon Offsetting, *Greenhouse Friendly™* Abatement Projects and initiatives we are undertaking to minimise our impact on the environment,” Mr Joyce said.

“We will be striving to have the best performing carbon-neutral offset program within Australia and New Zealand.”

Options to purchase credits will also be available via Jetstar’s Telephone Reservations within Australia on 131 538 and 0800 800 995 in New Zealand.

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