



The Finest Service in the Air

When Ansett Airways state that they have the "finest service in the air" that's just what they mean. Every Ansett air hostess is a friend — kind, alert, understanding. Ansett air hostesses are chosen for competence, character and charm and are thoroughly trained in the execution of their specialised work . . . you will appreciate their unfailing courtesy. Reading or writing matter, drinks, matches, delicious meals are yours for the asking, so that your flight will be a pleasant and memorable event.

Ansett Douglas Airliners, with Hostess service, fly daily between Adelaide, Mt. Gambier, Wagga, Canberra, Sydney, Hobart and Melbourne. There is also a daily Ansett service to and from Hamilton.

Ansett

AIRWAYS  PTY. LTD.

BOOKINGS

SYDNEY BX1161. MELBOURNE MU6014. ADELAIDE C2514. HOBART 7478

Advertisement February, 1947



ANSETT AUSTRALIA

MILESTONES

Ansett Milestones



Reginald Myles Ansett

- 1909** On 13 February Ansett Airways Pty. Ltd's founder Reginald Myles Ansett was born at Inglewood in Victoria. The family moved to Melbourne in 1914. After World War I they bought a knitting factory which they renamed Ansett Knitting Mills, moving it to Seymour in central Victoria in the 1940s. The company was sold in 1974, but continued operating as Ansett Knitting Mills until 1992.
- 1920** In November the Federal Government passed the "Air Navigation Act" for the regulation of Australia's emerging aviation industry and allotted its first air route, Geraldton to Derby, to the newly-formed Western Australia Airways, which started Australia's first regular air service the following year.
- 1921** On 5 December, Western Australian Airways Ltd., which had been formed on 29 August, began its Geraldton-Derby service, using Bristol 28 Tourer bi-planes. This was the first operation for an Ansett-related airline.
- 1925** Guinea Gold began flying in Papua New Guinea, was incorporated as Guinea Airways in 1928, and continued flying there until the war. It later became Airlines of South Australia.
- 1926** Western Australia Airways launched Australia's first interstate airmail service to bring the seamount from Perth to Adelaide, refuelling at Forrest.
- 1927** In Western Australia Sir MacPherson Robertson and Captain Horrie Miller, the owner of Commercial Aviation Company, founded MacRobertson Miller Aviation. Its inaugural flight with a DH60 from Melbourne to make the first landing at Adelaide's new Parafield Airport launched services between Adelaide, Renmark, Mount Gambier and Broken Hill.
- 1928** Sir Charles Kingsford Smith and Charles Ulm founded the first Australian National Airways and began flights between Sydney and Brisbane with the Avro Tens and later the Southern Cross, but the operation eventually failed.
- 1931** Reg Ansett set up his one-man taxi service, using a second-hand Studebaker to carry passengers and freight between the Victorian towns of Hamilton, Maryborough, Ballarat, and later Melbourne. The road operation became known as Ansett Roadways, serviced by the workshops of Ansett Motors at Hamilton.

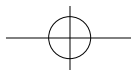


WE IN MELBOURNE BY 1.30 P.M.
 A 2nd Weekly Taxi Car Service will start operations MONDAY, 11th December. Cars will leave J. Ansett's, Hamilton Gate, 7.30 a.m. daily. Book early.
J. ANSETT, Prop.



R.M. Ansett with Studebaker

- 1932** Reg Ansett, now licensed to fly, bought a De Havilland Gipsy Moth aircraft. In Tasmania Mr L. McKenzie-Johnson began an airmail service between Launceston and Flinders Island, using a Desoutter Mark II monoplane. The aircraft, which could carry two passengers, is on display today at Launceston airport. Within a few months, Victor Holyman, of the Tasmanian shipping family William Holyman & Sons, began to operate a De Havilland 83 Fox Moth in competition. Without sufficient business to support the two airlines, the two pilots soon merged their operations to become Tasmanian Aerial Services on 1 October.
- 1933** Robert Menzies, then Victoria's Attorney-General, introduced a bill, "The Transport Regulations Act 1933", to prohibit road services from competing with Victoria's railways.



1934 Reg Ansett bought a second Studebaker for his road service. His first driver, Colin MacDonald, became an Ansett executive, and was with the company until 1974. When Mr Johnson left Tasmanian Aerial Services to join Tasmanian charter company Matthews Aviation, Victor Holyman and his brother Ivan renamed the airline Holyman Airways Pty. Ltd. Victor died later that year when his DH86 crashed near Wilsons Promontory in southern Victoria. MMA won the mail contract between Perth and Daily Waters, a 2,252 mile journey via Carnarvon, Broome and Ord River, to link up with the Empire Airmail Service to Great Britain.

1935 Reg Ansett, with his brother Jack, flew the Porterfield in the Brisbane-Adelaide air race, held 16-18 December, won the handicap section, and used the £500 prize to buy an Airspeed Envoy the following year. The Porterfield is still in flying condition today, owned by a collector in Queensland.



On 26 December, Ansett flew his Gipsy Moth to Sydney where he bought his first commercial aircraft, a single-engine Fokker F-XI Universal, for £1000. A spare engine was bought later.

February 7th 1936

HAMILTON-MELBOURNE AIR SERVICE

Plane leaves HAMILTON, 2.30 p.m.

TABLE after the arrival of the following Mail Order Service from PERTH, MELBOURNE, and SYDNEY.

Class	Rate	Class	Rate	Class	Rate
First	£ 12	First	£ 12	First	£ 12
Second	£ 8	Second	£ 8	Second	£ 8
Third	£ 6	Third	£ 6	Third	£ 6

Plane Arrives MELBOURNE, 2.15 p.m.

MELBOURNE-HAMILTON AIR SERVICE

Plane leaves ESSENDON, 2.45 p.m.

ARRIVES HAMILTON, 4.30 p.m.

BOOKING OFFICES:

MELBOURNE: ANSETT AIRWAYS, 201 GREG STREET, PHONE 4 AND 11.

HAMILTON: ANSETT AIRWAYS, 201 GREG STREET, PHONE 4 AND 11.

1/2 SINGLE FARE 1/2

Illustration of a winged logo.



The Fokker Universal



Ansett's first passengers

1936 Unable to renew his road operation licences under the new Victorian State Government legislation, Reg Ansett registered Ansett Airways Pty. Ltd. in January, then recruited his first pilot, Vern Cerche, and first engineer, John Davies. He bought a Porterfield, VH-UVH, which he used to teach flying and to fly around properties selling Ansett Airways shares to local pastoralists. Charles Snook founded Airlines (WA) Limited.



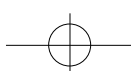
On 17 February Ansett Airways made its first flight, from Hamilton to Essendon, operated by pilot Vern Cerche flying Fokker 4 Universal VH-UTO. Its passengers were Mr K.E. Barr, Mr H.E. Heine, Miss E.T. Lascelles, Mrs W.R. Pearson, Miss A. Shields (who then took the return flight to Hamilton), Mr J.R. Simpson, Mr K.M. Wilson and Reg Ansett. This was the beginning of a regular weekday service. Later in the year, Ansett bought an eight-seat Airspeed Envoy, and began Hamilton-Sydney services.

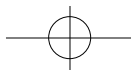
To supplement the airline's earnings, Reg Ansett ran a flying school at Hamilton and at weekends barnstormed, with joy flights and parachuting. On 25 May he won an important government mail contract.

The Holyman family decided to expand Holyman Airways. The capital for the new company, Australian National Airways Pty Limited (ANA), was provided by shipping companies Holyman Shipping, Huddart Parker, Union Steam and Adelaide Steam.

On 1 July the second Australian National Airways (ANA) was formed from Holyman Airways and Adelaide Airways (which had the previously year taken over Western Australian Airways) and became Australia's dominant airline. Also in July, in Lismore, George Robinson expanded into Airlines of Australia, took over Rockhampton Aerial Services and North Queensland Airways, and became ANA's major competitor. In New Guinea, Mandated Airlines took over W.R. Carpenter Airlines, formerly Pacific Aerial Transport. On 1 January, Airlines of Australia Ltd. began operations, taking over the operations of New England Airways Ltd.

During December, Guinea Airways acquired Holdens Air Transport Service Ltd. (HATS), which was formed in September 1932.





- 1937** On 14 April Ansett Airways Limited was incorporated in Victoria as a public company, with an issued capital of £8,303, later issuing a further 135,000 £1 shares. Reg Ansett moved his base and flying school to Essendon Airport in Melbourne, bought three 10-seat Lockheed L10B Electras (one of these, VH-UZO "Ansertes", is the only original Ansett aircraft in existence, and is owned privately in Sydney) and launched new services – on 6 September to Broken Hill, on 4 October to Sydney, and on 29 November Sydney-Adelaide with fuelling stops at Mildura and Narrandera. In its first year, Ansett Airways flew 895,983 miles and carried 12,624 passengers.



Lockheed 10B Electra

Guinea Airways, with a Lockheed 10B, began an Adelaide-Darwin service to connect with the Imperial Airways Empire Flying Boat Service bringing the mail from Great Britain.


To bring uniformity into laws to regulation aviation, the states agreed to adopt the Commonwealth "Air Navigation Act 1920" which would be administered intrastate by the federal aviation authority.



Ansett Airways Essendon Terminal



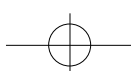
Guinea Airways advertisement

- 1938** ANA bought into Airlines of Australia. The two airlines integrated their networks but continued to be separate companies until 1942 when ANA bought the remaining Airlines of Australia shares.
-  ANA made an unsuccessful attempt to take over Ansett Airways. ANA bought VH-ABR, a Douglas DC-3 which is still flying today with the Ansett Historical Society in ANA livery. MMA expanded with two 10-passenger De Havilland 86s and two 10-passenger Lockheed Electra 10s.

- 1939** In February a fire at Ansett's Essendon hangar destroyed four aircraft including the Fokker Universal, a major setback to the airline that was yet to show a profit. Fortunately, on 4 July the Federal Government set up the Department of Civil Aviation with authority to subsidise airlines, and Ansett Airways survived.

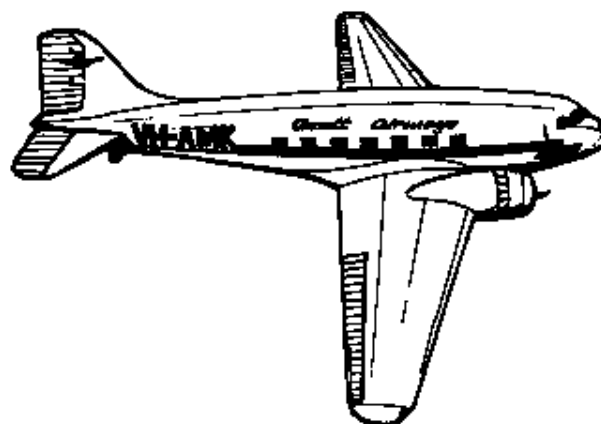
World War II

- 1940** Ansett Airways built overhaul and component manufacturing facilities at Essendon.
MMA handed over its South Australian operations to Guinea Airways. It continued its West Australian services through the war, though most aircraft were taken over by the RAAF.
- 
- 1941** Ansett's new facilities won it contracts with the Department of Aircraft Production and United States Service of Supply to service, overhaul and convert aircraft of the RAAF and USAF fleets, manufacture spare engine parts, and repair battle-damaged Allied planes.
The company paid its first dividend, and continued to expand its facilities.
- 1942** Ansett Airways ceased all its regular services except Melbourne-Hamilton, and contracted with the U.S. Army Air Corps to fly its personnel, mainly between Melbourne and Townsville, but also to Cairns and Darwin and Australia-wide, using its two remaining Lockheeds. It participated in the evacuations of Darwin and Broome following Japanese bombings.
ANAs four DC-3s were absorbed into the RAAF and its pilots conscripted. Now under Government control the airline conducted coastal reconnaissance, evacuated civilians from Papua New Guinea and flew in troops and supplies, and continued services in Australia. From maintenance bases at Brisbane and Essendon it serviced U.S. aircraft.
- 1944** Ansett Airways' wartime employee numbers peaked at 2000.
It bought Pioneer Tourist Coaches Pty. Ltd, a road touring company founded by A.A. Withers in 1905 (acquiring few assets except the name), and also bought Provincial Motors (formerly the Provincial Roadways passenger service) which operated a service station and the Ford-Anglia car agency in Bendigo.



Post-war

1945 Ansett Airways bought three Douglas C47s from U.S. war disposals in Manila, converted them to DC-3s, and resumed commercial flying operations, although the Department of Civil Aviation had given its pre-war interstate routes to ANA. After months of negotiation and litigation, Ansett was finally granted the new interstate routes of Melbourne-Mt Gambier-Adelaide and Melbourne-Wagga Wagga-Canberra and began these services on 5 February. On 16 August the Government, intent on nationalising the airlines, passed "The Australian Airlines Act, 1945" to form the Australian National Airlines Commission to administer all interstate airline operations and affirm its control of landings in the federally-administered Northern Territory, Australian Capital Territory and Territory of Papua New Guinea. Ansett set up Ansair Pty Ltd to take over its manufacturing division, shifting from making aircraft components to coaches for Pioneer's growing tourist operation and airport buses for Ansett, ANA and Qantas. Over the years it built the "Transett" and "Flexible Clipper", and converted the American "G.M. Super Clippers" and "MC Super Cruisers" to right-hand drive. MMA bought DC-3s.



Ansett Airways DC-3

1946 On 31 May Ansett Airways, now with a share capital of £1 million, became a division of the new Ansett Transport Industries Limited (ATI). ATI, at that time, consisted of Ansett Airways Pty. Ltd. Pioneer Tourist Coaches Pty. Ltd., Pioneer Tourist Hotels Pty. Ltd., Ansair Pty. Ltd. and Air Express Pty. Ltd. It set up Ansett Hotels to build and operate hotels to accommodate its Pioneer Tours passengers. In December Ansett began Melbourne-Hobart flights. The Government set up the Australian National Airlines Commission and the airline under its control, Trans Australia Airlines. On 9 September, TAA made its inaugural flight with a DC-3 from Laverton, near Melbourne, to Sydney, and began regular services on 7 October. Ansett and ANA were now restricted in importing aircraft and lost all their government business including freight, public service travel and mail to TAA, while the Government subsidised TAA, gave it preferred and free access to government facilities at airports for which private airlines paid high charges, and did not require it to pay a dividend. The Commission could monopolise a route if it provided an "adequate airline service".



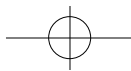
To develop an Australia-Vancouver route and break the Pan American Airlines monopoly, the governments of Australia, New Zealand and the United Kingdom set up British Commonwealth Pacific Airlines. BCPA's first scheduled flight was Sydney-Auckland-Fiji-Canton Island-Hawaii-San Francisco-Vancouver. It leased DC4s from ANA until buying its own aircraft in 1948, and was eventually taken over by Qantas. In Tamworth, NSW, a syndicate led by former RAAF Wing Commander Basil Brown founded East-West Airlines Ltd. on 23 December.

**IT'S GOOD BUSINESS TO FLY BCPA
TO THE U.S.A.**



1947 Reg Ansett decided to develop the Whitsundays, and took over the perpetual leases for Hayman Island, where he planned to rebuild its tourist centre into a luxury resort, and Daydream Island. To administer them he set up Barrier Reef Islands Ltd. Ansett Hotels started a chain of tourist hotels by buying the Imperial Hotel in Hobart and building the Lufra Hotel at Eaglehawk Neck, Tasmania, the first hotel built in the Commonwealth after the war. On 12 July, Barrier Reef Airways, founded by Capt. Poulson (who died the following year) and Capt. Stewart Middlemiss, started flying two Catalina Flying Boats to Brisbane and Gladstone and Heron, Lindeman, Daydream and South Molle islands. In Tamworth, NSW, a syndicate led by former RAAF Wing Commander Basil Brown founded East-West Airlines. It operated its first service on 23 June from Tamworth to Sydney's Mascot Airport with an Avro Anson, registration VH-ASM. MMA bought Avro Ansons for its network, which had expanded into the Northern Territory.





- 1948** Through buying and building, ATI became the largest hotel operator in Australia. Its properties included:
- Victoria:** Kalimna Hotel, Lakes Entrance; Commercial Hotel, Camperdown; Mac's and Gordon Hotels, Portland; Bull & Mount Hotel, Stawell; Murray Hotel, Mildura; Manyung Hotel, Mount Eliza.
- N.S.W.:** Eden Hotel, Eden; Bayview Hotel, Bateman's Bay; Marlin Hotel, Ulladulla; Ryan's Hotel, Albury; Victoria Hotel, Nambucca Heads; Coffs Harbour Hotel, Coffs Harbour; Australia Hotel, Ballina; Railway Hotel, Tamworth; Telegraph Hotel, Tenterfield; the Fitzroy Hotel, Coffs Harbour; Fotheringham's Hotel, Taree; Queanbeyan Hotel, Queanbeyan; Marlborough Hotel, Cooma and Black Dolphin Motel, Merimbula.
- Queensland:** Cecil Hotel, Brisbane; Queens Hotel, Townsville; Hides Hotel and Strand Hotel, Cairns; Royal Hayman Hotel, Hayman Island
- A.C.T.:** Wellington Hotel, Canberra.
- Tasmania:** Metropole Hotel, Launceston; Club Hotel, Burnie; Imperial Hotel, Hobart; Lufra Hotel, Eaglehawk Neck.
- South Australia:** Blue Lake Motel and Jens Hotel, Mount Gambier; Crown Hotel, Kingston.
- Northern Territory:** Mt Gillen Hotel-Motel, Alice Springs; Glen Helen Hotel; Ayers Rock Chalet; Palm Valley Lodge; Serpentine Lodge.
- Papua New Guinea:** Huon Gulf Motel, Lae; Gateway Hotel, Port Moresby.
- ATI bought Liberty Motors (Australia) with franchises to sell Kaiser-Frazer, Jowett, Jowett-Bradford, Allard and Stacatruck.
- By now Reg Ansett was using fare discounting and two classes of seating to compete.

- 1949** ATI formed a retail division, Ansett Travel Service.
- Ansett and ANA were suffering heavy losses against the government-subsidised TAA. On defeat of the Labor Party, the new Liberal Government, led by Robert Menzies who was committed to private enterprise, determined its policy that two airlines, TAA and ANA, would be able to compete on trunk routes, and considered amalgamating them.
- From Glenroy Station in the Kimberleys, Ansett-ANA and MMA helped launch the Air Beef Project which would help develop a regional beef industry, transporting chilled beef from local abattoirs to coastal and railhead cool stores. Their involvement lasted until 1962, by which time the necessary road infrastructure had been developed.
- By now Ansett had bought several regional road services - White Cars in Cairns, Healesville Road Services at Healesville near Melbourne, Eastern Roadlines at Bairnsdale and Albury, and Webster Rometch Astor Motors in Tasmania.

- 1950** The Royal Hayman Hotel opened.
- ATI bought 60% of Barrier Reef Airways which that year bought Short S.25 Sandringhams, which had been converted from Sunderland flying boats by Shorts in the U.K., and used them to extend services to Southport and Sydney's Rose Bay the following year.
- ATI opened its first American office, in San Francisco.



- 1952** The Federal Government and ANA negotiated the first "Airlines Agreement" (under "the Airlines Agreement Act 1952") which allowed ANA and TAA equal access to mail carriage, government business, lease of Commonwealth equipment, and the government guarantees they needed for loans to re-equip to restore ANA's creditworthiness.
- Despite opposition from its competitors, Ansett operated the Melbourne-Sydney route, protected by the Australian Constitution which allowed unrestricted interstate trade.
- Ansett Flying Boat Services Pty. Ltd. began operations on 1 May. It absorbed Barrier Reef Airways in May, although Barrier Reef Airways continued to trade until 30 March 1953.

1953

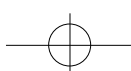


Ansett Flying Boat Services Sandringham

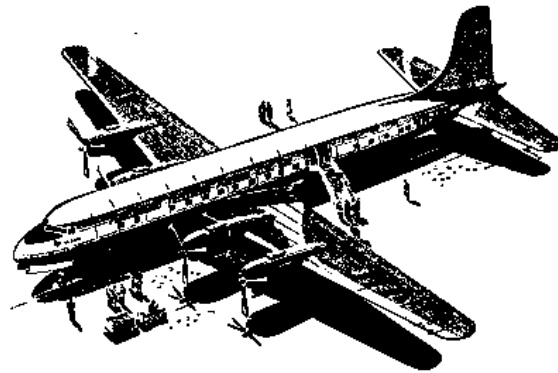
On May 20 Ansett Airways bought the routes and assets of Trans-Oceanic Airways, which was in liquidation to form Ansett Flying Boat Services, with a fleet of one Hythe 4-engined Flying Boat, two Catalinas, two Sandringham Flying Boats from TEAL and a Sandringham from Qantas Empire Airways.

Its network included Grafton, Southport, Brisbane, Hayman Island, Townsville, Cairns and Sydney-Lord Howe Island (a distance of 480 nautical miles).

ANA introduced the Douglas DC-6.



- 1954** On 15 August Ansett introduced its first pressurised aircraft, the Convair 340. In November the Privy Council ruled against restrictions on interstate road transport, opening the way for express coach services between the states. ATI sold Liberty Motors.



ANA Douglas DC-6B

- 1955** Urged by the Federal Government, MacRobertson Miller Aviation absorbed Airlines (WA) Limited on July 1 to form a more efficient operation, MacRobertson Miller Airlines Ltd., serving Western Australia and part of the Northern Territory.



Pioneer began daily express services between Melbourne and Sydney, and the following year added Pioneer Express to its tour operation, which was now operating 250 coaches.

ATI bought Road Express (NSW) Ltd to carry road freight, renaming it Ansett Road Express.



- 1957** ANA had been struggling to compete for some time, largely from operating the unpopular DC-4s and DC-6Bs against its competitors' faster pressurised aircraft. After the death of its chairman, Sir Ivan Holyman, in January, it became insolvent. On 4 October, encouraged by the Federal Government, ATI bought ANA for £3,307,000, calling the combined airline Ansett-ANA, and took over all ANA's rights and benefits under the Two Airline Act.



The purchase included ANA subsidiary Bungana Investments, the major shareholder in Butler Air Transport and its subsidiary, Queensland Airlines. It also included a 16% interest in Cathay Pacific and its engineering division Hong Kong Aviation and Engineering (HAECO). When Cathay Pacific asked shareholders to fund a major expansion, ATI decided its funds were needed for its own development and sold its shares. Ansett-ANA began operations on October 21.

Ansett today retains two former ANA divisions. National Instrument Company, which manufactured industrial and aviation instruments, is now Ansett Technologies, and Aviation Engineering Supplies, its purchasing division, operated the U.S. buying satellite known today as Ansett Industries Australia. Until now the airlines had been losing heavily through ineffective competition. "The Airlines Agreement Act 1957", based on agreement between the Government, Ansett-ANA and TAA that only two airlines would operate trunk routes and that Ansett-

ANA would succeed ANA, proved a turning point, with government guarantees enabling both Ansett-ANA and TAA to buy the cost-efficient comfortable Lockheed L188 Electra.

Keen to develop tourism in the Whitsundays, Ansett-ANA sealed the Proserpine airstrip so it could fly in Convairs. It later led the push for the Federal Government to build a jet strip and funded one-third of the terminal upgrade.

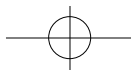
- 1958** Ansett-ANA purchased the remaining shares in Butler Air Transport and Queensland Airlines. After rationalising its combined fleets, Ansett-ANA had 3 helicopters; Bristol Sycamores VH-INO and VH-INO and Sud Quest SO1221 Djinn VH-INP up until 21 May 1958, when VH-INP crashed. Ansett-ANA acquired eight ex-ANA DC-4s. It now operated six DC-6s and DC-6Bs, two Viscount 700s, eight Metropolitan Convairs, three helicopters, two DC-4s, 20 DC-3s, two Sandringhams, and a Bristol freighter, and had on order four Vickers Viscount 800 series, six Fokker F27s and a helicopter. Queensland Airlines retained its name until 1966.

The Federal Government passed "The Airline Equipment Act 1958" restricting trunk route operations exclusively to Ansett-ANA and TAA. The Act required the airlines to maintain balanced fleets and seat capacity through simultaneous aircraft orders and cross-charter agreements, supported by Government guarantees for aircraft purchases so they could re-equip. Both airlines decided to order Lockheed Electras.

ATI renamed Pioneer Express as Ansett Roadlines of Australia, operating interstate between capitals.

Ansair formed an aviation division to manufacture aircraft accessories, including seats for Ansett's aircraft.





1959 On 18 March Ansett-ANA announced its "System of the Golden Jets", introducing the 78-seat Lockheed L188 Electra and 60-seat Vickers Viscount 832 propjets with gold decor, and the Golden Supper Club on late night flights between Sydney and Melbourne with its hostesses in gold lame. Airlines of New South Wales took over management of Ansett Flying Boat Services, by now flying regular services only between Sydney and Lord Howe Island, Hobart and Hayman Island.



Lockheed Electra L188



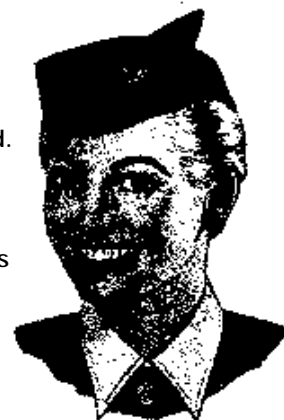
On 1 July ATI took over Guinea Holdings, and its subsidiary Guinea Airways which now operated only in South Australia, and on 17 December renamed it Ansett Airlines of South Australia. At the same time it renamed Butler Air Transport as Airlines of N.S.W. Pty. Ltd.

Ansett opened new terminals at Melbourne, Adelaide and Hobart. Ansett Hotels built a hunting and fishing lodge at Karumba in North Queensland and operated it until 1967. Frank Pascoe was appointed General Manager of Ansett-ANA. MMA introduced the Fokker Friendship.

Late 1950s To enable development of the Gold Coast tourist industry, Ansett sealed the airstrip at Coolangatta and began jet services. After several years the Federal Government took it over, compensating Ansett-ANA, to give TAA access to the now popular region. Ansett began to sell off hotels as coach technology and road conditions improved.

1960 On 26 February Ansett-ANA and TAA completed their agreement for cross-chartering of aircraft to maintain balanced seat capacities on trunk routes, based initially on a 68% load factor, with disputes to be adjudicated by the Government's Rationalisation Committee. The agreement identified as "trunk routes":

- | | |
|---------------------------|-----------------------------|
| Melbourne-Sydney-Brisbane | Melbourne-Hobart |
| Melbourne-Brisbane | Melbourne-Launceston-Hobart |
| Melbourne-Coolangatta | Sydney-Adelaide |
| Melbourne-Adelaide-Perth | Sydney-Launceston-Hobart |
| Melbourne-Perth | Sydney-Coolangatta |



Bell 47 helicopter

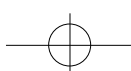
Ansett Road Express was renamed Ansett Freight Express. Ansett-ANA and TAA replaced Qantas on the trunk route of Sydney-Port Moresby-Lae, and TAA took over Qantas's domestic operation within Papua New Guinea. On 21 December Ansett began Australia's first airport-to-city helicopter service with a Bell 47J helicopter transporting passengers between Melbourne's Essendon Airport and a floating heliport on the Yarra River. After the service ended in 1980, Sir Reginald Ansett continued to use a Bell Jetranger to commute every day from his Mount Eliza home.

1961 To escape government restrictions, Ansett had introduced intermediate steps on some trunk routes and called the services "Air coaches". Victorian Air Coach Services began flights DC-3 between Melbourne and Warnambool on December 17. On 12 January Ansett-ANA responded to TAA's entry to PNG by buying Mandated Airlines of New Guinea (which had absorbed Gibbes Sepik Airways and Madang Aerial Services in 1960) from W.R. Carpenter, and renamed it as Ansett-MAL, and later as Ansett Airlines of Papua New Guinea. On 19 April 1961 Ansett-ANA began flying DC-6Bs from Australia to Papua New Guinea as the "Golden Orchid" service. In this way Australia's Two Airline Policy was extended into Papua New Guinea.

ANSETT-ANA
GOLDEN ORCHID SERVICE



In August the Australian Government allowed Ansett-ANA to fly to Darwin from Adelaide, Brisbane and Sydney, breaking TAA's monopoly on these routes by defining them as trunk routes. Ansett-ANA began flights, its "Golden Boomerang" service, in October. Government support had been enabling TAA to operate with unprofitable fares, and Ansett-ANA could not compete. A turning point was "The Airlines Agreement Act 1961", which extended the Two Airlines Agreement to 1977. It required both airlines to simultaneously order and introduce to service the same aircraft to meet estimated demand and to operate equal capacity (number of seats) on trunk routes. By putting the industry on an economic basis, the government planned to avoid excess capacity and wasteful competition. On this basis TAA was forced to compete effectively, and at last the Australian aviation industry became profitable.



1961 cont. Ansett-ANA made an unsuccessful and short-lived attempt to enter the New Zealand market when it helped set up South Pacific Airlines of New Zealand (SPANZ). ATI moved its administration from the old William Street ANA offices into Ansett House at 489 Swanston Street.

1963 ATI bought a 70% controlling interest in MMA which was now operating DC-3s and Fokker Friendships. MMA, Airlines of South Australia and Queensland Airlines bought Piaggios. Ansett-ANA used the Piaggio to operate the first scheduled Alice Springs-Ayers Rock service. In April Austarama was granted the television licence for Channel O in Melbourne.

1964 Ansett introduced Australia's largest commercial helicopter, the 26-seat amphibious Sikorsky S61, in the Whitsundays to operate Australia's first scheduled helicopter service, linking Proserpine, Mackay, Happy Bay, South Molle Island, Daydream Island and Hayman Island. The service continued until 1984.



Ansett Sikorsky

ATI established ATV Channel O, which made its first broadcast on 1 August. It also bought a 49.8% interest in Brisbane's TVQ Channel O, and small interests in other stations in Sydney, Adelaide and Perth.

On 16 October Ansett's first jet, a Boeing 727-100, arrived in Melbourne from Seattle, five minutes ahead of TAA's first 727-100. The order of landing had been determined by the toss of a coin. ATI officially withdrew from SPANZ on 19 August but provided a financial donation towards its continued operations.

1965 On 17 April Ansett and TAA ordered Douglas DC-9-31s, on 24 September Ansett introduced the nose-loading Carvair Aviation Trader A.T.L. 98 freighter (a converted DC-4), and on 17 September Ansett Airlines of Papua New Guinea introduced the DHC-4A Caribou. TVQ Channel O in Brisbane made its first broadcast on 1 July. ATI acquired the Piper dealership franchise for Australia, later renaming it Ansett General Aviation Pty Ltd.

1966 Ansett-ANA completed its absorption of Queensland Airlines. Ansett became the first airline to fly the Fokker F27QC freighter, and began phasing out its DC-6Bs and Viscounts.



Fokker Friendship F27

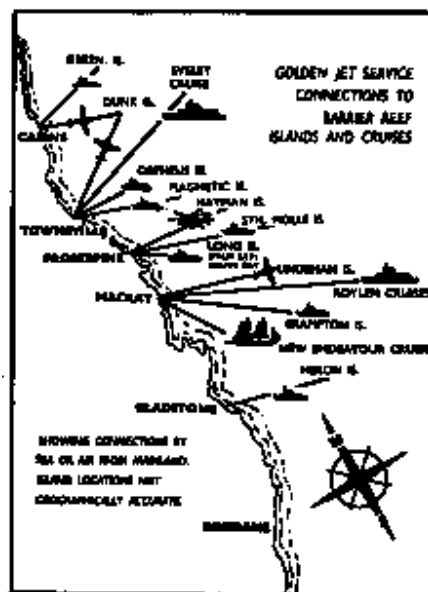
On 29 August Victorian Air Coach Services was absorbed into normal Ansett-ANA operations. SPANZ ceased operations on 28 February.

1967 On 17 April Ansett-ANA and TAA took delivery of their first DC-9s. The Ansett-ANA aircraft bore the new livery. On 3 December MMA introduced the DHC-6 Twin Otter, and on 31 August Ansett New Guinea introduced the Short SC-7 Skyvan. ATV Channel O made Australia's first colour television broadcast on 15 June. Besides its trunk routes, Ansett-ANA was now operating:

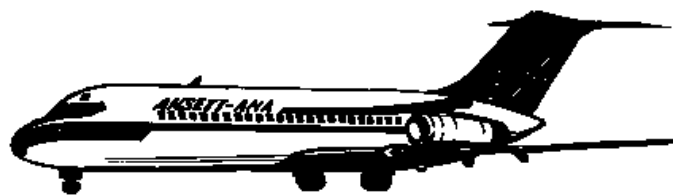
- in New South Wales as Airlines of New South Wales;
- in South Australia as Airlines of South Australia;
- in Western Australia and Northern Territory as MacRobertson Miller Airlines;
- in Papua New Guinea as Ansett-MAL;
- to Lord Howe Island as Ansett Flying Boat Services.



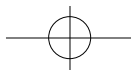
489 Swanston Street, Melbourne



Ansett in Queensland in the 1960s



Douglas DC-9



- 1968** Ansett-ANA became Ansett Airlines of Australia. Airlines of N.S.W. was renamed Ansett Airlines of N.S.W. Ansett-MAL became Ansett Airlines of Papua New Guinea on 24 June. STOL Air Services Pty. Ltd. became STOL Commuters Pty. Ltd. on 8 September. Ansett-ANA became Ansett Airlines of Australia and Airlines of South Australia Pty. Ltd. became Ansett Airlines of South Australia, on 1 November.



Sir Reginald Ansett K.B.E.

- 1969** Ansett-ANA, adopting a second red and white livery with a stylised "A", known as the "Alpha" scheme.



Ansett bought the remaining 29% shares in MMA on 1 June, and it became an ATI division. The purchase made Ansett the largest domestic airline in Australia. MMA ordered the Fokker F-28 Fellowship jet to replace its turbo-prop Fokker Friendships, and Airlines of Papua New Guinea introduced the DHC-6, known as the Twin Otter. Reg Ansett was knighted, becoming Sir Reginald Ansett, K.B.E.

- 1970** ATI bought the Patair Group on 1 July (consisting of Papuan Airlines Ltd., a hotel at Port Moresby and a trading company), and integrated it with Ansett Airlines of Papua New Guinea. The routes and equipment of one Papuan Airlines subsidiary, STOL Commuters Pty. Ltd., were sold to Macair the following year. ATI set up an insurance division, Transport Industries Insurance (TII), to underwrite its insurance needs. Ansett Road Express was now Australia's biggest national road freight haulage operator, with more than 408 freight services a week. Hayman Resort was rebuilt, following extensive damage from Cyclone Ada. Channel O Brisbane became a wholly-owned ATI subsidiary.

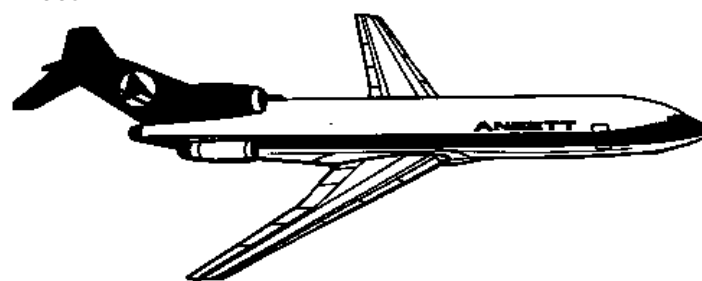


Ansett Gateways in Brisbane and Perth.

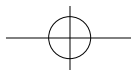
- 1971** Ansett built the first of its Gateway Inns in Perth, later renaming it the Ansett International Hotel. The high-rise Gateway complexes included the Inns, Ansett offices and airport bus terminals. Tullamarine Airport opened in Melbourne. Kendell Airlines (Australia) Pty. Ltd. began operating on 18 October.

- 1972** TNT bought up 23.5% of ATI's shares in March, and on 7 April attempted to take over ATI. The move met strong resistance from Sir Reginald, and was thwarted on 27 April by the Victorian Government passing a bill that prohibited the takeover of any Victorian-registered company by a company registered in another State (TNT was incorporated in New South Wales). TNT was, however, allowed two seats on the ATI board, but with its voting power limited to 10%. "The Airlines Agreement 1952-1972" between the Federal Government and the airlines extended the Two Airline Policy beyond 1977 for an indefinite period, with provision for either the Government or ATI to terminate it on five years notice. Ansett began to move its operation to Tullamarine, where it had built a new base, including jet engine overhaul complex and flight simulator centre, over a 19-hectare site. Ansett began converting its Lockheed Electras to freighters, while phasing out its Carvairs. Ansett Airlines of Papua New Guinea introduced the Piaggio P166. In December ATI bought Wridgways Holdings Limited, a furniture removal specialist that had been founded by Ernest Wridgway in Melbourne in 1882, and incorporated in 1961. In Brisbane it built its second Gateway Inn.

- 1973** Ansett began to replace its 727-100s with 727-200s. It introduced its IBM-based computerised reservations system, "ANSAMATIC" (an acronym of "Ansett" and "automatic"). Ansett Airlines of Papua New Guinea sold its assets to the National Airline Commission on 1 November but continued operating as part of the new national airline, Air Niugini, as Ansett Niugini Enterprises Ltd. Ansett Pioneer and Midland Coachlines of New Zealand set up a joint touring operation in New Zealand.



Ansett Boeing 727-200



- 1974** Lord Howe Island had built an airstrip, and no longer needed the flying boats. Ansett Flying Boat Services closed down on 11 September, and its Sandringhams sold to Antilles Air Boats in the U.S. Virgin Islands in the West Indies.



ATI bought 50% of the Australian franchise of Diners Club International.

When Darwin was devastated on Christmas Day by Cyclone Tracy, Ansett took part in the evacuation of residents and visitors.

Ansett engineering staff completed a replica of the Fokker Universal VH-UTO, today on loan to the Sir Reginald Ansett Memorial Transport Museum at Hamilton, Victoria.

- 1975** When Papua New Guinea became independent, its Government formed Air Nuigini from Ansett Airlines of Papua New Guinea and the domestic operation of TAA. Its initial shareholders were Ansett (16%), TAA, Qantas and the PNG Government.

Ansett Airlines of New South Wales introduced the 52-seat Fokker Friendship 500 series. Ansett installed its 727-200 simulator, built by U.S. company Singer Link, with visual systems from McDonnell Douglas Electronics.

ATI bought Albury Border Transport.

- 1976** The Federal Government determined that the domestic airlines could fly on international routes which were uneconomic to Qantas, or where Qantas lacked the appropriate equipment, as charters to Qantas. Under this arrangement, Ansett began to fly livestock between Australia and New Zealand.

Ansett was the first Australian airline to introduce computerised ticketing, a system called "ANSARITE".

ATI bought 50% interests in Biro Bic (Australia) Pty Ltd and Biro Bic (NZ) Ltd and a 48.4% interest in a finance company, Associated Securities Ltd (ASL).

- 1977** Ansair shifted its manufacturing plant to Tullamarine.

In Adelaide, Ansett built its third, and what was to be its last, Gateway Inn, in Adelaide.

Ansett developed its own hotel reservations system "ANSOTEL", an adaptation of the British Airways system.

Between 8 and 11 April, MMA operated the first of a series of Port Hedland-Denpasar flights, as charters to Qantas.

- 1978** Ansett bought the remaining shares in Avis Rent-A-Car System. ATI applied for rights to fly between Hobart and Christchurch in New Zealand. MMA began weekly scheduled flights between Darwin and Denpasar under Indonesian licence, operating them for 14 months. Ansett's financial position suffered considerably from the collapse of ASL.



- 1979** December saw the culmination of a renewed struggle for ATI ownership between Robert Holmes a Court's Bell Group, Ampol, TNT Limited, and News Corporation. TNT and News Corporation each eventually acquired 50% of the shares, and agreed to manage the airline jointly with Sir Peter Abeles and Rupert Murdoch as Joint Managing Directors. Sir Reginald Ansett remained as Chairman. The Government ended the monopoly of Avis Rent-A-Car on car rental concessions at Australian airports on 30 June.

ATI applied for permission to fly from Darwin and Port Hedland to Denpasar.

Ansett began services from Sydney to the developing Queensland tourist destinations of Maroochydore and Hervey Bay.

Deborah Wardley became Ansett's first female pilot on 5 November.

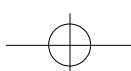
Ansett introduced its Ansafids Flight Information Display System.

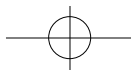


- 1980** ATI set up a separate cargo division, Ansett Air Freight, on 1 July, to operate integrated air and road freight services. Ansett Air Freight began a four-year phasing-out of the Electra freighters, had a Boeing 727, VH-RMX, converted in the USA in 1983 to carry 12 cargo pallets and took over cargo hold space in Ansett's aircraft.

Ansett sold Avis-Rent-A-Car and Channel O Brisbane.

Ansett moved to break Qantas's exclusive right to all international routes out of Australia, regardless of whether it used or intended to use them. The Queensland Tourist & Travel Corporation was encouraging Ansett to try to run direct services between North Queensland and Singapore to meet the demands of the growing international tourist market, and on 18 April Ansett flew a Boeing 727-200 Townsville-Singapore-Townsville. However, the Government did not grant the licence.





1980 cont. Having won the right to fly scheduled passenger services between Hobart and Christchurch, under the Qantas flight designator "QF", on 3 December Ansett launched its "Southern Connection" with a B727 from Hobart. It ran a weekly service until 3 March 1982.



To market its hoped-for international operation, the airline formed its Ansett International Travel division.

Ansett moved into its newly-built headquarters at 501 Swanston Street.

The Federal Government set up an independent inquiry into domestic air fares.

Melbourne's Channel 0 changed its frequency to Channel 10. ATI's shares ceased trading on the Melbourne Stock Exchange. Skywest Airlines Pty. was formed in February, from Skywest Jet Charter Air Services Ltd. and Stillwell. Airlines Pty. Ltd. (previously Civil Flying Services (W.A.) Pty. Ltd.).



*Ansett's headquarters
501 Swanston St, Melbourne*

1981 In March Ansett ordered 21 Boeing jets (five B767-200s, 12 long-range B737-200s and four B727-200s). On 13 April, Ansett adopted a new livery which Californian designers Landor Associates had based on the Southern Cross. This included new

Ansett.

"Ansett." logo, refurbished airport terminals and upgraded in-flight services, such as hot meals in Economy class.

In the Northern Territory, Northern Airlines (which had been Connair until its takeover by East-West Airlines) collapsed. The N.T. Government asked Ansett to take over essential air services from 5 February, then granted it an operating licence, initially for five years. ATI set up Airlines of Northern Australia in March, and began scheduled flights on 29 April on the routes of Darwin-Katherine-Tennant Creek-Alice Springs; Darwin-Gove-Groote Eylandt-Cairns, and from Ayers Rock (then "Yulara") to Alice Springs, Perth and Cairns. Ansett N.T. also took over the medical services of Northern Territory Aerial Work and the N.T. Government coastal and maritime surveillance with its six Nomads.



Boeing 737-200

Ansett introduced Boeing 737-200s and 727LR-200s, and began to sell its DC-9s.

At Tullamarine it built a B-767 hangar.

ATI renamed MacRobertson Miller Airline Services as Airlines of Western Australia on 1 July.

Ansett Air Freight extended services to North Queensland, Perth, Launceston and Adelaide.

ATI sold its Air Niugini shares to the Papua New Guinea Government. The Government negotiated a new Airlines Agreement which provided for the establishment of the Independent Air Fares Committee (removing fare-setting responsibility from the Minister), the deregulation of domestic air freight, and limited access by regional airlines to the trunk routes. Complementary legislation provided for the privatisation of TAA. The Independent Air Fares Committee Act provided for the approval of discount fares as well as "core" fares.

On 3 September, ATI agreed to operate the newly founded Air Vanuatu (of which Ansett owned 40% and the Vanuatu Government 60%), between Australia and Vanuatu on behalf of Qantas. This arrangement continued until May 1989.

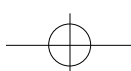
Sir Reginald Ansett died, aged 72, on 23 December.

In July Ansett introduced its Ansaboard Departure Control System (DCS).

On 2 June Ansett Airlines of N.S.W. was renamed Air New South Wales.

On 17 July Ansett Airlines of South Australia reverted to Airlines of South Australia (albeit without the Pty. Ltd.)

Ansavuc 2, the world's 1st colour airport flight information system, was introduced at Melbourne Airport.





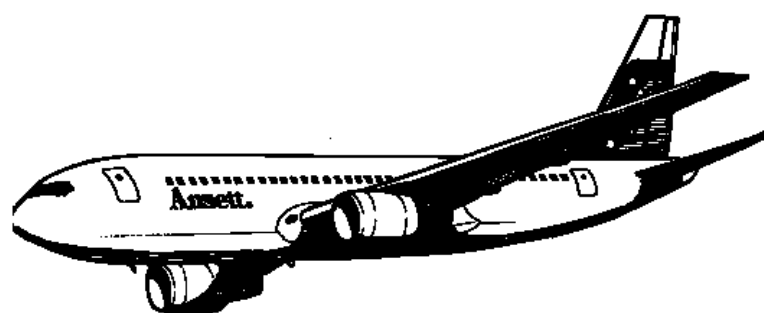
- 1982** On 16 February Ansett launched its Golden Wing Club for frequent fliers. That month it began managing Apia-based Polynesian Airlines for the Government of West Samoa, flying to New Zealand and the Polynesian countries of American Samoa, Fiji, Tahiti, Vanuatu, Cook Islands and Tonga.



The Pacific International Hotel, a joint venture between Ansett and the Kamsler family, opened in Cairns on 8 October.

ATI bought 75% of Denny's Restaurants in Australia and the Australian franchise, and began to build a chain of restaurants. Ansett introduced "Ansacare", an airline reservations system dedicated to the travel needs of disabled passengers.

- 1983** Ansett introduced the Boeing 767-200, with 211 seats. Pacific Aviation was set up to take over the general aviation interests of ATI and Consolidated Press Holdings - Ansett General Aviation, Ansett Corporate Division, Aviall Australia, and Stillwell Aviation. It continued to sell Piper and Stillwell aircraft, charter corporate aircraft, provide maintenance, engineering and spare parts for several aircraft manufacturers at seven airports, and operate passenger terminals at Essendon, Sydney and Brisbane through its Flight Facilities division. ATI sold ATV Channel 10, Melbourne, to News Limited. Air N.S.W. began services between Brisbane and Norfolk Island on 15 July, using Fokker F28s. Ansett Air Freight had a Boeing 727-200 converted to a freighter and started dedicated cargo flights between Australia's east and west coasts. Ansett and Hazelton Airlines signed a commercial agreement on reservations and ground handling. Ansett installed new B767-200 and B737-200 simulators built by Singer in New York. Ted Forrester was appointed General Manager of Ansett.



Boeing 767-200

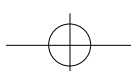
- 1984** Golden Wing opened lounges in Adelaide, Perth and Canberra. In April, Ansett ordered the 80-seat four-engined BAe 146 jet from British Aerospace. Ansett began a second Melbourne-Sydney-Vila service, and the first Brisbane-Vila service for an Australian airline. In July the \$10 million Ansett-Hamilton Island joint venture airstrip opened. Airlines of Western Australia, renamed Ansett W.A. on 26 November, ordered the BAe 146-200. New Zealand deregulated its aviation industry and relaxed restrictions on foreign ownership. Following a change of Government in March 1983, legislation passed in 1981 providing for the privatisation of TAA was repealed. Newmans Air Ltd. was formed in New Zealand in October.

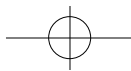
- 1985** In January Golden Wing launched Valet Car Parking at Melbourne Airport. ATI sold Ansett Motors on 24 April.



On 1 May 1985 Ansett Airlines of N.S.W. was renamed Air N.S.W. On 16 August ATI renamed Airlines of Northern Australia as Ansett N.T. TNT and News Limited set up an aircraft leasing division, Ansett Worldwide Aviation Services (AWAS), to lease aircraft to airlines and provide management, technical and training support. Ansett W.A. introduced the BAe 146-200 on 26 April, while Ansett ordered the Airbus Industrie A320-200 jet with 134 seats and the 50-seat prop-jet Fokker 50. Sir Peter Abeles led an Australian Government Mission to China, which resulted in ATI plans, later shelved, for a Business Service Centre in Beijing. The Federal Government commissioned the Independent Review of Economic Regulation of Domestic Aviation (the "May Review") which took submissions from the public, airlines, State Governments and unions over the next two years. Air New South Wales became Air N.S.W. on 1 May (see notation for 2 June, 1981). Transcorp Airways (H.K.) Ltd. was formed in August, as an air-freight airline. Its 1st service was on 28 October. ATI acquired 51% of its shares on 3 December.

- 1986** On 15 September Ansett introduced the Boeing 737-300 with 110 seats. In October Ansett New Zealand Ltd. was formed as a joint venture between ATI (50%), The Newmans Group (22.5%) and Brierley Investments (27.5%) to operate domestic New Zealand services. Using 2 DHC-8 'Dash 8s', with 'Ansett Newmans' titles, services began on 25 December.





1986 cont. On 27 June, Airlines of South Australia ceased operating, and handed over its routes to Kendell Airlines. In April, Air N.S.W. began weekly Fokker F28 services between Sydney and Ayers Rock via Broken Hill, and Ansett N.T. began weekly direct flights from Adelaide to Ayers Rock. National Instrument Company was renamed Ansett Technologies. Ansett and Qantas signed a commercial agreement for joint Ansett/Qantas travel centres, and for Ansett to be Qantas's preferred domestic carrier, and Ansett bought the travel retail company Traveland International. ATI took over the operating leases of South Molle Island resort and Hook Island underwater observatory. Ansett sold Ansett Pioneer to Trailways. Ansett accepted a contract to manage the newly-formed Cook Islands International Airline and started B767 services on 17 August between Sydney and Rarotonga.



1987 In January the report of the Independent Review of Economic Regulation of Domestic Aviation was released. It presented the Government with a range of options ranging from full deregulation of Australian aviation to retention of the status quo. In 10 April ATI opened the rebuilt ultra-luxurious Hayman resort.

H A Y M A N

Ansett New Zealand

Ansett New Zealand began DHC-8 operations under its own title on 1 February, and began full jet operations on 25 July, with its infrastructure of new airport terminals with aerobridges, and introducing high standards of catering and other services. Based in Auckland, the airline began operating four leased Boeing 737-100s on trunk routes between Auckland, Christchurch and Wellington, and two DHC Dash 8s on tourist routes. It started out with airline code designator "ZQ", but adopted the Ansett "AN" code in 1990. ATI's 51%-owned Transcorp Airways began freight services between Asia and Australia on 1 June 1987, with a Boeing 707, withdrawing in October 1989.



East-West Airlines Fokker F28

TNT and News Limited bought East-West Airlines on 31 July, but continued to operate the 17-aircraft airline independently of Ansett. Ansett bought 20% of America West Airlines, based in Phoenix, Arizona. On 31 October, acting on the recommendations of the "May Review", the Australian Government gave the required three years notice that it would terminate "The Airlines Agreement", and so deregulate the Australian

domestic aviation industry, the most important aspects being removal of controls on:

• aircraft imports • passenger capacity • air fares • new entrants to trunk routes.

The Government and airlines agreed on long-term terminal leases which gave Ansett and Australian Airlines development rights over their terminals from 1989, while requiring them to provide guaranteed minimum facilities for new entrants.

On 16 November Air N.S.W. became the world's first airline to operate the Fokker 50 turbo prop.

ATI withdrew from Transcorp Airways in October 1988, not 1989.

East-West Airlines Ltd. was renamed Eastwest Airlines (Operations) Pty. Ltd.

1988 Ansett's first A320-200 arrived via Darwin on 26 November.

In January, New York-based "Air Transport World" magazine awarded Ansett its 1987 Passenger Service Award, the first time the honour had been made to a domestic airline, and in November "Conde Nast Traveler" magazine's readers voted Ansett the world's best domestic airline.

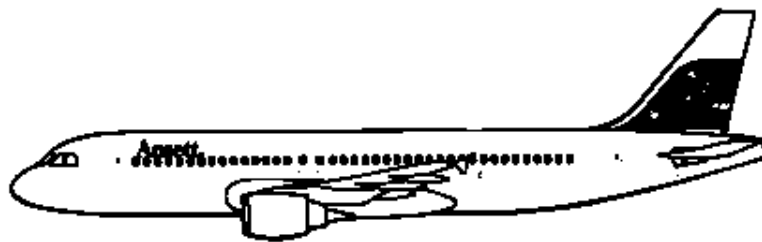
Brierley Investments and Newmans sold their shareholdings in Ansett New Zealand to ATI, which became sole owner. Ansett New Zealand ordered the BAe 146.

Ansett and Australian Airlines (the former TAA), in a joint venture, set up Southern Cross Distribution Systems to market the global information and reservations system Galileo in Australia. Another joint venture, Coles Myer/Ansett Travel, was formed on 23 June.

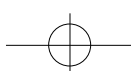
Ansett sold its Gateway Hotel in Adelaide and the Ansett International Hotel in Perth.

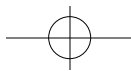
Graeme McMahon was appointed Ansett's General Manager.

Transcorp Airways (H.K.) Ltd. ceased operations and went into liquidation on 25 October. Its Boeing 707-330C freighter was transferred to ATI.



Ansett Skystar A320-200





1989 Ansett New Zealand began replacing its B737s with BAe 146-200s and -300s while Ansett withdrew the Fokker Friendship from service.
Ansett installed its A320 simulator, built by British Rediffusion.
On 1 March, Air N.S.W. was renamed Ansett N.S.W.
In May ATI sold Denny's Restaurants to Whitbread & Co.
On 17 July Ansett launched its first Business Class, entitled "Executive Class", and renamed its First Class as "Premier Class". These were later renamed to the standard "Business Class" and "First Class".
The Australian domestic airline industry pilots' dispute erupted in late July, with pilots resigning en masse on 28 August. Industry capacity was gradually rebuilt, including use of military capacity and wet lease aircraft and crew during early rebuilding. The dispute continued until March 1990.
On 29 December Ansett introduced its first Mystery fare, at \$50, offering same-day return travel to an interstate destination not identified to the passenger until check-in.

1990 Ansett launched a \$200 million terminal expansion program.
From January to June Ansett W.A. operated weekly charters to Cocos and Christmas Islands.
On 2 July ATI and Travelex Exchange Corporation of the U.K. announced a joint venture to operate currency exchange bureaux at Melbourne, Sydney, Brisbane and Canberra Airports.
In September East-West Airlines introduced the BAe 146.

Ansett Australia.

On 4 October Ansett Airlines of Australia changed its name to Ansett Australia and unveiled a new livery with a stylised Australian flag on the tail.

Domestic airline deregulation became effective on 1 November, allowing carriers to set their own fares, decide their own capacity and determine their own route networks.

Ansett N.S.W. was renamed Ansett Express on 28 November. It resumed flights to Norfolk Island from Sydney using new long-range Fokker 28-4000s.

East-West Airlines introduced the BAe 146-300 and a new livery.

After approval of policy change by the Australia Labor Party Federal Conference, the Government announced the privatisation of Qantas to 49% and Australian Airlines to 100%.



Fokker F28

1991 On 25 August Ansett launched Australia's first domestic Frequent Flyer program, with the co-operation of partners:

- Hyatt, Parkroyal, Centra and Travelodge Hotels.
- Avis Rent-A-Car.
- Diners Club.

Ansett Frequent Flyer.

On 2 February Ansett NT ceased operations.

Ansett announced, on 7 February, that it was withdrawing from loss-making Darwin-Katherine-Tennant Creek-Alice Springs services previously subsidised by Ansett's Ayers Rock operations, after Government policy relating to the operational size of aircraft at Ayers Rock was changed.

On 8 April, Ansett Express launched the Express Shuttle between Canberra and Sydney.

In October Ansett withdrew from its contract to manage Polynesian Airlines.

ATI bought a controlling interest in Westintech Ltd.

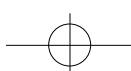
1992 In its "One Nation" statement on 26 February, the Government announced fundamental changes to Australian aviation policy:

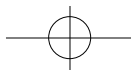
- Australian carriers other than Qantas would be allowed to fly internationally, thus bringing to an end the Single Designation Policy.
- Qantas would be able to fly domestically.
- Australian carriers were to be able to consider investments in each other, "allowing Qantas to consider possible investments in Australian Airlines or other domestic airlines" in the context of its privatisation.
- Negotiations to be held with New Zealand for liberalisation of the trans-Tasman market and, ultimately, a single Australasian air services market with a common border.

Legislation was passed establishing the International Air Services Commission (IASC) to award Australia's international air service capacity entitlements, obtained pursuant to bilateral air services agreements negotiated with various countries, to contending Australian applicants according to criteria relating to Tourism, Trade and Consumer Benefits and Industry Structure implications.

On 2 June the Federal Government approved the sale of Australian Airlines to Qantas, and announced that Qantas would be privatised to 100%. From 1 November Qantas was permitted to carry domestic passengers within Australia.

On 17 July, News Corporation Chief Executive Rupert Murdoch handed over his role as ATI Joint Chairman and Joint Chief Executive to News Limited's Chief Executive Ken Cowley. ATI announced its new Board of Directors on 30 November, appointing Ken Cowley as Chairman and David Mortimer, Chief Executive of TNT, as Deputy Chairman. Sir Peter Abeles stood down as Joint Chairman and Chief Executive of Ansett, while remaining on the TNT Board as a Director.

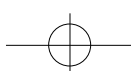


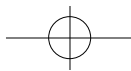


- 1992 cont.** In August the Australian and New Zealand Governments reached agreement regarding progressive liberalisation of the Tasman, with "beyond" rights for each country beyond the other, and for Air New Zealand to enter the Australian domestic market from November 1994.
On 13 September Ansett expanded its Frequent Flyer program internationally, signing participating partners Cathay Pacific, United Airlines, All Nippon Airways and British Airways (later withdrawn when British Airways bought 25% of Qantas). Singapore Airlines, Malaysia Airlines, Swissair and Austrian Airlines joined Ansett's program later.
On 14 September Ansett made its first application for international capacity, to Malaysia, and by December had also applied for capacity to Indonesia, Singapore and Hong Kong.
On 30 September Prime Minister Paul Keating opened Ansett's new Sydney terminal extension, which included a new Golden Wing Lounge.
In December British Airways purchased 25% of Qantas.
Pacific Aviation became a wholly-owned subsidiary of ATI.
- 1993** In January Ansett applied to the IASC for capacity to Japan when the Kansai Airport at Osaka would open at the end of the year, and later in the year applied for Korea.
Ansett formed commercial alliances with Malaysia Airlines on 17 January; Alitalia on 6 January; Garuda on 2 February and Hazelton Airlines on 25 March.
- Ansett Australia.** Ansett appointed George Patterson Advertising as its advertising agency. Its first campaign, launched in March, has the theme "Ansett Australia. One of the World's Great Airlines" and used Enya music in the campaign's distinctive television advertising.
One of the world's great airlines. On 1 September Ansett began regular scheduled services from Perth to Christmas Island and to the Cocos and Keeling Group of Islands.
Ansett Australia made its first international flights in its own right – from Perth, Darwin, Sydney and Melbourne to Denpasar in Bali – on 11 September.
Ansett signed commercial alliances with travel wholesaler Jetset on 14 July, Brisbane-based Flight West Airlines on 17 August, and Lufthansa Airlines on 23 December.
The NSW Government announced partial deregulation of intrastate air routes on 12 June.
During the year, ATI subsidiary airlines Ansett Express, Ansett W.A. and Eastwest Airlines were rationalised into Ansett Australia as one aviation group without separate, stand-alone overheads.
- 1994** New services to Bali were increased with the addition of a mid-week Darwin flight every Wednesday from March.
Four extra Boeing 737-300s were added to the domestic fleet.
In May, Ansett Australia announced an order for five extra A320s for delivery from 1995, and the lease of two Boeing 747-300 aircraft for flights to Osaka in Japan, and Hong Kong, due to start in September 1994. Also in May, Ansett introduced its new Merlin Departure Control System (DCS), replacing Ansaboard.
Subsidiary companies Ansett Wridgways, Ansett Freight Express, Pacific Aviation and Whitsunday Connections were sold and joint venture manufacturer, Turbine Components Australia, was closed as part of the Ansett group's increasing concentration on core airline activity.
Ansett Australia was named 1994 Airline of the Year during the annual Travel Industry Awards announced in June.
- ANSETT AUSTRALIA** On 28 July Ansett Australia unveiled a new livery incorporating a white seven-pointed star in a stylised gold letter "A" in a ceremony at Sydney's Opera House, which included a helicopter flypast of a 60-foot flag in the new design.
In August Ansett Australia was named Best Airline in the inaugural Australian Federation of Travel Agents Australian Excellence Awards. The airline's holiday company, Ansett Holidays, was named best domestic tour operator in the same awards.
Ansett's first Boeing 747 was welcomed in Sydney by Prime Minister Paul Keating on 29 August.
Ansett Australia's first service to Osaka in Japan operated on 4 September and the first flight to Hong Kong on 10 September.



Boeing 747-300





1995 Ansett's Frequent Flyer and Golden Wing loyalty programs introduced their new trademarks. South African Airways became Ansett Frequent Flyer's eighth international partner. Ansett Australia increased its Hong Kong-Sydney flights from three a week to five from March.



ANSETT AUSTRALIA
FREQUENT FLYER

In May Ansett was again named the National Travel Industry Awards Airline of the Year, with Hayman Island chosen as Best Hotel/Resort. The following month, readers of Asian Business magazine voted the airline Best Large Australian Business in Asia, and in August the Australian Federation of Travel Agents chose Ansett Australia as Best Airline for the second consecutive year.



Golden Wing
C L U B

In August, the airline announced several business travel initiatives, Ansett-owned Traveland entered a joint venture with global travel management specialist Carlson Wagonlit Travel to develop its corporate travel division. Ansett Australia and Diners Club introduced the world's first fully integrated airline charge card which would also enable businesses to improve their travel expense accounting and budgeting. Ansett split its Frequent Flyer scheme into four tiers – Diamond (the highest), Platinum, Gold and Silver – to link its benefits more closely to members' volume of travel.

The first of five new A320-200s arrived in September. Ansett Australia and Malaysia Airlines started international code-sharing between Kuala Lumpur and Australia on September 16. In September, Ansett New Zealand announced its first ever operating profit of NZ\$2.6 million, for the year ending June 1995. New Boeing 747 services started to Kuala Lumpur on 9 November, to Taipei on 11 November, and to Auckland on 18 December.

On 17 November, TNT announced it was negotiating the sale of its Ansett shareholding to Air New Zealand, subject to Government approvals. Fiona Welsh was appointed Ansett Australia's first female jet captain.

1996 Ansett turned 60 on 17 February, with celebrations including a re-enactment of the 1936 Brisbane-Adelaide air race, and a Channel 9 national telecast of "R.M., the Ansett Story", a documentary on Sir Reginald Ansett.

Ansett services to Jakarta started on 12 January and Ansett applied to the IASC on 7 May for permission to fly to Shanghai, an application which was approved on 6 August. On the equity front, the New Zealand Commerce Commission on 4 June approved News Corporation buying 100% of Ansett New Zealand and Air New Zealand's proposal, which the Commission had previously rejected, to buy 50% of Ansett Australia Holdings from TNT. On 18 September, the Australian Government approved Air New Zealand's purchase of half of Ansett, subject to 51% of Ansett International remaining Australian owned.

Negotiations were concluded with the 1 October announcement that saw Air New Zealand become 50% owner of Ansett Australia in a deal in which Air New Zealand paid TNT \$A324 million, injected \$A150 million into Ansett, while News agreed to inject \$A50 million. Ansett Australia Holdings in turn owned 49% of Ansett International, with the balance held by Australian institutions. Messrs Bob Matthew, Jim McCrea and Robert Nazarian from Air New Zealand joined Ansett's board.

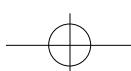
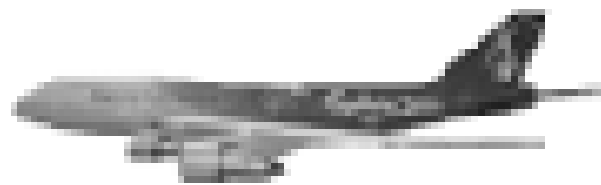
Earlier in the year, Chief Executive and Managing Director Graeme McMahon, who had achieved 40 years service with the company, retired and on 27 September, it was announced that Mr Rod Eddington, an Australian Rhodes Scholar who was Managing Director of Cathay Pacific, would join Ansett as Executive Chairman from early New Year 1997.

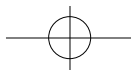
In other milestones for 1996, Ansett sold general aviation business, Skywest Aviation (but retained Perth-based Skywest Airlines) and sold its half share of Travelex, a currency exchange business. Both sales were announced in July.

On 24 September, the Bureau of Air Safety Investigation published its report into the October 1994 landing of Boeing 747, VH-INH, at Sydney with its nose gear retracted. The report was critical of the speed with which B747s were introduced into Ansett's fleet. The Sydney Organising Committee for the Olympic Games named Ansett as "preferred proponent" to

become the Sydney 2000 Olympic Games official airline on 27 March. Ansett won the National Travel Industry Awards' Airline of the Year for the third consecutive year on 19 May and the Australian Federation of Travel Agents Best Airline Award, also for the third year in a row, on 22 June. On 16 July, UK research of business travellers using 67 airlines around the world rated Ansett International as operating the world's best long-haul business class and as offering the best on-board catering. The same research rated Ansett as best Pacific-based airline.

Ansett on 8 October announced its decision to introduce ticketless travel, or E-ticket. On 18 November, Ansett's state-of-the-art Launceston Call Centre was opened.





1997



In an early speech to the National Aviation Press Club, new Executive Chairman Rod Eddington said Ansett was a great airline but a poor business and restoring profitability would include measures such as selling non-core assets such as Hayman Island.

Code sharing on 60 Air New Zealand trans-Tasman flights each week was announced on 14 January, with a further announcement on 26 February that 130 flights each week would be code shared. Ansett's frequent flyer program was rebranded as Global Rewards on 16 January and an Olympic-livery design A320 was unveiled on 28 January to celebrate the official launch of the Olympic Airline Team partnership of Air New Zealand, United Airlines, Lufthansa, Malaysia Airlines, South African Airways and Thai. A co-branded Ansett/Westpac/Visa credit card was announced on 10 February. A number of domestic network cutbacks were announced. Plans to withdraw from Norfolk Island were announced on 29 January

and Brisbane-based Flight West announced in March that it would use former Ansett F28 equipment to operate to Norfolk Island and to Prosperpine in Queensland. On 7 March, Ansett advised it would be withdrawing Cocos Island and Christmas Island services from October.

Internationally, Ansett ended its Sydney-Auckland Boeing 747 services on 24 October after the end of a short-term contract with Aerolineas Argentinas, on whose behalf Ansett operated the flights.

In an attempt to reduce spiralling distribution costs, Ansett announced plans to reduce travel agent commissions in March but reversed the decision in late April. On 26 March, Ansett announced the 2 April introduction of a two-class domestic configuration, with a new premium-cabin BusinessFirst product and an upgraded Economy product.

The last Ansett Boeing 727-200 service operated on 23 April as AN36 from Hobart to Melbourne. The aircraft type was retired well-ahead of its originally-planned retirement date as a voluntary move to reduce aircraft noise. Ansett's B727s were sold to US-based Intrepid Aviation for conversion into freighters.

Ansett's inaugural service to Shanghai operated on 8 June.

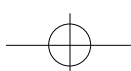
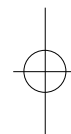
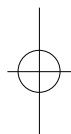
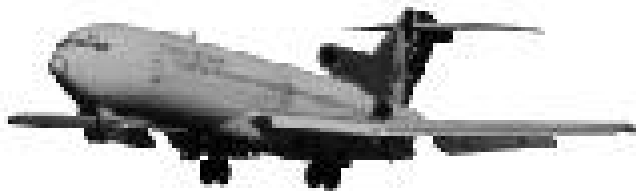
On 20 June, Ansett Australia, Ansett International, Air New Zealand and Singapore Airlines announced a plan to form a co-operative commercial alliance and, following detailed negotiation, a formal application seeking Australian Competition and Consumer Commission approval was lodged on 22 December.

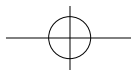
Ansett was named Airline of the Year for the 4th year in a row in the new Australian Federation of Travel Agents National Travel Industry Awards announced on 10 August. Ansett International was in September named as operator of the world's best long haul business class for the second year running in global research of business travellers, this time tying with Malaysia Airlines for the honour. Ansett was also named as best Pacific-based airline in the same research, again for the second year running.

Executive Chairman Rod Eddington announced on 9 September that a Business Recovery Program was being set up to plan a comprehensive review of all Ansett functions. A BRP strategy stream would determine a strategy for fundamental change, a process stream would identify ways of improving the way Ansett did things and a Quick Wins stream would target and implement key cost savings quickly. The vision was to make Ansett a great airline and a great business.

A \$167 million upgrade of Ansett's Sydney domestic terminal was announced on 13 October.

In November, Ansett announced it would convert its Boeing 747 aircraft to two-class configurations during the first half of 1998, and also announced it planned to stop non-stop Kuala Lumpur operations from 29 March 1998, to instead operate via Jakarta.

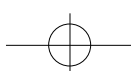




- 1998** Ansett International suspended services to Seoul on 8 February after a sharp drop in Korea-Australia traffic. Services to Kuala Lumpur and Jakarta were also suspended in May due to the economic crisis in Asia. However, the airline launched new services to Fiji and a non-stop Brisbane-Bali service. Ansett launched a two-class service; Businessfirst and Economy. Ansett is awarded 'Airline of the Year' for the fifth consecutive year at the Australian Federation of Travel Agents/National Travel Industry Awards. In April, Ansett finished converting its Boeing 767s from three-crew to two-crew cockpits eliminating the need for flight engineers on these aircraft. Organisational realignment started as a key platform for Ansett's Business Recovery Program. A new executive committee was appointed followed by a comprehensive management realignment program. Ansett also invited staff to submit expressions of interest in a Voluntary Redundancy (VR) program. Almost 1200 staff registered an interest. As a part of the BRP, Ansett announced its plans to divest its non-core assets. In May, Ansett sold Hayman Island and its 50% share in Hamilton Island airport to BT Hotels for \$94 million. It also sold its share of Carlson Wagonlit Travel and the Cairns Pacific International Hotel. On 11 June, the Australian Competition and Consumer Commission gave draft approval for the Ansett group, Air New Zealand and Singapore Airlines to form a commercial alliance. Ansett and Air New Zealand also became observer status members of the one-year-old Star Alliance. Ansett started redeveloping its Sydney Terminal for the 2000 Olympic Games.



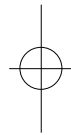
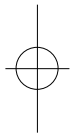
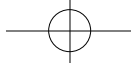
- 1999** Ansett continued to divest its non-core assets selling:
- 62.2% share of Diners Club Ltd to Diners Club International.
 - Ansett Air Freight (express door-to-door service) to TNT
 - Transport Industries Insurance (TII) to QBE Insurance.
 - Inflight catering business to Gate Gourmet.
- In March, Ansett officially joined the Star Alliance. Also in March, News Limited and Singapore Airlines (SQ) reached an understanding for SQ to buy News' 50% shareholding in Ansett Holdings Limited for \$500million, subject to a number of conditions. The transaction was vetoed by Ansett's other 50% shareholder, Air New Zealand. The engineering business units of Ansett Australia and Air New Zealand announced plans to combine to form Ansett New Zealand Engineering Services (ANNZES), a unique trans-Tasman Maintenance Repair and Overhaul (MRO) business. In September, Ansett upgraded its international fleet by leasing two Boeing 747-400 aircraft from SQ to replace its 747-300s. The new 747-400s included personal seat back video screens and telephones in economy class. Ansett met its Better Business targets achieving a \$140.8m trading profit for the financial year - a \$110 million improvement on the previous year. Ansett invested \$29 million in state-of-the-art call centres in state capitals.





2000 Ansett made a smooth transition through the Y2K millennium changeover. Executive chairman, Rod Eddington, departed Ansett in April to take up the position of Chief Executive Officer at British Airways. In February, Air New Zealand announced its intention to purchase News Limited's 50% shareholding in Ansett Holdings Limited and moved to full ownership of Ansett and its subsidiaries in June. A new trans Tasman, Australasian executive structure is announced in August and comprehensive work started on merging operations to form a new group; equivalent to the world's 20th biggest airline. Ansett launched a brand revitalisation campaign incorporating a new advertising style with refurbished lounges, inflight entertainment and aircraft interiors. The airline was first-to-market with E-check in and mobile phone WAP technology. Mexicana Airlines, Singapore Airlines, British Midland and the Austrian Airlines group (consisting of Austrian Airlines, Tyrolean Airways and Lauda Air) joined the Star Alliance bringing total membership to 15. ANNZES appointed a separate senior management team. EBIV part 2 agreements were achieved across the airline realising significant benefits for both staff and the business. Domestic airline competition intensified during the year with Impulse Airlines extending its services from its eastern Australian regional base to include major trunk routes from June and Virgin Blue entering the market in August. Ansett capitalised on its status as Official Airline of the Sydney 2000 Olympic and Paralympic Games – exceeding the financial targets sought from the sponsorship. Ansett Holdings Limited operating profit before tax fell to \$101.6 million. Growth in passenger numbers, revenue and load factors were offset by higher fuel costs, fluctuating foreign exchange rates and high internal costs. Gary Toomey took up the position of Chief Executive Officer of the combined airline Group in December. Gary was the former Deputy Chief Executive and Executive Director at Qantas Airways Limited.





INFORMATION COMPILED BY:
Ansett Australia Corporate Affairs
16/501 Swanston Street
Melbourne, Victoria, 3000
Tel: (03) 9623 3450
Fax: (03) 9623 2887

Our sincere thanks to the many Ansett Australia and former airline people who helped compile this document.

Our list of milestones is not meant to be a full Ansett history but we hope the chronology assists in giving a broad understanding of major airline developments over the years.

Every effort has been made to ensure accuracy, but some documents relating to Ansett's history are no longer available and occasional instances of written information contradicting other records were encountered.

We would welcome advice from readers who might have access to data we may have inadvertently overlooked.

