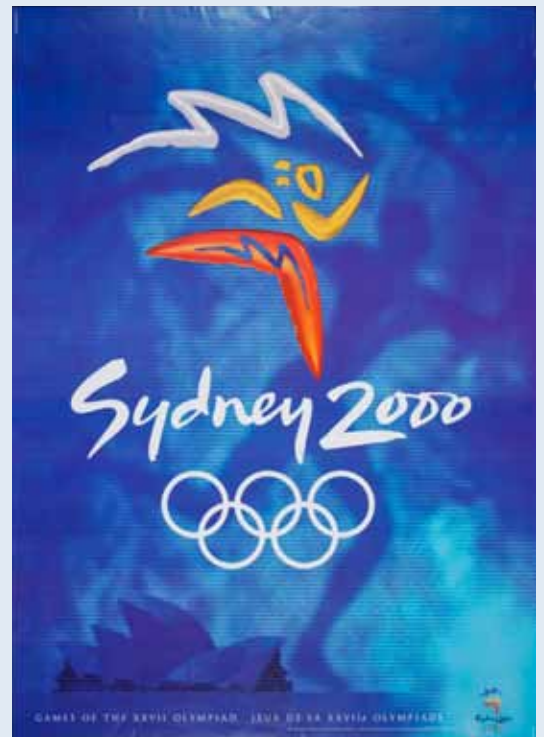
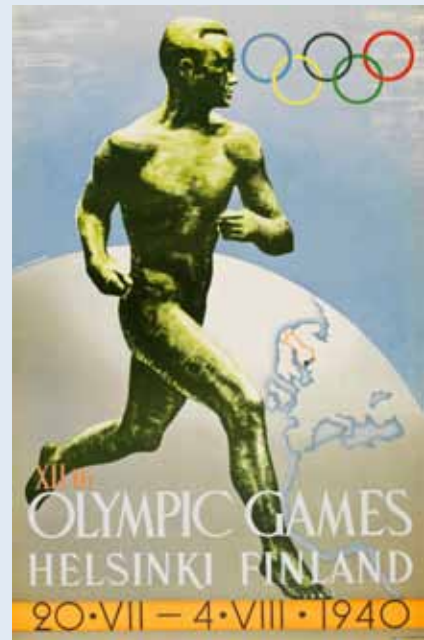


Upfront

Qantas news, initiatives & sponsorships.



Clockwise from left: an unofficial poster celebrating Montreal 1976; Helsinki 1940 official poster; Sydney 2000 official poster



Posters go for gold

THE OLYMPIC GAMES is as much show business as elite sport, and all great shows need a great poster. *A Call To The Games: Olympic Posters* at the National Sports Museum (Melbourne Cricket Ground) exhibits 100-plus posters (official and unofficial) from Olympics past. Helsinki 1940 was a no-show, thanks to WWII, but at least there was a poster. Sydney 2000 weaves trad Games imagery with Aboriginal influences, while the unofficial poster for Montreal 1976 (above) is bang on target. Until September 16. nsm.org.au



Alan Joyce

Qantas CEO

Go the green and gold

LIKE ALL AUSTRALIANS, Qantas will be 100 per cent behind our Olympic and Paralympic teams in London. We've sponsored the Olympic team since 1952, and as Australia's national airline, we're fortunate to be able to play a big role in supporting our athletes.

This year, we're also supporting a number of individual athletes including Leisel Jones, Steve Hooker, Sally Pearson, Lauren Mitchell and Matt Goss. The Qantas Ambassador program is about talented individuals promoting Australia abroad (see our story, page 32) – and who better to do so than our most inspiring sportspeople?

Australia has always excelled in Olympic competition, and the range of sports represented by the Qantas Ambassadors reflects the strength and depth of the team for London. We look forward to celebrating their success.

The host city should be on a high, with the striking Olympic complex complementing the region's rich history. With two A380 services each day, a flight with Qantas is one of the best ways to start your London Olympic Games experience.

Enjoy the journey.

Martin Grant with models wearing uniforms past; with Qantas Ambassador Miranda Kerr (inset)



Fashion forward

Australian-born, Paris-based designer **MARTIN GRANT** has been on the speed dial of the style set for more than two decades, dressing everyone from Cate Blanchett to Juliette Binoche. His elegant ethos will be applied to a collection of Qantas uniforms set for a 2014 unveiling.

Q&A ❖ **Historically, Qantas uniforms have reflected aviation innovations and social change. What statement do you hope to make?**

Qantas is a premium airline with a strong identity, an ambassador for Australia internationally, and an Australian icon. The red triangle and the flying kangaroo are a perfect mix of graphic strength and lyricism. The uniforms need to reflect these qualities and be easily identified. They should be sharp, modern and international, with the freshness of Australia.

❖ **How will you reconcile style with utility?** My work tends to be chic and wearable. While some of the shapes may be fitted and tailored, they will be made in comfort fabrics with

enough stretch and the correct thermal qualities for inflight travel and manual work. I will also try to mix some more modern, casual elements with the more formal, structured pieces to give a feeling of ease while remaining elegant.

❖ **How would you describe Qantas flight attendants?**

I would say they are professional, friendly, reassuring and efficient.

❖ **How many outfits will this collection comprise?**

I plan to make a tight selection to maintain a strong coherence – it's like a jigsaw puzzle where everything has to fit together.

There will be a strong base with extra elements that can be added for specific tasks, situations and climates.

❖ **You've been designing womenswear for 20 years,**

how will you tackle the male uniform? When I first started my collection in Melbourne back in 1988, I made clothing for men and women, and when I moved to Paris I worked for a menswear designer who had trained at Dior. I am probably best known for the tailored aspect to my work and so I feel very comfortable with the male uniform.

❖ **What do you miss most about Australia?** Apart from my family, I miss the never-ending skies and the friendliness of the people. Whenever I return, I usually head straight to the sea and then the bush – the last time I was home, I visited the desert. Wide-open spaces are what I enjoy the most.

INTERVIEW
TONY MAGNUSSON

UPFRONT



Swans on song

IMAGINE YOU AND NINE MATES watching the Sydney Swans take on the Western Bulldogs, from the comfort of a corporate box in Melbourne. This dream prize* package includes tickets to the game, corporate suite entry, a premium food and beverage menu (with dedicated steward) and return flights to Melbourne from your nearest Australian city. To enter, buy any QBE travel insurance policy at qantas.com in July and tell us your most memorable AFL moment in 25 words or less. Plus, Qantas Frequent Flyers earn 1 point ^ per dollar spent on QBE insurance policies (excluding all cancellation and baggage insurance policies) and 1000 extra points on annual multi-city policies. qantas.com/sydneyswans

*TERMS & CONDITIONS APPLY ^YOU MUST BE A QANTAS FREQUENT FLYER PROGRAM MEMBER TO EARN AND REDEEM POINTS. JOINING FEE MAY APPLY. MEMBERSHIP & POINTS SUBJECT TO THE QANTAS FREQUENT FLYER PROGRAM TERMS & CONDITIONS (SEE QANTAS.COM/TERMS). TO EARN POINTS ON INSURANCE, YOU MUST PROVIDE YOUR QANTAS FREQUENT FLYER NUMBER.

TIME FLIES

KING POWER USAIN BOLT \$23,000 (02) 9231 3299

Hublot designed this 48mm King Power model around the big man of world sprinting, Usain Bolt. It boasts touches of green, the colours of his home country Jamaica's flag, and a strap with the same gold leather as the shoes in which he broke world records in Beijing. According to Hublot, the chronograph movement with central 60-second hand and 30-minute counter "could serve him well in his crucial preparation routine during the final countdown prior to each race" [at the London Olympics]. It's hard to imagine him wearing it during the events themselves. An edition of 250 is planned, cased in micro-blasted black ceramic with Bolt's silhouette on the dial and case-back. **Bani McSpedden**



20 QANTAS JULY 2012



DRY ON THE FLY

Qantas Valet offers a fast, convenient dry-cleaning service to save time when you travel. Drop off dry-cleaning at the dedicated counter when you leave your car with Qantas Valet Parking in Sydney

Terminal 3 or Melbourne Domestic Airport, and collect cleaned garments when you return. All customers receive a complimentary Qantas garment bag to use each time they use the service.

You can earn three Frequent Flyer points for each dollar spent at Qantas Valet Parking. Visit qantas.com/valet

FLIGHT UPDATES

Picking up or dropping off someone at the airport? When you check their flight status online, select to receive Flight Updates to a preferred mobile number or email, and stay up-to-date with departure and arrival notifications.

Flying passengers can continue to receive Flight Status updates by supplying a mobile number in their Frequent Flyer profile or booking.

qantas.com/flightstatus

B747 GETS THE A380 TREATMENT

This month, Qantas' sixth refitted Boeing 747 with Airbus A380-style interiors joins those already flying Brisbane-Los Angeles, Sydney-Dallas Fort Worth, Sydney-Santiago, Brisbane-Los Angeles, Brisbane-Singapore, and Sydney-Los Angeles-New York. Inflight entertainment is available on larger personal touchscreens (more than 1500 content options). Business customers can enjoy the award-winning, fully flat Skybed, new cabin mood lighting and espresso coffee. Economy customers can enjoy a custom-designed seat with unique foot net and ergonomic cushioning, PC power and USB port, and a self-service snack bar. Nine refitted B747-400 aircraft will be in service by the end of 2012.



playbill

IN GOOD COMPANY

This month, The Dancers Company, The Australian Ballet's regional touring arm, begins its tour of regional Victoria, NSW and Queensland with the lively ballet classic, *Don Quixote*. Based on the famous Spanish tale, this is a colourful and cheeky romp the whole family will enjoy. australianballet.com.au/dancerscompany

ON THE REEF

Australian Chamber Orchestra artistic director Richard Tognetti took a group of musicians and surfers to north-west Australia's world heritage-listed Ningaloo Reef in May to create *The Reef*. Through

music and film, *The Reef* explores the links between surfing and nature and features the talented musicians of the ACO₂ (the ACO's younger sibling). *Touring Darwin, Kununurra, Broome, Port Hedland, Carnarvon, Geraldton, Perth and Sydney, July 5-23.*

www.aco.com.au
Qantas is the Principal Partner of ACO₂

BLOOD WEDDING

In this new adaptation of Spanish dramatist Federico García Lorca's *Blood Wedding*, simmering tensions between feuding families ignite when a young bride elopes on her wedding day. Performed in



Silvia Colloca (left) and Nicole da Silva in *Blood Wedding*; Soya 365 winner Andrew Kavanagh (below)

Spanish and English, *Blood Wedding* features a stellar cast including Mariola Fuentes and Silvia Colloca. *The Malthouse, Melbourne, July 21-Aug 19.* www.malthousetheatre.com.au

BUGGED

Cirque du Soleil returns to Australia this month with the spectacular *OVO* (Portuguese for egg). Audiences will be immersed in a secret world, where insects work, eat, crawl, flutter, play, fight – and even look for love. Jaw-dropping circus stunts, colourful costumes and infectious live music make it a must-see. *Brisbane, July 14, then Sydney, Adelaide, Melbourne and Perth.* cirquedusoleil.com

NARNIA

Based on the classic CS Lewis children's books and the movies that followed them, *The Chronicles Of Narnia: The Exhibition* is currently wowing young crowds with more than 150 costumes, creatures, characters and props from the blockbuster films. *Powerhouse Museum, Sydney, until August 26.* ticketek.com.au
Qantas is a Senior Partner of the Powerhouse Museum



SOYA 365

FILM & VIDEO WINNER

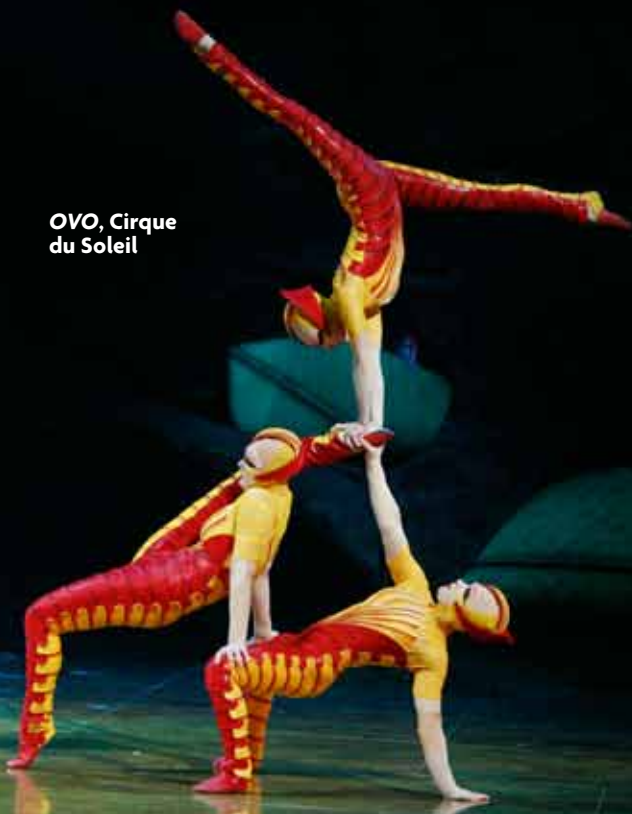
Qantas is proud to announce Andrew Kavanagh as the winner of its Spirit of Youth Awards (SOYA 365) Film & Video category.

Hollywood-based mentor, Australian director Robert Luketic, selected Kavanagh from a strong field of talent. Kavanagh will travel to the Edinburgh International Film Festival as part of his prize.

SOYA 365 is Australia's foremost celebration of young creative thinkers. Says Kavanagh, "Creativity extends way beyond art and is evident in almost everything that we do. For me, the impulse to create is inevitable."

Every month, SOYA 365 focuses on a different artistic category. www.soya.com.au

OVO, Cirque du Soleil



platinumONE PLATEup

Last month, eight lucky Qantas Platinum One Frequent Flyers and their guests were treated to the Ultimate Dinner at Rockpool Bar & Grill in Sydney, cooked by three world-class chefs. Andoni Luis Aduriz (Mugaritz, Spain) Neil Perry (Rockpool) and Thomas Keller (Per Se and The French Laundry, US) worked side-by-side to create delectable dishes, which they served up to diners personally.

Platinum One is a new recognition level of the Qantas Frequent Flyer program where members are rewarded with personalised service and additional benefits beyond those offered to Platinum members, including invitations to exclusive experiences such as the Ultimate Dinner. To gain Platinum One

status, Frequent Flyers require a minimum of 3600 Status credits in each membership year, with at least 2700 earned on Qantas marketed flights where Status credits normally accrue.



Keller, Perry & Aduriz (left to right); Mugaritz cookbook (inset)

Flying with us

Movers and shakers spotted taking to the skies.



Olivia Newton-John



Ronan Keating



Jamie Durie



Cold Chisel

Actor, singer and Gaia Retreat & Spa co-owner **Olivia Newton-John** winged her way from LA to Melbourne for the opening of a new project close to her heart, the Olivia Newton-John Cancer and Wellness Centre.

Popular Irish expat, singer **Ronan Keating**, looks set to add another string to his bow: film star. He attempted to keep his obvious excitement under wraps when he flew to the Cannes Film Festival to promote the Australian musical rom-com *Goddess*.

Everyone's go-to garden guy **Jamie Durie** has been spreading his wings of late and spending a lot more time in the US for hit TV show *The Outdoor Room*, but he's always happy to return to home soil and touch down in Sydney. His flight with Qantas was followed by an emotional reunion with one very special girl, his beloved Rhodesian ridgeback, Bodhi.

Last year's Light The Nitro tour proved that reunited rockers **Cold Chisel** could still outplay most musos half their age. This month they fly to London to play their first gigs in the Northern Hemisphere in 30 years alongside Bruce Springsteen, John Fogerty, Paul Simon, Iggy Pop and Soundgarden at the Hard Rock Calling festival in Hyde Park (July 13-15).

MANU MEETS EPIQUIRE

FRENCH CHEF MANU FEILDEL PROVED A HIT AT MELBOURNE'S GOOD FOOD & WINE SHOW WHERE HE HELPED SHOWCASE QANTAS EPIQUIRE, THE WINE AND FOOD COMMUNITY EXCLUSIVE TO QANTAS FREQUENT FLYERS. MEMBERS CAN PURCHASE PREMIUM AUSSIE WINES ONLINE, REWARDS AND EVENTS. TO LEARN MORE VISIT WWW.EPIQUIRE.COM.AU

ONLINE Cool aquariums

There's more to *Qantas The Australian Way*. See how much more at qantas.com/travelinsider



Oceanogràfic
Valencia, Spain



Dubai Aquarium & Underwater Zoo



Two Oceans Aquarium,
Cape Town, South Africa

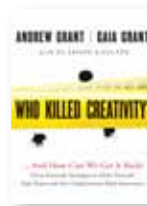


AQWA: The Aquarium
of Western Australia

SINGAPORE QANTAS FIRST CUSTOMERS WILL SOON ENJOY A NEW, MORE SPACIOUS, WORLD-CLASS FIRST LOUNGE IN SINGAPORE, WITH COMPLETION DUE BY THE END OF 2012. MEANWHILE, WE ARE MAKING A CHANGE TO OUR SINGAPORE LOUNGES TO ENHANCE THE CURRENT LOUNG EXPERIENCE FOR ALL GUESTS. UNTIL THE OPENING OF THE NEW LOUNGE, LOCATIONS OF THE EXISTING FIRST AND BUSINESS LOUNGES WILL BE TEMPORARILY SWITCHED, AS WILL FOOD AND BEVERAGE OFFERINGS. SEE QANTAS CLUB PAGES AT QANTAS.COM

BUSINESS SPEAK

with Paul Robinson



WHO KILLED CREATIVITY?

Andrew & Gaia Grant (Jossey-Bass, \$30) It's one of the most important qualities in a leader, but it's gone missing. Foul play is suspected, but this husband-and-wife team might have the answer.



THE SHOPPER ECONOMY

Liz Crawford (McGraw-Hill, \$34) Modern consumers have access to more information about products than ever before. Learn ways to leverage this attention to better market your brand.



HAPPY CUSTOMERS EVERYWHERE

Bernd Schmitt (Palgrave Macmillan, \$35) Turn the casual customer into a committed fan using "positive emotion", appealing to core values and "immersing them in the experience".



UNMARKETING

Scott Stratten (Wiley, \$23) Pushy marketing can turn potential customers right off. UnMarketing is all about engaging with the customer before the big sell begins. Updated and revised edition.

NOTHING LIKE IT

Tourism Australia recently launched the next phase of its *There's Nothing Like Australia* campaign. At the heart of the campaign is a short film showcasing everything from the Bungle Bungles in the Kimberley and Tasmania's Freycinet Peninsula, to the Great Barrier Reef and Uluru. The soundtrack is a collaboration between Australian singer-songwriter Dewayne Everettsmith and American viola player Jasmine Beams. Watch the film and find out more at www.australia.com

Saffire Freycinet,
Freycinet Peninsula

Q RADIO

JULY TALKING BUSINESS
This month on *Talking Business* (Q Radio Channel 3 or 11), Alan Kohler talks to John Colvin, CEO of the Australian Institute of Company Directors; James Sutherland, CEO of Cricket Australia; Ian McLeod, managing director of Coles; and Michael Malone, CEO and founder of iiNet, 2011 Ernst & Young Entrepreneur of the Year.

Exemplary conduct

One of the world's most in-demand conductors, Sydney-born **SIMONE YOUNG** is artistic director of the Hamburg State Opera and music director of the Hamburg Philharmonic. This month she conducts the Australian Youth Orchestra in a one-off concert of Strauss and Mozart in Brisbane.

Q&A

Hamburg in a few words...

Germany's most beautiful city.

❖ **Where do you go to feel inspired?** A bench under a willow tree by the Aussenalster Lake. A very peaceful spot.

❖ **Favourite restaurant in Hamburg?** Gallo Nero (46 Sierichstrasse).

❖ **Best meal ever?** Fresh sushi in Kanazawa City, Japan; fillet steak at The Grill in LA; roast duck in a tiny Parisian brasserie; oysters at the Grill at the Fairmont Hotel Vier Jahreszeiten (Hamburg); butter and garlic lobster at Golden Century in Sydney.

❖ **Which three ingredients are always in your fridge?** Philly light cheese, prosciutto and tomato juice.

❖ **Favourite drink after a big night on the podium?** Lots of water first, then I turn to big, full-bodied reds.

❖ **Which hotels top your list?** Vier Jahreszeiten in Hamburg. The Sacher Hotels in both Vienna and Salzburg are beautiful and the Four Seasons Hotel Ritz in Lisbon.



❖ **When travelling, your carry-on essentials are...** iPod and Bose headphones, laptop, a book, a cryptic crossword, toiletries, eyeshade – and a score or four.

❖ **Are concertgoers noisier than they used to be?** I don't think so. I love the atmosphere at youth concerts.

❖ **Clapping between movements – harmless or heinous?** It doesn't bother me in the slightest.

❖ **Most embarrassing onstage moment?** I had a passion for long, dangly earrings, until I caught my baton in one and sent it into the horn section.

❖ **Which up-and-comer are you excited about?** Nick

❖ **Simone Young (above) will conduct the Australian Youth Orchestra with soprano Emma Matthews on July 28 at QPAC, Brisbane. qpac.com.au**

Carter, a young Australian conductor and my assistant – exceptionally talented and completely charming.

❖ **The biggest misconception about conductors is...** that they are all short, white-haired men.

❖ **Biggest misconception about you is...** that I am apart from the mundane aspects of life. I once ran into a fan who was appalled to find me doing my grocery shopping.

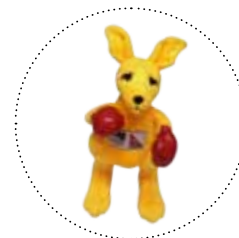
INTERVIEW
TONY MAGNUSSON

SHOP IT

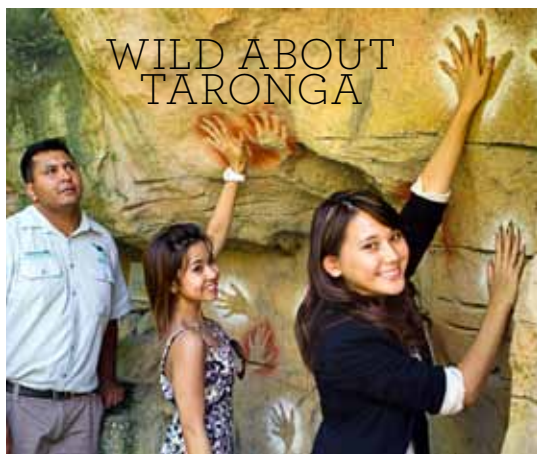
Looking for that special gift? The Qantas Shop has plenty of great items on offer.



Purchase the Marc Newson 20-piece dinnerware set for just \$299 (RRP \$595) and receive a free bonus gift serving plate valued at \$54. Originally created by the world-renowned Australian designer for Qantas First travellers, the dinnerware is characterised by Newson's contemporary fluid forms and produced in fine bone china by Noritake.



Show your support for the Australian Olympic team by purchasing a classic mascot, the **Boxing Kangaroo**. Pins \$9.99; **Boxing Kangaroo** soft toy \$19.99. qantasshop.com.au



Sydney's Taronga Zoo brings Australian wildlife up close beside one of the world's most beautiful harbours. Go behind the scenes with the premium Wild Australia Experience, led by Taronga zookeepers. Taronga's Aboriginal Discovery Tour, Nura Diya, offers the Indigenous perspective on Aussie wildlife plus Dreamtime stories. More information at taronga.org.au

Qantas is a proud sponsor of Taronga Zoo and Western Plains Zoo

SHARING THE SPIRIT

Baymarrwangga,
Senior Australian
of the Year
(with trophy)

Australian of the Year

Do you know someone inspiring? Someone who leads by example? Who excels in their field, always going that extra mile? The Australian of the Year Awards seek to unearth great Australians to highlight their contribution to our nation. No matter the field of endeavour or level of fame, any Australian citizen is eligible. If you know someone who deserves recognition, nominations are open for the 2013 Australian of the Year Awards.

PICK UP A NOMINATION FORM at any branch of the Commonwealth Bank or visit australianoftheyear.org.au



Ian Kiernan
(front) and
Clean Up team

Over to YOU

Qantas has been a proud foundation sponsor and participant of the iconic Clean Up Australia Day since its launch on Sydney Harbour in 1989. Since then our annual efforts have helped address the litter issue on Sydney's beaches and Australia-wide. However, there is always more that needs to be done. Clean Up Australia has recently launched a new fundraising campaign entitled YOU, calling for small donations from the Australian community to help make every day a Clean Up Day. For information visit cleanup.org.au

UNICEF/Qantas Football Aid



COMMUNITY

GOT GAME?

Are you the Beckham of your workplace? Want to combine your passion for sport and change lives at the same time? Then register for UNICEF Football Aid. Together with Qantas, UNICEF presents this seven-a-side tournament, sure to be the biggest corporate football match of the year. Join Sydney's leading businesses this October as they switch suits for shorts and change the game for children in poverty around the world. Your team gets a barbecue lunch, training and fundraising tips. Team spots are limited, so register your side today at footballaid.org.au

