



**AVALON 2009**

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

10-15 MARCH 2009 GEELONG VICTORIA

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

## *MEDIA RELEASE*

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

*NEW DATES – TUESDAY, 10 MARCH to SUNDAY, 15 MARCH, 2009*

The organisers of the highly acclaimed **AVALON 2009** Australian International Airshow and Aerospace & Defence Exposition have reviewed the long-published dates of their 2009 event, following the recent announcement of a change in the dates of next year's Australian Formula 1 Motor Racing Grand Prix in Melbourne.

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

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

"These two international events are each so large", he said, "that they can't both be held at the same time. The pressure on accommodation in Melbourne and Geelong would have caused major inconvenience for our exhibitors, delegations, participants and visitors if both events had continued on the same dates."

"Fortunately, with outstanding levels of cooperation from our stakeholders, exhibitors, contractors and participants (from around the world), we have been able to rapidly change the dates of next year's Australian International Airshow and Aerospace & Defence Exposition."

"In fact, the new dates for **AVALON 2009** have turned out to be better than our first dates," he said. "Being two weeks earlier, the probability of excellent weather conditions for the event has increased significantly and constraints on accommodation have been avoided."

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

The last show, in 2007, achieved record outcomes. Total attendance exceeded 182,000. 457 aircraft were on display, representing the complete spectrum of aviation - from commercial, corporate and military to business, general aviation, sport and recreational. Another 800 light aircraft flew in to visit the event. 611 exhibiting companies participated in the International Aerospace & Defence Exposition from 20 countries. The show hosted 60 registered senior international delegations and 15 Air Force Chiefs or their Deputies from around the world. 13 conferences or symposia were conducted in conjunction with it.

The 2009 show is set to be even larger," Mr. Honnery said. "The event continues to grow, with more and more exhibitors participating from around the world each time, and a new exhibition pavilion being added in 2009 to accommodate the expansion."

“The Avalon show has become recognized as one of the most significant aerospace and defence industry events of its kind in the world. It is the most comprehensive and multi-faceted airshow and aerospace exhibition in the Asia Pacific region.”

The International Aerospace & Defence Exposition at Avalon will again incorporate *LanDef* 2009, focusing on the “air/land defence interface” and will uniquely offer a land-equipment and ground-vehicle mobility display “track”, as well as facilities for the aerial demonstration of UAV’s.

“What is more, **AVALON 2009** will be a valuable international showcase for Australia’s, and especially Victoria’s, aerospace and defence industry capabilities and will host a major national careers and skills forum for teachers and careers advisers from around Australia to help address the nation’s critical skills shortage in the aviation, aerospace and defence sectors,” Mr. Honnery said.

The biennial Australian International Airshow and Aerospace & Defence Exposition receives substantial funding from the Victorian Government and major support from the City of Geelong. The show contributes an estimated \$120 million in economic benefits to the Victorian economy and \$22 million to the Geelong region.

**AVALON 2009** is also strongly supported by the Australian Defence Force (especially through the Royal Australian Air Force), the Australian Department of Defence (through the Defence Materiel Organisation and the Defence Science and Technology Organisation), the Australian Department of Innovation, Industry, Science and Research and Austrade, as well as the Australian Civil Aviation Safety Authority and Air Services Australia.

The theme of the 2009 event will be “*Towards Tomorrow*”. Showcasing the latest developments in aviation, aerospace and related defence technology, it will also commemorate the 40th anniversary of man’s first landing on the moon and highlight the exciting technological advances that are emerging to meet the challenges of tomorrow.

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

“In its new pole position at the forefront of Victoria’s major events next March,” Mr. Honnery said, “**AVALON 2009** will be the ‘*Grand Prix of Air Shows*’ in the Asia/Pacific region and the *essential* place to do business.”

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