

AVALON2009

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

10-15 MARCH 2009 GEELONG VICTORIA

MEDIA RELEASE

The Australian International Airshow and Aerospace & Defence Exposition has announced an outstanding result for Avalon 2009.

CEO Ian Honnery says the resilience, strength and sound positioning of the event is demonstrated in the 2009 results.

“We are absolutely delighted with the outcome,” Mr Honnery says. “Despite the challenging weather conditions, the total attendance over the six days of the event was approximately 165 thousand.”

That figure, compared with the 2007 attendance, represents a contraction of only about 9 per cent.

“Although there has been a slight downturn in attendance, neither wild weather nor a global financial storm, and competition from other events such as the Bushfire Sound Relief concert, could stop Avalon 2009 from blasting off to resounding success,” Mr Honnery says.

Mr Honnery has also paid tribute to the professionalism and persistence of Airshow staff, volunteers, participants, performers and contractors for making Avalon 2009 a success.

“There was also incredible support from the Australian Defence Force, for whom the show was a highly successful recruiting exercise, along with considerable international military participation, especially from the United States.”

Other Avalon 2009 highlights include 61 official international delegations from 25 countries, 42 overseas military missions and 25 Air Force Chiefs, Deputy Chiefs or Force Commanders from around the world.

The inaugural International Aerospace and Defence Industry dinner has also been hailed a success, with attendance from 450 senior industry and defence leaders.

The Avalon 2009 Careers and Skills Forum attracted a record 500 accredited aerospace student professionals, 600 senior secondary school students and 250 teachers.

In addition, more than 400 people attended the careers briefing sessions held throughout the public days of the event.

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The Aerospace and Defence Exposition attracted approximately 600 participating exhibitor companies with a total of 400 aircraft participating in the event.

The Australian International Airshow and Aerospace and Defence Exposition team are now looking forward to planning an even bigger and better event in 2011.

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