

Victorian Airfreight Council Freighter Project

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Project Goals

- To increase airfreight through Melbourne Airport
- To increase the number of dedicated freighter aircraft flying into Melbourne Airport

Opportunity

- Airfreight represents 0.1% of tonnage but 25% of value.
- Huge potential for traffic to and from China and India
- YTD 12000 tonnes of freight from Vic/Tas/SA moving out through Sydney
- 10000 tonnes p.a. moves by road between Sydney & Melbourne

Competitive Analysis

- **Competitors**

- Sydney/Brisbane/Canberra

- **Strengths**

- Low-cost operation
- 24/7 operation
- Access
- Land bank
- Airport expansion opportunities
- Excellent partnership with Victorian Government

Competitive Analysis, Cont.

- **Strengths**

- Domestic freight hub
- Proximity to Australia's premier port
- Strong commitment from Melbourne Airport to freight operations

Current Status

- Detailed report completed into all aspects of this project
- Value Proposition developed in conjunction with major stakeholders
- Informal discussions with some airlines

Next Steps

- Meet with key stakeholders
 - Freight Forwarders
 - Freight Owners
- Take fully-developed and supported proposition to airline operators