

# Virgin Australia

*Business Services Award Winner 2013*



## About

Virgin Australia was established as Virgin Blue in 2000, offering domestic air services. In 2004, our network was expanded to include international destinations, and has grown to include several points across Asia and the South West Pacific as well as the long-haul destinations of Los Angeles and Abu Dhabi. In 2011, the airline was rebranded as Virgin Australia as part of a new strategic direction to reposition ourselves as the airline of choice in all key market segments. As part of this, we formed partnerships with other international airlines to enable us to offer a global network.

We were very proud to be recognised at the Premier of Queensland's Export Awards by winning the Business Services category. The award is a reflection of the success of our strategy in transforming our business, enabling us to be globally competitive, and a testament to the dedication and hard work of our amazing people. We have been able to highlight our win as a way of thanking our staff and motivating them to continue their efforts.

As a prestigious annual event, our involvement in the Export Awards provided us with invaluable networking opportunities. The gala dinner provided an excellent opportunity to promote Virgin Australia and make new connections with both current and potential future corporate clients. The winners' luncheon provided a more intimate forum in which we were able to continue our engagement with these clients, providing a platform to discuss commercial opportunities in the future.

It was also fantastic to progress as a finalist to the Australian Export Awards, where our export achievements were showcased before a number of Federal Government Ministers, including the Prime Minister. Winning the award has given us the ability to boost Virgin Australia's profile in the export arena and promote the success of our strategy.



**Q. What advice do you have for those considering entering the export awards for the first time?**

**A.** Our involvement in the Export Awards has been a highly rewarding experience and we would strongly encourage all Queensland exporters to take the time to apply.

The application process was an extremely worthwhile exercise in itself, as it was an opportunity to closely examine the processes and systems that underpin our export sales activities and highlight areas where further efficiencies and value might be gained in the future.