

In what is a poignant milestone in Australia's aviation history, Airnorth celebrates its 40th anniversary on 4 July 2018, cementing its position as Australia's second longest operating airline behind Qantas and as a proud Territory business. Commencing operations in 1978, the same week the Northern Territory became self-governing, Airnorth flew Cessna aircraft charter flights throughout the Territory until 1981.

After purchasing the NT's first turbine-engine aircraft, a Beechcraft Super King Air 200 that year, Airnorth began their Regular Public Transport (RPT) scheduled services. Chief Minister Paul Everingham was a regular passenger, travelling between Darwin and Alice Springs. Firmly establishing itself as a significant operator across Northern Australia, Airnorth serviced remote communities and operated in harsh conditions through to the late 1990s. They introduced 19-seat Fairchild Metroliners and 30-seat Embraer Brasilia turboprop aircraft to the fleet and established RPT services into Timor-Leste in 2000.

In 2007 they acquired their first jet, an Embraer E170, and by 2012 Airnorth made Australian history as the first airline to operate a direct service between its Territory base, Darwin, to Townsville, Queensland. 'The introduction of that jet into our fleet transformed our business,' explains General Manager, Commercial Luke Fisher. 'Primarily flying mine workers to McArthur River, it was utilised for scheduled routes in between times. Every market it operates in has grown. We now have five E170 jets across our network and operate the world's most sophisticated regional jet aircraft into some of the world's most challenging environments.'



RESIDENT CELEBRATION

SERVICING TERRITORIANS FOR 40 YEARS

PHOTOGRAPHED BY MARK AND TIM WORDS BY NANNETTE HOLLIDAY

“Our continued support of the Territory economy is evident. In 2017 we invested over fifty million dollars through employment, suppliers and infrastructure servicing 20 destinations across three countries with over 250 scheduled weekly departures, as well as our regular chartered flights.”

The new Airnorth cabin crew uniforms.



RESIDENT CELEBRATION

“Every market it operates in has grown. We now have five E170 jets across our network and operate the world’s most sophisticated regional jet aircraft into some of the world’s most challenging environments.”



SERVICING TERRITORIANS FOR 40 YEARS

Recognising the vital contribution that Airnorth makes to the local economy through job creation and increased prosperity in the community, they were awarded the 2012 Large Services Award at the Northern Territory’s Chief Minister’s Export and Industry Awards.

‘Our continued support of the Territory economy is evident. In 2017 we invested over fifty million dollars through employment, suppliers and infrastructure,’ adds Luke. ‘We service 20 destinations across three countries with over 250 scheduled weekly departures, as well as our regular chartered flights.’

Today, the world’s largest helicopter operator, the Bristow Group, owns Airnorth. Employing almost 300 staff across administration and operational capacities, they remain true to their Territory roots and are headquartered in Darwin.

A full-service carrier, Airnorth accommodates the needs of both business and leisure travellers, safely delivering more than 350,000 passengers annually. Their corporate alliance with Qantas Airways includes codesharing on most services, allowing travellers to earn Frequent Flyer points on selected routes.

‘The future of air travel, tourism and mining are continuing to grow across Northern Australia and thanks to our forefathers and creators, Airnorth is uniquely positioned to grow with it,’ said Luke.

‘We’re able to customise our services to what people need. Two years ago we began RPT services to Toowoomba and onto Melbourne. This has generated 100,000 new customers.’

Community sponsorships include the Gove Ladies Fishing Classic, Tour de Timor the extreme four day 474-kilometre cycle race in Dili and this Christmas, they’ll celebrate 20 years of the infamous ‘Santa Run’ that spreads cheer in remote Indigenous communities.

‘In association with our 40th anniversary, during 2018 we’ll be launching a new inflight magazine; Together We Fly and our new bespoke uniforms, as well as adopting new technologies to support our customers with bookings and managing their flights,’ said Luke. ‘Airnorth will always be part of the future of the Territory; it’s in our roots and DNA.’

For more information, or to book, head to www.airnorth.com.au, call 1800 627 474 or contact your local travel agent. @AirnorthAU #AirnorthAU



In association with our 40th anniversary, during 2018 we’ll be launching a new inflight magazine; Together We Fly and our new bespoke uniforms, as well as adopting new technologies to support our customers with bookings and managing their flights

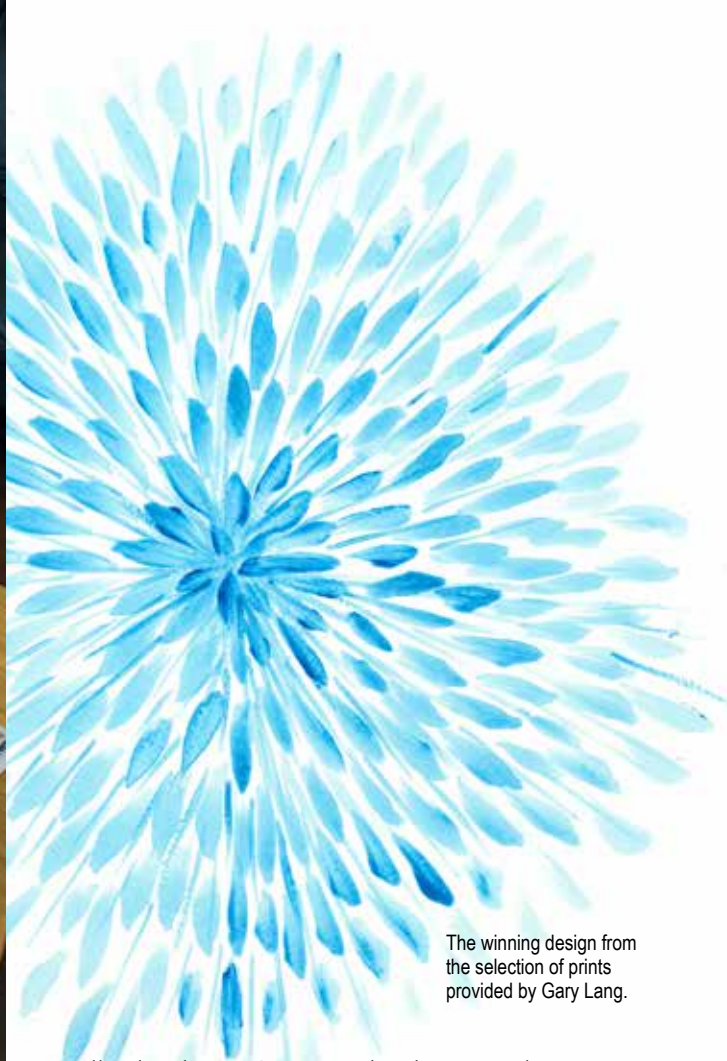


A full-service carrier, Airnorth accommodates the needs of both business and leisure travellers, safely delivering more than 350,000 passengers annually.



Photographs supplied by Airnorth. Additional photographs by George Fragopoulos

Gary Lang creating the new Airnorth Signature Print.



The winning design from the selection of prints provided by Gary Lang.

Initially a hairdresser, Gary trained at the National Aboriginal and Islander Dance School (NAISDA) and toured nationally and internationally with some of Australia's premier dance companies including the Aboriginal and Islander Dance Theatre, Bangarra, Dance North and Tracks Inc. Today, he's best known as the creator and Artistic Director of the Indigenous-owned NT Dance Company. For more than a decade, Gary has been working with communities in the Top End, inspiring local dance and Indigenous talent.

'Dance and health are linked to spirituality, and I actively strive to maintain a strong cultural identity. Our Darwin-based professional dancers reflect Darwin's diverse cultures,' he says proudly. 'We're also generously supported by the Department of Tourism and Culture and Darwin Entertainment Centre where we are Company in residence.'

Gary's choreographic work is sensual and evocative, presenting the best of contemporary dance, rooted in the traditions of Indigenous Australia. Winning many awards over the years his most recent collaboration was 'Milky Way' with the West Australian Ballet and Australian opera singer Debra Cheetham in Perth in February and March 2018. More are currently in planning.

Also an accomplished Indigenous visual artist, Gary not only designed the NT Dance Company Logo, based on his original drawing of the waterlily, but also many of his designs are featured on fabrics used by renowned Darwin designer Sarina Cowcher and now the new bespoke Airnorth uniforms. 'My designs all stem from our traditional cultural heritage and stories,' Gary explains. 'The NT Dance logo represents creation of a soul. In every waterlily flower, a soul is created. When it blooms, the soul is released to become what it needs to be. It's like the birth of ideas within the mind, and when performed on stage through dance they are released into the universe so people can enjoy.'

'The Airnorth uniform fabric design comes from our Creators' wife. Every day she walked, and when she rested, she'd ram her digging stick into the earth releasing a spring of water. Airnorth first sprung up in Darwin, then throughout the Northern Territory and other parts of Australia. Each destination is denoted by another spring of water showing Airnorth's proud history. A spring of refreshment and life to the communities they service.'

One of the blouse designs.



'It's an exciting time for us; there's been no change in our uniform since 2011. This project has been a long time coming and is very close to our hearts,' said Teyghan Stadelbauer, Airnorth Marketing and Communications Manager.

'The creative team delivered a nuanced and striking collection, much to Airnorth's delight. Having a uniform that looks outstanding and, most importantly, functional in Darwin, Melbourne and Toowoomba, and also doesn't look out of place in Broome, Groote Eylandt or Milingimbi was important. The team understood the Territory and our destinations, and Sarina understood that practicality was key for business. Gary's Indigenous design element is uniquely Territorian, and the spiritual story behind it relates so well with Airnorth.'

'The colours look great, and the signature print is sensational. The design is classic, contemporary and future-proof and will look outstanding for years to come. I'm confident our staff will feel extremely proud, as it's their engagement and comments that have made the uniform possible.'

The predominately navy and silver uniform is elegant, aeronautical, modern and refreshing and will be crew-tested over the next few months. 'We expect the final aircrew and ground staff uniforms will be rolled out around September,' said Daniel Bowden, Airnorth Chief Executive Officer. 'It's been seven months since concept to the unveiling,' said Sarina Cowcher of Big Day Designs fame. 'Working with Mark, Tim and Gary has been an inspirational and rewarding journey; there was this wonderful, dynamic connection. We've chosen non-iron, crushproof and breathable fabrics that are comfortable in all climates encountered by air staff. I'm also a big girl, so I know how to design for comfort and good looks. Everything is designed for functionality, and so that movement won't affect the shape of the garment.'

'The team had specific ideas of what we could bring to Airnorth, but a lot of the inspiration came from the existing Airnorth colours, Territory flavours, our Indigenous heritage and silver of the aircraft,' said Mark and Tim, Resident magazine publishers. 'It's a very proud moment. We've never had the experience of designing for a company's DNA. I think it allowed us to take different kinds of creative risks, play with non-traditional technique and colour, and think about form and function in the air - and on the ground.'



Sarina and Tim in Melbourne try on the first sample of the bespoke men's uniform.



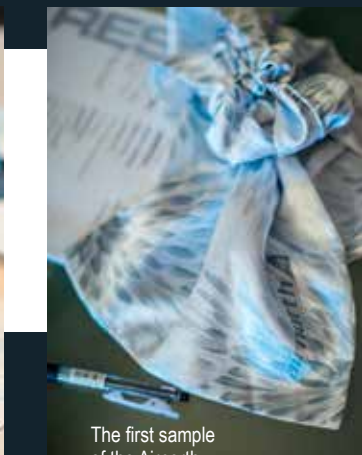
Constructing the sleeve detail was paramount in the new uniform.



Teyghan and Lauren get a first look at Gary's prints at the Airnorth headquarters.

CREATING TERRITORY HISTORY

Darwin dancer, choreographer, teacher and artist, Gary Lang is a proud Larrakia man from the pioneering Cubillo and Dhuwan family group.



The first sample of the Airnorth Signature Print on the scarf.

The skillful hand of Gary Lang.

DRESSED FOR SUCCESS

Celebrating 40 years of Australian aviation history, this year Airnorth crew will be the runway stars in their first-ever professionally designed bespoke uniforms. Combining their formidable talents, the all-Territory creative team who won the tender were Mark Marcellis, Tim Palmer, Sarina Cowcher and Gary Lang.



The Airnorth uniform committee Teyghan Stadelbauer, Kelsey Stewart, Peter McNally, Maree Styles, Lauren Raffa, Luke Fisher at the final sample stage at Sarina's The Big Day studio.

SILVER LINE DETAIL FABRIC/TEXT

BOX FLEAT DETAIL SCOTCH SILVER GREY AIRNORTH INDIGENOUS PRINT

The men's shirt had to be comfortable, professional yet have a casual flair with the added sleeve tabs.



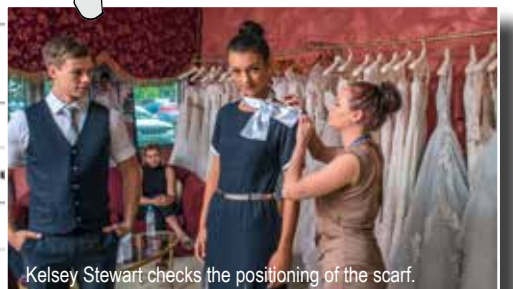
AIRNORTH CORPORATE UNIFORM BESPOKE DRESS 2

COLOURS Silver, Deep Navy Blue, Airnorth Indigenous Print.

Initial designs drawn by Sarina and art directed by Mark and Tim to create the the new Airnorth bespoke uniform.



Mark does the sample presentation.



Kelsey Stewart checks the positioning of the scarf.



THE MEANING BEHIND THE AIRNORTH SIGNATURE PRINT.

The stunning print by local Larrakia artist Gary Lang was inspired by a family story of a creator who gave his wife a digging stick which brought the flow of Spring Water with each strike into the ground. The woman moved throughout the land, each time plunging the stick into the earth, to bring the flow of spring water. The beautiful Signature Print evokes the spirit of Airnorth: the airline was born in Darwin and enables people to travel throughout the country much like the woman in the story bringing water and life to the land. The print echoes the beauty of the swirling spring waters and the spirit of innovation inherent in Airnorth.

The Airnorth Signature Print applied to the tie.



The new aerodynamic sleeve detail design, scarf and silver belt.



The bespoke sleeve detail on the male shirt.

The new Airnorth uniform pant and blouse.



The design team on location from left to right: Tim Palmer, Mark Marcellis, models Jamie Lee, Matt Kerr and Sarina Cowcher.



RESIDENT CELEBRATION

THE FINAL RESULT READY FOR TAKE-OFF

The smart, professional new look for Airnorth symbolises the strength of the company's 40 year history. The Airnorth Signature Indigenous Print for the scarf, tie, sleeve and box pleat design was printed in silver on silver tones showcasing the new destinations created and the many more to come.

Cool, comfortable fabrics in French navy were used to accommodate all climates of the many Airnorth destinations.

