





Brendon Brown and  
Aboriginal Dance  
Katlyn Williams  
[Skywest  
Celebrate  
Profile](#)

## Skywest. Who we are.

THE AWARD WINNING SKYWEST AIRLINES HAS BEEN MEETING THE TRANSPORT NEEDS OF MILLIONS OF WESTERN AUSTRALIANS, DOMESTIC AND INTERNATIONAL TOURISTS FOR MORE THAN 40 YEARS. EACH YEAR, SKYWEST FLIES MORE THAN 300,000 PEOPLE ACROSS WESTERN AUSTRALIA, THE NORTHERN TERRITORY, AND TO BALI, PROVIDING AN ESSENTIAL LINK FOR REGIONAL COMMUNITIES, TOURISTS AND BUSINESSES.

The airline operates a fleet of Fokker 50 turbo-prop and Fokker 100 jet aircraft.

Skywest is the major regional airline in Western Australia, providing scheduled services from Perth to Albany, Esperance, Geraldton, Carnarvon, Exmouth, Broome, Kalgoorlie, Karratha, Kununurra, Leinster, Leonora, Port Hedland Newman and Darwin. Skywest also provides many connector services to Broome – Darwin, Exmouth – Broome, Carnarvon – Exmouth and Port Hedland – Karratha. The airline operates a once-weekly service linking the Pilbara to Bali.

Skywest's regional charter service caters for the specific needs to Government, mining and resources clients, operating aircraft charter services to the state's most remote locations.

In October, first time entrant Skywest Airlines reaffirmed its status as Western Australia's premier regional airline, winning the "Major Tour and Transport Operator" category at the 2004 WA Tourism Awards.

Our vision for the future is to be recognised as the leading regional airline in Australia.

To achieve this, Skywest has an ongoing commitment to provide a travel experience throughout Western Australia and the Northern Territory at a world class standard.

Our focus is on safety, reliability, value for money, and superior inflight service.

Holly  
Flight  
Attendant





The HMAS  
Sydney Memorial,  
in Geraldton

Skywest  
Corporate  
Profile

## The Skywest offer.

SKYWEST'S CORE BUSINESS IS TO PROVIDE SCHEDULED PASSENGER SERVICES WITHIN REGIONAL WESTERN AUSTRALIA AND DARWIN, IN THE NORTHERN TERRITORY. THE AIRLINE ALSO PROVIDES BOTH REGULAR AND AD HOC CHARTERS FOR ITS CUSTOMERS, WITH A FOCUS ON PROVIDING VALUE ADDED SERVICES NOT AVAILABLE TO REGULAR CHARTER OPERATORS. THE COMPANY ALSO OPERATES IN THE AIR FREIGHT MARKET.

### Passenger Services

As part of its regular passenger service, Skywest flies to fifteen destinations right across Western Australia and the Northern Territory, with over 220 flights every week. The most recent jet services introduced are Darwin which is serviced three times a week and Kununurra twice a week. All other destinations are serviced either daily or six days a week. In conjunction with Island Bound Holidays, Skywest also flies from the Pilbara to Bali once a week. With the view of consolidation and future growth, Skywest is continually examining opportunities to expand our destination network.

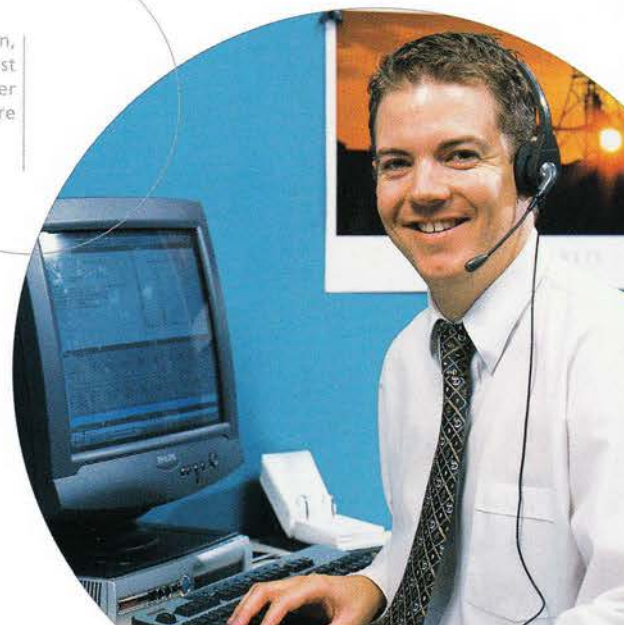
### Charter Services

Skywest has significant capacity to provide regular and ad hoc charter services for organisations with "fly-in, fly-out" requirements. With a fleet of Fokker 50's (holding 46 passengers) and Fokker 100 Jets (holding 100 passengers), Skywest can cater for varied regular and ad hoc charter needs. Destinations and flight scheduling can be tailored to suit, with operations into un-sealed runways possible with Fokker 50 aircraft. Current regular charter clients include Argyle Diamonds Mines, Henry Walker Eltin and MacMahon Contractors.

### Air Freight

Skywest operates an air freight solution to all destinations in conjunction with our freight partner, Australian Air Express. Freight needs for pathology, hospitals, vehicle and boat repair. Perishables and live seafood are also handled, providing a valuable service to regional communities.

Sean,  
Skywest  
Customer  
Call Centre





Karen and James,  
Flight Attendants  
Skywest  
Corporate  
Profile

## Customer Value Proposition

Large enough to provide a full range of airline services, but small enough to maintain flexibility, Skywest Airlines is uniquely equipped to meet our customer needs. Based in Perth, our business is geared toward catering to the particular transport needs of organisations operating in Western Australia and the Northern Territory; the leisure and tourist needs of Western Australians; as well as our interstate and international visitors.

### THE KEY PLANKS OF OUR CUSTOMER VALUE PROPOSITION INCLUDE:

- Safe and reliable operations
- Great onboard experience – with full hot meal catering and bar facilities
- Convenient and timely flight scheduling
- National leader in On-time performance – 93.3% departures within 15 minutes of scheduled time.

## Our Service Proposition

### Our Flight Crew

Skywest prides itself in its people. All Skywest pilots have a wealth of experience with many thousands of flight hours between them. The quality and flight standards of all company pilots and flight attendants are monitored by the Skywest Training and Checking Division, which is dedicated to overseeing all aircrew safety and flying standards.

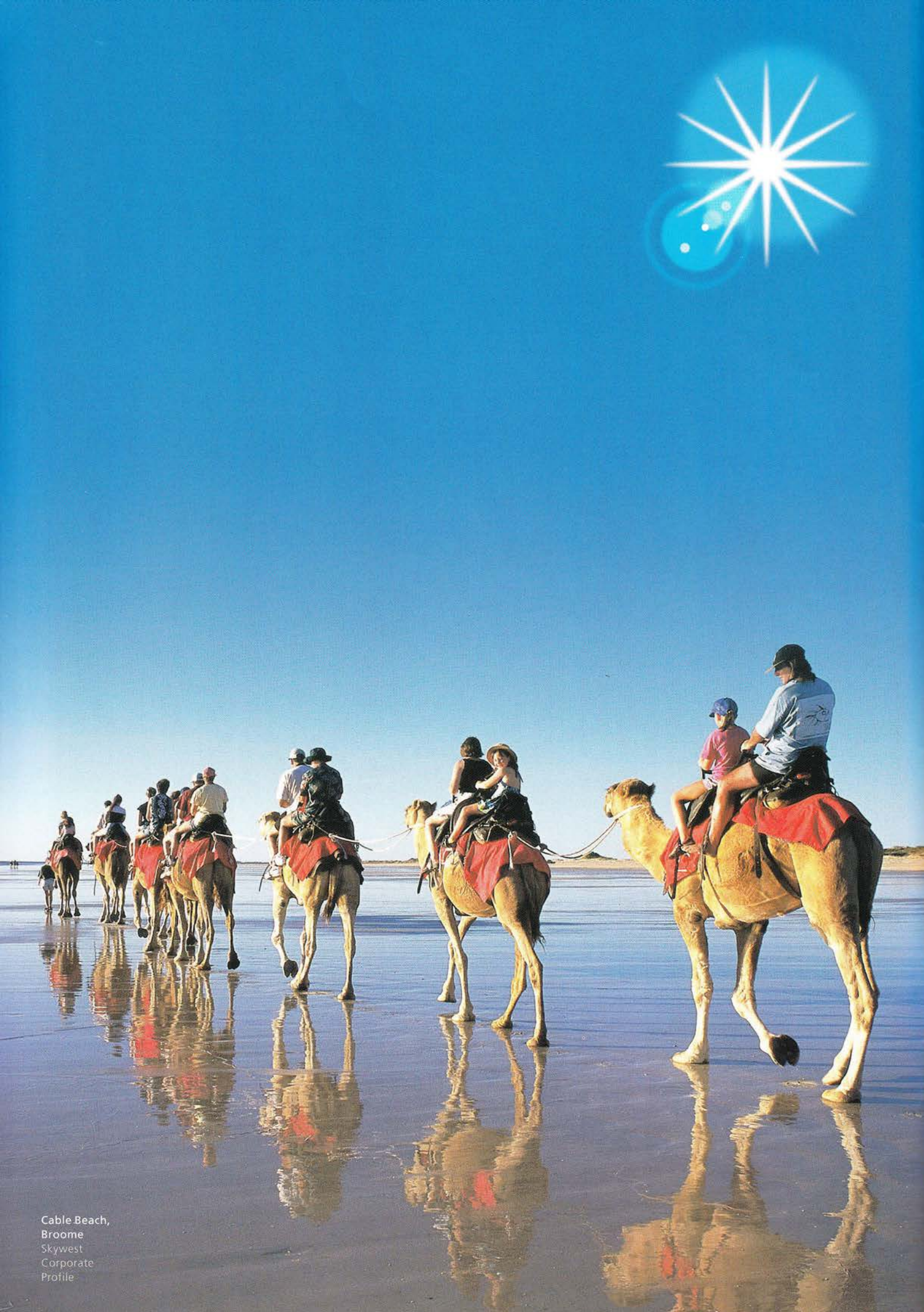
Skywest's experienced cabin crew ensure flights are as comfortable and enjoyable as possible. Each Skywest Fokker 50 flight is serviced by two cabin crew, with three cabin crew on jet services. All cabin crew members are trained in emergency procedures, including fire fighting, in-flight security, aviation medicine, survival on land and sea. Training of our crew is an ongoing commitment, with our crew assessed for proficiency in all emergency procedures every six months.

### Ground Services and Facilities

Skywest passengers depart and arrive Perth via the "Multi-User Domestic Terminal", which is facilities shared with VirginBlue. The terminal offers all the facilities and comfort levels required to meet the needs of our passengers. Terminal facilities include a newsagency, café, and comfortable lounge area.

### Skywest Customer Call Centre

The Skywest Worldwide Customer Call Centre is based in Western Australia, and operates extended hours to cater for interstate customers. Our specialised consultants are available seven days a week, for the cost of a local call, anywhere in Australia. The Skywest Customer Call Centre is also available to international customers.





### Skywest Holidays

Skywest Holidays is the packaged holiday division of Skywest.

Day to day operations are outsourced through a commercial agreement between Skywest and major tourism provider Great Aussie Holidays. Skywest Holidays offers competitive holiday packages anywhere in Western Australia and the Northern Territory. Skywest holiday packages offer airfare, accommodation and car hire combinations.

### Skywest Groups

Skywest Groups offer a comprehensive range of competitive group fares (for groups of ten customers or more) on all Skywest routes. Skywest Groups also offer conference and incentive fares and works closely with the Perth Convention Bureau.

### Interline Agreements

Skywest has interline agreements in place with Emirates, Royal Brunei, Singapore Airlines, Thai Airways and Air Paradise. These agreements allow international tourists to book their intrastate /domestic travel with Skywest through their international carrier. This also means that these international airlines can streamline the booking process with having the one reservation. The result is an easier booking system for the traveller, which in itself encourages further regional dispersal for international tourists visiting the major Australian cities.

### Skydeals

Skydeals is the retail front of Skywest's Internet fare product. Skydeals represent substantial discounts in the vicinity of 46% - 68% of our full economy airfares. It allows all the convenience of on-line bookings, available 24 hours a day, 7 days a week. While this fare is considered exclusive to [www.skywest.com.au](http://www.skywest.com.au), for an additional service fee, it can also be accessed through a travel agent or the Skywest Customer Service Centre.

### Our Distribution Network

Skywest's extensive distribution network gives our organisation strength in our ability to reach domestic and international markets through many channels: The strength of our distribution network is enhanced by our Global Distribution System (GDS) capability, ticketless travel and overseas exposure. Skywest utilises the industry leading "Sabre" computer reservations system.

### Development of International Markets

Skywest recognises the interest shown in Western Australia by European markets, and the potential to develop these markets to increase inbound tourism. Skywest has recently appointed a European representative, based in Italy, to promote Western Australian destinations throughout Europe.

### Regional Advisory Boards

Skywest has established Regional Advisory Boards in each of our major ports. Each of the boards, consist of 6-10 local residents, business and local council representatives, who contribute feedback concerning Skywest's local flight services, including pricing, scheduling, ease of use and any other related issues that concern the community. Meeting one to two times per year, the boards have been established by Skywest with the objective of providing the best possible services that are aligned with community needs.



# Skywest

BALI

DARWIN

KUNUNURRA

ARGYLE

BROOME

PORT HEDLAND  
KARRATHA

EXMOUTH

NEWMAN

F50 Routes  
F100 Routes

## WESTERN AUSTRALIA

CARNARVON

LEINSTER

GERALDTON

LEONORA

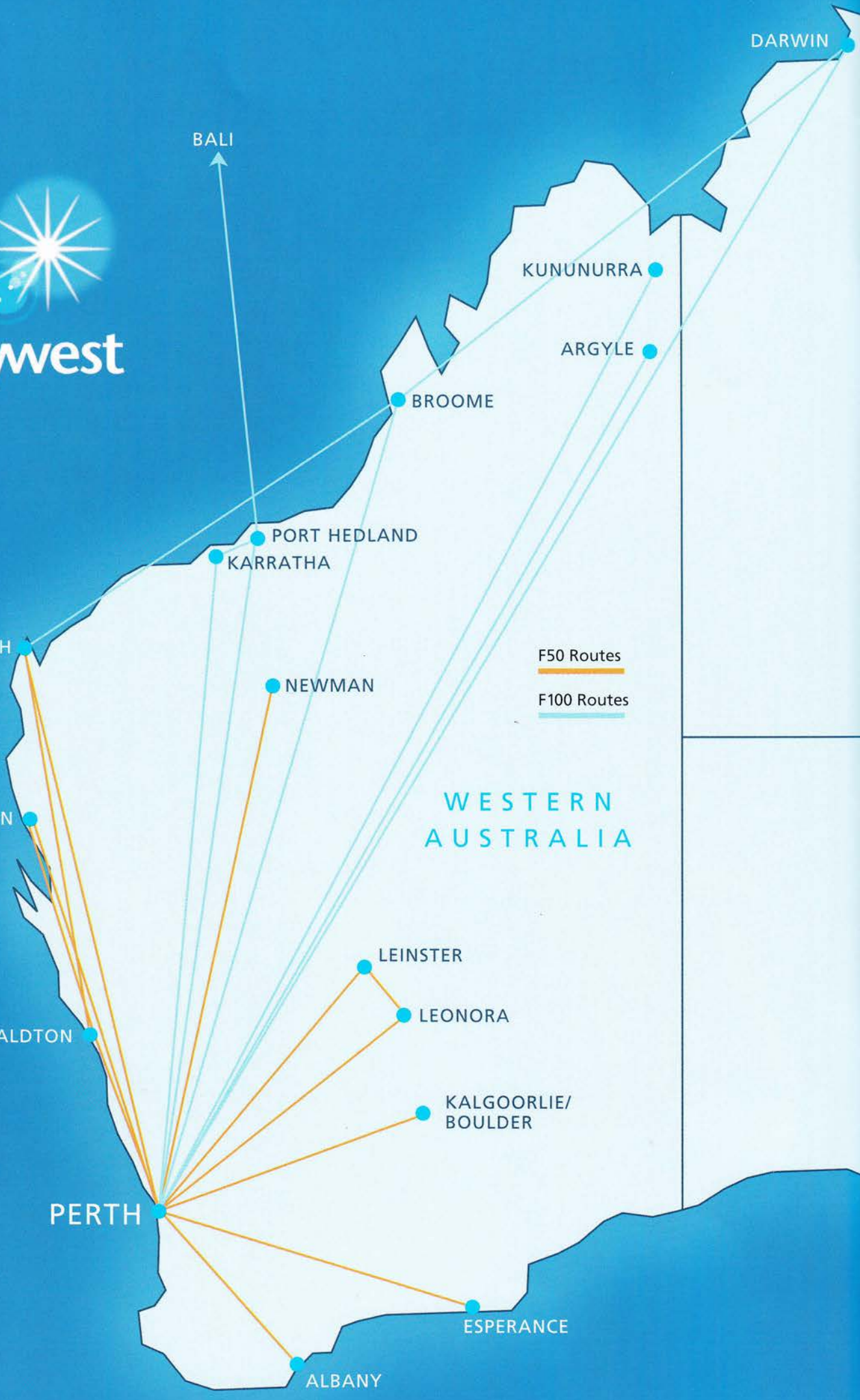
KALGOORLIE/  
BOULDER

PERTH

ESPERANCE

ALBANY

Skywest  
Destinations  
Map  
Skywest  
Corporate  
Profile



## It's amazing where Skywest can take you

EACH YEAR, THROUGH OUR ROUTE NETWORK OF 16 DESTINATIONS, SKYWEST FLYS MORE THAN 300,000 PEOPLE ACROSS WESTERN AUSTRALIA AND THE NORTHERN TERRITORY, PROVIDING AN ESSENTIAL LINK FOR REGIONAL COMMUNITIES, TOURISTS AND BUSINESSES ALIKE. OUR DESTINATIONS INCLUDE ALBANY, ARGYLE, BROOME, CARNARVON, DARWIN, ESPERANCE, EXMOUTH, GERALDTON, KUNUNURRA, KALGOORLIE, LEINSTER, LEONORA, PORT HEDLAND, KARRATHA AND NEWMAN. WE ALSO FLY FROM THE PILBARA TO BALI ONCE A WEEK.

IN ADDITION TO REGULAR PASSENGER TRANSPORT (RPT) SERVICES, SKYWEST OPERATES A CHARTER SERVICE THAT CAN INCLUDE OTHER DESTINATIONS.



Diamond  
Head  
Gorge



Seven year old Sladjana pictured with Australian Idol Entertainer, Cosima De Vito and Skywest Flight Attendant Sharni Stickland.

# Community and Regional Sponsorship Support

SKYWEST IS ACTIVELY INVOLVED IN A WIDE VARIETY OF REGIONAL COMMUNITY PROGRAMS, PROJECTS AND CHARITIES. WE ARE PROUD THAT OUR CONTRIBUTION PROVIDES ESSENTIAL SUPPORT IN ASSISTING THOUSANDS OF WESTERN AUSTRALIANS.

Skywest supports Western Australian communities in the areas of:

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## REGIONAL COMMUNITY EVENTS AND PROGRAMS

- Constable Care Regional Program
  - Celebrate Albany Festival
  - North West Expo
  - Esperance Festival of the Wind
  - Gascoyne Festival and Rodeo
  - Carnafin Carnarvon
  - UWA Albany Centre
  - Taste Great Southern Festival
  - Shinju Matsuri – Broome
  - Mangrove Australia Day Skywest – Broome
  - Young Achievement Australia – Regional Program
- 

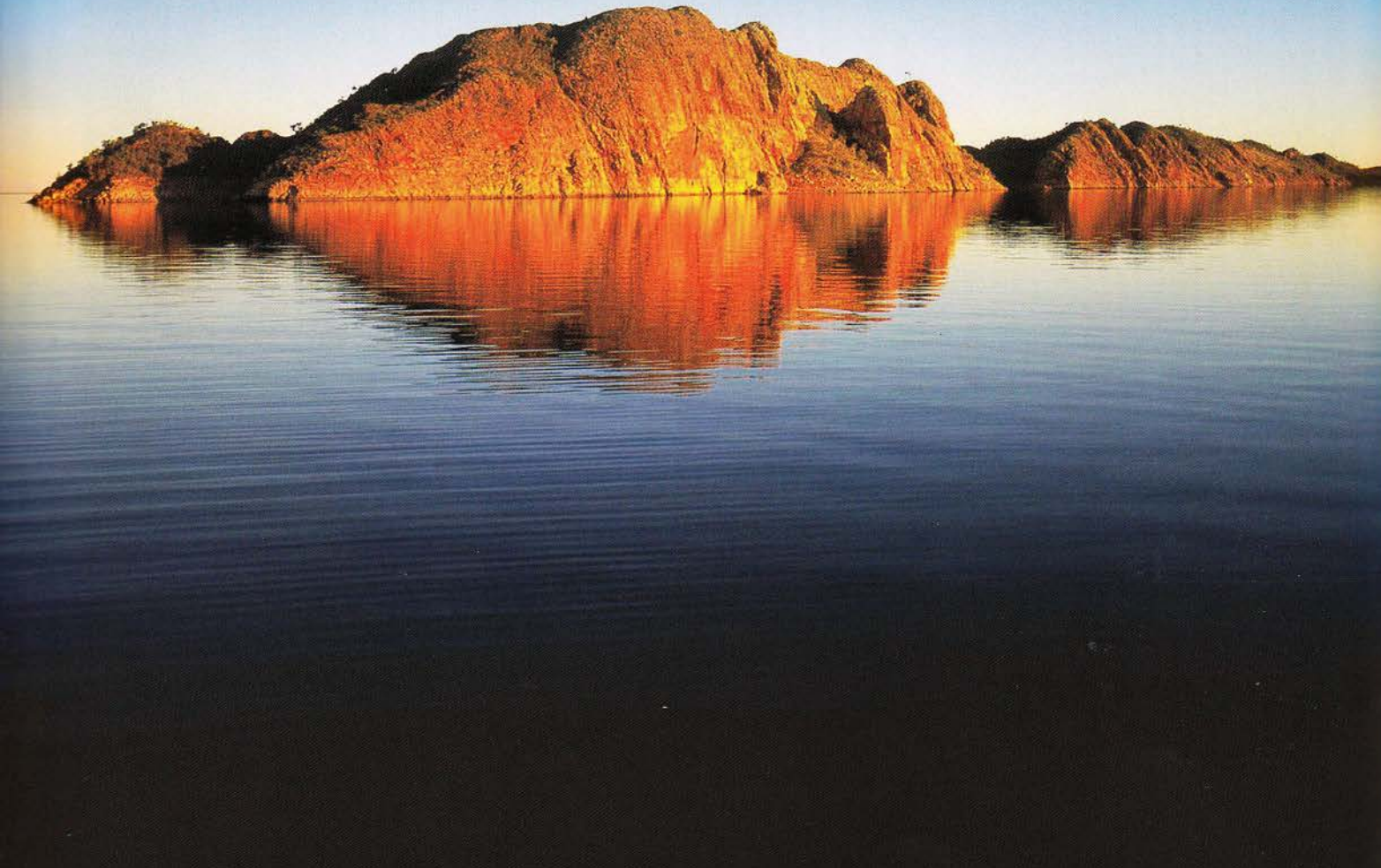
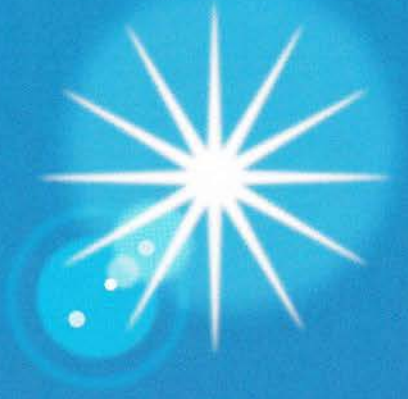
## SPORTS, MEDIA AND THE ARTS

- Postcards WA
  - Goolarri Media – Broome
  - WASO Regional Program
  - GWN Tourism Awards
  - Perth International Arts Festival Regional Program
  - Esperance Showbizz
  - Nindji Nindji Family Cultural Festival
  - Sports Challenge Regional Program
  - Dept of Sports and Recreation Regional Program
  - Leeuwin Ocean Adventures
  - Geraldton Turf Club
  - Broome Turf Club
  - Exmouth Golf Championships
- 

## CHARITY ORGANISATIONS

- Variety Club WA
  - Ronald McDonald House
  - WA Blind Association
  - WA Foundation for Deaf Children
  - Multiple Sclerosis Society
  - Kyle Andrews Foundation
- 

These cover just some of the many programs that Skywest supports. For further detail on Skywest sponsorship, visit [www.skywest.com.au](http://www.skywest.com.au)



# Fleet Information

## Fleet Structure

Skywest fleet consists of Fokker 50 turbo-prop aircraft and Fokker 100 jets.

## Fokker 50 Aircraft

The Fokker 50 aircraft is configured with 46 seats for Skywest operations, ensuring a high level of comfort including air-conditioning, ample cabin baggage space, extended seat pitch (extra leg room) and full in-flight catering facilities. The in-flight services are of a standard comparable to that of much larger jet aircraft. The aircraft are ideally suited to WA operating conditions offering a fast, efficient and comfortable service, with the best payload/range characteristics in its class. The high-winged design is also well suited to gravel runways in the more remote locations.

## General Characteristics

Two Pratt & Whitney PW 125B turboprop engines delivering 2500 SHP each.

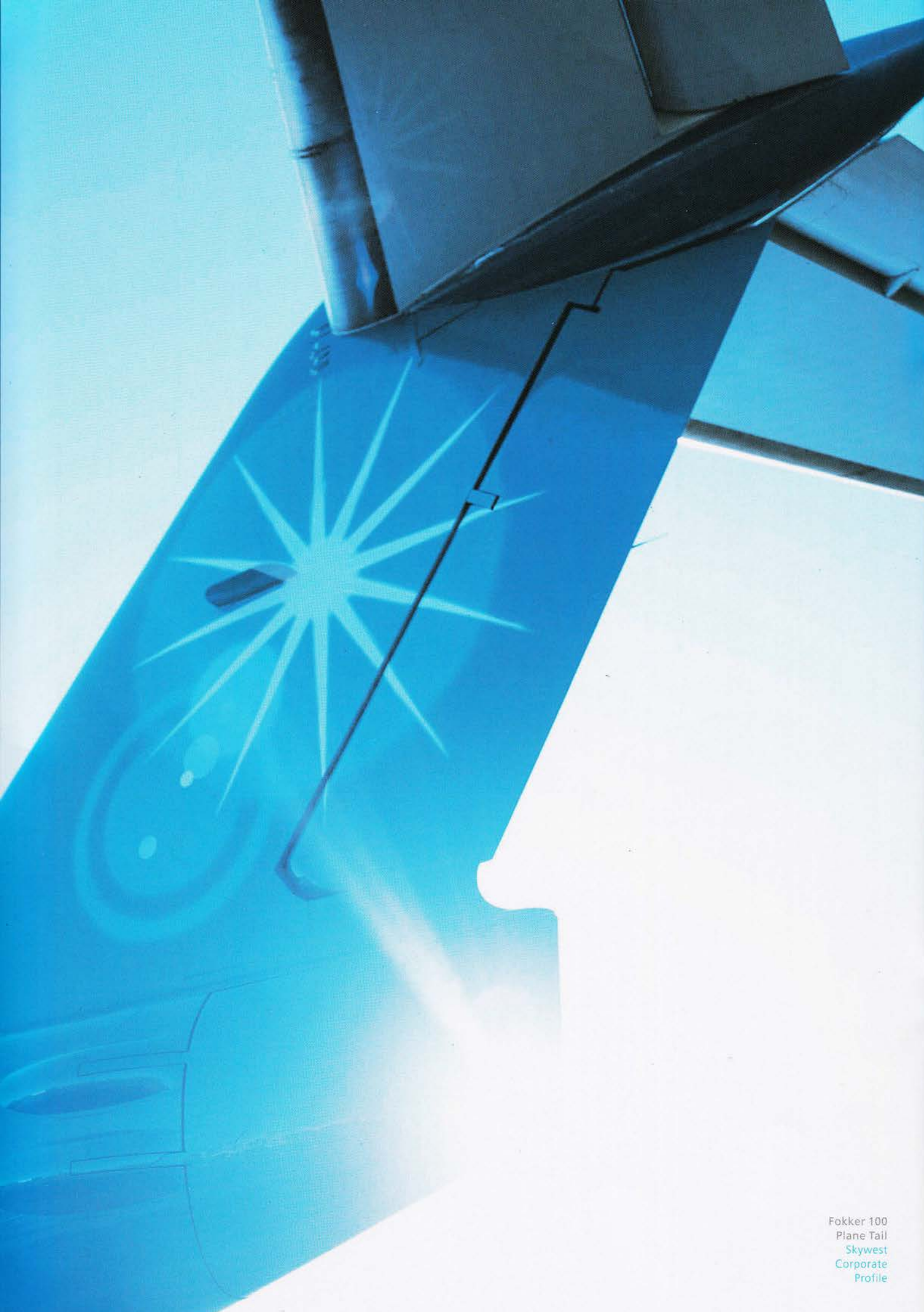
Dowty Rotol six bladed propellers, featuring auto feathering, reversible pitch and constant speed type.

## Fokker 50 Dimensions & Specifications

Overall Length	25.19m
Span	29.0m
Maximum Takeoff Weight	20,820kg
Basic Operating Weight	13,650kg
Maximum Payload	4,950kg
Maximum Useable Fuel	4,050kg
Cargo Compartment Capacity (Total)	1,315kg
Maximum Cruise Speed	260 kts (468km/ph)
Maximum Operating Altitude	25,000 Ft

Skywest  
Fokker 50  
Aircraft







## Fokker 100 Jet Aircraft

The Fokker 100 is a modern jet aircraft that has all the features expected in an aircraft of this class. Maximum economical cruise speed is 760 km/h, which together with an unrestricted climb to its maximum cruise altitude of 35,000 feet allows this jet to offer a service standard second to none. The Fokker 100 also has the smallest noise footprint of any jet aircraft in its class and can operate to most sealed airports without the need for major modifications to the local infrastructure. The Fokker 100 offers extended leg room and full inflight catering facilities.

### General Characteristics

- Two Rolls-Royce Tay engines, 6,849kg thrust each with thrust reversal
- Dual Channel Automatic Flight and Augmentation System (AFCAS)
- Electronic Flight Instrument System (EFIS)
- Multi Function Display System (MFDS)
- Flight Management System (FMS)
- Flight Warning System (FWS)
- Fail Operative Cat.III auto-land with rollout guidance

### Fokker 100 Dimensions & Specifications

Overall Length	35.53m
Span	28.08m
Maximum Takeoff Weight	45,813kg
Basic Operating Weight	26,143kg
Maximum Payload	10,598kg
Maximum Useable Fuel	13,405kg
Maximum Cruise Speed	462 kts (856km/ph)
Maximum Operating Altitude	10,667m (35,000ft)





Skywest Maintenance  
Crew, John Josey  
and Alex Heberling.  
Skywest  
Corporate  
Profile

# Engineering and Maintenance

SKYWEST'S ENGINEERING DEPARTMENT CARRIES OUT ALL MAINTENANCE ON THE FOKKER 50 AND FOKKER 100 FLEET WITH THE EXCEPTION OF COMPONENTS OVERHAUL AND CERTAIN HEAVY ("C") MAINTENANCE CHECKS. "C" CHECKS ARE CONTRACTED EXTERNALLY USING SKYWEST'S OWN SYSTEM OF MAINTENANCE.

## Quality Assurance Systems

Skywest's Engineering Department is quality accredited to AS/NZS ISO9001:2000. This occurred in November 2003 when the previous standard AS/NZS ISO9002:1994 was superceded.

The accreditation has helped enormously with the compliance toward system based audits used by the Civil Aviation Safety Authority (CASA) in checking High Capacity Operations.

The elements of the standard are based on having a Certificate of Approval and around Civil Aviation Regulation 30. Along with having a good quality system, it is important that there is a very robust internal review process that supports the system. Skywest has audit programs set up in the Engineering, Flight Operations and the Ground Operations Departments to provide the Skywest Board and Management with regular reviews on the compliance of each department to policy and procedures. These audits have extended to encompass major suppliers who provide repair and overhaul services for aircraft components and ground handling contracting staff to maintain the standard of the quality system away from the main facility.

Its planned in the future to role out this accreditation to all operational parts of our business and with the new CASA legislation soon to be introduced to the industry, the quality and safety systems are seen as focal points in the future growth of the business.

The Company Board, has a dedicated safety security and environment committee that oversees the direction of safety and quality within the organization and realises that adequate resources must be provided in these areas in order for the company to maintain the very high reputation for safety which it currently enjoys.



Charles Knife Gorge,  
Cape Range  
National Park  
Skywest  
Corporate  
Profile

# Our People

SKYWEST HAS A MANAGEMENT TEAM OF TALENTED AND EXPERIENCED PEOPLE IN THEIR RESPECTED FIELDS. WE HAVE EXPERTISE THAT SPANS COMMERCIAL AVIATION, AIRLINE OPERATIONS, AIRCRAFT MAINTENANCE, SAFETY AND SECURITY, TOURISM, MARKETING AND SALES.



**Johanna Ramsay**  
*Chief Executive Officer (acting)*



**William Barquero**  
*Manager Information Technology*



**Alisia Battalis-Mumby**  
*Marketing Manager*

## SENIOR MANAGEMENT TEAM

### **Johanna Ramsay, Chief Executive Officer (acting)**

Johanna joined Skywest in March 2003 as Commercial Manager, prior to assuming the role of Chief Operating Officer in October of the same year. Johanna's career in the aviation industry spans fifteen years, commencing with Ansett, and leading to various positions throughout Australia and Asia. Prior to joining Skywest, she held the positions of Business Manager and Ground Operations Manager with National Jet Systems.

Johanna holds a Masters in Business Administration from Curtin University.

### **William Barquero Manager, Information Technology**

William's career in the IT industry spans over ten years, with specialisation in travel industry systems and corporate services. Prior to joining Skywest, William was IT Travel manager for travelshop.com.au, a National Travel Agent consisting of a 200 seat call centre, six retail store locations and a premier travel deal website that regularly services over 30,000 users a week. Williams was also the technical lead in the design and implementation of this network and has strong experience in managing all areas of it.

### **Alisia Battalis-Mumby, Marketing Manager**

Alisia joined Skywest Airlines in November 2003 as Marketing Manager. Her career in marketing and advertising spans fifteen years, with previous marketing management roles with Community Newspaper Group, News Limited, Department of Transport and HBF Health.

Alisia holds a Bachelor of Arts Degree with majors in Marketing and Social Sciences from Curtin University and was the 1993 winner of the Australian Suburban Newspaper Association National Fellowship Award.



Skywest



**Steven Bellamy**  
*Operations Manager*



**Mike Hoar**  
*Manager Business Development*



**Stephen Johnson**  
*Manager Airport Services*

### **Steven Bellamy, Operations Manager**

Steve has been with Skywest since 1994. Originally the Senior Pilot and Base Manager in Port Hedland, Steve is now Operations Manager and holds a strategic role within the senior management team. Steve was previously an Airport Engineer in the UK, before moving to Perth with a UK Maintenance Licence in 1988. At Skywest, Steve was responsible for controlling the introduction of the Fokker100 Jet Skywest service in 2002.

Holding a Maintenance Licence and Commercial Pilots Licence, Steve is currently studying for his Masters in Airline Management.

### **Mike Hoar Manager, Business Development**

Mike joined Skywest Airlines in October 2003 as Manager, Business Development. His career in aviation spans twenty five years, with previous senior management positions with Pearl Aviation, Skippers Aviation and Skywest during the eighties. Most recently he held the position of Sales and Marketing Manager for Australia and South East Asia with Pearl Aviation.

### **Stephen Johnson Manager, Airport Services**

Steve joined Skywest in 1994 as Operations Controller. Currently he holds the position of Manager of Airport Services, where he manages the Skywest operation at all airports, ensuring safety and customer service maintenance in Skywest's airport operations. Previously, Steve was with Ansett for 23 years, holding various management positions, and prior to joining Skywest he was with The Vines Resort as Operations Manager.



**Graham McClure**  
*Safety Systems Manager*



**Lisa Monahan**  
*Human Resources and Industrial Relations Manager*



**Andrew Rostron**  
*Manager Compliance & Safety*

### **Graham McClure, Safety Systems Manager**

Prior to joining Skywest in 2004, Graham held the position of Regional Manager with the National Safety Council of Australia Ltd. Graham's safety systems management experience spans some 20 years covering a broad range of industries. During this period he has been directly involved in the development, implementation and ongoing maintenance of safety management systems including the delivery of both statutory and industry specific training programs. Graham is a member of the Risk Engineering Society of Australia and an associate member of the Safety Institute of Australia.

### **Lisa Monahan, Human Resources and Industrial Relations Manager**

Lisa joined Skywest Airlines in May 2004. Lisa has over 15 years of experience in senior human resource roles with Western Power, WMC Resources and BHP. Most recently she was with The Laminex Group, where she contributed to the successful acquisition and listing of businesses and the start up of greenfield sites. Lisa holds tertiary qualifications in Human Resource Management and OHS and is currently studying towards a Post Graduate degree in Business Law. She was the WA winner of the Leadership Award and the Human Resource Management Award at the 1994 National Enterprise Workshops.

### **Andrew Rostron Manager, Compliance and Safety**

Andrew joined Skywest Airlines in 1999, and is currently Manager Compliance and Safety, responsible for all quality and safety management systems throughout the organisation. In this role, he is the interface for all regulatory matters with Civil Aviation Safety Authority (CASA) as well as being responsible for the health of the Companies Safety management systems, which includes operational and workplace safety. With over 28 years experience in the aviation industry, Andrew has extensive experience in Quality and Safety. In May 2003 Andrew was appointed to the Aviation Safety Forum Board which provides regulatory advice to the Federal Minister for Transport and liaises with the Senior Executive of the Civil Aviation Safety Authority on a variety of issues which have affect on the safety of Australian Aviation in general.





**Salv Silvera**  
*Manager Industry Sales*



**Alicia Yates**  
*Flight Attendant Manager*



### **Salv Silvera, Manager Industry Sales**

Salv Silvera joined Skywest Airlines in 1999, and currently holds the position of Manager – Industry Sales. With more than twelve years experience in the travel industry, Salv has held operational, sales and managerial positions with Jetset and Thai Airways before joining Skywest. Salv holds a Diploma in Travel and Tourism and is currently studying for an MBA in Tourism Strategy.

### **Alicia Yates, Flight Attendant Manager**

Alicia joined Skywest in November 2003. Previously she was with National Jet from 1994 to 2002, holding various management and training positions on both National Jet and Qantaslink contracts. Prior to her career in the airline industry she worked at the NSW Department of Community Services. Alicia holds a Certificate 3 in International Language (Japanese).



# Skywest

Skywest Limited

ABN 51 098 904 262

Skywest Airlines Pty Ltd

Domestic Terminal

Perth Airport WA 6105

**T** 61 8 9478 9999

**F** 61 8 9478 9928

Bookings: 1300 66 00 88

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