



Company Profile – Virgin Australia

Virgin Australia Airlines began life as Virgin Blue on 31 August 2000 - the first sustainable low fare airline in Australian skies. The airline began operations with two aircraft, one route and 200 team members who shared a clear goal to revolutionise air travel in Australia. Not only did the airline halve the cost of airfares, it also re-introduced genuine Guest service to the flying public along with a strong commitment to being the best in the business. Since its launch the airline has evolved from a start-up entrepreneurial business to become Australia's leading major airline for service and value for money and in May 2011 was rebranded as Virgin Australia Airlines.

The Virgin Australia group of airlines includes Virgin Australia, long-haul international carrier V Australia and short-haul international airlines Pacific Blue and Polynesian Blue – the joint venture with the Samoan Government. By the end of 2011 V Australia and Pacific Blue will also operate under the name Virgin Australia. The four airlines operate a fleet of 89 Boeing 737-NGs, Boeing 777, Airbus A330s and Embraer E-Jet aircraft to 31 Australian and 17 international destinations.

Personal Profile – David White

David White is the Manager, Sustainability and Climate Change for the Virgin Australia Group of Airlines. He is responsible for overseeing the implementation of the company's sustainability framework across the airlines as well as addressing climate change issues. David has introduced a number of initiatives to the company including setting up a world first voluntary airline carbon offset program, formulating the airline's sustainability strategy, and heading up the airline's sustainable aviation biofuel activities. David has previously worked with industry associations and in state government on water and greenhouse issues. He has a degree in Electrical Engineering and a Masters in Environmental Engineering.

Virgin Australia Biofuel Activities

Sustainable aviation biofuel represents a significant opportunity for airlines to mitigate their climate change impacts. For this reason we have continued to lead industry efforts towards establishing a sustainable aviation biofuel industry in Australia through our role as a founder of the Australian chapter of the Sustainable Aviation Fuel Users Group (ASAFUG) and working with industry and government stakeholders on mechanisms to encourage commercialisation.

The group commissioned the CSIRO to develop a Sustainable Aviation Fuel Road Map study to identify pathways to the commercialisation of a sustainable aviation biofuel industry in Australia and New Zealand. The Roadmap was launched in May 2011 and found that by 2020 a 5 per cent bio-derived jet fuel share could be possible in Australia and New Zealand, expanding to 40 per cent by 2050. We are actively seeking to partner with biofuel companies to encourage the commercialisation of individual projects. In June, we signed a Memorandum of Understanding with Renewable Oil Corporation, Dynamotive Energy Systems Corporation and Future Farm Industries Co-operative Research Centre to develop a sustainable aviation biofuel that also has benefits for the Australian farming community and the environment. In a world first, the consortium plans to use fast pyrolysis technology developed by Dynamotive to process mallee, a eucalypt tree that is grown sustainably in many parts of Australia to help control salinity on farm land. The consortium is currently finalising plans for a demonstration unit that will make bio-fuels for testing, certification and public trials. The demonstration unit is intended to be operational in 2012, followed by the construction of a commercial-scale plant, which could be operational as early as 2014.

We are also the sole airline participant in the Queensland Sustainable Jet Fuel Initiative, a University of Queensland led project to undertake a multi-pathway techno-economic and lifecycle analysis of sustainable aviation fuel production from three feedstocks: sucrose, oilseeds and algae. The outcomes will include a publicly available online tool that will assist project developers assess the technical and economic viability of new technologies.

Presentation at the Event

The presentation will cover the following:

- Virgin Australia's commitment to the commercialisation and use of sustainable Aviation Biofuels.
- Overview and results from the recently completed Sustainable Aviation Fuel Roadmap Study.
- How Virgin Australia is supporting viable technologies and processes.

Contact Details

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