



9 November 2018

## MOU SIGNED IN A JOINT COMMITMENT TO BOOST REGIONAL TOURISM AND ECONOMIC DEVELOPMENT

In a joint commitment to boost regional tourism and economic development King Island Council and Essendon Fields Airport have today announced the signing of a Memorandum of Understanding (MOU).

Effective immediately, the MOU will see both parties actively collaborate to attract and grow air services and passenger movements between Essendon Fields and King Island.

With a growing reputation for world class golf and an established reputation for high end food production King Island is an ideal destination for residents of Melbourne – the food capital of Australia. With only 1600 residents spread across 1,098km<sup>2</sup>, King Island offers the perfect antidote to city life, with a multitude of beaches, coastal walks and scenic drives a mere 35 minutes flight away. Essendon Fields Airport CEO Chris Cowan said “Regional passengers are very important here. Pax appreciate the aircraft pulling up to gate 1 and walking straight thru to the waiting taxi or the courtesy shuttle to Melbourne Airport. King Island is the second largest route out of Essendon Fields Airport (after Wollongong). We have also added routes to Orange & Dubbo in the last 2 years as people discover the offer here really suits the regional traveller. We are the home to 2 regional airlines as well as golf charter & the largest fleet of Corporate Jets in Australia. I can get to KI quicker than I can get home on the freeway. ”

King Island’s laid-back professionalism is perfectly suited to the personal touch that visitors travelling through Essendon Fields Airport enjoy, with all of the facilities expected of a modern transport hub, including car hire, onsite hotel, golf bag storage and multiple retail options. Passengers with forward connections also enjoy a free 10-minute shuttle to Tullamarine domestic and international terminals.

Council’s General Manager, Troy Brice said “This MOU cements both Essendon Fields and King Island Council’s commitment to working together for the benefit of both ports through the promotion of sustainable growth in the regional aviation industry. We are looking forward to working with Essendon Airport management to make the most of this strategic partnership.”

For more information, contact:

Emma Little  
Culture & Communications Manager  
King Island Council  
[elittle@kingisland.tas.gov.au](mailto:elittle@kingisland.tas.gov.au)  
[www.kingisland.tas.gov.au](http://www.kingisland.tas.gov.au)  
03 6462 9000

Nadia Salajic  
Marketing Manager  
Essendon Airport  
[ns@ef.com.au](mailto:ns@ef.com.au)  
[ef.com.au](http://ef.com.au)  
03 9948 9408