

Sent: Thursday, 17 June 2010 1:16 PM  
To: Adjudication  
Subject: Virgin Blue/Air NZ Alliance Application Submission

Hi,

Here the attachment of Virgin Blue/Air NZ Alliance Application Submission.

Regards David Maclure

**Virgin Blue / Air New Zealand  
Alliance Application**

## **Alliance Proposal**

The proposed alliance may be necessary due changing situation of the airline between Australia and New Zealand regarding profit difficulties for the past 2 year since recession was described very struggling aviations market.

## **Condition of the Application**

The condition should be set authorise to lower airfares between 2 countries due popularly and successful campaigns as no higher airfares would apply under the proposed alliance as long as possible.

The alliance must agree the condition of the application be approved by Australian Competition and Consumer Commission.

Also air routes between countries must agreed on set route agreement for Australia and New Zealand to avoid argument over the air route coverage in domestic and Trans Tasman flights.

The single governing body should be under the one who make decision of the alliance would made up half from Virgin Blue and Air NZ other half from rather than separate body would be ineffective under the proposed alliance.

## **Livery and Logo**

Livery of the aircrafts should remain present form as should not be changed to protect identity as be recommend insert small alliance logo on front door beside similar to Jet Connect has in the past.

## **Airline ticket and Boarding Pass**

The airline ticket and boarding pass should adopt alliance logo be displayed.

## **Sharing Information**

The airlines between 2 countries should share information about alliance be update on a regular basis because part of the alliance to ensure knowledge each other in their company within.

## **Staff Arrangement**

The alliance applicants should set to agree to set staff arrangement under the proposed alliance to ensure fair and balance of staff arrangement between 2 countries.

## **Conclusion**

The proposed alliance may proceed or not to proceed as entire up to Australian Competition and Consumer Commission as part of subject to regulatory approval.