

Australia at a glance

Official name:

Commonwealth of Australia

Location: A continent in the Oceania region between the Indian and South Pacific oceans. It is the sixth-largest country by area in the world, slightly smaller than the contiguous 48 states of the United States.

Population: 22,545,168 (June 2010 estimate)

Capital: Canberra

Other major cities: Sydney, Melbourne, Brisbane, Perth, Adelaide, Darwin, Hobart

National language: English

Government: Australia has a federal parliamentary democracy led by a prime minister and a bicameral Federal Parliament, consisting of a Senate and a House of Representatives.

Economy: Exports include coal, iron ore, gold, meat, wool, alumina, wheat, machinery and transport equipment. Imports include machinery and transport equipment, computers and office machines, telecommunications equipment and parts, and crude oil and petroleum products.

Source: U.S. and Australian governments



Model partnership

Australia is home to Boeing's largest international operation *By Bill Seil*

PHOTO: Boeing F/A-18 Super Hornets fly by Australia's Gold Coast in southeast Queensland. AUSTRALIAN DEFENCE FORCE

Boeing and its heritage companies have a history in Australia dating back to the pioneering days of aviation. Today, Australia is a center of advanced aviation technology and home to Boeing's largest operation outside the United States.

Headquartered in Sydney, Boeing Australia has 2,800 employees based at 28 locations throughout the country.

"We have a historic legacy in Australia that has helped us build a strong foundation," said Shep Hill, president, Boeing International. "We also have some wonderful customers who have bought our products over many years and stayed with us through difficult times."

Australia is a model for the company's international operations and sales, Hill said. It represents a good mix of the

company's diverse business activities and is, in many respects, a microcosm of Boeing's worldwide operations.

"We have a presence there, we have partnerships there and we have products there," Hill said. "We also have an outstanding, creative group of employees. They're loyal and supportive of the company and are contributing to the bottom line."

The company's history in Australia began in 1927, when the de Havilland Aircraft Co. created de Havilland Australia. In 1961, that company became Hawker de Havilland Australia and in 2000 it was acquired by Boeing. The name was changed two years ago to Boeing Aerostructures Australia.

Douglas Aircraft Co. sold its first DC-2

to Australia in 1936. During World War II, the Australian military purchased a number of aircraft from Boeing heritage companies, including the DC-3 transport, the B-25 Mitchell bomber and an Australian-produced P-51 Mustang fighter.

Australia's Commonwealth Aircraft Corp., which later became part of Boeing, was contracted during the war to build a modified version of North American Aviation's general purpose NA-16 aircraft to meet the special needs of the Royal Australian Air Force. A total of 755 of these "Wirraways" were produced from 1939 to 1946.

Qantas, the Australian flag carrier, in 1959 became the first international customer for the Boeing 707 jetliner. Qantas used the 707 for long-haul flights across

the Pacific and on the "Kangaroo route" from Sydney to London.

This history, along with the long-standing friendship and cultural ties between the United States and Australia, has contributed to the growth of Boeing's business operations Down Under, said Ian Thomas, president, Boeing Australia and South Pacific.

Today, Boeing Aerostructures Australia is the nation's major manufacturer of high-end aerostructure components, including rudders for the 777 and the 787's movable trailing edge, which is based on patented composite technology. Boeing is a major supplier of commercial airplanes to Qantas Airways and the Virgin Blue Group of Airlines.

Boeing Defence Australia, a subsidiary

of Boeing Defense, Space & Security, is a major supplier to the Australian military and other customers. Recently, the Royal Australian Air Force retired its fleet of F-111 aircraft and is in the process of adding 24 Boeing F/A-18F Super Hornets to its fleet.

Boeing Research & Technology–Australia, established in 2008, is the focus of the company’s research and development collaboration with Australian industry, government and academia. The organization has 35 full-time researchers based throughout Australia and partnerships with researchers around the world. It has four areas of focus: high-value composites, autonomy and robotics, life-cycle analysis, and wide-area communications using non-satellite-based systems.

“We are tapping into the tools, talent and technology of Australia to make Boeing more competitive within this country and more agile in global markets,” Thomas said.

He emphasized the strength and duration of the company’s partnerships in Australia—especially those with long-standing customers. Qantas, in addition to being the first international customer for the Boeing 707, is among the largest airline customers for the 787 Dreamliner, with a 50-aircraft firm order. Boeing maintains a strong relationship with both Qantas and its low-cost carrier, Jetstar.

Another important airline partner is Virgin Blue, along with its new, long-haul carrier, V Australia. Virgin Blue has been a major customer for the Boeing 737 since the carrier was launched more than a decade ago. V Australia, which took delivery of its first 777-300 ER (Extended Range) in 2009, is growing rapidly with plans to expand its fleet.

“Boeing Commercial Airplanes has a very substantial, enduring and strategic partnership with the airlines,” Thomas said. “Our customers know that we’re part of the fabric of the industry and part of the fabric of Australia.”

Australia is also a key customer for Boeing’s military aircraft and other products.

Boeing enjoys a strong partnership with the Australian Defence Force, one that has endured some difficult times, Thomas noted. There were lengthy delays, for example, delivering the first Wedgetail 737 Airborne Early Warning and Control (AEW&C) aircraft to the Royal Australian Air

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PHOTO: ASSOCIATED PRESS



Force. But today, four of the six airplanes have been delivered, with the remainder to be handed over later this year. The fleet is scheduled to attain full operational capability by the end of 2012.

Thomas said the relationship has stayed strong because Boeing took the measures necessary to correct problems, maintaining the Australian military’s confidence in the company’s integrity and determination to meet commitments.

Boeing’s recent ahead-of-schedule deliveries of F/A-18 Super Hornets helped justify that trust, he said. The Royal Australian Air Force also operates a fleet of 71 upgraded F/A-18A/B Hornets and has introduced four Boeing C-17 cargo planes to its fleet. The Australian military also operates Boeing CH-47 Chinook

helicopters and is studying acquiring Boeing 737-based P-8 aircraft for maritime patrols. Australian troops are supported by Boeing Australia’s reconnaissance and surveillance services using the ScanEagle unmanned aircraft system.

With these programs come opportunities for Boeing to ensure the operational readiness of the aircraft and their crews, Thomas said.

Boeing Defence Australia is providing engineering, supply chain management and maintenance support for the 24 Super Hornets being delivered to the Royal Australian Air Force through October 2011. And Boeing Defence Australia worked closely with Training Systems & Services to deliver the Super Hornet and C-17 training infrastructure.

Boeing Australia is heavily involved in the

training of Australian Defence Force crews through instruction of Scan Eagle operators, C-17 aircrew, AEW&C aircrew and maintainers, and army helicopter aircrew and maintainers, including initial training on Kiowa, Black Hawk and CH-47D Chinook helicopters. Boeing also provides field service and logistics support to the Royal Australian Air Force’s C-17 fleet.

Two key Australian Boeing Network & Space Systems products—Vigilare, a battle management system, and the High Frequency Modernization Program, a communications system—are now in operation with the Australian Defence Force, after overcoming development challenges. Both have received positive evaluations from the Australian military.

Meanwhile, Boeing is contributing to

the Australian economy in many ways, including the use of local suppliers. Boeing, through the Office of Australian Industry Capability, helps develop local small and medium-sized enterprises and identifies opportunities for them to take part in the company’s global supply chain, helping local industry secure more than \$190 million (U.S.) in contracts over the past three years.

Thomas said Boeing Australia serves as a hub for showcasing and marketing Boeing products throughout the region.

“Our goal here is to delight our customers,” Thomas said. “And to the degree our customers are excited about our products and quality of service, we have some highly respected advocates for the Boeing brand.” ■

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PHOTOS (Top right): Qantas was the first international customer for the Boeing 707, flies more than 20 747s (shown) and has ordered 50 Boeing 787 Dreamliners. TIM STAKE/BOEING

(Above) The Royal Australian Air Force has added four Wedgetail 737 Airborne Early Warning and Control aircraft to its fleet, with another two scheduled for delivery this year. AUSTRALIAN DEFENCE FORCE

G'day, mate!

At more than two dozen Boeing sites around the vast Commonwealth of Australia, some 2,800 employees are supporting the company in many ways, from building parts for Boeing commercial jetliners to supervising installation of the Vigilare battle management system for the Royal Australian Air Force to helping develop Australia's aviation biofuels industry.

"I'm working with people who love what they build," said Julie Robson, a human resources officer at Boeing Aerostructures Australia in Bankstown, New South Wales.

The nearly 400 Bankstown employees, part of Boeing Fabrication, build airplane components that include 777 rudders, elevators and cove lip doors, the 747-8 wing leading edge, 737 ailerons and C-130 flaps.

Robson's duties cover employee career development—and organizing activities such as Family Day for family members.

While Boeing Aerostructures Australia has a major role in manufacturing structures for Boeing jetliners, Boeing Defence Australia is a key supplier to the Australian

military and other customers.

"Our team operates under incredibly demanding conditions," said Boeing Defence Australia employee Charlie Stone. "We are fortunate to have on staff the most highly skilled leaders in their field."

Stone is the deputy chief pilot at the Boeing Army Aviation Training & Training Support facility in Oakey, Queensland. There, personnel from both the Australian Army and Navy are trained as pilots on Bell Kiowa and Sikorsky Black Hawk helicopters by instructors who are Boeing employees. One instructor is embedded with an army regiment training CH-47 Chinook pilots. The facility also provides crew training, refresher courses and instructor training.

"It's nice to watch a trainee who couldn't fly four months ago and have

them tell you how they feel," Stone said. "Seeing them grow in skill and confidence is very rewarding work."

At another Boeing site in Brisbane, Peter Birt is working closely with Boeing Aerostructures Australia and the company's other Australian subsidiaries to develop new technologies that will benefit the Australian operations.

Birt is a program integration manager with Brisbane-based Boeing Research & Technology–Australia (BR&T-A), which is an integral part of Boeing's global research network.

"Our team actively engages with our Boeing Australian subsidiaries to understand what technologies they require and whether we'll need to develop that technology in-house or

in partnership with other research agencies in Australia," he said.

The BR&T-A team is working with the Australian Research Centre for Aerospace Automation on Project Smart Skies to explore technologies that will manage airspace to accommodate unmanned air vehicles.

Other projects include developing a new resin to be used in advanced composite components.

– Kathrine Beck

PHOTOS: (Clockwise, from left)

Julie Robson at work in Bankstown, New South Wales. ASSOCIATED PRESS
Charlie Stone in Oakey, Queensland. IAN CLARK/BOEING
Brisbane-based Peter Birt. HEIDI SNOWDON/BOEING



Boeing in Australia

Australia represents Boeing's biggest global footprint outside the United States. The company's Australian business operations and subsidiaries include:

Boeing Australia Holdings (headquartered in Sydney) – Central office for all Boeing business operations within Australia

Boeing Aerostructures Australia (headquartered in Melbourne) – Australia's major manufacturer of high-end aerospace composite components

Boeing Defence Australia (headquartered in Brisbane) – A subsidiary of Boeing Defense, Space & Security that is a leading Australian defense aerospace company

Boeing Research & Technology–Australia (headquartered in Brisbane) – Established in 2008 to serve as a central point for Boeing's research and development collaboration with Australian industry, government and academia

Aviall Australia (headquartered in Melbourne) – A leading supply-chain management provider to the aerospace, defense and marine industries

Boeing Training & Flight Services–Australia (headquartered in Brisbane) – A provider of commercial flight and technical training to airlines in Australia and around the world

Insitu Pacific (headquartered in Brisbane) – A company that designs, develops and manufactures unmanned airborne systems for commercial and military organizations

Jeppesen Australia (headquartered in Brisbane) – A provider of advanced flight information solutions and computerized flight planning software, as well as high-end scheduling for air and rail customers

Jeppesen Marine (headquartered in Sydney) – A provider of digital maritime cartography, data services and other navigational information to the Royal Australian Navy and commercial customers

Flood of help

Boeing's corporate citizenship program in Australia is there to help—especially when natural disasters hit

The recent floods in the state of Queensland affected an area the size of Germany and France.

Boeing employees in Australia—and throughout the company—were ready to help.

While working to fight flooding at their own homes and work areas, employees in Australia pitched in to help their neighbors. Boeing-supported Black Hawk helicopters, flown by the Australian Defence Force, played a critical role in relief operations throughout the entire state.

“The massive scale of this disaster touched all Australians,” said Ian Thomas, president, Boeing Australia and South Pacific. “We're very proud of our employees, whose individual acts of volunteerism and generosity made an important contribution to those affected by the floods.”

Employees both within and outside Australia provided financial support to the flood relief effort, coordinated by the Queensland Premier's Disaster Relief Appeal. The company also contributed through matching funds. By Feb. 18, employee and corporate contributions totaled \$216,775 (U.S.).

Boeing and its employees in 2009 demonstrated similar support for relief efforts involving bushfires in Victoria, Australia, which burned thousands of acres and destroyed the homes of hundreds of people.

Over the past five years, Boeing Australia has provided more than \$3 million to support local charities, community organizations and universities. The company's corporate citizenship



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program in Australia has a special focus on civic organizations, early childhood education and environmental programs. These priorities were determined based on areas where communities have the greatest need.

In July 2010, Boeing had its first Global Day of Service in which employees on three continents volunteered for community projects. In Australia, employees joined with members of the Brisbane, Queensland, community to help improve the grounds for Balmoral State High School.

Boeing Australia and South Pacific in 2010 changed its corporate citizenship strategy to focus contributions to a few select community agencies rather than providing smaller grants to many organizations.

Virginia Wheway, Environment, Health and Safety director for Boeing Australia, said this approach allows the company to form solid partnerships with several charitable organizations.

“We believe there will be more impact in working closely with a few well-selected agencies,” Wheway said. “You develop a deeper level of engagement, support and partnership.”

One of these partners, the Smith Family Foundation, is a national, independent children's charity that supports disadvantaged Australian children. It unlocks opportunities through education and learning. Its Launchpad to Learning program focuses on the importance of reading by young children. Pilot programs are in Brimbank, Victoria; Ipswich, Queensland; and

Fairfield, New South Wales.

Another partner, the Australian War Memorial, serves as both a memorial and a museum of Australia's involvement in international military conflicts and peacekeeping missions. The museum houses a number of Boeing heritage aircraft, including the Australian-built Wirraway. It is located in Canberra, the Australian capital.

Boeing also partners with Greening Australia, which has been working with communities for more than 30 years to bring about environmental education and regeneration of green spaces. One of its programs, Generation Green, engages local communities in Western Sydney to advance a range of environmental efforts.

In neighboring New Zealand, the

company partners with the Foundation for Youth Development. Its youth development programs inspire children, from 5 to 17 years old, to reach their full potential. The goal is to help them become confident, healthy adults who contribute to society. The foundation also has activities with an environmental focus.

“Our goal for 2011 is to strengthen our relationships with these organizations in ways that go beyond funding,” Wheway said. “For example, we want to provide more opportunities for employees to become involved, including skills-based volunteerism.”

— Bill Seil

PHOTOS: (Above and right) Boeing employees supported Australian Army Black Hawk helicopters flying flood response and recovery operations.
AUSTRALIAN DEFENCE FORCE