

Upfront

Qantas news, initiatives & sponsorships.



RELAX

LA LOUNGE

open FOR business

Qantas and joint-owners Cathay Pacific and British Airways officially unveiled the new, stylish and spacious Los Angeles Business Lounge last month.

The lounge's contemporary design reflects Californian culture combined with signature elements from each airline. The Business Lounge features a communal fireplace to relax and socialise around and a central glass atrium to provide natural light and space. It also offers a new dining area, a stylish cocktail bar and barista service.

The lounge accommodates 400 customers until its completion in early 2015, when it will offer spacious seating for 600. This, combined with the new world-class Qantas First Lounge, will be

more than double the size of the former space. The multimillion-dollar business lounge will be a spacious, relaxing environment for customers to work or socialise before a flight.

Qantas consulting chef Neil Perry has designed the new menus based on signature Qantas Lounge favourites, featuring the influences of multicultural Los Angeles including Korean, Mexican, Italian, Chinese and US West Coast street food.

Californian food carts will offer freshly prepared dishes such as crumbed cod tacos with red cabbage slaw and lime chipotle ➤



Alan Joyce

QANTAS CEO

Frequent Flyers

Last month we welcomed our 10-millionth member to the Qantas Frequent Flyer program. In effect, that means one of every two households in Australia is part of the program.

The Frequent Flyer program has come a long way since its beginning in 1987. Today, our members can earn and spend points not just on Qantas flights, but with Jetstar and hundreds of program partners including almost 40 partner airlines, major banks and department stores. And we're constantly looking to improve, with new initiatives such as Aquire (the rewards program for Australian small and medium businesses) and our next generation cards with Qantas Cash technology (letting you store foreign currency).

One thing our Frequent Flyers value is our extensive global lounge network, and following the opening of our popular Singapore and Hong Kong lounges, we've just opened our contemporary new Business Lounge in Los Angeles.

To all of our Frequent Flyers, thank you for your support and loyalty. We'll continue to take our loyalty program from strength to strength, as we continue to invest to provide you with the best experiences every time you fly.

LA LOUNGE

› mayo, pulled-pork tacos and Asian-spiced chicken wings.

Customers can also enjoy a variety of dishes from an enhanced buffet.

Qantas has partnered with Sofitel to offer a new service experience for the first time in Los Angeles, consistent with the service standards across its Sydney, Melbourne, Hong Kong and Singapore lounges.

This includes exclusive services such as shirt pressing, shoeshine and priority access to showers for customers travelling in First, Platinum Frequent Flyers and oneworld Emerald members.

A new world-class Qantas First Lounge will open in Los Angeles in line with the completion of the Los Angeles Business Lounge.



PRE-FLIGHT SPA TREATS

QANTAS CUSTOMERS visiting the Spa in the Sydney and Melbourne First Lounges will experience a new range of luxury spa treatments and products by Australian-owned Aurora Spa. Customers will enjoy exclusive spa treatments, facials, massages and hand and foot therapies designed to address pre-flight needs and ensure they relax before their flight.

Already on offer in Qantas Singapore and Hong Kong Lounges, Aurora's ASPAR product range is now available in the bathrooms of the Qantas Sydney and Melbourne International Business Lounges and will roll

out to all other International and Domestic Business Lounges over the next 12 months.

Aurora is developing an exclusive bespoke product range for Qantas International First Lounges (Sydney, Melbourne, Los Angeles), which will be available towards the end of the year. The ASPAR range of botanically active products has been created by therapists at Aurora Spas around Australia, each product formulated using pure botanical ingredients to ensure the most effective skin formulation. Available online and at Aurora Spas around Australia. aspar.com.au

Aurora Spa Rituals products





Socceroos Oliver Bozanic, Tim Cahill, Mathew Leckie (from left) and teammates in Vitoria, Brazil (above); Michael Bublé (far right); James Blunt (inset)

Flying with us

Socceroos and singers in the sky.

After an enthusiastic send-off by fans at Sydney International Airport, the **Socceroos** squad boarded a Qantas flight in late May, en route to Brazil where the final preparations for the FIFA World Cup would be completed.

Once on board, the players settled into Business Class, temporarily swapping the green-and-gold Socceroos uniform for comfortable Qantas pyjamas.

Another famous name on the Qantas passenger list was Canadian

crooner **Michael Bublé**, who spent three weeks on tour in Australia, performing 14 arena shows in Perth, Melbourne, Adelaide, Brisbane and Sydney. After his final concert in Sydney, the singer flew to Auckland to continue his Australasian tour.

As Bublé was finishing his time Down Under, English singer **James Blunt** was gearing up for the Australasian leg of his *Moon Landing* 2014 world tour. After concerts in Wellington and Auckland, Blunt flew to Sydney to begin a round of shows taking in every state and territory before returning to Europe.

QANTAS FREQUENT FLYER WELCOMES ITS 10 MILLIONTH MEMBER

A 52-year-old Victorian is the 10 millionth Qantas Frequent Flyer member, marking a key milestone for the program. Grant Welsh registered as a Qantas Frequent Flyer to join 9,999,999 others as a member of one of the world's leading loyalty programs. To celebrate its 10 million members, Qantas Frequent Flyer is giving away one million Qantas Points to one lucky member!* Treat your family to an unforgettable holiday, shop up a storm in the online Qantas Store or jet off on a mini-break. With thousands of ways to use points, you'll have the time of your life deciding. To enter the prize draw visit qantas.com/10million (terms & conditions apply).





QANTAS DARWIN TURF CLUB BALL

The largest outdoor gala ball in the Southern Hemisphere promises to be a stand-out event of the Carlton Mid Darwin Cup racing carnival. On August 2, up to 3500 black-tie attired guests will dine beside the beach under the stars, rocked by Jimmy Barnes with his band, featuring daughter Mahalia. Tickets \$415.

www.darwinturfclub.org.au

CORPORATE REWARDS



The American Express® Qantas Corporate Card program now offers companies the choice of two rewards: Double Aquire Points for eligible flights paid for with an American Express Qantas Corporate Card, or a Qantas Rebate of up to \$50,000 a year. Two great ways to turn eligible business travel expenses into company savings. With Double Aquire Points, Qantas will match the company's Aquire Points and business travellers who are Qantas Frequent Flyer members will simultaneously earn Qantas Points. Aquire Points can be converted to Qantas Points at a rate of 1:1, to be redeemed for flights and upgrades or gifts. Double Aquire Points and Qantas Rebate terms & conditions apply. qantas.com.au/aeqcc



Christian Leali'ifano

RUGBY KICK-OFF

The Castrol EDGE Rugby Championship kicks off on August 16 with the first 2014 Bledisloe Cup match when the Qantas Wallabies take on the All Blacks at Sydney's ANZ Stadium. The second clash will be in Auckland (Aug 23), followed by the third and final Bledisloe Cup test at Brisbane's Suncorp Stadium (Oct 18). It's a big year for the Wallabies as they seek to regain the trophy for the first time since 2002. Wallabies fans will have the chance to wish their favourite players luck and rub shoulders with some of the game's retired legends during the Bledisloe Cup Festival in Sydney (Aug 9-16).

Follow all the Bledisloe Cup Festival news on Twitter @QantasWallabies.

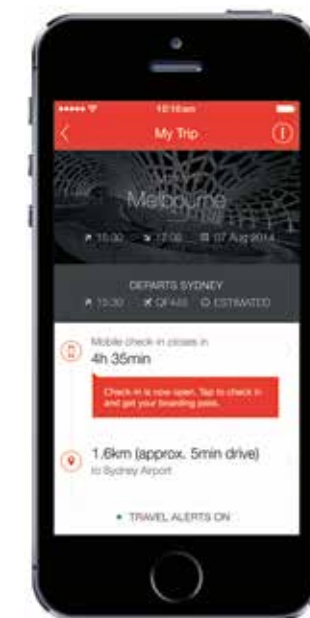
The Wallabies will also take on South Africa in Perth (Sep 6) and Cape Town (Sep 27); and Argentina on the Gold Coast (Sep 13) and in Argentina (Oct 4). rugby.com.au

WALLABIES PHOTOGRAPHY: CYBELE MALINOWSKI



BUTTER UP

As part of its commitment to supporting Australian food and beverage producers, Qantas now serves Ballantyne spreadable butter in Economy and Business on all domestic flights and in Economy and Premium Economy for all international flights from Australia. Ballantyne is a family-owned Australian company. Premium Australian hand-churned butter made by Pepe Saya, already enjoyed by customers travelling in international First Class, has now been introduced to the Business cabin for all international flights from Australia.



NEW QANTAS APP

TAP & FLY

Flying will be a breeze with the latest version of the **Qantas iPhone app**. It can tell you when it's time to leave for the airport and even find the route that will get you there the fastest. Be reminded when check-in opens and get your boarding pass in a few taps. It also supplies lounge, gate, departure and arrival information, plus your Qantas Points balance, a quick view of all upcoming trips and personalised sale alerts. The app is optimised for iOS7 and the Android version is coming soon. **Download from the App Store.**

One&Only Hayman Island, Whitsunday Islands, Queensland

WINGING TO THE WHITSUNDAYS

*Qantas will operate direct flights between Sydney and Hamilton Island from July 2, providing customers with a premium flight alternative. The airline recently flew the cast and crew of top-rating TV show **Modern Family** to the region during a two-week filming stint in Australia, showing off the Whitsundays to an estimated 100 million viewers. Qantas will operate three flights a week (Wednesday, Saturday, Sunday) during peak season (July and September-January) and Wednesday and Sunday flights off-peak. The launch of the new service coincides with the opening of the luxury **One&Only Hayman Island resort**. For information & booking visit qantas.com*



BOSTON

Civil rights

Lincoln Cathedral's Magna Carta, one of only four surviving copies of the original document dating back to 1215, enjoys star billing in *Magna Carta: Cornerstone Of Liberty* at the Museum of Fine Arts, Boston, until September 1. View the historic agreement between England's mediaeval barons and the reckless spendthrift King John alongside American treasures drawn from the museum's own collection, including Paul Revere's Sons of Liberty Bowl, which bears the engraved words "Magna Charta" and "Bill of Rights". mfa.org



The Sons of Liberty Bowl, 1768, at Boston Museum (above); Amy Harris, *The Dancers Company*, in *Swan Lake*, 2013 (left)



EXHIBITION

AUSTRALIAN ART ABROAD

As overall winner of the 2014 Prudential Eye Awards for Contemporary Asian Art, Australia's Ben Quilty heads to London this month for a solo show at the Saatchi Gallery in Chelsea. A selection of the Archibald Prize-winner's highly collectable paintings will be on show July 4-August 3, including Kuta Rorschach No 2 (2014), pictured, an eight-panel oil on canvas. saatchigallery.com

THE AUSTRALIAN BALLET

BALLET GOES BUSH

The Dancers Company, the regional touring arm of The Australian Ballet, is on the road again, taking a triple bill of ballet gems to regional Tasmania, Victoria and Western Australia. During July and August, the company will present 16 performances and travel more than 7000km by air, bus, car and truck. The program includes two established favourites, *Paquita* and Act III from *Swan Lake*, and the newly created *Rimbombo*. Four guest artists from The Australian Ballet will star in the performances. www.australianballet.com.au/dancerscompany

ONLINE

Travel Insider

There's more to *Qantas The Australian Way*.

Join us online at travelinsider.qantas.com.au

EVEN FOR SEASONED VETERANS Venice presents unexpected gastronomic challenges. Bookmark Daven Wu's dining guide for the next time you visit the sunken city.



Aman Canal Grande Venice (and top); Ristorante Ai Gondolieri (right)



BUSINESS SPEAK

with Paul Robinson



THE KEY Lynda Grattan

(McGraw Hill, \$45) With their massive human networks and organisational expertise, big corporations could be major players in solving global problems. Companies such as IKEA, Unilever and Nike are already using innovation to tackle critical social issues. Get on board.



XLR8 John P Kotter

(Harvard, \$30) Arguing that traditional organisational hierarchies can't cut it in a climate where change is a constant, Kotter plugs a "dual operating system" – a dynamic network working alongside the corporate hierarchy ready to react to "rapid-fire strategic challenges".



THE FREAKS SHALL INHERIT THE EARTH Chris Brogan

(Wiley, \$32) Thinking differently from the standard business model doesn't necessarily preclude a successful business career. As regular disruption in business becomes the norm, Brogan reckons it's time to send in the freaks.



BUSY Tony Crabbe

(Hachette, \$35) Nine times out of 10, the usual knee-jerk response to "How are you?" is "Busy". And in most cases "busy" means absolutely overloaded with the minutiae of life. Crabbe lays out four key strategies to cope with the chaos.

TIME FLIES

ROLEX CELLINI DUAL TIME

\$21,650 (Everose gold)

rolex.com

Rolex has taken its largely forgotten Cellini range and given it an injection of "must-have".

Available in three versions: Time (hours, minutes, seconds); Date (time with date); and Dual Time, the revived Cellini balances classic design codes with contemporary desirability. Each comes in a 39mm white or Everose gold case, with double bezels and a black or white lacquered or guilloché dial. The Dual Time is very practical, the second time zone can be adjusted without stopping the watch and it indicates day/night with a sun or moon symbol at 9 o'clock on the sub-dial.

BANI MCSPEDDEN



Q RADIO

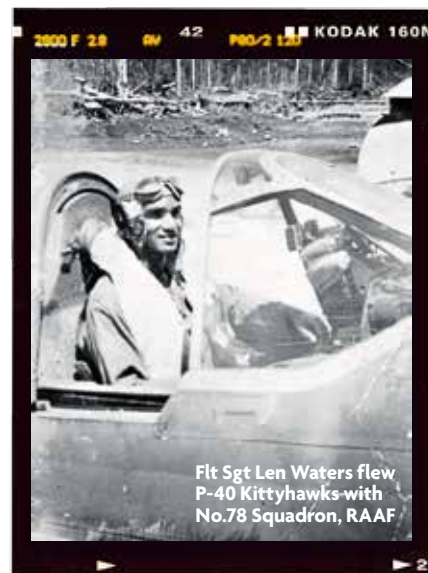
JULY TALKING BUSINESS

This month on *Talking Business* (Q Radio Channel 3 or 11), Alan Kohler's theme is Brand Management. He talks to Dr Ric Simes, partner at Deloitte Access Economics; David Blakers of Salmat Digital; Naomi Steer, founding national director of Australia for UNHCR; Peter Harris, managing director of Vision Critical Australia/NZ; and Chris Ridd of Xero cloud accounting:



NORTHERN EXPOSURE

Each year, in north-east Arnhem Land in the Northern Territory, a special gathering takes place at a traditional Yolngu ceremonial ground beside the Gulf of Carpentaria. Garma 2014 (August 1-4) offers a spectacular glimpse into the rich and colourful tapestry of Yolngu life, a culture dating back 40,000 years. Hosted by the Yothu Yindi Foundation, the event showcases traditional art, storytelling, song, dance and ceremony, and the program is packed with activities such as spear-making, basket-weaving, didgeridoo masterclasses and lessons in Yolngu Matha, the local dialect. There's also an open-air art exhibition and during the day, Indigenous and non-Indigenous leaders, academics and politicians debate issues facing Indigenous Australians at the Key Forum. Major sponsor Qantas is offering discounted charter flights for Garma guests. QantasLink also runs regular services to Gove (Nhulunbuy) from Darwin. garma.com.au



NAIDOC WEEK

NAIDOC (National Aboriginal and Islander Day Observance Committee) Week is a celebration (July 6-13) of the culture and achievements of Aboriginal and Torres Strait Islanders. This year's NAIDOC theme is **Serving Country: Centenary & Beyond** and honours all Aboriginal and Torres Strait Islander men and women who have fought in defence of country, such as Flight Sergeant Len Waters, the only known Indigenous WWII fighter pilot (pictured). Qantas is a proud supporter of this important celebration. naidoc.org.au

Nutrition for life

At seven months old, baby Saamatou was malnourished, at risk of being stunted for life, her weakened body vulnerable to diseases such as malaria and measles, and an underdeveloped brain. Everything changed when Saamatou's mother took her to a health centre in Burkina Faso, where she received the nutrients she needed from a therapeutic food – Plumpy'Nut – a high-protein, high-energy paste based on peanuts, that doesn't need cooking. UNICEF is helping millions of children survive and thrive during the crucial first 1000 days of their lives. Just \$1.50 buys three packets of Plumpy'Nut and delivers the nutritional benefits children such as Saamatou need to grow healthy and strong. Help by leaving spare coins in the Change for Good envelope in your headset pack. unicef.org.au

