

# Price rises as industry flies down market

WHO'D run an airline? It's no surprise that Qantas CEO Alan Joyce is a great deal younger and possibly braver than his predecessor Geoff Dixon, and he got the job after successfully launching Qantas's low-price Jetstar brand. There have been some giant changes in the airline business through the Global Financial Crisis, not least that most commercially run, full-service airlines have operated at a loss. State-owned airlines



doing business  
Andrew Main

everywhere have all sorts of ways of staying in business so you can't count them. The ones that are commercial and well run, such as Qantas, have mostly seen their profits dive as the number of high-fare paying passengers drops sharply. Qantas last week reported a 79 per cent fall in profit for the six months to December 2009, against the previous 2008 half.

I once asked a former airline executive how hard it all was and he laughed hollowly, agreeing

with my list of risks, starting with fuel prices and moving through crew and maintenance costs, global contagions, economic cycles, security, endless international biff over route access problems and late aircraft delivery, and then throwing in late delivery of engines. I hadn't even thought of that one.

There's an extra problem, he conceded. Everyone's an expert. Everyone who has ever clipped on an aeroplane seatbelt can think of words of wisdom as to how to make things better, and they're only too happy to offer them.

The big change is that the whole

industry's moving down-market, like it or not, because that's where the passengers are. First class is being cut out by Qantas on all but 12 of its giant A380s. Result? The eight biggies without first class (they'll have 20 altogether) will have 350 seats, against 490 for the grander ones. That's an additional 60 seats trading space with 12 first-class suites. You can see what Joyce and friends are about. If they're filling first class, the extra fares mean the numbers come out pretty close, but Joyce told analysts last week that the percentage of first-class seats filled by customers was in the mid-30

per cent range, rising into the 40s with frequent-flyer upgrades. Jumbo Boeing 747s in Qantas colours will have 350 seats, up by 52 from the previous 307, without losing the all-important pitch space down the back of the plane where most of us go. Conclusion? Qantas will be more competitive with the state-owned Etihad and Emirates and Singapore airlines. But don't assume seat prices will come down: Alan Joyce has made it clear the movement will be up. **Andrew Main is Business Editor of The Australian. For the latest business news visit theaustralian.com.au.**



Collaroy couple Joshua and Chauntele Ready.

Picture: ANIKA ENDEBORG

## Boutique business strikes gold

### Beverly Hudec

JOSHUA and Chauntele Ready are the creme de la creme of the dairy industry. Their boutique, organic yoghurt business, eat.gourmet, walked off with two gold medals at the Sydney Royal Show earlier this month.

The Collaroy husband and wife team has combined business with pleasure to set up, produce and market their boutique brand.

"We are both passionate about food - particularly organic

food and we were looking for a business which brings together our skills - my background is marketing and Josh worked in food distribution," Chauntele said.

She said that her fussiness for quality produce was the starting point for the business. "I've always been really picky about yogurt, and we thought that there must be other people like us with similar values about what they are eating."

At the height of last year's

GFC, the couple secured factory space in Brookvale. Refrigerated milk from the Noosa hinterland is trucked to Sydney and eat.gourmet's small team turns it into the finished produce. In yoghurt-production terms, their business is a mere teaspoonful, churning out 1000kg a week in 150g, 350 and 500g tubs.

"It has always been a boutique product and presentation is very important. We were thrilled to win gold. It is the recognition we need," Josh said.

# Networking skills course

### Beverly Hudec

CONFIDENT Wendy Finianos has learnt to work a room of potential clients using a rejigged set of skills. For the Manly Warringah Credit Union manager (pictured), a different approach to networking has had an immediate and direct impact on her business introduction skills.

With four years' experience as the manager of the Warringah Mall branch, the largest of Manly Warringah Credit Union's four branches, networking plays a vital role.

"I've learnt to give a short, sharp delivery and introduce my product first and then myself. I need to pass information on about our financial products in the quickest and most efficient way."

Successful upskilling has taught Mrs Finianos that her networking pitch is product first and foremost, and herself second.

"I now put the business first and say my name last, it's a different way to introduce myself. I'm representing the business and I have to put it number one," she said.

Last year Mrs Finianos and Manly Warringah Credit Union's chief financial officer, David Thomas, attended a Warringah Chamber of Commerce-organised initiative to



improve their networking skills. Mrs Finianos said that brushing up on skills such as eye contact and breathing techniques also boosted her confidence. Next week four staff members will attend the workshop, Mrs Finianos said.

Fellow business networker, Brookvale Auto Centre owner Sam Rana understands the merits of a snappy introduction to bring in business.

"I've been to a number of courses and the elevator pitch gives you 15 to 30 seconds to describe your business. It's given me plenty of confidence and certainly fine-tunes what you do," Mr Rana said.

The Warringah Chamber of Commerce is holding its networking skills workshop on March 2 from 6.30pm to 8pm at Lifestyle Working, Level 1, 117 Old Pittwater Rd, Brookvale. It costs \$25 for non-members; members are free. To book, call 9638 0006 or visit [www.warringahchamber.com.au](http://www.warringahchamber.com.au).

### ADVERTISEMENT

Welcome to Wholistic DentalHealth Care where Dr Venika Chander's mission is to provide exceptionally high quality Wholistic dental treatment and advice. Dr Venika graduated from University of Sydney & since then she has travelled extensively to the USA & Australia to train with the world's leaders in Cosmetic dentistry, Full mouth Reconstruction & Laser dentistry. What does Dr Venika's advanced training mean for you? It means that when you come here, you can expect intelligent diagnosis & exceptional results. Dr Venika is committed to offering each patient personalised, individual dental care & education.

Dr Venika specialises in Cosmetic & Restorative dentistry, with experience in Smile Makeovers, Full Mouth Reconstruction, & Implants. Whether your treatment is for a "Full mouth Reconstruction" or a "Cosmetic makeover", ask & you'll surely smile with the aid of special equipment to enhance your natural smile. Dr Venika speaks three with individuals in a comfortable environment in these treatment. She believes in truly listening to you, & making sure you get optimal oral care. Her goal is not only correct

any dental concerns you may have, but to guide you in how to prevent dental disease in the future.

Wholistic DentalHealth Care is a full service dental practice, located centrally in Balgowlah & offering care for the entire family. Their spacious practice employs state-of-the-art equipment for full mouth reconstruction, micromagnetics for thorough check up, internal mirror, digital radiograph, safe dental laser to ensure efficient service & optimal results. The atmosphere at Wholistic DentalHealth Care is designed with your total relaxation in mind.

This nurturing attitude is the lifeblood of our practice & flows through every thing we do... Dr Venika integrates outstanding clinical skills & an artistic vision to design pleasing, healthy smiles for all of her patients.

She enjoys creating a positive, non-threatening experience for children who look to her for their dental needs. To ensure that you achieve the beautiful smile that you deserve, your first step will be a professional consultation to fully understand your expectations and design a solution that is ideal for you.

### Testimonial

Dear Venika

"At 56 my teeth and smile were deteriorating rapidly. An advertising feature in my local paper on Dr Venika Chander and her Wholistic DentalHealth Care Centre caught my attention and with much trepidation on my part a consultation was arranged. From the moment I entered Venika's very beautiful and tranquil surgery I felt this was going to be a very different dental experience. Meeting Venika with her lovely personality and very caring nature at my first consultation, inspired my confidence. During subsequent dental appointments I felt more like visiting a friend rather than a much dreaded visit to the dentist. I did not experience pain or discomfort as Venika performed the necessary dental procedures.

I noted that Venika has undertaken many advanced dental procedures in the United States which further inspired my confidence in her abilities.

Venika I would recommend you to anyone having concerns about their teeth but fearful of the whole experience.

Natalia Vos, Narrabeen

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Dr Venika Chander

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