

MR GEOFFREY JAMES DIXON

Citation for the conferral of a Doctor of Business (*honoris causa*)

Geoff Dixon is Chief Executive Officer and Managing Director of Qantas Airlines and owner of Turvey Tavern in Wagga Wagga, New South Wales.

Geoff Dixon was appointed Chief Executive Officer and Managing Director of Qantas in March 2001. He was Chief Executive Designate from November 2000, after serving as Deputy Chief Executive Officer since November 1998. He was appointed to the Qantas Board in August 2000. Mr Dixon joined Qantas in 1994 and has had responsibility in the airline for all commercial activities, including worldwide sales and marketing, network development, revenue management, fleet planning, cabin crew, customer service, product development and airline alliances.

Before joining Qantas, Mr Dixon was Director of Marketing and Industry Sales at Ansett Australia and General Manager of Marketing and Corporate Affairs at Australian Airlines. In both positions he was responsible for a wide range of commercial and customer service activities.

Prior to his career in the airline industry, Mr Dixon worked for an arm of the Australian Government Overseas Service (the Australia Information Service) in Australia and on posting for nine years to the Australian Missions in The Hague, New York and San Francisco. He has also worked in the mining and media industries.

Under Mr Dixon's stewardship, Qantas has enjoyed a record profit increase and seen the launch of the budget brand Jetstar. February 2005 marked the first anniversary of Qantas' *Sharing the Spirit* community program, an extensive program of events and activities aimed at bringing Australian people together – connecting the city with regional Australia and the bush, and young people with their futures. *Sharing the Spirit* specifically benefits five charitable organisations – CanTeen, the Starlight Children's Foundation, UNICEF, CARE Australia and Mission Australia. Over 80 activities and events were held in the first year, and one of the important goals of *Sharing the Spirit* is to extend the reach of Qantas' sponsored organisations to regional Australia. In 2005, The Australian Ballet Dancer's Company, Bangarra Dance Theatre and the Sydney Dance Company all toured regional Australia under this initiative.

Mr Dixon is a member of the Qantas Safety, Environment and Security Committee; Chairman of a number of controlled entities of the Qantas Group; and Chairman of the Singapore-based company OrangeStar Investment Holdings Pty Ltd, which owns the value-based carriers, Jetstar Asia Airways Pty Ltd and Valuair Ltd.

In 2002 Mr Dixon was awarded the Australian Marketing Institute's Sir Charles McGrath Award for his outstanding contribution to the marketing field. In 2003 Mr Dixon was awarded the Tourism and Transport Forum (TTF) Australia National Leadership Award and TTF Australia Life Membership, for his contribution to Australia's tourism and transport industries, and to the TTF itself.

Memberships

- Director, Leighton Holdings Ltd
- Director, Air Pacific Ltd

- Member, International Marketing Institute of Australia
- Board, Business Council of Australia
- Governing Board, International Air Transport Association
- Board, Mission Australia
- Board, Starlight Children's Foundation

Dated this Twentieth Day of April Two Thousand and Seven