

When we think about competitiveness most of us think its just about the international space. While that is critically important for highly regulated industries such as aviation, it's also about making our frameworks at home here ultra smart. Smart regulatory environments give us the edge to compete – aviation v other forms of public transport at home, and aviation v the rest of the world abroad. There's some big stuff like removing GST on services exported. It's a no brainer for manufactured goods but for some reason, successive governments have not moved on services. We have some tentative frameworks emerging but we need to be brave and say we're going to compete nickel and dime with our Australian, Canadian or British counterparts. This would give us a "15% leg up".

The strong perception in government is that aviation can pay its way but other transport sectors need to be subsidized from the public purse. We're not arguing for subsidies for our industry but what we must have to compensate is the most competitive regulatory framework. "The boots" is in despair when it hears aviation rules must be made in the same framework as rules for other transport sectors. What we want is the most responsive, most competitive, most agile rule making environment possible – why can't we make simple rules within 3 months and more complex ones in 18 months – its just about focus and passion to get this stuff through!!!