



BIG BROTHER IS WATCHING



Big Brother's been watching... and so have 1.96 million Australians



Big Brother's eviction set, created with Fusion, inspired by the Laminex Group.

THE CHALLENGE: Big Brother's challenge was to communicate the larger than life personalities of the Big Brother housemates in a way that was visually impactful for a television audience.

THE SOLUTION: Fusion, a revolutionary concept in surface design, combining graphic art and digital printing laminate technology.

THE RESULT: A striking ceiling display surpassing the Big Brother test.

THE MESSAGE: Fusion – making communication an art. If you can think it, Fusion can create it.

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Fusion is marketed, distributed and manufactured by the Laminex Group.

THE PULSE

CATHAY PACIFIC



GUEST EDITOR'S VIEW



In common with the beliefs of Tony Blair (love him or hate him), Great Britain is part of Europe and

the European Sales Centre is doing its bit to promote the European relations. So Hello, or should I say, Bonjour, Buongiorno, Guten Tag or Goeiedag to reflect the European influence on this issue, (the last one is Dutch in case you were wondering).

I did consider having this issue printed in French or German or Italian or Dutch but this would have given you an excuse not to read it! Plus I'm pretty inefficient myself when it comes to languages - some may argue that includes the mother tongue!

This issue is 'nag free' - no talk of lost call percentages, or falling service levels!

Your examples of SSFTH are coming in thick and fast and we've got some in this issue.

Our competition this month is a chance to win a trip to Brussels - the heart of Europe - on Eurostar!

Finally, the very attractive hat I'm wearing is up for grabs - I'm putting this latest fashion accessory into an auction for the BHF! If you would like to be the proud owner of this exclusive headgear, send your bid in an envelope to me at ATY to be received by June 19th. The highest bidder will receive the hat in time to wear for handover!

Lesley Hagan

Turnbull Flies Into ATY



David Turnbull meets David and Matthew at ATY

David Turnbull, Cathay's new managing director, flew into London this month for the annual financial roadshow and took the opportunity to talk to and meet staff at ATY.

Cathay has had to look at a dropping revenue particularly from Japan where the weakening of the Yen has led to a fall in traffic and this has meant that the outports have been set higher revenue targets to achieve during '97.

With Japan 33 per cent down on last year and hotelier rates for handover being hiked - despite 25 per cent of rooms still being available for handover week - the year has not got off to a positive start in Hong Kong.

David also predicted another cyclical downturn of the aviation market towards the end of this century. He is looking at cost-saving measures including budgets to ensure Cathay Pacific is in a strong financial position to guarantee the airline can capitalise on opportunities should this prediction prove correct.

'What we are looking to is a smarter way of doing things in a very competitive market,' he said.

'We need to focus on the revenue side looking at sales and service and we need to look to the future ensuring our own house is in order so we'll be in a healthy position to take advantage of others misfortune and, should the market collapse, we'll be ready for it.'

'Any savings will be a head office issue and will be made in Hong Kong. What the outports need to focus on is sales and service,' he added.

However, it's not a case of all gloom and doom. Cargo has had an exceptionally good year and this has helped to compensate for losses in Japan. The UK and Europe, North America and the rest of Asia have also performed well.

Cathay has a strong cash flow which last year produced profit margins of around 10 per cent, only Dragonair and Singapore did better, although the former operates in a protected

Continued overleaf...