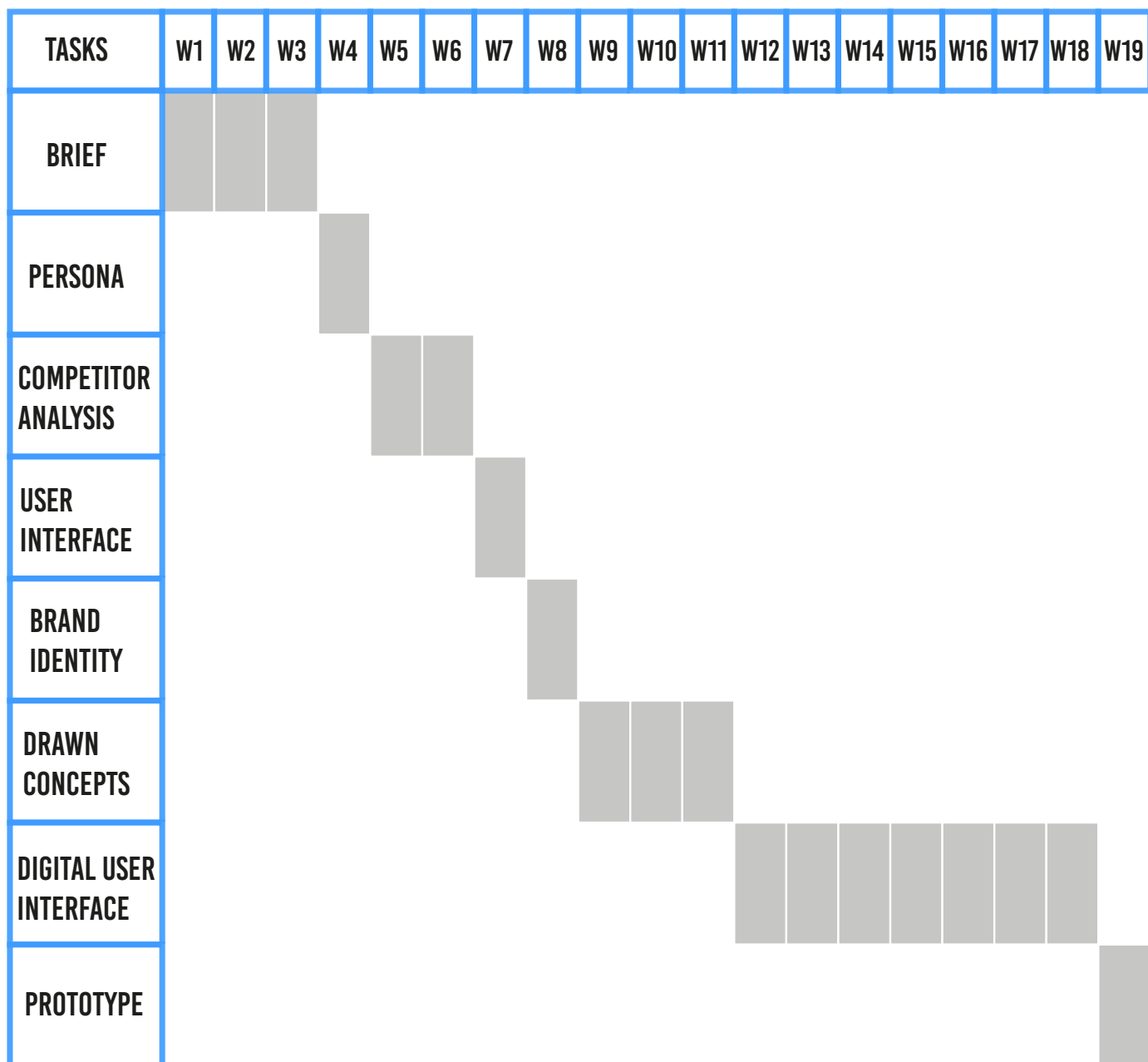


EQUINOX

PROPOSED TIMELINE



FORMAL BRIEF

SET TO OPEN IN 2026, WESTERN SYDNEY AIRPORT IS A TRANSFORMATIONAL INFRASTRUCTURE PROJECT THAT WILL GENERATE ECONOMIC ACTIVITY, PROVIDE EMPLOYMENT OPPORTUNITIES CLOSER TO HOME FOR PEOPLE IN THE WESTERN SYDNEY REGION, AND MEET SYDNEY'S GROWING AVIATION NEEDS.

THE NEW WESTERN SYDNEY AIRPORT (LOCATED AT BADGERYS CREEK) WILL BE A STATE-OF-THE-ART PIECE OF INFRASTRUCTURE, PLANNED AND DESIGNED WITH 21ST-CENTURY THINKING.

WITH SYDNEY'S AVIATION DEMAND SET TO DOUBLE OVER THE NEXT 20 YEARS, THE AIRPORT WILL HELP SYDNEY TO MEET THIS DEMAND AND PROVIDE A SOURCE OF JOBS AND ECONOMIC GROWTH FOR THE REGION. TOURISM WILL ALSO BE BOOSTED, WITH THE AIRPORT PROVIDING BETTER ACCESSIBILITY TO DESTINATIONS ACROSS WESTERN SYDNEY AND THE BLUE MOUNTAINS.

EQUINOX AIRLINES

14 75 20

EQUINOXAIRLINES@NSW.COM

53 STREET, BADGERYS CREEK 2555

MEIKA FRECKELTON

0452 634 523

MFRECKELTON@GMAIL.COM

123 FAKE STREET, PENRITH 2750

TARGET AUDIENCE



FIRST TIME FLYERS

- HAVE NEVER FLOWN BEFORE
- MAY NEED ASSISTANCE TO PLAN AND BOOK TRAVEL



TOURISTS

- TRAVEL TO ICONIC TOURIST ATTRACTIONS
- SPEND MONEY ON SEEING SAID ATTRACTIONS



BUSINESS PEOPLE

- TRAVEL QUITE FREQUENTLY
- MAY SPEND MONEY TRAVELLING BUSINESS CLASS
- SPEND MONEY FREQUENTLY ON HOTELS



TRAVELLERS

- TRAVEL FREQUENTLY
- MAY TRAVEL FOR AN EXTENDED PERIOD OF TIME
- MAY TRY TO SAVE MONEY WHILE TRAVELLING



FAMILIES

- TRAVEL MORE FREQUENTLY DURING HOLIDAY PERIODS
- MAY LOOK FOR FAMILY HOLIDAY DEALS

PROPOSED BUDGET

	HOURS	\$
FORMAL BRIEF	18	540
PERSONA BOARD	6	180
COMPETITOR ANALYSIS	12	360
USER FLOWCHART	6	180
BRANDING AND IDENTITY	6	180
HAND-DRAWN CONCEPTS	18	540
DIGITAL USER INTERFACE	36	1,080
PROTOTYPE	12	360
	Total:	\$3,420

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