Details make a difference inflight

Cathay Dragon’s inflight experience embodies a shared design philosophy of ‘softly spoken, strongly felt’ and captures the spirit of the dragon evident throughout the inflight experience, Ruaraidh says.

• New Cathay Dragon identity to drive seamlessness between sister airlines
• Brand alignment brings efficiencies and economies of scale
• Signature Dragonair touches will live on as part of the inflight offering

Most people in Cathay Pacific already know about the new Cathay Dragon identity, having followed the news on the new livery, logo and more, but may not be aware of the changes being made to elements of the inflight experience.

“A brand is not just a logo and a name – it begins with the first customer touchpoint,” says Manager Brand Ruaraidh Sweeney. “Our inflight experience is the culmination of dozens of brand touchpoints and it is here that the heart of Cathay Dragon can truly come to life.”

Many of the essential components of the inflight infrastructure, from seat design and meal trays to inflight entertainment screens, have already been brought into alignment with Cathay Pacific’s offering to drive the seamlessness in experience between the two airlines, and also bring many efficiencies and economies of scale into play.

Passengers travelling between Cathay Pacific and Cathay Dragon will be greeted by a familiar inflight look and feel, though some elements will mark Cathay Dragon out as different.

Cathay Dragon’s onboard souvenirs and giveaways have been updated with new stationery kits, postcards and playing cards that feature different Cathay Dragon destinations.

“In consideration to the numerous travellers who journey between Hong Kong, China and Taiwan on Cathay Dragon, we’ll also be introducing branded sim card holders, for those who need to switch sim cards in foreign cities,” Ruaraidh says.

Cathay Dragon shares three design pillars with Cathay Pacific – heartfelt warmth, considered simplicity and the joy of discovery – but has its own unique value: contemporary Chinese, which differs from Cathay Pacific’s contemporary Asian.

In the past, English tea was served as the primary option on Dragonair flights, but this will now be updated to a refreshing Chinese tea. Signature dishes such as hot pot rice and Chinese New Year pun choi will be making their way onto inflight menus.

“For dessert, our brand partnership with Nic’s Cookies, founded by celebrity Nicholas Tse, will see delicious cha chaan teng-inspired cookies aboard flights, with flavours such as milk tea, coffee, malted milk and Ovaltine,” says Inflight Catering Manager Kim Chong.

Completing the three-dimensional brand experience, inflight entertainment will begin with a pre-roll directed by renowned filmmaker Brandon Li, showcasing a unique view of Hong Kong.

“The quality and service that Dragonair has always been known for will naturally live on, with the spirit of the dragon evident throughout the inflight experience,” Ruaraidh says.

What does Cathay Dragon mean to you?

We talked to some of the key people involved in the Dragonair to Cathay Dragon rebrand to see how they feel about the changes.

Eric Cheng, Catering Operations & Equipment Manager

“One of the biggest changes has been seeing the replacement of the old catering equipment bearing the old Dragonair logo. I will miss it. Dragonair had a growing history from a small airline to one respected throughout the region, but I know this transition is going to elevate the customer experience and be a new milestone for the airline.”

Ken Chui, Manager Marketing & Sales China

“The Sales and Marketing team in China has actually been using a co-brand approach for some time, but this is a big change as Dragonair is a well-known brand in the Mainland. I like that the dragon on the livery will live on in Cathay Dragon and capture that same spirit, while the new brand will give us a more united identity and service with Cathay Pacific.”

Message from the Chief Executive

Ivan Chu

21 November is a hugely important day for the Cathay Pacific Group as we celebrate the official launch of Cathay Dragon, building on the decade-long partnership between Cathay Pacific and Dragonair to create new synergies between our two airlines.

Bringing these two world-class brands into closer alignment will help the Group to continue to grow and strengthen our position in our home hub. And it will also provide a more compelling and consistent experience for the millions of passengers who connect between our two airlines every year.

Some of you may be wondering why we are still going ahead with the Cathay Dragon launch when we are facing such a challenging neutral exercise. However, over the longer term Cathay Dragon aircraft is pretty much a cost-neutral exercise. However, over the longer term we will make investments in the Cathay Dragon brand that will help to ensure its success.

In terms of the cost element of the rebranding, the repainting of the liveries of the two airlines, and also bring many efficiencies and economies of scale into play.

This is crucial at a time when other carriers and hubs are expanding rapidly.

In terms of the cost element of the rebranding, the repainting of the liveries of the two airlines, and also bring many efficiencies and economies of scale into play.

This is part of building a clearer and much stronger connection between our two airlines that will make us more competitive in the marketplace

This is not simply a cosmetic exercise. Yes, we are changing the livery and logo, but this is part of building a clearer and much stronger connection between our two airlines that will make us more competitive in the marketplace. This is crucial at a time when other carriers and hubs are expanding rapidly.

In terms of the cost element of the rebranding, the repainting of the liveries of the Cathay Dragon aircraft is pretty much a cost-neutral exercise. However, over the longer term we will make investments in the Cathay Dragon brand that will help to ensure its success.

We may be facing challenging times, but we still need to do things that will make the Cathay Pacific Group stronger in the future – and Cathay Dragon is a perfect example of how we can build a better proposition for our customers and sharpen our competitive edge.

This is the beginning of a very exciting journey!

CATHAY DRAGON
Getting our ducks in a row

As Cathay Dragon is launched, people in the Group will see several day-to-day changes that will bring operations and departments into alignment.

Guidelines are important for large organisations to ensure that we are aligned, consistent and professional in the way we present ourselves,” says Manager Brand Ruaraidh Smeaton.

We have consulted with our people in departments around the world to create guidelines that articulate which brand you should use, and when and why you should use it,” he says.

The new guidelines have gone through rigorous approvals and endorsements and are designed to be legally compliant.

Logo Usage Decision Tree
Previously, identifying and demystifying the correct brand usage has been a time-consuming, case-by-case issue. The new Logo Usage Decision Tree guides different people to choose the correct logo to use, ensuring quality and consistency in every situation.

Brand Architecture Guidelines
The Brand Architecture Guidelines have been updated to include the new Cathay Dragon identity. Having selected the right logo, using the Logo Usage Decision Tree, it’s important that everyone follows the helpful guidance provided for applying the logo, including spacing around the logo, orientation and colour.

Office Stationery Guidelines
Office Stationery Guidelines such as email signatures, PowerPoint templates, letterheads, business cards, staff ID cards and even the colour of lanyards have been updated. The guidelines have been devised with consideration for the external customer experience logo principles, an employee’s location and job type, as well as employment status.

Office Signage Guidelines
A great deal of work has gone into the creation of the airlines’ first Office Signage Guidelines. Consulting with ports around the world, we have developed a signage system which reflects the logo principles applied to the customer experience while being consistent in its application around the world. The guidelines cover the full range of signage elements from external building signage to office interiors.

Visit the Brand Design page on IntraCX for more details

Sports teams in unison
The alignment between Cathay Pacific and Cathay Dragon will be seen in many different areas – including the sports’ kits worn by teams in the Cathay Club.

From football teams to lion dancing, the Cathay Club teams cover more than 30 different sporting activities, and traditionally each team has created their own kits with a diversity of designs.

“This year, in the name of sportmanship, we wanted to bring everyone into alignment,” says Tom Owen, Director People.

“Similar to national teams, where different kits are needed to suit different sports, we wish to establish a base design that can be developed into new sports kit for our Cathay Club teams, embracing the shared brushwing of Cathay Pacific and Cathay Dragon.”

The kits are still going through the final design and prototyping phases, but there should be a dose of refreshed team spirit heading your way soon.

Humphrey Huen, Cabin Services Delivery Manager
“I’ve enjoyed the process – the change of Dragonair to Cathay Dragon connects two outstanding brands. Yes, we’ll all miss the red dragon logo, but we look forward to bringing our customers a more seamless travel experience with two of the world’s best airlines.”

Ruaraidh Smeaton, Manager Brand
“In creating new brand guidelines, we’ve been able to consider every touchpoint in the customer journey from scratch. It’s been a fantastic opportunity to look at the design of the experience from start to end. I’m really excited to see these positive changes roll out across departments and countries, and huge thanks go to the many people who have contributed significantly to that project. It would not have been possible without this team effort.”
Tel Aviv joins our network

A350s into action again on new four-times-weekly service

Traffic has been growing between Israel and the Far East, particularly as relations have strengthened between Israel and China. Riding on this, Cathay will add a four-times-weekly service to Tel Aviv beginning from 26 March 2017.

Airline Planning Manager Will Kerr-Muir tells CX World: “Other than business traffic, tourism is increasing and Tel Aviv is becoming a popular destination for visitors from Asia. This kind of long-haul destination is an excellent fit for our new A350s.”

Israel has a significant industrial, manufacturing, and commercial base, and Tel Aviv is Israel’s largest technological hub. Adding to that, the city’s appeal of iconic 20th-century architecture, diverse culture, a vibrant art scene, amazing urban beaches and café and restaurant scene will no doubt attract leisure travellers from around the world.

Our Tel Aviv service benefits from a schedule that can maximise the passenger’s ground time the day they land, Will says; “Timing-wise, we fly overnight and arrive in the early morning in both Tel Aviv and Hong Kong, which is great for a full day’s work.”

Will adds: “From a network point of view, there are good flows of traffic between Israel and China, Southeast Asia and Australia. With that in mind, our flight has been timed in both directions for good connections on the key routes. Adding Tel Aviv to the network will help us to strengthen our hub further.”

Currently, Hainan Airlines offers a direct service from Beijing to Tel Aviv, while Korean Air offers an afternoon flight from Incheon. But so far, Cathay is the only airline to compete with the Israeli carrier El Al in the southern China or Southeast Asia region.

Since the news was announced, our team in Frankfurt has started to get the ball rolling. Country Manager Germany, Switzerland & Eastern Europe Brian Tsui and Offline Sales Manager Tony Seifarth have been leading the local setup so far. Jonathan Bailey (see right) will soon be heading over to Tel Aviv to establish an office locally as Country Manager Israel.

There has already been a healthy pick-up in advance bookings, with Cathay’s GSA in Tel Aviv providing strong support on the sales front.

Tel Aviv Q&A

What are the visa entry requirements?

Holders of many passports including Hong Kong are visa-exempt. Visit the Israeli immigration website for more details.

I’ve heard it’s difficult to enter a number of countries if I have an Israeli stamp in my passport. Is this true?

Passports are no longer stamped at Ben Gurion Airport.

Is it safe to visit other parts of Israel?

As with Tel Aviv, the Israeli government has measures in place to ensure tourist destinations across Israel are safe and secure. While the West Bank and Gaza are accessible from Israel, travel to these areas is not advised as they are generally not safe.

Are there any local customs that we should observe?

Shabbat (the Sabbath) is the Jewish holy day of the week observed every Saturday. Shabbat starts at sunset on Friday and ends at sunset on Saturday evening. Trains and buses do not run, although taxis and shared minibuses operate within Tel Aviv and between Tel Aviv and Jerusalem. In Tel Aviv, convenience stores, some bars, and most non-kosher restaurants remain open.

How secure is Tel Aviv Airport?

The Israeli government has established comprehensive measures both on the ground and in the air to ensure Ben Gurion Airport is one of the safest and best protected in the world. However, passengers should allow at least three hours to pass through airport security before departure.

Would Cathay operate to Tel Aviv during any future conflicts?

Safety is our first priority and, in line with our operations to any destination, we will consider all risks when deciding when to operate.

Performance index

Country Manager Israel

Jonathan Bailey

What are your priorities in the first few months of getting to Tel Aviv?

For the business the first priority is people and workspace. We don’t have any employees in Tel Aviv as yet, and we need to select an office. The people will be the foundations for the success of the port so without doubt my first priority is finding some high performing and hopefully fun-loving individuals!

What will your team structure be like?

On the whole our team will come from Israel but we will seek support from our buddy ports in Germany and in wider Europe – especially in the first few months of operations. The team will consist of an Airport Services Manager, a Manager on Duty and a Customer Services Officer at the airport, a Financial Services Manager, a People Administrator and a Sales Manager in the Town Office.

What’s your vision for the new route?

My overall vision is to build a port that has the team spirit of an Indian outport, the efficiency of a Japanese port, the creativity of North America, and the growth of a Southeast Asian port.

Do you have a message for Cathay people regarding the launch of TLV?

I would say I hope that people will be excited and adventurous about coming to a place where they haven’t flown to before. It is no doubt a fascinating part of the world, and it is a country that is developing more than many people could imagine. Come visit me and the team, and we will say L’Chayim (Li-KHAY-eem), cheers!”
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An Inspiration for Hong Kong
Round-the-world trip in tiny B-KOO ends in triumph

On 21 November, Dragonair is officially rebranded as Cathay Dragon, when all Cathay Dragon materials across different business units worldwide should reflect this new identity in terms of logo usage, design, photography and video style, so that they align with the Cathay Pacific brand. The Cathay Dragon brand design ethos, the new brand architecture guidelines including the logo decision tree are now available on the Brand Design page on IntracX to give users some guidance. More assets and templates have since been uploaded to the Brand Design page. These include the Cathay Dragon logo in different formats, PowerPoint and Word templates, email signature and so on. More collaterals such as posters, stickers, and ticket wallets will gradually be made available to support the Marketing and Sales teams.

Last but not least, the Brand team’s image repository is now up to date with a refreshed Cathay Pacific team’s image repository is now available. The logo decision tree are now available on the Brand Design page on IntracX to give users some guidance.

Since inspiration began circumnavigating the world on 28 August, it has since stopped at 45 airports in 20 countries and travelled 50,000km, culminating in a grand finale of a Victoria Harbour flypast on 13 November. Senior Captain Hank Cheng, who led the project to fly the hand-built RV-8, says: “Inspiration carried the spirit of Hong Kong around the world – sharing our dream everywhere we flew. We received tremendous support internationally, sparking up meaningful dialogues in many parts of the world. "Our team is very thankful for the genuine interest we received.”

In their own words – our people’s Inspiration experience

Christopher Gibbs (back), Engineering Director
The flight from Bahrain to Muscat was very smooth, the scenery was stunning, and at 7,000ft there was no need for oxygen. The noise-canceling headsets did a great job in enabling an easy conversation with Hank.

Hank was a super-gracious host who patiently explained all the features of the plane and the route. His advice for me was: "If we went into water, it’s everyone for themselves." That caught my attention, even it was said at 5am. Well done, Inspiration team!

Gary Tat (right), Quality Manager Audit Programme
The RV-8 we built had been very reliable and we were happy there were no notable technical issues. I’m still reeling from missing Hank’s landing at San Carlos Airport after he finished the longest leg of the entire journey. But on the up side, Inspiration’s departure and arrival at HKIA were the most memorable to me. It was an absolute privilege to be able to sit behind Hank and enjoy the magnificent view of Victoria Harbour for the homecoming trip!

Sally Wong, Senior Tech Services Engineer
The homecoming was a day to remember not only because I was proud to be part of the team, but also because it had been a crazy busy day for me – on top of everything that I had to do, I even had to work on the MC script which had always been Gary’s job. He of course was in the back seat flying with Hank. We were worried about the weather before the homecoming, but as always luck was on our side as the weather cleared just in time!

Pedal Kart team wins again
Held over the weekend of 12-13 November, the 30th 24-hour Pedal Kart Grand Prix also marked Cathay’s 30 years of participation. The fundraising race saw Cathay Group athletes pushing themselves to the limit to collect donations for the Hong Kong Round Table, an organisation which supports projects for a variety of charities. The Cathay Group and Asia Miles sent five karts this year, including two karts from the men’s team, one ladies’ team, a fun team and an Asia Miles team – whose kart was creatively adorned with butterflies and greenery symbolising a lifestyle of reward and fun.

More than 45 competitive pedallers, 140 fun pedallers, 30 helpers, 20 Graduate Engineers and Associate Engineers across the Group took to Victoria Park to finish 3,611 laps over the 24-hour period. Our people gave the race their all; the Cathay Jumbo men’s team contributed 946 laps to the overall tally, finishing in third place. The Team Wizard men’s team finished 881 laps and was ranked seventh. Our ladies from Team Angel crossed the finishing line with 829 laps winning 11th place overall.

Hank attributed the success of the project to his teammates and his family, saying “they are the reason why we made it”. “I would also like to thank Cathay, for supporting us not only financially, but also on the logistics side of the project.”

Hank says he feels “very happy that the project has come to a successful end”, but he’s feeling the post-flight blues. So what’s next for Inspiration? “The team hasn’t decided what’s the next step,” Hank says. “All we know is we want to continue to inspire people, so stay tuned to find out where Inspiration will go next!”

Thank you
Brand Team
Competitive pressure grows

Yields down as capacity floods the market – and Cathay is not alone

- Overcapacity and strong competition were key factors behind profit warning issued on 12 October
- Cathay is not the only airline impacted by overcapacity and weak passenger growth
- Fare products will be reviewed in line with the competitive landscape

When Cathay Pacific issued a trading statement on 12 October, Chief Executive Ivan Chu said that “overcapacity and strong competition is putting particular pressure on our passenger business”, resulting in below-forecast revenues and declining yield.

So where is this competitive pressure coming from, and where is it being most strongly felt?

General Manager Revenue Management Patricia Hwang says this is a global trend, with airlines around the world ramping up capacity, in part driven by lower fuel prices.

“Overcapacity is affecting the industry as a whole, with IATA reporting that for the year to September, capacity was up 6.9% while RPKs [revenue per passenger kilometre – the measure of passenger volumes] trailed at 6.3%.

Put simply, “there are more seats available than passengers to fill them, which is why load factors have been decreasing – and to try and fill the seats, carriers have been slashing fares,” says Patricia.

Out of Hong Kong, capacity growth has been modest at 3-4% due to the shortage of slots at Hong Kong International Airport.

“However, we compete not only on point-to-point traffic but also on connecting traffic that travels through Hong Kong or other hubs,” says Patricia.

“Strong growth in direct services out of Mainland China is having a big impact on our business. For example, the capacity for China-USA traffic flows for the year to September increased by 19%, but passenger volumes grew at just 10%,” Patricia explains.

“That is a lot of seats to fill, resulting in more downward pressure on fare prices in the market.”

In another key Cathay market, the Pearl River Delta region, airports and carriers are expanding aggressively. Out of Shenzhen, direct flights to Sydney, Frankfurt and Seattle have already been added this year, with Auckland starting in December.

So what can be done in the face of these growing challenges?

“We need to maintain our strategy of providing superior products and exceptional services to win the hearts of our customers,” Patricia says.

“This can be seen in our big investments in lounges and inflight products and our continuing focus on expanding our network to serve our customers’ needs – the launch of new routes such as Madrid, Gatwick and Tel Aviv, for example, and the additional capacity to Boston and Vancouver in 2017.”

The launch of Cathay Dragon, meanwhile, will provide a more compelling reason for travellers to connect through Hong Kong, with a consistent brand experience.

“From a commercial perspective, increasing revenue from the long-haul premium cabins will be a key focus next year, and we’ll continue to review our fare products to ensure we’re offering deals that remain relevant to our customers,” Patricia adds.

Inaugural IT Hackathon unearths young IT talents

The first Cathay Pacific 24-hour IT Hackathon was launched on 22-23 October. The event targeted budding IT talents who took part in the fast-paced challenge to design a unique app to enhance our customer’s travel journey.

“We wanted to give young talented people a chance to showcase their skills, foster innovation and inspire them to join our industry,” says Director Corporate Development & IT Paul Loo.

The participants were divided into teams, including two from the airline’s own IT Graduates Trainees and one team of Engineering Graduates Trainees.

The winning team comprised five members including one of Hackathon’s youngest participants – a 15-year-old student. The winning concept was an e-magazine app called cxDiscovery, which uses big data to create a personalised reading and shopping experience based on each passenger’s individual preferences.

“Here are opportunities to add more features to our mobile app to help customers to find our lounge, pre-order meals and so on,” Michelle explains.

“We believe we can improve a travel journey by making personalised recommendations before customers even request them,” says Benjamin.

Meet the hackers

The Graduate Engineers – Kylie Yeung, Kevin Hsieh, Michelle Lee, Benjamin Lee and Aaron Yau

The team joined the Hackathon because they wanted to challenge their innovative thinking and business acumen.

Meet the mentor

IT Development & Support Lead, Arief Wahyudi

Arief was one of the 20 volunteer mentors who provided onsite guidance for the contestants.

“It is amazing to see that the participants have so many innovative ideas from a customer perspective,” Arief smiles. “It is particularly impressive that some teams cross-check of their software codes regularly during development – a good practice in programming.”

Staff Travel Survey

We want to hear from you!

All our colleagues who have completed more than six months service with Cathay Pacific or Dragonair should have received an email from Director People Tom Owen inviting them to complete a staff travel survey.

This is the first time Cathay is conducting a survey on staff travel. Our people are urged to check their company email account and take part in the survey.

It is important that the company collects everyone’s feedback as this will help to build a better picture of how Cathay is doing across all elements of staff leisure travel.

Our people can include their own comments on the travel experience, which will be very helpful for the review.

The survey ends on 27 November.
Sustainable schedule integrity

A longer-term look at improving and harmonising operations to deliver a reliable schedule

- Operation Enhancement Project (OEP) aims at delivering a reliable schedule for the long term
- Project includes an end-to-end review of operational performance drivers
- Encourages cross-team collaboration to ensure long term fixes

Delivering a reliable schedule is a key objective for Cathay to meet its promise of a Life Well Travelled. While the Ground Time Optimisation (GTO) project (see page 10) addresses the operational immediacy of the turnaround process, longer-term solutions are needed to identify structural inefficiencies and schedule “pinch-points” that can detract from achieving the desired levels of operational performance.

The Operation Enhancement Project (OEP) has been set up to map out the end-to-end processes that impact operational performance. The project aims to help the business zoom in on specific areas for improvement while building lessons learned to future scheduling and operational processes.

Head of OEP Project Bob Taylor says: “There are many processes that can impact operational performance and some improvement initiatives are already under way.”

For example, GTO has already contributed to an on-the-dot on-time performance improvement of 9.5% year-on-year for Cathay, and 15.5% for Cathay Dragon. The Digital Transformation team has also been created to centralise and analyse large volumes of operational data to enable more informed operational and commercial decisions to be made.

OEP Manager Justin Chang, who collaborates closely with operational stakeholders, says: “A key objective for OEP is to put in place a structure for the commercial and operational teams to collaborate on a regular basis using data and metrics. They can then work closely together to address systemic issues with the schedule where there is a repeat disruption pattern, or an adversely high risk of consequential disruption should the operation not run exactly to plan.”

Bob concludes: “OEP ultimately aims to build on these various ongoing improvement initiatives happening across departments to enable us to achieve and maintain the operational performance goals that the airline is aspiring to.”

Examples of opportunities to enhance operational excellence

- Avoiding missed connections
  Cathay currently operates certain regional flights that repeatedly arrive late into HKG causing a large number of misconnections and heavy passenger compensation costs. The teams are looking for a balanced solution.

- Anticipating the future
  The airline needs to take a long-term strategic view on what the future operating environment looks like to ensure the operation can adapt and maintain a high operational performance. HKIA for example poses a number of future challenges.

- Delivering operational excellence
  Fleet planning starts 10 years out with fleet decisions and long-term scheduling that later transforms into the day of operation. It is essential there is sufficient overlap between commercial and operational decision-makers to arrive at a schedule that is operable.

Sculpture celebrates Change for Good partnership

A coin sculpture called Drip Drop is now on display outside the Lion Rock Café in The Headland.

This specially-designed sculpture was commissioned by UNICEF HK to celebrate 25 years of partnership between Cathay and UNICEF’s Change for Good programme. The designers for the piece were Branwen Bindra and Nikhil Nagarikar from SCAD HK, a design academy in Hong Kong.

The sculpture takes the shape of a single drop of water, symbolic of the impact that sanitised water has on the development of children. Each coin has been carefully selected according to their shape, colour and country of origin.

Want to make a donation to Change for Good?
Donation boxes are located in The Galley, at the south end of The Street and in the crew lounge at Cathay City.
Final flight for Miss Hui

Second to last 747-400 left the fleet for Bruntingthorpe

"Ms Hui", our penultimate passenger Boeing 747, took off from Hong Kong airport one last time on 27 October. Before the aircraft taxied to 07R, Senior Training Captain Simon McGlynn radioed: "Goodbye Hong Kong for one last time, thanks for the past 22 years."

Nearly 12 hours later, more than 50 planespotters were on the ground in Manchester to greet B-HUI at 2pm.

B-HUI had been scheduled to fly out to Bruntingthorpe the next day. However, scattered clouds and low visibility meant that the 20-minute ferry was delayed to next Monday.

"Bruntingthorpe itself is a proving ground and motorists take to the airfield on weekends," explains Deputy Flying Training Manager Nick Heard, who co-piloted the ferry. "Even though we had a two-day delay, it worked out for the best because we couldn't have sent off B-HUI in better weather," says Simon. On 31 October, the sun was shining and B-HUI touched down to a warm welcome from aircraft enthusiasts and former Cathay Engineer David Price on the ground.

In Bruntingthorpe (photo 6), the parting-out process has already begun. "Some parts will be recertified for use on Cathay's freighter fleet, while other materials will be recycled and put into good use," says Gary Spoors, a service provider to our 747's part-out process.
GTO gains headway in outports

Having made an impact in Hong Kong, the Ground Time Optimisation project is beginning to improve operations in the outports

• GTO pilot kicked off in outports, selected as a cross representation of the Airport’s operational reality
• Four ports have reviewed their turnaround process and are now trialing a new Precision Time Schedule

Back in 2015, the Ground Time Optimisation (GTO) project was launched in Hong Kong to systematically improve operational efficiency in areas within the airline’s control to drive up overall on-time performance (OTP). Since July 2016, the second phase of the project has been rolled out to selected pilot ports – Taipei, New York JFK, Sydney and Shanghai Pudong – with the goal of accomplishing a more aligned operational standard and customer service across key overseas stations.

“GTO Phase 2 is now entering its most important stage where teams are trialing a new Precision Time Schedule (PTS) to define a consistent approach that can be implemented for the future,” says General Manager Airports Vivian Lo.

Each pilot port faced unique challenges which ranged from frequent airport congestion, Transportation Security Administration (TSA) requirements, curfew restrictions and regular flight diversions.

“We knew it was not going to be easy,” shares Alex Bernico, Project Manager GTO. “But with such solid local teams who are highly engaged and proactive, we were able to identify exciting quick wins. We look forward to further trials and reviews of the PTS and other turnaround activities.”

Vivian adds: “Once a streamlined and proven PTS is established, the new PTS will be progressively launched across the network in 2017. The aim is to be stretched but to achieve consistent delivery. The GTO team will continue to offer strong support to ensure our ports stay on track with their accomplishments. The enthusiasm and energy that our airport teams have shown has been tremendous; without their great support and dedication, the successful launch of GTO2 would not have been possible.”

Henry Zhou, Airport Services Manager Shanghai Pudong says: “We enjoyed the open-minded review of our existing turnaround procedures. We’ve introduced some creative quick win ideas already, such as using a money counter for our boarding of other turnaround activities. We expect to enhance our turnaround practices, and more importantly continue to strengthen our mutual understanding and working relationships with all teams, particularly ISD, Engineering and our ground handling partners who are all key to our success.”

Teams are trialing a new PTS to define a consistent approach that can be implemented for the future

World reaches global carbon offset agreement

Last month, the global aviation industry reached a landmark climate agreement at ICAO’s 39th Assembly. The new Carbon Offset and Reduction Scheme for International Aviation (CORSIA) agreement puts in place the world’s first mandatory carbon offsetting scheme covering the entire aviation industry, which is set to commence in 2020.

The agreement was reached by the 191 states attending the Assembly, which “ensures that the aviation industry’s economic and social contributions are matched with cutting-edge efforts on sustainability,” said Alexandre de Juniac, IATA’s Director General and CEO.

The initial phase is voluntary, although to date, 65 states, representing more than 80% of global airline carbon dioxide emissions, have volunteered to participate in CORSIA. ICAO Secretary General Dr Fang Liu added in her closing remarks: “CORSIA will serve as an important new tool to complement emissions-reduction progress already being achieved, namely through technological innovation, modernised procedures, and the ever-expanding use of biofuels.”

The pilot ports identify how to lean the turnaround process and systematically improve OTP. Bottom right are the GTO team, Project Manager GTO Alex Bernico, Manager Airports Performance Philip Read (not pictured), Lean Programmes Manager Cary Cho, and Lean Project Manager Clement Lau, who work together with the local teams to map out value streams, review areas for improvement, set measurable goals for trial and introduce new standards and best practices to enhance operational efficiency.

GTO gamification

Taipei launched a PTS Go campaign which borrows from the game, Pokemon Go. Airport teams can win “candies” – or points – through “catching” PTS by flight number. These candies can then be accumulated to a level where “an egg” can be hatched and evolved into a Pylon (flight monster). The top scores and rankings are shared on a league table.

What it means for Cathay Pacific

Our expected growth in business means that it is likely we will need to offset a portion of emissions post 2020. However, our investments in fuel efficient aircraft, like the A350 and B777-9X, and the use of biofuels will help reduce our emissions and offset obligations.

“We intend to continue to drive our efforts in combating impacts on climate change and CORSIA will be an important component of that strategy,” said Arnold Cheng, Director Corporate Affairs.

Head of Environmental Affairs, Evelyn Chan, adds: “We will continue to engage with the industry on the technical side to ensure effective and efficient implementation of the scheme over the next few years.”
It’s time for a change

Out with the old and in with the new – performance management is changing for the better!

On 30 November we say goodbye to the old PDMP and prepare to welcome a fresh, new approach to performance management.

The new performance management process will ensure clearer expectations of managers and employees, a strong connection between goal setting and our business objectives and a greater focus on performance discussions.

To support all of these changes and more, we are introducing a new competency framework and a user-friendly online Performance Management Platform.

For further information and to help you prepare for the changes ahead, on 5 December we will be launching our new Performance Support Site. Here you will find more details on what is changing, "how to" guides, instructional videos and much more! You can access the new site through IntraOX.

What’s next?
On 5 December you will receive an email from our new platform with more information, and the new performance management process will officially kick off 3 January 2017.

Look out for more information from your managers, on the intranet and around your offices over the next few months!

To learn more and prepare for the January 2017 launch, visit our dedicated Performance Support Site from 5 December: portal.cathaypacific.com/sites/performancesupport
Will a low-cost carrier work for the Group?

Cathay Dragon colleague

Overcapacity, a weak economy, and strong competition from other carriers are quoted as our main revenue challenges. It is obvious that the business from our transit passengers has decreased due to Chinese carriers operating direct flights to international destinations. This requires us to capture a bigger share of the local market. Unfortunately, Hong Kongers are gravitating towards low-cost carriers (LCCs) for short trips. My recommendation is for Cathay to consider establishing a budget airline, which would help us to use our resources more efficiently – for example, underutilised aircraft could be operated. Most importantly, an LCC wouldn’t affect the premium branding of Cathay Pacific and Cathay Dragon.

There are a number of examples of budget airlines being formed by legacy carriers – Jetstar and Qantas, and Scoot and Singapore Airlines came to mind. Is it something we can consider?

Director Corporate Development & IT

Paul Loo responds: Thank you for your thoughts on our business situation and how a budget airline might help the Group in the long term.

Ever since LCCs first appeared we have considered whether this might be an appropriate model for Cathay Pacific, conducting detailed studies and analysis to see if we could find a workable solution. Our answer, at least in the short term, is that we will not start up our own LCC and that we will continue to operate two full-service premium carriers that offer good fare deals to our customers.

One of the biggest issues we face at the moment is the limited slot availability at Hong Kong Airport (HKIA) which requires us to maximise the return on each slot and also the utilisation of our fleet. Once the three runway system is in operation at HKIA, we might be in a position to reconsider setting up an LCC with a separate brand, cost structure, fleet and staff – but that point is almost a decade away.

Laundry idea

Engineering colleague

When we use the self-service facility at Vogue Laundry we are instructed to wrap our uniform with plastic bags before putting them into the drop-in box. Unfortunately plastic bags are getting harder to find these days, not to mention the resultant environmental issue. May I suggest the provision of eco-bags to help us avoid the wastage of plastic bags?

Peter Lee, Director & General Manager Vogue Laundry Service, replies: Vogue Laundry is building a new plant with an automation capability to solve the issue. In the future, all uniforms will be equipped with RFID for identification.

By 2017, the Cathay City depot will be refitted to accept drop-off of RFID-tagged uniforms without the need to group them together in a bag and with a paper slip to identify the uniform owner.

We are also looking into the suggestion of introducing environmental friendly bags as an interim measure as suggested.

Summer uniform blues

Male cabin crew

We’ve had a pretty intense hot summer this year! Thankfully it’s over now. Amongst all uniformed staff across the Cathay Pacific and Cathay Dragon networks, only male cabin crew are not given short-sleeved shirts as part of their uniform.

While all other uniformed male colleagues can take their pick of long or short-sleeves, when will male cabin crew be given short-sleeved shirts? Not only is wearing a long-sleeve shirt in the sweltering heat not desirable for our well-being, it is not very presentable either when we are sweating out a storm!

Le Le Ng, Manager Inflight Services Standards & Safety, replies: This issue has been brought up by our male cabin crew recently. We are currently reviewing it and shall communicate to the cabin crew community once we have the latest update.

Service Straight from the Heart

The Corporate Communication Department received an unusual request from a local care home last month.

“The superintendent told us that a senior from the care home desperately needed to have a lifelong wish fulfilled,” says Olivia Kwan, Corporate Communication Executive.

The 91-year-old lady, Ms Cheung, had never flown on a plane in her whole life. Sadly, her medical condition does not allow her to do so anymore.

“We all felt that we should try our best to realise her dream, despite she could no longer travel on a real flight,” Olivia says.

With FOP and ISD pitching in to help, a simulated flight journey was arranged on 22 October, especially for Ms Cheung.

The senior guest, accompanied by family members, was greeted by Second Officer Nathan Lai, and Flight Attendants Jessica Yuen, Rion Chan, and Alvis Chan.

The crew then walked her through the usual check-in and boarding procedures at the mock-up counters, before escorting her to the First Class cabin mock-up to show her all the cabin facilities before serving her congee at her seat.

Ms Cheung, who had dressed up for the special occasion, was visibly thrilled by her first “flying experience”.

“She can fly as many times as she wants!” Olivia adds.

“I’m so happy that my dream has come true at last,” she told CX World. “A big thank to Cathay Pacific and all the staff who had helped to make it happen!”

“Ms Cheung is the oldest ever visitor to Cathay City and was a very special guest to us.” Olivia adds. “We were very happy that she enjoyed our services and inflight products!”
Living and breathing Work Well Done

Two of our great Work Well Done stories from around the network... visit our Recognition Wall for more

Delivering above expectations

Country Manager Myanmar Lara Tyrell & Taipei Assistant Cargo Services Manager Johnny Tien wrote on the Recognition Wall: Leo did a tremendous job when he was seconded to Yangon for the whole of last August. Leo has helped to up-skill the GHA team, and has advised ways on how to manage during a situation where we faced a continued lack of staff.

We were very impressed with Leo’s quick grasp of the market here. I didn’t ask him to work on anything to do with sales, but he had many ideas about how sales might develop here in the future and strategies that we can try in Myanmar to help us on some of the challenges we are facing on the sales side. He also identified some potential channels we haven’t previously explored.

Thanks again for letting us borrow Leo for August. He has been a great help to us, not just a gap-filler, and has taken to Myanmar enthusiastically, trying to make the best of this opportunity for himself and the company. He was definitely the right person to help us!

Making the best out of a situation

General Manager People Development Nick Deal wrote on the Recognition Wall: In September, we launched over 30 Leading High Performance Teams workshops. Eric deserves credit for his excellent production of the course video featuring our leaders sharing their thoughts.

Web Design Officer Eric Leung

Eric also helped us with a range of technical issues such as embedding video clips into the presentation decks and editing clips. With a tight deadline, Eric ended up sending the files at 1:30am after downloading them at home. He knew how important it was to have all this in place and was determined to get it done in time. With our team stretched, Eric volunteered to help out on tasks outside his job scope. Eric did this without any fuss and his demeanour is always calm, positive yet softly spoken.

While Eric’s high quality photos and filming reflect his passion for his role, it is his supportive and generous attitude that everyone treasures. We rely on Eric to deliver the consistent high quality our participants deserve. Thanks Eric!

Have you nominated recently? It only takes two minutes  www.cathaypacific.com/workwelldone

Have you nominated yet?

The Niki and Betsy Award nominations close on 30 November. Do you know someone amazing? Share their story today.

www.cathaypacific.com/workwelldone

Work Well Done
Portland comes online

Our cargo network in the Americas now totals 18 stations following the addition of a new freighter flight to Portland, Oregon earlier this month.

The twice-weekly service operates with the Boeing 747-8F every Thursday and Saturday from a Hong Kong - Anchorage - Los Angeles - Portland - Anchorage - Hong Kong routing.

Cathay Pacific Cargo and the Port of Portland co-hosted a gala dinner at the Sentinel Hotel in Downtown Portland on 2 November with guests including Oregon State government officials, Senate & House representatives, city officials, senior executives from the local airport authority, various manufacturers and members of the Portland and Seattle air cargo communities.

Leading things from the Cathay side were Director Cargo Simon Large, General Manager Cargo Sales & Marketing, Mark Sutch, Senior Vice President, Americas Philippe Lacamp, Vice President, Cargo, Americas, Fred Ruggiero, and Cargo Manager Pacific Northwest USA Patrick Or.

The following day, 3 November, Simon hosted a ceremony with State of Oregon Governor Kate Brown at Portland International Airport.

VIP guests were invited to visit the cargo deck of our Dash 8 before the inaugural service took off carrying 64 tonnes of freight, which was mainly sportswear and capital equipment bound for Asia.

Patrick Or says he sees great potential for Cathay’s latest freighter destination.

“Portland is home to some giant corporations such as Nike, Columbia and Intel, and is growing fast as an e-commerce hub,” he says.

“As Portland goes online, we can also feed freight out of Seattle to meet the growing demand for aircraft parts, and perishables such as berries and seafood into various parts of Asia.”

The new service provides shippers with more flexibility when shipping from the Pacific Northwest and connecting to Cathay’s international cargo network through the Hong Kong hub.

“It will give the Cathay brand a stronger presence on the West Coast of the United States,” says Patrick, adding that he expects 40-50 tonnes of cargo to be shipped out of Portland per flight.

This tonnage should increase considerably in summer 2017 when the perishable season kicks in and heavy traffic of cherries and berries is expected.

“This will be a considerable challenge and will require a lot of coordination both internally and externally in order to maximise the revenue we can capture.”
Cathay was a Gold Sponsor at this year’s The Village to Raise a Child programme, which aimed at nurturing young entrepreneurs from around the world. The programme was established by Harvard University.

On 1 October, five students were invited to Harvard to present their ideas for a community-based project at the annual Igniting Innovation Summit, where they also learnt the skills and resources required to execute their concepts. “This was an amazing partnership, we had our logo on their website and were able to have a booth at the Igniting Innovation Summit with our Cathay sign along with flyers, giveaways and the VR goggles to let the 250 participants get a chance to experience our service,” says Stephanie Cedrone, Sales Executive, Boston.

A true taste of Hong Kong
Six German journalists went on a press trip with Tourism Queensland to Australia, and took the opportunity to drop by Hong Kong to experience a very special stopover.

The highlight was a foodie tour with tastings at local restaurants in Sham Shui Po. The journalists tasted traditional Cantonese foods at a cha chaan teng – a canteen for the locals – and sampled the city’s famous pork belly, egg noodles and much more.

The journalists were also impressed by the traditional Chinese herbal medicine apothecary – particularly by the dried geckos (pictured above), which are used in remedies for coughs.

Hip Hop dancer
Amy Wang, Financial Services Officer, Shanghai, is not just an accountant: she’s an enthusiastic hip-hop dancer and teacher.

“I started dancing when I joined the dance society at university. Eventually I was drawn to street dancing and signed up for a course,” says Amy, who has been working with Cathay for two years after graduation. “Street dance is unique in that it doesn’t have any rigid format, thus it allows a lot of freedom to the dancer. Ten thousand dancers will evolve 10,000 different styles, and that’s the beauty and charm of hip-hopping to me,” Amy explains.

“It’s also a myth that street dancing is physically demanding – as a matter of fact, if you are determined to practice, you can develop your own style that suits you most, but as you progress you will need to be patient, persevering, and innovative.”

As a performer, Amy admits that she relishes the applause from the audience, “yet, even when I dance alone. I would feel euphoric as I swing my body to the techno rhythms.”

Every year Amy participates in various competitions, including the famous One Vs One Battle In Shanghai (B.I.S.) Contest, the international Juste Debout (JD) and the group dance competition China Dance Delight (CDD) – and she won prizes at CDD in both 2014 and 2015.

Amy is a member of a dance group dubbed Wiik Symphony, which organises a number of events and contests every year. She also takes up an instructor role for a beginner class at her studio to help promote the street dance culture.

A350 launches more longhaul destinations
ROME
The Italy team also welcomed the A350-900 on the Rome service. On 1 November, Cathay’s A350 became the first of this aircraft type to land at Rome Fiumicino Airport.

Celebrations were held to greet the CX293 crew from Hong Kong. For the A350 inaugural CX292 flight to Hong Kong, a cake-cutting and ribbon-cutting ceremony was held to mark this momentous occasion.

There are four flights per week into Rome operated by the A350-900 in the Winter Schedule. Then it becomes five flights per week in April and May.

PARIS
Paris welcomed the A350-900 on 14 November. The France team, in conjunction with Charles de Gaulle Airport, organised a ceremony for the outgoing passengers. Edward Coles-Gale, Manager France, performed a cutting ceremony and made a speech to greet our passengers. The ceremony commenced soon after, while ground and uniformed staff distributed cakes and slices of specially made cake to customers to thank them for their support.
One minute with...

Nicholas Bury
Assistant Manager Flight Crew
Engagement

So you’ve recently joined Flight Operations. What does your job entail?
Much of what I do has to do with improving the trust between the pilots and the company. This includes improving clarity and insight around company direction, and how certain commercial decisions are made.

What are your priorities at the moment?
The main challenge I face is to find opportunities for face-to-face interaction between the ground team and pilots to be able to explain these decisions in more detail than we currently do.

What’s in the pipeline for our pilots and the wider audience?
We’ve started a couple of new series of events. One is a pilot briefing series for flight crew that provides an opportunity to meet with management for commercial updates and to get information on what’s new within FOP; the other is a guest speaker series.

Your plan this year didn’t involve FOP originally…
I was going to head to Dhaka to become Country Manager Bangladesh & Bhutan.

What happened?
The move was cancelled after the local security situation destabilised. It was a very tough time for Bangladesh and the local team.

You did something interesting recently…
I dressed up as the Royal Guard in Marketing’s London Calling pop-up event in Hong Kong.

What did it involve?
Marketing put a British phone box in Causeway Bay, and pedestrians who were intrigued by it went inside and picked up the ringing phone. Those who answered all the questions correctly won a pair of tickets to Gatwick. And I was there to present the prize!

Was it well-received by the general public?
My character was very well received! When I watched an edited video on Cathay’s social media channels it gave me a chuckle! I think this campaign really engaged the public and helped us to gain attention organically.

Was there something you learned in the process?
Watching the video will be shared with fans in the UK, China, Australia, and Taiwan too. Watch here: tiny.cc/cxgatwick.

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Willing and still able

A former Cathay pilot and author has continued his passion for aviation long into retirement

It has been a year of celebration – and digging back through the archives – as we reached our 70th anniversary and said a final goodbye to our passenger 747s.

Off the materials tapped into over the course of the year, probably the most frequently referenced was From Betsy to Boeing – a lovingly compiled catalogue of every Cathay aircraft from 1946 to 1988 that still sits on many shelves around Cathay City.

The author, Martin Willing, was a Cathay pilot who joined the airline in 1977 and was a Training Captain on the 747 fleet at the time he wrote the book. Now happily retired and living on Jersey in the Channel Islands, Martin still keeps in touch with what’s happening at Cathay – and retains an undying passion for aviation.

“Ever since I was a tiny child I have always been a complete aeroplane nut, and I joined the RAF in 1961, at the age of 17, for pilot training,” Martin says.

Over the next 16 years he took the controls of various military aircraft, including the Meteor, Argosy and VC10, before taking voluntary redundancy in 1977. His next step was to head east to join Cathay on the Boeing 707 fleet.

“Not long after joining I found the airline so interesting that I began to research its history, and I discovered that what I thought was its first aircraft, the C47/DC3, “Betsy”, was still flying for Bush Pilots Airways in Queensland,” Martin recalls.

“I had already met Cathay’s PR man, David Bell, and contacted him with a cunning plan to bring the aircraft back to Hong Kong. He gave me the address of the airline’s founder, Roy Farrell, living in Veron, Texas at the time, who told me more about VR-HDB’s acquisition and her flight back to Hong Kong.”

Thanks to the effort of Martin and others in the team, Betsy was eventually flown back to Hong Kong in September 1983.

Martin began to write a book about Betsy, but discovered so much about her and the company’s early history that he ended up penning From Betsy to Boeing.

“However, the fact that Cathay now had the very first aircraft with which she was founded, and that it was a DC3 – the plane that changed the world – made me write her distinct history, which was published as Betsy: The story of a DC3 in 1985,” Martin explains.

He continued to keep track of the Cathay fleet up to and after his retirement in 1998, but his original manuscripts were lost in a computer crash in 2002 and he found it more difficult to keep abreast of everything once he retired.

“A project to update From Betsy to Boeing finally dwindled, leaving me with boxes of trivia, photos and historical material which I will donate to the Swire Archive in Hong Kong,” Martin says.

Now 73, Martin continues to fly in Jersey, where he owns a Piper PA-32 Cherokee Six and still manages about 300 hours a year. Until recently he was also active with a T28 Fennec that he purchased in 1997, syndicated with three other Cathay Captains – Corstin, Watten and Darrah – which has flown on the European air show circuit for the past 18 years.

“It has been a really adventurous life, and retirement has been equally adventurous!” Martin smiles.
**Movember for men’s health**

Razors are put aside for a 30-day charity effort

Movember is the male spin of FlyPink – a health movement for raising awareness about men’s physical and mental wellbeing.

Throughout November, men are encouraged to grow as conspicuous a moustache as possible to break the ice for a conversation, and spread the message that health talk is not taboo.

During this period, donors can sponsor men who pledge to put aside their razors for 30 days.

“A moustache is like Marmite – you either love it or hate it,” says Base Training Captain and Cathay’s original Mo Bro, Carl Boddy (top right). “And if you love it, it will stick in your moustache!”

Carl started the Moeing Team five years ago with a few kindred spirits in Flight Operations. Carl states his ambition for this year: “This year we are looking for the holy moly of all grand moustaches to celebrate our fifth year of highlighting men’s health issues.”

“The supporting ladies – the Mo-Sistas – are also playing a huge part in putting up with the fuzz for those not normally hairy,” Carl smiles.

Chief Pilot Boeing Gus Larard says: “My wife is fully supportive of the campaign. She is going to pay double my sponsorship to have my moustache shaved right now rather than keep growing it! So people, get sponsoring!”

Women who previously supported the FlyPink campaign (see below) also see Movember as an imperative initiative, Flight Purser Lily Sun (above centre), says: “Girls generally find it easier to talk to each other about their problems. And men mostly only tell when they get asked. But men’s and women’s health are no different – health is health, so we should both pay equal attention to our wellbeing and it’s a fun campaign to help raise awareness.”

**Group-wide support for FlyPink**

What started as a small campaign in October 2015, with many Cathay pilots wearing pink epaulettes to raise awareness about breast health and raise funds for the Hong Kong Breast Cancer Foundation (HKBCF) has turned into a corporate-wide campaign encompassing Cathay Pacific, Cathay Dragon, Air Hong Kong and Flight Training Adelaide.

FlyPink was overwhelmed by our people’s response to this year’s campaign. Regardless of rank or department, colleagues were keen to don a little pink, be it epaulettes, ribbon pins, FlyPink caps or lanyards.

While still finalising this year’s total, overall FlyPink expects to give donations totalling more than $1 million to the HKBCF.

The FlyPink team says: “We really appreciate the contributions and support from ISD, PPL, CCD and ENG!”

**What is Movember?**
- A campaign to raise awareness about health issues that men have a higher risk of facing, such as prostate cancer and mental health concerns.

**What does Movember entail?**
- Men start with a clean face on 1 November, and sponsors donate to support a “Mo Bro” to keep their upper-lip hair unshaved for 30 days. Support Cathay’s Moeing Team on the official site, moteam.co/the-moeing-team, or drop into the Boeing Fleet Office on the third floor to support in cash!

**How can women support this?**
- Women can also register on the Movember site and pledge to wear a fake moustache or a pin for 30 days. They can also encourage their men to participate. Last but not least, donate!

**FlyPink activities**

- Cathay Club/ FlyPink charity sale | 18-19 Aug
  Funds raised: HK$117,000
- FlyPink epaulettes sale | Oct
  Funds raised: Over HK$270,000
- HKBCF pink ribbon pin sale | Oct
  Funds raised: Over HK$140,000
- FlyPink merchandise sale | 29 Sep to 7 Oct
  Funds raised: Over HK$150,000
- Special Farewell Flight | 8 Oct
  Funds raised: Over HK$200,000
- Pink Walk | 10 Oct
  Nearly 100 cabin crew took to the Peak by foot to raise awareness about breast health.
- FlyPink Charity Lunch | 28 Oct
  Funds raised: HK$245,000

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### FlyPink Charity Lunch

- 28 Oct
  Funds raised: HK$245,000

The FlyPink team (photo 7) worked hard to continue the gifting spiriting throughout October. More than HK$1 million dollars will be donated to the HKBCF, which was raised through these activities: 1. Special Farewell Flight CX8747; 2. FlyPink lunch at Oolaa restaurant; 3. Pink Walk; 4. Sale of FlyPink merchandise; 5. Cathay Club old logo merchandise sale; 6. Pink epaulettes sale.
I’m from Liverpool, UK, famous for its two football clubs (I support Liverpool FC, the better of the two in my opinion), two cathedrals and a band some may have heard of – The Beatles. I joined Cathay at the beginning of November as Communications Manager in Engineering and will be working on our communications and engagement strategy, keeping colleagues up to date with what’s going on across the department as well as the wider company. I’m currently spending my first few weeks learning more about Cathay and getting to know the team a bit better as part of my induction.

I play rugby a few times every week (above in green). The sport helps me to keep a work-life balance, and also to extend my social family too – more friends to call bros, so to speak! I’m into action photography, capturing candid moments of animals and sportsmen… mostly at rugby games.

I feel Cathay is working hard to help new employees blend into the new environment and the work culture. People’s orientation covers almost all aspects of work that matter to a new joiner like me – and it was also great fun!

Competition was fierce, and though the Hong Kong team was not able to secure one of the main prizes, they did achieve excellent results in a couple of the assigned tasks.

Special thanks to our ground team, including Koji Imura, a retiree from our Japan team who helped with everything from translation problems to providing excellent photos, and Andy Chau and Kevin Philipse for chasing and retrieving the balloon,” Nigel says.

“Thanks also to Marketing and our Cargo teams, in Hong Kong and Fukuoka, for getting the balloon to the event.”

The balloon was designed by Marianne Ho, UX/UI Designer in Information Management, who used corporate colours and fonts to reflect the brand in a striking way.

I am lucky to have lived in some of the world’s most wonderful cities – Sydney, London, Singapore and now Hong Kong! I enjoy travelling because I love seeing the world’s beauty and also believe people around the world have much more in common than they have in differences.

My role within the People team is to support outport ground staff and lead the people strategies for this part of the business. Our small, talented team work in collaboration with all the People teams globally to try to improve the employee experience for all our ground staff team members in the outports.”

Newly branded Cathay hot air balloon debuts at a championship in Japan

The new Cathay Pacific hot air balloon lifted off for the first time last month, carrying the updated logo and branding up into the skies over Saga Prefecture in Japan.

The event was the 22nd FAI World Hot Air Balloon Championship which ran from 28 October to 7 November.

At the helm of our rebranded balloon were Senior Training Captain Nigel Black and Senior First Officer Jeff Vella, representing Hong Kong against 105 balloonists from 30 countries. It was an impressive spectacle, with an estimated one million people turning out to watch the biggest balloon event held outside of the USA.

“This was a great opportunity to display the new Cathay Pacific branding with the new balloon,” says Nigel. “It was also a great time to meet other balloon teams from around the world and mix with the local people – and it was also great fun!

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WHO WHAT WHERE

Say hello to some of our new people at Cathay!

Lindsay Roberts – Communications Manager, Engineering

Sam Ng – Associate Inventory Controller, ENG

Philippa Murray – Manager People International

Brushwingers...

New balloon soars high
1. **BYE BYE MS HUI:** CX World editor Kawai Wong joined Captains Simon McGlynn and Nick Heard to send B-HUI to her final resting place in Bruntingthorpe.

2. **PEOPLE PEOPLE:** The People team joined a one-day Leading High Performance Team workshop in Cathay City to learn about how to be better leaders.

3. **TAI CHI TEAM SLAYS:** Two CX tai chi ladies – Josephine Wong and Tricia Seng – represented the HKSAR in the second World Taijiquan Championships held in Warsaw, Poland.

4. **TRICK OR TREAT:** Despite everyone’s busy schedule, the San Francisco Town Office team got together to dress for Halloween. Can you guess all the characters – and a logo – in this photo?

5. **WELCOMING BRUSHWINGERS:** Sydney organised a little event to help new joiners settle in.

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**Bobby’s Fashions**

With over 65 years of history and a tradition of fine tailoring, Bobby’s Fashions specializes in custom-made garments, carrying an extensive selection of fabrics. Each garment is handcrafted in-house by Master Shanghainese tailors to the client exact style and specification.

**Special Offer**

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<thead>
<tr>
<th>MEN’S PACKAGE</th>
<th>LADIES PACKAGE</th>
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<tr>
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HK$3500

**EXCLUSIVE OFFERS**

- Sports Jacket: HK$1500
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3 YEARS FREE ALTERATION • EXPRESS SERVICE AVAILABLE • TAILORED TO PERFECTION
London calling

Every month, four of our people write to Discovery magazine to share their travel wisdom. This month’s destination is London.

The muso
I only go to London on my layovers – but when I do, I research the bands that are playing in the Hammersmith Apollo (photo 4) and the Shepherd’s Bush Empire: legendary venues but also very intimate. Bands I’ve seen at the Empire include The Feeling and Coldplay. But seeing Amy Winehouse at the Apollo – her last big performance – was the most memorable. I’ll also go to the West End to see a show. I’ve seen big productions like We Will Rock You and Wicked.

[Nick is the lead singer of Helium3. Find their new album in Music (Western rock) on the interactive menu.]

Nick Flavell, Hong Kong
Senior Captain

The art lover
I feel lucky to live in a city that embraces art and culture. London is a hub for world-class galleries such as the Victoria and Albert Museum (photo 2), the Royal Academy of Arts and the Tate Modern. London is one of the most beautiful cities in the world. I like strolling down the Embankment along the River Thames while the sun is setting. There is beautiful architecture to see – like the Houses of Parliament (photo 3) Westminster Abbey, St Paul’s Cathedral, Tower Bridge, the London Eye and the Shard.

Elkie Siu, London
Inflight Service Manager

The wanderer
I like walking around the East End, getting lost and immersing myself in the culture. Start with Brick Lane (photo 6), which epitomises the multicultural side of London. With different food stalls and street musicians it’s a mishmash of energy and diversity – much like the city itself. When I find myself in London, I make sure I drop into MoMo, a Moroccan restaurant near Regent Street. Celebrity chef Gordon Ramsay is also a fan. Another thing I love are the random finds. Last winter I stumbled across a pop-up tropical festival in an empty warehouse in Hackney Wick called Winter Tales.

Kawai Wong, Hong Kong
CX World Editor

The foodie
I love the district of SE1, which is where the Shard is. There’s Borough Market – which is one of my favourite spots – but I prefer the less-crowded Maltby Street Market (photo 1) at the weekend. When I was last in London, I celebrated my 30th birthday at a little place called Little Bird Gin (I’m a big gin fan). Also around the corner is my favourite gin distillery, Jensen’s. For the best food in London right now, go to Restaurant Ours, by chef Tom Sellers (a good friend of mine), in South Kensington. When I ate there I was absolutely blown away.

Sabrina Klick, Hong Kong
Worldwide Lounges Manager