



Missed our business update?  
Catch the highlights

**Thank you to those who attended our  
webinar *Taking value to new heights,  
across Australia and beyond...***

We hope you enjoyed hearing from our Senior Leaders first-hand, on how we're taking choice, value and flexibility to new heights with exciting updates from within the business, and had your burning questions answered.

If you attended the event, Velocity members can claim 1,000 Velocity Points\* by 11:59pm AEST 9 April 2025 [here](#).

Not a Velocity member? [Join for free](#).



**Missed the event? Here's our highlights**

**CEO update**

**Darren McDermott** (General Manager, Sales) spoke to the exciting announcement of Dave Emerson's appointment as CEO and Paul Jones' expanded responsibilities in his CCO role.

**Value your way**

Our Senior leaders also discussed how Virgin Australia continues to refine value through initiatives such as the new Fare Brand changes, empowering guests with more choice to book a fare that suits their needs, up to the day of travel.

**Sky-high reliability**

**Danny Norman** (General Manager, Integrated Operations Centre) provided insight into Virgin Australia's industry-leading reliability, with recent completion rates, which were higher than our competitors for the 12 months preceding February 2025\*. Our performance is encouraging more travellers to fly with Virgin Australia, and Virgin Australia became the largest individual domestic Airline in Australia with 35% Market Share in December 2024^.

**International expansion with Qatar Airways**

**Henry Coles** (Head of Airline Partnerships) gave updates on Virgin Australia's Qatar partnership, bringing more choice and greater value when travelling to Europe, the Middle East and Africa. With long haul flights between Australia and Doha commencing from June, the Australian market can expect downward pressure on airfares, and an increase in tourism and employment opportunities locally and abroad.

**Changes to Velocity Frequent Flyer**

From Velocity Frequent Flyer, **Emma King** (General Manager, Member Engagement and Activation) discussed the exciting changes to the Velocity program. Forever Gold and Platinum Plus will launch in October 2025, following the simplification of Status earn in April 2025, to base Status Credit earn on total fare price and fare type, instead of route and fare type. These changes bring more value and greater recognition for loyalty to our Members.

**Keep an eye out for our next exclusive event  
invite, we hope to see you there!**

**Terms and Conditions**

\*The offer is valid from 12:01am AEST on 3 April 2025, to 11:59pm AEST on 9 April 2025 (inclusive) (Offer Period). To be eligible to receive the offer, you must:

- have attended the webinar "Value your way, across Australia and beyond..." on 3 April 2025, and hold an active Velocity membership (Attendee); and
- complete and submit the form "Virgin Australia Business Update: 1,000 bonus Velocity Points for attendees\*" shared during the event during the Offer Period, including your Velocity membership number and the full name associated with your Velocity account.

The offer is available to all Attendees who are Velocity members. The offer is limited to one entry per eligible Attendee. Velocity will validate that Attendees attended the webinar, and individuals may be excluded from the offer if they did not attend the webinar. Neither Virgin Australia or Velocity are liable for any tax liability or tax reporting obligations, including without limitation income tax, fringe benefits tax, or any liability or loss of opportunity due to reportable fringe benefits, incurred by an Attendee their employer, or any other party with regards to any connection with participating in the offer. This offer cannot be combined with any other offer or promotion. Please allow up to four (4) weeks after completing the offer form to be allocated to the Velocity account nominated in the form. [Velocity membership terms and conditions apply](#).

Virgin Australia and Velocity are collecting your personal information to award you Points, and will handle personal information in accordance with our Privacy Policy, available at: [www.virginaustralia.com/privacy](http://www.virginaustralia.com/privacy). It includes details about making a privacy complaint or an access or correction request, and when we may share personal information with third parties.

\*Based on the Bureau of Infrastructure and Transport Research Economics' Australian Domestic Aviation Activity Monthly Publications.