

24 January 2024

Alice Springs Airport celebrates Bonza launch in Red Centre with 'Land to sky' cake

Land to sky was the inspiration for Alice Springs Airport's cake to celebrate the launch of Australia's newest low cost airline, Bonza, in Alice Springs.

Bonza is the first low cost carrier to service Alice Springs since 2014 and to celebrate the momentous occasion, the Airport Development Group (ADG) team at Alice Springs Airport came together with the idea to capture the spirit and wonder of Central Australia.

The team wanted to convey the region's rich cultural history and highlight the importance of aviation connectivity in some of Australia's most remote communities.

Airport Development Group Chief Executive Officer Tony Edmondstone said it was great to welcome Bonza to Alice Springs and showcase the work of talented local artists on Alice Springs Airport's celebration cake.

"We are very pleased to welcome Bonza to Alice Springs and provide locals with more choice and connectivity to travel to the east coast through Melbourne," Mr Edmondstone said.

"Creating a cake is a unique way to celebrate this significant milestone for Alice Springs Airport and also recognise the hard work that has gone into bringing more affordable flight options to residents of the Northern Territory."

The cake was created by local company Betti's Bakes and features artwork from local artists. The image of Alice Springs landmark, The Gap, was captured by Grenville at the Right Image and the artwork was specially created by local artist and proud Arrernte, Warlpiri, Anmatjere and Kaytetye woman Keioni Lander at Mulla Mulla Art.

The 'Land to Sky' artwork depicts the sacred Central Australian country and captures the hills, rivers, gullies, valleys and plants that craft stunning patterns observed from the sky when travelling.

Ms Lander explained that the artwork tells the story of country, capturing the spirit and connection between the land, sky and people. The many communities throughout Central Australia, such as Mparntwe (Alice Springs) traditionally owned by the Arrernte people, are symbolised throughout the artwork as well as the strong connection Aboriginal people have with their country.

