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Foundation launches Africa's own free aviation safety magazine

Hoofddorp, Netherlands, 15th September, 2010 —

Today, the AviAssist Foundation launched its complimentary safety magazine SafetyFocus. The full colour safety magazine is a unique vehicle to get best safety practices out to the African region.

“We still struggle to put tools and information directly in the hands of the safety professionals that need them. This particularly in regions like Africa where the people who do the real work, have limited or unreliable access to the internet” says AviAssist Board member and Flight Safety Foundation President William R. Voss. “With this new publication SafetyFocus, we hope to fill the hands of safety professionals in Africa with the same vital and timely safety information we already distribute to more than 100,000 professionals around the world. Access to safety information should not be limited by the bandwidth of your connection or your ability to pay.”

A content provision agreement has been concluded with the Flight Safety Foundation's acclaimed publication Aerosafety World as well as with the FlightSafety magazine of the Australian Civil Aviation Authority. This ensures high quality content of international calibre while the magazine builds towards establishing dedicated African content from readers and correspondents.

“By reaching out for industry support through advertising, we aim to make this information available largely for free” explained AviAssist Director Tom Kok “It's already being distributed to 500 professionals in 42 African countries. Every airline or low capacity operator in East and Southern Africa can apply for a free subscription for its CEO and its safety officer. Beyond that, organisations can choose to turn the magazine into their staff safety magazine as part of the implementation of Safety Management Systems at a nominal fee that will help sustain the magazine. Other readers of the magazine include Ministers of Transport, Finance & Tourism, Parliamentary Transport Committees, directors general of African & leading global aviation authorities, airport authorities, international organisations such as IATA, ICAO, IFALPA, World Bank, the African Union as well as Foreign Embassies & European Delegations in Africa that may be involved in a co-operating partner role in their respective country. Altogether, over 650 readers in over 54 countries worldwide - and the number is growing.”

“No other channel offers the unique, cost efficient marketing opportunities for the African market that SafetyFocus offers” continues Kok. Over the next three years, IATA forecasts that the number of passengers travelling to and from Africa will rise at a compound annual rate of 6.5 per cent, making it one of the fastest growing regions in the world for air transport. We are happy to provide the industry a channel through which to tap into that lucrative market to help us getting the safety information out”.

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The AviAssist Foundation is an independent, non-profit organisation. It provides safety support to African countries and companies. As regional affiliate of the Flight Safety Foundation, it identifies threats to aviation safety, analyzes the problems and works on practical solutions to them. It aims to replicate safety successes from elsewhere on the African continent and beyond. It does so in close coordination with ICAO, stakeholders and safety support providers. More at www.aviassist.org