SWOT



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Strengths

- Sealed Runway 09/27 with available distance 1,803m
- 2 grass runways
- Internal sealed road access to various precincts
- Access to National highway (Princes Hwy)
- Adjacent to railway line
- Developable space for additional hangars/businesses
- Surrounding land is conducive to airport operations – INZ1, FZ, Low Residential – 55 hectares of adjacent Industrial land
- Geographical location – proximity to township of Sale
- Setting is near Mountains, Ocean,
- Nearby airports (Latrobe Regional, Bairnsdale, Yarram, Tyabb)
- On airport land has some essential services (water, power,)
- On site Aviation Fuel Facility
- Sale Alternate Truck Route located on eastern side (links to industrial/freight). Future B-double route.
- Site is event ready

Weaknesses

- Grass runways un-serviceable due to soft surface in wet weather
- Limited taxiway connectivity between western and eastern aprons/precincts
- Lack of infrastructure or space for itinerant aircraft
- Pavement strength of runway, aprons and taxiways
- Native vegetation impacting future development and expansion
- Limited sewage capabilities due to septic tank capacity
- Limited promotion/marketing/advertising (e.g. activating the airport)

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Opportunities

- Defence use and history provides strong foundation for shared initiatives
- Defence related business opportunities at West Sale airport
- Airside businesses – fixed wing & helicopter maintenance, aircraft engine overhaul, aircraft parts & supply, aircraft construction
- Non-aviation sector – warehousing & logistics
- Passenger Transport Service to support the influx of people in the region from Gippsland offshore wind zone
- Growth of the General Aviation/Recreational community
- Airshow (ongoing bi-annual event)
- Proximity to accommodation (short-term/overnight)
- Branding of the airport
- Explore freight model options

Threats

- Nearby developments or activities that may not align with aviation operations
- Presence of birds and other wildlife
- Airspace changes - prioritization of military operations, restricting civilian aircraft access
- Lack of experienced personnel, succession, limited support
- Increasing costs to operate / maintain facilities