

23 June 2021 | [Customer](#) <sup>[1]</sup>

## **VA-X & Win: Virgin Australia announces COVID-19 vaccination competition** <sup>[2]</sup>



- Virgin Australia to open COVID-19 vaccination competition, VA-X & Win, for all Australian residents and a separate competition for team members who get vaccinated.
- One lucky Australian to become a Velocity Frequent Flyer Points millionaire.
- Virgin Australia team members offered flexible working arrangements to attend vaccination appointments.
- A recent survey conducted by Virgin Australia found that 65 per cent of its flying crew and customer-facing airport workers have received one or two doses of a COVID-19 vaccine or are registered to be vaccinated.

**Wednesday 23 June 2021:** Virgin Australia and Velocity Frequent Flyer have today revealed plans to incentivise all Australians to get vaccinated against COVID-19 through a national competition, VA-X & Win.

The major announcement will see the airline group open a competition to residents of Australia once all adults are eligible for vaccination, with millions of Velocity Frequent Flyer

Points and dozens of free Business Class flights up-for-grabs, for simply getting the jab.

Many more exciting prizes will be announced when the competition opens, which Virgin Australia anticipates will be later this year.

Supporting vaccination for Virgin Australia team members.

Virgin Australia will expand the VA-X & Win competition to include a separate competition for the airline's team members who get vaccinated. Prizes include additional annual leave, Lounge memberships and free Business Class flights.

The airline is also making it easy for team members to attend vaccination appointments, today announcing it will provide flexible working arrangements where possible for employees to receive both injections.

A recent survey conducted by Virgin Australia found that 65 per cent of frontline team members (cabin crew, pilots and airport workers) had been vaccinated or are registered to be vaccinated<sup>1</sup>, with the internal vaccination competition intended to reward team members who have received the jab as well as assisting in boosting vaccination rates even further.

## **Commentary**

A Virgin Australia Group spokesperson said the airline has a responsibility to use its voice in the community to encourage Australians to get vaccinated.

"For simply rolling-up your sleeve and getting a COVID-19 vaccination, you could walk away with a share in tens of thousands of dollars of Virgin Australia and Velocity Frequent Flyer prizes or be the lucky one to become a Velocity Points millionaire," they said.

"We are offering an opportunity for every Australian over the age of 18 to enter the Virgin Australia VA-X & Win competition.

"What the latest lockdown in Melbourne and the evolving situation in Sydney has taught us, is the sooner we can all get vaccinated, the sooner we can get on with our lives, without the constant fear and uncertainty that come with lockdowns, restrictions and closed borders.

"Most importantly, the sooner all Australians are vaccinated, the sooner our most vulnerable members of society will be protected.

"We are proud to have served the Australian community in so many ways over the past twenty years. The VA-X & Win competition is just the next instalment of our service, and is our way of helping boost vaccination numbers to protect the lives and livelihoods of all Australians.

"We're also proud so many members of our team are already vaccinated. As an industry that's been severely affected by COVID-19, we want to do all we can to help vaccinate the population, and it makes sense to reward and encourage our colleagues who have been on the frontline of this pandemic, in this journey," they said.

## **National competition prizes**

While details of all prizes offered under the VA-X & Win competition will be revealed when it opens, dozens of free Business Class flights will be up for the taking and one lucky Australian will become a Velocity Frequent Flyer Points millionaire.

With one-million Velocity Points, a member could fly around Australia seven times between each capital city or redeem the Points to take a once in a lifetime trip with one of the airline's international partner carriers when Australia's international border reopens.

### How to enter

The Virgin Australia VA-X & Win competition will open to all residents of Australia once COVID-19 vaccination eligibility is expanded to all adults. Entrants will be required to be over the age of 18, and have received two doses of a COVID-19 vaccination to be eligible to enter. Entry into the competition will be made available at: [virginaustralia.com/vaxandwin](http://virginaustralia.com/vaxandwin)

For more information and to register your interest, visit: [virginaustralia.com/vaxandwin](http://virginaustralia.com/vaxandwin)

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