MEDIA RELEASE
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A new identity for Port Lincoln Airport

Port Lincoln Airport is marking a new chapter with the launch of its first dedicated brand and logo, creating a distinctive new identity inspired by the landscape and character of the Lower Eyre Peninsula..

Designed by local designer Momentum Design, the new identity draws inspiration from the region's connection to the ocean and seabirds, with colours reflecting the surrounding natural environment.

The new brand provides Port Lincoln Airport with its own distinctive visual identity, reflecting its role as an important gateway to the Eyre Peninsula and a vital connection for residents, businesses, visitors and the wider region.

Port Lincoln Airport remains owned by Lower Eyre Council and is now overseen through its subsidiary entity, the Port Lincoln Airport Management Authority (PLAMA), which commenced operations in late 2025.PLAMA was established to provide dedicated oversight and strategic direction for Port Lincoln Airport, supporting effective decision-making, long-term planning and opportunities to strengthen the airport's role as a regional asset.

Jodi Glass, Chair of the Authority, said with the Board now operating, the launch of the new brand provided a public identity for the airport that reflected its growing independence as an operating entity while retaining its strong connection to its owner, Lower Eyre Council.

"An airport is often the first and last impression people have of a place. For many people arriving on the Eyre Peninsula, Port Lincoln Airport is where their journey begins. We want our identity to reflect the character, confidence and welcome of our region.

"This new identity gives Port Lincoln Airport a stronger sense of place and a foundation for the future. It's something our community can recognise and take pride in, and it reflects our ambition for the Airport as an important regional asset."

Port Lincoln Airport CEO, Jennifer May said the new brand was an opportunity to better represent the airport's role in connecting and supporting the region.

"The new brand gives Port Lincoln Airport an identity that feels distinctly connected to this region and gives us a strong foundation for the future.

"As the Airport continues to grow and evolve, we want our identity to reflect the role we play in the community and the opportunities ahead."
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