

Qantas appoints PR Worx in South Africa

Qantas Airways has appointed Johannesburg-based communications agency [PR Worx](#) to strengthen the awareness of the airline's services in South Africa and further develop Qantas' position in the corporate travel market.

Qantas' regional GM Africa Michi Messner said PR support in South Africa is key in effectively communicating the wider benefits to customers when flying with Qantas.

"PR Worx has successfully and professionally assisted Qantas on a number of projects since 2010 and we are pleased to appoint the agency full-time to help promote our daily Boeing 747 services from Johannesburg to Sydney," said Messner.

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