

**9.5.2 NATIONAL MOTOR RACING MUSEUM - PHILLIP ISLAND
CLASSIC AND ADELAIDE MOTORSPORT FESTIVAL
ACTIVITY REPORT, 8-17 MARCH 2024**

File No: 21.00005

RECOMMENDATION:

That the information be noted.

REPORT:

During March 2024, the National Motor Racing Museum (NMRM) participated in two major interstate race meetings, with a focus on celebrating motor racing history. These events were the Phillip Island Classic from 8-10 March, run by the Victorian Historic Racing Register (VHRR), and the Adelaide Motorsport Festival (AMF) on 15-17 March.

The NMRM displayed the 1976 Bathurst 1000-winning Holden Torana in the pit area of the event, as well as participation in a car display in the main street of Cowes on Friday 8 March, and a lunchtime parade lap on Saturday 9 March. The event attracted approximately 20,000 paying spectators across the three event days, and the Friday evening event in Cowes was also accessible to the public.

At the AMF, the NMRM displayed the 1965 Bathurst 500-winning Ford Cortina and the 1976 Bathurst 1000-winning Holden Torana within the Bathurst winners category, with static display and five on-track demonstrations for both vehicles. The Cortina also participated in the very popular Gouger Street Party on Friday 15 March, driving in convoy through the Adelaide CBD with numerous other vehicles from the event. The total attendance at the AMF was 40,022, an increase of 43% from the 2023 event, and the Friday night parade and street party attracted tens of thousands of spectators along the route.

Additionally, the NMRM Museum Coordinator was able to utilise these events to discuss potential vehicle loans and exhibition content with a range of owners and other organisations including Ford Performance and the National Motor Museum. The NMRM's Ford Cortina was on display at the National Motor Museum at Birdwood for two weeks ahead of the AMF, with the L34 Torana on loan to Birdwood for five months following the event. Interpretive signage with the vehicle promotes NMRM, with the annual visitation at the National Motor Museum approximately 65,000-70,000 people per year.

Social Media engagement

- NMRM Facebook posts had a reach of 608,200 during March 2024, with 958 new page likes gained, with most posts during this period relating to the NMRM's participation in these two events.
- VHRR social media posts featuring the NMRM L34 Torana's participation at the Phillip Island Classic had a total reach of approximately 150,000, with one post being the top post for the VHRR's Facebook page during the event period.

- AMF’s Social Media Campaign had a total reach of 18.8m, with 6m reach for the four-week period around the event itself, and numerous posts during this period featured the NMRM participation in the Bathurst winners class at the event.

Media engagements

- The AMF event recorded 95,200 views on their livestream on 16 and 17 March, with the NMRM’s vehicles featured during this event coverage.
- The NMRM Coordinator was interviewed by 2BS in the lead up and following both interstate event and was also interviewed for on-track and livestream coverage at the AMF event.
- The NMRM L34 Torana featured in the group photo of cars attending the L34 nationals over the Phillip Island weekend, with that image featuring in media and social media reports of the event.
- Specialist media coverage of the NMRM participation at both events was also provided by V8Sleuth, Auto Action, Speedcafe, Australian Muscle Car Magazine, Unique Cars and other on-line agencies.

FINANCIAL IMPLICATIONS:

Costs for participation in these events were covered by the respective event organisers.

BATHURST COMMUNITY STRATEGIC PLAN – OBJECTIVES AND STRATEGIES:

Objective 1: Our sense of place and identity.

Strategy 1.3 Enhance the cultural vitality of the region.

Objective 2: A smart and vibrant economy.

Strategy 2.5 Support Mount Panorama Wahluu as a premier motor sport and event precinct.

Strategy 2.6 Promote our City and Villages as a tourist destination.

COMMUNITY ENGAGEMENT:

01 **Inform** - to provide the public with balanced and objective information to help them understand the problem, alternatives, opportunities and/or solutions.

ATTACHMENTS:

Nil

MINUTE

RESOLUTION NUMBER: ORD2024-126

MOVED: Cr W Aubin SECONDED: Cr A Smith

RESOLVED:

That the information be noted.