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Minutes of the Australasian Motor Museums Association Annual General Meeting, held 1st October 2011 at the Army Museum, Bandiana Victoria

Present: David Peck (The Motorist), Rob Pilgrim (Swan Hill Pioneer Settlement Museum, David Wilson (for Reg. Wilkins NSW Rep. /National Transport Museum), Andrew Grant (Powerhouse Museum), Barry Garment (Parkes Motor Museum), Peter Gault (VIC Representative/Gippsland Vehicle Collection Motor Museum), Ian Bone (QLD Rep./Queensland Motorsport Museum), Phil Costello (TAS Rep/ National Automotive Museum of Tasmania), Matthew Lombard (Secretary/stand-in SA Rep, National Motor Museum (of Australia)), Mark white (Chair/Treasurer/Museum of Fire), Ron West (Vice Chair/west coast Motor Museum), Ted Furley (National Holden Motor Museum), Phil Craig (Army Museum) & George Chrystie (Chrystie's Motor Museum)

Apologies: Mark Giles (Ford Discovery Centre), Mitch Vickers (Vickers Holden Museum), Wendy Mudell (Motorlife), Tony ? (Bailup Ford Farm), Katrina ?(Wonders of Wynard), Jill ? (McFeeters Motor Museum), Michele Cook (Ford Motor Company Archives), Bill Hemmings (Elfin Heritage Centre), Tim Pike (National Motor Racing Museum), Karen ? (Mainroads Heritage Centre), Davina ? (RACV Heritage Collection) Kelvin Ferris (WA Rep/Motor Museum of Western Australia), Glen ? (Fire Services Museum of Victoria), Lloyd Hughes (Maldon Motor Museum), Paul Taylor (Australian War Memorial), Kel Davis (NT Representative/National Road Transport Museum) & Marianne Norman (National Motor Museum (Australia))

Note: No Executive Committee meeting was held prior to this Annual General Meeting due to the absence of an Executive Committee member caused by travel delays. It was decided to begin proceeding with the Annual General Meeting instead.

Meeting opened 9.30am in the Museum Theatre of the Army Museum, Bandiana

Mark White, Chair welcomed all those attending and thanked them for the time and effort they had gone to in getting there. Mark also thanked Capt. Phil Craig, Director of the Army Museum for acting as the host for this year's AGM and for his support during the organizational period. Mark asked Capt. Phil Craig to say a few words. Capt. Phil Craig gave a brief outline of the Army Museums history and the Army History Unit, its organization and structure. Capt Phil Craig also gave a brief outline of his personal background and how he'd become involved in the Army Museum.

Mark outlined the proceedings of the day and the agenda for the meeting.

Agenda would be as per normal i.e. elections of officers etc. and include:

New Member (National Holden Museum)

Andrew Grant (Powerhouse) National Cultural Policy

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Treasurers Report

Due to a number of issues, including internal communications between office holders and the fact that some people were unaware of the exact procedures for new members it is taking some time to process the applications of potential or new members. Regional Representatives were to forward all applications to the Treasurer who would, via email, circulate to the Executive Committee members for approval, via email, of the application. Once the application was approved then the Treasurer would inform the Regional Representatives who would then talk to the new member, or, if for some reason, the application wasn't approved (with a reasonable explanation) would contact the applicant. It was noted that this could take some time, but email was the most effective communications tool in this instance.

The Chair/Treasurer raised the fact that all AGM reports (see attached) were for the fiscal year i.e. June to July, and that even though the AGM would generally take place in September or October, the AGM would be presented with two sets of financial records. There would be the formal, end of financial year records, which would be those that were to be ratified by the Annual General Meeting. The other set of records would be those presented at the time of the Annual General Meeting which would show the Associations current financial situation. This would include what membership fees which had come in at the start of the new financial year (and membership subscription year) and would also include liabilities, of which the outstanding membership subscriptions would be make up some, if not all, of these liabilities.

This year's membership fee was \$100 for most of the members, this was expected to cover most of the costs related to website development etc. but it would mean that the Association would not be in much of a position to build up a reserve for future expenditure. Income from forecast membership fees was expected to be around \$6,000 this was forecast at current membership levels, however as membership is entirely voluntary and is only yearly, it is impossible accurately to forecast the exact amount that would be expected from membership fees. However the good thing is that we can far more accurately forecast expenditure, currently our expenditure has been fairly limited, and has involved only website hosting and mail (however this has been subsidized by the Museum Of Fire and National Motor Museum (Australia) each of which is absorbing any costs in this area. The only additional cost had been those involved in the printing of AMMA membership stickers, these would be circulated and were provided with either a sticky back or sticky front (for glass).

Bottom line is that the Association currently when all fees were paid would have around \$12,000 in assets (which were financial form and not physical assets) and that the Associations accounts receivable was \$3,500, which was made up entirely of current outstanding membership fees for the 2011/2012 fiscal year. So far, given current membership subscription returns, the Chair/Treasurer forecast that membership was remaining steady.

The Chair/Treasurer requested that the meeting authorize the payment for printing of stickers, which cost \$460

Motion

That the Chair /Treasurers report be accepted, including payment for printing of stickers and the Museum Of Fire be formally thanked for its support of the AMMA

Ted/Ian - Carried

Chairs Report

Mark asked that any member who has reason to place an article or advertising in any publication, could they please either, by reciprocal negotiation (or if they are willing to pay the extra cost), place either a small advertisement or by line in their published article etc. which uses the Australasian Motor Museum Association logo and the web site address. The Chair had been able to negotiate such a deal with a newly, nationally, published truck history magazine.

Also the Chair asked that all members, if possible (and it is recognized that not all members have websites or in some cases control the content of their websites), place a link to the AMMA website on their own Museums front-page.

Ian Bone (QLD Representative) also mentioned that as he had some background in marketing, that the type of advertising that the Chair was mentioning was important as it was a form of viral networking and that he was aware that there were still many private museums or collections which were still not yet linked to the AMMA.

The Chair also mentioned that whilst the AMMA had been started by a number of large national or state funded museums, it was in fact the small private museums that made up the bulk of the AMMA membership and that if the Association was to grow in size the recruitment of these museums was the key to future growth.

Ted Furley talked about National Holden Museum, Echucha

New member, Mr. Ted Furley, proprietor of the National Holden motor Museum, in Echucha Victoria talked about the history of his museum, which had originally stated in Bendigo but had due to changes in ownership moved north to Echucha. Ted spoke about the issues related to marketing, visitor satisfaction, collection/exhibition maintenance etc.

Website

Peter Gault (Webmaster) presented the AGM with a statistical report from Riverland Internet, who host the current website, again it was pointed out that this report was limited as the statistical data received from Riverland's server is restricted. Over all Peter said that the website has been very successful and is in fact, although possibly of limited financial value (or worth), the AMMA's most significant asset. The figures (see below) speak for themselves that the website is becoming more and more of a 'go to website' however the challenge now was to keep the website both fresh and interesting.

Statistics

2009-2010	97,000 hits
2010-2011	209,000 hits

It was noted, that 'hits' does not necessarily mean that people have stayed on the website, but that they have at least visited it during a web search.

Peter again reiterated the Chairs point that having a AMMA website link on each members own website front page was a really important point, as this leads to 'hits' and also assists those searching for motor museums in the region. It was also suggested that the link logo would be seen by those visiting as a type of quality endorsement, and that a successful visit to an AMMA members museum was likely lead to further visits of other members museums.

Peter also suggested that any member who is holding an event, display or rally should contact the Webmaster via the Website with information (and possibly images). The events page was an important way of getting repeat 'hits' but this would only work if it is regularly updated and this will only happen if the Webmaster receives regular notification of events.

Peter also reiterated that placement of the AMMA logo and website address on all flyers and posters was a most important way of advertising, not only the Association but the website address.

Motion

Thank Peter for his work with the website

Andrew/Matt - Carried

Andrew Grant, Senior Curator, Transportation, Powerhouse Museum, Sydney talked on the Commonwealth Government's, National Cultural Policy

Andrew said that the information released, so far, on this review was virtually entirely bias towards the Performing Arts sector, and what little mention of the Heritage sector was clearly not aimed at science & technology museums. This should be of concern to all AMMA members as the 'knock on' effect would be that both Commonwealth and State government policy towards both the Arts and Heritage sector would be significantly shaped by this review. Andrew circulated a handout with useful recourses for regional museums (see attached). Andrew suggested that all members should individually fill out the online submission and the Executive Committee should place a formal submission under the AMMA banner. Andrew also showed on the theatrette audio visual system a recently launch national register of clothing which the Powerhouse had launched and suggested something like this related to motor vehicles could be a good project for the AMMA to initiate.

Minutes of the previous AGM, held at Whiteman Park in Perth 2010

Motion

The Minutes of the 2010 AGM are held to be True and Accurate

Phil/Peter - Carried

State Reports

Victorian Representative (Peter Gault)

Victoria has picked up one new member this calendar year, this being the National Holden Motor Museum in Echucha.

The Victorian Representative has produced one state newsletter, which has been circulated to 18 member museums within the state of Victoria. The Chair asked if it was possible for the Victorian Representative to circulate this also to all state representatives, as this might stimulate them to do a similar thing for their states.

Peter had also produced a draft of a state based brochure for Victoria and had contacted all Victorian members asking them to indicate their interest in the production of a state based brochure. However at this point in time he had only 8 replies out of a possible 18 possible replies, he felt that this was too low a number to authorize the expenditure on the printing of the brochure.

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Peter had over the year been in contact with most of the Victorian members and that as a general feeling he felt that museum attendance figures had been fairly constant but that the larger museums, mostly state funded, were down on attendance. Peter suggested that the possibility of the AMMA joining Museums Australia in some form i.e. Associate etc might be useful to assist the AMMA in getting a larger picture of the museum sector, this would also assist in the AMMA being able to 'take the temperature' of the museum's market.

Peter did raise the issue that one of the hardest questions he had been faced with and one that he felt worth bringing up at the AGM was the question of 'value', in particular to those members who are either not on line (i.e. email) or do not have a web presence (i.e. website). This sparked a general discussion, however the Chair felt particularly strongly that whilst it was good for Peter to raise the issue that those who questioned 'value' with particular regard to the web and email were missing the point. The AMMA website was a means for all to advertise their museum to potential visitors and this was the critical point, it was OK for them not to have an email address or website, but many people now do and that after a number of years the internet (websites and email) has proven to be a forceful and worthwhile marketing tool. Whilst the Chair accepted that 'at the end of the day' it was a case of each to their own and that in some instance no amount of evidence would change some people's opinions it was for all state representatives to 'sell' the benefits of the AMMA and that these benefits were tangible (meaning increased visitation) even to those without internet access.

Western Australia representative (Ron West, Vice Chair for Kelvin Ferris)

Western Australia is in good hands and has two very active representatives with both the Vice Chair and state representative. They had jointly organized a state based meeting to inform all interested members what was currently happening within the AMMA and to disseminate any other information they had to hand.

Ron felt that, in particular, internal communications with members is by far the most important issue facing the to be newly elected Executive Committee and until we had a real answer to this, we would continue to struggle to attract new members and that if it was not resolved that eventually it could erode current membership. This led to a discussion on the general handling of the Association and that in many instances those on the Executive Committee had been on the Committee since the inception of the Association. As a result of the discussion it was felt that there needed to be a greater dispersal of contribution to Association. This meant that state representatives would need to recruit members to possibly take over as the state representatives in a few years, in order to bring 'new blood' or new ideas into the Executive Committee of the Association.

Queensland representative (Ian Bone)

Recent natural disasters, including both cyclone and floods, had luckily not affected any known museums or collections but had a significant effect on the tourism dollar, with lower numbers of both interstate and international visitors as a result of these disasters being highly publicized.

The Bowden's Collection, currently not a member, but known to many members had unfortunately not been able to secure the Big Pineapple site and as a result their plans to set up a motor museum and tourist attraction there had fallen through.

Peter Champion's Brock Motorsport Museum (again not a member) at Yapun, had now closed and was not open at regular times anymore. This was both the result of location, and the down turn in tourists. There was some talk of it being relocated but this had not yet amounted to anything, at this point in time.

Queensland Motorsport Museum, which was initially to be located at the Lakeside Raceway (which the Executive Committee had visited at the last meeting) was now looking at co-locating at the Ipswich Railway Museum site in Ipswich, but this had yet to materialize at the time of the AGM.

Tasmanian Representative (Phil Costello)

Four museums in Tasmania are members of AMMA. Phil foresaw no great change in the number of members as this represented a good proportion of the motor museums within the state, with only the possibility of maybe another one or two coming on board over time.

Currently economic conditions, particularly in the state, are tough with no immediate prospects of change.

Tasmanian National Automobile Museum now has a new front area, and those members of the Executive Committee who had visited in the past would be aware of the change this would make to the museum. The new front has increased the shop size and provided greater exposure for the museum by increasing its street frontage.

New South Wales Representative (David Wilson on Reg. Wilkins behalf)

Reg. Wilkins has visited some more member museums in the region and continued to promote the benefits of Association membership.

Stand-in South Australian Representative (Matthew Lombard)

Had unfortunately not had much of a chance to visit many member museums within the state, but had kept in touch with a number via email etc.

Was pleased to report that Michael Finniss's, Collectable Classics Motor Museum at Goolwa was still open and that Michael was still opening it on a regular basis.

Ron suggested that Matthew visit Eric Parker's Chevrolet Museum again and see if he could get Eric to join up as an AMMA member. Matthew would do this within the next few months, as time permitted.

Northern Territory Representative (Kel Davis)

Not present no report presented, however Ron had been in touch with Kel and said all was Ok in N.T.

Election of Office Holders

The Chair declared all positions on the Executive Committee vacant, and asked for somebody impartial, from the floor, to take the Chair and act as Returning Officer. Norma Garment, from Parkes took the Chair and was acknowledge by all present to be a worthy Returning Officer.

Written nominations received:

Peter Gault, Victorian Representative – Charlie's Seat Motor Museum

Ron West, Vice Chair – Motor Museum of Western Australia

Ian Bone, Queensland Representative – Queensland Motorsport Museum

Matthew Lombard, Secretary – Powerhouse Museum

Mark White, Treasurer – Powerhouse Museum

Mark white, Chair – Powerhouse Museum

Nominations were called for from the floor

Written Proxy Votes received

Peter Gault, two proxy votes, from Portland Powerhouse Motor and Car Museum and Charlie's Arthurs Seat Auto Museum

Ron West, one proxy vote, from Motor Museum of Western Australia

Results of election for Executive Committee

Chairperson – Nominated Mark White - carried

Vice Chair – Nominated Ron West - carried

Treasurer – Nominated Mark White - carried

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Secretary – Nominated Matthew Lombard - carried

Regional Representatives

Queensland Representative – Nominated Ian Bone - carried

New South Wales Representative – Reg. Wilkins - Returned unopposed

Western Australia Representative – Kelvin Ferris - Returned unopposed

Tasmanian Representative – Phil Costello - Returned unopposed

Victorian Representative – Peter Gault - Returned unopposed

Northern Territories Representative - Kel Davis - Returned unopposed

South Australian (stand-in) Representative – Matthew Lombard - Returned unopposed

The Chair reminded all present, that it was possible under the current constitution, for the newly elected Executive Committee to co-opt a member, when required or if their specific expertise was considered of use to the AMMA.

Matters Arising

Ron tabled a suggested job description for all Regional Representatives, this he had promised to undertake at the last Executive Committee meeting in Brisbane. Both Ron and Kelvin had worked on the document, and felt that it best summed up the role of the Regional Representatives. It was agreed that this was a good model for all Regional Representatives to work with.

Ron West raised the issue of internal communication and that this was a continuing issue, which the newly elected Executive Committee would be required to grapple with. Some of this related to the methodology of communication i.e. emails etc, and that not all members were on the same level, however this was not entirely the only problem and it was up to the members of the Executive Committee to effectively communicate with each other and also the general members effectively and efficiently.

Peter spoke to Ron questions regarding communications and that if this was the major issue then the Annual General Meeting need to be proactive in its regard to the issue and as such he would move the following:

Motion

That the Executive Committee of the AMMA produces one National newsletter per year

Peter/Ian, - Carried

Another issue was that the minutes of the Annual General Meeting were unavailable to the general members until they had been tabled and ratified at the following Annual General Meeting, this basically meant a time lag of one year before the minutes could be formally circulated and that this was not conducive to communication with the general members. It was suggested, and generally agreed by all present, that the next set of Annual General Meeting minutes (these) should be circulated to all members with the heading notated as DRAFT and that they would remain in this format until ratified at the next Annual General Meeting.

Ron raised the question of a Meeting Coordinator and that this person would be responsible for the organization of both Executive Committee meetings and the Annual General Meetings. This person would liaise between the Executive Committee and those organizations that either chose or were approached to host either an Annual General Meeting or Executive Committee meeting. All present agreed that this was an idea with merit; Ron said he was prepared to undertake the role and would draw up a position description.

Motion

That the Executive Committee adopts the role of a Meeting Coordinator and that this position is occupied by the current Vice Chair, Ron West for the forthcoming term of the Executive Committee

Ron/Peter - Carried

World Forum for Motor Museums

Matthew spoke about a recent Secretariat of World Forum for Motor Museums meeting which he had attended at Coventry, England via Skype. Mike Penn, Chairman of the World Forum for Motor Museums had expressed some concern due to the lack of pre-entries for the next World Forum, and had been working with the organizers, the Royal Jordanian Motor Museum, Amman, Jordan. Mike said that the lack of pre-entries seemed to be caused by the ongoing tension in the Middle East, in particular Syria. Many North American institutions were holding back and reluctant to send staff. Mike had organized with the Royal Jordanian Motor Museum to postpone the next Forum until early next year (around April) however he was still concerned that the World Forum might not occur. Mike also mentioned that an approach to the World Forum for Motor Museums Secretariat had been made by the National Motor Museum of Greece to hold the World Forum sometime in 2013. This was a possibility; however the recent collapse of the Greek economy could present an ongoing concern. A general discussion ensued about the future of World Forum for Motor Museums and the costs associated with holding this, one option was to extend the time between World Forum, and encourage regional Forums. It was decided that Matthew Lombard, as Secretary of the Association, would continue to sit on the Secretariat, and would report back to the Executive Committee and the members via the Annual General Meeting, as required.

Next Annual General Meeting, Sept 2012

The Chair spoke of the need to give some thought as to the location of the next Annual General Meeting. Whilst Western Australia had been a wonderful opportunity for those who had attended, it only produced a few dedicated visitors from the eastern states and it was felt that transportation costs and distances had put off a number of potential attendees.

Barry Garment, Secretary of the Parkes Antique Motor Club Inc, who manage the Parkes Motor Museum at Parkes New South Wales offered to host the next Annual General Meeting. He mentioned that there were a number of other motor museums and private collections within the greater Parkes area which could also be visited whilst attending the Annual General Meeting.

It was also noted that if a central location, with good access to transport infrastructure, was a mandatory pre-requisite then possibly of approaching the Fox Collection, which is located at the bottom of Collin Street in Melbourne, would be ideally located. The Chair would approach the proprietors of the museum to gain interest in the possibility.

Ted Furley of the National Holden Motor Museum offered to host either an Annual General Meeting or an Executive Committee meeting, in the future, should the Executive Committee believe that the location of the museum is suitable for either.

Next Executive Committee Meeting

Kel Davis has a standing offer to host this at the Road Transport Hall of Fame in Alice Springs in April 2012. Ron West, as the newly appointed Meetings Coordinator, would work with Kel to achieve this.

Unfinished Business

The Chair asked for any other business which had gone un-noted during the previous discussions.

Peter said he felt that the concept of producing a brochure, be this either a state based or national brochure, was an important marketing tool and would be the start of a new phase in getting the AMMA's name out to the public. This resulted in some in-depth discussion regarding brochures and their potential effectiveness as marketing tools, as well as the issues surrounding their distribution.

Motion

That the AMMA contribute to the production of a brochure either on a National or State by State basis

Peter/ Phil – Motion left on the floor, motion was not voted upon

Further discussion on this issue took place as a result the motion was left 'on the floor' and not voted upon. This discussion led to the offer of Ian Bone, who has had previous marketing/printing experience to head up a renewed Marketing Sub-Committee (formally this had been headed by previous Chair – Kym Hulme). David Peck (The Motorist) also offered to assist in the production of a brochure as he too felt that this would be an important marketing tool. Peter said he would be happy to assist Ian but felt that as he had asked Victorian members to assist in producing a brochure and had only received 8 out of 18 potential replies, he felt this gave him no mandate to 'go it alone' in production of a Victorian brochure. Peter had had a quote for brochures from the same company which produces the Gippsland Vehicle Collection Motor Museum brochures and the cost would be for 18,000 brochures between \$1,800 to \$2,000 for printing alone, this did not include the cost of any art work i.e. graphic design.

Wrap up

Motion

The Chair asked all present to show their thanks to Capt. Phil Craig and the Staff of Army Museum, Bandiana, for hosting the AGM and that this be noted in the minutes of the AGM.

Andrew Grant asked that those present show a vote of thanks to Mark White (and his wife Liz) and the Museum of Fire for organizing the AGM , and in particular the morning tea and lunch

Andrew/ Barry – Carried