



The Australasian Motor Museums Association

Motoring Matters

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*A wise person does
at once, what a
fool does at last.*

*Both do the same
thing; only at
different times.*

Lord Acton

Chairmans Chatter

Welcome, to the first edition of "Motoring Matters" the Australasian Motor Museum Associations second initiative, following on from our successful web site, to help bring Motor Museum & Collection, owners, managers, staff & volunteers relevant information which can help you to network with your fellows and hopefully assist you in managing your museum or collection.

As operators or collectors, I think we are all aware that despite the contribution the motor vehicle has made to our society, there still seems to be a limited recognition outside the sector that our Australian motoring history is significant, few outside the sector seem to recognize that motor vehicles and associated memorabilia have an important place in Australia's history and the responsibility for saving it is largely being taken up by the private sector. We aim to assist where we can.

While we have this lofty goal we all need to recognize we are currently a fledgling group, we rely almost totally on the voluntary contribution of our committee members. This contribution is not insignificant with travel and accommodation costs for meetings of around \$500 per meeting being personally carried by delegates or their organizations at least twice each year. On top of this there is a commitment of time, phone calls and mail outs. AMMA pays for none of this, your delegates do, so please support them where possible, they are working for you and for the betterment of us all as a group of people with a common interest.

In this our first issue I also need to acknowledge the work of our forbearers, the Foundation Members many of whom are still with us and to recognize the work of Kim Hulme our founding Chairman and then CEO of the National Motor Museum Birdwood SA. We also need to recognize the work of Mark White foundation Treasurer and immediate past President, Mark is CEO of the Museum of Fire in Penrith NSW. Wendy Muddell a former Vice Chair, from the Australian Motorlife Museum in Newcastle and Davina Hughes (nee Gibb) former Victorian Delegate from the RACV Heritage Collection. Without their input and commitment there probably would be no AMMA on which to build.

We still have some issues to resolve, the committee are very aware that we currently do not have any formal method for each State to put forward their chosen delegates. All members are welcome to nominate for positions and to attend our AGM where all positions are decided by the members present, under our constitution any member can delegate proxy votes to any fellow member attending.

We know we have not moved as fast as many of you would have liked, in fact not as fast as many on the committee would have liked, but we believe we have turned the corner and can now move forward quickly, utilizing the small amount of capital we have built up to benefit you the members. 2013 will see AMMA produce two newsletters and at least 10,000 National DL size Promotional Brochures featuring all member museums.

The recent AMMA Annual General Meeting saw all positions filled except the NT Delegates position which we believe will be rectified shortly. At the Committee Meeting following the AGM several motions passed such as the motion which will enable us to use electronic voting to speed decision making, this should see the committee now able to move forward quite rapidly and react much more efficiently to any immediate issues facing us.

AMMA currently have 61 members and we continue to grow as we hear of and approach new Museums and Collections. We are always keen to hear your feedback and will strive to develop AMMA into a strong body, capable of representing our members common interests in a timely manner.

Peter Gault
Chairman

State Delegate Reports

New South Wales

Museums generally in NSW have had reasonable visitation and many have seen a change to Club visits which is a great help in keeping the finances up.

Definitely events posted through the Web site have made a difference. Each Museum should advertise on this site of coming events to help groups on a longer run to include the Museum on the itinerary.

Pricing of fuel is a definite detriment to visitation but possibly not in the reach of the AMMA to do a lot with this as it is recreational and an option.

Northern Territory

Unfortunately we don't have a report from our NT Delegate for this newsletter as we are told Kel Davis is not currently enjoying good health.

I am sure I echo all our members thoughts in wishing Kel all the best for the future

Queensland

Peter Champions Brock Museum has definitely closed its doors but is likely to reappear in another State and the Queensland Motorsport Museum has run into further problems securing a long term venue.

The Bowdens Australian Race Car Collection has been successfully expanding on their opportunities to contain it as a desirable and limited access venue. Entry fee is high but the attendance is substantial. Maybe a clue to community engagement through creative thinking around desire, mystique, but not necessarily through cost.

Visitation amongst member museums has fallen, so now is the time to ramp up profile through weekend TV shows, Local Tourism Centres and associated industries. Links to RACQ Cars of Yesteryear, Historic Racing events, displays and track events such as Lakeside McLeans Bridge Turnout. There are many events spread across the year which we can communicate through our web-site and this newsletter.

Government budget cuts will be likely effect the quality and quantity of displays for some members and in addition funds will by necessity be reassessed as a result of a significant fire at the Queensland Railway Workshops Museum which had been targeted and received approval to promote Transport based exhibitions.

It is of concern that members have been very quiet and I believe AMMA needs to ramp up our communications over the coming 12 months, possibly invoking Government assistance at a local level or lobbying car clubs, transport historians, private collectors and other interested parties to foster greater community awareness and support.

South Australia

South Australia has museums and collections which are widely scattered between the mid north of the state (Peterborough) and the south east (Mt Gambier). With currently only five museums as members of the association it will be the state delegates primary objective to raise this number over the next year.

The state has arguably the largest and oldest operating motor museum in Australia, this being the National Motor Museum (Australia) which was previously known as the the Birdwood Mill Motor Museum. This museum first opened as a private museum in 1964 and was purchased by the South Australian state government in 1976 and continues to be operated as a state government asset.

The other member museum is a relatively new entity operated by a long standing South Australian motoring identity, this being Michael Finnis. Michael has many years experience in the motor trade and in his last few years in the trade operated an exclusively vintage and classic car sale operation. Upon his official 'retirement' Michael purchased a former sail loft in the holiday town of Goolwa and proceed to fill it with those vehicles and items which he had put aside over the years as being special or unusual.

State Delegate Reports - continued

The next state delegates report will feature more detail on the two other state member museum's The National military Vehicle Museum and Ruston's Roses, a motor museum with a difference.

As previously stated a small number of other museum and collections exist within the state, primarily the Peterborough Motorcycle Museum, which showcase mainly English and European motorcycles (particularly Italian).

Several private collection exist around the state which are open to viewing to car clubs etc upon appointment, and as your delegate gets around these over the next year he hopes to be able to showcase them in future newsletters.

Tasmania

Tasmania currently has four members of the Association.

The Bicheno Motorcycle Museum on the East coast is home to a magnificent changing collection as well as providing a restoration service.

Richardson's Harley Davidson is Tasmania's multi award winning dealership established in 1978. The museum provides a fascinating and informative experience on the top floor of the Launceston branch.

One mans unique story is told through the magnificent collection of veteran vehicles he has restored. The unique Ransley Veteran Car Collection is part of the Wonders of Wynyard exhibition centre on Tasmania's North West coast.

The National Automobile Museum of Tasmania located in central Launceston houses a beautifully presented ever changing collection of cars and motor cycles and features seasonal theme changes and an extensive gift shop.

Visitor numbers to the museums are showing positive signs against last years heading into the peak tourist season.

All museums actively promote one another and collaborative marketing opportunities are currently being explored.

Victoria

Victoria currently has 22 members and we welcome 3 new individual members and a new institutional member this year.

Unfortunately we have lost another Museum this year, with the Ford Discovery Centre closing its doors, but, I am told that there is a local effort to create a new trust body and re-open a Motor Museum in the Geelong area based on the Discovery Centre exhibits.

Some members have reported a slightly lower attendance this year which has been put down to the current economic situation and possibly fuel prices keeping patrons close to home. Touring clubs still appear to be a very active market if they can be encouraged to visit.

While we were not able to get our State Brochure printed and distributed several hundred were run off over the course of the year, these were eagerly received by those finding them. We also handed out 300 at the recent Motoclassica event.

Western Australia

The past year has seen some spectacular changes to our Museums and Collections in WA.

New member Mitch Vickers of " Vickers Holden Premier Collection" has a priceless display of every model Premier that General Motors Holden produced, all are handpicked one owner low mileage cars complete with books and accessories in immaculate condition.

Bailup Ford Farm has added a very rare Series 2 Ford GT 40 with a low 7,000Ks recorded and a 1970 XW Ford Fairmont Hearse with all the Falcon GT options including a 351 Windsor motor.

House of Buick, Les and Jean Woodruff have recently sold most of their collection and are retiring, a few cars are left including a 1958 Skylark with only 140 miles recorded. We wish them well and congratulations as they are about to celebrate their 60th Wedding Anniversary.

The annual Classic Car Show was held in April, some 1,200 Cars, Trucks, Buses and Motorcycles were displayed on the lawn in dappled shade around Mussell Pool in Whiteman Park and attracting 19,000 visitors on the day.

Web Site News

The Web Site has started very successfully with over 97,000 hits in our first year, (our first and not a full year). Our second year saw 209,400 hits and this year we have had over 298,000 hits.

I hope this is turning into visits for all of you, reports at the AGM indicated this to be the case.

We are currently working towards the development of the members area of the site which will require a login and we hope to provide you with some useful and interesting information and tools to assist your operations.

I encourage you to create links to the AMMA site from your own web sites and to make use of the AMMA site to

promote your Museum by submitting photo's to the Gallery and to use the Calendar to promote your events. Simply go to the site,

<http://www.australasianmotormuseums.com.au/>

and use the submission templates on either the Gallery or Events pages.

For those of you who are not online, I am happy to edit your business card web pages or to receive photo's or written event descriptions by mail and put these online for you. Just send your information to the Secretary, contact details on page 5.

AGM News

Our recent AGM was held at the Fire Services Museum in Melbourne and we thank them for hosting us and particularly Graeme who I am sure had better things to do with his Monday.

The meeting was relatively uneventful though we did see several changes on the committee with Peter Gault of Gippsland Vehicle Collection voted into the Chair, Kelvin Ferris of the Motor Museum of Western Australia becoming our new Vice President, Peter Quennell, from Gippsland Vehicle Collection taking on the role of Secretary, Ron West, proprietor of the West Coast Motor Museum taking on the role of Treasurer, David Peck of The Motorist taking the role as Victorian Delegate and Matt Lombard from the National Motor Museum taking on the role of South Australian Delegate. All other positions remain the same though we are unsure if our Northern Territory Delegate will be able to resume duties again in the future. Current committee contacts are printed on page 5 of this Newsletter.

The only other significant business was a resolution to set a zero membership fee for existing members for the 2012/13 year, while maintaining the \$50 initial joining fee and standing membership fee structure for new members.

While this was subject to some discussion the members present felt that this was appropriate as we had not achieved all we wished last year and hold adequate funds to maintain our web site, publish our newsletter and to print 10 to 15,000 copies of the proposed National Member Brochure.

Following the AGM the members were treated to an extensive tour of the Fire Services Museum, East Melbourne Fire Station and yard by Graeme. It was wonderful to see our services maintaining such a fascinating collection of vehicles and memorabilia, from an early horse drawn Shand Mason steam driven pump through the marvelous Hotchkiss which originally belonged to Dame Nellie Melba and was commandeered in Europe during the second world war, the old emergency fire alarm system through to current vehicles and an explanation of modern fire practice and building design which now makes most fires escapable.

Knowing this is only a small part of the Fire Services Museums collection just leaves you wanting to know and see more.



Members inspect the 1880 Shand Mason pumper



Dame Nellie Melba's 1914 Hotchkiss, later converted to a fire appliance



Graeme has us all looking to heaven

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Northern Territory	Vacant		
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Members - 2013

ACT Fire Brigade Historical Society	Chrysties Museum	Private Collector - Trafalgar, Vic
Allansford Cheeseworld Museum	Coleraine Classic Cars	Private Collector - Hawthorndene, SA
Army History Unit	Dardanup Heritage Park	Kaniva Car Museum
Australian Motorcycle Museum	Elfin Heritage Centre	McFeeters Motor Museum
Australian Motorlife Museum	Fire Museum of Queensland Inc	Private Collector - Ballarat, Vic
Australian War Memorial	Fire Services Museum of Victoria	Merredin Military Museum
Auz Muscle	Ford Discovery Centre	Motor Museum of WA
Bailup Ford Farm	Fox Classic Car Collection Trust	Motorcycling Australia
Bicheno Motorcycle Museum & Restoration	Giippsland Vehicle Collection	Museum of Fire
Caboolture Historical Society	Goolwa Motor Museum	National Automobile Museum of Tasmania
Campes Motor Museum	Harrow Transport Museum	National Holden Motor Museum
Charlies Arthur's Seat Auto Museum	House of Buick	National Military Vehicle Museum



www.australasianmotormuseums.com.au

As you walk down the fairway of life you must smell the roses, for you only get to play one round.
[Ben Hogan](#)

Members - 2013 - continued

National Motor Museum (Australia)	Portland Powerhouse Motor & Car Museum	The Motorist
National Motor Racing Museum	Powerhouse Museum	The Tractor Museum of WA
National Museum of Australia	Queensland Motorsport Museum	Transport & Main Roads Heritage Centre
National Road Transport Hall of Fame	Private Collector - Newry, Vic	Trevan Collection
National Transport Museum	RACV Heritage Collection	Vickers Holden Museum
Parkes Antique Motor Club Inc	Richardsons Harley Davidson	West Coast Motor Museum
Peterborough Motorcycle Museum	Ridley's Motor Museum	Wonders of Wynyard
Pioneer Settlement Village Swan Hill	Ruston's Classic Car Museum	York Motor Museum