



The Australasian Motor Museums Association

Motoring Matters

VOLUME 1, ISSUE 2

MAY 2013

INSIDE THIS ISSUE:

Delegate Reports	2/3
Contact	4
Offer's	5
Members	6
Meeting Report	7
Meeting Pictures	8
Survey	9

"Telling the future by looking at the past assumes that conditions remain constant.

This is like driving a car by looking in the rear view mirror

Unknown

Chairmans Chatter

Welcome to issue two of Motoring Matters.

The committee have recently met and I would like to thank the Fox Classic Car Collection Trust and particularly Peta Wheadon - Manager, for making space available to us and for guiding us through this excellent facility.

While this was a very busy Executive Committee meeting several critical decisions were made (more about this in the Meeting Report), and we also had the pleasure of several members being able to sit in on the meeting and later join delegates for a tour of George Hetrel's fantastic collection at Como Gardens and on Sunday, a complimentary visit to the RACV Classic Motor show at Flemington racecourse, thanks to member Daryl Meek and the RACV.



Delegates & Guests
Fox Classic Car Collection - Docklands

The last six months have been busy for Delegates. We published the first member Newsletter, which appears to have been well received. We have now transferred all relevant documents to our new Secretary and Treasurer set up a new bank account with multiple signatories.

Delegates have been active talking with members, potential members and gathering information for our first National Brochure and we sought quotes and had 10,000 copies designed & printed. We created a contact card for our delegates and members and a sub-committee have reviewed and put forward an updated constitution for the AGM to consider. 75% of all members votes will be needed to pass this important decision at our AGM. Your vote or a Proxy will be essential for this to progress. Copies of the current and new draft constitutions are available on our website for members consideration.

Unfortunately we lost one member this year, but we have gained 5 new members and continue to grow.

The meeting then looked to the future. Delegates considered how can we add value for members, decided how we will allocate and distribute the new Brochures and considered if and when we should reprint. The committee considered updates for our web-site, resolving some problems and providing the members area/forum etc. We discussed developing a New Member Pack to send to prospective members and agreed we need to do some strategic planning, a business plan & succession plan and start to document the history of AMMA. We considered how we might reduce the 50% of the total cost burden for this association currently being born by our Delegates and or their member organisations, resolved to join Museums Australia and decided we should again survey our members to gain information which will help us advocate on your behalf.

Finally, I would like thank the committee and members for their support and input over the last six months. We have faced some challenges and made some mistakes, but we have also achieved some significant goals, I believe we have achieved everything we set out to accomplish at our last meeting and I look forward to resolving the last of our outstanding tasks in the next six months and getting AMMA well placed for further growth in member numbers and services through 2014.

Peter Gault

Delegate Reports

New South Wales

Not a lot to report as I have not yet visited all NSW members, but hope to get around more members early June.

Visitation is improving in my area and many Clubs and Coach Tours are including us in their destinations. The Committee meeting went well and if discussion is limited in time on the Constitution the AGM should also cover most subjects. One of the items that needed addressing was the lack of action on the brochures. This has now been overcome and we will move onto the next items. That is, improving the Web site and gaining Corporate Sponsors.

Northern Territory

The Northern Territory is gearing up to what we call the 'tourist season' which officially kicks in around the middle of April. At this time of the year we are lucky to have 20 visitors a day but it will build up to 200plus a day by May. It's not any less busy for us during the quiet season; just less revenue coming in the front door.

Here at the National Road Transport Hall of Fame we've just erected a new 60mtr x 30 mtr hall to show our unique road-trains in a "Trucks in Action" display, planned an extension to double the size of our Kenworth museum, have just completed a 7-1/4" gauge miniature railway and are in the process of building a new library and resource centre. We have also just had our Annual General Meeting and Planning Meetings and will get down to subcommittees and external board representation at the next meeting. We have welcomed a dozen 'new' old vehicles into our collection recently and have another six due in coming months so it looks like we'll be planning another building before long.

Generally tourism has been down throughout the Northern Territory but with a new government and a new structure to the way the NT Tourist Commission operates we look forward to several new initiatives bearing us the fruit of increased visitations.

Report thanks to; Liz Martin - CEO - National Road Transport Hall of Fame - Alice Springs

Queensland

First quarter of 2013 has provided me the opportunity to visit member museums and 3 potential new members in the western corridor between Brisbane and Toowoomba. A number of key observations and issues were raised: There was no notification that membership fees were not being invoiced for 2012/2013.

There is an issue of cost cutting to increase visitations at the cost of other museums – I don't believe AMMA can directly address this issue but encourage a more collaborative approach to support each other through local tourism authorities.

A clear need for a state newsletter to be produced by myself quarterly with significant items of interest via electronic media.

Contact with Cobb & Co Museum identified they have on staff a government paid employee who is a regional museum development officer who will be my main contact and of significant support going forward.

The brochure was supported by those I spoke to as a great tool for both linking AMMA members but also a leverage point for new memberships.

What's happening?

There are a small number of new museums under construction or in the planning stages. Clive Palmer has a museum under construction to house his significant collection. A temporary exhibition was warmly received by the public and it is expected the permanent home for this collection will be open to the public later this year. There are plans in place to open at least 3 private collections to the public – I have been involved in discussions and they will be members of the AMMA as this is seen as a positive way to get public awareness. Discussions are under way to review the funding model for museums along the same lines as the new Shepparton Motor Museum supplemented by commercial sponsorship. Approaches to the automotive industry have already provided positive feedback and additionally, free advertising opportunities through industry associations such as the Australian Automotive Aftermarket Association.

What is being targeted going forward?

To significantly increase the membership and awareness of AMMA through direct contact and increased distribution of AMMA information. To improve the cooperative approach to attracting both funding and visitations through local and state government support for museums as both educational and tourist destinations.

"If you want to know what life is like in the Soviet Union, go to your local department of motor vehicles"

Billy Joel

South Australia

I have managed, to get down to Goolwa and visit Michael Finniss who runs the Collectable Classics Motor Museum, he is doing Ok, and now seems to be happy opening four days a week, despite his earlier doubts about continuing the venture he now seems content in the number of visitors he has and it is equally his retirement project as much as it is a business venture.

I also managed to visit our mid north and can report that the Peterborough Motorcycle Museum is still operating. I have yet to visit the states south east region and have the name and details of a couple of larger private collections in this region and hope to make contact with the owners and see what interest they may have in joining AMMA.

National Motor Museum visitor numbers seem to be holding reasonably steady, last financial year we had 70 odd thousand visitors, we now seem to be settling on around mid to up 60's to mid to upper 70's thousand visitors per year over the past few years, unfortunately this is not the heady days of the past when we had 110 thousand visitors (but admittedly this was only for one year) but there is so much more for people to do these days and the strong Australian dollar is not doing us any favours. My friend at Mercedes Benz Museum tells me they had 777 thousand visitors last year - if only!

Tasmania

Tasmania's four members of the Association, The Ransley Veteran Car Collection, The Bicheno Motorcycle Museum, Richardsons Harley - Davidson and The National Automobile Museum of Tasmania are all proactive despite experiencing challenging times.

The general downturn in tourism and retail combined with the devastating bushfires that Tasmania experienced during the peak season has impacted in some way upon all. Despite this all four attractions continue to strive towards increasing visitation and improving the visitor experience.

The three attractions that have an admission charge, namely The Ransley Veteran Car Collection, The Bicheno Motorcycle Museum and The National Automobile Museum of Tasmania have done some collaborative advertising over the summer season and further options for this to continue are currently being explored. All four attractions actively promote one another.

Victoria

As Victorian State Delegate to the AMMA I have been in email contact with all Victorian members and spoken with some members directly or by phone. I attended the Committee meeting held at The Fox Classic Car Collection - Docklands on 20 April 2013. At this meeting the first national brochure was made available and have now been distributed to all Victorian members for hand out to visitors to their museums/collections. Additional copies can be made available to other suitable outlets. It is hoped that the circulation of these brochures may add visitations to all our members over time. The following members have reported that they are either renovating or expanding their facility to better present to the public: Fox Classic Car Collection - Docklands, Charlie's Arthur's Seat Auto Museum - Arthurs Seat, The Motorist Collection - Gembrook, Portland Powerhouse Motor and Car Museum - Portland.

We have gained four new members so far this year and we are aware of a number of other potential members that have been or will be approached for membership. Any leads on potential new members would be appreciated.

Western Australia

Membership is 10 a pleasing increase of 2 in the last year. A meeting of WA Members was held in March, Agenda items discussed included... AMMA April Committee meeting, World Forum of Motor Museums, Sponsorship, Government and Lottery Grants, Museum entry fees, AMMA membership fee.

Agreed that Kelvin Ferris continue as the WA Representative to the AMMA.

All members complimented the AMMA for the Australia wide brochure. It was decided that the WA allocation would be held at the Motor Museum of WA and members would draw refills as needed.

Events The Classic car show was held on Sunday the 28th April in the Mussel Pool area of Whiteman Park. Some 1,200 vehicles were on display from 59 Motoring Clubs and numerous traders. Perfect sunny weather attracted some 18,000+ visitors. For the first time entry was by Gold Coin many dropping notes in the collection buckets and commenting on an excellent Show.

West Coast Motor Museum has recently completed a new entry foyer into the Diner, an excellent welcome to the Museum, also a new gigantic Petrol sign has been added on the Front lawn area.

Motor Museum of WA has added a brightly coloured two-tone Yellow Glow and Racing Blue Austin A40 on permanent display in front of the Museum.

"Reckless automobile driving arouses the suspicion that much of the horse sense of the good old days was possessed by the horse" Unknown

Delegate Reports - cont

New Zealand

As I haven't been able to get home for sometime I've really not had the chance to establish any real contact about the AMMA there, I feel that the personal approach is going to be more effective at this point in time. I am going to visit Christchurch next month and will try to fly back to Australia via Wellington, in the hope that I can personally visit Southwards Motor Museum and talk to them. I plan to take one or more copies of the brochure with me and will hope that this might help secure them as our first (and biggest) New Zealand member.

World Forum

The Secretariat received two offers to host the next World Forum For Motor Museums, one from the Greek Motor Museum in Athens and the other from Petersen's Motor Museum in Los Angeles. The Secretariat opted for Petersen's Motor Museum. The reasons for this were two fold, we were unsure given Greece's recent troubles that the Forum could be staged there and be financially sustained, but more importantly whilst Greece is an interesting place historically there was a considerable lack of motoring history there other than the motor museum itself. The Petersen's proposal offered a lot more motoring focus with a more through program of related topic visits lined up on the program. So I'd encourage all interested in going to keep an eye on this website (see <http://www.worldforumformotormuseums.com>) . Please note that the major change is that the forum will now be held in March 2014 not September as previously.

The Committee

		Phone	Email
Chairman	Peter Gault	(03) 5145 1427	pgault@netspace.net.au
Vice Chairman	Kelvin Ferris	0402 329 457	kf1942@gmail.com
Secretary	Peter Quennell	0412 387 102	peterquennell@wideband.net.au
Treasurer	Ron West	0418 935 613	westcoastmotormuseum@westnet.com.au

State Delegates

Australian Capital Territory	Vacant		
New South Wales	Reg Wilkins	(02) 6721 2270	regwilkins@bigpond.com
New Zealand	Vacant		
Northern Territory	Vacant		
Queensland	Ian Bone	0413 704 208	ian@qldmotorsportmuseum.org
South Australia	Matthew Lombard	(08) 8568 4009	mlombard@history.sa.gov.au
Tasmania	Phil Costello	(03) 6334 8888	namt@bigpond.com
Victoria	David Peck	0411 465 098	info@vintagefun.com.au
Western Australia	Kelvin Ferris	0402 329 457	kf1942@gmail.com

Mailing Address;
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Maffra, VIC, 3860

Phone: 0412 387 102

Email: info@australasianmotormuseums.com.au

Offers

These offers are occasionally directed to, or passed on to us.

AMMA in no way endorses the product or offers made, we pass these on to you for your information only.

If you have any wish to discuss these offers please deal directly with the contacts listed below.

James Flood Collector Cards

I have a collection of James Flood cards commemorating vintage and veteran cars that I am looking to sell to a collector of such and am wondering if any of your members would possibly be interested.

The collection totals more than 200 cards, the Album of Motor Cards Number 1, and its cardboard box. The cards themselves and book (including all of its relevant cards) are in excellent condition, whilst the box is weathered but has done its job of protecting its contents for the previous 30 odd years.

If you could pass on my details to anyone who might be interested it would be most appreciated.

Damian Hodgkins can be contacted either by email oskycat@yahoo.com.au or telephone on 0409 508 779.

Deni Ute Muster DVD's

As an introduction, I'm a fundraising consultant who works exclusively with not-for-profit organisations and I've come across a project that I think would be an excellent opportunity for you to offer something special to your member museums.

An independent film maker from Wagga Wagga has filmed the **2012 Deniliquin Ute Muster** and produced two excellent DVDs:

A documentary style film of all the highlights of the 2-day event narrated by John Williamson, and for the first time, a DVD of the entire Australian National Circle Work Championships Final. Both films are available as DVDs or as digital downloads which can be delivered instantly. You can view the trailers for the films at www.denidvd.com.

They would be right at home in the gift shop of any motoring museum, and we would be happy to provide a 20% discount if AMMA or a group of museums want to buy copies of the DVDs in bulk.

The producers of the films have also made it a priority to give back to the community, and have partnered with two charities who will be receiving a portion of the proceeds from the films. These charities are the **Country Women's Association of NSW** www.cwaofnsw.org.au and **Hand Brake Turn** www.handbraketurn.org.au.

Please find attached a copy of the promotional flyer for the films.

If you'd like to discuss this opportunity in detail, please feel free to give me a call. Thank you for your time, and Happy New Year!

Kind Regards,

Jennifer Hamman

(M) 0401488009

(E) jh@jenniferhamman.com

(W) www.jenniferhamman.com

Motorcycles in Sweden

Hello. Strange request as it may be, I wanted to discover if you are interested in motorcycles from 1920's and upwards.

A colleague of mine has a small museum here in Sweden. His motorcycle comprise of 9 units, all in good condition. Ranging from a Triumph with sidecar, NSU, Moto Guzzi and several mopeds from 1920's - 1937 era.

Would your museum be interested in these cycles, alternately, would you know of persons of organizations interested in these machines.

I can arrange for photographs of the units to be sent, I am simply trying to help the gent as he is elderly and can no longer afford to keep the machines. They are simply hidden away and not being viewed or noticed. A great shame I feel.

If you could advise if your museum is interested or any other parties you may know of, I should appreciate your assistance.

Thank you, Bruce McLellan.

(E) mclellanbruce@gmail.com

Current Members - April 2013

ACT Fire Brigade Historical Society - Forrest - ACT	Motor Museum of WA - Whiteman - WA
Allansford Cheeseworld Museum - Allansford - Vic	Motorcycling Australia - South Melbourne - Vic
Army History Unit - Bandianna - Vic	Museum of Fire - Penrith - NSW
Australian Motorcycle Museum - Haigslea - QLD	Museum of Timeless Memories - Sale - Vic
Australian Motorlife Museum - Kembla Grange - NSW	National Automobile Museum of Tasmania - Launceston - Tas
Australian War Memorial - Cambell - ACT	National Holden Motor Museum - Echuca - Vic
Bailup Ford Farm - Bailup - WA	National Military Vehicle Museum - Edinburgh Park - SA
Bicheno Motorcycle Museum & Restoration - Bicheno - Tas	National Motor Museum (Australia) - Birdwood - SA
Caboolture Historical Society - Caboolture - QLD	National Motor Racing Museum - Bathurst - NSW
Campes Motor Museum - Hamilton - Vic	National Museum of Australia - Canberra - ACT
Charles Arthur's Seat Auto Museum - Arthurs Seat - Vic	National Road Transport Hall of Fame - Alice Springs - NT
Chittleborough, Jon - Hawthorndene - SA	National Transport Museum - Inverell - NSW
Chrysties Museum - Tocumwal - NSW	Parkes Antique Motor Club Inc - Parkes - NSW
Coleraine Classic Cars - Coleraine - Vic	Peterborough Motorcycle Museum - Peterborough - SA
Como Gardens - The Basin - Vic	Pioneer Settlement Village Swan Hill - Swan Hill - Vic
Dardanup Heritage Park - Dardanup - WA	Portland Powerhouse Motor & Car Museum - Portland - Vic
Elfin Heritage Centre - Moorabbin - Vic	Powerhouse Discovery Centre - Castle Hill - NSW
Fire Museum of Queensland Inc - Petrie - QLD	Queensland Motorsport Museum - Mount Omarney - QLD
Fire Services Museum of Victoria - East Melbourne - Vic	Quennell, Peter - Maffra - Vic
Ford Discovery Centre - Geelong - Vic	RACV Heritage Collection - Noble Park - Vic
Fox Classic Car Collection Trust - Docklands - Vic	Richardsons Harley Davidson - Prospect - Tas
Giippsland Vehicle Collection - Maffra - Vic	Ridley's Motor Museum - Bertram - WA
Goolwa Motor Museum - Goolwa - SA	Ruston's Classic Car Museum - Renmark - SA
Harrow Transport Museum - Harrow - Vic	The Motorist - Gembrook - Vic
House of Buick - Bedforddale - WA	The Tractor Museum of WA - Whiteman - WA
Joiner Collection - Trafalgar, Vic	Transport & Main Roads Heritage Centre - Toowoomba - QLD
Kaniva Car Museum - Kaniva - Vic	Trevan Collection - Lismore - NSW
Koorda Motor Museum - Koorda - WA	Vickers Holden Museum - Mandurah - WA
McFeeters Motor Museum - Forbes - NSW	West Coast Motor Museum - Stakehill - WA
Meek, Daryl - Ballarat - Vic	Wonders of Wynyard - Wynyard - Tas
Merredin Military Museum - Merredin - WA	York Motor Museum - York - WA

Committee Meeting - April

Our recent committee meeting at the Fox Classic Car Collection in Melbourne was most successful with a huge amount of business completed in the limited time available.

The delegates received copies of the new National Brochure and decided how best to distribute the 150 copies allocated per member institution. We would like members to try and direct these to touring group leaders where we believe they will be most beneficial to all members and hopefully spread the visitors out and allow them to plan trips & rallies which take in a number of our members facilities. We would also like you to let your delegate know when you run low on brochures so we can send more and get some idea of the number we need to be printing.

Members reviewed the new updated draft constitution and after some minor amendments have recommended it be put before the members at our AGM at the National Motor Museum, Birdwood, South Australia, on Monday 30th Sept.

It is essential that all members either vote or send in a proxy for this to pass, as 75% of the membership are required to support any constitutional change under the SA Associations Incorporation Act.

The current and proposed constitutions are both available on the "About Us" page of our web site for your consideration before the meeting. Copies also have to be sent to you with the notice of meeting. There are quite significant changes proposed and while the committee recommend you support the introduction of this new constitution, it is your vote which is essential to introduce this change.

The financial report indicated an income of \$1,608.42 year to date with expenses of \$3,175.00 to leave us with a balance of \$9,190.05. Income resulted from diligent work by the treasurer collecting some outstanding fee's from 2012, Five new membership applications and some interest. Expenses were for web site costs, meeting venue and most substantially our new Brochure design & print which cost \$2,850.00.

Our publications report showed continued growth of web site hits, it was interesting to note that international hits now make up 55% of the monthly 25,081 successful requests on our site. The committee have resolved to update the site improving areas which were difficult to manage and enabling Google Analytics to give us more information about users. The update will also ensure the site is compatible with mobile phones and add a secure members area where we can provide documents and a forum where questions can be asked and information shared by members.

Our web site continues to receive poor patronage by members with few displays or events listed by members. Please post your events, its free and you may be surprised by the result, it only takes one car club to respond and it can transform your visitation.

The first edition of the newsletter appears to have been well received though some members did not find themselves listed on the back page, the member list will be on a single page in this edition.

10,000 copies of the brochure have been produced and apart from one mistake where the National Road Transport Hall of Fame's phone & street numbers are incorrect the brochure should be a valuable resource for members and the public.

Following a promotional enquiry late in 2012 the committee have considered and propose to only promote member business, therefore only corporate members will be promoted and even then only through banners, logo's or links in our Newsletter and/or Web Site. We will not accept any promotion which we believe might compromise our purposes or members interests. We will be listing any offers which we believe might be of interest to members in this newsletter.

The committee decided that we would join Museums Australia as this would assist us to be formally recognized and allow us to access further information and assistance which will be of use to our members.

Members also felt it would be advisable to document the formation and early history of the association while we still have foundation members sitting on the committee and to again survey our members to ensure we have the data available to lobby and speak on behalf of members.

Finally the committee agreed that we need to do some more strategic work, a business plan and succession plan appear critical to ensure a sustainable future for the organization. The committee will continue to work on developing draft plans over the next few months.

"There are only three sports, bullfighting, motor racing and mountaineering. All the rest are merely games"

Ernest Hemmingway



(Above) A few of the very special vehicles seen at the Fox Collection.

(Right & below) Some of the features at Como Gardens Open Day. There were gardens too. Some fantastic European & American marques.





Quick Survey - 2013 - Please circle all that apply and provide detail if possible.

This information is very important we need good basic information which will help us advocate & promote your interests.

What is your Trading Name?

How many visitors did you have last year? (actual) or (estimated)

Do you think your visitor numbers are? (increasing) or (decreasing)

Do you have staff and/or volunteer help? (yes) (no)

If you have volunteer help write the number below, if you have paid staff the number permanent and part time?

Volunteers Number

Staff Permanent Part time

Do you think our new National Brochure will help increase your visitor numbers? (yes) (no)

Are you happy to make the Brochure available to your visitors? (yes) (no)

Do you think our web-site helps increase your visitor numbers? (yes) (no)

Would you ever post information about a display, event or a visiting group on our web-site? (yes) (no)

Briefly, what is the most popular vehicle or item for visitors to your display/collection and why?

.....
.....
.....

Briefly, what in your collection, do you think is the most significant item to Australia's motoring history and why?

.....
.....
.....
.....

Please return this survey as soon as possible to, Reply Paid 000, PO Box 680, Maffra, Victoria, 3860



www.australasianmotormuseums.com.au

*"Two wrongs don't make a right,
but three lefts do"*

Jason Love