

Australasian Motor Museums Association Incorporated

Executive Committee Meeting - Minutes - 18th May 2014 - 3pm

at the Australian Motorlife Museum, Integral Energy Recreational Park, Darkes Rd, Kembla Grange, NSW, 2530.

Committee: Peter Gault (Chair), Kelvin Ferris (Vice Chair & WA Delegate), Peter Quennell (Sec), Ron West (Treas), David Peck (Vic Delegate), Reg Wilkins (NSW Delegate).

Guests: Wendy Muddell (Motorlife), Bob Williams (Motorlife), Andrew Grant (Powerhouse),

1. Meeting Opened: 3:10pm
2. Apologies: Daryl Meek (Tas delegate), Ian Bone (QLD delegate), Matt Lombard (SA delegate),
3. Proxies: Matt Lombard (to Chair),
4. Chairman's Report: The chairman presented his report dated 17th May 2014. (attached)
It was moved that the report be accepted. Moved David Peck, Seconded Kelvin Ferris . . . Carried
5. Receive the minutes of the 9am / 30th Sept 2013 & 3pm / 30th September 2013
It was moved that both minutes be accepted. Moved Peter Quennell, Seconded Kelvin Ferris . . . Carried
6. Business arising from the Minutes
 - a) AMMA Member Promotional Brochure: - *It was agreed that members still had sufficient stocks of brochures, and a motion was moved that we defer reprinting of brochures for further consideration in October. Moved Kelvin Ferris, Seconded David Peck . . . Carried*
 - b) Explore possibilities of promoting AMMA & members in Motoring Magazines: *Agreed, that we take any opportunity presented.*
 - c) Member Proposed Business Items – *after some discussion it was agreed to carry forward these two items to newsletter articles:*
 - a) Volunteer Staffing
 - b) Local Council Co-Operation with marketing, rates etc.
 - e) History of the AMMA: It was proposed that this project be completed for AGM.
 - f) Member Survey: ?????
 - g) Insurance – *Matt Lombard to follow up with no commitment the possibility of Motor Museum insurance with Heggarty's Insurance USA.*
7. Correspondence
In:
 - a) New Membership Application for ratification
Geelong Museum of Motoring, Geelong, Victoria - *Ratified*
 - b) Museums Australia Membership invoice & monthly newsletters (via email)
 - c) Relevant retail offers: (via email)
 - Image & All Mats Australia (Aussie muscle car decorated Mugs & Stubby Holders)
 - d) Public enquiries & offers: (via email)
 - Mike McGee – request to promote Soldier On National Rally (via email)
 - Cheeseworld – request for more brochures (via email)
 - e) That's Graphic - Quote for Member Decals (via email)
 - f) That's Graphic – Invoice (\$175 member decals) (via email)
Ratified – David Peck / Kelvin Ferris
Out:
 - a) Committee – Minutes of 30th Sept 2013 (via email)
 - b) All Members - National Newsletter (Vol 1, issue 3, November 2013)
 - c) Notice to members of 2014 World Forum of Motor Museums (via email)
 - d) Brochures to Cheeseworld
 - e) Notice to members of Tanunda Clearing Sale (via email)
 - f) Notification to members of NHMF petition on Moveable Cultural Heritage Act. (via email)
 - g) Meeting Agenda's for 18th May – Committee (via email)
Ratified – Peter Quennell / Reg Wilkins
8. Financial Report
The financial report dated 17th May 2014 was presented and discussed by Treasurer Ron West. After some discussion it was recommended and agreed that the subs for the 2014-15 year be recommended to remain the same as the 2013-14 year. *That the report be received and the following payments were ratified:*
 - Motorlife Museum \$200 meeting room and catering for meeting.
 - That's Graphic \$175 for member decals.
 - That the Treasurer creates and holds a Petty Cash float of up to \$100 for minor receipted costs.
 - Museums Australia \$143 for membership. *Moved David Peck, Seconded Reg Wilkins*

9. Publications Report

Report Attached

Website - Forum moderator required – deferred to AGM.

10. Delegates Reports – Reports received are attached.

NSW/ACT - Reg Wilkins

NT - Matt Lombard

NZ - Matt Lombard

QLD – Ian Bone

SA - Matt Lombard

Tas – Daryl Meek

Vic - David Peck

WA - Kelvin Ferris

World Forum - Kelvin Ferris

AMMA delegate *Kelvin Ferris* made a presentation and reported on his recent visit to USA for the World Forum of Motor Museums. *Ron West* also attended. The forum was again successful and enjoyed by all. Among other issues discussed, *Mike Penn*, the forum chair advised that the forum bank was now very tight and the forum has requested that members consider a contribution to enable preparation to commence for the next forum in 2 years in Germany.

A motion was proposed by Kelvin Ferris and seconded by Reg Wilkins “that AMMA contribute 500 UK pounds to the World Forum Secretariat”.

A division was called by D. Peck who opposed the motion, with: P.Gault, K. Ferris, P. Quennell, R. West & R. Wilkins supporting the motion. Carried.

11. New business

- Propose 2014/15 meeting dates & locations. *Decision deferred – recommendation to be put to full Executive committee by email.*
- Bendigo Swap – Offer to share National Motor Museum stand. *It was agreed to accept this offer of sharing the National Motor Museum stand.*
- Merchandising – bulk buying (Ron West). *Ron West outlined a proposal to form an AMMA consortium to purchase shop stock. The idea was well accepted and Ron will explore the feasibility and member interest for further consideration at the 2014 AGM.*

12. Meeting Closed: 5:15pm

13. Action List

Action items	Person Responsible	Deadline	Status
•			
• Draft Minutes to Committee	Peter Quennell	1/06/2014	Completed
• Draft & dispatch Newsletter	Peter Gault	31/05/2014	Completed
•			
•			
• Renew Term deposit for surplus funds	Ron West	As Required	Ongoing
• Invoice member subscriptions	Ron West	1/06/2014	Completed
•			
• Explore opportunity to promote AMMA in Motoring Magazines	All Committee Members		Ongoing
•			
• draft 'History of AMMA' to chair	Kelvin Ferris Matt Lombard	30/09/2014	Pending
• Post Notice of Meeting/ Agenda/ Proxy	Peter Quennell Peter Gault	3/09/2014	Pending
• AGM 2014	Peter Gault	3/09/2014	Pending
• Explore Feasibility of a Buying Group	Ron West	1/01/2014	Pending
• Draft 20:20 Business Plan	Peter Gault	30/08/2014	Pending
• Bendigo Swap Stand - 2015	David Peck Peter Gault Matt Lombard Peter Quennell	15/11/2014 16/11/2014	

Meeting Timetable

2014 Annual General Meeting	Melbourne	Wed 1 st October 2014
2015 Executive meeting	TBA	TBA
2015 Annual General Meeting	TBA	TBA

AMMA - Chairman's Report

The Australian Motorlife Museum
Wollongong, NSW
17th May 2014

I welcome all members, delegates & guests and thank The Australian Motorlife Museum and particularly Sarah Neill & Wendy Muddell (past vice Chair of AMMA) for their assistance and in making facilities available for this meeting.

While this meeting is being held as an open sitting, it is actually a formal Committee meeting and only elected committee members are technically eligible to speak or vote on items of business. But as we so seldom have the opportunity to meet with our members I will conduct the meeting as informally as possible and we welcome everyone's input, please be aware though, at this meeting formal votes can only be cast by members of the committee.

Since our September meeting in Birdwood, SA, and the frantic activity leading up to that meeting business has now settled into a more sustainable and organised routine.

- we published our second member Newsletter which we will continue to develop over time
- the new constitution was lodged with Consumer & Business Affairs, SA
- we continue to field a wide range of public enquiries from our web site and direct these as appropriate
- we have forwarded emails to members when we felt these may be of interest to them
- we welcome the Geelong Museum of Motoring, bringing our membership back to 60 museums
- we continue to provide National Brochures as members and other distributors exhaust their stock
- we have provided a Letter of Support to a member seeking funding
- we have promoted AMMA and members through attendance and distribution of our brochure at events such as the RACV Motoclassica & the Bendigo Swap Meet
- three members have attended the 2014 World Forum of Motor Museums in Los Angeles
- Begun work on a Business Plan to plot our course and development through to 2020

It would appear from feedback that members are seeing relatively consistent visitor numbers possibly due to the current Australian \$ exchange rate and increasing interest in vehicles and motoring memorabilia in the media. We have had some enquiry from the media, brochures contact details and further info on members is sometimes sought when they are seeking information for stories. We are not well equipped to handle these enquiries and currently only offer published information and notify the member of the contact.

AMMA is now well placed to grow and to improve our services to meet our member's needs. At this meeting we will be refining the Business Plan, considering a flyer which explains who & what AMMA is, distributing 2015 Membership Stickers, consider creating a buying group, and appoint a moderator for our Web Forum which is ready to go live.

Finally I would like to thank the committee and our members for their ongoing support and input. I believe we have now turned the corner as an organisation, and can now look to our future development and adding value to our member's efforts. While Australasia is relatively small within the world of motoring collectors we are punching well above our weight with only America known to have a similar formal body representing Motor Museums and Collections. While we firstly look to our local development we can also work to assist in bringing the world sector closer and more co-operatively promoting our common interests.

Peter Gault – Chairman



Treasurer
 Ron West
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 Stakehill WA 6181
 Phone 0418 935 613

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FINANCIAL REPORT for executive meeting 17th May 2014

Opening Balance from Bendigo Bank 1 st July 2013	\$5096.20	
<u>Term Deposit</u>	\$7173.16	
<u>Debtors</u>	\$2400.00	\$14669.36
<u>Income</u>		
Membership fees	\$450.00	
Interest	\$ 304.53	
	\$754.53	\$15423.89
<u>Expenses</u>		
Internet maintenance	\$1360.00	
Meeting venue	\$200.00	
Accounting	\$ 50.00	
Legal	\$ 92.25	
Postage	\$255.40	
	\$1957.65	\$13466.24
<u>Term Deposit #1</u>	\$5343.60	
<u>Term Deposit #2</u>	\$5134.09	
<u>Cheq Account</u>	\$2988.55	
	\$13466.24	
<u>Bank Statements</u>		\$13466.24
<u>Balance</u>		<u>\$13466.24</u>
		<u>\$13466.24</u>

Term deposit maturity dates No #1 20th October 2014 3.35%
 No #2 4th October 2014 3.35%

Recommendations We will be receiving approx. \$6000.00 from annual membership fees over the next 2-3 months bringing total funds up to approx. \$19000.00 less any expenditure we may have. I recommend that fees not be increased for the next financial year as we have adequate funds to see us thru. We should also be considering what benefits for our members can these funds be used for

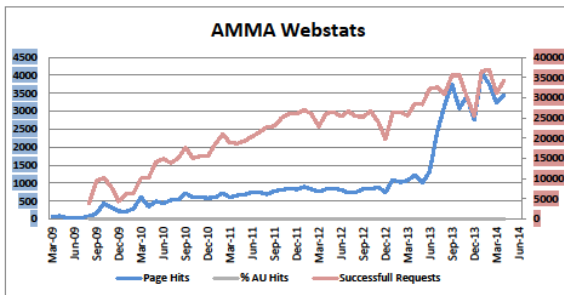
Ron West
 Treasurer

Week ending 18th	Successful Requests	Page Hits	% AU Hits	
Mar-09		53		
Apr-09		82		
May-09		25		
Jun-09		37		
Jul-09		37		
Aug-09	3848	73	58	
Sep-09	9474	156	65	
Oct-09	10132	431	56	
Nov-09	7857	317	59	
Dec-09	4379	216	53	
Jan-10	6199	203	44	
Feb-10	6416	287	49	
Mar-10	10101	605	55	
Apr-10	10070	350	53	
May-10	14001	489	55	
Jun-10	14850	436	46	
Jul-10	13910	524	49	
Aug-10	14974	540	46	
Sep-10	17707	716	48	
Oct-10	15007	604	50	
Nov-10	15548	601	49	
Dec-10	15533	585	45	
Jan-11	18508	597	49	
Feb-11	20963	717	48	
Mar-11	18872	601	51	
Apr-11	18687	656	47	
May-11	19302	683	51	
Jun-11	20391	741	51	
Jul-11	21516	744	51	
Aug-11	22791	689	46	
Sep-11	23000	779	47	
Oct-11	25000	803	47	
Nov-11	26000	846	47	
Dec-11	26000	826	47	
Jan-12	27000	892	47	
Feb-12	26000	827	47	
Mar-12	22903	763	48	
Apr-12	26122	827	48	
May-12	26530	849	49	
Jun-12	25292	812	47	
Jul-12	26683	730	47	
Aug-12	25375	747	46	
Sep-12	25288	830	49	
Oct-12	26673	828	47	
Nov-12	24074	890	42	
Dec-12	19733	742	39	
Jan-13	26319	1091	45	
Feb-13	26502	1025	43	
Mar-13	25543	1070	38	
Apr-13	28584	1226	31	
May-13	28383	1001	35	
Jun-13	32226	1331	46	
Jul-13	32586	2409	40	
Aug-13	30897	3156	34	
Sep-13	35538	3756	39	
Oct-13	35516	3080	40	
Nov-13	30232	3415	33	
Dec-13	25439	2754	34	
Jan-14	36539	4061	35	
Feb-14	37015	3764	34	
Mar-14	31110	3239	37	
Apr-14	34179	3455	34	
May-14				
Jun-14				

New server

All figures in red are estimates as actuals are not available.

Monthly Average 2009		49	
Monthly Average 2010	8848	300	54 %
Monthly Average 2011	17450	630	49 %
Monthly Average 2012	24846	805	48 %
Monthly Average 2013	26282	959	42 %
Monthly Average 2014	32905	3309	36 %
Total 2010	97327	3600	
Total 2011	209402	7565	
Total 2012	298154	9657	
Total 2013	315383	11511	
Total 2014	329051	33089	



Delegate Reports

Western Australia

Visitor Numbers appear to be rising slightly above 2013 for our State members, the Motor Museum of WA recorded the best Easter on record. The long dry spell in WA may not have been kind to Agriculture and Water catchment but certainly provided excellent opportunity for motorists/picnic's/club events and Tourists.

Classic Car Show 2014 on the 27th April was marred by the forecast of rain, cars on display were down from 1,100 to about 950 enthusiastic car/truck/bus/tractor owners and the Gold coin entry and donations down accordingly. It was a good day only 2 brief showers. The Holden club took out the Best display and a VF Valiant Pacer took the most attractive and original car.

Education groups are on the rise and a concern for some small Museums, a Working with Children certificate is required by the WA Government if a Staff member or Volunteer are escorting children without Teachers or Parents etc in control. School visits with High achiever Classes are coming in increasing numbers and certainly keep the Guides busy with surprisingly technical questions.

2014 World Forum in Los Angeles, WA members Ron West and I attended the excellent event, details in a separate report. I am pleased to report that the next World Forum for Motor Museums will be hosted by the "Auto and Technik Museum" Sinsheim, Germany.

2014 Motoring Heritage Day, Sunday 18th May. Motoring clubs are participating in numerous events around WA many leaving from or ending at Motor Museums. The largest function, British Car Day will be at Gin Gin. Several Clubs are meeting at the Motor Museum of WA which are hosting a major Open Day with other members of the Whiteman Park Community inviting the Public to take a journey of transport discovery. Trams, Trains, Buses, Tractors and Revolutions are all reducing ticket prices and a competition Souvenir Collection Card will encourage visitors to enjoy all attractions within the Park. Two bands will be playing, extra coffee, food, free cake, Tractor parade etc.

Kelvin Ferris

South Australia

Have to say quite frankly I've not visited members in the last twelve months other than visiting the two closest museums.

Collectable Classics in Goolwa, and Michael Finnis seems to be going fine and the National Military Vehicle Museum, which is also going fine.

I simply haven't had an opportunity to get up to Peterborough to see the Motorcycle museum nor have I been to Remark to see Ruston's Roses Motor Museum, again I shall try to get up and see them sometime this year and would hope to go south next summer and chase up one or two large private collections down Mt Gambier way.

Matt Lombard

Victoria

I am still holding bulk copies of the AMMA brochure which I am happy to forward to members upon request. Only two Victorian members have requested further stock since November last year so I assume that they still have copies available for distribution. I am a volunteer at The Fox Collection in Docklands and the AMMA brochure is a popular item for visitors to take away.

I have been traveling around Victoria a little this year and , where possible, have visited both members and non-member museums. However no new members have resulted from these visits.

I am now resident at Gembrook where my museum [The Motorist Collection] is located and am planning to be open more often commencing Spring this year.

David Peck

Queensland

Introduction – Items of Interest

There have been an increased number of motoring events attracting new, and in many cases, recent restorations as the population ages and more enthusiasts have the time and money to enjoy their passion.

I am now seeing 2-3 motoring enthusiast events each weekend across Qld but most significantly in the South East Corner of the state. The audience is there and now needs to be harnessed to ensure the continuous gathering of our motoring heritage.

Access to a number of significant Historic Speedway vehicles and associated memorabilia will play a significant role in establishing the Qld Motorsport Museum over the coming months – .

Membership Status

The number of active museums in Queensland continues to grow albeit membership of AMMA has not increased in parallel. Additional private museums are being identified on a monthly basis with the increased visibility of AMMA through visitations through the Qld Motorsport Museum shop front opened late 2013.

The Last Six Months

I have opened my Qld Motorsport Museum & Information Centre in the Ipswich CBD with a significant number of visitors who have been unaware of the number and quality of motoring museums in SE Qld let alone the rest of Australia. Our AMMA brochure has been accepted with great surprise and enthusiasm.

Here are some private collections worth visiting when in Brisbane: -

- Lockrose Heritage Museum, Lockrose which I am hoping will join but the owners are looking to sell in the near future.
- Panorama Motorcycle & Memorabilia Museum , Roadvale Qld
- The Australian Motorcycle Museum is on the market for approx. \$1.9million but continues to remain open with positive feedback from patrons I have made contact with.

Entry Fees – A Question of Value for Money

The Clive Palmer Museum – has minimal visitations due to the high entry fee approx. \$40 adults & kids \$20.

The Bowden Museum remains accessible to the public via Bowden product purchase of a minimum of \$145.00 and they don't see any value in being members.

So how far can a motor museum push the commercial boundaries for survival? I was discussing this very point with the Director of the Ipswich Art Gallery who mentioned that their increase to 123,000 visitors annually has been partially due to their introduction of a fee for entry to special exhibits – food for thought.

Strategy for Growth

1. Continue in-roads into the club scene and private collectors to secure vehicles and collectibles for future generations. This may well be in the form of registers and agreed retention planning as the current owners are in their twilight years.
2. Greater engagement with government agencies including Galleries and community museums.

Growth Opportunities Commenced

- Transport Museums (Motor Centric – Road based and agricultural Heritage links with air and rail would not be unwarranted.
- Promotion through expanded publicity – Hospitality & Tourism Industry
- Use of existing Brochure across a broader spectrum of representation – hotel chains and motoring outlets.

Ian Bone

New South Wales

During the past 6 months I have been very busy preparing for the impending move of the National Transport Museum - Inverell into new purpose built premises at last, this will occur during June. Allowing us time to prepare for a Grand Opening in October this year. The culmination of many years work.

Unfortunately this has not allowed me time to get around the NSW & ACT members since our last meeting and as I received no responses to my email seeking issues from members it would appear we are all currently busy with our own interests at the moment.

While AMMA is beginning to achieve most of its early goals I believe we now need to push our tourism goals for members.

Finally after several years as NSW delegate I feel it is time for me to stand down and I would be very happy to see another member or members nominated for the NSW or ACT delegates positions at this years Annual General Meeting. Please contact us (*page 10*) if you might be interested or want further detail about the role.

Reg Wilkins