



## Classic Car Show 2018 Summary Report

By all measures the 2018 CCS can be considered a success.

- a) Almost 1000 cars in attendance;
- b) 66 clubs represented (3 new clubs which may potentially join CMC);
- c) 4,900 paying adult visitors;
- d) Approx 1,800 attending children;
- e) 1,500 exhibitors with cars;
- f) 20 vendors / traders / service providers attending (feedback from the vendors was extremely positive with most booking for 2019);
- g) Extensive media coverage this year from TV, radio and print;
- h) Costs were maintained at around \$20,000;
- i) Gate takings of \$48,000 (a record);
- j) Trader fees of \$3,000;
- k) Sponsorship of \$8,000;
- l) Extensive positive reviews and commentary online from visitors and exhibitors;
- m) Net return of approx. \$38,000.

I believe we can once again confidently state that the Classic Car Show is THE premier classic motoring event in WA. We should be building on the reputation of the show next year to increase participation, expand and enrich the club displays and draw more visitors to the show and Motor Museum. We should draw more traders to the show, more associated clubs and interest groups (i.e., not car clubs) and expand the show's general appeal.

### Things to improve next year:

- Better coordination of the bump in (gate and traffic management) – many ideas;
- Better carpark signage for the public (to be discussed with Ascot);
- Using two entry gates;
- Anything else?

### Ideas for next year:

- More non-car club exhibits;
- Restoration project display and public talk;
- Alcohol service (discuss with Ascot and Belmont);
- 50<sup>th</sup> anniversary of the Classic Car Show – what theme?

Any ideas, thoughts, feedback and suggestions welcome!

Volunteers to assist with next year's show are also welcome (mailing list management, Excel, Dropbox experience helpful)

Paul Markham

Car Show Organizer