

## Shannon's Classic Car Show 2020 wrap up

Due to competing classic motoring events and the Ascot Autumn Racing Carnival, this year's Shannon's Classic Car Show was bought forward by two weeks from its usual timing at the end of March. This move increased the risk that the weather would be very hot for a car show, but in hindsight it proved to be extremely fortuitous. Had the show been held at the usual time, it would have been cancelled due to the unprecedented quarantine imposed on public gatherings to combat the corona virus pandemic and the CMC would have incurred a rather significant financial loss.

The show was successful in terms of club participation, which continued the upward trend over previous years. This year we had 78 motoring and associated clubs attending, fielding well over 900 vehicles of all types. Feedback from the clubs was extremely positive. The show continues to draw interest from non-CMC clubs and associations who recognise the Classic Car Show as an important event in their calendar. This year the WA Historic Touring Car Club and the WA Vintage Speedway Association both participated in the event and were pleased with the result.

Public interest was up on 2019, with 4209 people through the gates by 3pm (compared to around 3200 last year). Running totals through the day show that the majority of people arrive in the morning – 1800 between 10am and 11am. 3000 had come through by 12 and declining numbers up until close at 3pm. Only 300 people came through in the last hour. This attendance rate is consistent with previous years, but this year we have official numbers from Ascot security. It raises the question whether we consider adjusting the show times next year. Start and finish earlier? This something to be considered.

Thanks to the strong public interest we generated \$36K in ticket sales, an increase of \$6K over 2019. This is fortunate as the cost of putting on the show has continued to increase, year on year. This year's show cost \$34K (up from \$25K in 2019 and \$20K in 2018). Although the hire costs for Ascot have not changed greatly in the last four years, security and cleaning costs have almost doubled due to increases in minimum wage rates. The use of Ascot's AV facilities this year was a new expense. Production costs for the program and other advertising media, which we got for free in the first year, have continued to go up with general inflation. Thought will need to be given to fund raising opportunities ahead of next year's show if we intend that the show continues to make a reasonable financial return.

We saw a substantial shift in traders this year, with half of the traders from previous years pull out and be replaced by new traders. Most of the traders who pulled out did not want to pay the extremely low trader fees we charge. Trader fees should be revisited to bring into line with similar events.

To generate sponsorship, the CMC as a body needs to develop a value proposition that we can promote among a wider range of potential sponsors. This is a pitch that explains to potential sponsors what we can offer them, for instance, advertising to CMC clubs, promotion on Facebook, on our webpage, advertising in the program and other media. The CMC as a body needs to be out in the marketplace pitching for sponsorship now, rather than scrambling about ahead of the show when artwork and media have already been locked in. To support this strategy for 2021, this year we created a show webpage that can be used to promote the show and its sponsors throughout the year.

The electronic pass registration worked well in my opinion and was extremely helpful as the show organizer. Directly communicating with attendees generally worked well. Most of the messaging and instructions got through to the attendees.

More people volunteered as marshals this year, which is good, but the number is still low for the number of vehicles. That said, most of the clubs were very well organised and found their place without difficulty. There were a few issues here and there, but these were resolved with a minimum of fuss. There were only a few instances of non-club individuals trying to bluster or bully their way onto the grounds. These were dealt with professionally by the marshals and security guards.

I do need to pass on a reminder from Ascot to pass on to members – as per safety regulations, there is no vehicle movement during the show. If attendees are not able to commit for the hours of the show, they cannot attend. There were a lot of instances this year of people trying to leave during the show because “they thought this was like cars and coffee and they can go whenever they want.” This is not the case. A number of members attempted to drive their vehicles out during the show and were stopped. Only those in exceptional circumstances AND where it was safe to do so (i.e., where the vehicle happened to be near a gate) were permitted to leave. Where it was not safe to do so, requests to leave early were refused.

Another point to remind members is that they must adhere to the rules set down by Ascot, such as no drinking of alcohol, and they must follow the instructions of members of Ascot staff and security.

That all said, the day went very well without problematic incidents.

Feedback received from clubs and members of the public has been extremely positive, which is great to see.

I have run the show for four years now and although it has been very rewarding, I do not intend to stand for the chairman of the car show next year. I feel it is time to let someone else step in and lead the show and bring in new ideas.

Yours faithfully

Paul Markham

Car Show Organizer

18 April 2020