

The Economic Value of the Historic & Classic Motoring Industry in Australia



Why we need to commission a study **now**.

Will we be irrelevant and ignored?

We know that the world of motoring, as we have known it, is changing *fast*.

Historic and classic motoring is under threat from emission controls, road user charges, registration regimes and insurance, to name only a few of the issues.



Will we be irrelevant and ignored?



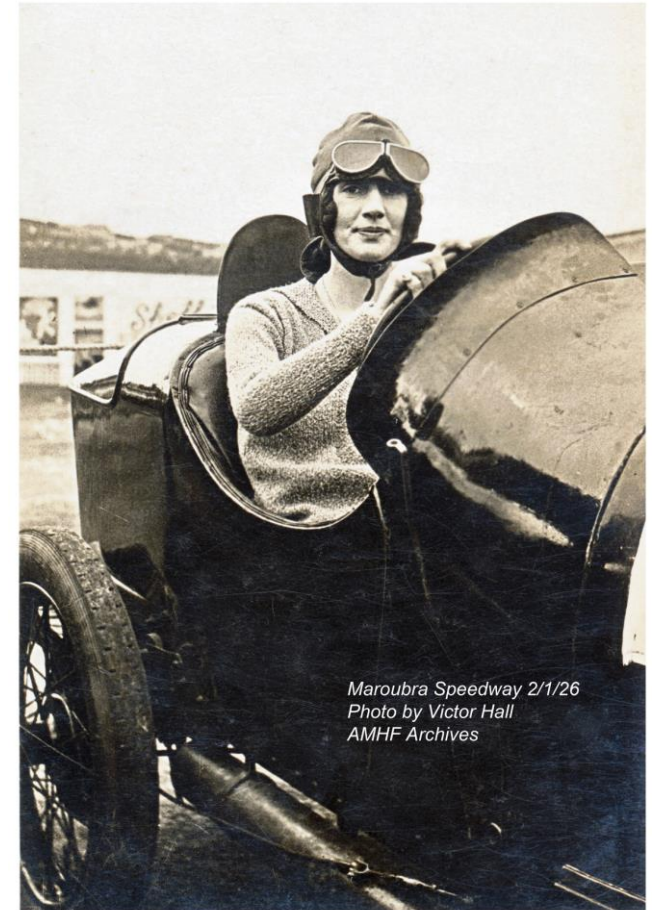
- However, the public focus is now on cars powered by alternative fuels like electricity or hydrogen. These cars may be the future, but they will run on the roads and other infrastructure *paid for by the owners of Australia's existing fleet of more than 20 million vehicles*. Electric motoring *need not exclude* all internal combustion engines.

Will we be irrelevant and ignored?

Furthermore, we should not forget the **women** in our motoring heritage. Women make up half of the motoring public and they have played an important part in our heritage.

We naturally want to preserve motoring, as we know it, for our own peaceful enjoyment but we also want to preserve it for *future generations*.

The question is “How do we do that?”

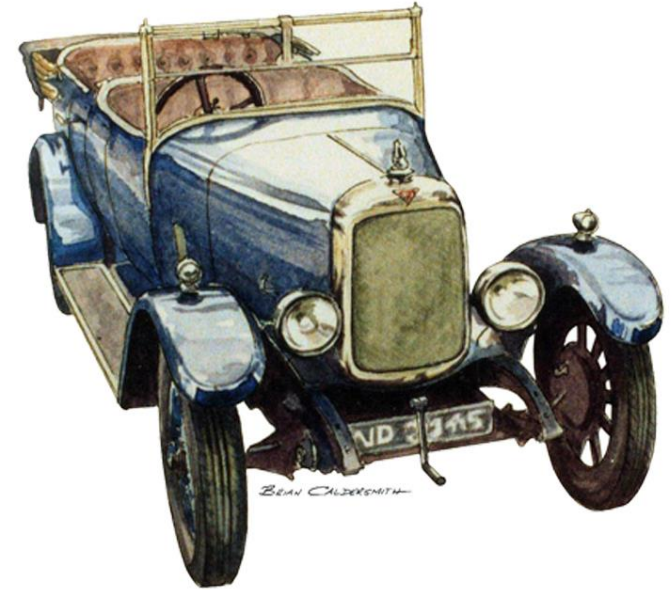


What are we worth?

Consider this: If our 500,000 enthusiasts spend only \$2,000 every year it would total about **\$1 billion annually**. Some would argue that this average spend is very conservative, but it shows that our potential impact on the Australian economy is *far greater than many politicians realize*.

So, what is our movement **really** worth to the economy?

The Australian Motor Heritage Foundation means to find out. We all need to answer this question if we are to be taken seriously.



How will we do it?

The AMHF is committed to **preserving our motoring heritage** and we have built up a substantially library at our offices, which were kindly provided by the ARDC at Sydney Motorsport Park.

Now we want to commission our **economic value study** on behalf of our supporters in the motoring clubs and also all those in the commercial world who provide the skills and services upon which our movement and our heritage depends.



An outline of the **project plan**.

The *desk-top research is complete*. We looked at overseas experience and we explored enthusiasts' expenditure on insurance, fuel, tyres, repairs, motor sport and so on.



We chose the Hero-ERA study in the UK as our template. We have also chosen the **Mercurius Group**, a widely respected independent consultant, to collect and analyse the data and produce the report, *which will take around 3 months to complete*. We will tap the members of the motoring clubs in Australia to provide data. We will also tap our extensive AMHF library, ABS data and industry data.

For Whom? What will we do with it?

- **Politicians and other decision makers** will take notice of this report when we present it.
- **Regulators** at national, state and local level will see that *we matter*. There are about 500,000 members of motoring clubs around Australia and many other motoring enthusiasts who are passionate about Australia's motoring heritage. The vehicles which we own and care for range from the very humble family sedan to the most expensive sports cars.
- **Our strategic partners** and all our other **commercial** supporters will want to use it too.



Who will pay for this study?



All of this will inevitably cost money.

Some strategic partners *have already committed funding*. The potential market is *huge* so we expect that other commercial organisations will also be interested in investing in the study.

In so doing, they will help *preserve the movement* which you love.

We have raised the money to do the work.

The peak bodies for the clubs in NSW, Victoria and Queensland, together with individual clubs and commercial sponsors, have provided us with the funds we need to complete the project.

Now we need you, the club members, to complete our survey.

Then we can aim to give a new generation of Australians the option to share our passion in their own, individual way.



Thank you for your time.

Do you have any questions?

Please go to our website at:

www.motorheritage.org.au for further information

or to make your contribution.

