

Motorsport Returns to Melbourne!

**MELBOURNE AND HEALESVILLE HOST ROUND 1 OF
1993 AUSTRALIAN RALLY CHAMPIONSHIP**



Championship Rallying at its Best!

EXECUTIVE SUMMARY

Car rallying is exciting. It has captured the Australian public's attention, especially since a round of the World Championship was first held in Western Australia in 1989.

The rounds of the Australian Championship are now regularly reported on national television. Wide publicity and the strong involvement of car manufacturers in rallying are the result of a deliberate policy by the sports administrators to "professionalise" the sport.

Victorian Rally Services Pty Ltd (ACN 006 897 016) has been granted the right to organise the 1993 round of the Australian Rally Championship to be held in Victoria on 13-14 March, 1993. The rally will start in the Melbourne city centre on the 13th with the overnight break and finish at Healesville, near Melbourne.

The opportunity is also expected in future years for the Rally to be a round of the Asia-Pacific Rally Championship. Major economic benefits to Victoria would then be expected.

Turn the page for more details of this major Victorian sporting event.

GET READY, GET SET, GO MELBOURNE IN 1993 !!

What is Rallying?

Rallying is a sport of excitement which has become well recognised by the general public in Australia and around the world.

Competitors in the latest production cars drive over closed roads, usually on gravel surfaces, to find out who is the fastest and most reliable in the tough Australian conditions. Spectators in their tens of thousands come to watch the action.

Rallies are divided into Special Stages and Transport Stages. Special Stages are where the competition takes place. They are normally from a few kilometres up to 20 or 30 kilometres in length and are always closed to the public. Crews start Special Stages one or two minutes apart. They then try to be the fastest crew over that Stage.

Transport Stages are used so that crews can get from one Special Stage to the next. On Transport Stages, competitors are required to drive strictly in accordance with normal road rules.

The winner is the crew which takes the least time to cover all of the Special Stages of a rally.

Automotive manufacturers recognise that car rallying is the greatest test of production vehicle performance, strength and reliability. As a result, many of the local and imported vehicle companies have their own rally teams or actively support top competitors.

Rallying involves many people. Each car has a driver and co-driver plus a service crew to ensure that the car is maintained in competitive condition during the rally. With a set of special tyres sometimes lasting only 30 kilometres and the stress of competition taking its toll, there is normally plenty of work for the service crews!

On the organisational side, many officials are necessary to hold a rally. Their duties include manning controls at the start and finish of each stage, supervising spectators, media reporting, scoring, radio communications, setting controls, course opening and closing, organising functions associated with the rally and the myriad of tasks necessary in the lead up and after a rally.

Rallying today is a professional sport run under the strict guidelines of the Confederation of Australian Motorsport (CAMS). The co-operation is also required of local authorities, the Police, Government Departments and the community.

In Australia, six championship events form the principal part of the Australian Rally Championship each year. One major round is conducted in each state.

In March 1993 Melbourne will play host to the opening round of the 1993 Australian Championship.

ROUND 1 OF THE AUSTRALIAN RALLY CHAMPIONSHIP, 13 - 14 MARCH, 1993

WHAT, WHEN AND WHERE

Round one of the 1993 Australian Rally Championship will be conducted in Melbourne and the nearby Healesville area around Moomba time. The rally will also be Round 2 of the 1993 Victorian Rally Championship.

Cars will be on display on Friday 12th March in the city square from 12:00 noon, giving lunchtime crowds the chance to view the cars and speak with crews. The cars will then assemble in the Swanston Walk, in the centre of Melbourne, for scrutineering during the afternoon. This will be followed by an official reception for all rally competitors, sponsors and media to be held at the premises of one of our associate sponsors for the event, the Hilton on the Park.

On Saturday 13th March at 8.00am, cars will once again assemble in the Swanston Walk, this time for the official start to the rally.

Cars will be flagged off (by a yet to be confirmed dignitary) at 9:30am to head for the first competitive section of the rally. Located just 5 minutes from the centre of town, the XXXX SUPER SPECIAL STAGE 1 will be a short stage near the start, designed for maximum event publicity.

The remainder of the event then will be centred around Healesville, within 15 minutes drive of the outer eastern suburbs of Melbourne. Healesville will come alive as a section of the Maroondah Highway and adjacent streets in the town centre are closed to give spectators the chance to see Australia's top rally competitors in full flight. This bitumen stage is a traditional highlight of the rally and normally attracts thousands of spectators.

The crews then compete for the remainder of Saturday, with the first car arriving back in Healesville at about 10pm for a well earned rest.

An early start on Sunday 14th March sees the crews ready to do battle with the elements once again. They will compete on smooth shire roads and head back into the local forests around Toolangi and Narbethong.

The event will finish back in Healesville for the finish and after two days they will have covered 250 kilometres of competitive special stages.

The finish venue is yet to be finalised. However, it is intended to hold an informal post event presentation followed by a concert.

It is expected that over the 3 days at least 20 000 spectators will at some time be present at the rally.

The rally will attract over 80 competitors from all over Australia and overseas. Over 4 million dollars worth of cars will take part in the competition.

The event will have extensive media coverage print, radio and current negotiations with a high rating television station are taking place.

Media representation for the event will be high and over 100 media representatives are expected to be accredited.

Planning for this 2 day championship rally is already well advanced and discussions and meetings with the Melbourne Tourist and Vic Tourism departments have been most fruitful. This rally will be a major event in Melbourne's sporting calendar with a high profile which can only add to the already great atmosphere of our Garden State. With the influx of several hundred people directly attributed to the event plus thousands of spectators, this can only boost Victoria's economy as well as adding to the spectacle of Moomba !!

The economic impact on the state of Victoria is expected to be in excess of 3 million dollars.

WHO ARE THE ORGANISERS?

The rally will be conducted under the auspices of the Confederation of Australian Motorsport (CAMS), the governing body of motorsport in Australia. CAMS actively supports the organisers of Championship events through their rally co-ordinator, Mr Bruce Keys, and the National Rally Committee. CAMS also arranges public liability insurance for the rally.

The members of the organising committee are 10 of the most experienced rally organisers in Victoria. Between them, they have over 150 man-years of rally organisational experience!

The organisational committee is headed by the Clerk of Course, Mr Glenn Cuthbert, an enthusiastic 30 year old Building Construction Manager. Glenn has personally directed this event three times as a Victorian Championship round. He is also an active competitor and has been involved in and observed many World Championship rallies in Australia, France, UK, Greece and the USA.

Victorian Rally Services Pty Ltd (ACN 006 897 016) is a private company and will be the legal entity responsible for the organisation and promotion of the rally. It is essentially a non-profit company; expenses for those involved will be reimbursed and any surplus will be devoted to the promotion of "Top Level Rallying" in Victoria.

The company relies on sponsors to help defray the costs of organising and promoting the rally.

The organisers already have the support of the Victorian Police, Melbourne Major Events Company Ltd, The Shire of Healesville, Healesville Tourist & Promotion Association, Healesville Chamber of Commerce and Vic Roads.

AUSTRALIAN RALLY CHAMPIONSHIP

Each year Australia plays host to the Australian Rally Championship, with rounds being held in each state.

The Australian Championship is the premier title sought by Australian rally competitors.

The governing body of motorsport in Australia, the Confederation of Australian Motorsport (CAMS), has actively pursued the development of top level rallying in Australia into a series of professionally run events. Provision of a high level of quality promotion, very capable organisation and a focus on maximum exposure to spectators and the media are important criteria for all Championship events.

The success of increased professionalism is seen in the National Nine Network's commitment to cover all rounds of the ARC for the rest of 1992. The same or better is expected in 1993.

1992 has also seen the introduction of a "one make" series within the Australian Championship. Daihatsu are sponsoring this series by making 25 of their Charade model available to competitors with financial assistance totalling about \$200,000.

1993 will see two innovations. Firstly, there will be a new class for 2 litre front wheel drive cars. This category is expected to encourage new manufacturers to actively enter rallying.

Secondly, 1993 will see the introduction of a "Coefficient System" similar to that used in European rallying, whereby the status of each event in the championship is dependant on its coefficient. Rally Australia, the only World Championship Rally held in Australia, has the highest coefficient of 20. Each state is entitled to one event of next highest status, coefficient 10.

The rally we are presenting to you will be coefficient 10, the highest status Rally to be held in Victoria in 1993.

Other lower status championship events, of coefficient 5, will also be held in most states in 1993.

ASIA-PACIFIC RALLY CHAMPIONSHIP

Major motorsport brings large economic benefits.

South Australia has the Australian Grand Prix. Western Australia has Rally Australia. Queensland has the Indy Grand Prix. New South Wales has the 500cc motorcycle Grand Prix (formerly Victorian!).

Victoria is missing out on valuable tourist income by not having a major international rallying or car racing event.

We see our rally being a round of the Australian Rally Championship as a stepping stone to greater things.

The pre-eminent rally series in the Eastern Hemisphere is the Asia-Pacific Rally Championship. It includes rounds held in Japan, Malaysia, Indonesia, Australia and New Zealand.

Rally Australia, held annually in Western Australia and also a round of the World Rally Championship, is currently the only Australian round of the Asia-Pacific Championship. We see that there is an opportunity for a second round to be held in Australia in future years. We intend that by 1995 our event is that extra round.

We intend to lay the foundations for the rally to become a major international motorsport event. Future success requires strong foundations to be built now: your participation and co-operation will help.

Victoria and Victorians will be the beneficiaries.

THE ECONOMIC BENEFITS

If you look at the following data from Australia's premier rally, **The Commonwealth Bank Rally of Perth**, you can get some idea of what can be achieved. Although that rally was a round of the World Rally Championship, we can't see any reason why Melbourne can't attempt the *same style of event* and promotion on a slightly smaller Australian Championship event. The potential then exists for much greater economic benefits to Melbourne and Victoria should the event become a round of the Asia-Pacific Rally Series.

FACTS FROM THE PERTH 'WORLD CHAMPIONSHIP' EVENT.

- ECONOMIC BENEFIT:- 1991 \$13.1 MILLION
- MEDIA REPRESENTATIVES:- 490 FROM 19 COUNTRIES.
- T.V. COVERAGE TO 60 COUNTRIES.
- 95 AUSTRALIAN MEDIA PUBLICATIONS ACTUALLY REPRESENTED.
- 116 AUSTRALIAN MEDIA PUBLICATIONS PUBLISHED A TOTAL OF 34,647 COLUMN CENTIMETRES OF PRESS.
- NATIONAL TV COVERAGE OF 311 MINUTES INCLUDING 30 MINUTE SPECIAL ON 9'S WIDE WORLD OF SPORT.
- VIDEO OF RALLY FEATURING 'PERTH ON DISPLAY' SOLD WORLD WIDE.
- SOME 72,600 PEOPLE SPECTATED THE EVENT OUT IN THE FORESTS NEAR PERTH.
- GENERAL PUBLIC AWARENESS IN PERTH WAS OVER 91% OF ALL PEOPLE SURVEYED.
- HOTEL/MOTEL BOOKINGS IN PERTH WERE 6,709 ROOM NIGHTS FOR THE RALLY.
- CORPORATE SPONSORS INCLUDED: TELECOM, MAZDA, AUSTRALIAN AIRLINES, KODAK etc.

So for Perth the benefits of being involved in car rallying for the last five years have been significant and substantial.

If our Victorian event can achieve approximately 30% of Perth's achievements then we expect the benefit to Victoria would be well over \$3 million. It is our absolute intention to make this an annual event, the seeds that we sow now will blossom bigger every year!! Just like Perth: benefits for Melbourne and Victoria instead of people going elsewhere to watch rallying.

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