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HELPING HANDS FOR COMMUNITY EVENTS

# The Assistant

## NEWSLETTER

### 2006 - 2011 MISSION ACCOMPLISHED

When the all volunteer non profit group **Event Assist Inc.** brought the first of their Classic Car Events to Waroona in October 2006, their aims were:-

1. To bring a large number of visitors to the area.
2. To boost the areas economy.
3. Build much needed Social Capital.
4. Promote Waroona and the Lower Peel as a tourism destination.
5. Provide local access to goods, services and experiences not usually available.

Now some Five Years and Eleven Classic Car Events later we are happy to report that they have:

1. Attracted around 120,000 visitors to Waroona.
2. Brought almost \$3.5 million of new expenditure to the area
3. Built long lasting relationships with a number of local community groups who have benefited greatly from their involvement .
4. Put Waroona firmly on the Map as a future Venue for Large Regional Events and showcased the area for future tourism.

5. Given the local community the opportunity to access goods, services and experiences not usually available to them via the markets, displays and entertainment provided at these events.

On top of this they have provided Heathway & the Cancer Council of WA with a vehicle to promote their Health Messages and many other Sponsors and Event Partners, the exposure associated with being a part of this highly regarded **"Events Tourism" Initiative for the Lower Peel Region**

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October 2011

#### Event Assist Inc.

- ☺ Top Class Classic Car Events
- ☺ Event Management Workshops
- ☺ Event Evaluations
- ☺ Data base of traders, entertainers & Suppliers to the industry
- ☺ Multi Awarded, All volunteer organisation

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## Eventscorp to fund Future Events

This year the Eventscorp Regional Events scheme has been boosted by an additional \$300,000 from Royalties for Regions and **Event Assist Inc.** have been fortunate to secure funding towards both the October 23rd **"British Auto Classic 2011"** and the **"All Australian Car Day IX"** in April 2012. This funding has come at a

time when the future of these events after 2011 was in serious doubt as costs continued to rise and funding became more scarce.

These events it seems, have been finally recognised for the great good that they bring to the Region in terms of boosting the local economy and building social capital.

Now with the October BAC 2011 now well funded. We can now concentrate on building on the foundation laid by Tourism WA's Eventscorp and seek to obtain other funding for the AACD IX, BAC 2012 and beyond.

Private sector sponsors are still needed to share in the success of these now iconic events.



# Time to Move on

After today, some 11 events which will have attracted over 120,000 visitors and some \$3.3 million in new expenditure to the area, including a cash boost in excess of \$20,000 to local children's groups. Unfortunately we are unable to move to next level with our Events Tourism Initiative, due to a lack of local enthusiasm for any expansion at the Waroona Venue.

We were refused a meeting with the Shire of Waroona, mid year, to discuss our plans for 2012 and beyond, plus the need to try to obtain some State Government funding to further improve facilities at the venue. So there will be no 2012 and beyond for our Regional Classic Car Events in Waroona or the two, other large annual events, a 4x4 Expo and a Caravan & RV Show we were researching.

We did hold a meeting with the Peel Development Commission, who do understand Events Tourism but we cannot apply for the funding for improvements as we do not own the

venue.

It seems that the thousands of hours of volunteer work to produce these good outcomes has not been fully appreciated. So today sees the end of the

## Event Assist, "Waroona Events Tourism Initiative".

We would like to take this opportunity to thank the many members of local community groups who have worked so hard with us and supported our Events Tourism Initiative since 2006. The Shire of Waroona Staff, in particular Steve Cleaver & Mark Wake.

Also the Drakesbrook Hotel-Motel, Tracy & Samantha at Waroona Visitor Centre & Sarah Robertson. The WA Police & St. John Ambulance Waroona. Di Schupp of The Drakesbrook Despatch Plus all of our Classic Car Owners, Traders & Entertainers. Many of whom we hope will join us again in 2012 at our new venue.

## NOW THE GOOD NEWS

As luck would have it some of the press reports over the last couple of years, about the need to move forward and further expand events tourism in the Peel Region did not go unnoticed by others including a go ahead organisation who have a unique venue, with a host of the brand new facilities we needed.

So beginning with the

**"100% SMOKE FREE**

**ALL AUSTRALIAN CAR DAY IX"**

on **April 15th**, our two annual Classic Car Events will be held at the recently expanded and improved.



**We hope to see you all there.**

## "Helping Hands" Workshops Still in Demand

Thanks to the support of Mandurah City Council and the Peel Volunteer Resource Centre, we have been able to bring two more of our "Helping Hands for Community Events" workshops to the Peel Region.

On July the 18th some 24 delegated from community groups and local government attended an all day workshop at Lotteries House in Mandurah.



Subjects included Risk Management Planning, with Margaret of Risk ID

Traffic Planning and Road Closures, Working with the Media, Event Evaluations, Event Marketing and Promotions and Working with local Government with Leanne Peebles from the City of Mandurah.



September 12 saw a change of Venue to the luxury of the theatre at the Bridgewater Lifestyle Village at Erskine, where some 26 knowledge hungry people attended the day long program. With some delicious catering provided by the Bridgewater Village Social Club.

## Trax Support AACD

**Top Gear Pty. Ltd** Producers of the **TRAX** brand of Australian Classic Car Models have become an in-kind supporter of the Peel Classic Car events. We have used their products as Sponsor Gifts and to mount on special Commemorative Trophies at the "All Australian Car Day" since 2006. **Trax** have even provided examples of obsolete models from their archives to fill our needs. Now to coincide with the event moving to its new home, **Trax** are providing us with a special deal for the Gold Plated XK Falcon model for our VIP & sponsor gifts at the April 2012.

**"All Australian Car Day IX"**



**TOP GEAR**

# Waroona Community Groups Efforts Rewarded Again

Once again a number Waroona's non profit community groups have been able to swell their coffers with funds collected at the April 10th "All Australian Car Day VIII" and shared between them as rewards for their efforts in support of the event organisers Event Assist Inc.

On Thursday 19th May the Waroona Playgroup again hosted a morning tea at which all of these groups were presented with Certificates of Appreciation and funding cheques.

The Playgroup were represented by

Vanessa Vaughan. The WDHS Pre-Primary P&C by Merrin McWilliams. From Pinjarra-Waroona Youth Care came Chris Benson and Chaplain Debbie Lysaght.

New event partners Austin Cove Baptist College P & F sent along Pat Dunne and last but by no means least Neil Twaddle came along to represent the Old Machinery Club of WA.

E.A. Vice Chair Peter Rodsted joined the group for the usual

Press Photos.>>>>>>



Happy Community Group Reps with Event Assist Vice Chair Peter Rodsted

EVENT ASSIST INC. ARE MEMBERS OF



AND A

National Compact



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## Latest Survey Results (AACD VIII)

The Event Evaluation Survey conducted at the April 10th, All Australian Car Day VIII in Waroona, showed that based on an estimated 13,000 attendees the event brought some \$386,638 of new expenditure to the region.

Statistics include:-

- 45% of visitors were from the Perth metro Area.
- 44% were from the South West & Peel Regions.
- 20% were aged 15-34
- 19% were aged 35-44
- 25% were aged 45-54
- 19% were aged 55-64

- 17% were 65 and over.
- 44% were here for the first time.
- 89% said they would come again.
- Most popular section was the Classic Car Display. (69%)
- Wine & Gourmet Expo and the Markets were equal second on 10% each.
- When asked; "If this years All Australian Car Day was the last, would you be concerned?" 89% said **Yes**.

It looks like we still have the right formula.

## Group Nominated for FOUR Awards in 2011

Having been selected as semi-finalists in 2008 and 2009, Event Assist Inc. are now nominated for no less than **FOUR** Regional Achievement & Community Awards in 2011.

These are in the:-

1. **HorizonPower : Leadership & Innovation Award .**
2. **Prime Super : Community Group of the Year Award.**
3. **RSM Bird Cameron : Business Enterprise Award &**
4. **Rinehart Family: Volunteering Award**

These nominations are for the groups wide ranging work in expanding Events Tourism in the Peel Region as an aid to building financial sustainability and social capital, through their "Helping Hands for Community Events" workshops and the two annual classic car events they hold. The positive effect of their work has been felt across the region with now hundreds of volunteers having attended their training and information workshops, making good use of what they have learned to improve & enhance their own events.



The economic and social impact of their annual "All Australian Car Day" and "British Auto Classic" events, which have brought so many new visitors and millions of dollars in new expenditure, has also been felt across the Peel Region.

On 20/09 we were announced as **Semi Finalists in Categories 1,2 & 4.**

The Winners will be announced at a Gala Dinner and Awards Presentation, on Friday 11th November at the Perth Convention Exhibition Centre. **Fingers Crossed.**

## EVENT ASSIST INC.

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## Events with Something for Everyone

### OUR AWARDS



## OUR EVENTS TO DATE :-

### YARLOOP

February 2003, "Classic Holdens in the Loop"  
September 2003, "Fabulous Fords in the Loop"  
April 2004, "Aussie Cars in the Loop"  
April 2005, "Aussie Cars in the Loop II"  
April 2006, "Aussie Cars in the Loop III"

### WAROONA

October 2006, "British Auto Classic 2006"  
April 2007, "All Australian Car Day IV"  
October 2007 "British Auto Classic 2007"  
April 2008, "All Australian Car Day V"  
October 2008, "British Auto Classic 2008"  
April 12th 2009, "All Australian Car Day VI"  
October 25th 2009 "British Auto Classic 2009"  
April 11th 2010 "All Australian Car Day VII"  
October 24th 2010 "British Auto Classic 2010"  
April 10th 2011 "All Australian Car Day VIII"  
October 23rd 2011 "British Auto Classic 2011"  
COMING UP AT PINJARRA PACEWAY  
April 15th 2012 "All Australian Car Day IX"  
October 28th 2012 "British Auto Classic 2012"

## Some of our long term supporters include:-



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