

## Rally Panel Report 13/4/15

Prepared for: State Council  
Prepared by: Matt Martin, Rally Panel Chairman.

### 2015 Registrations

2015 Registrations as at 13/4.

	2015	2014	2013
NSWRC	71	70	34
DRS	36	68	11
DRS4	26	(new series for 2015)	
ERS	3	11	2
RSS	68	58	6
PRS	27	(new series for 2015)	
Total	231	207	53

The Rallysrpint series continues to grow, with both new competitors and new events joining the series. After consulting registered competitors, the Panel has added a 7th round on 27/6/15 at WSID in Sydney. The discipline of Rallysprinting is considered strategically important by the Rally Panel, as it is our number one gateway event for new competitors.

The State championship is back. The panel has devoted much energy and resources into this area, and the 2015 championship is showing great signs. Bega has returned for 2015, as well as a new event in Glen Innes, which saw 51 entries on 28/3/15. The panel is aware of another landmark state championship event which will most likely return for 2016, and are very excited by that. We look forward to releasing the 2016 calendar later in the year.

The DRS in 2015 has been split into 2, which allows for 4WD turbo cars. Whilst numbers in the DRS4 component are up, the participation in the 2WD sections is lower than last year at this stage. Number in Hyundai series are also down, but we are aware of at least 3 crews who are planning on contesting the later rounds. The panel believes there is life in the Hyundai series yet.

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The Pacenote Rally Series has attracted a higher than expected number of competitors, despite the apparent lack of suitable events. The panel believes this is a series that will grow in stature over coming years.

## 2015 calendar

Updates to the calendar have been sent through to CAMS, as well as published on the Rally NSW website.

The Rally of Kyogle has been abandoned by the Gold Coast Tweed Motorsport Club, which reduces the NSWRC to 5 rounds, and the Pacenote series to 3 rounds.

## Financial Report Feb 2015.

The panel has approved the P&L and Balance Sheet for February. Income and expenditure are both within budget. Detailed financial reports have been tabled to State Executive. Unfortunately we have been unable to prepare March Accounts because CAMS have not yet sent us March statements for the Rally fund or the Clock fund.

Unfortunately we are experiencing ongoing frustration with CAMS performance in the area of finance. The reports are regularly slow to come, and when they do, they lack information such as who money was paid to and for what, which sponsors have paid their invoices and the income side shows no detail at all, simply a total. Rally panel income consists of registrations, Sponsorship, Awards night ticket sales, Merchandise sales, clock hire, sundry income and now sales of vehicle numbering. We have unreconciled income figures for each, but are unable to reconcile until we get the details from the CAMS office.

We have raised the issue with the CFO and await a resolution.

## Supporting Rally Organisers in 2015.

The panel continues to invest funds to hire display clocks for all series events. The display clocks in use are owned and maintained by Houghton Tech, and are rented to organisers at \$125 per stage set plus \$50 for a service park set. The panel rents these clocks and supplies them to series event organisers at no charge.

The biggest benefit in doing this is that the display clocks save one official at each start control.

The panel is now also supplying rally vehicle numbers to organisers Free of Charge, and door panel stickers made to order for \$1.50 per car. As there is no artwork setup cost, this represents a saving of several hundred dollars to car clubs when compared to sourcing stickers elsewhere. These car numbers are available to order for all other clubs for a small fee, and the order forms are on the RallyNSW website.

## Officials training

The event organiser's and checker's manual is still a work in progress. Some further templates have been added to the Rally NSW website.

The Panel continues to work closely with CAMS to achieve Bronze level accreditation for key personnel in several clubs.

## RVS

The RVS (Rally Vehicle registration Scheme) now has about 70 cars (Including Approximately 15 cars from AMSAG). At this time the Panel has identified some key areas that need addressing with the scheme, so myself and Ben Pretty convened a meeting of parties in Sydney on March 23. At that meeting action was taken to address:

- Participation rate – how do we encourage people to stop using UVPs?
- Regional examiners – requirements, and processes.
- Technical manual – clarifying grey areas and more clearly conveying the requirements to examiners and vehicle owners.
- Forms and processes – making the job easier.
- Confusion around repairable write offs.

## Withdrawals from the Rally Panel.

Since our last report the Rally panel has had two members withdraw, being Adriana Pallister and Darren Mowett. I thank them both for their contribution to the Panel. The Panel now consists of eight hard-working people who form a coherent team, and all share the same goals of increasing participation in Rallying. We continue to

work for the betterment of the sport and recognise the many challenges ahead of us. I do not feel it necessary to increase the size of the panel at this time.

## Rally NSW report.

I feel it is appropriate to explain the structure and objectives of Rally NSW. The rally NSW working group meets monthly independent of the panel and tables a detailed report to panel. The items dealt with are not part of the core business of the panel, but require considerable time and energy to achieve. These include:

- Arranging interviews with competitors before and after events
- Attending events and streaming results, interviews and stories to Facebook and Youtube
- Ordering and selling Rally NSW merchandise.
- Liaising with Photographers and videographers
- Editing and uploading videos
- Upkeep of the Rally NSW website.
- Posting to the Rally NSW Facebook page
- Liaising with Rally Organisers to ensure accurate and up to date information is passed onto competitors. (including supp regs, entries as they're received, spectator instructions etc)
- Writing and editing the many articles that are published on rallynsw.com.au every week.
- Liaising with potential sponsors (Negotiations are handled exclusively by the Rally panel chairman, then agreements are signed off by CAMS)
- Managing cash flow to ensure that we remain within the confines of the budget set down by the rally panel whilst still meeting the annual promotional objectives
- Managing promotional articles and exposure opportunities for sponsors and their products
- Ensuring we meet the expectations of the sponsors in regard to exposure and return on investment.
- Managing the inventory of promotional gear – cleaning, repair, despatch, ordering replacements
- Distributing/transporting the gear to and from events
- Setting up the gear at events
- Staffing and managing major multi-day promotional activities (Top Gear Festival and Rally Australia)
- Printing of materials such as 'get involved' brochures and Calendar cards etc

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- Organising many aspects of the end of year presentation event
- Creating and sending regular emails to the database of current and past registered competitors, to announce upcoming events, keep them informed of relevant news, etc
- Communicating via phone and email with registered competitors on a regular basis with a goal of encouraging attendance (as either competitors or officials) at series events
- Creating and conducting competitor surveys
- Actively building a bigger online database of people interested in the sport
- Responding to online enquiries, including those from people new to the sport about how they can get involved
- Collating and sending information packs, including promotional stickers to registered competitors
- Monitoring and reporting on activities, using Google Analytics, Facebook Insights, Mailchimp Reports, SurveyMonkey Results
- Creation and execution of online competitions with a view to increasing exposure and promotion of the sport through social media channels, as well as increasing engagement of the database
- Assisting event organisers with Promotional Starts and Media Days, by contacting competitors, writing press releases and news articles, distributing information via email and social media, finding and organising the MC, collecting information on competitors to build media kits, etc etc.

Importantly, the Rally NSW Working Group has brought a new income source to CAMS to enable the funding of this essential on-going promotion. After only a little more than 12 months, there is much data and evidence to demonstrate that the sport of rallying in NSW is in a far healthier state than it was in 2013 or before. (please refer to the 2014 Rally participation report tabled by the panel in December 2014)

As you can see there is a mountain of work being performed, and as such the Panel has conscripted the help of a few additional people who assist on the working group. (which operates like a subcommittee) Current members of the working group are:

Katie Fletcher (Working Group Chair and Rally Panel Member)  
Matt Martin (Ex-Officio)  
Col Fletcher (Rally Panel vice Chair)  
Charlie Drake (head of Media team)  
Karen Martin (website/facebook administration and Mailchimp admin)  
Steven Horobin. (Media Team)

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The Rally NSW 'Win the ultimate navigating experience competition' is set to launch in August 2015.

The RallyNSW media team covered Rally New England in March, and achieved a post reach of 30,000 for the weekend. This is providing outstanding value for our sponsors, and is well appreciated by competitors and those who can't be there. At this event we invited Justin Northage to join our team. Justin has volunteered to cover the QRC on the Qld Rally Championship Facebook site and youtube for 2015. We are proud to have our business model being rolled out to help Rally Panels in other states.