



- Replacing the insulation in Brockwell Hall and installing air conditioning in both buildings are projects that are ongoing.

🚩 Major Marketing Projects undertaken in the year to increase visitation were:

- Tourism Accreditation Program.
- Pricing for children reduced from \$10.00 to \$7.00 to encourage more families to visit the museum as they are the future of the museum.
- The "Entertainment Book, has a Motor Museum of WA offer.
- Mc Donald's "Monopoly" TV campaign over 12 weeks had an offer to visit.
- Eventspace3D constructed a "Virtual 3D Tour" of the total museum in 7k definition that can be uploaded to our website and international and interstate "tourists" can visit the site for a fee and tour the museum from their home in very high definition.
- The Brockwell Run is scheduled again in 2020 for October 11th to York and welcome all CMC members to participate.

🚩 Major Donations we received were the following:

- The Tazwell Collection of diecast models with a value of \$30,000
- The Blair Allsopp Collection of diecast models, prints, books and memorabilia. This is a remarkable and world class collection which is a chronological timeline of the history of international motorsport with a value of \$1.7m. The Blair Allsopp Collection will significantly enhance our model collection. We acknowledge CMC member Paul Blank for his expertise and assistance in getting this collection to WA. Along with Blair Allsopp's incredible passion for meticulous collecting over 50 years has assembled a remarkable collection.

🚩 We were incredibly saddened in September at the passing of our previous Manager Doug McCaffery who lost his fight with cancer. Doug had taken over from John McLean who retired in 2018 and it was during Doug's tenure he was diagnosed with this hideous disease. We also lost Graham Keary a current volunteer who battled cancer whilst continuing to volunteer up to a month before his passing such was the character of the man. It is always very difficult to lose members of our volunteer family.

🚩 Our major sponsors of the museum continued their amazing support throughout the year, and they are:

- RAC
- Shannons Insurance
- Curtain FM Radio
- Whiteman Park
- Lotterywest

🚩 A very big thank you to all the motoring clubs who continue to support our museum with club events and visitations or hiring out our BBQ shelter or RAC room. It is so greatly appreciated. We offer a special rate of \$10.00 for admission to the museum for motoring club members when they are having an events/run to the museum, that is a 40% saving.

Thank you Patric O'Callaghan

Manager, The Motor Museum of Western Australia



The Motor Museum of Western Australia

CMC - AGM Report: August 2020.

Overview of the previous 12 months July 2019-June 2020:

🚩 The Museum was enjoying increased visitation traffic through most of the financial year and was on track to record around a 17-20% growth in visitation numbers and dollars. In March 2020, we closed the museum due to Covid 19 resulting in a total loss of income for two and half months. The resulting impact of that closure will see the museum being 2% under 2018/2019 Fin. year result which is very disappointing given all the hard work the volunteers had put in during the year.

🚩 This year the museum celebrated its 25th anniversary opening to the public in December 1994. Whilst Covid 19 has impacted on several of the celebrations we planned, we had a display of beautiful silver vehicles to celebrate our 25th which the public very much enjoyed. Also, as part of our anniversary we officially gave names to our buildings. The original building was named after Maurice Brockwell and our newer building was named Ricciardo Hall, home to Daniel Ricciardo's RB 10. Our Library was named The Don Stevens Reference Library and the area between our two buildings will be known as Volunteers Way. We especially want to honour the many volunteers over the years who have given so much of their time in building this museum to what it is today. Our volunteers are the lifeblood of this organisation and any volunteer who has given 5 years or more of service to the museum will have their name on a plaque which will be displayed within Volunteers Way for evermore.

🚩 Events our volunteers supported throughout the year in providing logistical support were:

- Targa West
- Como Rotary Club
- Curtain Radio Classic (event was cancelled, we did provide the auction vehicle)
- The Brockwell Run (on again, October 11th, 2020 with a run to York, a great day)
- CMC Shannons Classic in March providing over 20 volunteers to cover the entrance gates and collect the admission fee.

🚩 Building Projects that were undertaken by the volunteers in the year were:

- Additional Dexion racking in the library to increase the storage capacity of reference materials. CMC members can access all our publications and manuals for projects simply by calling the museum.
- Painting the 2,000 sqm of concrete floor in Ricciardo Hall to enhance the vehicles on display.
- Implementation of Mosaic, it is a Collections Management and archiving software system specifically for museums. A grant from Lotterywest provided the software and hardware that will allow all artifacts information to be identified and trackable.
- Front reception counter was relocated, and new floor put down (Volunteers did a fantastic job)
- All bollards surrounding the vehicles were resized and repainted by volunteers.
- LAN cabling was installed throughout the buildings which linked up all computers and printers.
- Two defibrillators were installed one in each building.
- Led lights and panels are being installed to reduce our power footprint over the more expensive options.