

A.E.A.

4th ANNUAL REPORT

THE AUTOMOTIVE EXHIBITORS ASSOCIATION OF S.A. (INC.)

A.E.A.



executive committee

I. F. Ullett, President
N. F. Schutze, Vice President

I. F. Barr
J. A. Crawford
J. H. Eilers
J. S. Freeman
K. G. Simmons
A. G. White (resigned)

The Automotive Exhibitors Association of S.A. (Inc.)

Registered Office:

276 Pulteney Street, Adelaide 5000

AUTOMOTIVE EXHIBITORS ASSOCIATION OF S.A. (INC.)

FOURTH ANNUAL REPORT

It is with pleasure that I welcome associate members to this year's Annual General Meeting.

The period 1972- 1973 was one of consolidation rather than a year showing any dramatic advance in activities of the association.

Major events centred around the Royal Show in September 1972 and the International Motor Show in February 1973. Demands for space on both of these occasions exceeded capacity.

In so far as the Royal Show was concerned, it was necessary to reduce space applications by all exhibitors approximately 10%. Problems associated with space at the International Motor Show in the Centennial Hall and International Pavilion required considerable negotiation between the Executive Director and exhibitors to finally provide suitable areas for exhibitors to present their products in the most attractive manner.

This year's Commercial display in the Motor Pavilion was the most attractive ever and it was necessary to provide outside area on the trotting track to handle the overflow. The overall display at the time of the International Motor Show was the best yet presented.

Despite the attractiveness of the International Motor Show, it was disappointing to record a falling in attendance, which resulted in the nett profit of \$6,846 being \$2,600 below 1972.

With a view to eliminating this problem, a market research study was carried out for us by John Clements Pty.Ltd.

The findings proved that the Show was rated higher in terms of overall impressions than former shows, but there was clear disappointment by visitors at the absence of international and exotic cars.

Your committee is working in association with the Executives of the Victorian, Western Australian and Queensland shows with a view to arranging special displays of exotic vehicles from overseas to be used on the Show circuit, starting at Perth in late January, Adelaide in February, Melbourne in March and Brisbane in May 1974.

All of the major manufacturers and distributors in each of those States have been advised of the objective of the associations and several promises of support have already been received. A fund of \$10,000 has been established to defray costs covering overseas shipping, insurance, transportation between the Australian States and other miscellaneous expenses.

The Executive Director and President of the Chamber of Automotive Industries of Victoria will be visiting Motor Shows in London, Paris, Rome and Tokyo later this year to gain ideas of appeal to visitors to Motor Shows.

Serious consideration has been given to development of the most suitable type of display for Commercial vehicles and associated equipment. A Commercial Vehicle Division has been formed and a committee elected to investigate and promote future Commercial shows.

Alternatives are to either maintain a full display of Commercial units during the period of the International Motor Show or promoting a three or four-day Commercial Show at some other period.

Activities of the Commercial Vehicle Industry Associations in Queensland and New South Wales are being watched with interest and, in company with your Executive Director, I visited the display of the Commercial Vehicle Industry Association of New South Wales in the Commonwealth Government Woolshed at Yennora, Sydney. This display occupied

180,000 sq.ft. of space, approximately twice the area of the Motor Pavilion in the Adelaide Showgrounds.

A similar exposition is also promoted by the Commercial Vehicle Industry Association of Queensland and it is the intention of the newly formed Commercial Vehicle Industry Association of Victoria to promote their first show in May 1974.

Previously, Victorian Commercial shows have been promoted by the Victorian Road Transport Association and have been held in the open. Supporters of the Brisbane and Sydney Commercial shows have stated that they will not exhibit outside and the Victorian show will be held under cover at Brooklyn, Melbourne.

Visits were also made to the International Motor Shows in Melbourne and Sydney by your Executive Director.

The nett income for the Association in 1972-1973 shows a loss of \$816.00. Although expenses were lower than 1971-1972, this loss occurred through a drop in revenue from the International Motor Show and costs associated with interstate visits to the Commercial Vehicle Industry's exposition in New South Wales.

Full details of the financial situation for the year under review are included with this report.

Further discussions have been held with the committee of the R.A.H.S. regarding building a new Motor Pavilion/Conventional Hall on the same site as the existing Motor Pavilion in the Showgrounds.

Plans of a building suggested have been prepared and it was agreed that the cost of developing a brochure to publicise this objective would be borne equally by our association and the R.A.H.S. This brochure is currently being designed and it is anticipated will be available for distribution in September 1973. The type of

building required could probably cost something in the vicinity of \$2 million and it will be necessary for finance to be arranged by the R.A.H.S. probably with State Government support.

For such a project to be a viable operation, it will be necessary for the building to be used to maximum capacity by organisations such as ours, vehicle manufacturers, caravan associations, boating associations and the like.

New vehicle registrations showed improvements in the concluding months of 1972 and for the first six months of 1973 have shown a 17% dramatic rise over the same period of 1972. A comparison of registrations for those periods is:-

	<u>Cars</u>	<u>Station Wagons</u>	<u>Commercial</u>	<u>Total</u>
1973:	17883	2174	3988	24045
1972:	15423	1855	3263	20541

Present indications are this trend will continue for the balance of 1973 and we are hopeful that economic measures adopted by the Government will enable business to continue at this rate during 1974.

Buyer demand of this nature will ensure tremendous interest in the 1974 Motor Show and we look forward with confident anticipation that the types of display prepared by manufacturers and distributors in addition to exotic vehicles, will make the 1974 Motor Show a tremendous success.

In conclusion, I would like to express appreciation of your confidence in appointing me to the position of President for the past year and I have great pleasure in welcoming the incoming President, Mr. N. F. Schutze.

I would be remiss if I did not make reference to the work and support of the Secretary, Mr. G. L. Mill, and Executive Director, Mr. A. E. Brooker, and I am certain that Mr. Schutze will obtain the same support as has been given to me.

I. G. Ullett
August 1973

AUTOMOTIVE EXHIBITORS ASSOCIATION OF SOUTH AUSTRALIA INC.

STATEMENT OF INCOME & EXPENDITURE FOR THE YEAR
ENDED 30TH. JUNE, 1973

<u>1972</u>	<u>Income</u>	
\$		
1,400	Entrance Fees	\$ 185.00
	Motor Pavilion (net):-	
816	1972 Royal Show	\$1,507.82
9,330	1973 International Motor Show	<u>5,575.62</u>
		7,083.44
<u>791</u>	Interest Received	<u>743.88</u>
<u>12,337</u>	Gross Income	<u>\$8,012.32</u>

Expenditure

\$		
6,000	Executive Director's Services	\$6,000.00
778	Travelling & Meeting Expenses	1,619.95
348	Office Expenses	427.88
95	Entertainment	130.75
11	Bank Charges	11.10
419	Legal Expenses	-
1,523	Income Tax	581.90
-	Subscriptions	7.00
-	Audit fee	50.00
1,000	Special Payment - Contribution to cost of White Paper - Retail Auto. Industry	-
1,500	Special Payment - R.A.& H. Society structural alterations	-
<u>11,674</u>		<u>\$8,828.58</u>
	Excess Expenditure over Income	
<u>663</u>	(1972 - excess income over expenditure)	<u>(816.26)</u>
<u>\$12,337</u>		<u>\$8,012.32</u>

BALANCE SHEET AS AT 30TH. JUNE, 1973

<u>1972</u>	<u>Accumulated Funds</u>	
\$		
20,175	Balance as at 1st. July, 1972	\$20,838.38
	Less Excess of Expenditure	
	over Income for the year ended	
<u>663</u>	30th. June, 1973	<u>(816.26)</u>
<u>20,838</u>	Balance as at 30th. June, 1973	<u>\$20,022.12</u>
	Represented By:	
	<u>Current Assets</u>	
6,497	Cash at Bank - Current	\$7,671.67
2,235	Cash at Bank - Savings	2,324.50
2,106	Sundry Debtors	<u>25.95</u>
		\$10,022.12
	<u>Investments:</u>	
	<u>Debentures:</u>	
3,000	Finance Corporation of	
	Australia (7-3/4%	
	maturing 31.10.75)	\$3,000
3,000	Australian Guarantee Corp.	
	(7% maturing 31.12.77)	<u>3,000</u>
		\$ 6,000.00
	<u>Unsecured Notes:</u>	
3,000	General Motors Acceptance	
	(7 1/4% maturing 15.10.75)	3,000.00
	<u>Deposit Stock:</u>	
1,000	Savings Bank of S.A.	
	(5-1/4%)	<u>1,000.00</u>
<u>20,838</u>		<u>\$20,022.12</u>