

Minutes of Australasian Motor Museums Association Executive Committee meeting, held at John Harris Collection on 13th April 2011, Brisbane, Queensland.
Draft Copy acceptance required next meeting.

Present: Mark White (Chair & Acting Treasurer), Ian Bone (QLD Rep.) Reg Wilkinson (NSW/ACT Rep.), Kel Davis (NT Rep.), Ron West (Vice Chair & Proxy WA Rep.), Matthew Lombard (Secretary/Interim SA Rep.), Phil Costello (TAS Rep.), Peter Gault (VIC Rep./Webmaster) Observer: Ian ? (QLD Rep. Road Transport Hall of Fame)

Apologies: Kelvin Ferris (WA Rep.)

Meeting opened at 9.55am

Chairs Welcome

Chair welcomed all to the meeting and thanked QLD Rep. for arranging the use of Boardroom of the John Harris Collection and arranging the post meeting visits to various motoring related sites around South East Queensland.

Qld Rep. Welcome

QLD rep. apologized for the delays in arranging for the Executive Committee meeting, due to recent QLD floods causing a number of issues. QLD Rep. outlined the back ground to the QLD Motor Sport Museum and it connections with the John Harris Collection. QLD Rep. outlined the history of the John Harris Collection.

Minutes of previous Executive Committee meeting

Minutes of the previous Executive Committee meeting held on 13/09/2010, at the Boardroom, Revolutions, Whiteman Park, Perth, WA were distributed to all present. As these minutes had not been perused previously Executive Committee members were given time to digest the minutes and the right of reply to the Secretary, no correction to the Secretary have been forthcoming.

Moved Mark White / Seconded Peter Gault - **Carried**

Noted: A number of small spelling mistakes were noted in the Minutes of the Executive Committee prior to the AGM and also in the minutes to the Third AGM.

Matters arising from minutes

Minutes from previous meeting and AGM have not been forthcoming to members of the Executive Committee in a timely manner, this has compounded the feeling that the AMMA is lacking in its internal communications. Secretary apologies for the tardiness in getting the minutes out and will in future make a concerted effort to avoid delays in getting the minutes of Executive Committee meetings to Committee members.

Treasurer's report

Acting Treasurer submitted Profit and Loss YTD, Balance sheets and account statement for review.

Museum of Fire has, on behalf of AMMA, financed the purchase of this financial year AMMA members stickers. In light of last year's concerns these stickers have now been produced in a larger format and have also been produced with either sticky on the back or front allowing for a variety of mounting applications.

Current financial year 2010 – 2011 expenditure has been Nil, Current Commonwealth Bank balance was at \$5195 minus \$66 for renewal of website hosting paid today. There is was an outstanding amount of \$1800 in membership fees for the 2010 – 2011 financial year which was mainly caused by members not informing the Acting Treasurer of changes to email addresses etc. The Acting Treasurer has diligently been working through this and has significantly reduced this figure. Final bank balance should be \$6,500 after all fees have been paid. Company files are held in QuickBooks, and are available for perusal. Acting Treasurer foresee that the biggest expenditure in the 2010 – 2011 financial year will be the ongoing re-development of the website.

Secretaries Report

Again apologies for the delay in getting out the last round of minutes. Nil incoming mail, a couple of emails which were only relating to website hosting.

QLD Rep. Report

Bowden's Motor Museum project at the Big Pineapple has been cancelled due to contractual issues. Peter Champion's Collection has closed at Yappon and may reopen in South East Queensland in the future. Believes that there are at least 12 museums/collections which would be potential members of the AMMA, including the QLD Transport Museum at Gatton, to which a visit has been arranged. QLD Rep. requested a definition from the Executive Committee of the term 'Transport Museum' and what constitutes this definition. A number of members indicated that they knew of transport museums within the QLD state, QLD rep. asked for any further leads which he would follow up.

Further discussion ensued and with general agreement of the executive it was decided that lists of known non-member museums in all states should be sent to the Chair/Acting Treasurer and that these would be circulated to state reps only.

NSW Rep.

More private collections coming to light. Believes that the AMMA website has, in general, increased visitation of transport museums across the state. However, of late, effects of both VIC. and QLD. natural disasters have affected visitor numbers. Continuing concern over the export of historic vehicles.

Interim SA Rep.

Goolwa Motor Museum was, at last contact, still uncertain that it would stay open on a continuous basis and is currently reviewing visitor numbers. Hill's Nostalgic Motor Museum has withdrawn membership

of AMMA as plans for a museum have been delayed. Interim SA Rep. will approach Mr. Ian Spooner proprietor of the Peterborough Motor Cycle Museum about tasking on the SA Rep. position.

TAS Rep.

All four museums still members; one potential museum has been cancelled due to council issues. Whitehouse Collection (non-member) is now in the final process of sale. Richardson's Harley Museum has agreed to become a member.

VIC Rep.

Produced a newsletter (**Peter to attach electronically to minutes**) copy attached.

Would like to produce a state based brochure, first print run of 1800 brochures. Survey which went out with state newsletter had 8 out of 18 potential responses, all keen for a state based brochure. Only a test run of 40 printed in DL size currently. Print run of 1800 will produce a unit cost of 6 cents each.

TAS Rep. suggested that AMMA take over production of all state brochures which could reduce unit cost and also standardized the 'look' of the brochure. Brochures could be supplied with a stand and as well should be downloadable from AMMA website. QLD Rep. offered to look into both design and production of brochures due to his IT background.

VIC rep report cont.

Survey reveals that, in general, attendance of member museums is rising due to AMMA website; in particular the smaller museums have noticed this the most, due to their listing. Fire Service Museum, Melbourne and Ford Discovery Centre, Geelong are down, however Fox Classic Car Colln. Melbourne is up. Recently went to a Museums Australia conference, believes that AMMA could join with Museums Australia as a Special Interest Group, believes this could be a good move, and will investigate further and report back at next executive meeting.

NT Rep.

Approached '12 Mile Museum' (Darwin) about membership, however they consider themselves to be a car clubrooms and not a museum, has asked the Secretary to liaise with club in future. Road Transport Hall of Fame continuing to gain record numbers and the museums website and AMMA website are thought to have contributed to this rise. Offered to host the first Executive Committee meeting of 2012, with possible side visit to Darwin for those interested.

WA Rep. (Given by Vice Chair in WA Reps. absence)

Executive Committee passed on their sincere hopes that WA Rep. will return to next Executive Committee meeting with a clean bill of health.

Continuing to recruit new members' incl. Vickers Motor Museum and Whiteman Park Tractor Museum. Has initiated state based meetings at different museums and would welcome any interstate visitors to these meetings. Advised to send notice of these meeting to Webmaster and will be posted on AMMA website as an event, which may assist members wishing to visit these meetings.

Question re proxy votes at AGM and Executive Meetings, proxy reps. can be sent to these meetings provided that the state rep. notifies the Secretary/Chair that a proxy rep. will attend.

Constitution Amendments

Further investigation and consultation between Chair and Vic Rep. required as both are seen to have most expertise in this area. Will table 'a view' at Sept 2011 Executive Committee meeting. Of particular issue is Section C: The Committee, Sub Section 2 Appointment, Paragraph C and State based nominations and ratification by AGM.

Matters Arising

In order to facilitate better communication and to make things more efficient. Once a new member has been confirmed the state rep. will supply a new member's kit which will include the following:

- Copy of Constitution
- Members Stickers
- State Brochures (if available)
- List of member museums within the state
- List of Executive Committee members

Chair will also send a letter of introduction which will have been CC'd to state rep. upon receipt of this; state rep. is to supply introductory pack.

Communication

Again everybody is encouraged to share as much as possible internal state newsletters etc with other state reps. Chair asked that any issues relating to governance matters should be directed to the Chair in the first instance, Chair is happy to CC any replies and will moderate this. Issues related to projects i.e. Website etc can be directed to Executive Committee member who is co-coordinating project. Vic Rep. suggested that this could cause some concern within the AMMA membership in regard to oversight issues. Chair reiterated that this is to be a transparent process to protect all concerned and emails can soon be proliferated to ensure transparency of handling of issues. Chair suggested that when emails are to be circulated that the initial email should also include who the editor/moderator on the issue is. Also please limit (but not edit) the length of emails i.e. replies within replies etc as these can be hard to follow.

Job Descriptions

Vice Chair is keen to expedite these and is more than happy to receive any suggestions from other state reps. as to what the state rep. job description should include. Please send all ideas directly to Vice Chair. Suggestions include:

- Pursue new membership
- Co ordinate state meetings
- Attend Executive Committee and AGM meeting
- Liaise in general between executive and state members

General Business

Chair would once again ask that, where possible (recognizing that some larger and state/ national museums will find this impossible to do due to layers of bureaucracy); AMMA logo is to be on all front pages of websites and to be a 'live' link. Also would ask that as many brochures and posters etc produced by individual museums also include the AMMA logo. An example of this was display and is available on link. Peter Gault Vic rep also displayed a brochure with logo and link.

http://www.museumoffire.com.au/index.cfm?fuseaction=category.display&category_ID=52

Finally the Museum of Fire has been able to negotiate a deal whereby the AMMA logo and website are advertised in return for an article every issue being contributed to the magazine. Chair would see that this is a good way to promote the AMMA without cost. Road Transport Hall will run the AMMA logo advertisement (Chair to provide art work) in their next issue of TRANSMISDSION magazine. Secretary will contact Just Cars and Unique Cars magazine re AMMA logo advertisement.

Suggested that each state rep. build up a portfolio of articles, brochures etc showing the AMMA logo and that this should be shown to prospective members, in order for them to understand exposure that AMMA members receive. This should also be shown to current members to encourage them to do same. Could copies be sent the other committee members so we all know what is happening and use it to encourage others.

NT rep. raised the issue of the Australian Tourism Quality Mark and its requirements, as of 2012 this mark will be important to many museums if they wish to be recommended by visitor information centre's. Vic Rep. questioned the requirements of this and some general discussion ensued. QLD Rep. was involved in roll out of this as part of his IT business and outlined the background to the quality mark.

Website

VIC Rep./ Webmaster reported on the website, this included ongoing issues related to data entry and retrieval of statistics. Also reiterated the need to build a members only side to the website, question of adding to original website or starting afresh but taking account of the previous artwork which is of a generally agreed high standard and looks good.

Website Statistics (2011 monthly averages): **(Peter can attach the report he has)**

- 16,500 requests
- 609 successful 'hits'

Gallery and Events pages do present on-going issues for the Webmaster, general discussion ensued. As it was agreed by all that the website is the single most important tool of the AMMA. It was agreed that the Chair, QLD rep and Vic Rep./Webmaster are to form a subcommittee to work on the AMMA website issues and report back to the Executive Committee in Sept 2011.

World Forum

Secretary outlines last meeting and emails relating to the forthcoming World Forum for Motor Museums, to be hosted by the Royal Automobile Museum of Jordan in Amman, Jordan. Ongoing security issues, mainly relating to neighboring countries has impacted on both the organization of the Forum and the attendance numbers. Currently the Secretariat is awaiting the Jordanian organizers to finalize numbers of attendees before deciding whether to postpone or defer the 2012 Forum. Vic Rep. expressed some desire to attend, but also felt that communication had been lacking from the organizers and plans needed to be finalized very soon. Secretary will convey this to the Secretariat.

Fourth AGM

At this stage, is to be at Bandiana Army Museum, Bandiana, VIC; however Chair will confer with the new Director of the museum. Current projected date would be around the 2nd or 3rd weekend of September 2011.

Question about sending out Nomination Forms soon, i.e. with these Executive Committee meeting.

Meeting ended at 12:00pm

Next Executive committee meeting September 2011