

AMMA
Magazine for Australia & New Zealand

Volume - 3 Issue - 1



SPRING/XMAS 2023
Quarterly Magazine

AMMA
Australia & New Zealand



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EDITORIAL



Welcome to the AMMA Quarterly Magazine.

GREAT ADVENTURES, ADVERSITY and ADAPTIVITY FORMS OUR AUTOMOTIVE HISTORY

Like a Good Wine - History Can Be Repeated but It Is Never the Same.

The expressions of design and engineering have filled our automotive world with Great Adventures, Adaptivity and Adversity.

Let me explain.

Numbers of cylinder, number of wheels, types of fuel -petrol, kerosine, coal, water (hydrogen & steam), hybrid to EV, front, rear and AWD, have all come and gone then boomeranged back.

It is extraordinarily hard for a museum to gather and present the many variants, and much more difficult when only human memories, unnamed images or poorly maintained representatives of a marques remain.

A lot of information and physical artifacts have been lost to time. The lack of awareness around family “junk” that passes to ground fill post the passing of a collector or corporate collapse with their historic records becoming inaccessible and lost to history.... Many say “who cares” but I am sure our membership would vacuum up these treasures of the past.

Retention, Preservation and Public Awareness are key to our past and a guide to the roads we travel into the future.

Maybe with the imminent global expansion into the use AI (Artificial Intelligence) this new research tool may facilitate clarity around our Automotive History. However, it may also bring into question any disparity between human assumption, written expressions of history and factual evidence of a physical nature.

Ian Bone



The PRESIDENT's REPORT

Welcome to Spring 2023 Magazine and Annual Report

Hi Folks,

Yet another year rolls over. Happy to say that life for us at least has started to be normal in our new surrounds, if normal is such a thing these days.

I am pleased that pre-covid members are still returning to the fold. Welcome back the National Transport Museum in Inverell, NSW, Move in Shepparton, Victoria, Gilbert's and The Military Museums, both of Sth. Aust. We also have one new member, The Brisbane Motor Museum up here in Qld.

The new brochures have been circulated to everyone and on the whole has been well received.

Another print run has been done and anyone requiring more please contact me and I'll post them to you. Also, we have had three banners printed for special occasions. If anyone would like to borrow one or permanently display one, again, let me know.

The board continually strive to raise awareness of our association, and so the board were invited to showcase AMMA at the inaugural Festival of Speed at the Amberley Raceway, West of Brisbane. Ian bone did an amazing job in organising our display. For a first event, attendees were lower than expected, however the organisers are keen to try again next year.

As for Maxine and I, our reopening of the 4Cs Motor Museum was a huge success. The Saturday of the weekend, we had approx. 100 visitors, and on the Sunday we held a garden party, and sat 200 people for lunch. All funds raised on the weekend were donated to the local Aust. Red Cross branch, whose volunteers worked tirelessly on the weekend. We are now firmly on the map, have opened for several car clubs, with future bookings in hand. All funds raised are used towards us promoting our association, and the historical vehicle movement in general.

In July of this year, the Noosa Concourse D'Elegance was held. In support, the Noosa Shire Council closed off our main street, Hastings Street for the day and 50 unbelievable vehicles including one of mine, were on display. The council estimated that 10 thousand people attended and are keen to stage the event again next year. It goes to show, that interest in historic vehicles continues to grow with the young and old.

In September, as affiliate members, AMMA was invited to attend the AGM of the Australian Historical Motoring Federation which represents over 2,000 motoring clubs Australia wide. Luckily for us, the AGM was to be held about 40 mins. drive from our home. Representatives from every state were present, either physically or via zoom. It was a great weekend, a chance to mingle with some of

the most interesting and influential people of historic motoring in Australia. Our museums rely heavily on not always local, car club visitations and support in numbers.

Next year's World Forum in Japan at the end of October, continues to gain momentum. I hope to see as many Aussies and Kiwis there that are able to come. I am sure it will be a spectacular event, one not to be missed. If you do intend to go, I would be very pleased to hear from you so that I can make sure you have the latest information, perhaps some group travel arrangements, and a list of attendees from down under.

The AGM has been held and I congratulate the new members and those returning to their posts.

May I wish everyone the very best for 2024 and I look forward to seeing as many as possible in Japan.

Yours Faithfully your President.

Colin Kiel.

Best regards to all.
Your President
Colin Kiel.



MUSEUM NEWS

BRISBANE MOTOR MUSEUM

Continuing their policy of “revolving exhibitions”, the most recent “Vehicles of Speed” and “99 Years of British” will close 27th November and the new exhibits of “Stylish German Automobiles” and “Muscle Cars of Brisbane” will open on 2nd December running through until 25th February 2024.



WONDERS of WYNYARD

Summer opening times – 9am to 5pm daily.

The Wonders of Wynyard is home to a world-class Ransley Veteran Car Collection, including the equal oldest Ford in the world – the collection has been lovingly restored and is an outstanding showcase of Australian motoring history. A more detailed story will included next quarter following your editors visit this month..



If you're the type of traveler that wants to connect with a place and its people and you enjoy a nostalgic journey through time, then the Wonders of Wynyard Exhibition & Visitor Information Centre is a must-see on your visit to Tasmania.

Visitors to the Wonders of Wynyard can also immerse themselves in local heritage, including stories detailing the maritime history and unique geographical landmarks of the region.

The Wonders of Wynyard's art gallery exhibits local creative works including paintings, sculptures, photographs and textiles -the perfect place to purchase a special memento of your holiday.

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FEATURED MUSEUM

CHRYSTIES CLASSIC AND COLLECTIBLES MUSEUM



Overview

Take a travel back in time. Come and experience the era of the classic cars, trucks, caravans, tractors and a host of other collectables.

Set on 1.8 hectares, Chrysties Museum is a lifetime collection of amazing treasures which will enthrall and amaze.

From an old logging truck to working vintage cars, farming equipment, classic caravans, and collectables.

George Christie Story

George started collecting in 1989 and after retiring to Tocumwal NSW in 2004, Chrystie's Museum opened that same year after acquiring some 4 acres of vacant land.

George has an insatiable passion for cars, trucks, tractors and in fact anything with wheels or a motor – not to mention “things” that we can all remember growing up.

In 2004, George built a big shed, put a caravan on the property and moved in. George then started moving all his hidden treasures into the shed until it finally looked like a museum, so they decided to open it as a museum and it all went from there.



George started his collection with a 1953 English Mk 1 Zephyr, 1 owner, for \$800. He later bought another Zephyr, this time a Mk2, 1600 miles, 1 owner for \$3000 and hasn't stopped collecting since. His big shed that he built before the house soon became too small, so he had to extend again and again, until it became what it is today.

Apart from cars, trucks, and caravans, George's museum also houses motor bikes, push bikes, chain saws, cameras, toys, dolls, tools, lamps, fuel bowsers, pedal cars, woodwork tools, clocks & radios, glassware collectables, Royal Family collectables, and just about anything else you can think of.

George's collection will fascinate and engage you in a trip down memory lane. Parents, Grandparents, Children and all will be amazed at the variety of “things” just “hangin' around in the shed”.

Chysties Museum Location

139 Thorburns Road Tocumwal NSW 2714 Australia



[Open in maps](#)



Accessibility

George actively welcomes people with access needs.

Caters for people with sufficient mobility to climb a few steps but who would benefit from fixtures to aid balance. (This includes people using walking frames and mobility aids)

Contact Details.

Phone: (03) 5874 3358

Open 10am -4pm Daily

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FEATURE ARTICLE

Novel Business Model for Museums – by Frank Carroll



Novel Business Model for “Car Museums” – the Sir Henry Royce Foundation’s ‘Coolum Showrooms’.

In 2019 discussions with a colleague of mine and fellow member of a local car club, we (in my role as a Trustee of the Foundation, having its display at Coolum alongside our personal collection) hatched the idea of “Sunshine Coast Cars & Coffee” as a concept which would be based upon the following activities: -

- (a) Local vintage and veteran car enthusiasts looking for an excuse to exercise their motor vehicles, catch up with likeminded individuals and show their cars as well as learn about others, would meet in Lysaght Street at Coolum on a certain day each month.
- (b) We settled on the first Saturday each month from 7am – 10am, following a similar style of social outing promoted on Facebook across the country and already happening at various places such as Coorparoo in Brisbane and another venue on the Gold Coast as well as interstate destinations.
- (c) We needed the cooperation of the German Bakehouse which has its main 24-hour bakery and one of its sales outlets at the corner of Lysaght Street and Junction Drive – they have been happy to be involved, with revenue in 3 hours exceeding a week-day’s trade. They don’t usually open this outlet on weekends.

These events have been happening almost every month since April 2019, despite the advent of COVID and all of the novel crack-downs and “health requirements” about people registering as they enter, wearing masks, not going in public at certain times etc, etc.

The activities have resulted in very helpful promotion of the Foundation and its Coolum Beach showroom, with the following helpful side effects: -

1. Revenue of \$300 - \$600 per month (depending on weather and other diversions) to the Foundation.
2. A waiting list of owners of vintage and veteran cars keen to display their cars at the Foundation and to donate toward the Foundations overheads, for us to ‘store’ the vehicle.
3. The donation of a 1990 Bentley Turbo R motor vehicle early in 2022 from a Queensland Resident who heard about the showroom and its appeal to the public.
4. A donation of a Rolls Royce Tay Jet Engine (fully prepared and mounted on a mobile display stand), in May 2021 along with numerous other collections of books, model motor vehicles and a like.
5. Increased publicity for the Foundation and a generous bequest from a Brisbane resident in his Will.

This appears to be an interesting “car museum” business model and needs further careful thought and deliberation as to how best to utilise it as well as benefit our community from what it provides.

Carrolls Transport Depot with a private collection of vintage and veteran motor vehicles, has been expanded with the encouragement of the said activities and now plays an important community role on the Sunshine Coast.

Issues that have risen and new ideas to be developed further

- (a) Use of an eftpos machine at entry seems essential these days as the number of people carrying cash seems to be rapidly reducing. We also have a float of \$250 cash to provide ample change so visitors have no excuse to avoid the modest entry fee.
- (b) The 'admission fee' was lower and has been raised to \$10.00 pp since July 2022. If morning tea is provided, there is an extra charge of \$7.00 pp and this seems very light in view of the valuable vehicles presented, maintenance of toilets, cleaning, lighting and air-conditioning and human effort put into organising, managing and cleaning. I believe the 'entry fee' should be \$15. As a comparison, "Motorlife Museum" at Wollongong with 100 cars and lots of books, etc, charge \$17.50 per adult and plan to increase it (open most days for 7 hours, so visitors turn up as they please). It is larger, in 3 sheds on Council land (for which a nominal rental is paid).
- (c) Printed material is handed out at the door to each person or family group that comes through and at the moment that includes a Carrolls Transport Depot pamphlet plus a Foundation pamphlet with inserted A4 sheet (printed on both sides) giving up to date information about the display. Whoever runs such a facility needs to ensure the printed material is provided and this gives contact details for similar groups wanting to come back in the future as well as some capacity to promote the Showroom to other likeminded people.
- (d) Copies of the said pamphlets are provided to other interested car club members who hand them out to interested colleagues and the provision of this material is yet another "overhead".
- (e) Provision of fully particularised "details cards" on exhibits is essential and the cost of providing these and printed manner on corflute or similar material of sufficient size to allow easy perusal is another overhead.
- (f) We have found that a "large free parking" sign at the street boundary assists to divert cars into our car parking area which has some 29 spaces. Secondly, a large sign promoting the facility (double sided core flute) on aluminium frame is carried out and placed there as well on "Cars and Coffee" days or other 'open' days.
- (g) The guided tours undertaken by me with a mobile amplifier seem to be quite valuable, with some groups enquiring in advance as to the timing of commencing such guided tour on the Saturday mornings. Responses and interaction during the guided tour also assist in having visitors understand the facility and identify with the exhibits.
- (h) A small team of reliable volunteers is needed to attend the door and ensure compliance with the entry fee requirement, as well as to advise, assist and direct visitors who have all sorts of enquiries and often want to bring a family pooch into

the showroom with them (not allowed). Such volunteers are also required to deal with occasional spills of coffee, to assist set-up and closure of the display and to be available should we be away any time on the designated Saturday each month.

- (i) Promotion of the Showroom, collection and “Cars & Coffee” events, as undertaken on Facebook by The German Bakehouse, who come over to photograph the latest addition to our display each month, assists in promotion. We have also taken advantage of the local community broadcasters “Community Announcements”, sometimes at short notice, to publish late changes to events. I have also undertaken interviews live from the Coolum Showroom on Saturday mornings on various radio programs including ABC Australia-wide. Such opportunities to promote the event should be exploited for they appear to be beneficial.
- (j) Since I retired from practice on 30/6/23, I plan to write to a few of the many motoring clubs each month, to encourage them to make our display an outing destination, preferably to join in Sunshine Coast Cars & Coffee, so they see 80 -100 vintage, veteran and ‘collector’ cars that gather here on the first Saturday each month.
- (k) I happily encourage other collectors to adopt this model and look forward to the Sir Henry Royce Foundation opening a similar collection in Canberra early in 2024.
- (l) So far, we have not encountered any issue with the Police or local Council, and have received nothing but complimentary encouragement from other local businesses in the “Coolum Industrial Estate”, where we are located for these events.
- (m) Well-managed and cleanly presented premises have assisted us to be accepted as a ‘museum’ by like-minded entities, who have happily entrusted us with two rare Rolls-Royce engines (on indefinite loan) that compliment another seven Rolls-Royce engines of particular historical interest.

Overall, this shows promise.

Frank Carroll 8/9/23



EVENTS

DATE	EVENT	Comments
2023		
Open 2 nd December 2023 thru' 25 th February 2024	Brisbane Motor Museum	"Stylish German Automobiles" and "Muscle Cars of Brisbane" exhibits.
2024		
November 2024	WORLD FORUM for MOTOR MUSUEMS	To be held in Japan – sponsored by Toyota with venues including Fuji Motorsport Museum. Links: https://fuji-motorsports-museum.jp/
2028		
PROPOSED November 2028 In Australia	WORLD FORUM for MOTOR MUSUEMS	Looking for people to be involved in the planning and presentation stages



AMMA Contacts

CHAIR - 0412 539 634 Colin Kiel - 4C's Motor Museum – Qld	QLD Delegate – 0414 752 203 Carl Amor – Gold Coast Motor Museum
VICE CHAIR - Belinda McMartin – Museum of Fire Penrith NSW	ACT Delegate - Vacant
SECRETARY - 0438 154 748 Ian Bone PO Box 64 Mt Ommaney – Qld Email: ian@qldmotorsportmuseum.au	NSW Delegate - Belinda McMartin – Museum of Fire Penrith NSW
TREASURER - 0429 682 465 Maxine Kiel - 4C's Motor Museum Email: maxinekiel@hotmail.com	VIC Delegate - 0411 465 098 David Peck - The Motorist
New Zealand Delegate - Vacant	TAS Delegate - 0407 881 288 Daryl Meek
World Forum of Motor Museums Delegate – 0412 539 634 - Colin Kiel 4C's Motor Museum	SA/NT Delegate - Vacant
Roving Ambassador - 0412 539 634 Colin Kiel - 4C's Motor Museum	WA Delegate Pat O'Callahan - Motor Museum of WA

CONTRIBUTIONS WANTED

Your contributions are integral to creating a successful magazine. Contributions or suggestions for content should be directed to: -

Ian Bone – ian@qldmotorsportmuseum.org

PHOTO GALLERY

DASHBOARDS

Do you recognise any of these gems?





And for now, we say goodnight until we spread the news next Quarter