

3 January 2023

Strategic Marketing and Sponsorship Officer  
City of Joondalup

### **2022 JOONDALUP FESTIVAL OF MOTORING**

I would declare the inaugural event a success, but as we have discussed 2022 presented some unique challenges, but this is all covered in our honest and open account of the event.

It's my opinion that the event has a very positive future and can establish itself as a significant event on the motoring / festival calendar. I am confident the event can grow and deliver further benefits to the city in years to come.

JHM is very keen to continue the event and build on its foundations, but additional funding is required. As a generalised statement we submitted an initial budget based on a one-day event, this budget is now over two years old and, in that time the event has grown to three days, and we have seen significant cost increases including wages and general inflation.

One area of concern was simply expecting too much out of our team. For the event to continue we will need to significantly expand the paid staff element to include an Operations Manager, Sporting Manager and Central Park Manager. All short-term contract roles that will result in a better event experience.

We will see some cost savings in year two simply because event assets are already in place such as the event style guide / brand, and the website for example, but refinements are required across the board but most of this funding will be consumed by additional Police and Security requirements. Whilst we hope for continued sponsorship support, we can't gamble on this income as both the retail and financial markets continue to change and until agreements are locked away, external funding can't be confirmed.

We are working on the proposed 2023 budget now but at this stage the following extra funding is requested:

- Extra Staffing / Wages \$25,000
  - Ops Manager, Central Park Manager, Sporting Manager
- Extra Advertising \$10,000
  - Expand the paid advertising element
- Extra Equipment / Spectator Areas \$10,000
  - Greater definition of the course and pedestrian areas / pedestrian flows
- Community Management / Residential Awareness \$5,000
  - More door knocking, more pre-event community engagement

We are seeking a \$50,000 increase on 2022.

We also ask that the city consider allocating an internal Project Manager to act as a liaison between JHM and all of the internal City staff members. At one time we were dealing with over 11 City of Joondalup Staff, and this isn't sustainable.

Timing is crucial in regard to the event announcement and unfortunately, we have to put a deadline for approval to ensure we have enough time to recruit and activate the 2023 event. It is suggested that final approval is required at the February council meeting.

Please find attached our final reports and supporting documents.

- Post Event Report
- Schedule 3
- Schedule 4
- Media and PR Report
- Customer Satisfaction Report / Via Link
- Financial Report (not yet audited) / To be email separately.

Note: The financial accounts have been submitted to our accountant's MGP Parkinson and audited accounts will be submitted in due course.

I would like to thank the city for its outstanding level of support, in particular the Events and Media team who at all times were supportive of my team.

I sincerely hope to work with you all again.

Regards



Justin Hunt  
Event Director  
Joondalup Festival of Motoring



*City of*  
Joondalup

# **Joondalup Festival of Motoring Post Event Report**

[www.jfom.com.au](http://www.jfom.com.au)

**28 - 30 October 2022**

## Contents

1. INTRODUCTION .....	2
2. EVENT DIRECTOR'S NOTES .....	3
3. EVENT SNAPSHOT .....	4
4. THE GOOD, THE BAD, THE UGLY.....	5
5. SCHEDULE 1 – FINANCIAL REPORT .....	7
6. SCHEDULE 2 – EVALUATION REPORT .....	10
7. SCHEDULE 3 – PROMOTIONAL AND BRANDING .....	12
8. SCHEDULE 4 – KEY PERFORMANCE INDICATORS .....	12

The Joondalup Festival of Motoring proudly acknowledges the Traditional Custodians of the land on which our event takes place, the Whadjuk people of the Noongar nation. We pay our respects to their Elders past, present and emerging, and respect their continuing culture and the contribution they make to the life of this city and this region.

This Post Event Report© is prepared by Justin Hunt Management (JHM) for the 2022 Joondalup Festival of Motoring.

JHM  
PO Box 2022  
Carlisle North WA 6101

08 6146 1866  
[info@jfom.com.au](mailto:info@jfom.com.au)  
[www.jfom.com.au](http://www.jfom.com.au)

# 1. INTRODUCTION

***“We at BMW do not build cars as consumer objects, just to drive from A to B. We build mobile works of art.” – Chris Bangle, Chief of Design, BMW Group.***

JHM approached the strategy and event design of the Joondalup Festival of Motoring in the same spirit that guides BMW’s design. The Joondalup Festival of Motoring needed to be an experience – immersing attendees in the sights, sounds and romance of the automobile at every turn in the Joondalup CBD.

With inspiration drawn from some of the major motoring festivals across the world by providing a full car culture experience to compliment a motorsport main event, the Joondalup Festival of Motoring programme included more than just horsepower. Local business activations, culinary delights, music, movies, and photography all added to the vibrant programme and ensured attendees didn’t have to know their Peugeots from their Renaults to enjoy this event.

After a compressed planning schedule, and with the valued support of the City of Joondalup, the inaugural Joondalup Festival of Motoring was realised on 28 – 30 October. The event brought in 15,000 attendees over the course of the weekend, saw 150 cars compete in the inaugural Joondalup City Sprint and over 1,000 cars on static display. Figures that we at JHM are proud of.

It is JHM’s long-term goal for the Joondalup Festival of Motoring to achieve icon status in the Australian motoring calendar, and the 2022 event set a solid foundation to achieving that goal. The event has received praise for its vibrant atmosphere, variety of activities and being a great day out for families. Competitors have already started making enquiries about a 2023 event, as they are eager to mark it in their calendars.

This enthusiasm for the Joondalup Festival of Motoring drives us (pardon the pun) at JHM to go better in 2023. We’ll be refining the access and flow for our attendees, shuffling the date until later in the year to avoid competing with other motorsport events and exploring better signage options – ones that don’t like to get airborne with the wind.

We thank our sponsors for their support of the 2022 event and we hope you continue on this epic road trip of an adventure that is the Joondalup Festival of Motoring with us in 2023 and beyond.

This Post Event Report is a requirement of the City of Joondalup Sponsorship Agreement, and addresses the financial and evaluation criteria outlined in Item 3.5 (b) i and ii, and Schedule 1, Schedule 2, Schedule 3 and Schedule 4.



## 2. EVENT DIRECTOR'S NOTES

Year One, what an adventure! The Event that was delivered was a significantly greater and more complicated variation of the event that was initially proposed to Council.

Since the initial submission to City of Joondalup (COJ), we have seen a labour shortage, a state coming out of Covid (unknown territory) and a substantial increase to the cost of living.

Listed below are some observational notes:

- For efficiency, the Event must have one single City of Joondalup point of contact (project manager). At times, the Event was dealing with over ten individual COJ staff members or departments. Further, it could be three or four people from the one department. This isn't sustainable.
- In reference to the above comment, the majority COJ staff were exceptional and looked after the Event and our staff very well. It is simply an issue of time and resources.
- Some of the "lines of responsibility" need to be better determined in 2023.
- The date change created a conflict with a number of local and national motorsport events. This made it difficult to get volunteers and definitely impacted attendance and display numbers across the weekend.
- This change of date also meant some programmed elements (e.g., A Night with a Motoring Legend) could not be actioned.
- Weather on Saturday 29 October had a major impact on Event attendance. We need to acknowledge that a classic or valuable car collector will simply not travel in the rain.

Overall, I feel that the Event concept is good, the vibe during the weekend was great, and our audience were satisfied. However, I feel that across the board a lot of small refinements would result in a greater experience for everyone.

We have so many learnings from Year One and there are already so many easily affordable solutions on the table. It should be noted that the cost of running this Event is substantially different from our initial budget submitted to the city in 2021, and for us to continue an increase in funding would be required.

In closing, I would like the opportunity to refine the model and build a bigger, better JFOM 2023.



### **3. EVENT SNAPSHOT**

The Joondalup Festival of Motoring consisted of a series of sub-events held across three days:

#### **Friday 28 October**

PowerPlay Corporate Go Kart Challenge: 32 fierce competitors vying for the Corporate Challenge Trophy. The City of Joondalup were represented by a selection of Councillors and Executive Team.

Mega Motoring Movie Marathon: Three iconic motoring movies hosted at Grand Cinemas, Joondalup. Tickets were gifted to competition winners, sponsors, JFOM participants (such as exhibitors and competitors), volunteers, and Event Officials.

#### **Saturday 29 October**

Coffee & Cars: Approximately 450 vehicles attended the Boas Avenue Car Park during the afternoon. A wide array of vehicles, covering more than 50 years, were on display.

Cars & Cocktails: Central Park hosted Cars & Cocktails on Saturday afternoon. This included a variety of food trucks, a pop-up bar, a collection of distinctive and rare vehicles on display, and live music. Unfortunately, the terrible weather (cold and rainy) significantly impacted crowd numbers.

Shannon's Sundowner: The Corporate Villa hosted drinks and nibbles for Event sponsor Shannon's Insurance, for 120 guests on Saturday afternoon / evening.

#### **Sunday 30 October**

Automotive World: Five distinct precincts spread throughout the City Centre, with vehicles grouped by origin: Old Blighty, Route 66, Down Under, The Continent and The Orient. Food trucks and decorations in each precinct were regionally themed. Approximately 600 vehicles exhibited.

JFOM Corporate Hospitality: The Villa hosted a fully catered function for 225 guests. The Corporate Villa was located within Central Park, right on the Sprint course, and was the best place to watch the action. City of Joondalup Councillors and Executive Team were invited to attend, along with Event sponsors and special guests.

Joondalup City Sprint: The Sprint was the pivotal element of the Festival! 150 competitors vying for the title of inaugural winner; the best three out of four timed runs determined the winner. A number of additional class awards were also presented post event.

In addition to the above physical events, we held two competitions to encourage engagement both online and during the Event:

#### **Photography Competition**

Photos taken across the weekend and submitted for consideration were eligible to win one of two prizes: "Best shot published online over the weekend" of the Event, or "Best photo submitted within 14 days" of the event. The prizes were \$250 plus a JFOM Merchandise Pack.

#### **Peoples' Choice Awards**

To reward those who exhibited their vehicles in the Automotive World displays, three Peoples' Choice prizes were offered. The general public voted for their favourite vehicle displayed using a QR Code. First prize won a set of Tyrepower Tyres, second prize won a fantastic Forch Kit (valued at \$400), and third prize won a Howard Park Wines Pack.

## 4. THE GOOD, THE BAD, THE UGLY

### What we did really well:

- Approaching key stakeholders in the region: We spent a significant amount of time and resources to engage with organisations such as Edith Cowan University (ECU), North Metro TAFE, MTA, and the Police Academy. In summary, these organisations do not want engagement, they are internally under-resourced, and our investment into these organisations was a waste of time and money. We really tried to engage and encourage their involvement with very little success.
- Social Media and Marketing: Justin Hunt Management (JHM) have an in-house social media team who are fantastic at their job. JFOM's Facebook Page reached more than 142,558 and Post Engagement was more than 44,000. The best single Facebook Post had a reach of 26,069 and Post Engagement was 3,053. During Event week alone, the Facebook Page reach was 67,100+. Please refer to the attached Media Report for more details.
- [www.jfom.com.au](http://www.jfom.com.au) had a reach of 81,330 users over the 5 month event period, 2048 per day visitor average for the month of October. This reinforces the need for better online functionality and spectator information, linking to an app or Facebook in the future.
- Appealing to the General Community: The Event was designed to have broad appeal, our in-house team found the right "voice" to engage many facets of the Joondalup community, across all age brackets. This was especially visible on Sunday when thousands attended to spectate and enjoy the Festival. Post-event, online feedback from the general community and neighbouring residents has been predominantly supportive.
- Appealing to the Motoring Community: The core demographic of our online campaigns was Perth's motoring and motorsport communities. The online engagement was extremely supportive in the lead up to, and across the weekend of the Event. Representatives from many different car clubs and a variety of private collectors participated either by competing or exhibiting at JFOM.
- Sponsorship: In order to run such a large Event, it was necessary to fundraise sponsorship above and beyond the City's contribution. JFOM raised more than \$137,500 in cash and contra sponsorship to help with the real cost of the Event.
- Sponsorship Servicing: Depending upon the sponsor's level of support, JFOM offered a range of activations, marketing campaigns and on-event hosting.
- The Sprint: A technical and challenging course, yet fun for competitors. Competitors ranged from those just beginning their motorsport experience, through to extremely experienced entrants. Competitors had a great day, although there was some attrition as the day proceeded.

### What we can improve upon:

- The overall footprint of the Event on Sunday was extremely large (approximately 1km x 600m in area). This stretched resources (Officials and Event Police), and resulted in some of the further located precincts feeling isolated from the core activities.
- A larger Event team (Officials and Subcontractors) is required to better service such a large Event. Concurrently, working to reduce the active footprint will improve efficiencies.



- Due to time constraints in the lead up to the Event, some elements were more complex than they needed to be, if there had been a more comfortable amount of time. For example: The registrations and QR code system for the Automotive World (Peoples' Choice Award).
- Engagement with residents and businesses: Between June – October 2022, JFOM provided four separate points of contact with residents and adjacent businesses to advise them of the date and the road closures. Each contact contained more detailed information than the last. In the lead up to the Event, we received many phone calls from residents asking us to explain the letter they had received. However, some households did not **read** the information they had received, particularly pertaining to no parking on selected streets during the road closures on Sunday 30 October.
- In the design of and lead up to the Event, much consideration was given to traffic management and vehicle movements. However, a greater focus on pedestrian movements into, and throughout, the Event footprint is required in future.

### **What went wrong:**

- The cold and rainy weather on Saturday 29 October significantly impacted attendance and exhibitor numbers. Due to the precious nature of the types of vehicles we targeted for display, owners chose not bring them if rain was likely.
- The gusty wind on Sunday 30 October caused delays at the start of the Sprint, as signage and barriers were blown onto the course. The solution to these issues is already in hand.
- Traffic Management: Although traffic management was the Event's single largest expense, the following issues caused significant frustration on the day –
  - Some of the road closure teams were not in place at the correct time; it took approximately an hour to have all the traffic management activated.
  - The traffic management team on the ground were insufficiently briefed, leading to some valid resident complaints (especially at the Stop / Slow points).
  - One traffic controller incorrectly opened their road closure point after the Sprint was completed, but before the road closures were scheduled to be opened, during the pack up phase.
  - A debrief meeting has been held with Rioli Management Services to ensure these issues are prevented in the future.

### **Summary**

In essence, a lot worked, and we delivered what we said we would. However, there are a significant number of minor refinements that could be easily made to deliver a much better JFOM 2023. We look forward to the opportunity to implement these improvements and refinements.

## 5. SCHEDULE 1 - FINANCIAL REPORT

The following item is indicative of the information required by the City:

### 1. Total approved budget for the current Financial Year.

Periodic budget reviews and reporting on new sponsorship agreements were discussed regularly with the COJ, and formed part of the fortnightly meetings held with the City of Joondalup team. Budget items and issues were outlined each month in the Monthly Report, submitted to COJ at the end of each calendar month.

Please refer to the attached Financial Report / Xero Report to show the approved budget as it was actioned / spent.

### 2. Balance brought forward from previous reporting period.

JHM operate on a January – December Financial Year (approved a number of years ago by the ATO), therefore there is no balance brought forward from a previous reporting period.

### 3. Payments received from the City to date.

Milestone	Amount	Payment Status
Agreement signed by all parties	\$50,000	Payment received
Event launch	\$50,000	Payment received
Competition entries open	\$100,000	Payment received
Site plans submitted to the City	\$25,000	Payment received
Road closure applications submitted to the City	\$50,000	Payment received
Draft Media, PR, Media Crisis and Safety Plan submitted to the City	\$50,000	Payment received
Final Report	\$25,000	Pending

### 4. Total committed in the current period from funds received.

100% of the funds received from the City of Joondalup were committed and spent on the Joondalup Festival of Motoring.

In addition, due to the cost of such a large Event, it was necessary for JFOM to seek additional sponsors to fund a further \$137,500 (received as a combination of cash and contra). These additional funds were also 100% committed to the Joondalup Festival of Motoring project. Refer to Item 8 (below) for further details.

### 5. Actual expenditure to date.

Please refer to the attached Financial Report / Xero Report to show the details of this expenditure.

Note: The final item yet to be actioned is the financial audit (a requirement of the agreement), although this cannot be scheduled until the current October – December 2022 quarter is complete. This cost of this audit has been quoted and will be conducted by MGI Parkinson. A Purchase Order has been raised in Xero to account for this item.

## 6. Initial estimated cost of the Event Works.

The original budget for this event was created in early 2021, and was for a one day motorsport event.

In addition to the extended programme we delivered across three days, inflation increases in intervening 18 months (between initial proposal and the actual Event) impacted the viability of the Event at the provided City of Joondalup sponsorship of \$350,000 + GST.

Therefore, as noted above, it was necessary for JFOM to seek additional sponsors to cover the shortfall. Please refer Item 8 (below) for further details.

## 7. Amount of interest earned.

Please refer to the attached Financial Report.

## 8. Amount of funding obtained from other sources.

As previously noted, JFOM sought additional sponsors to fund a further \$137,500 (received as a combination of cash and contra). Sponsors are categorised according to the value of cash or contra provided.

Each category directly relates to the value the Event “returns” to the sponsor in the form of signage, advertising, activations, and invitations (such as tickets to the Go Kart Corporate Challenge or the Corporate Villa).

Sponsorship, branding, and hospitality management became a significant project within the Event. Our proposal for 2023 and onwards, is to restructure this element of the organisation.

Following is a list of the Event Partner / Area Sponsors obtained for this project:

<b>Sponsor</b>	<b>Amount</b>	<b>Cash or Contra?</b>
Kennards Hire	\$15,000	Contra
Instant Products	\$15,000	Contra
Shannon’s Insurance	\$15,000	Cash
Rioli Management Services / ATM	\$15,000	Contra
West Coast Office Equipment	\$12,500	Combination of Cash & Contra
Tyrepower	\$12,500	Combination of Cash & Contra
Trevors Carpets	\$10,000	Cash
Hyundai N	\$4,000	Contra

Following is a list of the Category A Event Suppliers obtained for this project:

<b>Sponsor</b>	<b>Amount</b>	<b>Cash or Contra?</b>
Quest Joondalup	\$8,000	Contra
Maximum Motorsport	\$2,500	Contra
Swan Events	\$2,000	Contra

Following is a list of the Category B Event Suppliers obtained for this project:

<b>Sponsor</b>	<b>Amount</b>	<b>Cash or Contra?</b>
Blacktree Technology	\$5,000	Cash
Howard Park Wines	\$5,000	Contra
Australian Guards & Patrols (AGP) Security	\$3,000	Contra
Motorola	\$3,000	Contra
PowerPlay Go Karts	\$2,500	Contra
AAAC	\$2,500	Contra
Creative Catering	\$2,500	Contra
Gage Roads	\$2,500	Contra
Motor Museum of WA	Use of display vehicles	Contra
Grand Cinemas	Discounted Corporate Movie Package	Contra
Forch	Prizes	Contra
89.7FM	Community Radio Airtime	Contra

#### **9. Forecast cost to complete the Event Works.**

The project is now essentially complete, the awards and ancillary prizes have been dispatched and the reports have been written. The budget has been spent as indicated on the attached Financial Report / Xero Report.

As noted above (Item 5), the final remaining item to be actioned is the financial audit which is a requirement of the COJ agreement. This will be conducted by MGI Parkinson. The audit will be completed as soon as possible, although cannot be scheduled until the current October – December 2022 quarter is complete. The cost of the audit has been quoted, the funds have been allocated; this cost is shown as a Purchase Order for the quoted amount on the attached spreadsheet / Xero Report.

#### **10. Use of funds: Works / Services / Administration.**

The usage of the funds is clearly described in the attached JFOM Budget spreadsheet / Xero Report. This document shows how funds were spent and includes both cash and contra sponsorship to accurately reflect the true cost of the Joondalup Festival of Motoring.

We confirm that the funds were only used to conduct the Event and to carry out Event works. As the budget was extremely tight for Year One, all expenditures were critiqued, and designs were refined to provide the most cost effective solution for each sub-element.

The spreadsheet / Xero Report shows how the funds were spent between the physical sub-events (including temporary infrastructure), administration / wages, subcontractors, and associated Event elements (such as merchandise, signage, catering, etc).

For ease of auditing, a separate JFOM bank account and set of Xero JFOM Accounts were opened and maintained to manage this project.

There are no surplus funds.

## **6. SCHEDULE 2 - EVALUATION REPORT**

The following items are addressed within this Evaluation Report:

### **1. Event Works outputs / outcomes – Key Performance Indicators.**

As a general overview, the KPI's as set out in Schedule 4 of the Agreement were successfully achieved. Please refer to the separate Schedule 4 – Key Performance Indicators document for a detailed evaluation of the KPIs.

### **2. Linkage to outcomes.**

The City of Joondalup's 2021 Expression of Interest document contained some fundamental aims that were the impetus for this Event. Those aims included:

- To enhance Joondalup's position as a cultural, civic and entertainment hub;
- To bring together a multitude of elements in a festival environment, to appeal to the wider community;
- To create pathways for the City to deliver a modern, attractive, and unique free public Event;
- To activate vibrancy within the City and create an Event with a national feel.

After our preliminary proposal, COJ were extremely pleased with our concept and requested that we expand upon the initial format (a single day Sprint event), but deliver it over a longer window of time to encourage visitors to stay longer, perhaps stay in Joondalup for the weekend, thus bringing economic benefit to the greater Joondalup Community.

Subsequently, the Event was run across three days, with many visitors and competitors choosing to stay in Joondalup for the weekend, expanding the Event's impact to include accommodation providers, restaurants, and other local businesses. As an example, Quest Joondalup was fully booked for the JFOM weekend.

The Customer Satisfaction Survey advises us that over 30% of people also attended Lakeside Shopping Centre during their visit. Lakeside Shopping Centre themselves reported an 18% increase in traffic on the Sunday alone and reported that their food court traders (for instance) were particularly pleased with increased sales over the weekend.

Our data also shows that almost 70% of people had a meal at the event.

The outcomes are further detailed in the attached document, Schedule 4 – Key Performance Indicators.

### **3. Event Works update, final copies of Operation Plans and all Event Manuals.**

Final versions of these documents were provided in the week prior to the event, copies were also provided to the Police and cities security team.

### **4. Summary Financial Reports, including final budget.**

Please refer to the attached Financial Report / Xero Report to show the details of the budget expenditure, and to the notes contained above at Item 4 – Schedule 1.

## **5. Promotion and marketing undertaken, including details of the medium, traffic and hits.**

As the Joondalup Festival of Motoring was an inaugural and previously unknown event, it was necessary to market the Festival to the wider Perth community. The PR, Marketing and Media campaign was significant, and was a fundamental component of the work delivered by Team JFOM during 2022. To that end, we were able to utilise a number of Social Media platforms, Radio and Print to give the broadest exposure to the relevant population.

This marketing campaign had to achieve many things:

- It needed to promote the Festival, explain what would be involved, and what could be expected;
- It had to build excitement in potential competitors and vehicle exhibitors, so that they would attend and participate;
- Had to appeal to the broader community to encourage visitors and spectators to attend;
- It was an engagement process with the local residents and businesses, explaining what they could expect and encouraging them to get involved; and
- Had to include practical information, such as road closure details and the recommendation to take public transport on the day.

Attached is the PR, Marketing and Media Post Event Report. This report provides a detailed overview of the promotion and marketing undertaken across the various media (print, radio, and online). This report explains the cumulative ASR (Advertising Space Rate) achieved, and details the success of the online campaign. In general, the online marketing and publicity campaign was extremely successful, engaged many parts of the motoring and motorsport community, and the local Joondalup community.

Detailed statistics outlining reach, impressions and the all-important engagement (including screen shots as evidence), are included in the attached PR, Marketing and Media Post Event Report.

## **6. Explanation of variances between Key Performance Indicators and actual achievements, including impediments encountered, action taken to overcome these and potential future impediments if any.**

Please refer to the attached Schedule 4 – Key Performance Indicators document, for a detailed evaluation of each of KPI.

## **7. Customer satisfaction and feedback.**

A customer satisfaction survey has been distributed using Survey Monkey and MailChimp. The survey was emailed to all email addresses contained on the JFOM data base, captured through the JFOM website. This list includes:

- All who registered for a sub-event,
- All who registered to exhibit a vehicle,
- Everyone that used a QR code,
- Competitors,
- Officials, and
- Anyone who emailed an enquiry through the website.

The survey has also been shared online to encourage others who attended the Event to provide their feedback.

## **7. SCHEDULE 3 - PROMOTIONAL AND BRANDING**

Please refer to the attached Schedule 3 – Promotional and Branding document.

## **8. SCHEDULE 4 - KEY PERFORMANCE INDICATORS**

Please refer to the attached Schedule 4 – Key Performance Indicators document.

## Schedule 3 - Promotional and Branding

This document is submitted in support of the  
Joondalup Festival of Motoring Post Event Report,  
prepared for the City of Joondalup





## Promotional and Branding

Following are the minimum promotional and branding requirements, as outlined in the COJ Agreement, which the Organiser was required to provide. Further, this report contains documentation to show that JFOM complied with each element:

- A. Major Event Sponsor and / or Host City – “Festival of Motoring held in the City of Joondalup”
- B. City Logo
- C. Link to City's Website on Event website
- D. Link to City's website or social media on Event social media
- E. City logo included in Event digital marketing
- F. Provide opportunity for the City to advertise
- G. Verbal acknowledgement throughout the Event
- H. Merchandise
- I. Opportunities to Attend

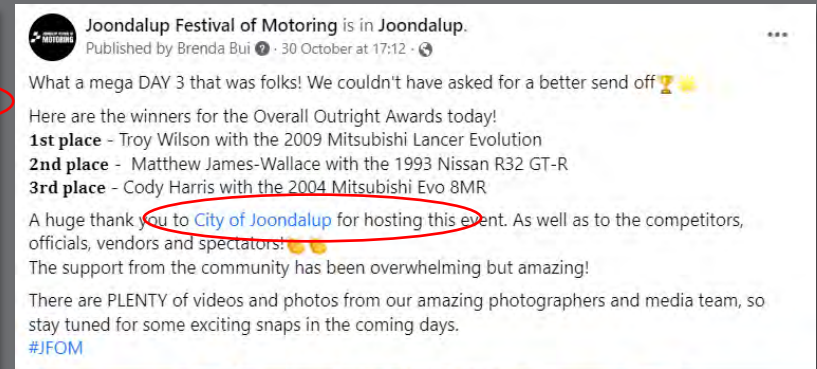
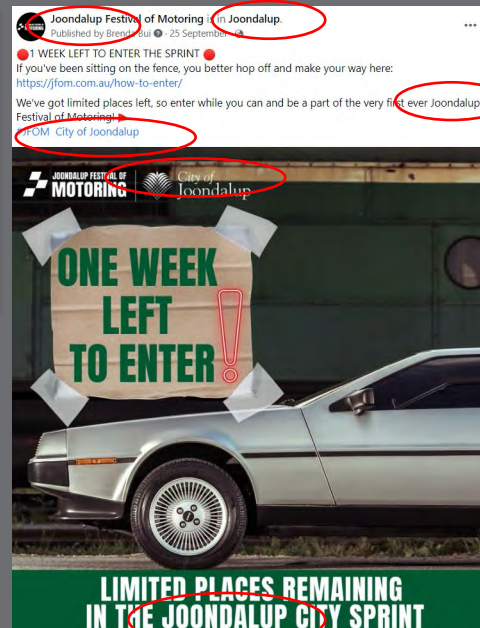
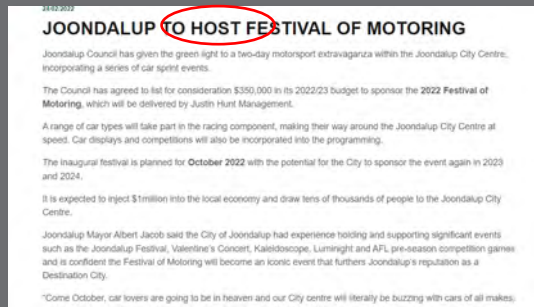


## A. Major Event Sponsor / Host City

At all times JFOM used language that connected the Event to the City of Joondalup. This included all online content, written or verbal mentions, media releases, graphics and/or branding.

Preference was given to the term “host or “hosting” in order to give the Event a home, somewhere to belong. e.g., “A huge thank you to City of Joondalup for hosting this event”.

All other commercial brands took second place to the City of Joondalup.

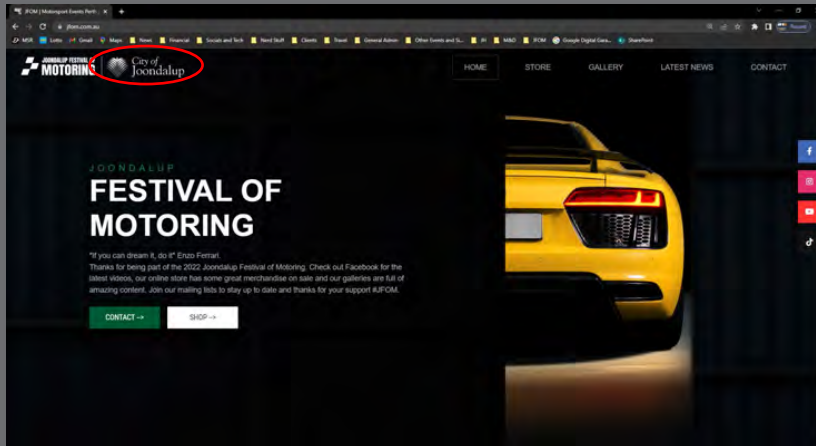


The City of Joondalup was mentioned in every radio interview, on all radio advertising, all Event media releases, and all social media posts (across all platforms).

## B. City Logo

The City of Joondalup logo was incorporated into the Event logo and therefore the Event branding, including (but not limited to):

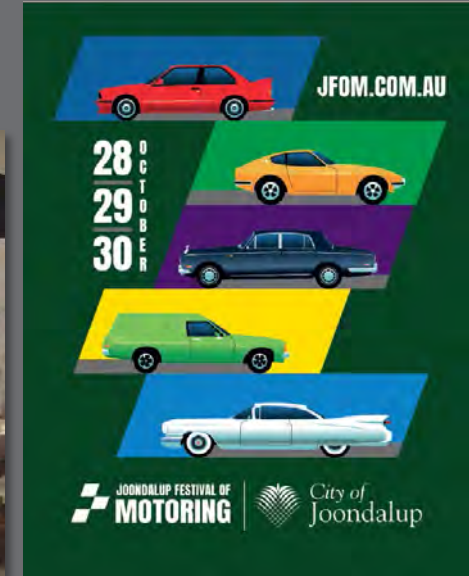
- Event Logo
- Website
- Merchandise
- Event Collateral
- Event and Vehicle Signage



Some examples are shown on this and the following pages.

## B. City Logo (Continued)

These images show various examples of the City logo used throughout the Event in a variety of formats.



## B. City Logo (Continued)

These images show some of the ways the City of Joondalup logo was incorporated into JFOM Marketing images, and the sponsor matrix. These were used online (website & social media), on merchandise and as Media Back Drops.



The 2022 Event Program, containing these elements, was digital as requested by the City of Joondalup.



## B. City Logo (Continued)

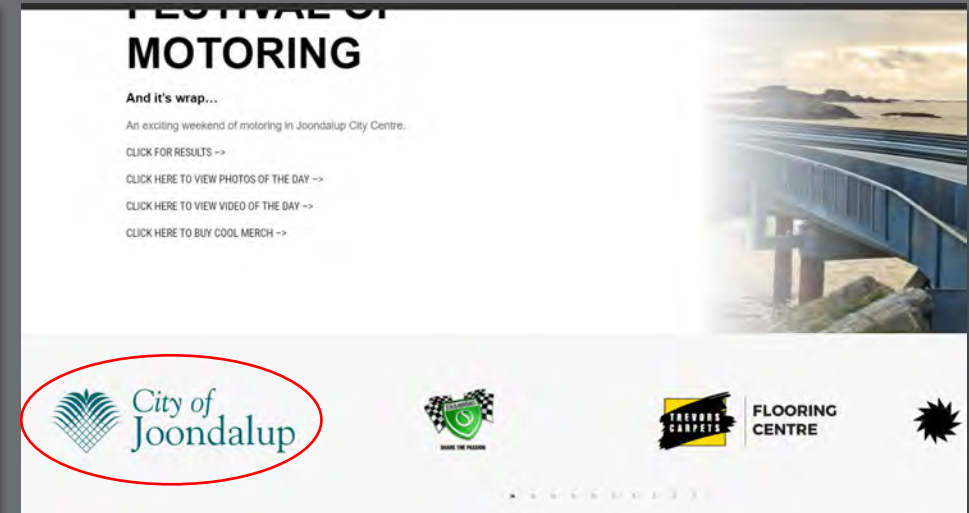
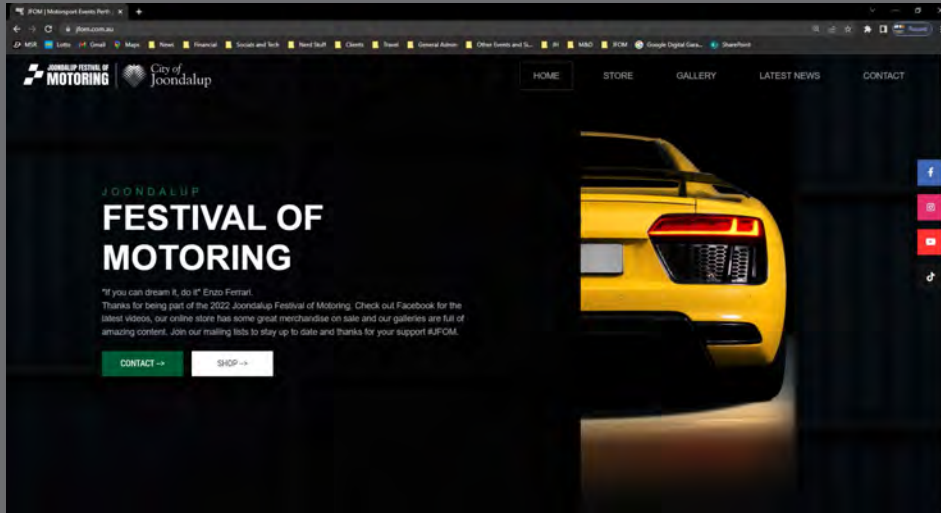
These images show the City logo on various signage formats used throughout the Event.



## C. Link to City's Website

As required by the Agreement, the City of Joondalup logo (shown within the sponsorship matrix on the [www.jfom.com.au](http://www.jfom.com.au) website), was hyperlinked to <https://www.joondalup.wa.gov.au/>.

Clicking the COJ logo immediately took visitors to the COJ website. This link is still live.



## D. Linked to the City's website or social media on Event social media

Since the announcement, all JFOM social media posts and online releases (across a variety of platforms), have used tagging and linking to direct the audience, should further information be required.

Some samples are shown on this page.



Social Media platforms used:

- Facebook
- Instagram
- LinkedIn
- TikTok

The hashtags used were:

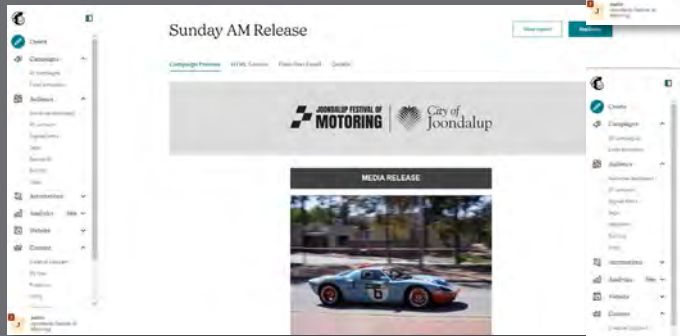
- #cityofjoondalup
- #jfom
- #joondalup

Hashtags also provide a search function, to capture posts and photos the general public are sharing of the Event.



## E. City logo included in Event digital marketing

In addition to what has already been presented, regular JFOM e-Newsletters were distributed in the lead up to the Event, to a mailing list created from enquiries through the JFOM website. The list comprises over 8000 email addressees, including competitors, general public, officials, sponsors and motoring enthusiasts.



Further, JFOM e-Newsletters were shared by Shannons Insurance, Motorsport Australia, and Tyrepower for their various on-event activations.

Every JFOM email contained a branded JFOM email footer (example below), which included the COJ logo.

**JUSTIN HUNT** Director [www.jhm.com.au](http://www.jhm.com.au)  
 E [justin@jhm.com.au](mailto:justin@jhm.com.au) PO Box 2022 Carlisle North WA 6101  
 M 0415 100 992 P 08 6146 1866 1 McDermott Street Welshpool WA 6106

**JHM**  
JUSTIN HUNT  
MANAGEMENT

JHM is proud to present

**JOONDALUP FESTIVAL OF MOTORING** City of Joondalup [www.jfom.com.au](http://www.jfom.com.au)

## F. Provide opportunity for the City to advertise

The City was provided a number of opportunities to advertise during the Event, including on air during the 89.7 FM community radio broadcast on Sunday 30 October 2022.

The City itself was a promotional display on the weekend of the Event, with the City and parks looking fabulous. The City also displayed the autonomous vehicle at the event.

As the Event Program / Spectator Guide was digital, there was no printed “advertising space”, however the City’s logo was included throughout.



## G. Verbal acknowledgement throughout the Event

The Event team always ensured that suitable verbal mentions were given priority. This was included in the briefings and run sheets for:

- 89.7 FM (Broadcast all day on Sunday of the event)
- The Event engaged the professional services of MC Dean Herridge, broadcast through the 89.7FM system on Sunday 30 October. At all times, Dean referenced the City of Joondalup as the “major sponsor” or “host city” during his commentary.
- City representatives were present at all functions across the weekend. The Mayor spoke at a number of engagements including the Go Carts, Competitor Briefing, the Sprint Start (flag waving), and the Awards Ceremony.



## H. Merchandise

City of Joondalup merchandise was not supplied to the Event for inclusion in participants packs, however JFOM dual branded items were included in Competitor Kits, Officials Kits, and Sponsor Thank You Packs. JFOM developed a range of Event merchandise which was provided for sale. Every item was labelled with “JOONDALUP FESTIVAL OF MOTORING” and a selection of pieces were labelled with the both the Event and the City’s logo side by side.



## I. Opportunity to Attend

COJ Elected Members and the Executive Team were invited to each Festival element. To assist we created a “What’s on @ JFOM” kit that was sent to all invitees (a copy is following).

Elected Members and the Executive Team attended their preferred selection of the following sub-events:

- Powerplay Corporate Challenge (Event Launch)
- Mega Motoring Movie Marathon
- City of Joondalup Coffee and Cars
- Walking Tour / Cars and Cocktails (Saturday Evening)
- The Joondalup City Sprint – including the Competitor Briefing, Hospitality Villa & Prize Giving Ceremony

At each applicable event, the Mayor (or representative) was invited to address the guests.



**JOONDALUP FESTIVAL OF  
MOTORING**



City of  
Joondalup



**JFOM.COM.AU**   

**WHAT'S ON  
@JFOM**

Welcome to the  
inaugural Joondalup  
Festival of Motoring.

# INTRODUCTION

## What's on at JFOM?

The Joondalup Festival of Motoring has a variety of sub-events across the weekend.

This document will provide a summary of the event and relevant activations.

At all times, please provide our **Admin Number 08 6146 1866**.

Please note that mobile numbers should only be provide to City staff and elected members.

We hope you can join us over the weekend and thanks again for your support.



Justin Hunt

**Event Director**



## What's inside:

- Day by Day Info
- FAQ
- MAPS
- Event Contacts

**Friday 28 October 2022**

## PowerPlay Corporate Challenge

136 Winton Road, Joondalup  
5:00 p.m. – 7:00 p.m.

Joondalup's very own PowerPlay (high energy electric Go Karts) will be hosting our first ever Corporate Challenge. Tickets are limited and will be managed by the JFOM Office.



## Mega Motoring Movie Marathon

Grand Cinemas, Lakeside Shopping Centre  
Movies start at 7:30 p.m.

A selection of high-octane favourites, including **Days of Thunder**, **Ford Versus Ferrari** and the original **Italian Job**. So, technically we can say that Michael Caine, Tom Cruise and Matt Damon will be appearing at the festival. More information to come.

Tickets are limited and will be managed by the JFOM Office.



JH Notes: The go karts are great fun, bragging rights are at stake!

Three of the best car movies around, my vote is for the Italian Job from the 1960's and the fantastic original Mini Cooper S.



## Saturday 29 October 2022

### City of Joondalup Coffee & Cars

**Boas Avenue (Administration) Car Park, Joondalup**  
12:00 noon – 5:00 p.m.

Join us for Coffee & Cars in the Tyrepower Service Zone, right in the heart of Joondalup. There are 500 car bays – so let's fill them up!

Coffee & Cars brings together motoring enthusiasts from all automotive walks of life.

This event will be fundraising for **Wheels For Hope** and a gold coin is required to exhibit your vehicle.

No registration is required; this is a free public event for spectators.



JH: This is a very casual, transient car culture event. We expect everything from an original half renovated Cortina to a Lamborghini, great for a casual wander.

## Saturday 29 October 2022

**Cars & Cocktails**  
**Kennards Hire Central Park**

**Central Park, Grand Boulevard, Joondalup**  
**12:00 noon – 9:00 p.m.**

Coffee gets swapped for cocktails!

Central Park will host a variety of food trucks, some chilled entertainment, and our pop-up bar will have a selected range of custom cocktails. Take your pick of themed cocktails such as Route 66, The Bentley, Alfa Spritz, The Orient Express and Land Down Under. A selection of Howard Park Wines and Beers from Gage Roads will also be available.

An exquisite range of high-end and rare vehicles will be showcased in Central Park, including vehicles from the WA Motor Museum and some “exclusive guests” from local, private collections.

This is a free public event.

Make a night of it and don't forget that the Joondalup City Centre has so much more to offer.



**Sunday 30 October 2022**

## The Joondalup City Sprint

**Joondalup City Centre**  
**9:00 a.m. – 4:00 p.m.**

The 2.4 km Sprint is run through the Joondalup City Centre. This course has it all: a combination of straights, some tight technical challenges and even a smooth flowing section.

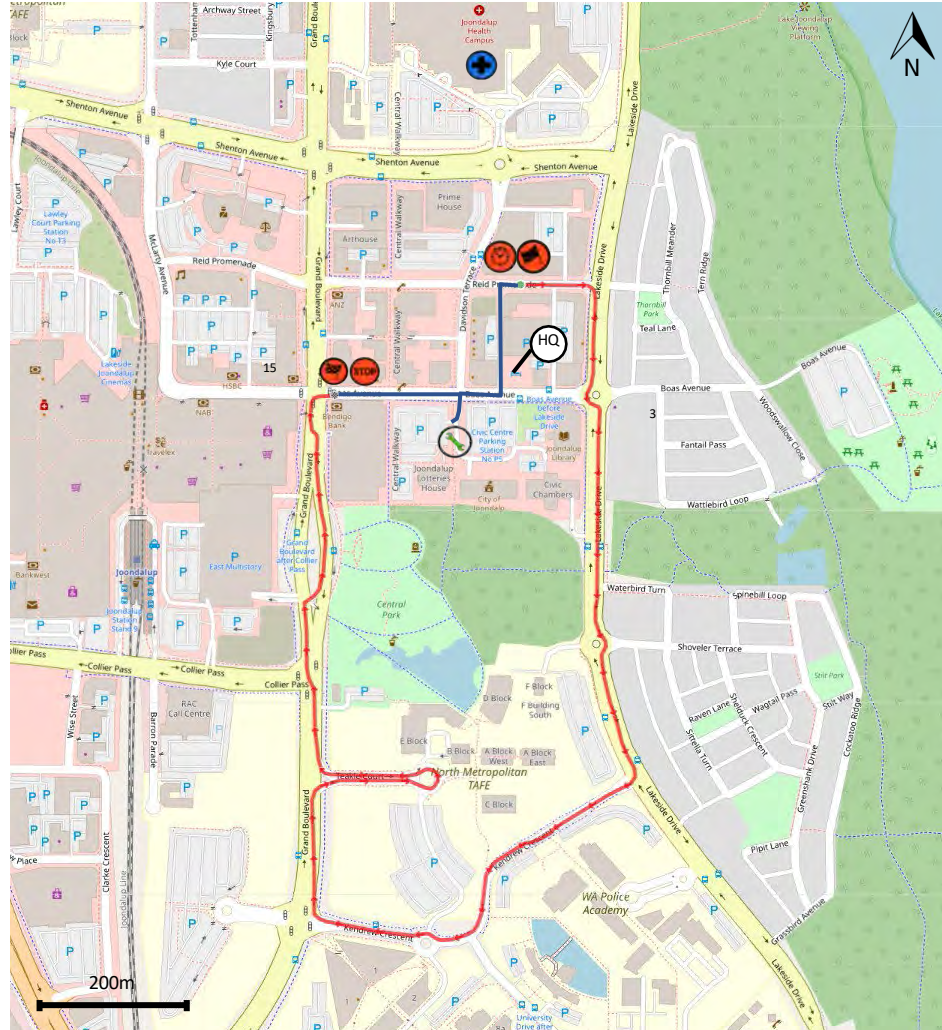
There will be an exciting blur of colour and sound as they compete to set the fastest time. Entries close 15 October but we are almost full.

Spectator points will be located around the course, please ensure you follow the directions of the event officials, SES and Police.

This is a free public event for spectators.



JH: This is the timed section of the event. This will be the drawcard. One car every 30 seconds, 150 cars have entered.



Please note that this map does not detail road closures, just the Sprint competition course.  
Visit [www.jfom.com.au](http://www.jfom.com.au) for more information or call the JFOM Office on 08 6146 1866.

**Sunday 30 October 2022**

**Cars & Cocktails (Continues)  
Kennards Hire Central Park**

**Central Park, Grand Boulevard,  
Joondalup  
9:00 a.m. – 4:30 p.m.**

Cars & Cocktails continues in Kennards Hire Central Park on Sunday, but the focus is all on the Sprint action.

The food trucks, pop-up bar, and the collection of special vehicles will still be on show, but this will be the best place to watch the Sprint, hear the commentary and feel part of the action.

This is a free public event.



## Sunday 30 October 2022

### The Automotive World

**Joondalup City Centre**  
10:00 a.m. – 4:00 p.m.

Wander through World of Motoring, showcasing a spectacular range of engineering marvels from all corners of the globe, no passport necessary. Take in every gleaming detail of the marvellous machines exhibited.

Each precinct will have more than 100 vehicles on display, surrounding a regionally-themed hub complete with food and beverage vendors, and quirky decorations.

West Coast Office  
Equipment presents  
**Old Blighty**



Instant Products  
presents  
**The Orient**



Shannons Insurance  
presents  
**Route 66**



Rioli Management  
Services & ATM  
present  
**Down Under**



Trevors Carpets  
presents  
**The Continent**



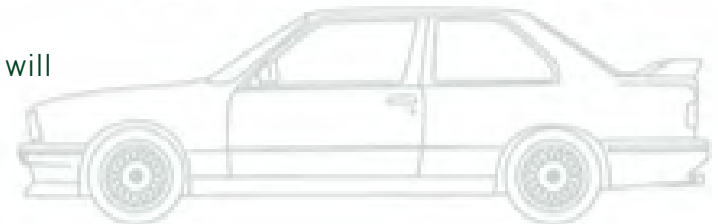
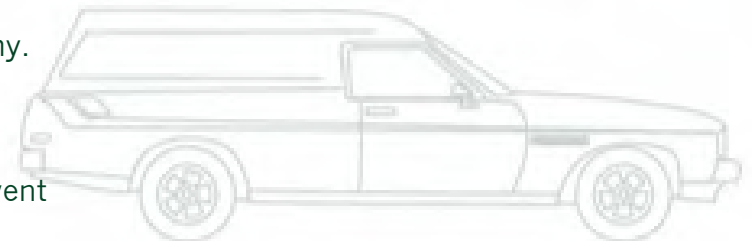
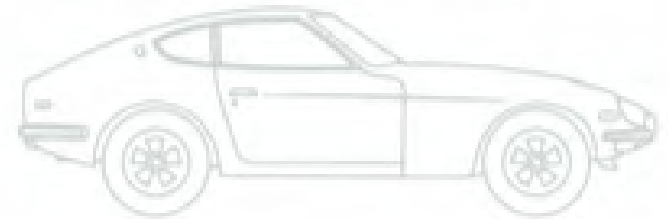
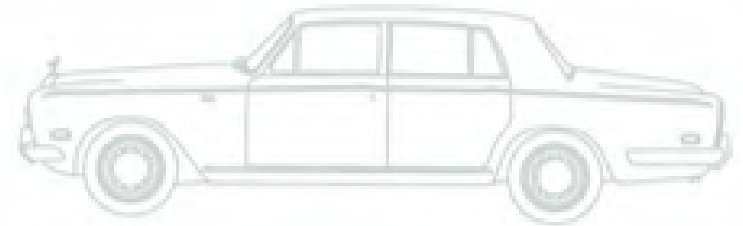
JH: The concept of the five zones is to connect the City together, should be a great variety of cars.



# QUICK FACTS

Please find following a snap shot of what we've been up to since the event announcement:

- All residents within the event footprint have received four points of contact.
  - Initial Flyer (Save the Date)
  - City's Newsletter
  - Event advice – Road closure information, parking and event newsletter.
  - Final event information – confirmation of road closure information & event contacts (late October).
  - All of this information has been loaded onto our website.
- An extensive business consultation process has been undertaken by the event, including door knocking, visiting businesses, and encouraging engagement.
- We will be running a 24 hour Command Centre at the Quest Apartments during the event. Our phone systems will run on a diversion so enquiries from residents and businesses are addressed as quickly as possible.
- Over the last six months, we have extensively consulted with ECU, Northern Metro TAFE and kept them in the event planning loop.
- The SES will be assisting the event by manning areas around the Police Academy.
- We will have over 80 Motorsport Australia Event Officials on our team.
- Rioli / ATM will be providing over 60 Traffic management staff.
- The event is run under the guidance of Motorsport Australia and will host two event Stewards.
- Our on event resources include: Two rescue units, two fire units, an ambulance (MIV), and numerous tilt tray tow trucks. In addition, our non-competing visitors will be looked after by a first aid team.
- We are confident that we will have 150 competitors in the Joondalup City Sprint (sold out).





## Saturday 29 October 2022

There are no road closures in place on Saturday. There will be increased traffic around the City Centre and your underground parking will be available as per usual. However, we are using the library undercroft for technical checks during the day (library end).

## Sunday 30 October 2022

Traffic Management / Road Closures will be in place throughout the Joondalup City Centre, commencing 5:00 a.m. and will remain until 5:30 p.m.

You will be provided with Vehicle Credentials to access the check point via the Shenton Ave / Davidson Tce intersection. Please follow this map to access the administration area car park.

Note: Davidson Ave becomes a display zone from 8:00 a.m. and as such you will need to access via the lane way next to the Reid Promenade Multi Deck Car Park.



## Event HQ / Command Centre Opening Times

Across the event weekend, Quest Apartments will be hosting our Headquarters and Command Centre.

Although the Command Centre will be operational for most of the weekend, following are the times we will be open to the public:

<b>Friday 28 October:</b>	<b>9:00 a.m. – 7:00 p.m.</b>
<b>Saturday 29 October:</b>	<b>8:00 a.m. – 7:00 p.m.</b>
<b>Sunday 30 October:</b>	<b>6:00 a.m. – 6:00 p.m.</b>

## Contact Numbers for Residents & Businesses

If a resident has an enquiry regarding the event, or how the road closures will affect their residence, please ask them to call the Admin Number. This is our permanent office number and will be transported to Joondalup for the event weekend.

**Admin Number for Residents: 08 6146 1866**

Elected Members and the Executive Team are welcome to call either of the following direct:

**Event Director – Justin Hunt: 0415 100 992 (Private Mobile Number)**

**Community & Commercial Liaison – Carley Smith: 0417 371 653 (Private Mobile Number)**



# JOONDALUP FESTIVAL OF MOTORING



MAJOR SPONSOR  
& HOST CITY

OFFICIAL CHARITY

EVENT PARTNERS

OFFICIAL SUPPLIERS

# Schedule 4 - Key Performance Indicators

This document is submitted in support of the  
Joondalup Festival of Motoring Post Event Report,  
prepared for the City of Joondalup



## Key Performance Indicators

Following are the KPI's specified by the City of Joondalup for the Joondalup Motoring Festival. The evaluation for each item (below) is listed on the following pages.

- A. Attendance
- B. Customer Satisfaction Levels
- C. Marketing and Media Coverage
- D. Stakeholder Engagement
- E. Financial Economic Benefit
- F. Economic and Tourism



## A. Attendance

Measure: A minimum 15,000 people in attendance at the Event (over the two-day period).

Following is a combination of known and estimated attendances, for each sub-event category and group of JFOM participants:

### Friday / Saturday / Sunday

- 150 Team JFOM, Officials, Traffic Management Team, SES and Lions Club Volunteers (all weekend)
- 25 Registered Media, including Photographers (all weekend)
- 60 Contractors, Vendors, Cleaners and Security (all weekend)
- 85 attended the PowerPlay Corporate Challenge (Friday)
- 275 attended the Mega Motoring Movie Marathon (Friday)
- 1,226 attended Coffee & Cars, including the Northern Steelers Car Club, as exhibitors (Saturday)
- 800 estimated Cars & Cocktails and spectators for Coffee & Cars (Saturday – weather impacted this attendance significantly)
- 120 attended the Shannon's Sundowner Corporate Villa (Saturday)

## A. Attendance (Continued)

### Sunday Only

- 850 Competitors, Co-Drivers, Service & Support Crew (Sunday)
- 600 attended the Automotive World precincts as exhibitors (Sunday)
- 225 attended JFOM Corporate Villa (Sunday)
- 2,000 estimated Cars & Cocktails (Sunday)
- 4000 People attended via the shopping centre (data from Lakeside Joondalup)
- 5,500 estimated\* spectators for the Joondalup City Sprint (Sunday)

**ESTIMATED TOTAL: 15,916**

### Supporting Notes:

We have estimated spectator numbers in consultation with Police and Event Security Staff, taking into account the event site covered a large area.

10:00 a.m. – 12 noon: Estimated pedestrian flow of 500 per hour (total 1,000)

12 noon – 3:00 p.m.: Peak pedestrian flow of 1,000 per hour during these times (total 3,000)

3:00 p.m. – 5:00 p.m.: Reduced pedestrian flow of 750 per hour (total 1,500)

## B. Customer Satisfaction Levels

Measure: A minimum of 85% customer satisfaction rating to be gauged through onsite and post-Event feedback.

To date we have had over 270 responses to our customer satisfaction survey.

Five response groups have been targeted: Competitors, Officials, Spectators, Businesses and Residents.

The survey has been posted on Facebook, distributed to our database and to our event contact lists.

As a snapshot the following pages will detail a high level of satisfaction with an underlying note that while year one was good, this is obviously room for improvement, and can be better. Refreshingly the responses are on par with our internal and stakeholder debriefs. The following pages are extracts from Survey Monkey.

Summary Results are located on the next page but a full copy of the report will be submitted as a supporting document.

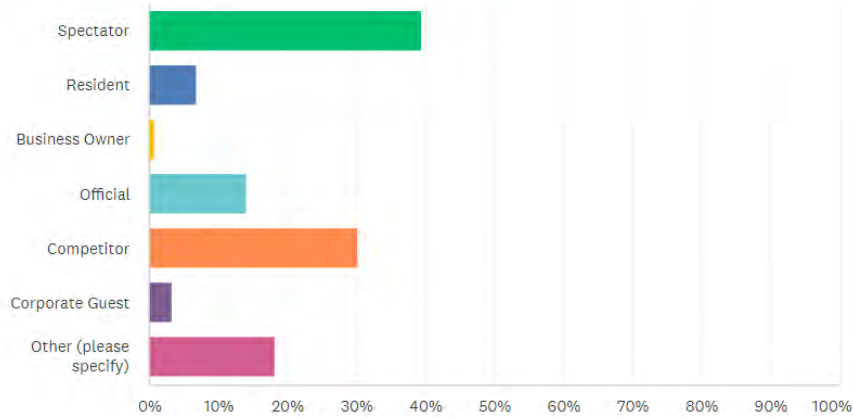
We will be claiming that in general 85% of people were “satisfied”.



## B. Customer Satisfaction Levels (Continued)

Did you attend the inaugural Joondalup Festival of Motoring as a:

Answered: 274 Skipped: 0



2022 Joondalup Festival of Motoring

🔍 (0)

Overall, how would you rate the inaugural Joondalup Festival of Moto...

Answered: 272 Skipped: 2

4.2★  
average rating



2022 Joondalup Festival of Motoring

🔍 (0)

## B. Customer Satisfaction Levels (Continued)

How would you rate the event atmosphere?

Answered: 273 Skipped: 1

4.3★  
average rating

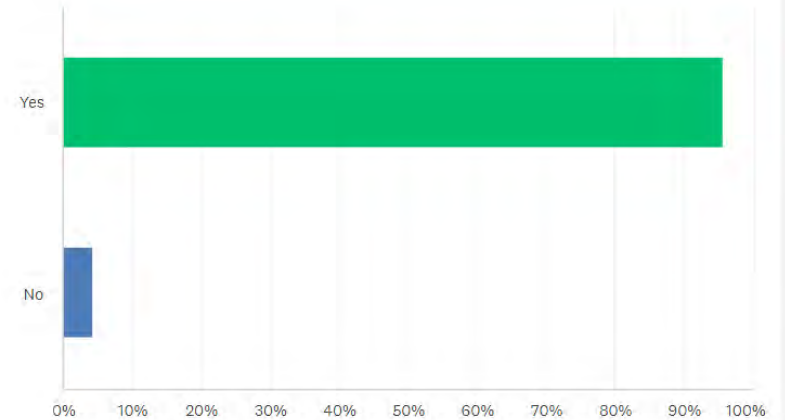


2022 Joondalup Festival of Motoring

🔍 (0)

Would you recommend the Festival to your friends?

Answered: 274 Skipped: 0



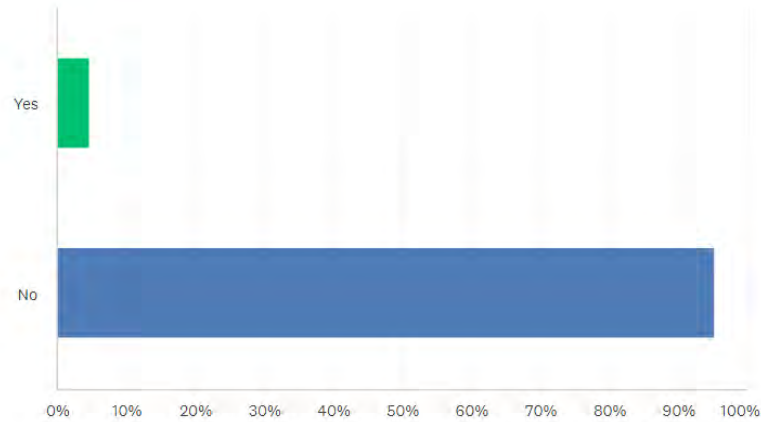
2022 Joondalup Festival of Motoring

🔍 (0)

## B. Customer Satisfaction Levels (Continued)

Did you arrive to the event by using public transport?

Answered: 274 Skipped: 0

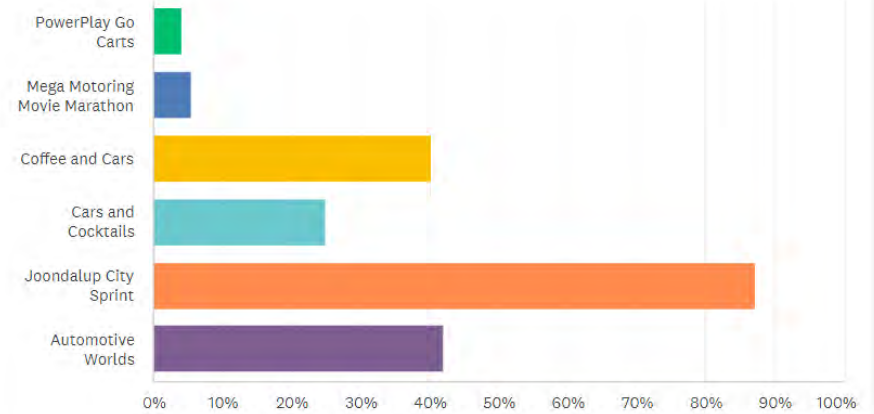


2022 Joondalup Festival of Motoring

🔍 (0)

What events did you attend?

Answered: 273 Skipped: 1



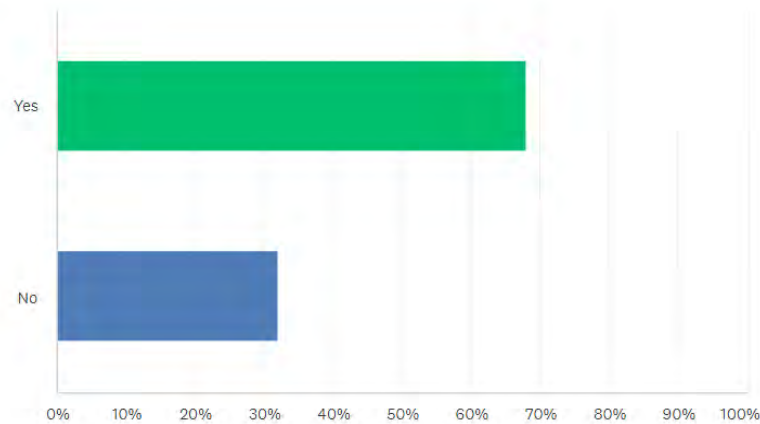
2022 Joondalup Festival of Motoring

🔍 (0)

## B. Customer Satisfaction Levels (Continued)

Did you buy a meal at the event?

Answered: 271 Skipped: 3

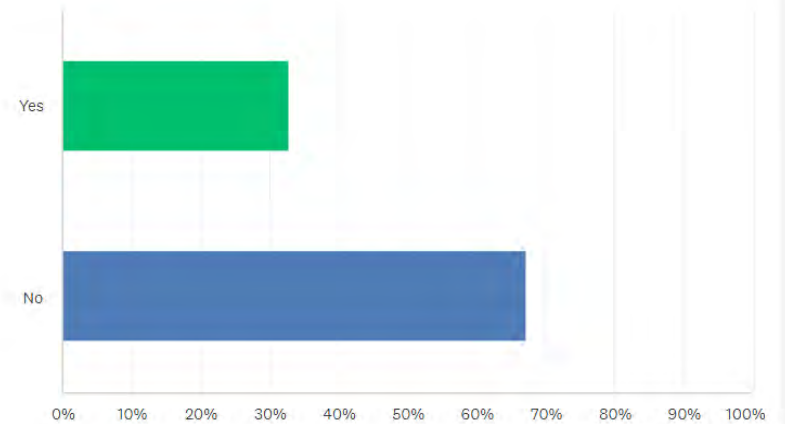


2022 Joondalup Festival of Motoring

🔼 (0)

When you visited the event, did you also attend Lakeside Joondalup S...

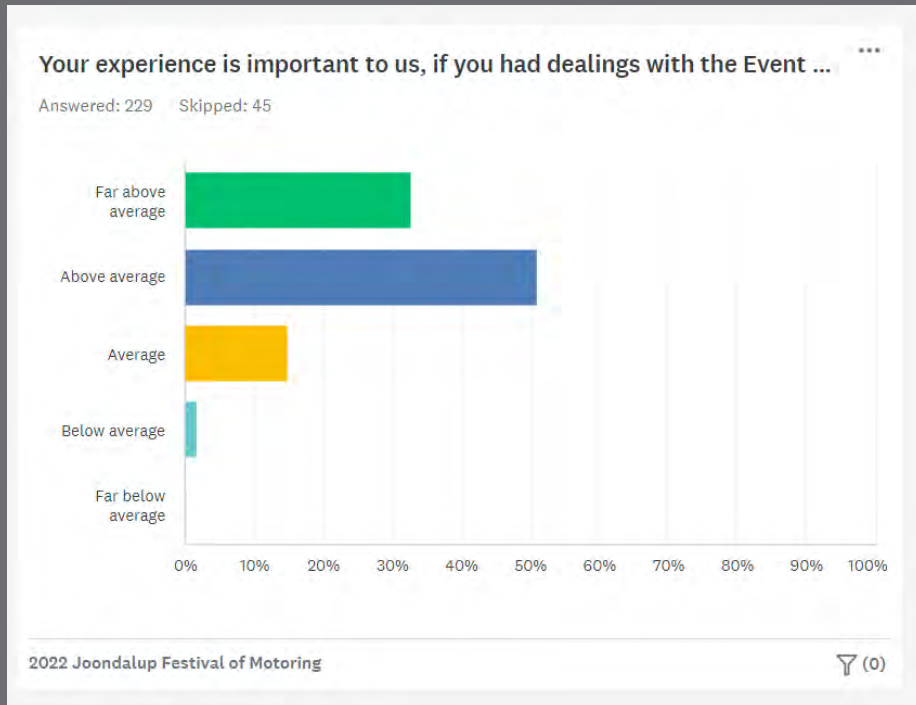
Answered: 274 Skipped: 0



2022 Joondalup Festival of Motoring

🔼 (0)

## B. Customer Satisfaction Levels (Continued)



A full copy of the online report will be provided separately or can be access via this link:

[https://www.surveymonkey.com/stories/S-M-uzY\\_2FeuEx0VBOMsD2TajtQ\\_3D\\_3D/](https://www.surveymonkey.com/stories/S-M-uzY_2FeuEx0VBOMsD2TajtQ_3D_3D/)

## C. Marketing and Media Coverage

Measure: A minimum of \$50,000 ASR (advertising space rate) (unpaid media, including online) throughout Western Australia for the Event to start to be recognised amongst the identified target markets in the lead up to, and during the Event.

Based on estimated ASR values the event easily exceeded an ASR value of \$50,000. We believe the figure to be over \$100,000 if we take national online markets into account but we don't have the resources to accurately measure every website that covered the event.

This is primarily made up of :

- Channel Seven News
- Perth Now
- Carsales

Please note that this does NOT include any Social Media Values which have been a significant contributor to the events media presence.

## D. Stakeholder Engagement

Measure: Approach key stakeholders in the region to be a part of the Event including, but not limited to local businesses, Edith Cowan University (ECU), North Metro TAFE, Motor Trade Association, and similar organisations.

The following key stakeholders were approached:

- Edith Cowan University
- North Metro Tafe
- Motor Trade Association
- RAC

We spent a significant amount of time working closely with all listed stakeholders.

We feel that future events will see greater engagement (both with students and facilities) as the event gained credibility in year one and new relationships have been built that can be continued in the future.

## E. Financial and Economic Benefit

Measure: Based on: attendance of 15,000 people at the Event (over the two-day period); and average individual spend of between \$50 - \$100 per person, achieve an estimated financial economic impact of between \$750,000 to \$1,500,000.

The event promoted the concept of “Stay and Play” and this worked reasonably well for year one, something that can be extended for year 2 with better packaging.

A significant amount of venues benefited from the increase in attendances over the event weekend especially food and beverage outlets.

A few supporting notes:

- The Quest was fully booked and they are keen to host the event again.
- A number of our guests stayed at the Joondalup Resort or Air BNB accommodation.
- Lakeside Shopping Centre benefitted from a substantial 18% increase in Sunday traffic.
- The food and beverage outlets attached to the shopping centre reported an increase in trade.
- A number of food and beverage venues opened early (Sunday during the day) and enjoyed the extra trading.



## F. Economic and Tourism

Measure: Event program to provide opportunities for local organisations to be involved. Visitor attendances engage with local business (hospitality and accommodation).

Whilst primarily covered in section E, the event provided numerous occasions for local organisations to be involved.

These groups included local businesses, education facilities, food and beverage outlets, social and community groups as well as volunteer organisations such as the SES.

This is something that can be extended in 2023 with a greater preference on preferred local suppliers.

I think its fair to say that the event filled the city!



# **Joondalup Festival of Motoring PR, Marketing & Media - Post Event Report**

## Introduction

*“We at BMW do not build cars as consumer objects, just to drive from A to B. We build mobile works of art.” – Chris Bangle, Chief of Design, BMW Group.*

JHM approached the strategy and event design of the Joondalup Festival of Motoring in the same spirit that guides BMW’s design.

The Joondalup Festival of Motoring needed to be an experience – immersing attendees in the sights, sounds and romance of the automobile at every turn in the Joondalup CBD.



**Print**

# City of Joondalup Media Monitoring

The following clippings were captured by the COJ Media Team.

Date: Thursday 27th October 2022  
 Source: PerthNow Joondalup  
 Page 1 | Section: General  
 Author: SARAH MAKSE  
 105 words | 50 on the page  
 This article is licensed by the publisher. You must not copy this work without permission.



Staff newsletter article just went out

Date: Thursday 3rd November 2022  
 Source: PerthNow Joondalup  
 Page 7 | Section: NEWS  
 Author:  
 251 words | 270 on the page  
 This article is licensed by the publisher. You must not copy this work without permission.



## Wilson kicks on to win festival sprint

Former West Coast Eagle Troy Wilson stole the limelight to win the sprint event at the weekend's Joondalup Festival of Motoring.  
 He won that battle among 150 competitors as to who could set the fastest cumulative time, with thousands of spectators lining the Joondalup streets to see the thrills and spills.  
 Wilson delivered the driving skill the 2.4km sprint track demanded and posted an outright time in his Mitsubishi Evo X that could not be beaten. He said the course was

easily underestimated as a horsepower track but soon revealed itself to require more than just a fast car.  
 "I originally thought the course was going to be high speed, but once we started running, I discovered it was more technical than I thought," he said.  
 "There were bumpy traps out there with the kerbing, but that's all part of it."  
 "Near the end where the big hay bales and the crowd was standing was a highlight."  
 "Atmosphere in Joondalup

was awesome and I'm looking forward to next year."  
 Matt James-Wallace in the Nissan R32 GTR took second place on the podium, a little over eight-seconds overall behind Wilson. Rounding out the podium was Coly Hiervis in the Mitsubishi Evo R4R.  
 Thousands of car enthusiasts found paradise on the streets of Joondalup over the weekend, with the final day seeing modified, restored and scored vehicles lining the streets of the Automotive World display.



## Mayor enjoying life in the fast lane

Mayor Jacob was in motoring heaven at the unofficial launch of the Joondalup Festival of Motoring in June.

For a few hours at least, Central Park was home to some very expensive vehicles (only after Sam Duina and Mick De Biasi removed a bollard to enable access).

These spectacular cars are just a taste of what to expect over the weekend of **Saturday 29 October - Sunday 30 October.**

For more event information and updates, please visit [jfom.com.au](http://jfom.com.au) (website) or follow [facebook.com/joondalupfom](https://facebook.com/joondalupfom) (Facebook) and [@joondalupfom](https://www.instagram.com/joondalupfom) (Instagram).

The Festival of Motoring is proudly sponsored by the **City of Joondalup.**

## OFF AND RUNNING

SARAH MAKSE

The streets of Joondalup will be transformed into a 2.4km motorsport track on Sunday as the city roars to life for the inaugural Joondalup Festival of Motoring.  
 The free festival is set to bring more than 1000 cars to the city centre for three days of family friendly events celebrating all things motoring.

Festivities will kick off on Friday night, with PowerPlay's corporate electric go-kart challenge and a motoring movie marathon at Grand Cinemas Joondalup.  
 Boas Avenue carpark will be abuzz from noon on Saturday with 500 vehicles on display for the Coffee and Cars event.

FULL STORY PAGE 7





# COJ Media Monitoring continued...

Local media outlets, with more than one area – such as PerthNow – shared JFOM news throughout their various regions!

**PerthNow - Fremantle**  
June 3 at 6:00 PM · 🌐

Things are revving up for the inaugural Joondalup Festival of Motoring event, with the date now revealed.



**PerthNow - Stirling**  
June 3 at 6:00 PM · 🌐

Things are revving up for the inaugural Joondalup Festival of Motoring event, with the date now revealed.



PERTHNOW.COM.AU  
All systems go for inaugural car festival  
Things are revving up for the inaugural Joondalup Festival of Motoring event, wit...

**PerthNow - Western Suburbs**  
June 3 at 6:00 PM · 🌐

Things are revving up for the inaugural Joondalup Festival of Motoring event, with the date now revealed.



**PerthNow - Central**  
June 3 at 6:00 PM · 🌐

Things are revving up for the inaugural Joondalup Festival of Motoring event, with the date now revealed.



PERTHNOW.COM.AU  
All systems go for inaugural car festival  
Things are revving up for the inaugural Joondalup Festival of Motoring event, wit...

👍 Like    💬 Comment    ➦ Share

The West Australian

perthnow

NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE LOCAL NEWS READ YOUR NEWS

NEWS CENTRAL SOUTH MANICUREAN COMPETITIONS FIND MY NAME DIGITAL EDITORS



Father and son Dave Fong and Jason Fong, 18, who are competing in the inaugural Joondalup City Sprint on Sunday. Andrew O'Neil Credit: Andrew O'Neil/PerthNow

## Revheads rejoice as Joondalup Festival of Motoring hits the streets

Sarah Maise | PerthNow | Joondalup | October 27, 2022 2:00AM

**TOPICS** | [Home](#) | [Local News](#) | [PerthNow Joondalup](#)

The Joondalup city streets will be transformed into a 2.4km motorsport track on Sunday as the city gears to life for the inaugural Joondalup Festival of Motoring.

The free festival is set to bring more than 1000 cars to the city centre for three days of family friendly events celebrating all things motoring.

Festivities will kick off on Friday night, with PowerPlay's corporate electric go-kart challenges and a morning movie marathon at Grand Cinema's Joondalup Days of Thunder, Ford's Fevent and The Italian Job.

Boon Avenue carpark will be closed from 10am on Saturday with 500 vehicles on display for the Coffee and Cars event raising funds for Wheels for Hope.

**It is sort of a revhead's paradise for the whole weekend.**

Central Park will play host to Cocktails and Cars on Saturday and Sunday, with a display of hundreds of rare and high-end vehicles, food trucks, merchandise and a pop-up bar.

Revheads can get their high-octane fix on Sunday at the Joondalup City Sprint from 9am to 4pm, with 150 vehicles attempting to clock the fastest time around the suburban course.

Setting off in individual time trials from Bird Promenade, racers will head down Lakeside Drive, Birchwood Crescent, Trade Court and Grand Boulevard, crossing past RCU Joondalup, North Metropolitan TAFE and the WA Police Academy.

Spectators can get a front row seat to the action in Central Park, where vehicles will come past at full speed before crossing the finish line on Boon Avenue.

Daniella father and son Dave and Jason Fong, 18, will both have a go driving and navigating the apex in their blue Mini Cooper S 2005.



Experienced off road racer Dave said he was eager to soak up the atmosphere and join in on his first time on the tarmac.

"It is sort of a revhead's paradise for the whole weekend," he said.

"Jason has inherited my passion for motorsport and he has had limited opportunities to race with me and this one is a simple, well put together event that we will be able to race in together."

Event director Justin Hutt said there was nothing like the sprint event in Perth.

"Competitors will find this course delivers an enjoyable amount of technicality," he said.

"It presents the kind of challenge that will have you comparing strategies with fellow competitors in the service zone on how you tackled certain sectors.

"The course also includes fast flowing sectors that will get the engine singing and turning spectators's heads – this isn't a car park run."

Road closures along the sprint track will be in place from 5am to 5:30pm on Sunday.

Sunday will also feature Automotive World from 10am to 4pm in the city centre, with five themed precincts showing off hundreds of cars from across the world and the decades.

[f](#) [t](#) [i](#) [p](#)

**TV**



## Channel 7 Featured News Item

On Friday 18 February Channel 7 Perth featured a news article announcing the Joondalup Festival of Motoring. The Mayor and Event Director were both interviewed on camera. It is estimated that this news item has an ASR of approximately \$25,000.



The new event that'll see racing on Perth streets

Like Comment Share

497 others · 460 comments · 53K views

7NEWS Perth  
February 18 · Following

Overview Comments

The streets of Joondalup are set to be turned into a racetrack, where professionals and enthusiasts have full permission to drive fast.

[www.7NEWS.com.au](http://www.7NEWS.com.au)  
#7NEWS

11 February – Channel 7 Feature – worth about \$25,000 in ASR

The streets of Joondalup are set to be turned into a race...

2022-02-18 18:52:00 / Channel 7 Perth - Seven News / Circulation: 155,000

At the time of writing this report, the video of this news item, found on Channel 7 Perth's Facebook Page, has been watched more than **53,000 times**, and 460 people have commented.

**Radio**



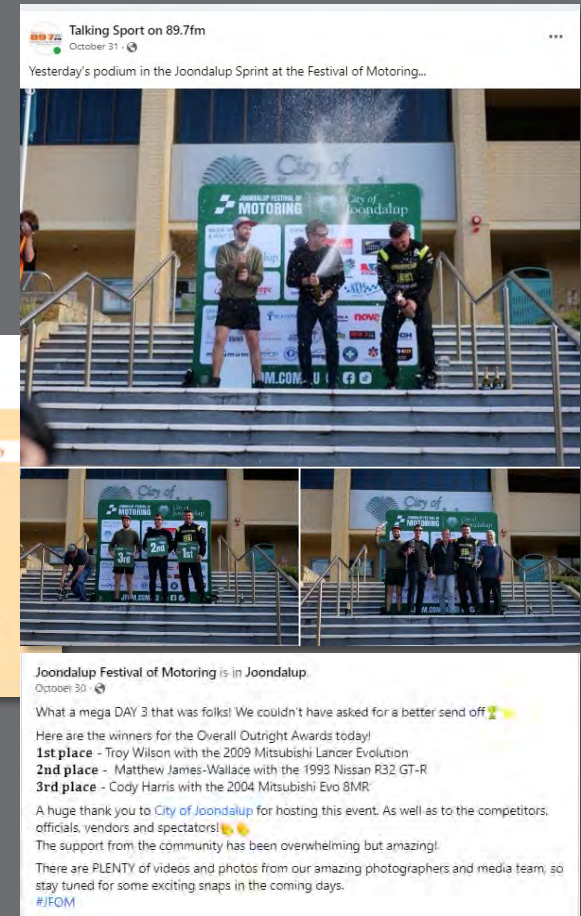
## Pre-Event Radio Interviews

In the weeks leading up to JFOM, the Event Director was a guest on a number of radio shows talking about the Event, what to expect and how to get there. These shows included:

- “Saturday Nights with Tony McManus” (Saturdays 7:00 p.m. – Midnight, 6PR / 882)
- “Weekends with Simon Beaumont” (Saturdays & Sundays 6:00 a.m. – 1:00 p.m., 6PR / 882)
- “Talking Sports” (Saturday 8:00 a.m. – 11:00 a.m., 89.7 FM)



Talking Sports also shared the Joondalup Festival of Motoring results on their Facebook page.



## 89.7 FM Northern Suburbs Community Radio

In the lead up to the Joondalup Festival of Motoring, we partnered with 89.7 FM Northern Suburbs Radio.

89.7 FM broadcast 24/7 to the northern coastal suburbs of Perth, covering approximately 600,000 residents. Additionally they stream live online and provide a weekly show playback service.

Usually based at Edith Cowan University, for the Joondalup City Sprint they broadcast live from the Event, right in Boas Avenue. The commentary was broadcast via speakers throughout the City Centre on Sunday 30 October.

The rate card value of community radio is based on booking all possible advertising spots throughout the event day, this is valued at \$2500.



[Home](#) / [News Archive](#) / Outside Broadcast – Joondalup Motor Festival 28 to 30 Oct



### OUTSIDE BROADCAST – JOONDALUP MOTOR FESTIVAL 28 TO 30 OCT

[Lauren Arcus](#) | [October 14, 2022](#) | [News Archive](#) | 178 Views

*The station has been invited to participate in the inaugural City of Joondalup Festival of Motoring. We will be broadcasting live from the festival in the Media Hub and partnering with JHM.*

Start your engines! Get ready for the inaugural Joondalup Festival of Motoring, 28-30 October 2022. Joondalup City Centre will host 1,000+ vehicles across the weekend during this free, multi-day event.

There is plenty of family-friendly fun and entertainment to delight everyone, photography, music, movies, cuisine, competitions and local business activations.

Check out the full list of events on the website [here](#).

# Online: Facebook, Instagram, TikTok & Linked In

Following are some terms which will help with the interpretation and understanding in the Online segment of this report:

#### REACH:

“Think of reach as the number of *unique* people who *actually* see your content”.

#### IMPRESSIONS:

“Impressions measure how many times a post was displayed, no matter if it was clicked or not”.

#### ENGAGEMENT:

“Engagement is, arguably, the most important of the three metrics to pay attention to when you’re measuring social media success. This is because engagement is the only one of the three terms to involve the user directly. Having someone simply see your content is one thing but involving them and moving them to take action” (reactions, including likes, comments and shares, but it can also include saves, viewing a video or clicking on a link) is another.

Source: <https://www.taggermedia.com/articles/reach-vs-impressions-vs-engagement-do-you-know-the-difference>

## Facebook Console Screenshot.

This is a summary of the data collected via Facebook.

Facebook Ads Manager Console Screenshot

Report: Untitled report | Ad Account: 1 Ad Account | Date Range: This year: 1 Jan 2022-25 Nov 2022

Summary: 15/15 rows displayed

Campaign name	Delivery	Campaign name	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
Post: "REGISTER ONLINE ..."	Completed Campaign	Post: "REGISTER ONLINE ..."	7-day click or 1-day view	196 Link Clicks	24,016	63,710	\$1.36 Link Clicks				\$266.00
Cars & Cocktail - JFOM Ev...	Completed Campaign	Cars & Cocktail - JFOM Ev...	7-day click or 1-day view	1,325 Event responses	29,152	76,020	\$0.19 Event response				\$250.00
1 week left to enter	Completed Campaign	1 week left to enter	7-day click or 1-day view	473 Link Clicks	23,640	47,672	\$0.42 Link Clicks				\$200.00
Post: "The 5 Precincts of ..."	Completed Campaign	Post: "The 5 Precincts of ..."	7-day click or 1-day view	1,133 Post engagements	15,460	32,965	\$0.18 Post engagement				\$200.00
[19/08/2022] Promoting h...	Completed Campaign	[19/08/2022] Promoting h...	7-day click or 1-day view	1,613 Link Clicks	24,064	46,848	\$0.10 Link Clicks				\$167.99
JFOM Page Promotion	Completed Campaign	JFOM Page Promotion	7-day click or 1-day view	51,713 Reach	51,713	59,390	\$2.99 Reach				\$154.47
Post: "Got a car that fits in...	Completed Campaign	Post: "Got a car that fits in...	7-day click or 1-day view	455 Post engagements	6,872	11,248	\$0.25 Post engagement				\$114.00
Post: "🚗\$400 FORCH CA...	Completed Campaign	Post: "🚗\$400 FORCH CA...	7-day click or 1-day view	279 Post engagements	3,085	5,449	\$0.36 Post engagement				\$100.00
Post: "Planning on spendi...	Completed Campaign	Post: "Planning on spendi...	7-day click or 1-day view	211 Link Clicks	15,357	25,691	\$0.47 Link Clicks				\$100.00
Post: "And just like that w...	Completed Campaign	Post: "And just like that w...	7-day click or 1-day view	1,870 Post engagements	13,888	24,824	\$0.05 Post engagement				\$100.00
Post: "⚡️ WIN A SET O...	Completed Campaign	Post: "⚡️ WIN A SET O...	7-day click or 1-day view	22 Link Clicks	833	13,838	\$4.55 Link Clicks				\$100.00
Post: "🔥PIT STOP SALE - ..."	Completed Campaign	Post: "🔥PIT STOP SALE - ..."	7-day click or 1-day view	224 Link Clicks	7,141	14,946	\$0.45 Link Clicks				\$100.00
Post: "Now that we've reve...	Completed Campaign	Post: "Now that we've reve...	7-day click or 1-day view	607 Post engagements	11,072	15,763	\$0.13 Post engagement				\$80.00
Post: "As if you needed an...	Deleted Campaign	Post: "As if you needed an...	7-day click or 1-day view	—	782	2,262	—				\$31.86
Post: "Happy Father's Day!...	Deleted Campaign	Post: "Happy Father's Day!...	7-day click or 1-day view	139 Post engagements	1,454	1,702	\$0.11 Post engagement				\$14.96
<b>Total results</b>			<b>7-day click or 1-day view</b>	—	<b>142,558</b> People	<b>442,328</b> Total	—				<b>\$1,976</b> Total Spent

Customise pivot table: Campaign name, Ad set name, Ad name, Page name, Ad creative, Age, Gender, Country, Region, Platform, Placement, Objective, Day, Month

## Advertising on Facebook

Advertising on Facebook is a cost effective way to reach a targeted audience...

We use boosted posts so we can specifically target a particular existing or new customer base.

This is also helpful when targeting residences of a specific locale.





## Facebook

We had particularly good engagement with our online content.

### Page overview

#### Discovery

Post reach	103,954
Post engagement	44,751

New Page likes 383

New Page followers 653

#### Interactions

Reactions 5,559

Comments 1,768

Shares 350

Photo views 8,782

Link clicks 3,846

What's the difference between reach and engagement?

44,751 / 103,954 who saw this post engaged with it in some way = 43% (that means our content was appealing to the audience) and this is considered excellent engagement.

## JFOM Facebook Events

29 OCT AT 09:00 – 30 OCT AT 17:00

### Joondalup Festival of Motoring

Joondalup (suburb)

About Discussion

#### Details

2.4K people responded

Event by Joondalup Festival of Motoring and City of Joondalup

SATURDAY, 29 OCTOBER 2022 FROM 12:00-17:00

### Coffee & Cars - Joondalup Festival of Motoring

Boas Ave, Joondalup WA 6027, Australia

About Discussion

#### Details

2.5K people responded

Event by Joondalup Festival of Motoring and City of Joondalup

SUNDAY, 30 OCTOBER 2022 FROM 09:00-16:30

### Cars & Cocktails - Joondalup Festival of Motoring

Joondalup Central Park

Sat, 29 Oct Sun, 30 Oct

About Discussion

#### Details

799 people responded

# Top JFOM Post of 2022

**1 WEEK LEFT TO ENTER THE SPRINT** 🚗 If you've been sitting on the fence, you better hop off and make your...

Published by Brenda Bui · 25 September · 🌐

Post impressions	Post reach	Post engagement
<b>51,746</b>	<b>26,069</b>	<b>3,053</b>

**Interactions**

Reaction	Count
Like	75
Love	4
Haha	0
Wow	0
Care	0
Angry	0

Reactions: 79

Comments: 54

Link clicks: 623

Shares: 16

**Other clicks: 2,117**

Joondalup Festival of Motoring is in Joondalup.  
Published by Brenda Bui · 25 September · 🌐

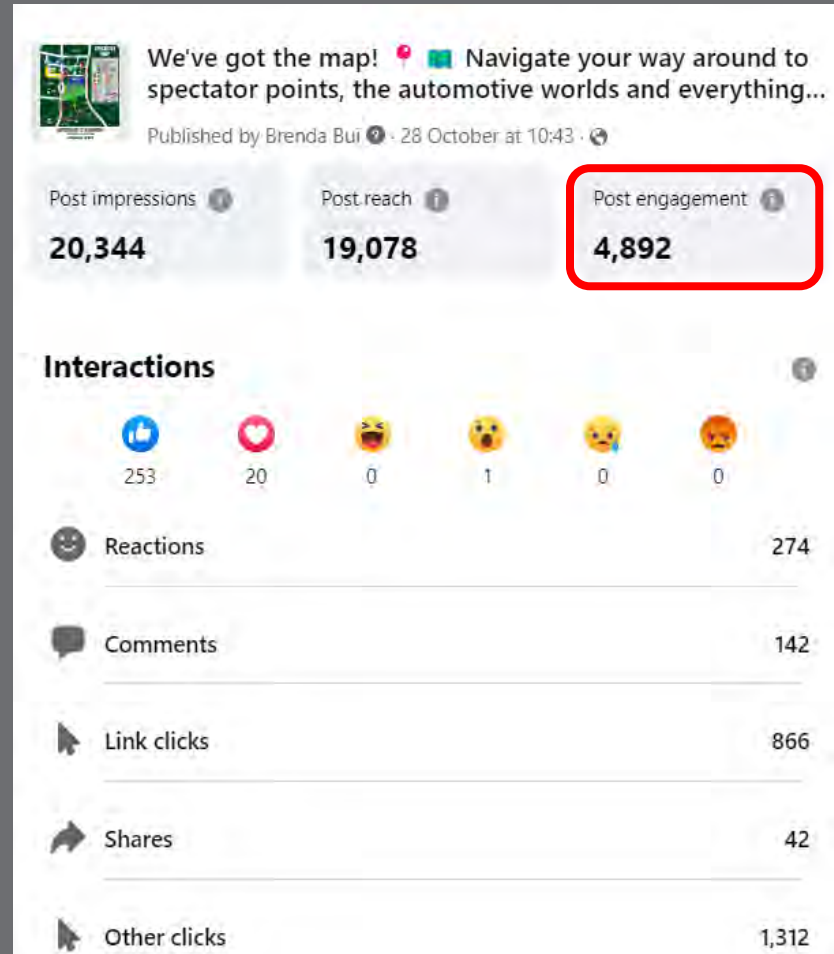
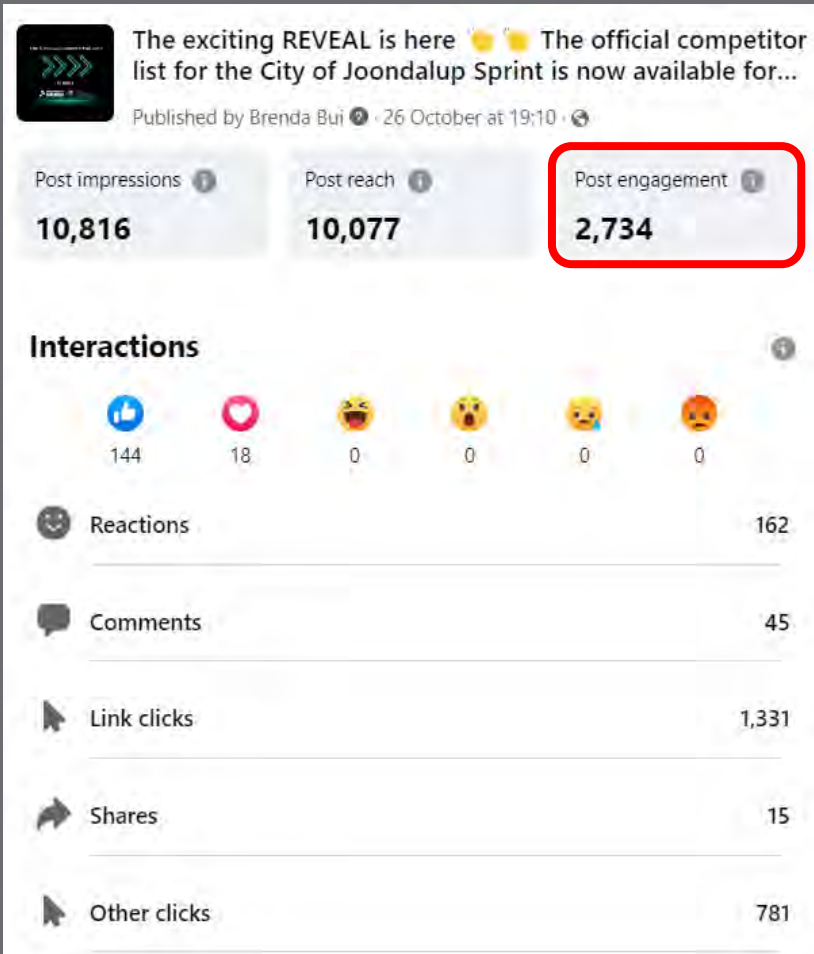
**1 WEEK LEFT TO ENTER THE SPRINT** 🚗  
If you've been sitting on the fence, you better hop off and make your way here:  
<https://jfom.com.au/how-to-enter/>

We've got limited places left, so enter while you can and be a part of the very first ever Joondalup Festival of Motoring! ▶️  
#JFOM City of Joondalup

**ONE WEEK LEFT TO ENTER**

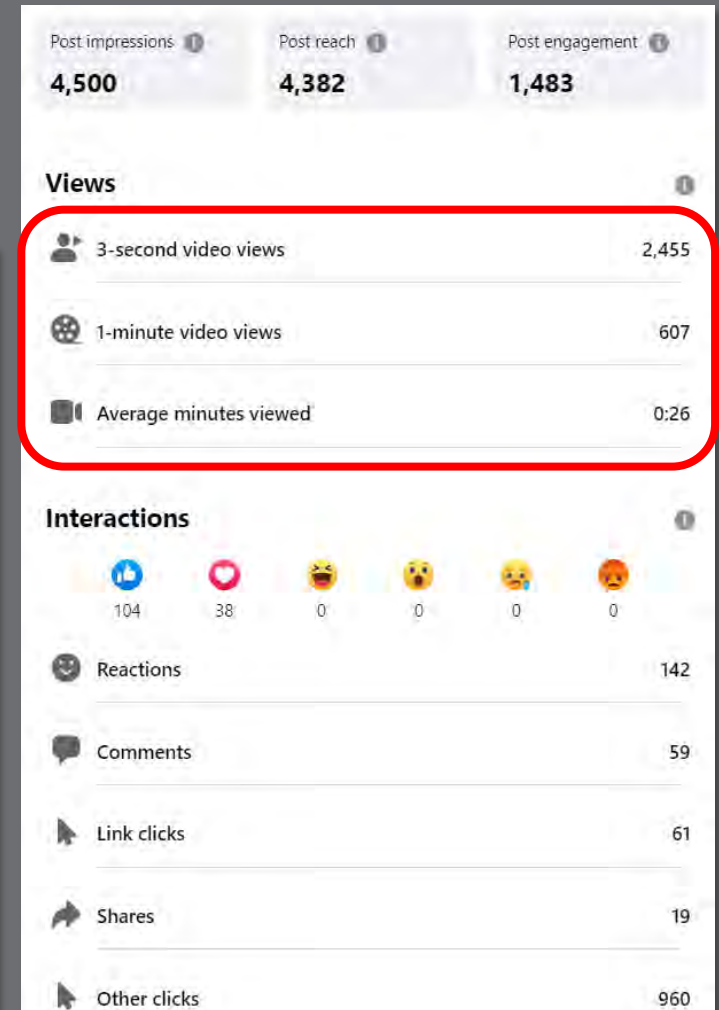
**LIMITED PLACES REMAINING IN THE JOONDALUP CITY SPRINT**

## Pre-Event Facebook Data

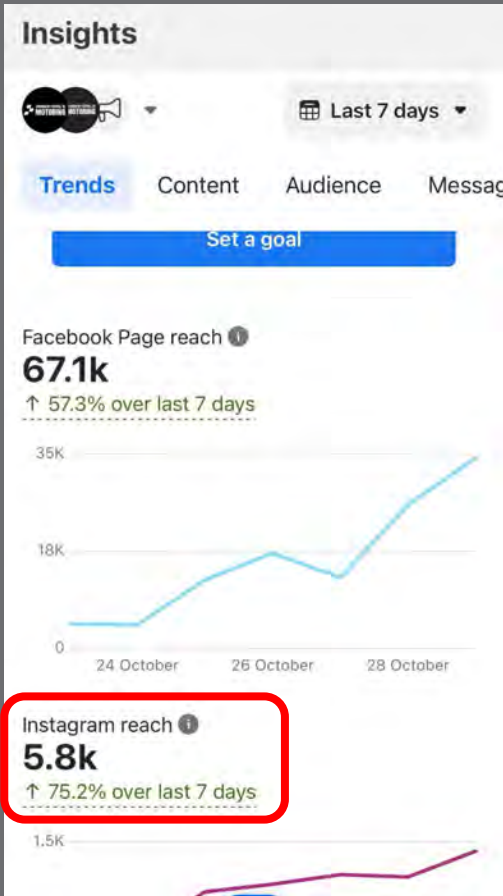


## Event Week / On Event Data

JFOM had an experienced motorsport on-event media team, a combination of photographers and videographers. These provided a number of edited videos for use on social media. With over 607 minutes of PLUS 1 minute video views.



# Event Week / On Event Data



Joondalup Festival of Motoring is in Joondalup.  
Published by Brenda Bui · 30 October at 07:30 · 🌐

Today is the big one!  
**Day 3** is the Joondalup Sprint. 🏁🏎️  
If you're coming down to check it out, be sure to see where the spectator points are on our map! Remember there are road closures also!  
<http://jfom.com.au/>

We've also got out Automotive Worlds on display today. 🌐  
5 precincts, come cruise down Route 66 then float across to The Continent and back around!  
Then come complete the 3-day festivities with us with our Cars & Cocktails down at Kennards Central Park.



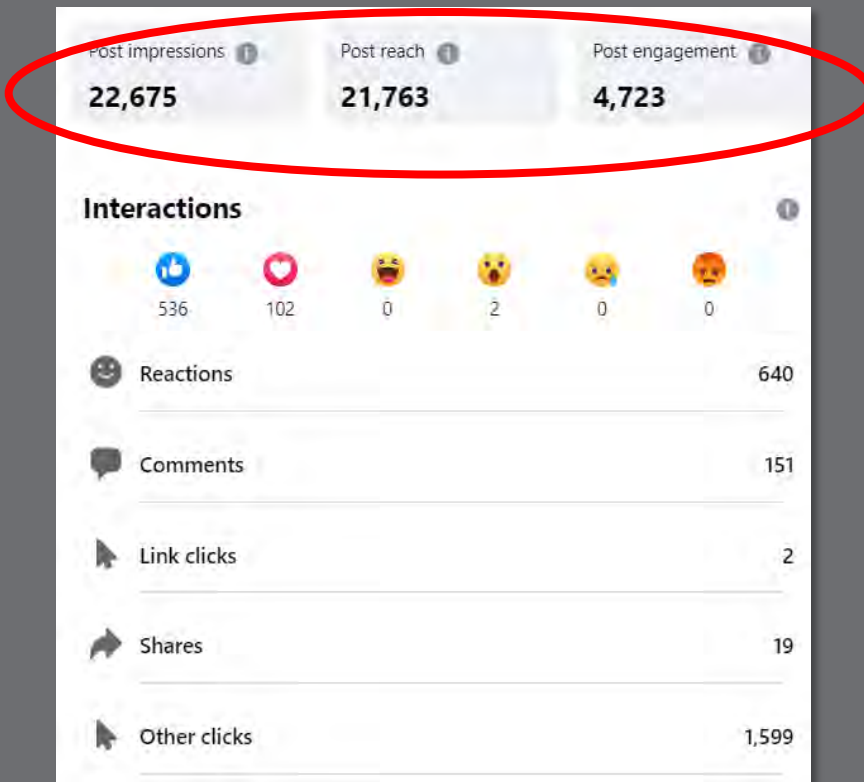
Post impressions	Post reach	Post engagement
24,176	23,589	2,419

**Interactions**

Like	Love	Haha	Wow	Care	Angry
201	13	0	1	0	0

- Reactions: 214
- Comments: 59
- Link clicks: 977
- Shares: 18
- Other clicks: 1,016

## End of the Event Data



**Joondalup Festival of Motoring** is in Joondalup.  
 Published by Brenda Bui · 30 October at 17:12 · 🌐

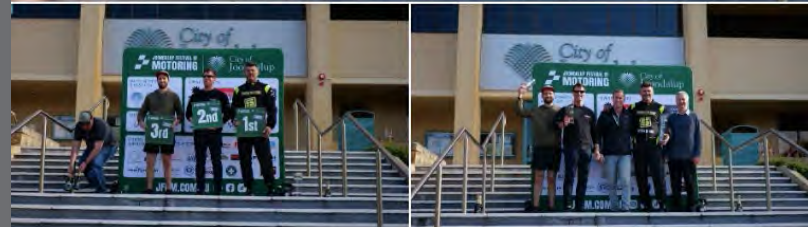
What a mega DAY 3 that was folks! We couldn't have asked for a better send off 🏆👏

Here are the winners for the Overall Outright Awards today!  
**1st place** - Troy Wilson with the 2009 Mitsubishi Lancer Evolution  
**2nd place** - Matthew James-Wallace with the 1993 Nissan R32 GT-R  
**3rd place** - Cody Harris with the 2004 Mitsubishi Evo 8MR

A huge thank you to [City of Joondalup](#) for hosting this event. As well as to the competitors, officials, vendors and spectators! 🙌👏

The support from the community has been overwhelming but amazing!

There are PLENTY of videos and photos from our amazing photographers and media team, so stay tuned for some exciting snaps in the coming days.  
[#JFOM](#)

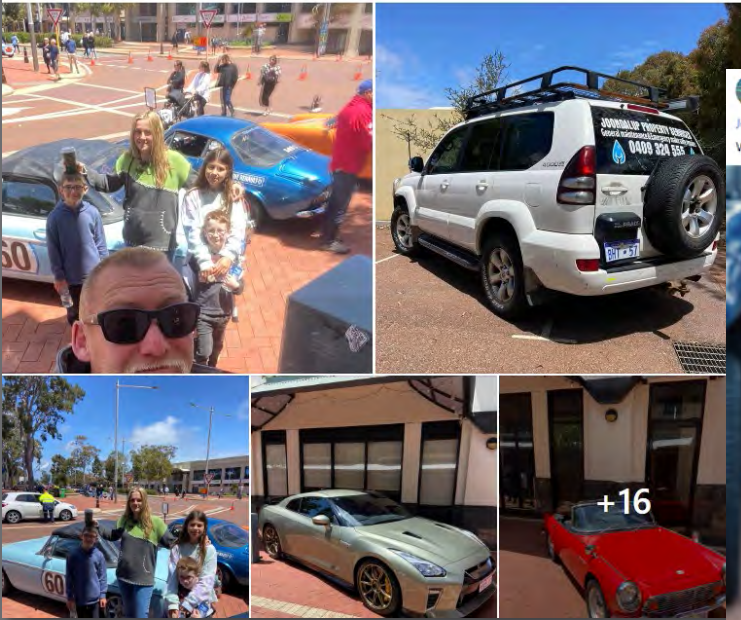


## Family Friendly Festival!

The Festival was designed to appeal to visitors of all ages. Here's a sample of the comments from families:

**Tommo Thomson** is at Joondalup Festival of Motoring.  
30 October at 13:00 · Joondalup, WA · 🌐

At the Joondalup Festival of Motoring today. Nice cars (especially the Joondalup Property Services prado 😊) Sam & kids



30 Oct 2022, 09:52

Hi there, just wondering if cars will be going past apartments on Lakeside Dr at a particular time today, or if that course will be running all day of the event please? Got a car loving child that would love to see. Many thanks!

**Alison Lewkowski**  
That was a fantastic family day out, I hope it's returning next year as would definitely love to go again! My kids loved all the "olden day" cars which I had to politely explain were "classics" from our younger days haha. Great day out for sure!

Like Reply 1 w 🌟👍👏 5

**Greg Abbott**  
29 October at 17:40 · 🌐

Joondalup Festival of Motoring

What is that stick thingy on the floor?

**Chris Cowgill**  
Brilliant event, family of 5 we absolutely loved it 🙌 can't wait for next year, well done to all involved 🙌

Like Reply 1 w Edited



## Anticipation for Next Year!

In the hours and days post event, it was heart warming to see the comments from those who attended! (This is just a small sample).

**Nikki Mac**  
 Congratulations everyone! 😊 Can I just say that this was such a fantastically run event, well done to all those involved. I really hope it becomes a yearly thing because it was such a great turnout for Perth's Motorsport this weekend. Bit of a shock to... [See more](#)

Like Reply 1 w Edited 4

↳ **Kris Barton** replied · 1 reply

**Gavin Ellis**  
 As a rate payer I think this event was absolutely superb. Finally good to see COJ being a little innovative in City run events. Looking forward to next year 🙌🙌🙌🙌

Like Reply 1 w 21

↳ **Lisa Stephenson** replied · 2 replies

**Lisa Stephenson**  
 What an EPIC few days. Thoroughly enjoyed the spectacle, the fun vibe and the passion of all the motoring enthusiasts. Congratulations to the event team, organizers, sponsors, competitors and volunteers. Absolutely brilliant 🙌

Like Reply 1 w 9

**Karl Adams**  
 Congratulations to the place getters, and the organisers of the event thoroughly enjoyed it 🙌

Like Reply 1 w 2

**Terene Westlund**  
 Congratulations **Justin Hunt** and the rest of the team! What a fabulous day out!

Like Reply 1 w 8

**Worldwide - Osborne Park** · Follow  
 Congratulations on an AMAZING event! Such a good day

Like Reply 1 w 3

**Carmen Riddings**  
 Well organised Joondalup Festival of Motoring & well done for keeping spectators safe. Was great to have a vibe back in Joondalup! Hope it will be back soon.

Like Reply 6 d

**David Thursby**  
 Awesome event, great day out Sunday. Looking forward to next year already 😊

Like Reply 1 w 2

**Amanda Cummins**  
 Fantastic event! Well done everyone involved!

Like Reply 1 w 2

**Cam At**  
 Awesome event guys loved every minute of it! Solid effort to all the volunteers and official out there today as well

Like Reply 1 w 2

**Justin Murphy**  
 Awesome event. Can't wait until next year

Like Reply 1 w 1

**Mikey Brammer**  
 Great day out, hopefully it can be a yearly event.

Like Reply 1 w 2

**Naomi Jane**  
 Troy & Lachie had a magnificent day!! What a fantastic event held by Joondalup Festival of Motoring!! A little tricky at times with 2 drivers in the car but we made it work! Great atmosphere and energy all round!



Like Reply 4 d

**Russell Edwards**  
 Great event. Hopefully it becomes a regular one

Like Reply Hide 1 w 1

**Rachel Ford**  
 Was a great day. Thank you to all involved for making this weekend happen!

Like Reply Hide 1 w 1

**Bob Schrader**  
 Great event Justin, congratulations to you and everyone involved. Well done 🙌🙌

Like Reply Hide 1 w 6

**Liam Farr**  
 Was a great day, fingers crossed it returns next year!

Like Reply Hide 1 w 7

**Cam At**  
 Awesome event guys loved every minute of it! Solid effort to all the volunteers and official out there today as well

Like Reply Hide 1 w 2



## Community Engagement - Facebook Mentions



It's great to see the general public and competitors tagging "Joondalup Festival of Motoring" in their various posts and sharing their images from the event. Sprint images featured highly!

# Community Engagement - Facebook Mentions

**Photomotive WA** 5 d · 🌐


My album from [Joondalup Festival of Motoring](#)

What an incredible event!! great to see so many cars on track and a unique circuit!

Feel free to save and share from this gallery with watermarks in place, without editing or adding filters and please tag me.

Alternatively if you would prefer copies without watermarks, these will be available at [www.photomotivewa.com](http://www.photomotivewa.com)

[Joondalup Festival of Motoring](#)





**Photomotive WA** added 175 new photos to the album [Joondalup Festival of Motoring 2022](#).

5 d · 🌐

👍 9

**Hobby Customs** 5 d · 🌐

We worked like hell to get this out, she not quite finished going to be enjoyed for a month before sleepy comes back in for badges strips and couple other details

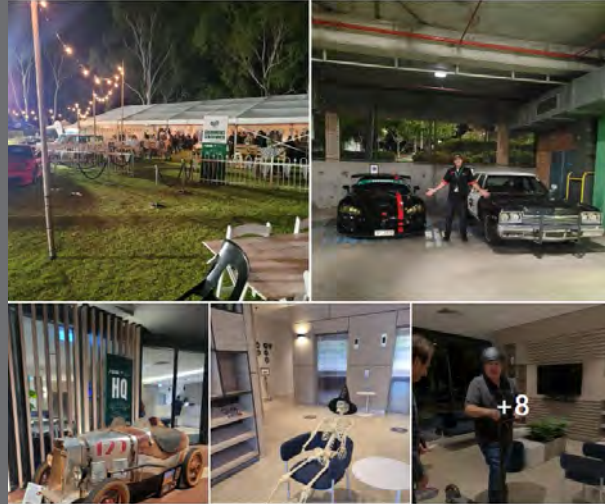
**The Average Garage AU**  
30 October at 15:47 · 🌐

[Joondalup Festival of Motoring](#) kicked off!  
What an awesome day out. The car was no where near ready but the guys pushed hard and got it mostly together to be t... [See more](#)

👍 4

**Wylcat Racing** 1 d · 🌐

Wow what a week. Seems like only yesterday we were at the [Joondalup Festival of Motoring](#) . What a huge weekend it was. It was a huge field of around 150, Seth and I managed to finish 2nd in class and 13th outright on the day. There was so much going on over the weekend you could have been excused for forgetting we would have to compete at some point. It was a lot of fun and a credit to Justin Hunt and all his JFOM team for getting this event off the ground in a short space o... [See more](#)



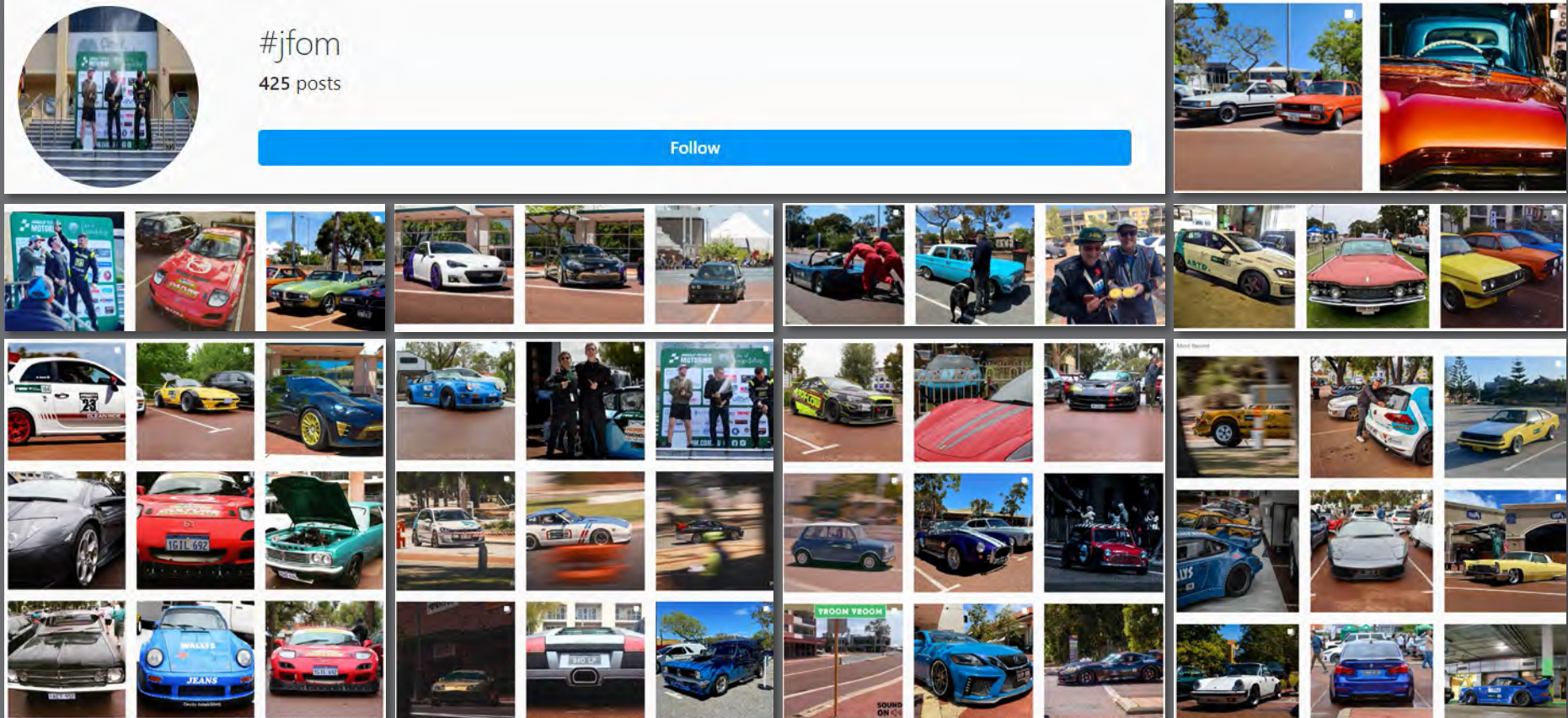
👍 33

13 comments

It's great to see the general public and competitors tagging "Joondalup Festival of Motoring" in their various posts and sharing their images from the Event. Sprint images featured highly!

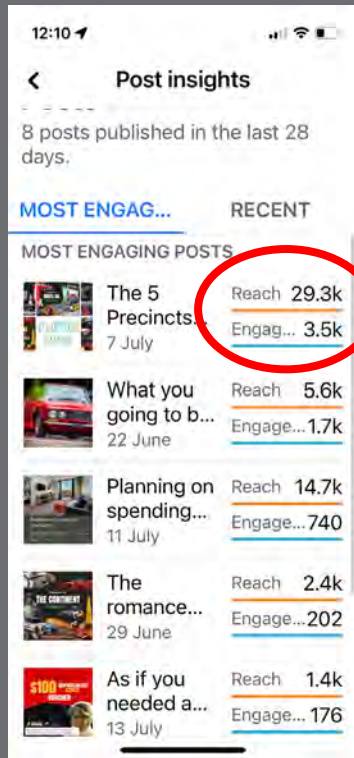
## Post Event Community Engagement

Why do we use a hashtag? #JFOM captures all who use it and allows us to see images and posts from the general public, and is searchable on both Facebook and Instagram. It was also used by entrants in the photo competition.

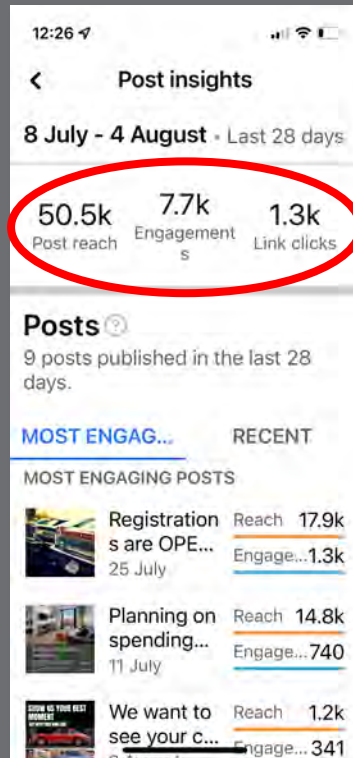


# Facebook Insights

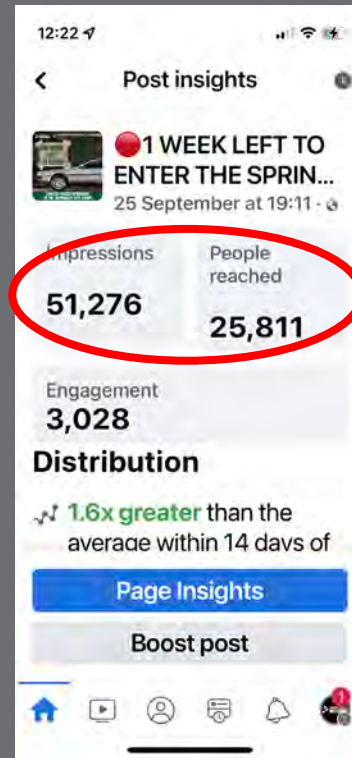
Facebook captures a number of statistics, and these show the progress of the reach and engagement. Using these statistics, we can see which posts perform better, and which content engages the audience.



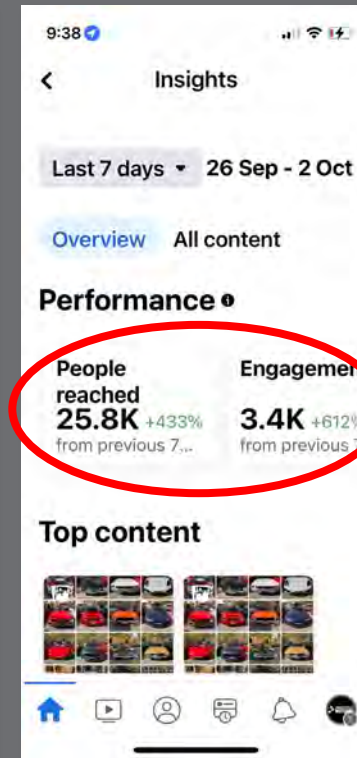
June / July Posts



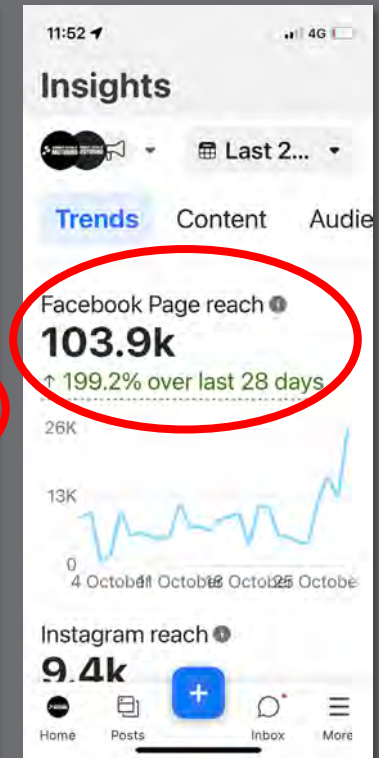
July / August Posts



September Post



Sept / October Posts



Event Week