



BMW Drivers Club
Melbourne



BMWGA Funding for German Auto Show 2023.

The German Auto Show was started in 2016 by the VW Club Victoria to bring all the German marques together. BMWs have featured prominently each year.

Under the stewardship of the BMW Drivers Club Melbourne (BMWDCM) over the last two years the event has grown from about 200 cars and 400 attendees to over 800 cars and over 100 bikes and well over 1,000 attendees this year.

At the 2023 BMW Clubs Australia AGM, BMWDCM discussed with BMW Motorcycle Club Victoria (BMWMCCV) including BMW bikes to celebrate the 100 years of BMW Motorrad and the R32.



Having a genuine example of the ground-breaking R32, supported by a wonderful heritage display of BMW bikes by BMWMCCV, was undoubtedly a drawcard for many bike enthusiasts regardless of their current brand, that attended on the day.



The Calder Park Thunderdome venue was selected for its size, location, close to but just outside of Melbourne, and the tarmac area which would be ideal for displaying bikes. Many motoring enthusiasts have fond memories of this venue from its glory days as a racetrack. The venue is just re-opening after being closed for many years, making it an attraction in its own right.

BMWDCM, as the primary contact and organiser, heavily promoted the event using social media, websites and through the operators of the 50 trade stands present on the day, bringing the BMW brand into view. Additionally, Beyond Blue (the chosen charity) promoted the event, and thus the BMW brand.



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Motorsport Australia wrote an amazing article in Speed Read (distributed nationally to all Motorsport Australia officials and licence holders) which showcased our club, the BMW brand and the community benefit and contribution.



GERMAN AUTO SHOW TAKES TO CALDER PARK FOR BEYOND BLUE

After a highly successful edition in 2022, the BMW Drivers Club Melbourne once again ran the 2023 German Auto Show, with more than 1000 car enthusiasts attending the Calder Park Thunderdome to fundraise for Beyond Blue.

With up to 10 clubs participating and 40 major sponsors getting behind the event, the venue donation from the Jane Corporation and this year's German Auto Show proved to be even bigger than last year.

At the heart of it all were the hundreds of display cars, with an enormous spread of German cars that ranged from Porsches to micro cars and scooters.

Significantly, almost 250 BMW vehicles joined the display vehicles, including almost 100 rare motorcycles in honour of the 100th anniversary of the BMW R32.

Hoping to further harness the nostalgic qualities of the Thunderdome, the event also played host to Australian Motorsport Hall of Fame driver John Bowe, who signed autographs and took photos with excited fans.

Meanwhile, U-Ride Simulators gave attendees the opportunity to engage in some friendly competition, with participants battling out for bragging rights.

BMW Drivers Club Melbourne Vice-President and Events Coordinator Jo Mawson was thrilled with the event.

"Having already run a very successful German Auto Show in 2022 raising \$10,500, I had a list of trade stands who were wanting to be part of this event again," Mawson said.

"When I contacted Beyond Blue to let them know I was holding this event again, they were ecstatic. My goal was \$20K but I felt this was aiming too high, so I reduced it on the day to \$15K, and ended up going to \$10K. We soon smashed that figure out of the Thunderdome."

"After hours and hours of emails, calls and sponsor visits, our lists of traders, donations and attending clubs started to grow."

"More and more donations kept rolling in, and myself and the rest of the organizing committee were realizing this event was going to be fantastic."

"I am not too proud to admit I cried when I saw all the beautifully presented vehicles rolling in around the Dome. It was a magic sight."

"After a few days of counting collection tins, and with all the final donations in, our grand total raised for this event is \$25,000."

"Beyond Blue have informed me that this will mean that over 400 needy people will be able to speak with counsellors in their time of need."

"Without all our volunteers we could not have achieved what we did, and the event ran smoothly because of volunteers out at the front gate in the tunnel directing traffic, parking attendants,

gate keepers, transit and shuttle drivers, and photographers. There are too many names to mention, but you all know who you are, and we thank you all for all your hard work."

"On to 2024 for another fantastic event." ■

More information on the German Auto Show can be found at germanautoshow.com.au

https://issuu.com/motorsportaustralia/docs/motorsport_australia_speed_read_september_2023/30

Shannons Insurance also promoted this event heavily through their clubs' event page showcasing BMW Drivers Club Melbourne and the BMW brand.

This was our first event at Calder Park, which, being such a huge facility, posed a number of logistical and financial issues. BMW Australia's generous \$5,000 Key Event Funding enabled us to take this event to the next level, and for this we are so very grateful for the support and faith that we could deliver this fantastic event.

To host an event of this size and quality we had to plan for a lot of things that are normally required for our usual smaller events. We had to arrange:

Ambulance and Security

Disabled toilets

Signage

PA system

Officials Lunches, Water, Whistles and Caps

Hi Vis Vests

Flags and Banners

Club and Event Promotional Material

All of this could not have been achieved without the major event funding assistance.

Calder Park falls within Melbourne BMW's Primary Marketing Area for Motorrad. We were very proud to be able to have Melbourne BMW represented at this event and have some of their bikes on prominent display.

Although the aim for this event is to bring all German brands together in one spot to be united, we were, naturally, pleased, that BMW Cars and Bikes were the largest displaying marque.

Beyond Blue also attended the event and with such a great turn out on the day and with so many of the general public attending they collected \$25,000 for Beyond Blue and were very appreciative that we included them giving them exclusive access to the guests attending to raise money.

Without a doubt, the event raised a lot of awareness about the BMW brand and the support we, as an official BMW Club, have had in helping to raise an amazing sum of money for Beyond Blue and has, of course, resulted in more people joining our Club and also lots of interest from attendees regarding other events we run. Also, interestingly, there was a lot of comment on site and in social media about the support given by BMW and resulted in many asking for more information about BMW and their support of our efforts. We are very proud to have the close association we have with BMWGA and look forward to it continuing in the future, raising the profile of both BMW as a brand and of our Club as an extension of the BMW brand in the community.

In 2024 we will again run this event and the interest and requests to be included have already started to come in from other clubs and trade stands that want to be a part of the next event.

Regards,

Graeme Bell

President

BMW Drives Club Melbourne Inc.