

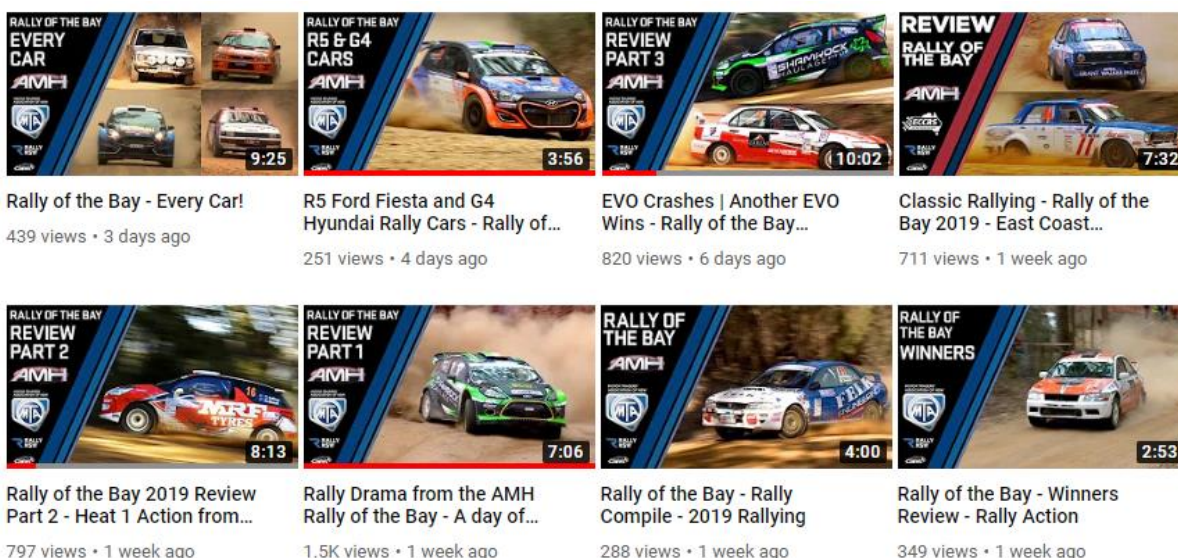
## MEDIA REVIEW – RALLY OF THE BAY

The AMH Rally of the Bay was round 4 of the NSW Rally Championship and East Coast Classic Rally Series. The event attracted over 60 entrants and was an extremely popular event from a media exposure point of view. There were at least 4 regular Rally NSW Photographers in attendance as well as several Videographers taking footage at the event in addition to the official Rally NSW Media Crew.

**Videos on Facebook and YouTube** – The official Rally NSW Media crew gathered footage from on-board cameras and had filming locations located in all 6 stages. There have been 10 official videos produced by the Media Team for YouTube and Facebook.



*Official Videos from Rally NSW on Facebook – Released DURING the Event*



*Official Videos from Rally NSW on YouTube – Released Post Event*

All videos include partner logos, partner water marks and other partner related content. The views above are the current views, and over time, these videos will increase significantly in views.

The strategy for videos has been to focus on YouTube as this platform provides better long-term exposure. Facebook based videos have a very short lifespan due to the nature of the platform. Links to the videos were published to five separate Facebook pages (AMH ROTB, NSSCC, RallyNSW, ECCRS and On the Dirt).

**Video Views on Facebook and YouTube = 8,200**

<https://www.youtube.com/watch?v=dUYago9xbPU&list=PLgguNETnMSYgYbFDiOd4otgqhKTBeYn86>

Rallysport Magazine – Featured several articles pre and post event including the official Press Release.



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## Irish out to steal Rally of the Bay thunder

by RallySport Magazine June 13, 2019



JJ Hatton in action at the WA round of the ARC. Photo: Wishart Media

Irish speedsters Richie Dalton and JJ Hatton are ready to take on the best the NSW and Victorian Rally Championships can throw at them at the AMH Rally of the Bay.

For 2019, competitors from both state championships have the option to run on pace notes, which should make the competition and rivalry a lot closer than last year.

A Victorian, Glen Raymond, currently leads the NSW series in his Mitsubishi, while Arron Windus is making a run for the Victorian crown after victory at the Marysville Stages recently.

Entries for the event are still coming in, but leading names on the current list include



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## Who's who line up for Rally of the Bay

by RallySport Magazine June 26, 2019



Richie Dalton heads the field in his Ford Fiesta. Photo: Luke Whitten

One of the most competitive fields in recent memory will line up for this weekend's Rally of the Bay.

As a round of the NSW and Victorian rally championships, the event has attracted the cream of the crop, and then some.

Richie Dalton heads the list in his Ford Fiesta Proto, followed by Glen Raymond (Lancer), JJ Hatton (Hyundai i20), Arron Windus (Subaru), Tom Clarke (Lancer), Tristan Kent (Lancer), Mick Patton (Lancer) and Darren Windus (VW Polo).

A last minute entry came from Luke Anear in his new Ford Fiesta R5, after a trouble free debut in the car at last weekend's Rally Tasmania.



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## Back-to-back wins the aim for Dalton

by Press Release June 27, 2019



Richie Dalton is hoping to repeat his win at Batemans Bay last year. Photo: Luke Whitten

Fresh from a competitive weekend in Tasmania, Richie Dalton and the Shamrock Motorsport team head to Batemans Bay this weekend determined to defend their title.

Dalton and co-driver Dale Moscatt won the Rally of the Bay last year, and will this year head the field away in the one-day, 130 kilometre event.

This year, however, they'll be driving their rapidly developing Ford Fiesta Proto, rather than the Skoda Fabia R5 they used in 2018.

The car is getting faster with each rally, thanks to the work of the Activ RallySport crew. While it has still suffered some technical glitches, Dalton is happy with its progress.



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## 'Bay' shaping us as 'Mini ARC' say event organisers

by Press Release June 27, 2019



Tom Clarke will be pushing for a Rally of the Bay win. Photo: Peter Whitten

This weekend's AMH Automotive Group Rally of the Bay is shaping up as a 'mini ARC' with a field of at least 65 cars and some prominent ARC competitors backing up from last weekend's Tasmanian round to continue the battle on the picturesque South Coast of NSW in the forests around Batemans Bay.

The AMH Rally of the Bay is organised by the North Shore Sporting Car Club, and continues a tradition of rallying around Batemans Bay, which dates back to Bunbury Curran ARC rounds in the early 1970s. North Shore has been running state championship rallies in the area for more than 40 years and it continues to be one of the most popular and respected events on the rally calendar, this year will be no exception.



## Report: All action at Rally of the Bay

The action from Saturday's 2019 edition of the MTA NSW Rally Championship, incorporating the Geelong Hino Victorian Rally Championship was another level. It only took 1.5km for the rally to bear its teeth. Any rally around the Batemans Bay area is tough and demanding on cars and crews. There's not much in the way [...]



by Neil Blackburn July 1, 2019



The action from Saturday's 2019 edition of the MTA NSW Rally Championship, incorporating the Geelong Hino Victorian Rally Championship was another level. It only took 1.5km for the rally to bear its teeth. Any rally around the Batemans Bay area is tough and demanding on cars and crews. There's not much in the way [...]

## Dalton dominates Rally of the Bay



by Press Release July 1, 2019



Dalton and Moscatt power their way to victory in the Rally of the Bay. Photo: Wishart Media

**Richie Dalton and Dale Moscatt have driven their Shamrock Motorsport Ford Fiesta Proto to a comprehensive victory in the Rally of the Bay.**

Their victory of over a minute and a half was their second win in three events, after recent success in a NSW rallysprint event in Sydney.

Despite a few niggling problems, they were never seriously challenged and won an event that was shortened after a number of accidents delayed the rally's stages.

"After the teething problems that we've had with the car, it's a bit of a relief to take the win," Dalton said.

### Links:

<https://rallysportmag.com/irish-out-to-steal-rally-of-the-bay-thunder/>

<https://rallysportmag.com/whos-who-line-up-for-rally-of-the-bay/>

<https://rallysportmag.com/back-to-back-wins-the-aim-for-dalton/>

<https://rallysportmag.com/bay-shaping-us-as-mini-arc-say-event-organisers/>

<https://rallysportmag.com/report-all-action-at-rally-of-the-bay/>

<https://rallysportmag.com/dalton-dominates-rally-of-the-bay/>

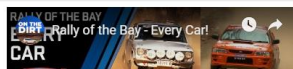
<https://rallysportmag.com/2019-rally-of-the-bay-photo-gallery/>

## Rally NSW Website – Featured an Article on the Rally as well as links to all videos



### RALLY OF THE BAY

ROUND 4



### SHIMMON WINS IN DAY OF DRAMA AT THE RALLY OF THE BAY

BY MEDIA RELEASES

ON JULY 12, 2019

POSTED IN: NEWS

NO COMMENTS

Story by Neil Blackburn and Pictures by Dave King

ANY RALLY AROUND THE BATEMANS BAY AREA IS TOUGH AND DEMANDING ON CARS AND CREWS. NOT TO MENTION THE WAY OF ROOM BESIDE ANY OF THE ROADS, AND LOTS OF TWISTS, TURNS AND ROCKS TO CATCH YOU OUT IF JUST A LITTLE OFF LINE.

But the action from Saturday's 2019 edition of the MTA NSW Rally Championship, incorporating the Geelong Hino Victorian Rally Championship was another level. It only took 1.5km for the rally to bear its teeth.

Leading the NSW championship was Victorian (stay with me!) Glen Raymond and co driver Kate Catford. In what was a shock to us all the red Evo 9 they had swept all before it went a little wide and snapped back across the road into a solid Bay tree, ending their event there and then. The crew were OK but their rally, and possibly championship were over.

A short delay followed in what would become a pattern throughout the day as a challenge for the organisers to keep the event running. Stage 3 was the legendary run down River Road, and the ACT's Tristan Kent, with experienced co driver Anna Ritson alongside had what appears to be a communication problem and their rally lead was gone against a bank near the end of the test. 'It was going really well, I was doing it easy until I got a late call here' mused Tristan as his car was being moved off the stopped stage.



### Links:

<http://www.rallynsw.com.au/shimmon-wins-in-day-of-drama-at-the-rally-of-the-bay/>

<http://www.rallynsw.com.au/media/2019-videos/>



## On the Dirt – Website – Featured an Article on the Rally as well as links to all videos



### Rally of the Bay – Drama and Crashes!



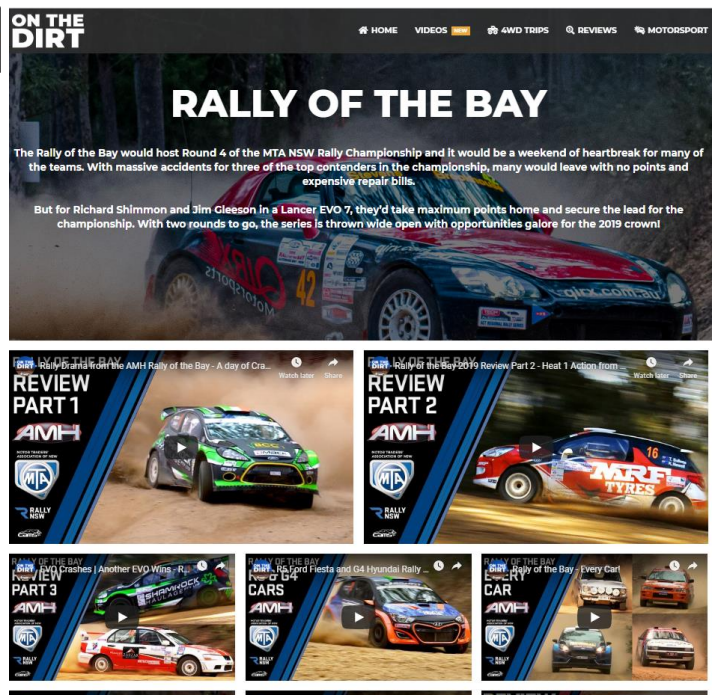
Story by Neil Blackburn and Pictures by Dave King

**A**ny rally around the Batemans Bay Area is tough and demanding on cars and crews. Not to much in the way of room beside any of the roads, and lots of twists, turns and rocks to catch you out if just a little off line.

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## Links:

<https://onthedirt.com.au/rally-of-the-bay-drama-and-crashes/>

<https://onthedirt.com.au/video-items/rally-of-the-bay-mta-nsw-rally-series-round-4/>

**Media Release** – The official media release was sent to various media outlets.


**Photographers and Videographers** – Photographers including were in attendance and pictures were shared significantly on Social Media Platforms:

- Dave King <https://www.facebook.com/DaveKingPhoto/>
- Roy Meuronen <https://photography.meuronen.com/>
- Jack Martin <https://www.jackmartinphotography.com.au/>
- Mark Turon <https://www.gravelpics.com/>
- Bruce Moxon <https://www.facebook.com/bruce.moxon.3/>

**DriveTribe** – The motoring social Platform DriveTribe featured many of the videos and articles on their Australian and International Communities. Drivetribe has a significant following by Motoring Enthusiasts  
<https://drivetribe.com/>

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Winner of the MTA NSWRC component of the Rally of the Bay - Richard Shimmer and Jim Gleeson. Photo: Dave King


**MOTORSPORT**

## WATCH: RALLY OF THE BAY - DRAMA UNFOLDS

 John McCredie posted in **DRIVETRIBE AUSTRALIA** • 1w ago • 1.5K 🔍

Article By Neil Blackburn, Photos by Dave King.

Any rally around the Batemans Bay Area is tough and demanding on cars and crews. Not to much in the way of room beside any of the roads, and lots of twists, turns and rocks to catch you out if just a little off line.



WINNERS

**Local News** – Batemans Bay Post.

<https://www.batemansbaypost.com.au/story/6247823/start-your-engines-rally-of-the-bay-kicks-off-for-2019-photos/>

<https://www.batemansbaypost.com.au/story/6236589/whats-on-rally-the-clan-for-weekend-action-on-coast/>  
<https://www.batemansbaypost.com.au/story/6236744/thompson-and-hind-back-for-2019-rally-of-the-bay/>

**Other Video** – Adam Brewster Motorsport Media were also shooting Video and produced several basic videos.

<b>Best of Rally 2019 - Mid Season Review Pure Sound ...</b> 672 views • 4 days ago	<b>Arron Windus Subaru WRX @ Rally of the Bay 2019</b> 341 views • 1 week ago	<b>Richie Dalton Shamrock Motorsport Ford Fiesta G4 ...</b> 153 views • 1 week ago	<b>JJ Hatton J-Sport Hyundai I20 G4 @ Rally of the Bay...</b> 184 views • 1 week ago	<b>Richard Shimmer Mitsubishi Evo @ Rally of the Bay 2019</b> 128 views • 1 week ago
<b>Luke Anear Ford Fiesta R5 @ Rally of the Bay 2019</b> 147 views • 1 week ago	<b>Tom Clarke White Wolf Racing @ Rally of the Bay...</b> 264 views • 1 week ago	<b>Activ Rallysport @ Rally of the Bay 2019</b> 405 views • 1 week ago	<b>Rally of the Bay 2019 Pure Sound &amp; Action</b> 1.2K views • 1 week ago	<b>Darkie Barr Smith Datsun 200B @ Bega Valley Rally...</b> 518 views • 3 weeks ago

