



PHOTO: Roy Meuronen

AMH Automotive Group Rally of the Bay

Media Report and Statistics

30 JULY 2020

Prepared for:
North Shore Sporting Car Club



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OVERVIEW

This report has been prepared for Partners, Competitors, Teams and Officials who have been involved with the 2020 AMH Automotive Group Rally of the Bay.

The 2020 running of the event was an enormous success, despite it being conducted in the middle of a Global Pandemic due to the COVID-19 Coronavirus.

This report specifically addresses the promotional and media aspects of the event and has been developed to allow:

- Partners to assess their return on investment and measure the effectiveness of the event in terms of potential business opportunities, brand awareness and advertising;
- Rally Teams to report to sponsors, team owners and other interested parties. This report can also be used to show the potential reach sponsoring a rally team can achieve; and
- North Shore Sporting Car Club to assess the promotional aspects of the event and measure the media coverage the event has gained.

The Rally of the Bay event is one of the most popular and favourite motorsport events for rally competitors in NSW and beyond. There were many teams who travelled from significant distances to enter the event, including one team from Central Queensland.

The event is promoted as friendly and relaxed, and whilst competition between teams is extremely hard fought, the comradery in the Service Park reflects the good natured and fun environment that is part of the North Shore Sporting Car Club (NSSCC) ethos for all their events.

NSSCC strive to ensure its customers (the competitors and their teams) and the event partners get good value for money, unrivalled customer service, a great rallying experience and most of all have a bucket load of fun at the event.

The support of the commercial partners is also a contributing factor to the success of the event, allowing the vast media coverage to be provided to further promote the competitors, event and partners. Rally teams love to see themselves in the videos, picture-grams and other promotional material and acknowledge that the Rally of the Bay has some of the best video and media coverage in the country.

The media and promotion of the Rally of the Bay was provided under contract by OHM Productions. Many aspects of the promotion relied on online accounts (such as Facebook, Instagram etc.) which were managed by OHM Productions on behalf of the owners.

PHOTO: Roy Meuronen



STATISTICS

Media Statistics at a Glance

RALLY OF THE BAY



VIDEOS



24 VIDEOS POSTED
92,000 VIDEO VIEWS
62% VIEWER RETENTION
1,150 HOURS WATCHED

FACEBOOK

357 POSTS
10,848 POST LIKES
722 COMMENTS
646 POST SHARES



INSTAGRAM



168 POSTS
4,318 POST LIKES
28% FOLLOWER GROWTH

NEWS

142+ WEB STORIES
15+ RADIO SEGMENTS
20+ NEWS OUTLETS
25 TEAM RELEASES



MORE DETAILS IN THE REPORT



PHOTO: Roy Meuronen

PARTNERS

The 2020 AMH Automotive Group Rally of the Bay had an unprecedented amount of support from partners.

Naming Rights Partner	AMH Automotive Group		
Platinum Partners	The Village Centre and Bridge View Plaza The Coachhouse Marina Resort		
Gold Partners	Hoosier Tires Australia Shamrock Haulage Techworkz Automotive		
NSSCC Corporate Partners	Shannons Insurance	GFB – Go Fast Bits	Whiteline
Rally NSW Series Partner	Motor Traders' Association of NSW		
Stage Partners	Premier Pools SW Motorsport Pinnacle/MRF Tyres Specialised Brake and Clutch		SSS Automotive Premier Panel Beating TME Motorsport
Media Partners	2EC/Power FM OHM Productions		The Bay Post The Beagle
Other Partners	White Wolf Constructions Eurobodalla Shire Council Forestry Corporation Roy Meuronen Photography	SportsGraphics Gary's Tyres Rally NSW	Bridgeview Apartments Steam Packet Hotel Shoalhaven City Council Motorsport Australia





PHOTO: Bruce Moxon

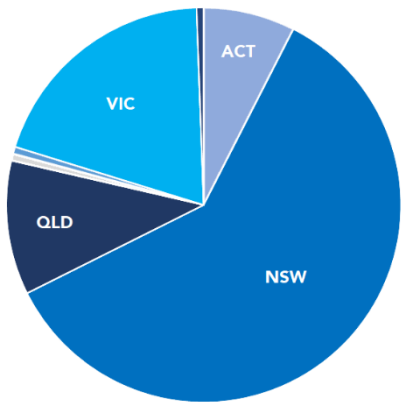
COMPETITORS

There were 87 teams entered for the event at the close of entries. Two teams withdrew in the week preceding the event and two teams were non-starters leaving a total of 83 teams starting the rally.

There were teams with members from every state and territory except the Northern Territory. With border crossings closed for some states due to COVID-19 restrictions, some teams had been planning the process of entering NSW to compete for many weeks in advance.

STATE OF ORIGIN

	ACT	NSW	QLD	SA	TAS	VIC	WA
Co Drivers	5	51	11	1	1	16	1
Drivers	8	53	8	0	0	18	0
Total	13	104	19	1	1	34	1



TOP 10 ENTRIES

	Driver	Co-Driver	Car Model and Make	Category
1	Richie Dalton	Dale Moscatt	Ford Fiesta G4	4WD
2	Harry Bates	John McCarthy	Toyota Yaris AP4	4WD
3	Nathan Quinn	Ray Winwood-Smith	Mitsubishi Lancer EVO 10	4WD
4	Lewis Bates	Anthony McLoughlin	Toyota Yaris AP4	4WD
5	Arron Windus	Daniel Brick	Subaru WRX	4WD
6	Luke Anear	Andy Barandis	Ford Fiesta	4WD
7	Tom Clarke	Ryan Preston	Mitsubishi Lancer EVO 9	4WD
9	Darren Windus	Joe Brick	Subaru WRX	4WD
10	Clayton Hoy	Erin Kelly	Mitsubishi Lancer EVO 6	4WD

MEDIA STRATEGY

The media strategy adopted for the Rally of the Bay was based on using a comprehensive set of approaches and campaigns with an outcome-based methodology. OHM Production managed the media strategy and provided most of the resources, graphics and editing of media releases. Roy Meuronen Photography provided most of the photographs for the media strategy as part of their contract with OHM Productions.

OUTCOMES

The media strategy for the Rally of the Bay was based on achieving several outcomes:

- Promote the Rally of the Bay as an exciting and well organised event that encourages competitors from around Australia to enter.
- Promote the Eurobodalla Shire and provide economic stimulus to the Batemans Bay and surrounding communities by running an event that will attract visitors over the weekend of the event with an ongoing tourism effect over the following months.
- Promote the Partners of the event using electronic, social and traditional media across a range of platforms in order to provide excellent return on their investment from the event.
- Make the rally a well-known event in the Eurobodalla Shire, using local activities and media outlets based out of Batemans Bay and the south east coastline.
- Provide the opportunity for teams to access a specialised media team to distribute professionally written and laid out press releases that are distributed to local, rally and national media outlets.
- Promote as many teams as possible across the whole entry list.
- Provide other flow on activities to support the event and further promote partners and teams.

APPROACH: PRE-EVENT

The approach for pre-event activities included:

- Providing information to and discussing the event with traditional newspapers and magazines to facilitate printed articles.
- Providing information to and discussing the event with radio stations to facilitate on-air interviews, general on-air announcements, and news stories.
- Providing team media releases to electronic, online, and traditional print media.
- Publish media releases from teams on OHM managed and self-publishing websites - (nsscc.com.au / onthedirt.com.au / rallynsw.com.au / drivetribe.com / speedcafe.com.au).
- Authoring stories on OHM managed and self-publishing websites.
- Sharing website stories across OHM Managed Rally based Facebook Pages
- Publishing Picture-gram campaigns on Instagram and Facebook
- Publishing photo updates on Instagram and Facebook
- Installation of bollard signs around Batemans Bay

APPROACH: ON-EVENT

The approach for on-event activities included:

- Regular videos published across rally Facebook pages, NSSCC website and YouTube focussing on individual teams with a mid-rally review video and wrap-up of event results video.
- Regular “what’s happening” updates on social media channels throughout event
- Periodic photos published from the Special Stages
- Periodic photos published from the Service Park
- Regular results updates across social media channels
- Use of partner logos on signs around event
- Present the Bay Team with Holden Colorado donation from Bushfire Appeal

APPROACH: POST-EVENT

The approach for pre-event activities included:

- Providing information to and discussing the event with radio stations to facilitate on-air interviews, general on-air announcements, and news stories.
- Providing media releases to electronic, online, and traditional print media.
- Publish media releases from teams on OHM managed and self-publishing websites (nsscc.com.au / onthedirt.com.au / rallynsw.com.au / drivetribe.com / speedcafe.com.au).
- Authoring stories on OHM managed and self-publishing websites.
- Publishing Picture-gram campaigns on Instagram and Facebook
- Post Event Review Videos – 20 minutes content
- Customer Videos – Various customer ordered videos

MEDIA ORGANISATIONS

Media organisations were also invited to attend the Rally of the Bay and report on the event. The following organisations attended:

	Organisation	Type of Media
1	OHM Productions	Host Broadcaster
2	Adam Brewster Motorsport Media	Video
3	Bruce Moxon	Photographer
4	Dave King Photographer	Photographer
5	Gravelpics	Photographer
6	Mason Peart Media	Video
7	UUU-FM	Radio Station
8	RallySport Magazine	Rally Media Organisation
9	Penford Media	Photographer
10	Queensland Rally Advisory Panel	Photographer / Journalist

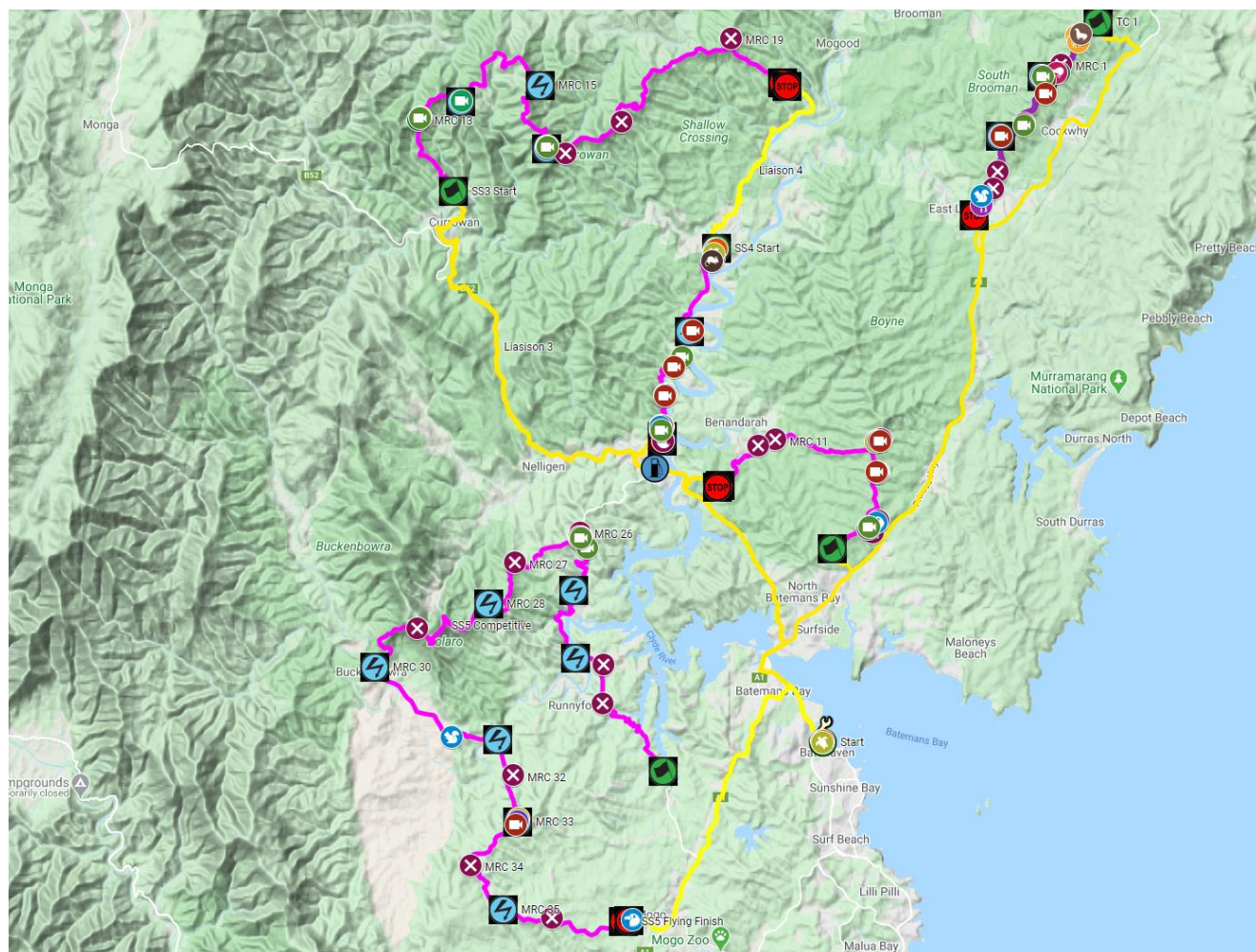


	Organisation	Type of Media
11	Jack Martin Photography	Photographer
12	Regional Media - RiotACT	Journalist
13	Sportz Photos	Photographer
14	Dan Vrubel Photography	Photographer
15	CH Images	Photographer
16	Bay Post	Photographer/Journalist
17	DO Photo	Photographer
18	Wishart Media	Photographer
19	2EC / Power FM	Radio Station

Due to the COVID-19 Pandemic, a comprehensive map was maintained by OHM Productions detailing every location attended by the media. Whilst this was undertaken to allow contact tracing in the event of a COVID-19 incident, it also allowed the organisers to get an understanding of how the media covered the event.

The map of the media locations can be found here:

<https://www.google.com/maps/d/edit?mid=1np0AXDhjedPd-6kkLY8k8qtPpT85Iqhn&usp=sharing>



MISSION ACCOMPLISHED

The AMH Automotive Group Rally of the Bay received an enormous amount of coverage and the outcomes highlighted above were achieved and, in many cases, exceeded.

- ✓ The rally attracted 85 teams from across Australia – the most the rally has seen since the mid 80's.
- ✓ The event provided a positive economic impact in the Eurobodalla shire, injecting approximately \$150,000 of revenue to local business and 800 bed nights of accommodation.
- ✓ Partners enjoyed significant coverage across a wide range of social and news media channels with specific campaigns and news stories designed to highlight brands and logos with links to partner social channels where appropriate.
- ✓ The event was well known with anecdotal evidence suggesting that most people in the Batemans Bay area knew the event was happening. Even though spectator points were not provided, locals and rally fans found their way into stages to watch the event to the point where it almost caused delays in zeroing stages.
- ✓ Teams were promoted in the lead up to the event with 25% of the field taking up the offer for Media Releases to be produced. More media releases were distributed than any other NSSCC rally in recent history.
- ✓ Teams all the way down the entry list utilised the Media Release offer and audiences were informed about a wide range of teams, not just the front runners. In addition to the 20 team media releases produced by OHM Productions, many other teams published and/or distributed their own releases with more than 30 team stories in the news.
- ✓ Flow on activities included rally fans, officials and teams staying in the Eurobodalla shire for extra nights for a break/holiday. Additional economic stimulus will have been seen in the shire.
- ✓ Additional promotion, marketing and media activities are still planned over the coming months, albeit in a reduced form, to capitalise on the momentum created from the event. The Event Partners and Rally Teams will benefit from these additional activities.

OPPORTUNITIES

North Shore Sporting Car Club will use the strategies and approaches described in this event to promote their other events, such as the Midstate Freight Caves Classic Rally, the Whiteline Tarmac Rallysprint Series and the Khanacross Series. Current and potential Partners can discuss opportunities for getting involved and using NSSCC events to promote their businesses in an economic and highly successful manner by contacting Club President, Brett Middleton on 0408 261 043 or emailing president@nsscc.com.au

OHM Productions can also provide marketing, media, promotional and administration services for your rally team, event or business (including event secretary roles). As demonstrated in this report, considerable promotion and media coverage can be achieved using a range of strategies and marketing approaches. For more details or to discuss potential opportunities, please contact John McCredie on 0413 042 763 or email john.mccredie@ohmgroup.com.au

PUBLISHING PLATFORMS

A range of publishing platforms were utilised to promote the event and provide value for Partners. This included the following platforms that were managed by OHM Productions:

- Facebook
 - Rally of the Bay – Page
 - North Shore Sporting Car Club (NSSCC) – Page
 - North Shore Sporting Car Club (NSSCC) – Group
 - Rally NSW – Page
 - On The Dirt (OTD) – Page
 - East Coast Classic Rally Series (ECCRS) – Page
 - Partner Pages
- Instagram
 - North Shore Sporting Car Club
 - Rally NSW
 - On The Dirt (OTD)
 - Partner Accounts
- Websites:
 - Rally NSW (rallynsw.com.au)
 - NSSCC (nsscc.com.au)
 - OTD (onthedirt.com.au)
 - DriveTribe (drivetribe.com)
 - SpeedCafe News Extra (speedcafe.com/news_extra)
- YouTube (On the Dirt channel)
- Mailer-Lite: email distribution of stories to subscribed email addresses

Additional platforms were utilised by individual teams, drivers, co-drivers and other media organisations.

VIDEO PUBLISHING

The main publishing platform for videos was Facebook, and this is reflected in the statistics. YouTube is the secondary publishing platform for videos and therefore the views are significantly lower.

Videos are published directly (using cross-posting) to five Facebook Pages managed by OHM Productions and two YouTube channels (On the Dirt and NSSCC).

Facebook is a **news feed** platform and videos get a high level of viewing when released, but then significantly reduce and typically stop receiving extra views after a few weeks.

YouTube videos, on the other hand, continue to gain views due to the platform being a video search engine. YouTube videos will continue to gain views whilst ever they remain on the platform. This means that the videos will continue to be watched into the future. YouTube videos are also much easier to embed into websites, e-newsletters and emails.

From an audience reach perspective, the 'On the Dirt' YouTube channel currently has 16,100 subscribers. The combined Facebook Page following is 18,200 people, however there is a percentage of people on Facebook that will follow more than one of the pages.

In addition to the Facebook Pages managed by OHM Productions, there are another 16 Facebook Pages enabled for cross-posting (mainly partner pages who can publish the videos as if they were their own content).

When Partners cross-post and competitors, fans and other motorsport enthusiasts share the videos, the audience and market penetration will significantly increase, as seen for the Rally of the Bay.

FACEBOOK

In addition to the videos published, Facebook was used as a major publishing tool for other items. OHM Productions managed 5 separate Facebook Pages:

- Rally of the Bay
- North Shore Sporting Car Club
- Rally NSW
- On the Dirt (OTD)
- East Coast Classic Rally Series (ECCRS)

The following campaigns were published on the Facebook Pages above.

- **Picture-gram Campaigns** – Five distinct picture-gram campaigns were conducted including:
 - **Stage Pictures** – 10 picture-grams featuring a picture and the partners who were supporting each Stage, Remote Refuel, Service Park and Results.
 - **Follow Online** – 10 picture-grams used to promote following the event online. Different images used for following ChrisSport Results, Rallysafe, Website, Facebook, YouTube, and Instagram.
 - **Stage Awards** – 10 picture-grams featuring rally teams and branded with the partner who supported the Stage, Remote Refuel, Service Park and Results
 - **ECCRS Stage Awards** – 10 picture-grams featuring ECCRS rally teams and branded with the partner who supported the Stage, Remote Refuel, Service Park and Results
 - **Photographer Profile** – 3 picture-grams featuring three photographers who provided pictures for the rally to use and branded with the Major Partner logos.

See sections below for campaign images.

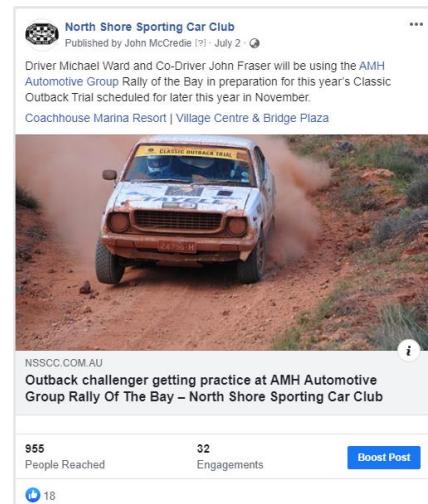


- **Results Updates** – Published regularly throughout the rally.

- **OHM Managed Website Links** – Website links were used across the five managed Facebook Pages to refer to stories published on the following websites:

- nsscc.com.au
- onthedirt.com.au
- drivetribe.com

- **Maximise Audience** – To provide variety and to maximise the Facebook algorithm, the links were mixed around between the three sites.
- **100 Posts** – approximately 100 posts with website links were posted from the 1st June.



- **Photo Album Shares** – The photos provided by Bruce Moxon as part of the Rally NSW Clubman Photo deal were shared to Facebook as an album
- **Watermarks** – Photos were watermarked with Rally NSW and Bruce Moxon logos.
- **Tags** – Tags to Clubman Partners were used.
- **Links** – A link to the download location on rallynsw.com.au was also provided for competitors and teams to download un-watermarked versions of the photographs.



- **Website Links** – Where appropriate, links to public websites were posted to allow followers of the five managed Facebook Pages to read general news articles relating to the rally.
- **40 Posts** – approximately 40 posts with website links were posted from the 1st June.



INSTAGRAM

Several Instagram campaigns were undertaken. This included the 5 picture-gram campaigns used on Facebook as well as a series of photo posts in the lead up to the event and during the running of the rally. See pictures used in these campaigns in sections below.



INSTAGRAM

168 POSTS
4,318 POST LIKES
28% FOLLOWER GROWTH

There were 168 posts with 4,318 post likes (an average of 26 likes per post). Instagram followers grew by 28% over the rally promotional period. The *nsscc_au* and *rallynsw* Instagram accounts had limited use up until this event and now have more posts for the Rally of the Bay than are present on the entire accounts.

WEBSITES

OHM Productions managed the following websites during the Rally of the Bay:

- nsscc.com.au
- onthedirt.com.au
- rallynsw.com.au
- drivetribes.com
- speedcafe.com/news_extra (Speed Cafe allows media releases to be self-submitted).

All media releases were published on the above sites, as well as embedded video stories. 120 posts were made on the five websites listed above.



FACEBOOK PHOTO ALBUM:
Bruce Moxon

WEBSITE DATA

The North Shore Sporting Car Club website had a specific page for the Rally of the Bay as well as a news section for all media releases and rally stories. The information provided in this section is from the 1st June until the 24th July.

Site Visits

19,369

Average time on the Rally Page

3 minutes and 49 seconds

Average time on the Site

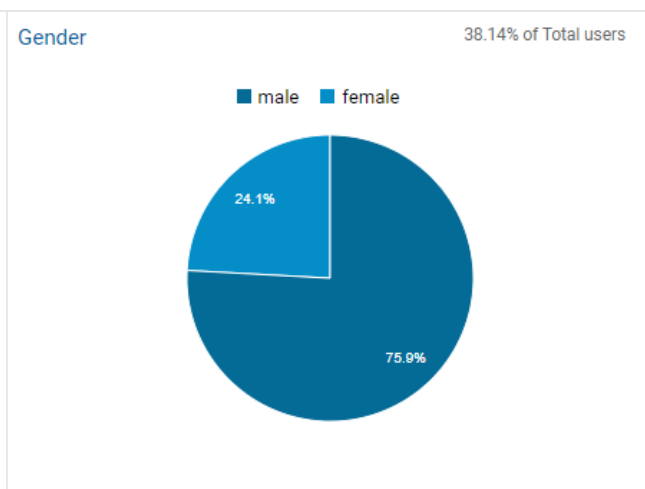
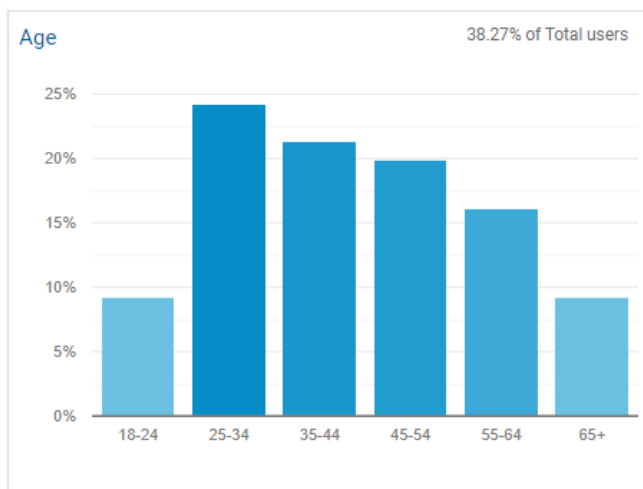
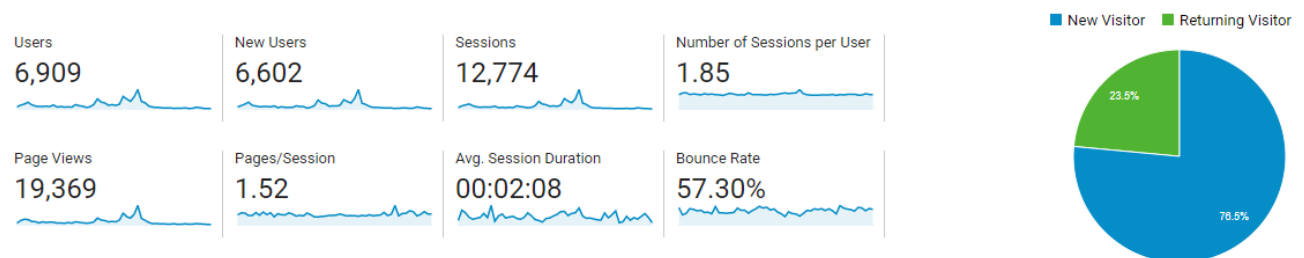
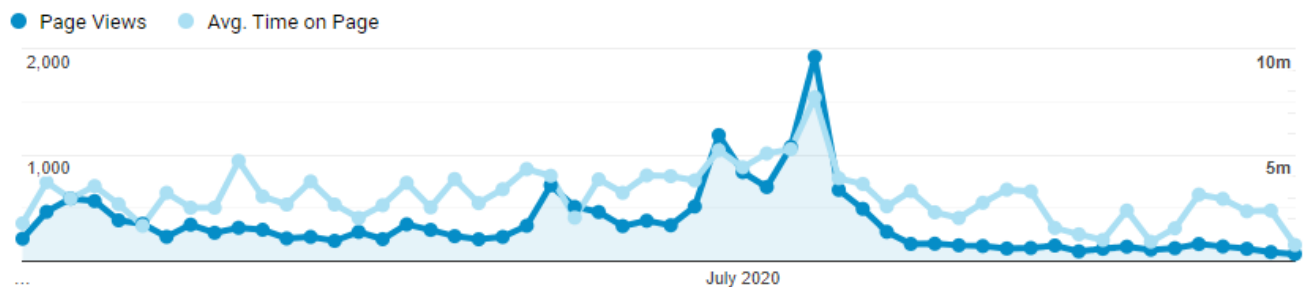
2 minutes and 8 seconds

Most Popular News Story

Bumper field lining up for the AMH Automotive Group Rally of the Bay

<https://nsscc.com.au/2020/06/bumper-field-lining-up-for-the-amh-automotive-group-rally-of-the-bay/>

The following graphs detail page views, average time spent by a user in a session on the website and demographics of visitors. The spike represents the day of the Rally on the 4th of July.



VIDEO PERFORMANCE

24 Videos were produced by OHM Productions for the Rally of the Bay.



VIDEOS

24 VIDEOS POSTED
92,000 VIDEO VIEWS
62% VIEWER RETENTION
69K MINUTES WATCHED

The videos produced included:

When	Videos	Description of Content
Pre-Event	4	Invitation to enter from Mayor Liz Innes Pub Talk, Bay Team and Major Partner Overview.
On-Event	7	Two event update videos (mid rally and results) – Plus five update videos focussing on individual teams.
Post-Event	2	Long form fully commentated review of the event in two parts – 20 minutes total duration.
Customer Videos	11	Music and action style videos produced specifically for individual rally teams.

Total Views 91,255

Minutes Watched 69,008

Facebook Views 85,400

YouTube Views 6,146

The total views were measured prior to the 26/7/2020 and based on views on Managed Sites only.

An additional 124,000 views on an extract of the Audi Quattro video was thanks to Rallye-Magazin. The Rallye-Magazin Facebook Page is the most popular rally page on Facebook and has been setup for cross-posting with NSSCC. Additional content may be shared by this site in the future.



Audi Quattro @ Rally of the Bay

Rallye-Magazin

Like Comment Share

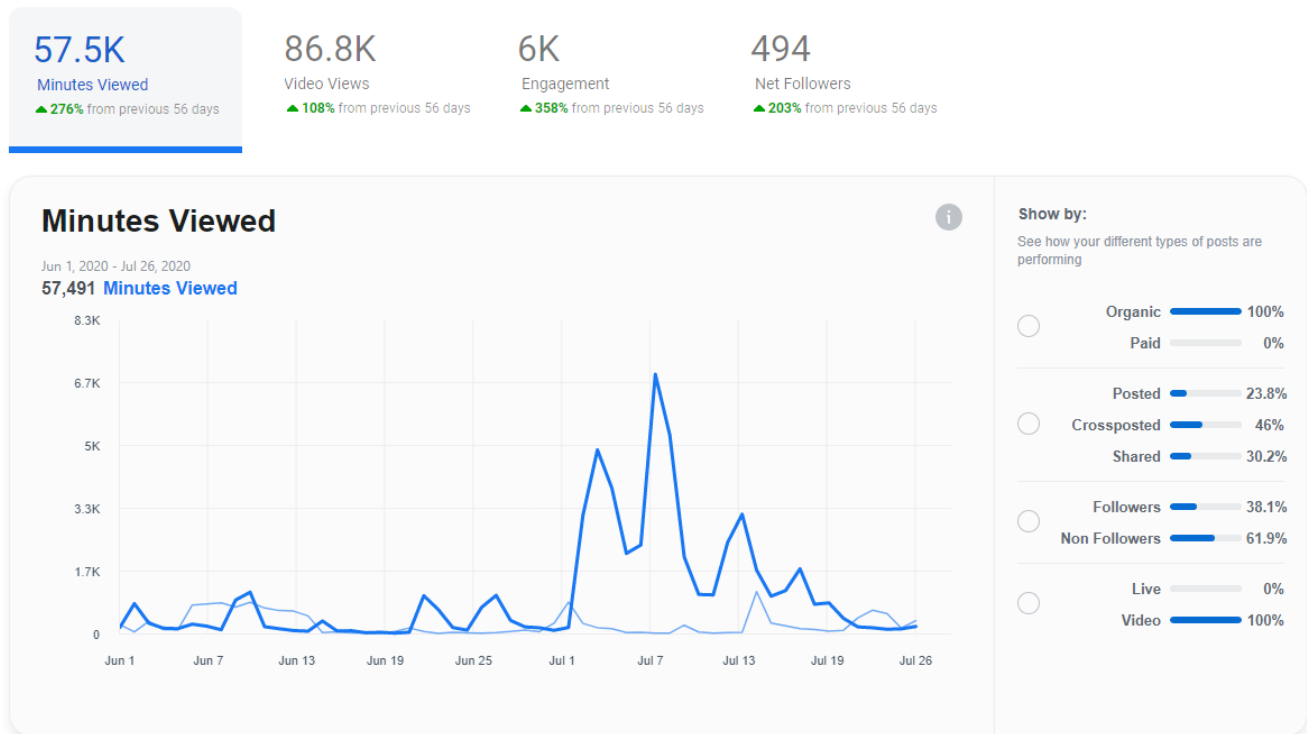
6.3K 188 Comments 1.4K Shares

124K Views · about 3 weeks ago



FACEBOOK VIDEO STATISTICS

The following graph shows statistics from managed Facebook pages only and does not show all video views from published assets.

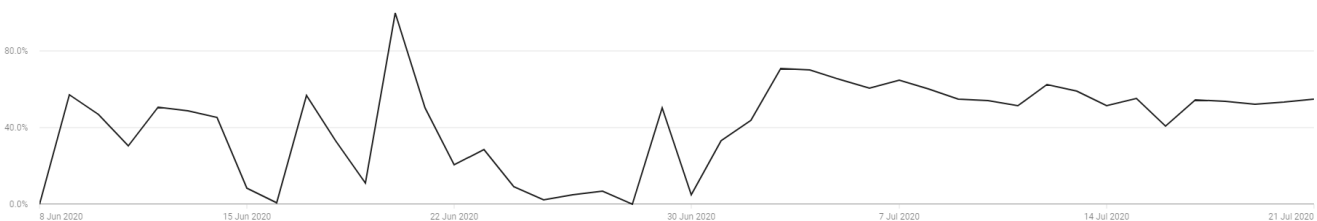


Additional promotion of the event will have taken place due to teams, drivers, co-drivers, partners and other sharing, linking to and cross-posting videos.

VIEWER RETENTION


Research has shown that the most important factor in video performance is viewer retention. Viewer retention is one of the key measures used by YouTube to rank videos when people search for content. Viewer retention has a major role in the YouTube algorithm deciding if it will suggest a video to audiences.

Therefore, the further through a video is watched, the more likelihood the video will be found by people. Typically, most videos average about 30% retention. The Rally of the Bay videos have an average viewer retention of 62.2% (YouTube used as source).



VIEWER RETENTION BY VIDEO


NSSCC President Talks about Partners of the Rally of the Bay	78.2%
Learner Driver Taylor Gill talks about his first Rally	76.6%
Tim and Peter Joass take on the MTA NSW Rally Championship	72.0%
Andrew Penny targeting state championship	70.3%
Saturday Morning update	69.5%
Rally Update with Tom Clarke	67.9%
Windus Rally against each other	67.7%
Rally Action - Ford Escort RS1800 - Tom Dermody - Rally of the Bay	66.3%
Rally of the Bay Final Wrap	65.7%
Activ Rallysport's Troy Dowell in a Hyundai i20 G4 Rally Car	64.4%
Covid, Bushfires and Rally of the Bay	63.4%
Rally Quattro wins East Coast Classic section of Rally of the Bay	62.6%
Celica RA40 Rally Car - Pure Music to Rally Fans	62.3%
Subaru WRX STI Rally Car - Darren Windus & Joe Brick	61.8%
Rally Mirage - Pocket Rocket Winner - Rally of the Bay	59.8%
EVO 2 Lancer Rally - Rallying with Tim and Peter Joass	58.2%
Rally of the Bay - Rally Review Part 1	55.3%
Rally Lance EVO - Higgs & Nicoli at Rally of the Bay	53.7%
Nissan 370Z - Rear Drive Rallying at its best	53.1%
Rally of the Bay 2020 - Rally Review Part 2	52.4%
Rally Action from the Clubman Rally Series - Rally of the Bay	49.8%
Rally Pub Talk - with Richie and Dale	49.5%
Subaru WRX STI Rallying with the FELK Rally Team	49.2%




On The Dirt
16.1K subscribers

SUBSCRIBED


HOME
VIDEOS
PLAYLISTS
COMMUNITY
CHANNELS
ABOUT




RALLY REPORT
FORD ESCORT
2:22




RALLY REPORT
HIGGS/NICOLI
3:18




RALLY REPORT
MITSUBISHI MIRAGE
1:58



RALLY REPORT
FELK RALLY TEAM
2:13



RALLY REVIEW
CLUBMAN RALLY SERIES
8:05



RALLY REPORT
TIM & PETER JOASS
2:51

Rally Action - Ford Escort RS1800 - Tom Dermody - ...


Rally Lance EVO - Higgs & Nicoli at Rally of the Bay

Rally Mirage - Pocket Rocket Winner - Rally of the Bay


Subaru WRX STI Rallying with the FELK Rally Team

Rally Action from the Clubman Rally Series - Rally...


EVO 2 Lancer Rally - Rallying with Tim and Peter Joass




RALLY REVIEW
PART 2
12:02




RALLY REPORT
WINDUS AND BRICK
2:18




RALLY REPORT
NISSAN 370Z
3:28



RALLY REVIEW
PART 1
10:37



RALLY REPORT
TROY DOWELL
1:30



RALLY REPORT
ECCRS 2WD WINNER
2:34

Rally of the Bay 2020 - Rally Review Part 2


Subaru WRX STI Rally Car - Darren Windus & Joe Brick

Nissan 370Z - Rear Drive Rallying at its best


Rally of the Bay - Rally Review Part 1

Activ Rallysport's Troy Dowell in a Hyundai i20 G4 Rally Car


Celica RA40 Rally Car - Pure Music to Rally Fans




RALLY REPORT
ECCRS WINNERS
2:25




RALLY UPDATE
WINNERS
1:59




RALLY UPDATE
TIM JOASS
1:11



RALLY UPDATE
TOM CLARKE
1:41



RALLY UPDATE
SS1-3
1:40



RALLY UPDATE
ANDREW PENNY
1:07

Rally Quattro wins East Coast Classic section of Rally of L...

Rally of the Bay Final Wrap

Tim and Peter Joass take on the MTA NSW Rally...

Rally Update with Tom Clarke

Saturday Morning update

Andrew Penny targeting state championship

PARTNER VIDEO BRANDING

All the videos produced were and continue to be available for partner use. The following options have been provided for partners:

- Sharing from one of the managed Facebook Pages to the Partners Facebook Page.
- Cross Posting on the Partners Facebook Page (utilised by some partners).
- Embedding videos (from YouTube) in partner websites, e-newsletters and mailouts.

Partner logos are provided in the following locations within each video:

Position	Naming	Platinum	Series	Others
Opening Intro Animation	✓	✓	✓	
Lower Third Name Straps – for onboards an Interviews			✓	
End Card Graphics – at the end of each video	✓	✓	✓	✓
Video Thumbnail – for both Facebook and YouTube	✓		✓	



Intro Animation



Lower Thirds



End Card Graphics – at the end of each video



Video Thumbnail – for both Facebook and YouTube

FACEBOOK STATISTICS

A key metrics is presented here for the purposes of understanding the reach of each post on the Facebook Platform.

FACEBOOK

357 POSTS
10,848 POST LIKES
722 COMMENTS
646 POST SHARES



The Rally NSW and NSSCC Facebook Page statistics provide a representation of the exceptionally high overall reach for each Rally of the Bay post. The x-axis on the graphs represents the number of people who saw each post in their news feed organically or because it was shared by someone.

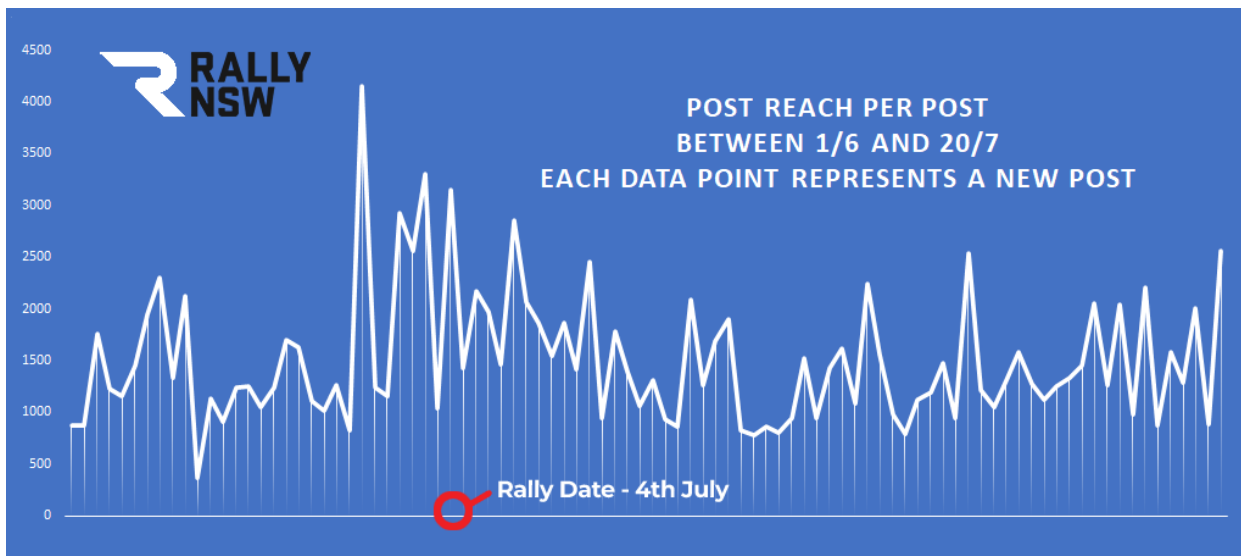
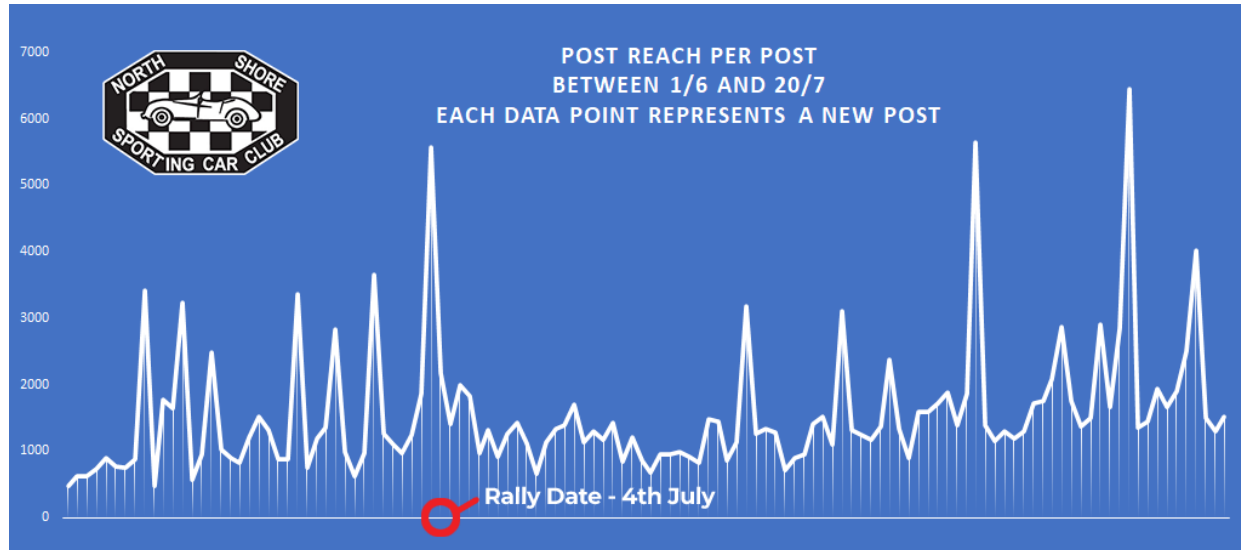


PHOTO: Roy Meuronen



MEDIA RELEASES

The Rally of the Bay sent out 25 Media Releases preceding and following the event. NSSCC offered teams the ability to have professional written media releases prepared for them. Teams simply needed to provide basic information to OHM Productions who then wrote the media releases for distribution.

The following Media Releases were produced and distributed to the media, including national newspapers, local Eurobodalla shire newspapers, rally and motorsport web sites, radio stations and other media outlets.

Release Title	Date
Rally of the Bay announces Partners	1-Jun
Bumper field lining up for the AMH Automotive Group Rally of the Bay	9-Jun
Rally of the Bay announces Stage Partners	10-Jun
FELK Rally Team ready for AMH Automotive Group Rally of the Bay	11-Jun
Green Light for AMH Automotive Group Rally of the Bay	17-Jun
National Title starts at AMH Automotive Group Rally of the Bay	18-Jun
Stilling ready for the AMH Automotive Group Rally of the Bay	22-Jun
Penny and Llewellyn to debut new car at AMH Automotive Group Rally of the Bay	23-Jun
Stratford - Victorians looking to impress at the AMH Automotive Group Rally of the Bay	24-Jun
Taylor Gill - Young Gun itching for first Event - AMH Automotive Group Rally of the Bay	25-Jun
Thompson and Hind back for the AMH Automotive Group Rally of the Bay	26-Jun
Ruggles Motorsport start Clubman Assault at AMH Automotive Group Rally of the Bay	26-Jun
Behnke Rallying to be back in the driver's seat	26-Jun
Cooper Tyres join High Country Motorsports	26-Jun
Holloway gaining traction and ready for AMH Automotive Group Rally of the Bay	29-Jun
Stanford Motorsport to contest Clubman Series at AMH Automotive Group Rally of the Bay	30-Jun
North Shore Sporting Car Club to donate Colorado Ute to the Bay Team	30-Jun
Windus - Rebuilt Subarus lighter and faster for 2020 season	30-Jun
Rally of the Bay is ONLINE	1-Jul
Marco Jansen adds AMH Automotive Group Rally of the Bay to his bucket list	1-Jul
Ward - Outback challenger getting practice at AMH Automotive Group Rally Of The Bay	1-Jul
Richie Rallying to Support the Bay	1-Jul
James Price - Narooma Rally winner to take on AMH Automotive Group Rally of the Bay	3-Jul
Toyota Stamp Name on RotB	6-Jul

The media releases were formatted as a PDF, included Partner Logos and had a consistent look. Text versions of the releases were also included to allow media organisations to easily format and publish the releases on their own websites and in print.

Media releases were used extensively by publishers and all stories released using this approach appeared in multiple publications. Some examples are provided in the next section of this report.

MEDIA RELEASE NORTH SHORE SPORTING CAR CLUB

June 2020 - For Immediate Release

Green Light for AMH Automotive Group Rally of the Bay



Tom Clarke is a contender for the MTA NSW Rally Championship
PHOTO: Roy Meuronen

The 2020 running of the AMH Automotive Group Rally of the Bay has now received a 'Green Light' from Motorsport Australia. The final approval was given to North Shore Sporting Car Club (NSSCC) based on the event falling within the Motorsport Australia 'Return to Race Strategy', which is approved by the NSW State Government.

Whilst NSSCC has been pushing ahead with plans for the Rally, there was always the possibility that further restrictions could have been put in place had the COVID-19 situation in Australia worsened.

"It's a great relief to get the final approval through" said Event Director, Nigel Bland. "The entire team had a little celebration on hearing the news, albeit by email. With all the extra requirements, and therefore extra work, due to the pandemic, it's fantastic to know that all that hard work will mean we can get back to rallying" added Bland.

NSSCC President, Brett Middleton, was also pleased to see the final approval given.

"The team putting together this rally have gone above and beyond", said Middleton. "They have worked tirelessly on getting the Rally off the ground in such difficult circumstances. The amount of extra work that was needed to get the event to fall in line with COVID requirements was enormous, but the team rose to the challenge and here we are with the green light."

The AMH Rally of the Bay has attracted a record number of entries, with many teams using this event as a shakedown for the start of the Australian Rally Championship (ARC) season later in the year.

"We have 87 entries so far, and whilst there's plenty of ARC teams entered, the competition to watch will be the teams entered for the first round of the MTA NSW Rally Championship. With such a big field, it's pretty hard to predict a winner in the state championship, with the likes of Nathan Quinn, Tom Clarke and Gavin Croker all entered" added Middleton.

The AMH Automotive Group Rally of the Bay will take place on the 4th of July. The rally will start at Corrigan's Beach Reserve, Batehaven and then move to the Forests surrounding Batemans Bay.

Due to the COVID-19 Pandemic, no spectators are permitted at the event, however there are volunteer positions available by visiting the NSSCC website - <https://nsscc.com.au/officials/>

-ENDS-

For more information, please contact:

John McCredie – Media and Public Relations Manager on 0413 042 763 or email john.mccredie@ohmgroup.com.au

Brett Middleton – Club President on 0408 261 043 or email president@nsscc.com.au



Media Releases used as standard format with Partner Logos.

MEDIA COVERAGE

Media coverage of the event was extensive with many news outlets taking advantage of the media releases sent out, but also authoring their own stories.

The following provides an overview of the media coverage for the Rally of the Bay. It is impossible to collate all mentions of the Rally in the media and it should be noted that many websites put their content behind pay-walls and it is difficult to assess the coverage on these sites.

RALLYSport MAGAZINE

<https://rallysportmag.com/>

Rallysport magazine published approximately 20 articles. Rallysport Magazine is Australia's premier news site for rallying and has a considerable following including 17,800 followers on Facebook.

Story Title	Link to Story
Young Talent Time: Why the future is Bright	https://rallysportmag.com/young-talent-time-why-the-future-is-bright/
Windus on the podium in Rally of the Bay	https://rallysportmag.com/windus-on-the-podium-in-rally-of-the-bay/
Bates wins at the bay in commanding fashion	https://rallysportmag.com/bates-wins-at-the-bay-in-commanding-fashion/
COMMENT: Rallying's back, and it may never be the same	https://rallysportmag.com/comment-rallyings-back-and-it-may-never-be-the-same/
Preview: 2020 Rally of the Bay	https://rallysportmag.com/preview-2020-rally-of-the-bay/
Dowell finally back in rally action this weekend	https://rallysportmag.com/dowel-finally-back-in-rally-action-this-weekend/
Richie Rallying to Support the Bay	https://rallysportmag.com/richie-rallying-in-support-of-batemans-bay/
Taylor Torques: A delayed debut	https://rallysportmag.com/taylor-torques-a-delayed-debut/
Taylor to Debut with RSM along for the ride	https://rallysportmag.com/taylor-to-debut-with-rsm-along-for-the-ride/
Penny to debut new car at Rally of the Bay	https://rallysportmag.com/penny-to-debut-new-car-at-rally-of-the-bay/
Victorians debuting Fiesta at Rally of the Bay	https://rallysportmag.com/victorians-debuting-fiesta-at-rally-of-the-bay/
Taylor Gill - Young Gun itching for first Event - AMH Automotive Group Rally of the Bay	https://rallysportmag.com/learner-driver-itching-for-rally-debut-at-the-bay/
Rally of the Bay still on track for rally restart	https://rallysportmag.com/rally-of-the-bay-still-on-track-for-rally-restart/
National Title dream starts at Rally of the Bay	https://rallysportmag.com/national-title-dream-starts-at-rally-of-the-bay/
MA gives green light for Rally of the Bay	https://rallysportmag.com/ma-gives-green-light-for-rally-of-the-bay/
Bates ready for Batemans Bay fight	https://rallysportmag.com/bates-ready-for-batemans-bay-fight/
Route details released for aussie rallying "return"	https://rallysportmag.com/route-details-released-for-aussie-rallying-return/
Bates Brothers head Rally of the Bay entry	https://rallysportmag.com/bates-brothers-head-rally-of-the-bay-entry/

NEWS

142+ WEB STORIES
15+ RADIO SEGMENTS
20+ NEWS OUTLETS
25 TEAM RELEASES



VELOCITY MAGAZINE

<http://www.velocitymagazine.com.au/>

Velocity Magazine is a general motoring and motorsport website.

Story Title	Link to Story
Shopping Centre And Resort to Partner With Rally Of The Bay	http://www.velocitymagazine.com.au/2020/06/02/shopping-centre-and-resort-to-partner-with-rally-of-the-bay/
Bumper Field for The AMH Automotive Group Rally Of The Bay	http://www.velocitymagazine.com.au/2020/06/05/bumper-field-for-the-amh-automotive-group-rally-of-the-bay/
Felk Rally Team Ready for AMH Automotive Group Rally Of The Bay	http://www.velocitymagazine.com.au/2020/06/11/felk-rally-team-ready-for-amh-automotive-group-rally-of-the-bay/
Green Light for AMH Automotive Group Rally of The Bay	http://www.velocitymagazine.com.au/2020/06/18/green-light-for-amh-automotive-group-rally-of-the-bay/
Penny & Llewellyn To Debut New Car at AMH Rally of The Bay	http://www.velocitymagazine.com.au/2020/06/24/penny-llewellyn-to-debut-new-car-at-ahm-rally-of-the-bay/
Stilling Ready for The AMH Automotive Group Rally of The Bay	http://www.velocitymagazine.com.au/2020/06/24/stilling-ready-for-the-ahm-automotive-group-rally-of-the-bay/
Bates-Mccarthy Win The 2020 AMH Automotive Rally of The Bay	http://www.velocitymagazine.com.au/2020/07/07/bates-mccarthy-win-the-2020-ahm-automotive-rally-of-the-bay/



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Rally



MOTORSPORT AUSTRALIA RALLY CHAMPS OVER JUST TWO EVENTS

Admin / July 24, 2020



BATES-MCCARTHY WIN THE 2020 AHM AUTOMOTIVE RALLY OF THE BAY

Admin / July 7, 2020



STILLING READY FOR THE AHM AUTOMOTIVE GROUP RALLY OF THE BAY

Admin / June 24, 2020



PENNY & LLEWELLYN TO DEBUT NEW CAR AT AHM RALLY OF THE BAY



TECHWORKZ NSW CLUBMAN RALLY SERIES TO RECEIVE PROMOTIONAL BOOST



GREEN LIGHT FOR AHM AUTOMOTIVE GROUP RALLY OF THE BAY



SPEED CAFE

https://speedcafe.com/new_extra

Speedcafe.com is a web-based motorsport news website and is one of the only dedicated Australian motorsport sites that has results in Apple news and Google news searches.

speedcafe.com HOME NEWS CALENDAR RESULTS FEATURES MEDIA EXTRA MOTORING CLASSIFIEDS JOBS PARTS

RALLY
Luck eludes JJ Hatton at the Bay
7 July 2020 [READ STORY](#)

NATIONAL
The 2020 RX8 Cup makes its long-awaited return
7 July 2020 [READ STORY](#)

RALLY
Richie's hat-trick hopes end in heartbreak
7 July 2020 [READ STORY](#)

INTERNATIONAL
Porsche Junior Jaxon Evans starts the season with a perfect lights-to-flag win
7 July 2020 [READ STORY](#)

DRIFTWAY
Neilson Motorsport looking ahead
6 July 2020 [READ STORY](#)

RALLY
Windus on the podium in Rally of the Bay
6 July 2020 [READ STORY](#)

SUPERCARS
Ben Blackburn Racing backs Andre Heimgartner into 2021
3 July 2020 [READ STORY](#)

RALLY
Outback challenger getting practice at AMH Automotive Group Rally Of The Bay
2 July 2020 [READ STORY](#)

RALLY
Marco Jansen adds AMH Automotive Group Rally of the Bay to his bucket list
2 July 2020 [READ STORY](#)

GENERAL
RaceFuels expands E85 product into New Zealand market
1 July 2020 [READ STORY](#)

RALLY
Richie rallying in support of Batemans Bay
1 July 2020 [READ STORY](#)

GENERAL
Hatton 'super excited' as rallying returns
30 June 2020 [READ STORY](#)

RALLY
Stanford Motorsport to contest Clubman Series at AMH Automotive Group Rally of the Bay
30 June 2020 [READ STORY](#)

GENERAL
Rebuilt Subaru lighter and faster for 2020 season
30 June 2020 [READ STORY](#)

RALLY
Holloway gaining traction and ready for AMH Automotive Group Rally of the Bay
30 June 2020 [READ STORY](#)

https://www.speedcafe.com/news_extra/holloway-gaining-traction-and-ready-for-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/ruggles-motorsport-start-clubman-assault-at-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/stanford-motorsport-to-contest-clubman-series-at-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/stilling-ready-for-the-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/felk-rally-team-ready-for-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/richie-rallying-in-support-of-batemans-bay/

https://www.speedcafe.com/news_extra/young-gun-itching-for-first-event-the-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/victorians-looking-to-impress-at-the-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/hatton-super-excited-as-rallying-returns/

https://www.speedcafe.com/news_extra/rebuilt-subarus-lighter-and-faster-for-2020-season/

https://www.speedcafe.com/news_extra/penny-and-llewellyn-to-debut-new-car-at-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/thompson-and-hind-back-for-the-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/marco-jansen-adds-amh-automotive-group-rally-of-the-bay-to-his-bucket-list/

https://www.speedcafe.com/news_extra/outback-challenger-getting-practice-at-amh-automotive-group-rally-of-the-bay/

https://www.speedcafe.com/news_extra/windus-on-the-podium-in-rally-of-the-bay/

https://www.speedcafe.com/news_extra/richies-hat-trick-hopes-end-in-heartbreak/

https://www.speedcafe.com/news_extra/luck-eludes-jj-hatton-at-the-bay/

PHOTO: Roy Meuronen



OTHER SITES

Including the Canberra Times, About Regional, The Bay Post, RiotACT, Beagle Weekly, Bega District News, Ulladulla Times, Racer Reviews, Power FM and 2EC, Narooma News, Australian Rally Championship and Motorsport Australia. This is not a comprehensive list and additional media stories can be found by performing a search on any search engine, such as Google or Bing.

Story Title	Link to Story
Canberra's Harry Bates wins AMH Automotive Group Rally of the Bay	https://aboutregional.com.au/canberras-harry-bates-wins-amh-automotive-group-rally-of-the-bay/
POINTS ON THE LINE AT RALLY OF THE BAY	https://autoaction.com.au/2020/06/18/points-on-the-line-at-rally-of-the-bay
ARC STARS FOR RALLY OF THE BAY	https://autoaction.com.au/2020/06/25/arc-stars-for-rally-of-the-bay
Spectatorless AMH Automotive Group Rally of the Bay to be held this weekend	https://the-riotact.com/spectatorless-amh-automotive-group-rally-of-the-bay-to-be-held-this-weekend/386230
Rally of the Bay – 2020 -NSWRC	https://www.ausmotomag.com.au/2020/07/rally-of-the-bay-2020-nswrc/
Rally of the Bay revved up for July event	https://www.batemansbaypost.com.au/story/6777860/rally-of-the-bay-revved-for-july/
Tough but ready: Clarke set on Bay rally	https://www.batemansbaypost.com.au/story/6810407/tough-but-ready-clarke-set-on-bay-rally/
Bumper field lining up for the AMH AUTOMOTIVE GROUP RALLY OF THE BAY	https://www.beagleweekly.com.au/post/bumper-field-lining-up-for-the-amh-automotive-group-rally-of-the-bay
Coachhouse, Village Centre and Bridge Plaza on board to support AMH Rally of the Bay July 4th	https://www.beagleweekly.com.au/post/coachhouse-village-centre-and-bridge-plaza-on-board-to-support-amh-rally-of-the-bay-july-4th
Motorsport businesses get behind AMH Automotive Group Rally Of The Bay on July 4th	https://www.beagleweekly.com.au/post/motorsport-businesses-get-behind-amh-automotive-group-rally-of-the-bay-on-july-4th
Rally of the Bay: July 4th	https://www.beagleweekly.com.au/post/rally-of-the-bay-july-4th
Ruggles Motorsport start Clubman Assault at AMH Automotive Group Rally of the Bay	https://www.beagleweekly.com.au/post/ruggles-motorsport-start-clubman-assault-at-amh-automotive-group-rally-of-the-bay
Toyota stamp their name on the AMH Automotive Group Rally of the Bay	https://www.beagleweekly.com.au/post/toyota-stamp-their-name-on-the-amh-automotive-group-rally-of-the-bay
Rally of the Bay revved up for July event	https://www.begadistrictnews.com.au/story/6777860/rally-of-the-bay-revved-for-july/
Tough new restrictions have been imposed for the first major rally of the year	https://www.canberratimes.com.au/story/6801611/capacity-rally-field-at-the-bay-but-no-spectating-permitted/
Taylor Gill - NBN News TV	https://www.facebook.com/watch/?v=3174342842604828
JJ TO GO TO SCHOOL FOR 2020 PREP	https://www.motorsport.org.au/media/news/detail/2020/06/11/jj-to-go-to-school-for-2020-prep
Watch Rally of the Bay online	https://www.naroomanewsonline.com.au/story/6818969/watch-rally-of-the-bay-online/
Rally winner Bates wants Bay on Australian comp calendar	https://www.naroomanewsonline.com.au/story/6822247/rally-winner-bates-wants-bay-on-australian-comp-calendar/60629755/
It's on...only one more sleep until the Rally of the Bay	https://www.powerfmbegabay.com.au/news/the-locker-room/102398-it-s-on-only-one-more-sleep-until-the-rally-of-the-bay
Gallery: The NSW Rally of the Bay	https://www.racerviews.com/2020/07/07/31046/
Tough but ready: Tom Clarke set on Bay rally	https://www.southcoastregister.com.au/story/6813663/tough-but-ready-clarke-set-on-bay-rally/
Rally winner Bates wants Bay on Australian competition calendar	https://www.southcoastregister.com.au/story/6822372/rally-winner-bates-wants-bay-on-australian-competition-calendar/
Windus on the podium in Rally of the Bay	https://www.speedcafe.com/news_extra/windus-on-the-podium-in-rally-of-the-bay/
Chris Stilling ready for rally season's restart	https://www.ulladullatimes.com.au/story/6810720/rally-driver-revs-up-for-seasons-restart/

See extract of a sample news stories below.















DRIVETRIBE

<https://drivetribe.com/>

DriveTribe is the motoring website create by ex-Top Gear Hosts, Jeremy Clarkson, James May and Richard Hammond. OHM Productions is part of the DriveTribe Creator Programme and articles submitted are regularly featured on the homepage for both international and Australian audiences. DriveTribe articles (including Rally of the Bay articles) get published on Apple News.

There were 34 articles published about Rally of the Bay on DriveTribe and have had 59,600 Impressions.

 <p>VICTORIANS LOOKING TO IMPRESS AT THE AMH AUTOMOTIVE GROUP RALLY OF THE BAY John McCredie in Rally Community 6 0 4w ago</p>	 <p>YOUNG GUN ITCHING FOR FIRST EVENT - AMH AUTOMOTIVE GROUP RALLY OF THE BAY John McCredie in Rally Community 11 0 4w ago</p>
 <p>VIDEO: QUATTRO WINS CLASSIC CLASS AT RALLY OF THE BAY. John McCredie in Rally Community 4 0 3w ago</p>	 <p>VIDEO: RALLY ACTION - FORD ESCORT RS1800 AT RALLY OF THE BAY John McCredie in Rally Community 7 0 5d ago</p>
 <p>VIDEO: EVO LANCER TO CONTEST RALLY SERIES John McCredie in Rally Community 6 0 1w ago</p>	 <p>VIDEO: HYUNDAI I20 G4 RALLY CAR - ACTIV RALLYSPORT'S TROY DOWELL John McCredie in Rally Community 3 0 1w ago</p>
 <p>RICHIE RALLYING TO SUPPORT BATEMANS BAY John McCredie in Rally Community 2 0 3w ago</p>	 <p>VIDEO: WRX ON PODIUM AT RALLY OF THE BAY John McCredie in Rally Community 3 0 1w ago</p>
 <p>STANFORD MOTORSPORT TO CONTEST CLUBMAN SERIES AT AMH RALLY OF THE BAY John McCredie in Rally Community 5 1 4w ago</p>	 <p>VIDEO: EVO 2 LANCER RALLY - RALLYING WITH TIM AND PETER JOASS John McCredie in Rally Community 5 0 1w ago</p>
 <p>VIDEO: CELICA RA40 RALLY CAR - PURE MUSIC TO RALLY FANS AT RALLY OF THE BAY John McCredie in Rally Community 7 0 1w ago</p>	 <p>AMH AUTOMOTIVE GROUP RALLY OF THE BAY GOES ONLINE John McCredie in Rally Community 3 0 3w ago</p>

PRINT MEDIA

Several news items appeared in Printed Publications including the Bay Post/Moruya Examiner. Due to the difficulties in collecting printed publications, only one example is shown below.

24 BAY POST/MORUYA EXAMINER Wednesday June 03, 2020 batemansbaypost.com.au

facebook.com/baypost twitter.com/batemansbaypost

SPORT

Printed and published by The Bay Post/Moruya Examiner. ACN 000 014 700 at 30c Orient Street, Batemans Bay NSW 2536. Postal Address: PO Box 411 Batemans Bay NSW 2536. Telephone 02 4472 6577. *Recommended and maximum price only. Freight surcharge extra.

ISSN 0158-1635 9 770158 163018



PETER POWER: Peter Dimmock and Peter Hellwig invite rivals to eat dirt in a Datsun 260Z. Expect excitement at the AMH Automotive Group Rally of the Bay. Picture: Roy Meuronen.

Rally revs for July

MOTOR SPORTS

CAR enthusiasts are revving up for a July start to the annual AMH Automotive Group Rally of the Bay.

Event manager Nigel Bland expects up to 100 teams to descend on Batemans Bay on the first weekend in July.

"This will be the first rally to take place in a post COVID-19 restricted world," Bland said.

"We're expecting a bigger turnout than normal as the rally is turning into a great test run for teams looking to participate in the Australian Rally Championship later in the year.

"Whilst our event isn't part of that series, we've had plenty of interest from the top level of the sport."

The 2020 event forms part of the MTA NSW Rally Championship. East Coast Classic Rally Series, NSW Clubman Rally Series, Hyundai Rally Series and the ACT Regional Rally Series. North Shore Sporting Car Club president Brett Middleton has announced the partners for the annual event, which can be seen on forest roads around Batemans Bay.

Three Eurobodalla Shire businesses have put fuel in the rally's tank. Naming rights partner is again AMH Automotive Group and The Coachhouse Marina Resort has renewed its support.

The Village Centre and Bridge Plaza shopping centres has also strapped in for 2020.

"We're glad to have the Coachhouse back on board as one of our major partners this year," Mr Middleton said.

"They are a great supporter, and they provide affordable and comfortable accommodation for the vast majority of rally teams that attend and compete.

"It's also really great to welcome the Village Centre and Bridge Plaza shopping centres as a new major partner.

"The two shopping centres are an essential part of the rally. Most teams will shop locally for their supplies, rather than bring it with them, so having forged this relationship is just more good news for the rally and also the Batemans Bay community." Bland welcomed the support of shire businesses in difficult times and said the good will flowed both ways: "It's fantastic to have these two local businesses on-board. Our event will bring a much-needed boost to the local Batemans Bay economy and we'll be encouraging them (teams) to spend locally."

RADIO

Radio Interviews and stories were extensive on Rally Partner 2EC and PowerFM. At least 5 different radio segments interviewed Drivers and Organisers on air. ABC South East and 2UUU radio stations also conducted on-air radio interviews.


EMAIL NEWSLETTERS

A total of 22 email newsletters were sent to a subscriber list made up of competitors, media, partners and other subscribers. The average open rate was 42%, however many corporate email servers will block statistics from being collected and therefore the actual open rate was likely to be higher.

Month	Campaigns	Emails sent	Opened	Opened
2020 July	8	1,862	41.41%	766
2020 June	14	2,457	42.96%	1047
TOTAL	22	4319	42.19%	1813


The content distributed in the email newsletters was mostly the media release stories on teams and other information relevant to the event. The format used for the mail outs was standardised (see image below) and included a header photograph, other photos where appropriate, story, partner logos and the option to unsubscribe.

[View in browser](#)



Outback challenger getting practice at AMH Automotive Group Rally Of The Bay

Michael Ward Rallysport is looking forward to getting back out in the dirt at the AMH Automotive Group Rally of the Bay.



Michael Ward at the Classic Outback Trial in 2018 - PHOTO Ian Smith

Driver Michael Ward and Co-Driver John Fraser will be using the event to start preparations for this year's Classic Outback Trial scheduled for later this year in November.

"It's great to be able to get back into the driver's seat," Ward said. "We're using this event to start our preparations for the last Classic Outback Trial (COT) which has been moved to early November," he added.

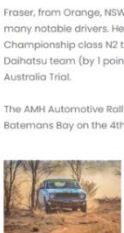


Because the COT is a 'blind event', the team will be running the Rally of the Bay using the Roadbook rather than choosing the pacenote option.

"Seat time, and practice reading the road at competition speed is what's needed for us leading up to the COT. With limited events this year, we're grateful the AMH Automotive Group Rally of the Bay is on schedule," Michael said.

Co-Driver, John Fraser teamed up with Michael for the 2016 running of the Classic Outback Trial where they finished first in class. Fraser was then back for the 2018 running of the Outback event, as well as the Alpine Rally of East Gippsland in 2017 and 2019.




The team will be running their venerable 1976 Toyota Corolla TE37 replica built in 2013 specifically for long distance rallies. The 1600cc 2TG engine has a 'poor man's close ratio' gearbox from a Lexus IS200 allowing the correct ratio for any situation. However, the smooth roads at the AMH Automotive Group Rally of the Bay won't be giving the MCA Gold suspension its usual workout!




Ward, based in Melbourne, started rallying back in the late seventies, 'retired' in 1986, having completed the State Bank Discovery Trial, and then returned to the sport in 2010. He has always had a keen interest in trials and long distance rally events.















Fraser, from Orange, NSW, has been navigating since his late teens, guiding many notable drivers. He is also an accomplished driver, winning the NSW Rally Championship class NZ twice, was second in the 1996 ARC to the works Daihatsu team (by 1 point!) and won his class in the 1996 Playstation Round Australia Trial.






The AMH Automotive Rally of the Bay will be conducted in the Forest surrounding Batemans Bay on the 4th of July.










Sent by OHM Productions

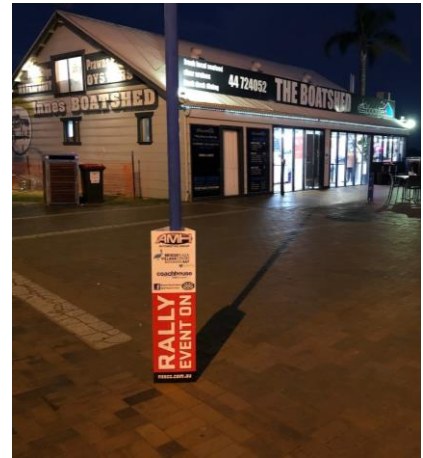
on behalf of North Shore Sporting Car Club
John McCredie
0413 042 785

You received this email because you entered the Rally of the Bay, are a partner of NSSCC or signed up on the NSSCC website.

[Unsubscribe](#)

PHYSICAL SIGNAGE

In addition to electronic media, physical signage was used extensively throughout the event. This included:



Bollard signs around Batemans Bay – Particularly outside the Village centre and Bridge Plaza shopping centres.



Physical Signage at camera points for background Video



Triangle Signs around the Service Park for background Video



Signage on Cars



Signage on Cars



Rally NSW and MTA Signage at Rally HQ



Start Arch Signage



Partner Panel and Rally Plate on Cars



Windscreen Banners

CAR DONATION

North Shore Sporting Car Club had collected money from members and friends over the summer period in a fund-raising effort for fire ravaged communities around Batemans Bay. However, the Club wanted to do more than just donate some money, so it was decided that the club would use the funds raised to purchase equipment for the bushfire recovery. It was decided that NSSCC would purchase a \$12,990 second-hand Colorado Ute to donate to the Bay Team.

The Bay Team is a business, but its focus has been on helping people and not making a profit. David Crooke heads up the organisation and has put his effort into getting the job done and not making the business profitable. He and his team have put in many hours of their own time, resources and skills to rebuild the Batemans Bay and surrounding community, whilst ignoring their own needs.

David lost his house, possessions and all his work equipment in the bushfires. But instead of focussing on his own recovery, he immediately went out and helped others fight the fires, helping to save many properties from destruction. In the aftermath of the fires, he has gone above and beyond to help people in need, assisting those who could not get to the relief centres and doing whatever he could.

David has a passion for helping people and started to assist those who had lost everything start the rebuilding process. He formed the Bay Team and together with a small group of trades people and skilled workers has helped rebuild people's houses... and lives.

AMH Automotive Group gladly assisted the club to secure the vehicle and their contribution towards its purchase reflects the fantastic relationship NSSCC has had with AMH as naming rights partner for the Rally of the Bay.

The Coachhouse Marina Resort donated free accommodation to the Bay Team and the Village Centre & Bridge Plaza shopping Centres also assisted by filling the back of the Ute with \$600 worth of groceries.

The Colorado was given to the Bay TEAM on Friday the 3rd of July at 1pm in the Village Centre by several representatives of North Shore Sporting Car Club. The club would like to thank those who donated to the fund over Christmas.

Below: David Crooke (centre in Black) receives the keys to the ute from Brett Middleton, NSSCC President.



PROMOTION ASSETS

The following sections provide examples of the assets used in the media and promotion of the event.

ONLINE PRESENCE: PICTURE-GRAMS

Used on Facebook Pages: NSSCC, Rally NSW, OTD

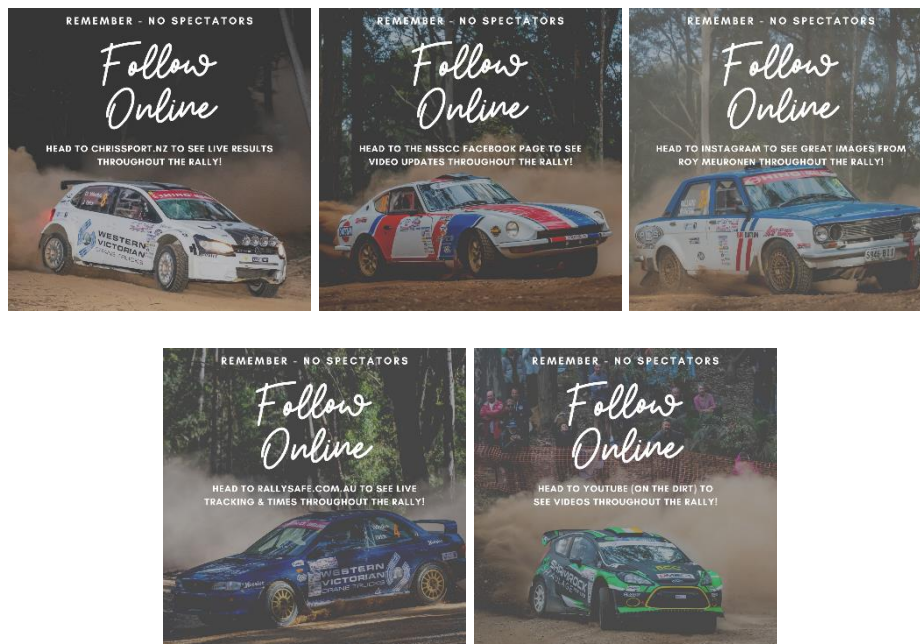
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FOLLOW ONLINE: PICTURE-GRAMS

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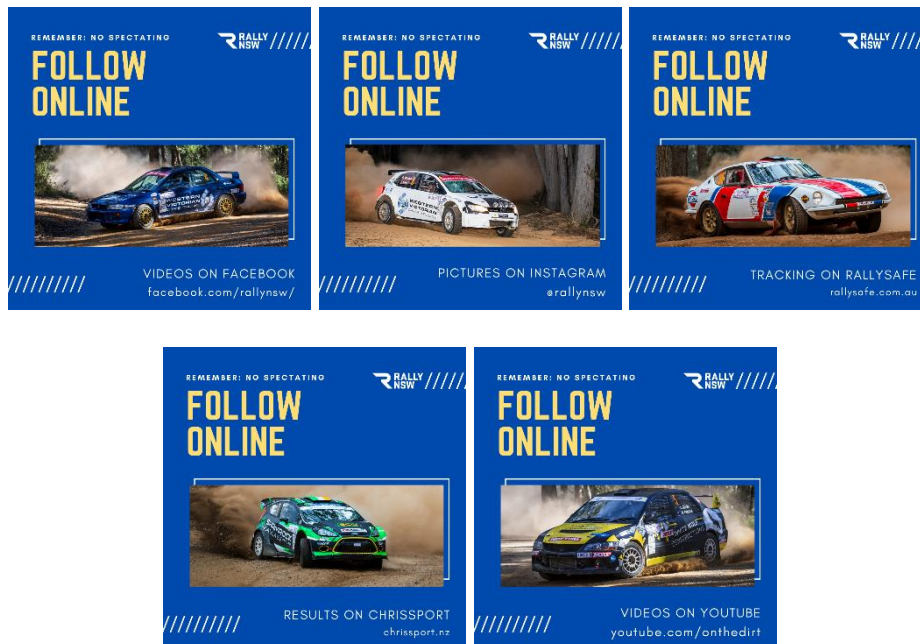
Used on Instagram: NSSCC, OTD



FOLLOW ONLINE: PICTURE-GRAMS

Used on Facebook Page: Rally NSW

Used on Instagram: Rally NSW



STAGE PARTNERS: PICTURE GRAMS

Used on Facebook Pages: NSSCC, Rally NSW, Rally of the Bay, ECCRS, OTD

Used on Instagram: NSSCC, Rally NSW, OTD





STAGE AWARDS: PICTURE-GRAMS

Used on Facebook Pages: NSSCC, Rally NSW, Rally of the Bay, ECCRS, OTD

Used on Instagram: NSSCC, Rally NSW, OTD



ECCRS STAGE AWARDS: PICTURE-GRAMS

Used on Facebook Pages: NSSCC, Rally NSW, Rally of the Bay, ECCRS, OTD

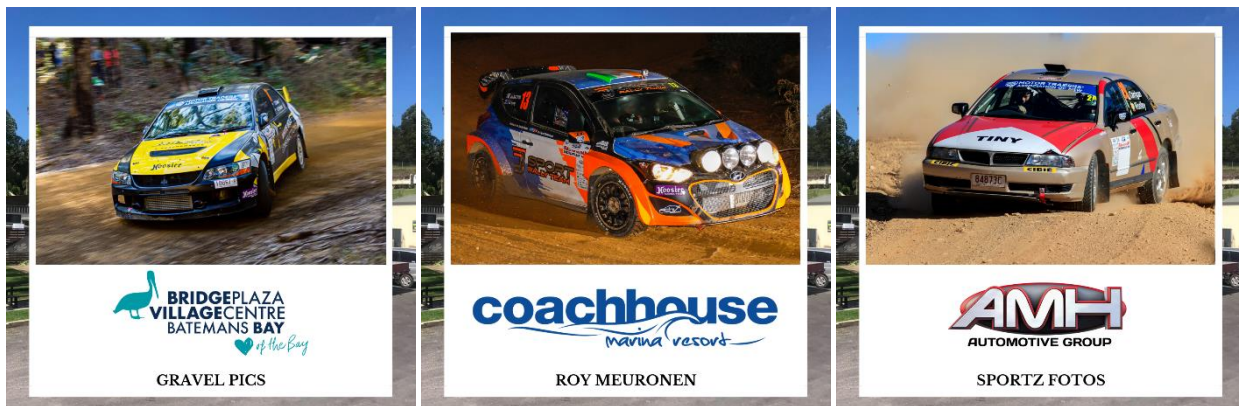
Used on Instagram: NSSCC, Rally NSW, OTD



MAJOR PARTNER AWARDS: PICTURE-GRAMS

Used on Facebook Pages: NSSCC, Rally NSW, Rally of the Bay, ECCRS, OTD

Used on Instagram: NSSCC, Rally NSW, OTD



PRE-EVENT MEDIA RELEASE PHOTOS

Used on Instagram: NSSCC



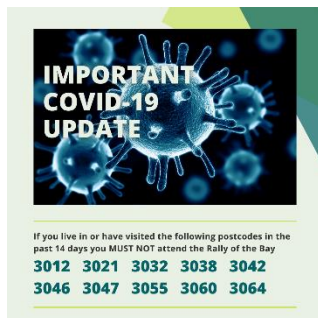
PRE-EVENT MEDIA RELEASE PHOTOS

Used on Instagram: Rally NSW



INFORMATION IMAGES



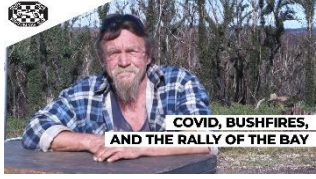

Used on Facebook and Instagram: NSSCC, Rally NSW, OTD





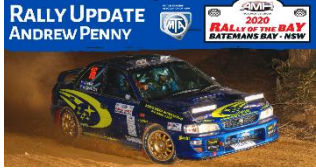
VIDEO LINKS





For reference purposes and to allow easy sharing and embedding of the 2020 Rally of the Bay videos, the following pages include links directly to all the videos.

PRE-EVENT VIDEOS






	<p>Pub Talk with Richie and Dale https://youtu.be/6C1yHOYTh5M https://www.facebook.com/NorthShoreSportingCarClub/videos/265670471412299/ </p>
	<p>Liz Innes invites teams to enter Rally of the Bay https://www.facebook.com/NorthShoreSportingCarClub/videos/305186060485027/ </p>
	<p>COVID, Bushfires and Rally of the Bay https://youtu.be/AAOQRelyfQA https://www.facebook.com/NorthShoreSportingCarClub/videos/678224149574773/ </p>
	<p>NSSCC President Talks about Partners of the Rally of the Bay https://youtu.be/RIIntV5SWwY https://www.facebook.com/NorthShoreSportingCarClub/videos/2614357128842611/ </p>

ON-EVENT VIDEOS










	<p>Learner Driver Taylor Gill talks about his first rally https://youtu.be/73fhvPWAlSk https://business.facebook.com/1428024344084403/videos/1184088608593806/ </p>
	<p>Windus Rally against Each Other https://youtu.be/sMc-KPYmHoA https://business.facebook.com/1428024344084403/videos/321420755919375/ </p>
	<p>Andrew Penny Targeting State Championship https://youtu.be/IZUVZkvlu0g https://business.facebook.com/1428024344084403/videos/567448680811182/ </p>

	Rally Update – Stages 1 to 3 https://youtu.be/qlcf7k2yt8k https://business.facebook.com/1428024344084403/videos/733128030836381/
	Rally update with Tom Clarke https://youtu.be/U6rDJMjL2kY https://business.facebook.com/1428024344084403/videos/3546904438670493/
	Tim and Peter Joass take on MTA NSW Championship https://youtu.be/irITUmOH7j0 https://business.facebook.com/1428024344084403/videos/298951631461285/
	Rally of the Bay Final Wrap https://youtu.be/5Xv59kpW274 https://business.facebook.com/1428024344084403/videos/306697433851778/

POST EVENT VIDEOS

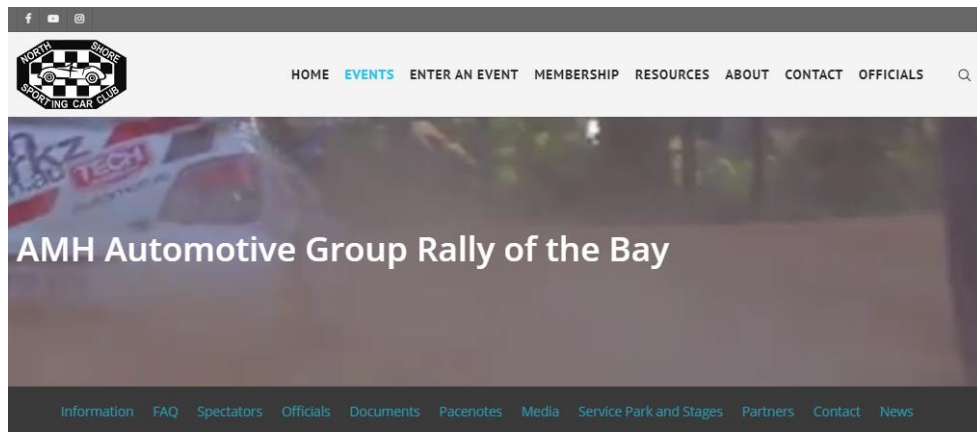
	Behind the Scenes https://www.facebook.com/NorthShoreSportingCarClub/videos/1406799319517183/ https://business.facebook.com/1428024344084403/videos/1408334696030312/
	Rally Quattro wins East Coast Classic section of Rally of the Bay https://youtu.be/tA_QHk7WXCy https://www.facebook.com/NorthShoreSportingCarClub/videos/1180949488910626/
	Rally of the Bay – Rally Review Part 1 https://youtu.be/jUypsrBVkOE https://www.facebook.com/NorthShoreSportingCarClub/videos/328062551541832/
	Rally of the Bay – Rally Review Part 2 https://youtu.be/w0R5JL_5Bbg https://business.facebook.com/123623014319368/videos/707061969861797/
	Rally Action from the Clubman Rally Series - Rally of the Bay https://youtu.be/JV1d1lg3y-8 https://business.facebook.com/1428024344084403/videos/1363759747167602/

CUSTOMER VIDEOS

	<p>Celica RA40 Rally Car – Pure music to rally fan ears</p> <p>https://youtu.be/96jqyQLPqyg https://www.facebook.com/NorthShoreSportingCarClub/videos/330135491323459/</p>
	<p>Activ Rallysport's Troy Dowell in a Hyundai i20 G4 Rally Car</p> <p>https://youtu.be/mYaGrmGG974 https://www.facebook.com/NorthShoreSportingCarClub/videos/319131565770606/</p>
	<p>Nissan 370Z - Rear Drive Rallying at its best</p> <p>https://youtu.be/rRee8KD9saQ https://www.facebook.com/NorthShoreSportingCarClub/videos/305074360681019/</p>
	<p>Subaru WRX STI Rally Car - Darren Windus & Joe Brick</p> <p>https://youtu.be/HQWcGyxTdao https://www.facebook.com/NorthShoreSportingCarClub/videos/743256429834783/</p>
	<p>EVO 2 Lancer Rally - Rallying with Tim and Peter Joass</p> <p>https://youtu.be/usoGdsyWz-Y https://business.facebook.com/123623014319368/videos/277545046810959/</p>
	<p>Subaru WRX STI Rallying with the FELK Rally Team</p> <p>https://youtu.be/LAiVF9OmpkA https://business.facebook.com/123623014319368/videos/340693463591623/</p>
	<p>Rally Mirage - Pocket Rocket Winner - Rally of the Bay</p> <p>https://youtu.be/7pLD3VKIL4w https://business.facebook.com/123623014319368/videos/917296912082354/</p>
	<p>Rally Lancer EVO - Higgs & Nicoli at Rally of the Bay</p> <p>https://youtu.be/h2_6jH4vV6k https://business.facebook.com/123623014319368/videos/692515784638108/</p>
	<p>Rally Action - Ford Escort RS1800 - Tom Dermody - Rally of the Bay</p> <p>https://youtu.be/QF2-jsDKPCK https://business.facebook.com/123623014319368/videos/283102616115494/</p>

WEBSITE EXAMPLES

<https://nsscc.com.au/rally-of-the-bay/>



Rally of the Bay – Follow ON-LINE

Congratulations Harry Bates and John McCarthy
Winners of the 2020 AMH Automotive Group Rally of the Bay

Latest Videos

All the latest Videos from the 2020 AMH Automotive Rally of the Bay will be in the playlist below



Rally of the Bay - Rally Review Part 1
RALLY REVIEW PART 1
2020 AMH Automotive Group Rally of the Bay
BATEMANS BAY - NSW

[Track cars LIVE on-stage](#)

[LIVE Results](#)

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The most recent videos from Rally of the Bay

The latest two Videos from the 2020 AMH Automotive Rally of the Bay will be playing below once the 2020 event starts.
In the meantime, check out the 2019 Rally of the Bay Review Videos



Rally of the Bay - Rally Review Part 1
RALLY REVIEW PART 1
2020 AMH Automotive Group Rally of the Bay
BATEMANS BAY - NSW



Rally of the Bay - ECCRS Winners
ECCRS WINNERS
2020 AMH Automotive Group Rally of the Bay
BATEMANS BAY - NSW



July 6, 2020

Toyota stamp their name on the AMH Automotive Group Rally of the Bay

Harry Bates and John McCarthy have won the 2020 AMH Automotive Group Rally of the...



July 2, 2020

Narooma Rally winner to take on AMH Automotive Group Rally of the Bay

Jamie Price and Maisie Place will line up at the AMH Automotive Group Rally of...



July 1, 2020

Richie Rallying to Support Batemans Bay

Shamrock Motorsport driver, Richie Dalton, will be looking to make it three wins in a...



July 1, 2020

Outback challenger getting practice at AMH Automotive Group Rally Of The Bay

Michael Ward at the Classic Outback Trial in 2018 - PHOTO Ian Smith Michael Ward...



July 1, 2020

Marco Jansen adds AMH Automotive Group Rally of the Bay to his bucket list

The Central Queensland pairing of Marco Jansen and Cameron McIntosh are making an epic 19-hour...



June 30, 2020

NSSCC to donate a Colorado Ute to the bAy Team

Did you see the NSSCC video where Eurobodalla Shire Council Mayor Liz Innes spoke about...



June 30, 2020

Stanford Motorsport to contest Clubman Series at AMH Automotive Group Rally of the Bay



June 30, 2020

Rebuilt Subaru lighter and faster for 2020 season

Victorian Rally Champion, Arron Windus, will finally get his season underway on Saturday when he...



June 28, 2020

Hatton 'Super Excited' As Rallying Returns

PHOTO: Sydney rally driver JJ Hatton is back in action this weekend. By Team Release...

ON THE DIRT

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GET IN TOUCH

OHM Productions will be ON THE DIRT at
AMH Automotive Group Rally of the Bay

00 Days

00 Hrs

00 Min

00 Sec

[GO TO EVENTS](#)



Rally of the Bay – Review Part 2

This is part 2 of our review of the 2020 AMH Automotive Group Rally of the Bay. When we left you in Part 1, the Toyota Team pairing of Harry Bates and John McCarthy had built up a significant lead after three stages to be leading the rally by just over 26 seconds. And it was the other Toyota Yaris, driven by Lewis Bates and Anthony McLoughlin that was sitting in second. Richie Dalton and [...]



Rally of the Bay – Review Part 1

PHOTOS: Roy Meuronen The 2020 running of the AMH Automotive Group Rally of the Bay was a very different event to previous years. With a worldwide pandemic closing borders and restricting travel, the Rally of the Bay needed a comprehensive COVID plan in place before it could even start. With rallying and other forms of motorsport in a forced break, the event attracted a seriously competitive field of over 80 cars. Headlining the entry list [...]



Richie Rallying to Support Batemans Bay

Shamrock Motorsport driver, Richie Dalton, will be looking to make it three wins in a row when he heads to Batemans Bay on the weekend of the 4th of July for the AMH Automotive Group Rally of the Bay. Dalton and co-driver, Dale Moscat, have won the event for the past two years and despite a very competitive line up at this years event, they are hoping for yet another victory. The factory Toyota Gazoo Racing [...]



Outback challenger getting practice at AMH Automotive Group Rally Of The Bay

Michael Ward Rallysport is looking forward to getting back out in the dirt at the AMH Automotive Group Rally of the Bay. Driver Michael Ward and Co-Driver John Fraser will be using the event to start preparations for this year's Classic Outback Trial scheduled for later this year in November. "It's great to be able to get back into the driver's seat," Ward said. "We're using this event to start our preparations for the last Classic [...]"



Marco Jansen adds AMH Automotive Group Rally of the Bay to his bucket list

The Central Queensland pairing of Marco Jansen and Cameron McIntosh are making an epic 19-hour journey to compete at the AMH Automotive Group Rally of the Bay. Jansen has been competing in rally events for many years, starting in a Golf Mark 1 and progressing through VW competition cars until purchasing his current car, an ex-works VW Polo. Having now owned this car for several years and with work commitments that have kept him out of [...]



Stanford Motorsport to contest Clubman Series at AMH Automotive Group Rally of the Bay

Stanford Motorsport are preparing their Datsun Stanza and getting ready for the Techworkz Automotive NSW Clubman Rally Series, which kicks off this weekend at the AMH Automotive Group Rally of the Bay. Driver Dennis Stanford from West Nowra will be joined by Sydney based Co-Driver, Tim Woods for the 2020 running of the Rally of the Bay and the team are hoping for a good result in their first event for the season. "We won the [...]"



Windus' Rebuilt Subaru's lighter and faster for 2020 season

Victorian Rally Champion, Arron Windus, will finally get his season underway on Saturday when he competes in the Rally of the Bay in NSW. The COVID-19 pandemic has put the sport on hold this year, and with no events in Victoria until at least September, Windus and co-driver Daniel Brick have been forced to head to the NSW coast to get their first motorsport fix of the year. Windus' Western Victorian Crane Trucks team will field [...]



Holloway gaining traction and ready for AMH Automotive Group Rally of the Bay

PHOTO: Holloway and Hood at the Alpine Rally Geoff Holloway and Rick Hood are gaining traction in their bid to take on Australia's best at the AMH Automotive Group Rally of the Bay. After a 37-year break from rally driving, Holloway purchased a Hyundai Excel in 2019 in a bid to return to the sport he loves. The bright green pocket rocket had previously served five different owners across three states and one territory before finding [...]



Hatton 'Super Excited' As Rallying Returns

Photo: Sydney rally driver JJ Hatton is back in action this weekend. By Team Release JJ Hatton is back behind the wheel of his Hyundai i20 rally car this weekend, when the sport resumes after the COVID-19 pandemic. It's been a long time between drinks for the Sydneysider, but this weekend's Batemans Bay based 'Rally of the Bay' will finally see him raising the dust against a top class field. The rally is the first round of [...]



Cooper Tyres join High Country Motorsports

The team at High Country Motorsports are busy preparing for there much anticipated return to motorsport next month at the AMH Automotive Group Rally of the Bay. With the last event for the team being well over 9 months ago, there has been a lot going on behind the scenes. High Country Motorsports is excited to announce they will be partnering with Cooper motorsport tyres to launch the brand new Cooper Discoverer DG1 gravel rally tyre [...]



Behnke Rallying to be back in the driver's seat

Following a five-year hiatus from being behind the wheel, the Rally of the Bay on the 4th of July is set to see the return to the driver's seat for Canberra rally competitor Mike Behnke. Over the past few months, Mike's revitalised Honda Civic, which is undergoing a ground up refurbishment, has rapidly taken shape thanks to the help of members of the Light Car Club of Canberra and the Qlrx Motorsports team. The group of [...]



Ruggles Motorsport start Clubman Assault at AMH Automotive Group Rally of the Bay

The Ruggles Motorsport Team are planning a full assault on the 2020 Techworkz Automotive NSW Clubman Rally Series in their Group 4 specification Triumph TR7 V8. It's an all family affair for the team with lead engineer and major sponsor Ben Ruggles heading up the team, Matt Ruggles driving and son Guy Ruggles in the co-drivers seat. They also have their adopted brother, 'Pommy' Paul Beaton on the Service Crew. Matt is no stranger to rallying, [...]



Thompson and Hind back for the AMH Automotive Group Rally of the Bay

Photo: Dave King Peter Thompson and Ken Hind will be back at the AMH Automotive Group Rally of the Bay for their third year running in their bright yellow historic 1976 Celica. Thompson moved to the Eurobodalla Shire several years ago and he considers this event his home rally and also one of his favourite motorsport events. But it hasn't been all smooth sailing out in the Batemans Bay forests. "Last year we had a bit [...]"



Young Gun itching for first Event – AMH Automotive Group Rally of the Bay




Photo: Roy Meuronen Sixteen year-old learner driver Taylor Gill is itching to get behind the wheel of his Subaru WRX for his first rally. The young gun has teamed up with experienced co-driver, Peter Harris, to compete at the AMH Automotive Group Rally of the Bay on July 4th. It has been a long time coming for Gill, who was originally scheduled to compete at Rally Australia late in 2019, but the devastating summer bushfires saw [...]



Victorians looking to impress at the AMH Automotive Group Rally of the Bay

Victorians Adrian Stratford and Kain Manning will be debuting a fully rebuilt Ford Fiesta ST at the AMH Automotive Group Rally of the Bay. The car was purchased late last year and completely stripped down, with many improvements made to make it ready for the 2020 Till Hino Victorian Rally Championship (VRC). In addition to the VRC, the team were also hoping to enter at least three Australian Rally Championship (ARC) rounds, however the COVID-19 pandemic [...]

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Marco Jansen adds AMH Automotive Group Rally of the Bay to his bucket list


By MEDIA RELEASE
THURSDAY 2ND JULY, 2020 - 5:08PM

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The Central Queensland pairing of Marco Jansen and Cameron McIntosh are making an epic 19-hour journey to compete at the AMH Automotive Group Rally of the Bay.

Jansen has been competing in rally events for many years, starting in a Golf Mark 1 and progressing through VW competition cars until purchasing his current car, an ex-works VW Polo. Having now owned this car for several years and with work commitments that have kept him out of the driver's seat, the Rockhampton driver is keen to get back into racing.

After putting the VW Polo back together and desperately needing a rally inspired rush of adrenalin, the goal of getting to the AMH Automotive Group Rally of the Bay was set.



"I've travelled through the Batemans Bay area over recent years," Jansen said. "I've serviced for other competitors at rally events, so I've definitely put the Rally of the Bay high on my bucket list of things to do."

"The quality of the roads used for the rally, plus the organisation of the event itself and the general comradery helped me make up my mind that I wanted to do it," Jansen said.


The horrendous end of 2019 and terrible start to 2020, with fires, rain and COVID having a huge impact on people in the area, this was the ideal chance to give back and at the same time get some competitive miles under his belt.


"We've got a few extra challenges in the way for us having to travel all the way down from Central Queensland. For us to attend the event and be able to meet all the restrictions related to COVID, like social distancing, border securities, plus all the systems and controls put in place by the rally organisers hasn't really dampened my enthusiasm at all," Jansen said.

"Even with all these new requirements to rally, it isn't putting me off at all. Bring on the AMH Automotive Group Rally of the Bay 2020," Jansen said as he packed ready for the long drive to Batemans Bay.

Teaming up with co-driver Cameron McIntosh, from Gladstone in Central Queensland, the team are looking forward to some good roads, tall stories, and great competition.

The AMH Automotive Group Rally of the Bay will be held on Saturday the 4th of July in Batemans Bay, NSW.

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JULY 7 2020 - 10:17AM

Rally winner Bates wants Bay on Australian comp calendar



Claudia Ferguson

Local News



Comments

Drivers' energy on the start line was fuelled by the anticipation of this year's Rally of the Bay on Saturday, July 4.

COVID-19 had put the brakes on training and this year's rally events, making drivers go stir-crazy waiting for the season to start.

Bega MP Andrew Constance flagged-off the rally in excitement for the region's first major event since the pandemic.



Rally of the Bay winner Harry Bates and his Toyota Yaris AP4 rally car with co-driver John McCarthy.

North Shore Sporting Car Club vice president, John Thomson, said it was also the nation's first rally since coronavirus.

"There's almost a full field of 90 cars, which is incredible," he said.

"We haven't had field like that in rallying for 15 or 20 years. It's really a testament to the fantastic locality, the great roads, coastal scenery and the

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ARC STARS FOR RALLY OF THE BAY



ARC stars for Rally of the Bay – Photo: Supplied

Australian Rally Champion Harry Bates heads up the star entry list in the AMH Automotive Group Rally of the Bay, the first round of the MTA NSW Rally Championship on July 4.

Joining him will be John McCarthy with the duo running in their championship winning Toyota Yaris AP4. Also on the entry list are Toyota Gazoo Racing teammates Lewis Bates and Anthony Mcloughlin, 2017 ARC champion Nathan Quinn and Ray Winwood-Smith, JJ Hatton and Nathan Long, and Irishman Richie Dalton and Dale Moscott.

Other notable confirmed are Chris Higgs, Troy Dowel, Tom Clarke, Arron Windus, Andrew Penny, Gavin Crocker and young star Taylor Gill.

Due to the COVID-19 Pandemic however, no spectators are permitted. The first post-coronavirus event has attracted a record number of entries. It will start at Corrigan's Beach Reserve, Batehaven and then move to the forests surrounding Batemans Bay.

Seven special stages are scheduled with only two repeated will make up the State Championship (NSWRC) and East Coast Classic Rally Series (ECCRS) rounds while the first five stages will also count towards the NSW Techworkz Clubman Rally Series (CRS), NSW Hyundai Rally Series (HRS) and the Techworkz Automotive ACT Regional Rally Series (ACT).

The final approval was given to North Shore Sporting Car Club (NSSCC) based on the event falling within the Motorsport Australia 'Return to Race Strategy', which was approved by the NSW State Government.

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SPORT

Spectatorless AMH Automotive Group Rally of the Bay to be held this weekend

Sharon Kelley - 3 July 2020

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JJ Hatton driving his Hyundai i20 in the 2019 Australian Rally Championship. Photo: Supplied.

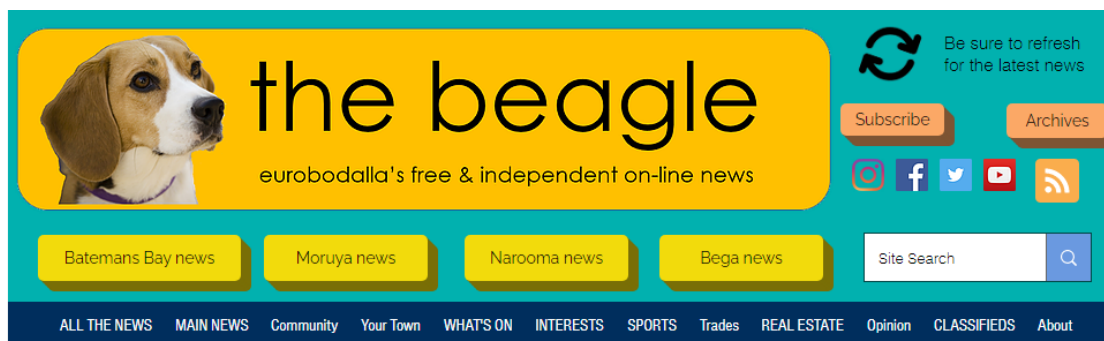
The AMH Automotive Group Rally of the Bay will go ahead on Saturday, 4 July, but no spectators will be allowed at the event. The rally is the first round of the NSW Rally Championship, but because of the COVID-19 break in race events, it has attracted top talent from the Australian Rally Championship.

A field of more than 80 competitors will take part, with reigning Australian Rally champion Harry Bates and his brother Lewis Bates taking part in their Toyota Yaris AP4s, while JJ Hatton is making a return to rally his Hyundai i20.

Hatton will team with regular co-driver, Nathan Long, for the one-day event, and said he hasn't driven the car since a test day in Victoria back in February.

"I'm super excited to get in the rally car again as, like everyone, I've really missed the sport and have done nothing but work during the past few months," said Hatton.

The competition will also include Canberra rally competitor Mike Behnke, who has not driven a rally car for five years. Since stepping back from rally driving in 2015, he has remained active in local car clubs, dabbled in circuit racing, and co-driven for Blake Stevens, Meng Chung, Matt Thompson, Anna Ritson and Hannah Stevens.



Jun 10

Motorsport businesses get behind AMH Automotive Group Rally Of The Bay on July 4th

Organisers of this year's AMH Automotive Group Rally of the Bay, to be held on July 4th, told *The Beagle* that it will feature 7 fantastic stages, including the ever-popular River Road and a marathon 44km stage that utilises sections of the smooth and fast Runnyford Road out of the township of Mogo.

"Despite the devastating bushfires over the summer season, the forest and shire roads in the Bateman's Bay area are in the best condition they have been in years and rally crews are in for a real treat, with the best of the best selected for the course," a spokesperson said.

"Rally stage names will reflect the businesses that have put their support behind the rally, with some familiar, and also new businesses getting involved. The stages will be separated by two service opportunities back in Batehaven at the Hoosier Service Park which will be setup in Corrigans Beach Reserve. The Hoosier Service Park will have a different layout compared to previous years to ensure the event aligns with COVID-19 requirements.

Throughout the rally, results will be fed directly from Rallysafe and be available on the Chris Sport website, provided courtesy of Techworkz Automotive.

Event Itinerary

- Rally start in the Hoosier Service Park at 8:45am
- SS1 – TME Motorsport – Old Highway – 10.37km
- SS2 – Specialised Brake and Clutch Service – Sproxtons – 12.99km
- Premier Pools Remote Refuel
- SS3 – MRF Pinnacle Tyres – Drury – 26.02km
- SS4 – Shamrock Haulage – Follow the River – 9.45km
- Hoosier Service Park
- SS5 – SW Motorsport – Run to Mogo – 44.57km
- Hoosier Service Park
- SS6 – SSS Automotive – Drury 2 – 26.02km
- SS7 – Premier Panel Beating – Follow the River 2 – 9.45KM



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RALLY

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FELK RALLY TEAM READY FOR AMH AUTOMOTIVE GROUP RALLY OF THE BAY



MEDIA RELEASE/NORTH SHORE SPORTING CAR CLUB – Photo: supplied-D&S Photography

The two car FELK Rally Team is looking forward to the start of the 2020 rally season and have entered their two Subaru WRX STI's in the AMH Automotive Group Rally of the Bay.

Riley Walters will be driving the lead car and is just 17. He kicked off his rallying career in 2019 driving the Subaru in the AMSAG rally series. It was a successful start with Riley taking home three trophies in his debut year, winning the Junior division and four-wheel-drive driver category and was also placed third outright driver in the AMSAG series.

This year, Walters is looking to step up and take on the best in NSW by competing in the Motorsport Australia MTA



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Rally of the Bay revved up for July event

Local Sport



Comments

Car enthusiasts are revving up for a July start to the annual AMH Automotive Group Rally of the Bay.

Event manager Nigel Bland expects up to 100 teams to descend on Batemans Bay on the first weekend in July.

"This will be the first rally to take place in a post COVID-19 restricted world," Bland said.

"We're expecting a bigger turnout than normal as the rally is turning into a great test run for teams looking to participate in the Australian Rally Championship later in the year.

"Whilst our event isn't part of that series, we've had plenty of interest from the top level of the sport."



 **PETER POWER:** Peter Dimmock and co-driver Peter Hellwig invite rivals to eat dirt in a Datsun 260Z. It's the kind of excitement to expect at the AMH Automotive Group Rally of the Bay in July. Picture: Roy Meuronen.

Tough new restrictions have been imposed for the first major rally of the year

Peter Brewer

Latest News

f t e A A A



Harry Bates in the Gazoo Racing Toyota Yaris, is the youngest ever winner of the Australian Rally Championship

Canberra's reigning national rally champion Harry Bates will be the top-seed and the "roadsweeper" for the first major event of the rally calendar at Batemans Bay on Saturday, which has tough new restrictions for competitors and no spectating permitted.

Harry Bates will travel down to the Rally of the Bay stages on Thursday to do a final check of his pacenotes ahead of the rally start, and is eager to "blow out the cobwebs" after nine months out of the car.

"It's the longest period I've spent out of competition since I started my rally career," Bates said, referring to the suspension of all national rallying since the national COVID-19 lockdown.