



**BAM
MEDIA**

2007 MEDIA REPORT

Compiled by BAM Media for the National Executive and
State Delegates of the Australian Karting Association

AUGUST 2007

SUMMARY

Over the past 12 months BAM Media has developed a significant communication structure to the members of the Australian Karting Association, Motorsport Media and other parties who are interested in the sport.

For the first time in the sport's history the media now have a contact point to find out information on karting. BAM Media now have contact with various sections of the media on a regular basis about upcoming karting events in different parts of Australia.

Since joining with the AKA at the end of August last year BAM Media has produced 114 News releases which have been distributed to various outlets including members of the AKA, motorsport media, general media and other local media depending on the subject in the release (Appendix A provided to the National office).

Throughout this time BAM Media has also identified key messages and information which have been highlighted to the media depending on the situation. An example of tailoring the media release to suit the purpose can be found in the lead up to and post-event information on the National Championships held at Eastern Creek.

While the majority of the karting fraternity and general motorsport media received information which focused on a general overview of the championships along with a number of releases promoting some of the highly fancied drivers the local media received information on a different scale. BAM Media identified ten key areas in metropolitan Sydney and inner regional New South Wales where competitors resided and contacted their local media.

From this, articles were compiled for journalists at the Canterbury Torch, St Marys Standard, Liverpool Champion, Penrith Press, Hornsby and Upper North Shore Advocate, Central Coast Express Advocate, Blacktown Weekender, Illawarra Mercury and Newcastle Herald on their local drivers who would be competing in the Nationals.

This flowed over into the review of the Championships where a number of the winners were featured in the local papers courtesy of the contact made with the local media for many of the winning drivers, one such driver was Matt Greenbury of Toowoomba who was featured on the back page of the Toowoomba Chronicle in the week following his victory. Others to receive recognition for their achievements in their local media included local Sydney drivers Daniel Stein and Troy Hunt.

One of the first major 'hits' for the sport when BAM Media joined was a 'How to go karting' feature on Network Ten's RPM program by Greg Rust. While the initial concept of this feature had already started just prior to BAM being appointed by the AKA, it was instrumental in ensuring Network Ten had all the information and footage required to complete the feature when bad weather plagued a day of filming. BAM Media also provided much of the script which was used in the feature. This video by Greg Rust is now a part of the official AKA website.

When BAM Media made its presentation to the AKA last August one of the key messages it identified was the requirement to ensure karting is recognised as an elite form of motorsport in this country, not just as a stepping stone to further a driver's motorsport career. In recognition of this BAM Media has used the Australian drivers who are competing overseas on a regular basis and also the drivers who are in the upper echelon in Australia as the faces of the sport.

In March this year AKA members, David Sera and Hayden McBride became the first two kart drivers to be featured in studio on Network Ten's RPM program. Sera and McBride, who are competing in Europe during 2007, appeared on the show alongside their karts where they were interviewed by Greg Rust about the professionalism of the sport in Europe and promoted the sport as a stand alone form of motorsport which anyone could get involved in.

This interview has led to RPM following the progress of Australian karting drivers overseas with interest.

Another area which BAM Media has targeted to gain further publicity of the sport has been using the females who are involved in karting as the face to encourage more females to get more females to get involved in the sport. Following the National Championships contact was made to each of the local media outlets from where a number of top level female competitors resided and media coverage was obtained highlighting their involvement in the sport.

This coverage was expanded when BAM Media contacted a number of female magazines and this month's Dolly Magazine (for teenage girls) features Queensland driver Chelsea Holman.

One of the most significant steps forward in the communication structure has been the development of the 'state of the art' website, www.karting.net.au, and more importantly the regular updates and additions to this site.

Since being launched in November, the karting.net.au website has been visited by 95,077 people with a total of 203,977 page views across the various sections.

The website is continuously being enhanced and some of the recent additions include an official AKA podcast and the inclusion of the promotional video and how to go karting article which was featured on Network Ten's RPM program. The first edition of the podcast 'Spinning the Spanners' was downloaded by 1006 people.

Over time it is hoped the karting.net.au website will also include a full list of champions from the inception of the sport to provide the recognition of the achievements by drivers throughout the years.

Earlier this year BAM Media worked in conjunction with Pioneer Electronics to provide a prize to people who had subscribed to the website. The winner received a Pioneer X-box Home Theatre system valued at \$699.00.

BAM Media has also developed a MySpace page for the AKA which is designed to communicate with the younger generation in karting.

During the latter half of 2006 BAM Media arranged several How to Go Karting displays in conjunction with event organisers and local kart clubs at the Supercheap Auto 1000 in Bathurst, Lexmark Indy 300 on the Gold Coast, Tasmanian Triple Challenge at Symmons Plains along with the NSW, South Australian, Tasmania and Western Australian State Karting Championships.

From this display hundreds of names were entered into the AKA database, along with be distributed to each of the clubs associated with the displays, to enable interested parties to be kept up to date on the latest information from the AKA.

Overall, the sport of karting has enjoyed more media exposure and promotion than has been experienced in the 42-year history of the sport. On some occasions karting events have received more local and media coverage than a number of rounds in the V8 Supercar Championship.

A number of case studies outlining the coverage received, along with an estimated dollar value of this coverage is outlined in this report. Also contained in this report is a copy of many of the print media clippings which has been obtained throughout the past 12 months (Appendix B provided to the National Office).

The team at BAM Media is looking forward to continue to build on the exposure received during this inaugural period for many years to come and ensure karting continues to flourish into the future across the country.

Regards

Brett Murray
Managing Director

Lee Hanatschek
Senior Client Manager

Chris Jordan
Senior Client Manager

MEDIA CASE STUDIES FROM 2006/2007

VACC Charity Karting Challenge

Venue: VACC Park, Go Kart Club of Victoria

Date: December 6, 2006

Details: BAM Media worked with the Go-Kart Club of Victoria and circuit sponsor VACC to arrange and promote a charity karting challenge involving V8 Supercar drivers, media personalities and young karters. V8 Supercar drivers in attendance included Marcos Ambrose, Greg Murphy, Jason Bargwanna, Dean Canto, Jason Richards and Jamie Whincup. The media was represented by personalities from Network Ten, 3AW, Radio SEN, Motorsport News, Herald Sun and a competition winner from 3AW.

Media Coverage Generated:

- Network Ten – Nationwide news piece on Sports Tonight
- Fox Sports – Nationwide news piece on Fox Sports News
- Channel 7 – Melbourne news piece
- Herald Sun

Estimated Value of Media Exposure: \$120, 640

Additional outlay by AKA: Nil

Victorian Karting Championships

Venue: Cobden, Victoria

Date: 9 – 11 February, 2007

Details: Victorian Open Sprint Karting Championships. BAM Media worked closely with the host club and all media outlets within 100km of the Cobden circuit to ensure coverage leading into the and over the event.

Media Coverage Generated:

- Warrnambool Standard – Three full page articles in the week leading into the event
- Cobden Times
- Colac Herald
- Radio 3YB
- Coast FM
- Radio 3CS
- ABC Radio South West

In addition to the media coverage karting.net.au was updated on a daily basis with the latest results and also general information from around the circuit. Links to these articles can be found in the archive news and latest commentary on karting.net.au

**The radio coverage included interviews with VKA President David Murray, local competitors and officials*

Estimated Value of Media Exposure: \$31,440

Additional outlay by AKA: Nil

Russell Ingall going back to karting

Venue: Pines Raceway, Oakbank, South Australia

Date: 1 March, 2007

Details: V8 Supercar Champion Russell Ingall returning the venue where his career began. BAM Media arranged through Ian Williams Tuning to have a historic and modern day kart in attendance.

Media Coverage Generated:

- Fox Sports – Nationwide new piece on Fox Sports News
- Channel 7 News - Adelaide
- Channel Ten News - Adelaide
- Adelaide Advertiser
- Adelaide Hills Courier
- V8 Supercars TV (TV News feed and Big Screen TV over the weekend of Clipsal)

Estimated Value of Media Exposure: \$85, 102

Additional outlay by AKA: Nil

Queensland Karting Championships

Venue: Greer Park Raceway, Toowoomba, Queensland

Date: 30 June – 1 July, 2007

Details: Queensland Sprint Karting Championships. BAM Media used the local drivers to promote their stories to the local media the event.

Media Coverage Generated:

- Toowoomba Chronicle – three pages of articles leading up to an during the event
- WIN News Toowoomba
- Radio ABC Toowoomba
- Radio Sea FM Toowoomba

In addition to the media coverage karting.net.au was updated on a daily basis with the latest results and also general information from around the circuit. Links to these articles can be found in the archive news and latest commentary on karting.net.au

Estimated Value of Media Exposure: \$19,740

Additional outlay by AKA: Nil

V8 Supercar Karting Challenge

Venue: Ipswich Kart Club, Queensland

Date: 18 July, 2007

Details: V8 Supercar drivers Dean Canto, Jamie Whincup, Mark Winterbottom, Shane Price and Steve Richards competed in the annual karting challenge at the Ipswich Karting circuit. During the challenge Whincup and Winterbottom were interviewed for television about their thoughts on the sport and how it has provided them with a good grounding in a career in motorsport.

Media Coverage Generated:

- Network Ten – Nationwide news piece on Sports Tonight
- Fox Sports – Nationwide news piece on Fox Sports News
- Channel 7 News - Brisbane
- Channel Ten News - Brisbane

Estimated Value of Media Exposure: \$106,000

Additional outlay by AKA: Nil

Based on the above FOUR case studies alone the sport of karting has received media exposure to the value of **\$362,922**. Coupled with the print and television coverage across Australia a conservative estimated media exposure for karting over the past 12 months is **\$933,823***.

* This media exposure was calculated using the advertising rates for each of the respective media outlets, which is consistent with regular media monitoring services across Australia. It is commonly regarded that editorial is more valuable than advertising, however, for the ease of reporting it editorial coverage is based on the same figure.

These advertising figures for varying media outlets were as detailed below:

Metropolitan Newspapers (full page)

Herald Sun (Melbourne) – \$35,280
Daily Telegraph (Sydney) - \$30,913
Courier Mail (Brisbane) - \$13,901
The Advertiser (Adelaide) - \$9,655

Regional Newspapers (full page)

Leader (Victoria) papers - \$4,480
Cumberland (NSW) papers - \$4,480
Quest (QLD) papers - \$3,840
Messenger (SA) - \$4,480
Community (WA) - \$3,840

Television Coverage

Nationwide \$10,000 per 15 seconds
Metropolitan \$1,200 per 15 seconds
Regional \$800 per 15 seconds

Radio Coverage

Metropolitan \$300 per 30 seconds
Regional \$150 per 30 seconds

SERVICES PROVIDED BY BAM MEDIA TO THE AUSTRALIAN KARTING ASSOCIATION

- Created and maintained a communication structure to ensure that media, sponsors, supporters and affiliates have been provided the opportunity to receive information concerning the activities of the AKA and the sport of kart racing.
- Developed strategies to promote between the AKA, its affiliates and its sponsors.
- Provided the AKA quarterly reports on the performance of the promotional strategies employed and the quantum of media coverage generated.
- Created, developed and implemented promotional strategies for the promotion of the sport of kart racing.
- Developed a media and a corporate list for distribution of media releases.
- Created and distributed 114 media releases to appropriate media.
- Liaised with media and other persons at various intervals where it was necessary to perform obligations on behalf of the AKA.
- Created and developed media information packs for various media outlets throughout Australia.
- Secured six feature interviews/articles with appropriate media
- Created and produced promotional kits and distributed to clubs throughout Australia.
- Provided reasonable promotional guidance and assistance to AKA affiliates.
- Developed a kart give-away promotion in association with the karting industry.
- In the planning stages of organising a national 'come and try' day which will be promoted to the media and sponsors.
- Arranged and constructed displays at the Supercheap Auto 1000 in Bathurst, Lexmark Indy 300 on the Gold Coast, Tasmanian Triple Challenge at Symmons Plains along with the NSW, South Australian, Tasmania and Western Australian State Karting Championships.
- Secured the services of nationally known motor sport celebrities on six occasions to promote to the media and to the public at large, the sport of kart racing.
- Ensured at least one member of staff attended the full duration of, and during that time actively promoted to and in the media the following events:-
 - (a) National Sprint Kart Championships
 - (b) Australian Formula 100 Nationals
 - (c) Victorian Open Karting Championships
 - (d) New South Wales Open Karting Championships
 - (e) Queensland Open Karting Championships
 - (f) South Australian Open Karting Championships

Across each of these events pre and post championship releases were distributed to the appropriate media. In addition to the pre and post publicity regular updates were provided to the appropriate outlets across the duration and also posted onto the official AKA website.

- Distributed a pre-Championship, post-Championship and in some case mid-Championship media release for the following events
 - (a) Australian Formula Rotax Nationals
 - (b) Northern Territory State Titles
 - (c) Western Australian Open Karting Championships
 - (d) Tasmanian Open Karting Championships

Communicated with the appropriate media to secure media coverage of the above events.

- Designed, developed and maintained the official website (www.karting.net.au) which was launched in November 2006. This website includes:-
 - (a) A high resolution image area which is specifically designed for media access;
 - (b) A minimum of two news updates on a weekly basis;
 - (c) Input of AKA supplied material such as rules, addendums etc;
 - (d) A Multimedia section where desktop, wallpapers and a podcast can be downloaded;
 - (e) A link to each AKA affiliated club;
 - (f) Information on how to get started in the sport of kart racing;
 - (g) A list of previous champions;
 - (h) A full list of upcoming events across Australia;
- Responded to feedback received via the AKA website;
- Created an AKA promotional DVD;
- Designed and produced a 'How to Go Karting' brochure
- Assisted with the on-track promotion at the National Sprint Kart Championships;
- Developed a MySpace for the AKA to communicate with the younger members of the Association;
- Produced artwork for advertisements on no less than three occasions as requested by the AKA for print media;

OTHER IDEAS AND INITIATIVES

Karting Tips with Mark Winterbottom in Auto Action

Vodafone support of young karting driver

98 seconds with Russell Ingall

Fatality Free Friday

Crisis Management Plan for all Clubs (in progress)

Road Safety Program (in progress)

All Members of the AKA into a database (in progress)

OTHER EVENTS ASSISTANCE HAS BEEN PROVIDED AT INCLUDE

City of Melbourne Titles – Melbourne, VIC

All Female Event – Lithgow, NSW

Graham & Kath Millard Memorial – Hamilton, Vic

City of Adelaide Titles – Bolivar, SA

Bendigo City Titles – Bendigo, Vic

Coffs Harbour Over 40's Titles – Coffs Harbour, NSW

OTHER SIGNIFICANTLY COVERED EVENTS/MEDIA OPPORTUNITIES

2007 Euro Rotax Series

Tasmanian Ben George winning World Rotax Final

Tasmanian Ben George winning Austrian Title

Champ Car driver Katherine Legge with Aussie female karter Jessica Golding

Victorian karter Lee Mitchener competing in the Formula SAE World Championships

All Yamaha Final in Japan

City of Sydney Titles

Opening of the new Cooloola Kart Track in Queensland

Australians competing in the New Zealand CIK Titles

STATISTICS FROM KARTING.NET.AU

Since being launched in November 2006 the new look official AKA website, www.karting.net.au, has been visited by 95, 077 people with a total of 203,977 page views across the various sections.

Top Five most popular pages viewed by visits

1. Club News
2. Latest News
3. Club Finder
4. Rules and Regulations
5. *How to get started*

Top Five most popular pages by time spent

1. *How to get started*
2. Latest News
3. Club Finder
4. Club News
5. Rules and regulations

Feedback

BAM Media has received 236 emails of feedback via the AKA website since it was launched in November.

These emails have all been replied to in a timely manner with answers on behalf of the Association wither following the receipt of information from appropriate people within the AKA eg. National Technical Officer.

Podcast

A podcast is a digital media file, or a series of such files, that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers.

In the first month of the AKA podcast 'Spinning the Spanners' launched on July 6 a total of 1006 people had downloaded the opening episode.

This podcast will be created on a monthly basis to provide people across the globe an insight into the sport of kart racing in Australia and the personalities involved in the sport.

In addition to being available for download from www.karting.net.au the AKA podcast is registered with the world-wide itunes network which enables people from all across the world to subscribe to the latest episode.