



## OVERVIEW

The first season of the Just Car Insurance Australian Drifting Grand Prix was a complete success. The objective of bringing a world-class national drifting series back to Australia was certainly achieved. Feedback from drivers and fans alike was that the ADGP is not only the drift series the scene needed but the events were also the best ever held in Australia. The new ideas from the ADGP team not only helped elevate the driving standard in Australia, but also brought an exciting new event to Australian motorsport with un-matched entertainment value.

The opening round for 2011 saw ADGP start off with a bang in Victoria at the Calder Park Thunderdome. It was the first drift event ever held at the Thunderdome and the first drift event held at Calder Park in 5 years, so anticipation was high from fans and drivers alike. The custom built course provided plenty of thrills and spills as the competitors were able to literally drive door-to-door and "run the wall". Overall, a full field of 60 drivers entered the event and were fighting for a spot in the Top 32 tandem battles.

After the fibreglass debris had settled, Luke Fink from Qld took out the very first ADGP event with Tarquin Van Rooyen from WA in 2nd and Andreas "Agess" Paraskevas from VIC in 3rd. Nearly 5000 people were treated to an action packed weekend at an event that well and truly put ADGP on the map and instantly established it as the new National Australian drifting series.

Round 2 headed to Queensland Raceway, which although normally called "Sunny Qld", certainly wasn't on day one, with rain in the morning and afternoon affecting track time and crowds. Day two made up for it as 30 of Qld's best drifters and 10 interstate competitors battled it out on a new track layout that made for closer battles and better action. The designated viewing area got the crowds out of the pits and up close and personal with the action, giving the event a great vibe. After an intense weekend, Luke Fink made it two in a row in the Holford Motors S14 taking the top spot. Qld local Josh Boettcher took out 2nd and Victorian Andreas Paraskevas took 3rd, also for the second time in a row.

Round 3 headed to WA at Barbagallo Raceway. A lot of talk in the WA drift scene centred around the track layout, which had never been used before, but come the first session, all doubts were crushed as all the drivers and crowds enjoyed proximity never before seen at Barbagallo Raceway. The new spectator area also worked a treat, with the crowds commenting that ADGP was the best drift event ever held in WA by far! Championship series one and two, Luke Fink and Agess both shipped their cars over, but delays meant they didn't hit the track until half way through day one. Two Queensland drivers and a South Australian also made the trip, making it an East Coast vs West Coast affair.

The eliminations at Round 3 saw, what the judges and commentator called, "the strongest Top-16 line-up of the season", which made for some epic battles. Luke Fink was able to make it three from three, also giving him the first ADGP Championship. The Godfather of Drift, Danny Vahoumis, took out 2nd place which helped secure him third place in the Championship while local driver Karl "Famrboy" Nuske took out third place at Round 3. Andreas Paraskevas from Victoria was able to earn enough points to hold onto 2nd place in the Championship.

The level of driving at ADGP is the best Australia has ever seen and has many drivers pumped to step it up in 2012 and many more drivers keen to join the series. It's only the beginning for ADGP, and if 2011 was an introduction to what we can do, then 2012 is set to be massive.

The television coverage of the 2011 Just Car Insurance Australian Drifting Grand Prix will be hitting the Speed Channel in the first quarter of 2012



## THE GOOD

### Custom Track Layouts

Every race track in Australia has been using the same layout for many years, making things a bit stale. With experience at drift events in the US and Japan, the ADGP team decided to change the layout at each track, not just to mix things up, but to also help promote closer battles and more aggressive driving, making for a better show for the crowd. The layouts were also changed to help traffic management and make for a faster flowing event, giving drivers more track time and the crowd more action on track.

The new layouts, although doubted by some drivers before the events, proved a complete success. At each round, the battles were the closest ever seen in Australia and the drivers commented that they had never had as much track time at any other drifting competition. Happy drivers and happy fans means mission accomplished. We will continue to develop the track layouts in 2012.



### Judging System

The ADGP introduced a new judging system to Australia, with influence taken from both the Japanese and US national drifting series. The new system made the judging criteria clearer to the drivers and also allowed for the commentator to communicate the judging to the crowd.

### Tyre Restriction

ADGP introduced a tyre restriction stopping competitors from using a tyre with a treadwear under 200 or a tyre width of over 235mm for cars with a factory weight of under 1100kg and 265mm for cars with a factory weight of over 1100kg. The tyre restriction was introduced to help level the playing field and stop any big dollar teams from creating a large competition gap. It also reduced running costs and helped a wider range of tyre brands become competitive in the sport of drifting.

### Drivers Parade

The Top-16 drivers parade is a chance for fans, especially new comers to drift, to put a name to a face and car. It's also a great showcase for the cars, sponsors and drivers. The parade was a smash hit with the fans in 2011 and will be back in 2012.

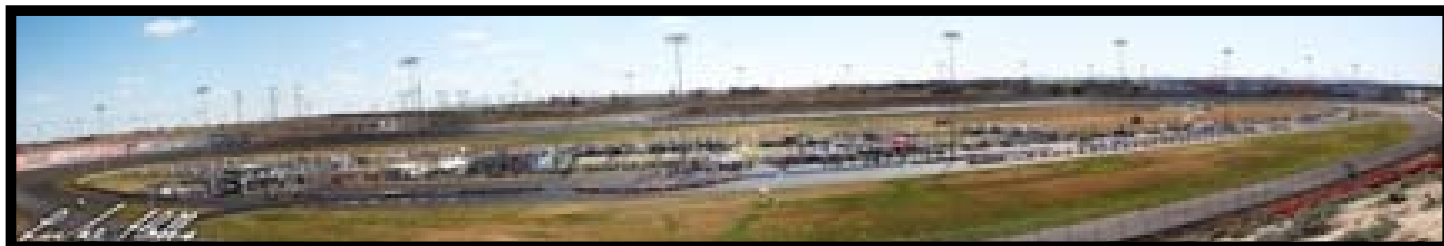
### Pit Walk

Although some fans didn't like the idea of the pits being closed to the public, it did force people into the spectator area, creating a better atmosphere and showing the crowd the best place to watch from. The closed pits also helped teams work un-disturbed during the event. It also allowed for the lunch time pit walk where fans could meet the drivers and check out the cars up close and personal. Drivers spent the lunch period signing autographs and meeting fans and many commented that the pit walk was a great idea. It also added a great vibe that has been missing from drift events in Australia.



### The Show

ADGP is more than a drift event, it's a show. This mentality is what separates ADGP from other motorsport events in Australia. Putting on a show for the crowd and TV show is the number one priority. By focussing the main attractions into a particular time block on the competition day it creates a better show for the crowd. On and off track entertainment as well as trade stands and interactive things to do off-track also adds to the appeal for families and people new to drifting while providing better value for money. The aim is to have every spectator leave the event and tell at least 10 friends, of which hopefully 5 will attend next time.



### **Designated viewing areas**

Many racetracks have limited viewing facilities or designated spectator areas. By allocating a designated viewing area, it puts all the crowd in the one place, making for a better atmosphere and better television footage. It also means the crowd a guaranteed to see the best action on track.

### **Corporate and VIP marquees**

At each round we had a public VIP marquee that spectators could purchase admission too. The VIP marquee was located in the prime viewing position and also gave people a place to watch in comfort out of the sun as well as seating. The VIP marquee proved a great success and added to the professionalism and atmosphere of the event. At Round 3 we introduced some corporate marquees with great success. Corporate marquees allow companies to further involved with the event and are a great way to look after clients.

### **Registered Drivers Program**

The registered drivers program was designed to look after drivers who looked after us. Drivers who committed to all three rounds before the season started became part of the program. Registered drivers received further promotion for their team and sponsors with a profile on the ADGP website, magazine and their own feature on the up coming ADGP TV shows. Registered drivers were also used in advertising material and received various other advantages. The registered drivers program will be used again in 2012.

### **ADGP Souvenir Program Magazine**

Although only used at Round 1, the ADGP Souvenir Program Magazine was a smash hit. Acting as a program as well as providing information on the series and drivers, the magazine also gave fans a place to get autographs. Drivers commented their arms were tired from signing autographs during the Pit Walk. With sufficient advertising support, the ADGP Souvenir Program magazine will return in 2012.



## THE BAD

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### Mainstream Marketing

Appealing to current drift fans isn't overly difficult, with many of them hearing about the event through social media networks and forums, however, if drifting and ADGP is to grow it needs to attract new fans and appeal to the mainstream. TV Advertising for Round 1 proves that the visual appeal of drifting, as well as the chosen time slots, is effective and will need to be implemented for all events in 2012. Round 2 relied on social media and online marketing while Round 3 saw radio advertising and street marketing being utilised.

For people new to drifting, reading or hearing about it may simply not be enough to appeal to them, while showing someone drifting gets them interested. Added entertainment and a family friendly event will then help it appeal to a larger mainstream audience.

In 2012 the marketing program will be tailored more towards families looking for a day out with the kids as well as people looking for extreme sport style entertainment. A combination of TV commercials, in show advertising during the ADGP television coverage and advertising and editorial in mainstream publications such as newspapers and men's magazines.

### Viewing

Although the designated spectator areas worked well, the viewing at some tracks needs to be addressed. At Calder Park we will be working with the track to have some of the outer grandstand and viewing area repaired to allow for better viewing for the crowd. Not having to hire a grandstand will also save a substantial amount of money which can be used for further advertising or other entertainment.

We are also looking at other grandstand options at conventional racetracks to provide better viewing.



**ADGP 2011 - THE STATS**

<b>DRIVERS</b>	
Total Drivers	128
Total Entries	148
Registered Drivers	12
Drivers who competed in all three rounds	8

<b>CROWD</b>	
VIC	4700
QLD	1400
WA	1700
<b>TOTAL</b>	<b>7800</b>

<b>MOTIVE DVD VIEWS</b>	
ADGP First Teaser – Motive DVD #11	10,000
Calder Park Test Day – Motive DVD #12	12,000

<b>MEDIA &amp; ADVERTISING</b>			
Accredited Media	125		
<b>YOUTUBE</b>	<b>ADGP</b>	<b>MOTIVE</b>	<b>TOTAL</b>
<i>Online videos</i>	<i>Channel views</i>	<i>Channel Views</i>	
ADGP First Teaser	3507	2415	5922
ADGP Infomercial	2058	na	2058
ADGP Calder Test Day	3714	1352	5066
ADGP TVCs	2758	2869	5627
Launch party	na	692	692
Luke Fink – The Perfect Run	na	13,500	13,500
Round 1 Teaser	253	6120	6373
Round 1 Official Online Video	2770	1366	4136
Round 2 Preview	953	1836	2789
Round 2 Official Online Video	262	2000	2262
Round 3 Official Online Video	600	2800	3400
			<b>51,825</b>

\*Current as 5th December 2011

<b>ROUND 1</b>	
Television Commercial Spots	
ONEHD	82 spots
7MATE	49 spots
<b>TOTAL</b>	131 advertising spots

<b>ADGP SOUVENIR PROGRAM MAGAZINE</b>	
Number Distributed	3500

<b>ADGP FACEBOOK</b>	
Page Fans	4800

<b>ADGP FLYERS DISTRIBUTED</b>	
Workshop Mailouts	2000
WTAC	2000
Ken Block Gymkhana	4000
Melbourne Shopping Centre Promotion	2000
Powercruise Qld & Perth	2500
Cruise for Charity	5000
WA Street Marketing	2000
Jamboree	1000
Qld Drift Matsuri	500
Hardtuned Cruise	500
Motive DVD #12 Sales	1800
<b>TOTAL</b>	<b>23,300</b>

<b>TRADE STANDS</b>	
Total Trade Stands	42

<b>ROUND 3 - NOVA</b>	
Radio Spots	
Drive	49 spots
Breakfast	10 Spots
Extras	5 Spots
<b>TOTAL</b>	25 Radio spots



## **ADGP 2012 — MOVING FORWARD**

### **OVERVIEW**

2011 saw ADGP firmly establish itself in Australia. The aim for 2012 is to build on top of a strong foundation and help grow the event and the sport. With drivers and established drift fans already happy, the key will be attracting a new audience and new sponsors to the sport. Some of the ways we will be doing this is:

- Increased mainstream marketing
- Increased TV advertising
- Increased mainstream media exposure
- Further on and off-track entertainment
- More family friendly activities and promotions
- Further corporate opportunities including corporate marquees and boxes
- Increased sponsorship opportunities
- Increased sponsorship exploitation

### **TV COVERAGE**

Another change for 2012 will be the TV schedule. For the debut season, The Speed Channel requested all three shows to be handed in together at the end of 2011 and aired at the start of 2012. For the 2012 season, the ADGP television coverage will be aired before the following round. With increased sponsorship support we are also looking at increasing the television show to an hour in duration.

### **SPONSORSHIP**

For 2012 we will be tailoring sponsorship packages to suit each potential client. This will help maximise the sponsorship and help us align ourselves with the clients marketing strategy. This will allow companies to greater exploit the sponsorship. AS well as a naming right sponsor, we are also looking to forge a relationship with and create the following:

- Official oil of ADGP
- Official tyre of ADGP
- Official suspension of ADGP
- Official energy drink of ADGP
- Official cleaning product of ADGP

This official relationship is designed to not only help the sponsor but also help competitors, with the sponsor offering a subsidised price to all competitors as well as special deals for spectators. This official relationship will extend into the TV show, DVD coverage, the website as well as all advertising material.

We will also be offering more trade stand packages which will be tailored to each venue.

### **ROUNDS**

In 2012, ADGP will be expanding to four rounds in the championship

<b>ADGP 2012 ROUNDS</b>		
Round 1 April 21st & 22nd	TAS	Symmons Plains Raceway
Round 2 June 16th & 17th	VIC	Calder Park Thunderdome
Round 3 September 15th & 16th	SA	Mallala Motorsport Park
Round 4 October 27th & 28th	WA	Barbagallo Raceway

### **PROJECTED TARGETS**

Our project targets for 2012 are:

- Competitor Entries           75% increase
- Spectator Attendance       60% increase
- Traders                         100% increase