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[Save Albert Park](http://www.save-albert-park.org.au) Inc. No. A0040971

REPORTING OF FALSE GRAND PRIX ATTENDANCES

Attention!

Grand prix attendance figures need the qualifier “estimated” as per the Ombudsman’s investigation in 2006. **The AGPC misleadingly reported its attendances as fact for 10 years until it was found out. How can the organisers manage in an emergency if they don’t know how many people are in their venue?**

Grand prix attendance figures are vital to the AGPC as they represent ‘popularity’ and ‘success’ and the justification for its annual taxpayer subsidy of around \$70m. **If attendances are so good, why doesn’t the AGPC use its free scanners to do an honest count like all its competitors?**

The GP’s attendance estimates are hotly disputed by Save Albert Park. **SAP did extensive crowd counts for eight years and found the AGPC’s ‘estimates’ were grossly exaggerated.**

The AGPC has a long history of misleading and deceptive claims. **For example, claiming the ‘peak’ global TV viewing figures for the entire F1 season as the figure that watches its event.**

The media should be taking reasonable steps to check the accuracy of what it reports and to provide balance. **To not do so would be against the Press Council principles and ACMA code of practice.**

With basic mathematical skills the claims of the AGPC can be disproved. There is an irony with an event that uses advanced technology in their cars and buses in school children for a 'STEM' experience yet cannot even turn on their free ticket scanning machines to count spectators. They just make it up.

All other major events count actual spectators, even hiring temporary turnstiles, as at the Victorian Racing Carnival. The AGPC adds in 15,000 'officials' each day and prints a secret number of free tickets then counts them as attendees, whether they are there or not.

The temporary race track has 26,336 grandstand seats and 7,890 seats in the temporary corporate boxes, most of which were empty on day one. On the rest of the circuit, a few thousand standing on mounds and trackside does not add to 70,000. Anyone who challenges this can use the audited ticket sales figure, divide by the number of seats and published prices, and apportion the balance to general admission prices. This shows fewer than 70,000 ticket holders.

The Grand Prix Corporation admitted at VCAT that it did not know how many actually attend, despite having free ticket scanners from the ticketing agency.

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