

**SOME ALTERNATIVE FACTS
THE F1 GRAND PRIX IS ATTENDED EACH YEAR BY ABOUT 70,000
PEOPLE - NOT 300,000**



THE CLARK STAND ON TURN 9 - THURSDAY 2010

- 1. The F1 is attended each year by about 70,000 - NOT 300,000.**
- 2. The number of corporate guests has dropped from about 30,000 in 1997 to less than 13,000 each year since 2009.**
- 3. There are now about 35,000 fewer places in grandstands and corporate facilities than there were in 1996.**
- 4. 35,000 seats have disappeared and ticket sales are down but miracles happen: claimed attendances stay the same!**
- 5. Furthermore, the various claims contradict each other!**
- 6. Meanwhile, the tickets have barcodes and the organisers have free scanners supplied by the ticketing agency. They could solve all their contradictions by turning the scanners on. They refuse.**

Does this matter? The inflated figures, otherwise known as 'major events mathematics' are used to justify the \$765 million of taxpayers' money that has been sunk into this event. Inflated attendance numbers mean the estimates of the visitors it attracts to Victoria are also inflated. The Australian Grand Prix Corporation (AGPC) - a statutory body which gets the majority of its income from Victorian taxpayers was ordered by our Parliament to count its attendees but it refuses.

THE AUSTRALIAN GRAND PRIX CORPORATION (AGPC) INVENTS-A-CROWD

It wasn't until an investigation by the Ombudsman in 2006 that the AGPC admitted its attendance numbers – previously published as 'fact' - were merely 'estimated'.

While only around 70,000 spectators actually attend the GP annual claims of some 300,000 attendances are used by the AGPC to create an impression that the F1 grand prix is bigger than any of Victoria's other major events, helps to guide a key 'major events mathematics' multiplier to inflate estimates of visitor spending.

Save Albert Park people counted aggregate attendances seven times over seven years - sitting at all the gates all day for the four days of each event. They thus established that the **aggregate four day attendance claims are overstated each year by well over 100,000** - enough to overfill the MCG.

But how can the AGPC estimates be so wrong?

At VCAT in 2007 the AGPC admitted that it really had no idea how many actually attend its GP but they assumed:

- multi-day tickets are all fully used,
- the many thousands of free tickets issued all get used and
- they include around 15,000 staff as having attended each day, whether they are there or not.

The falsity of these assumptions would be established if the AGPC would actually use its free barcode readers to scan all tickets on entry, as do all other honest events. The reason for their refusal to count is obvious but in risk management terms this negates their responsibility to patrons in any emergency situation at the venue.



COUNTERS AT GATE 8 IN 2000

SAP's counting is still the only actual *counting* that has ever been done by anyone. While the AGPC has barcodes on tickets, and barcode readers at all gates and parliament ordered them to count attendees - **it refuses to do accurate counts.**

But the SAP counts are supported by other evidence:

- AGPC claims re Sunday attendance exceed the official capacity of the circuit, on average by more than 20,000.
- The value of ticket revenue has dropped to 42% (in real terms) of what it was in 1996, yet the AGPC is still claiming about 300,000 attendances - ie more than it claimed in 1997 and 1998!
- The AGPC claim re aggregate attendances in 2010 exceeded their claim in 1997 by 16,000 - despite the loss between those dates of 16,000 corporate places and 19,000 grandstand seats!



1997 TRACK MAP
MARKED UP TO SHOW WHAT WAS NO LONGER THERE IN 2010

The SAP count in 2000 co-relates to the evidence in the economic report on the 2000 race commissioned by the AGPC. Quite simply, the AGPC gave the consultants too much inside information and that busts their 'major events mathematics' wide open.

Data in the economic impact study of the 2000 event shows that grandstand patrons accounted for about 35% of all claimed patrons - ie 35% of the claimed 158,448 - which is about 56,000.

But the grandstands erected in 2000 could hold only about 34,000! So, even with the official estimate of seat-sharing over four days, there could have been no more than 38,000

grandstand patrons.

So - if there really were 158,448 patrons in 2000, **there should have been some 18,000 grandstand ticket holders wandering around looking for seats that did not exist!** And (by a similar calculation) if there really were 197,686 patrons in 1996, there should have been **about 35,000 in a similar fix!** And (by a slightly different calculation) if there really were 109,234 patrons in 2011, there should have been **no room in the corporate facilities for about 8,000 guests!** Did anyone notice any disturbances or rioting ticketholders?

But how are we to explain the difference between the SAP counts and the AGPC estimates? It is only partly explained by **the AGPC claiming attendances not only by paying spectators but also by the many thousands who attend each event as paid employees and volunteers.**

The major inflators of the AGPC's estimates are a number of assumptions about use of tickets, such as:

- that multi-day tickets are all fully used; and
- **that the many thousands of free tickets issued all get used.**

These false assumptions also inflate the AGPC estimates of **patronage** - that is, of the number of individual ticket-holders who attend each event. And that inflation produces a corresponding inflation in the estimates of visitors to Victoria - calculated as a percentage of the patronage. **It appears that at least a third of those hypothetical big-spenders are not even here!**

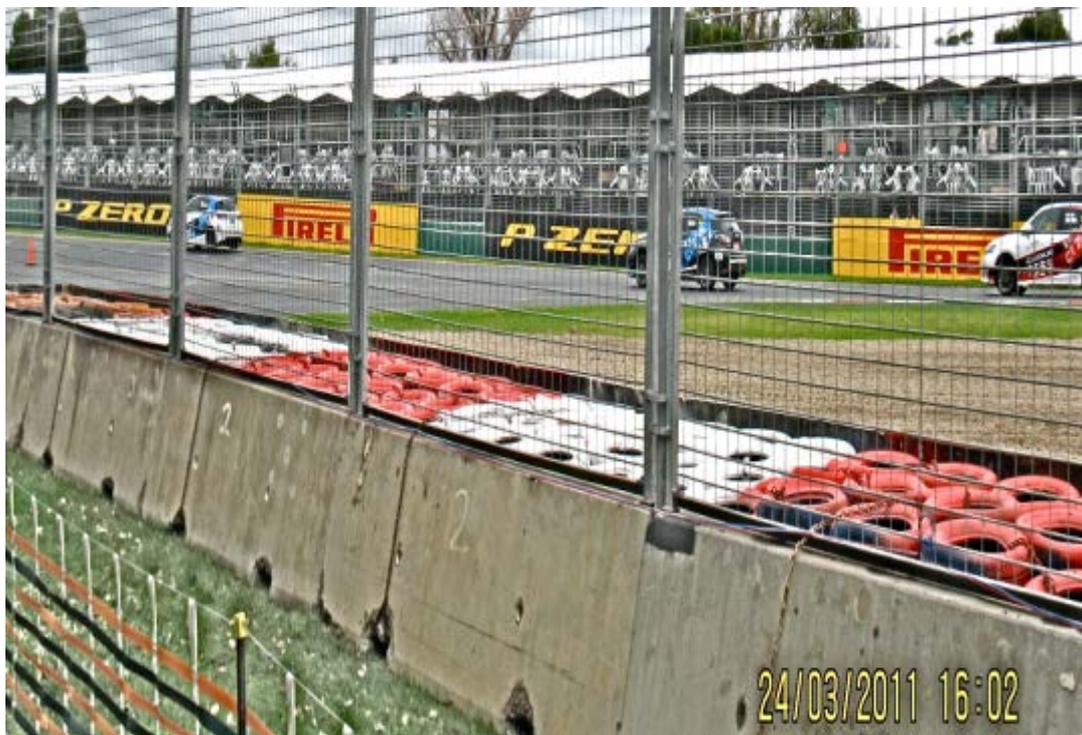
Again, the **AGPC four-day attendance aggregates - usually about 300,000 - are confused with patronage** - which is a much lower figure - because patrons average 2 or 3 attendances each.

And don't get us going about their ludicrous claim of **80,000 corporate guests at each event** - repeated at least 14 times between 1997 and 2010. It implied that they had 20,000 different corporate patrons in attendance on each of the four days of each event! Yet:

- Corporate places constructed have been below 20,000 since 2000 and have been down around 7,000 since 2009 to today!
- Official surveys have revealed that corporate guests average two or more days of attendance - not one!
- Corporate facilities would have to be packed full on all days for the 80,000 claim to be true - but are almost completely empty on Thursdays and far from full on Fridays. They were boasting 80,000 corporates back in 2011 but only had around 7,000 to 8,000 places this decade so this is one of their misleading or deceptive claims.
- The AGPC's media statements on the number of corporate meals served corroborate our research that the corporate numbers are overcooked.



CORPORATE BOXES IN THE FANGIO STAND - THURSDAY 2006



CORPORATE PLATFORMS AT TURN 3 - THURSDAY 2011



POWERHOUSE CORPORATE FACILITY - THURSDAY 2011



V8 ALLEY - THURSDAY 2011



FANGIO STAND WITH PADDOCK CLUB OPPOSITE -THURSDAY 2012

We estimate that **corporate patronage peaked at about 30,000 in 1997 but has been below 13,000 since 2009**. And that decline is corroborated by AGPC boasts about the numbers of corporate meals served.



GENERAL ADMISSION VIEWING MOUND - FRIDAY 2014



THURSDAY 2011



SUNDAY 2011 DURING THE RACE ITSELF

Space does not permit presentation here of more than an outline of our evidence and arguments for the above claims. However, we have in our archives:

- All the tally sheets of the SAP counts
- A number of extensive writings in which our arguments and calculations are presented.

And we will make this material available to anyone seriously interested.

***“They were suffered to have rope enough
till they had haltered themselves.”***

Thomas Fuller *The Historie of the Holy Warre* 1639