



# **New Zealand Historic and Classic Vehicle Survey**

## **2022/23**

Michael Anderson  
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### **Background:**

This survey has been in a long gestation period, brought about by a number of issues, some of which have been out of NZFOMC control.

In the meantime, there has been work done on a series of samples, which have given some indication of the potential scope of the survey, but at the same time the complexity of information, that has been forthcoming.

Another aspect has been a determination to use the Federation of British Historic Vehicle Clubs various Reports on their National Historic Vehicle Survey going back to 2011. We have looked on them as good guides on how we might go about our survey. Whilst it has been useful, we have yet to have the ability to have an actual discussion with them, about various issues, information, settings, costings, pitfalls which we would dearly like to do.

In developing this the NZHCV survey we have had to define what we mean by the description Historic and Classic Vehicles and want to make sure that we do not preclude vehicles or services that potentially might be excluded because of the narrowness of the description.

The international definition of Historic Vehicle was defined as:

Any form of mechanically propelled vehicle that is over 30 years old, is preserved and maintained in a historically correct condition, is not routinely used as daily transport and is part of our technical and cultural heritage.

We have also added classic vehicles because in NZ we tend to recognise “classic” as a term to describe cars and motorcycles in a historical sense along with military vehicles, trucks, fire engines, tractors and other agriculture vehicles.

We need to also think about the scope of the survey, and it could be defined to mean:

1. Historic and Classic Vehicle owners and enthusiasts who will provide information about interest, ownership, cost of ownership, together with questions about behaviours associated with the historic and classic vehicles sector such as social events, rally and racing attendance.
2. Businesses that provide products and services to the Historic and Classic Vehicle sector which includes repair and restoration to museums and events
3. Take a representative sample of the NZ population and survey them with questions aimed to measure public opinions, attitudes, and level of interest in historic and classic vehicles.

To do this we really need to engage with a company that offers research capabilities in the automotive space as clearly within the limited resources of NZFOMC this is unlikely to

happen. In any event in going to potential supporters for sponsorship we need to show NZFOMC is both professionally run and has the capacity and intent to see this survey through over several years and not just a one off.

One of the things that is also reflecting in the ownership of historic and classic vehicles is the owners are getting older and motoring clubs are struggling to retain and grow membership.

Perhaps in doing this survey it might when completed put a whole different aspect on historic and classic vehicles and provide a new groundswell in interest and club membership.

We have a major challenge ahead of us over the next 14 months to achieve a completed survey and publish the results.

## **Looking Ahead:**

The objectives for the next 14 months are about:

1. Canvas the research market to find a company which has the capability to run the survey and be able to complete it within a tight time frame.
2. Developing a story that will appeal to potential sponsors to provide a level of financial support to pay for the professional research capability.
3. Scope out the potential sponsors we wish to approach and make the contacts necessary to obtain the necessary funds.
4. Develop a data base around historic and classic vehicle providers including repairers, restorers and suppliers of goods and services to them.
5. To assist in the development of appropriate survey questionnaires in conjunction with the research company appointed which also reflect possible questions some of the sponsors might want to be asking.
6. Develop a likely budget for approval by NZFOMC Executive which reflects the costs associated with the survey including travel and other specified expenses.
7. Develop a project timeline which has an end date of the 30<sup>th</sup> September 2023 and including intermediate end dates as the project progresses.
8. Engage with our member clubs to ask them to support the survey and to assist in getting the surveys to their members for completion and importantly return.
9. Think about how we want to present the findings to the wider public both from a publication point of view, social media and press releases etc.
10. Important to use a Design House for development of Illustrations and Artwork etc for the survey report.
11. Consider what our learnings are from this first survey and what might need to change for future surveys including frequency.

12. Have a small project team (no more than 3 members) within NZFOMC to run the survey with reference back to the President and Secretary as necessary.
13. Enjoy the experience working collaboratively.

## New Zealand Historic and Classic Vehicle Survey

### Analysis of Sample:

This includes National Rally's, Museums and Auto Restoration

Name/Event	Description	Numbers involved	Expenditure/Costs
MGCC Wellington	10 <sup>th</sup> National Rally held in Wellington – held over 5 days – 21. 02.20 to 26.02.20	Based on 82 attendees and 53 cars Value of cars attending \$900,500	By Rally Organisers - \$18,193 – Room Hire etc Accommodation & Meals etc \$27,200 Total of Direct costs \$45,393 Small group of 24 completed Survey which provided specific numbers on Petrol \$8,540.84 Motel/Hotel Expenses \$23,690.00 Rally Entry Fee \$11,959.00 Air Fares/Interislander Ferry \$5,074.00 Food & Entertainment \$12,367.49 Other \$2,855.29 Total \$64,486.62 or \$2,686.94 for each survey completed
MGCC Auckland	23 <sup>rd</sup> Pre-56 MG National Rally held in Cambridge over 4 days 12.03.21 to 16.03.21	Based on 116 attendees and 69 cars Value of cars attending \$3,675,000.00	Cost per person attending based on accurate numbers = \$1,736.40 x 116 = \$201,422. This figure did not include cost of Ferry travel

VCC Christchurch	National Model T Rally held in Christchurch and Geraldine in February 2021	Based on 48 cars for 1 <sup>st</sup> part of the Rally and 33 cars for the 2 <sup>nd</sup> part – Rally was held over 7 days	Costs associated with the Rally included Meals and attractions \$17,055 Accommodation \$11,385 Petrol for rally days \$8,330 Ferry crossings @ \$440 return = \$7920 Total costs \$44,690 and this figure does not include meals, accommodation and petrol getting to and from the rally
Southward Car Museum Otaihangā	Trust/Museum which has been operating since 1972 for the Trust and the Museum since 1987	In the collection there are Vehicles 290, Motor Bikes 92, Scooters 15, Fire Engines 5 – Period represented is between 1895 to 2016 Value of the collection is \$50 mio and Land & Buildings are 6.3 mio Average number of visitors per year are 22,000	Repairs, maintenance, and restoration cost \$14,000 for parts and \$150,000 for wages - 2 FT's Total wages are \$640,000 for 6FT's and 3PT equivalents Turnover of the Museum is \$1.2 mio
Nelson Classic Car Museum	Museum and Café which has operated since 2001	In the collection are 150 cars – Period represented 1900 to 1970 Value of the cars not available however based on a figure of \$60K it would be \$9 mio Average number of visitors per wk is 700???	Number of staff 2FT No financial information available
Auto Restorations Christchurch	Provide Repairs, Maintenance, Servicing and Restoration services	Period of restoration projects 1898 to 2021	Wages are approximately \$1.5 mio based on 25 FT and 3 PT

	Has operated since 1978	Value of cars worked on are between \$30K to over \$1 mio Significant volume of overseas cars are sent to AR for restoration because of it international reputation	Purchases are between \$4 mio and \$ 5 mio Turnover is approximately \$8/\$10 mio
Geraldine Auto Restoration, Geraldine	Provide Repairs, Maintenance, Servicing and Restoration services including spare parts. Has operated since 2004	Period of restoration projects 1920 to 1970 Value of cars worked on are between \$10K to \$500K – average restoration is \$200K	Wages not provided however there are 6FT and 3PT staff including an apprentice Turnover is approx. \$1mio

The sample show very clearly there is a significant value in dollar terms which is being generated within the NZ Economy for goods and services and importantly indicates the value of vehicles which are recognised as being Historical and Classic Vehicles.

We need to take these learnings and incorporate them in our questionnaires so we can add to our body of knowledge and in the final survey report.

Attached are the salient points of the 2020/21 National Historic Vehicle Survey – Summary Report commissioned by the Federation of British Historic Vehicle Clubs released in February 2021.

Also attached is the Survey Questionnaire for National Historic Vehicle Ownership Costs Survey which we could use as the basis for developing our own questionnaire.