



NEWS

Volume 1

June 2009

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Welcome to the first monthly Formula SAE-A update newsletter for 2009.

The aims of this news brief will be to:

- Keep all potential participating teams apprised of SAE-A's progress towards the organization of the 2009 event.
- Offer an insight into our quest to gain sponsorship and in turn offer the lowest possible team registration fee.
- Alert teams of any potential amendments to rules etc.
- Bring you items of interest from the international Formula SAE scene
- Post worthy news bulletins submitted by teams on items of possible interest to other prospective teams.

WORKING TOWARDS THE DECEMBER 2009 EVENT

You will no doubt all recall the day you received the initial advice from David Ryan the Executive Director of SAE-A giving first indication that, due to the current Global Financial Crisis and it's now most obvious impact on the Automotive industry around the world, SAE-A was for the first time in the history of the Australian event finding it extremely difficult to attract the financial sponsorship support required to enable the event to proceed without (a) severely compromising the event and (b) having to impose a quite substantial team registration fee increase.

Before going any further we would like to offer our thanks and appreciation to all Universities and students who took the time to respond with thoughts and suggestions as to actions SAE-A could take to reduce costs and ultimately reduce the previously alerted '*worst case*' team registration fee scenario of \$7,250.

By way of background - at the time of sending out the above mentioned advice, despite having made approaches to well over 100 potential sponsors including all major vehicle manufactures and the Commonwealth Government, SAE-A was in position where without a severe registration fee increase, it was looking to be an extremely difficult task for SAE-A to be able to stage Formula SAE-A 2009.

Behind the scenes at SAE-A there is a team comprised of representatives from SAE-A, Ford, Holden, Mitsubishi and Toyota who have been absolutely focused on working towards bringing Formula SAE-A 2009 to life for all who understand the ultimate importance of this event to SAE-A, participating students, the universities and indeed the industry.

In this regard the team has continued to work on two fronts:

- Seeking out new potential sponsorship opportunities
- Conducting a complete review of all costs associated with past events with the aim of reducing expenses where possible and to do so without compromising the quality of the event.

With respect to the first point we have managed to attract some limited financial sponsorship since our first email advice which will hopefully enable us to advice of a revised potential registration fee by early July but we are still presently at a level which we believe to be too high to enable many universities to participate.

Looking at reducing the expense involved in running the event which ultimately impacts the team registration fee we are working on several fronts but the major areas are as follows:

The organizing team has reviewed a number of alternate event venues with the aim of finding a course which would reduce the rather high expense



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incurred in setting up the infrastructure expected and required to support Formula SAE-A. Infrastructure such as the team Marquees, portable safety barriers, toilet facilities, security, power generating equipment etc, etc.

When it comes to locating an affordable alternate venue it needs to be understood that it is not the cost of the actual current location which is an issue as we have been fortunate over recent years to have the kind support of the Victoria University Werribee Industrial Skills Centre. The venue however does require quite extensive infrastructure setup each year to turn it into a fit and safe area for the event. The organizing team is continuing to pursue this option and we will no doubt keep you posted on progress over coming Formula SAE-A news bulletins.

Areas of cost savings already decided upon include:

- Reduced travel and related cost through SAE International staff non attendance at the 2009 event and interstate volunteers being required to fund their own cost of travel.
- In past years the well over 200 volunteers required for this event have been readily identifiable to all teams via distinctive SAE-A official T shirts and caps. This year SAE-A will be introducing normal safety vests for all volunteers which may be re used over a number of years
- The grandstand facilities hired for past events will not be available in 2009
- The cost of catering required to feed and support the volunteers over the program period will be reduced via a resourcing process
- Reduced printing costs via online transmission of the Formula Event Handbook
- Discontinuation of event prize money awards
- Discontinuation of the first evening welcoming dinner ceremony

In addition to the above items the following areas are currently actively being pursued:

- New quotations to be requested from all event support suppliers
- Quotations being solicited for the use of shipping containers rather than Marquees as secure storage facilities etc for each participating team
- Continuing review of alternate venues
- Ongoing sponsorship solicitation

In summary, SAE-A is committed to ensuring that the Formula SAE-A 2009 event proceeds and offers a quality experience to all participants.

SAE-A is however, a *'Not for Profit'* organisation which does have a responsibility to its membership to maintain an ongoing and financially viable society. Our commitment to Formula 2009 must remain consistent with the above stated responsibility.

INTERNATIONAL NEWS

Given the current stressed state of the North American car industry it should come as no surprise to hear that SAE International are experiencing the same if not worse issues in trying to run their own Formula SAE events.

Unfortunately this week we have received advice from SAE International that they have regrettably had to suspend the Formula SAE Virginia competition for the foreseeable future. The advice received indicated that they were unable to attract enough teams this year to render that particular event a viable proposition.

SAE International went on to indicate that the case to re establish a third Formula event in North America will be re assessed into the future based on team demand. In the mean time the events scheduled for Michigan and California are planned to proceed as scheduled.



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FORMULA TEAM NEWS

SAE-A was particularly pleased to welcome potential Formula team members Rachel Mace, Callum Brown and James Michaud from Monash University to the recent SAE-A Annual General Meeting conducted in Melbourne on May 19 and we valued the opportunity to meet and talk to Rachel, Callum and James.

Following on from this meeting on May 27 SAE-A also welcomed a representation of students from Monash, RMIT and Swinburne Universities into the SAE-A National office to meet with some of our Formula event organizing committee.

The Formula SAE-A organizing committee members have expressed their appreciation of the enthusiasm displayed for the event and for the opportunity to meet with and discuss the 2009 event planning progress.

The delegation put forward a number of cost saving and revenue raising suggestions, some of which have / or are already under review at SAE-A.

The team did also manage to raise a number of items which had not been previously considered but deserve further thought and feasibility investigation - Ideas such as:

- The staging of a gala fund raising Ball in Melbourne aimed at attracting attendance from University students from all Victorian based Universities.- SAE-A is currently seeking potential sponsorship support of a suitable venue within the Melbourne CBD.
- The imposition of a sensible daily entrance fee for all event spectators
- The publication of a pre event magazine aimed at attracting revenue through advertising input.

IN SUMMARY

Well, this brings us to the end of this first News publication for Formula SAE-A 2009 and so in closing we would like to leave you with the following important out takes from the above information:

- SAE-A and it's organising team are absolutely committed to ensuring that Formula SAE-A 2009 proceeds
- We are continuing to work towards reducing the previously advised '*worst case*' Team Registration fee through the pursuit of increased sponsorship and the reduction of running expenses
- We are planning to be in a position to advise all Universities of a revised Team registration fee in time for event registration scheduled for the first week of July.
- We continue to welcome any input you may care to make by way of team news, suggestions re event funding etc.
- Please forward any input you may wish to have considered to:
 - Marissa Mascaro
 - Email: Marissa@sae-a.com.au

Best Regards

The 2009 Formula SAE-A Organising Team