

Cease and desist notice

From Save Albert Park Inc to Premier Andrews

To the Hon. Mr Daniel Andrews, Premier of Victoria,

Dear Mr Andrews,

This writ demands your government and its agency, the Australian Grand Prix Corporation (AGPC), cease and desist from making misleading and deceptive claims regarding the grand prix in Albert Park. These claims are in breach of Commonwealth Law, specifically the Competition and Consumer Act 2010, and the former Trade Practices Act.

You, your government and the AGPC are continuing the deception that commenced prior to your time in office. This is no excuse. Typical claims that must cease are:

- Your claim of “hundreds of millions watch the race” on September 12th, 2015. The real global audience for your event is around 10 to 15 million. ABC Fact check caught Premier Napthine doing the same as you in 2014. You have attempted to mislead the Victorian public.
- Claims of 54 billion viewers for a season, as made by the current chair of the grand prix corporation, in a request for support from the Federal Government in 2002. The total cumulative viewing audience for a whole season of Formula 1 races is 425 million. 54 billion was an attempt to mislead the Federal Government.
- Claims such as Premier Brack’s fiction that 50,000 tourists come to the grand prix, when Melbourne has around 77% hotel occupancy in the March quarter. Tourism Victoria tells us Melbourne had around 25,000 hotel rooms then, (and around 32,000 today) so 50,000 tourists cannot fit into the remaining 5,750 rooms, especially as accommodation websites list vacant rooms on GP weekend.
- Claims of 300,000 attendees over the four days and 100,000 for race day, a gross exaggeration. The audited ticket sales indicate around 70,000 tickets sold and the maximum circuit capacity does not exceed 70,000. In 2015 there were only 26,292 grandstand seats and that is where the majority of the crowd is accommodated.
- Inaccurate claims of attendance because your grand prix corporation refuses to count attendees, even refusing to switch on the ticket scanners supplied free of charge by the ticketing agency. Last year Parliament voted to actually count patrons. ‘Making up’ unbelievable attendance numbers does not make them believable. It shows contempt for the Victorian people and our democratic system.

Save Albert Park’s president Peter Goad says, “This event has cost Victorians the best part of a billion dollars all based on claims that can easily be proved to be wrong. This is a waste of public money, an insult to all Victorians and is illegal.”

From Save Albert Park Inc. President Peter Goad 0407192455 0396997932
media Peter Logan 0412697074