

# THERE IS ONLY ONE.

**F**  
*Formula 1*

2017 FORMULA 1  
ROLEX AUSTRALIAN  
GRAND PRIX

MELBOURNE  
23-24-25-26 MARCH

**VICTORIA**  
State  
Government

# A STUNNING SUCCESS

The Formula 1® Australian Grand Prix forms an integral part of Victoria's major events strategy which promotes Melbourne and Victoria to the world, generating significant benefits including stimulating Victoria's visitor economy and strengthening Melbourne's and Victoria's international reputation, liveability and civic pride.

The Formula 1® Australian Grand Prix brings together the biggest names in global sport, high-profile international celebrities and a combination of business and the world's most powerful and recognisable brands.

I am proud to say the 2017 Formula 1® Rolex Australian Grand Prix delivered the ultimate fan experience, showcasing world-class racing, entertainment, glamour, and off-track activity. This year's event again created an exciting buzz which Melburnians and visitors to our state have come to know and love.

I invite you to relive the many memorable moments of the 2017 Formula 1® Rolex Australian Grand Prix through this commemorative collection of images.

With a strong future ahead, we look forward to you joining us for the 2018 Formula 1® Australian Grand Prix as we continue to shine a global spotlight on Melbourne.



John Harnden AM  
Chairman  
Australian Grand Prix Corporation







MELBOURNE

MEL

# AUSGP FAST FACTS



296,600

ESTIMATED ATTENDEES ACROSS  
THE AUSGP EVENT  
↑ 9%



1.7 MILLION

VISITS TO GRANDPRIX.COM.AU



145 NATIONAL &  
274 INTERNATIONAL

PRESS IN ATTENDANCE FROM 24 COUNTRIES



7,314,000

VIEWERS NATIONALLY

Source: OzTAM



154,479,904

IMPRESSIONS DELIVERED ACROSS  
MULTIPLE CHANNELS DURING THE  
AGPC MARKETING CAMPAIGN PERIOD



3.5 BILLION

DIGITAL IMPRESSIONS ACROSS  
FORMULA 1® CHANNELS



390 MILLION

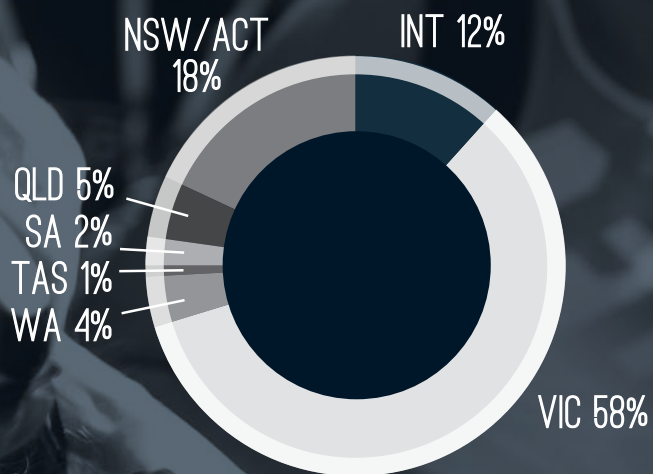
VIEWERS WORLDWIDE

AUSGP RESULTS

F1 GLOBAL RESULTS\*

\*2016 FORMULA 1® WORLD CHAMPIONSHIP SEASON

# AUSGP FANS



Australians make up the majority of attendees at the event, with approximately 88% of fans being an Australian resident.

Source: Ticketmaster, AGPC CRM and Grand Prix Travel Office 2017.



The event saw a 12% increase of interstate travellers and a 20% increase of international travellers, with the biggest increases coming from NSW (16%) and WA (25%).

\*Estimated figures are from both the 2017 and 2016 Formula 1\* Australian Grand Prix post event data via Ticketmaster and AGPC CRM database system.



# CAPTURED VIEWERS

The Fox Sports and Network Ten (One) TV coverage reached

7,314,000

viewers nationally across all event days.

The Sunday race coverage on Fox Sports and Network Ten (One) reached

1,166,000

viewers nationally.



Source: Metro data source: OzTAM, 5 City Metro. Regional data source: Regional TAM, Combined East Coast Mainland Aggregated Markets. March 23-26, 2017, overnight. Cumulative reach based on 1 minute consecutive viewing. Online page and video views: Adobe Analytics. OzTAM National Panel, 2016 Consolidated Data, 2017 Overnight Data. Total People, Projections. Inclusive of Fox Sports.

# IN THE MEDIA



145 NATIONAL &  
274 INTERNATIONAL

press in attendance from 24 countries



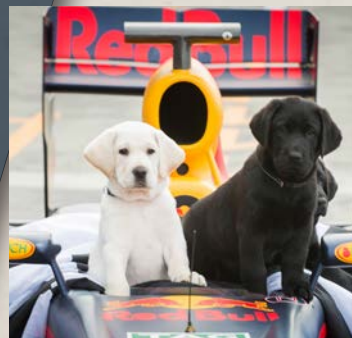
50,400

estimated media reports mentioning  
the event across TV, print, radio and  
online publications, up 37% from 2016



302,000,000

people reached globally from  
media for the 2017 Formula 1®  
Rolex Australian Grand Prix





# FOLLOW THE ACTION



89,237,887

impressions across all  
social media platforms

↑ 75% YoY



337,096

Facebook likes

↑ 38% YoY



28,790

Instagram likes

↑ 128% YoY



51,713

Twitter followers

↑ 37% YoY



2.4 MILLION

video views

↑ 162% YoY



1.7 MILLION

visits to [grandprix.com.au](http://grandprix.com.au)

↑ 14.8% YoY



71,500

database subscribers

↑ 22.4% YoY

For period 1 April, 2016 to 1 April, 2017

# FORMULA ONE PARTNERSHIP

The Formula One Group has outlined a vision to drive the future of the sport, with a focus on the following strategic areas:

- Brand
- Fan experience
- Partnerships
- Digital engagement

This will provide the sport and the event greater international reach and increased opportunities.

"We have 21 races – we should have 21 Super Bowls. They should be week-long extravaganzas with entertainment and music, events that capture a whole city"

- Chase Carey, Chairman and CEO,  
Formula One Group.



# CORPORATE HOSPITALITY

Partnerships were developed to maximise the Albert Park Grand Prix Circuit during event week and connect Australia's top business people to an international audience. Additional events that further maximised this included Porsche Ladies Lunch, Ferrari Club Grand Prix Dinner and the Mercedes Ladies Lunch.

The corporate facilities combined fine dining and exceptional experiences to ignite the senses with The Chef's Collective. Melbourne's best chefs continued to showcase quality food in a unique setting while the new Lee Ho Fook Lounge presented a brand-new hospitality experience, bringing an international flavour to the event.

# BRANDING MELBOURNE

The Formula 1® Australian Grand Prix forms an integral pillar of Melbourne's major events calendar, promoting Melbourne and Victoria to the rest of the world while generating significant benefits for the state.



An aerial photograph of Melbourne, Australia, showing the city skyline in the background and the Formula 1 Australian Grand Prix circuit in the foreground. The circuit is a long, narrow track that curves around a large body of water. The track is surrounded by various structures, including grandstands, pit buildings, and temporary event spaces. The city skyline is visible in the distance, with numerous skyscrapers and buildings. The sky is clear and blue.

# VISITOR ECONOMY

The Formula 1<sup>®</sup> Australian Grand Prix is an attractor for business and visitation to Melbourne. This year's event created an exciting buzz for locals and visitors to the state while stimulating Victoria's visitor economy.

A focused integration with other events including the AFL, Avalon International Air Show, The Australian Ballet, Melbourne International Flower & Garden Show, Melbourne Food & Wine Festival and the Melbourne Fashion Festival resulted in strong coverage including a front page and double page spread in the Herald Sun showcasing the 'March Madness' events calendar.

AGPC hosted the second Victorian Innovation Roundtable Luncheon with 18 industry leaders across the government and education sectors to collaborate and position Victoria as leaders in the technology industry.

# INDUSTRY & INNOVATION

The Industry & Innovation Precinct (Precinct) focusses on profiling and building Victorian industry awareness and investment while inspiring the next generation to take on science, technology, engineering and mathematics (STEM).

In 2017, the Precinct showcased 12 key exhibitors including RMIT University, Australian Defence Force, Confederation of Australian Motor Sport, Swinburne University, Department of Education and Training, University of Melbourne, Victoria Police, Monash University and Boeing.





# INSPIRING YOUNG MINDS

The goal is to inspire the next generation. The Precinct is our destination to capture imagination, push the learning boundaries and guide young minds through the STEM opportunities. With a focus on sensory experiences, students and patrons alike leave the destination empowered about their future and the endless possibilities.







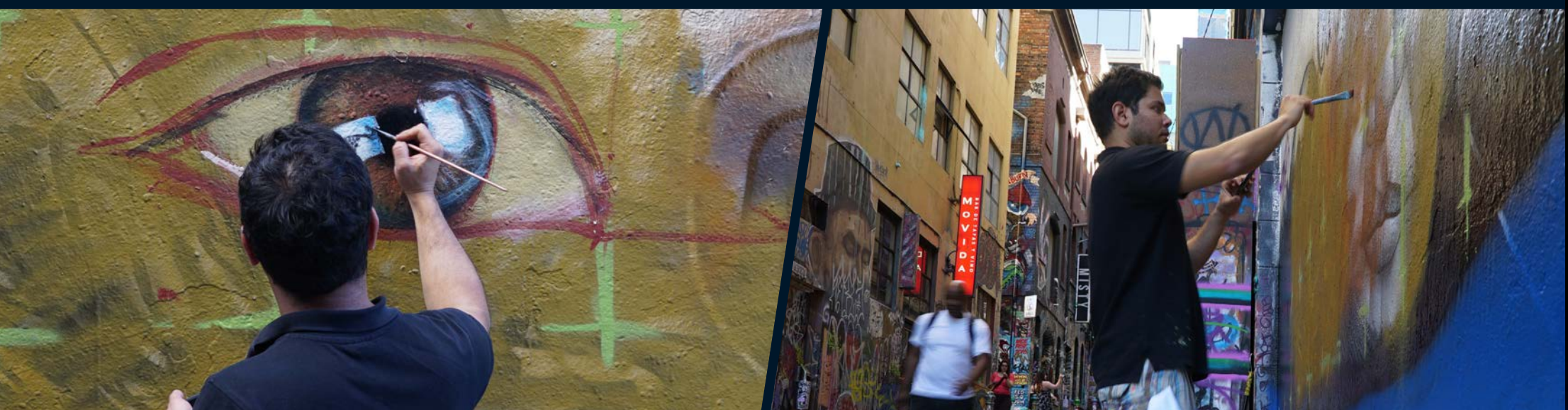
Showcasing the best of Melbourne before the engines start revving, the 2017 Formula 1® Rolex Australian Grand Prix media campaign amped up to help create buzz and excitement about the event.



Guide Dogs Australia was the 2017 Formula 1® Rolex Australian Grand Prix official charity partner raising over \$73,000 with the help of 160 volunteers.



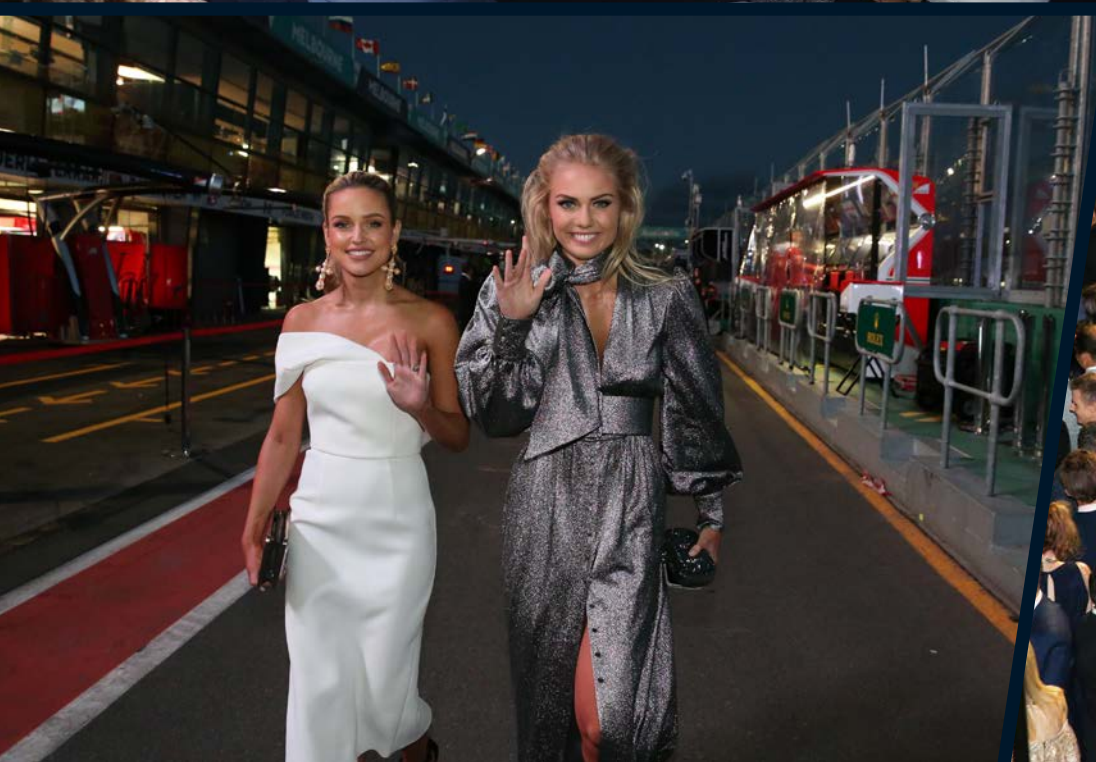
Pre-event, a street art activation showcased F1® inspired art from RMIT alumni, Julian Clavijo. The mural in Hosier Lane featured from 28 February to 26 March. This artwork is a celebration of the human mind behind everything in F1®. The artist also created artwork 'live' in parc ferme during the Grand Prix.







Worldwide superstar Mario entertains guests at the most anticipated launch event - Glamour on the Grid. A private party within the Albert Park Grand Prix Circuit for the who's who in the celebrity and influencer scene.



145 national and 274 international press from 24 countries covered the 2017 Formula 1® Rolex Australian Grand Prix. The number of media clips increased 37% compared to 2016, achieving international, national and local coverage.

With an estimated 50,400 media reports mentioning the event across TV, print, radio and online publications, the media results reached an estimated audience of over 302 million.







CITRIX  
AT&T  
TAG HEUER  
RAUCH  
Red Bull

carsales  
Red Bull RACING  
FORMULA ONE  
3

Red Bull RACING  
FORMULA ONE  
3

Nikon  
D5

Red Bull  
INFINITI  
HAMM

CENTRE

ROLEX





No other race in the world gives fans access to Formula 1® rock stars like the Melbourne Walk.



The Formula 1® Australian Grand Prix places Melbourne and Victoria on the global stage while generating significant benefits for the state. In 2017 the event saw a 12% increase of interstate travellers and 20% international, with the biggest increases coming from NSW (16%) and WA (25%).





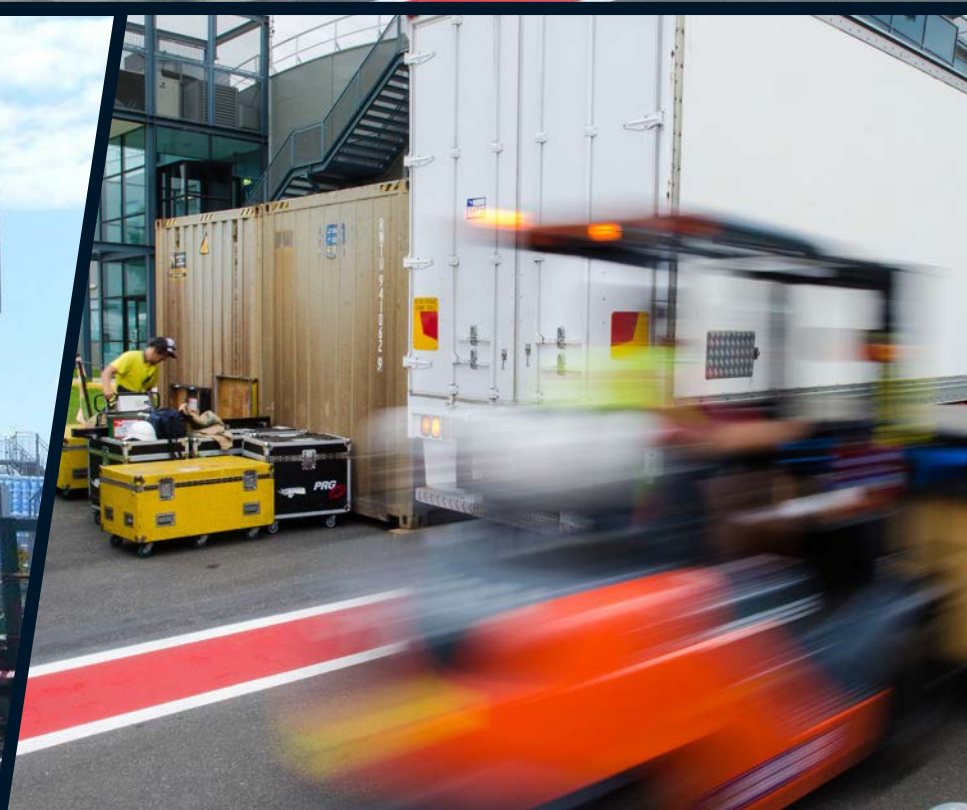
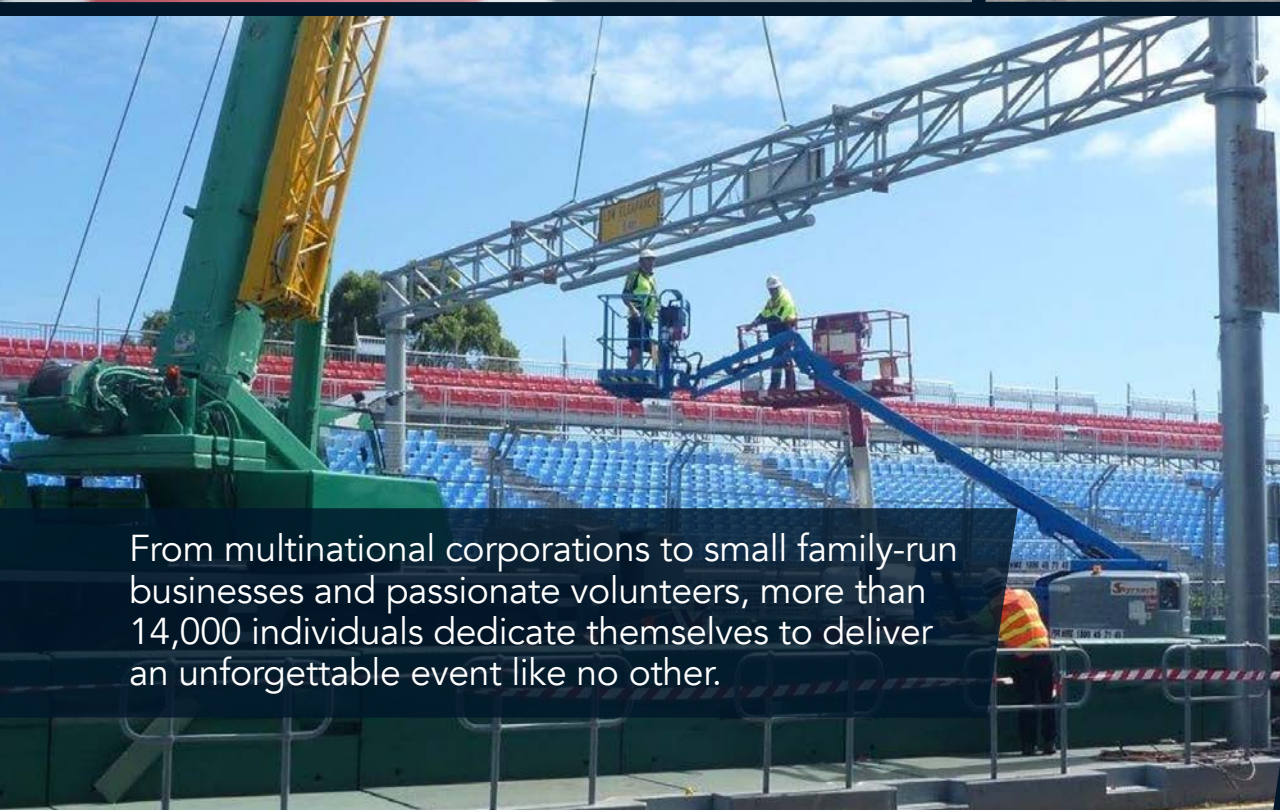
The 2017 Formula 1® Rolex Australian Grand Prix fostered collaboration with leaders across government, industry and education sectors.











From multinational corporations to small family-run businesses and passionate volunteers, more than 14,000 individuals dedicate themselves to deliver an unforgettable event like no other.

The picturesque setting of Albert Park showcases Melbourne.







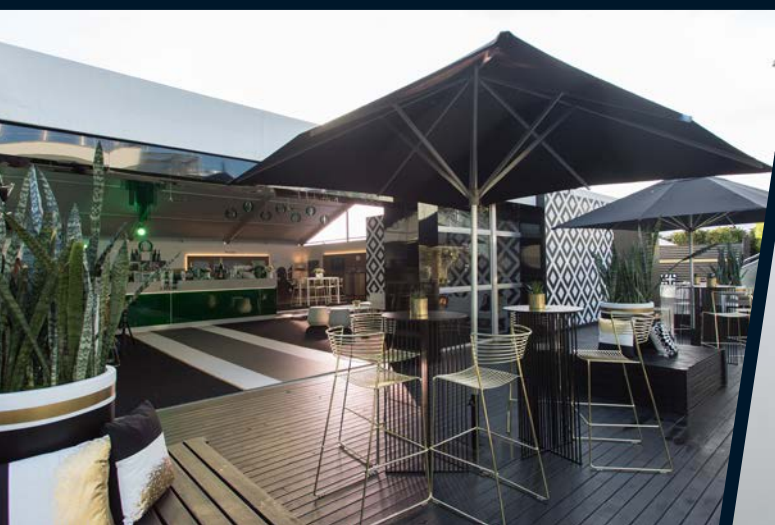
New global partner Heineken broadened the reach to a younger audience. Performances at the Heineken Stage featured local and international artists across four days.





For a second consecutive year, M-Lane celebrated everything that is truly Melbourne - food trucks, live music, coffee and street art.









Presented by Rolex, Sensis and Heineken, The Lounge delivered trackside glamour, fantastic entertainment and premium hospitality to create a memorable experience for all guests.



Corporate facilities combined fine dining and premium trackside experiences with The Chef's Collective. The new Lee Ho Fook Lounge presented a brand-new hospitality experience, bringing an international flavour to the event.



All eyes were on Melbourne as images of Albert Park beamed into 185 countries and territories around the globe. The Fox Sports and Network Ten (One) TV coverage reached 7,314,000 nationally across all event days.





PETRONAS

BOSS



PETRONAS  
SYNTIUM

MONSTER

EPSON



In the absence of the Melbourne International Motor Show, the event has been able to fill a gap for the automotive industry by showcasing the world's best cars through partners including Alfa Romeo, Aston Martin, Bentley, Jaguar, Land Rover, Maserati, Mercedes-Benz and Renault.



With an endless array of activities for families, junior Formula 1<sup>®</sup> fans are occupied with on-track and off-track entertainment.











The Formula 1® Australian Grand Prix is among Australia's most glamorous and prestigious events, attracting high profile celebrities, racing legends and even royalty from around the world.





Fan forums created an exciting buzz with Formula 1® rock stars taking part in Australian sporting traditions and Q&A sessions.

MEL

# Australia

Australia's support program is unique in the world of Formula 1® with non-stop on track action. The Coates Hire Supercars Challenge, Porsche Carrera Cup, Shannons Australian GT, MSS Security Ultimate Speed Comparison featuring the Swisse 2-seater and the Shannons Historic Demonstration entertained fans across all four event days.











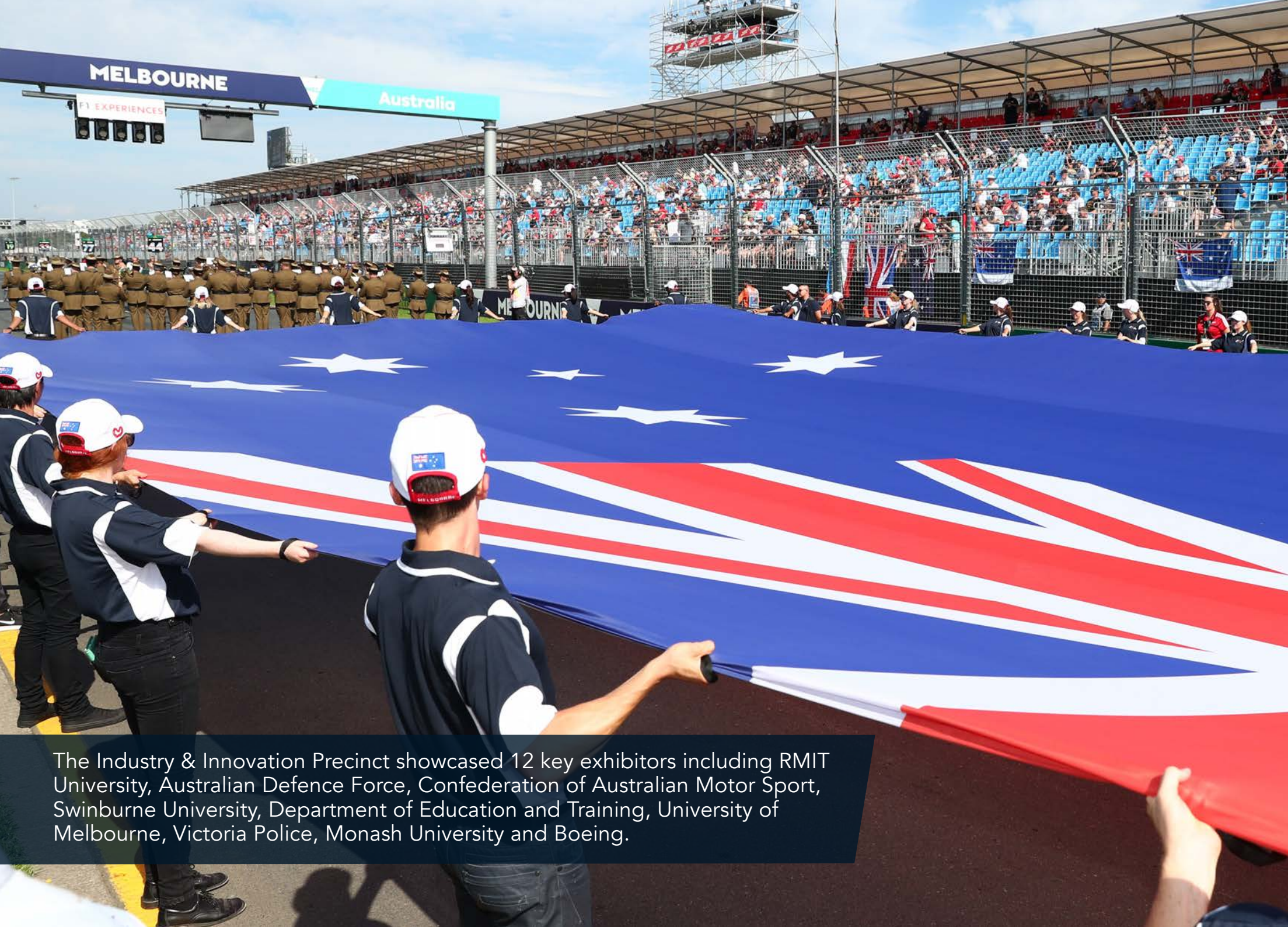
Australia

MEL

MELBOURNE

MEL

Off the track, fans turned their eyes skyward to see spectacular aerial displays by the Royal Australian Air Force. Hype reached fever pitch as the show stopping RAAF F/A-18 Super Hornet, C-17A Globemaster and Roulettes flew over Albert Park.



The Industry & Innovation Precinct showcased 12 key exhibitors including RMIT University, Australian Defence Force, Confederation of Australian Motor Sport, Swinburne University, Department of Education and Training, University of Melbourne, Victoria Police, Monash University and Boeing.





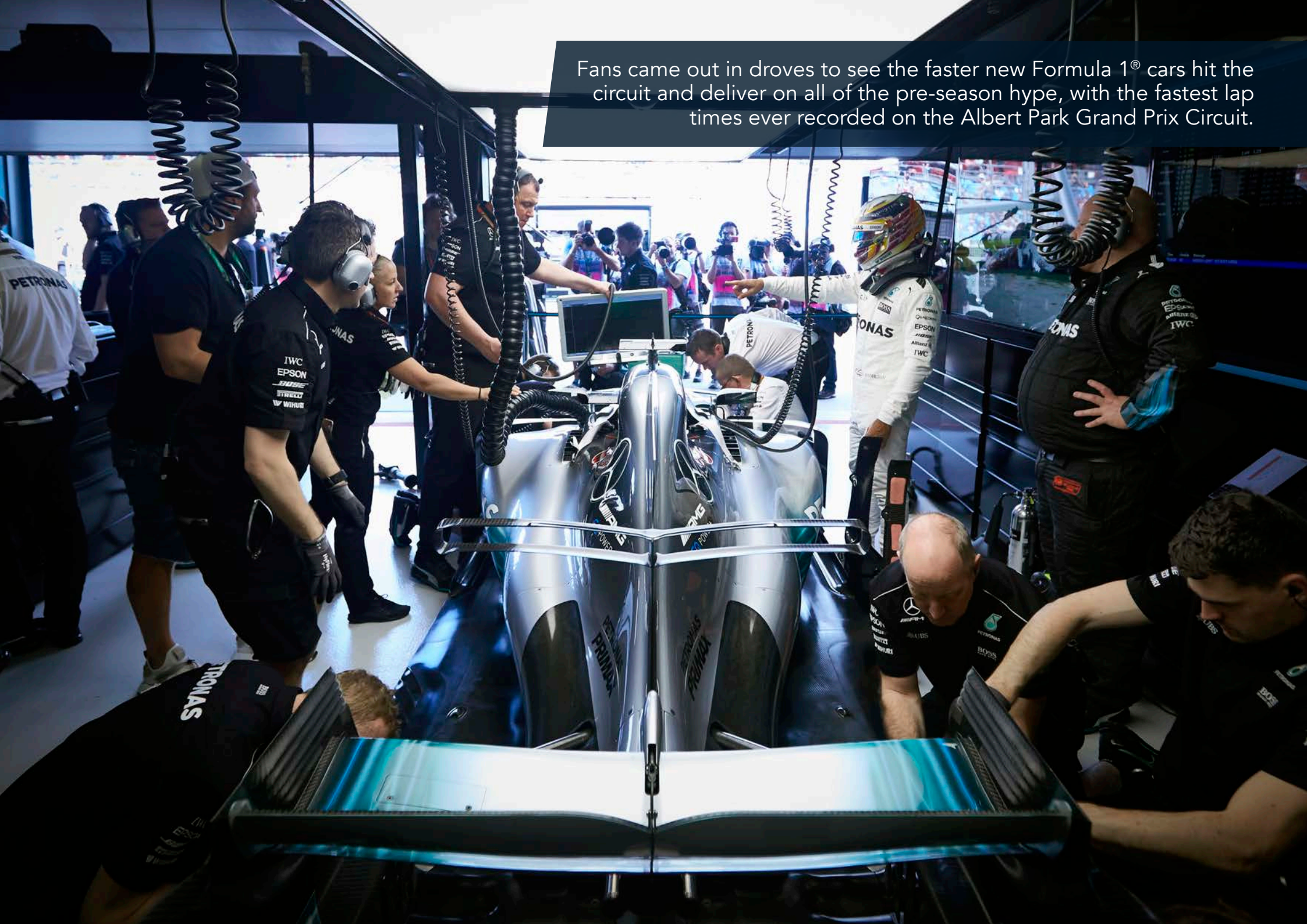
Melbourne is put on the world stage when Formula 1® comes to town, with global exposure across international broadcast, digital and press channels.



# MELBOURN



Fans came out in droves to see the faster new Formula 1® cars hit the circuit and deliver on all of the pre-season hype, with the fastest lap times ever recorded on the Albert Park Grand Prix Circuit.









Formula One Group has outlined a vision for the future of the sport, with the focus being on the fan experience, brand, partnerships and digital engagement which will inevitably see a greater international reach and increased opportunities.



On the back of the 2016 Formula 1® Rolex Australian Grand Prix, which was declared the winner of the Major Festivals and Events category at the 2016 RACV Victorian Tourism Awards, the Australian Grand Prix Corporation delivered yet another sensational world-class event, with the 2017 Formula 1® Rolex Australian Grand Prix attracting 296,600 estimated fans, up 9% on 2016.



Ferrari's Sebastian Vettel took the podium 10 years after their last win in Melbourne.





"Melbourne is an absolute priority. We have a long-term relationship with them and I expect we are going to be seeing each other every year here for a long time yet."  
- Sean Bratches, MD, Commercial Operations – Formula One Group.





EXPERIENCES.COM

Mercedes-AMG  
PETRONAS



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