



2015 Presidents Report

After a hectic 2014, with lots of rule book cleanup and the introduction of some key rule changes, including the implementation of the re-start rules, speed factors and re-worked rally cross and rally sprint rules, 2015 has been a little more focused on a few key objectives. In this years report I will try to share a few of my perspectives on the activity that has been taking place.

60th Anniversary

2016 will be the 60th anniversary of the Canadian Rally Championship. A significant milestone.

Subaru Canada & Yokohama Tires Canada

In 2015, the Canadian Rally Championship continued to enjoy the support of Subaru Canada as presenting sponsor and Yokohama Tires (Canada) as supporting sponsor. Their partnerships have been cornerstones of the Canadian Rally Championship, through their direct support. As well, Subaru's contingency and vehicle rebate programs that have provided direct assistance to competitors and members of CARS clubs.

Subaru Canada and the Canadian Rally Championship are looking forward to our 18th year of working together, with both parties continuing to see improving benefits from our long-term relationship.

I would like to offer my sincere thanks, on behalf of all our competitors, organizers and member clubs, to our corporate partner, Subaru Canada, for their continued involvement with rallying in Canada.

Unfortunately I have to report that our 17 year relationship with Yokohama Tire (Canada) comes to an end on Dec 31st 2015, as Yokohama have decided to withdraw their support for the championship, as they turn their attention to others areas.

Sponsorship Activity

The CARS board implemented a new sponsorship committee late in 2014 and in the spring of 2015 Bowes Media hired a marketing manager who spends 50% of his time working on the promotion of CARS and the development of sponsorship relationships. We are currently in contact with numerous companies, but as of yet we have no good news to report with respect to additional CRC sponsorship.

In 2015 the national events started selling the stage side banner advertising that the CRC has made available to them. Each event now has the opportunity to sell two, stage side banner



advertising spots that will get TV and on-line video exposure. Most events this year were able to bring event sponsors on board and increase their advertising revenue from this opportunity.

Media Production

Throughout 2015 we have continued our very successful relationship with Formula Photographic/Bowes Media/Dean Campbell Editorial, as our Media production company. They continue to produce high quality video productions for both our TV series and our on-line “inside the CRC”, “Teasers” and “Highlight” segments as well as write articles & manage our social media channels to keep the event news flowing.

This season we have seen a big improvement with the scheduling and labeling of our shows on TSN & RDS. For 2016 we are working on a time slot schedule that is more closely aligned with the event timeline. This means that the TV shows should be aired more closely to the event and therefore show Canadian rally throughout the year. We believe that this will also lead to more repeat shows and improved opportunities to sell TV advertising.

New CRC & CARS Website

During the first quarter of 2016 we are planning on launching our new website which is a designed to be the go-to place for rally in Canada.

Rally in Canada happens on multiple levels, with many organizations responsible. It was not possible, nor desirable, to have a web site that tries to deal with all of this, so the approach taken has been to build a site that hosts the Canadian Rally Championship and CARS while providing access to each of the Region and Club websites through an easy to follow directory of links. The site is however expandable and could be used more broadly at some future time.

The website is responsive, making it compatible with mobile devices as well as a desktop. This is very important for access by all of our on-the-go users while improving the site’s googliness and value as an advertising platform.

The main CRC page will be fed largely from Formula Photographic, Bowes Media and Dean Campbell Editorial providing the current event news stories and updates, next event information, videos and photographs. Other artists will also be able to post their video and photo galleries to the website. If vehicle tracking is used the tracking website will be accessible.

The competitor profile section will allow competitors to update their bio’s, add pictures, link their social media channels and get automatic updates of their speed factor and standings from the databases that will crunch those numbers.

We will be working with the current scorers, providing them with an upload template that will allow for uploading of the scores from the national events. When the results are final the standings and speed factor databases will update and provide up to date information.

The CARS pages deal mostly with the business of the sanctioning body, providing access to rules, bulletins, manuals, guidelines, reports and so on.

Delivering value to our sponsors, event organizers and competitors

The continually improving media coverage and our new website are two important aspects of delivering increased value to our partner, Subaru Canada. They are increasing the exposure and value of the CRC; this will help CARS gain increased sponsorship support while creating opportunities for all events and competitors to enhance their sponsorship and advertising support.

I believe that we are finally at the tipping point and that our media presence is really starting to help us all: competitors, organizers, the regions and CARS alike.

National Performance Rally Entry levels

For the past few years we have experienced declining entry levels at most of our national performance rally events. In 2015 we averaged 30 entrants per event and need to find ways to invigorate the sport.

CARS and the National event organizers are working together to find solutions. At the AGM meetings in January 2016 we will be allocating a substantial amount of time to brainstorm the issues and look for solutions.

The following is a list of thoughts, ideas and actions that CARS, the regions and the event organizers are either working on or investigating to help improve the situation;

- We recognize that the continent is too big for many competitors, limiting the numbers that can travel East to West and vice versa. However a full national championship is a flagship, it is the highest level nationally and helps us get the exposure & support needed to fund TV, media, websites and all of the promotion and exposure that we have become accustomed to and expect.
- We need to increase the opportunity to compete in more local yet meaningful championships.
 - The Eastern Canadian Rally Championship is being launched prior to Perce Neige 2016 with 4 eastern nationals/regional events plus 3 - 5 stand-alone regional events from Ontario, Quebec and the Maritimes.
 - The Western Canadian Rally Championship has been a bright spot in generating new and increasing interest and utilizes the same model as the new ECRC. The

2015 Big White Winter Rally is an example of a success with 31 cars on the start line for a regional event.

- There is a large pool of competitors in the US. It is cheaper to compete in Canada; we offer value for money, TV coverage and excellent exposure. We will improve the promotion of our Canadian events.
- The North American Rally Cup (NARC) or similar north-south overlay championships can increase cross border flow of competitors. NARC scores best 6 events, requiring only 2 in either Canada or the US. NARC can be challenged without cross-continental travel. Making it more cost effective. We will improve the promotion of this competition.
- In the West a North-South overlay championship called the Cascadia Cup was launched about 2 seasons ago and is having a positive influence on the number of US competitors coming to Canada. The Cascadia cup chooses a few of the best events from Western Canada and a few from the North Western US. Many participants in the Cascadia cup are also competing in NARC by virtue of the fact that they do the required number of events in each country.
- We have re-balanced 2016 CRC schedule. Rocky Mountain Rally moved back to May.
- December 2015 CARS is observing the Big White Winter Rally for inclusion as the seventh event in the CRC 2016. With seven events the rules score the best six. We hope to entice more teams to travel across the country to compete in the CRC since more competitors will be able to access three national events in either the East or the West providing, in their home region, the 50% participation required to qualify.
- Allowing a leg of the NACAN Rally Championship (NRC) to be held in conjunction with a Canadian Rally Championship (CRC) event. On the surface hosting an international event sound exciting. But as the CARS board we really need to assess all of the details and satisfy ourselves that we understand the implications to the CRC, our competitors, organizers and sponsors. We already have a high cost of entry to the CRC. Moving up to a dual sanctioned international/national event with all of the associated costs and potential longer-term impacts on our classes, car homologation requirements, safety requirements, insurance and so on, may or may not be in the best interest of competitors, event organizers or our championship.

Vehicle tracking

In September we ran a trial of Rallysafe at Defi. Once again the system ran to expectations and impressed with its capability organizers and competitors with its capability.

EZtrak continues to be developed. We have had some discussion with EZtrak about providing the car-to-car communications capability that separates it from the functionality of Rallysafe.

Both Rallysafe and EZtrak now track via satellite, eliminating black spots, both systems provide location and status of cars at rally control and both systems have a web application for live tracking by spectators. When and if EZtrak provides the car-to-car communication capabilities we will have a simple question of cost. In the meantime CARS have not mandated any system and organizers are free to choose whichever meets their needs.

2015 Goals update

GOALS FOR 2015

*(Specific actions in support of the vision, mission and objectives/values over the next year)
Make goals SMART. **S**pecific, **M**easurable, **A**ctive, **R**ealistic & **T**imely*

RULES

1. Technical Rules Committee (TRC) will meet on a routine basis to research, review and propose technical rule changes including;
 - i. Address request for use of studded tires in national events **100%**
 - ii. Review the recent noise rules to determine if they are working **0%**
 - iii. With clarified “production” intent from the board, review the P4WD and P2WD technical rules and propose any required changes to meet the CARS intent for these classes. **100%**
2. Administrative Rules Committee (ARC) will meet on a routine basis to research, review and propose administrative rule changes including;
 - i. Produce a safety plan templates for use by Rallysport event organizers. Including National & Regional Performance rallies, Rally Sprints, Rally Cross & Rally Test Days **80%**
 - ii. Develop recce rules **20%**
 - iii. Develop Test Day Rules **20%**
 - iv. Develop Shakedown Rules **20%**

SAFETY

1. Continue review of the Safety Guidelines. Identify required safety practices and recommended updated safety guidelines by YE 2015 (Ross) **90%**
2. Review & update the Stewards manual by June 2015 (Terry) **90%**
3. Update the Stewards list complete with experience. (Terry) **90%**
4. Determine the specifications for a vehicle tracking system in Canada by March 2015. (Board appointed team) **100%**
5. Identify available vehicle tracking systems that can meet the specifications by April 2015 (Board appointed team) **100%**

COMMUNICATION

1. Develop and Implement a new CRC/CARS website with the new home page and basic functionality by YE 2015. 80% scheduled Feb 2016
2. Issue quarterly communications from the President. 100%
3. Communicate TV airing times on both RDS and TSN in advance (Warwick) 100%
4. Continue move towards near real time or even real time scoring published on our web site and through social media channels. 90%
5. Develop a website scoring format so as to have data be it from rallyscoring.com or Ryan Mathew's system provide a consistent view of the results data on our website. (part of website)
6. Maintain a current speed factor list, updated prior to each CRC event, post on the web site. 100%
7. Maintain the CRC standings and publish to the website updated standing within 2 weeks of CRC event. 100%
8. Develop a social media plan, including a negative response guideline by March 2015 (Dean Campbell) 100%
9. Use the CRC social media outlets for current updates at all events throughout 2015. 100%
10. Develop mailing list for video/news mail for all partners & stakeholders by March 2015 (Warwick) 100%

PROMOTION & SPONSORSHIP

1. Develop a generic promotional package that outlines the value proposition for current and potential sponsors and supporters of the Canadian Rally Championship, the Event Organizers and our Competitors. Show the value of supporting one, two or all levels of the sport by March 2015 (Warwick) 100%
2. Develop targeted promotional packages aimed at specific sponsor targets as required throughout 2015. (Warwick) 100%
3. Maximize the value of the Canadian Rally Championship by increasing its exposure and fan following through 50 online videos, 6 TV shows and social media outlets releasing throughout 2015 (Warwick & Chris) 100%
4. Add \$100,000 of corporate sponsorship in 2015 to allow for improved promotion and growth of Canadian Rally. (Sponsorship Committee & Sales) failed
5. Provide value data to sponsors that includes the exposure numbers, growth and value/cost (Warwick) 75%
6. Implement a media exposure and engagement dashboard by May 2015 (Warwick) 10%
7. Simplify and clarify footage sales to competitors by March 2015 (Warwick & Chris) 100%
8. Develop a licensing rate sheet for purchase of CARS footage By May 2015 (Sponsorship Committee & Warwick) 100%

GROWTH

1. Generate income in excess of that needed to fund the promotional and broadcast material, allowing for selective growth and improvement related spending in accordance with the capital plan. **Failing**
2. Achieve a more evenly distributed Canadian Rally Championship event calendar ... too many events in October/November, too few in first half of the year. Work to have one event in the March thru June time window. **100%**
3. Encourage new & existing competitors to rally;
 - i. Increase overall entry levels through better promotion of the sport. **failed**
 - ii. Promote Rally Cross events. **50%**
 - iii. Promote Rally Sprint events. **50%**
 - iv. In all decisions be mindful of the cost to competitors and organizers **100%**
4. Help CRC events gain from the promotional assistance provided by CARS;
 - i. Providing on-stage advertising space to ensure online and TV exposure. **100%**
 - ii. Provide valuation of TV advertising so that organizers are able to negotiate (Sponsorship Committee & Warwick)

FINANCES

1. Achieve a balanced budget in 2015 **100%**
2. Maintain the capital planning process **100%**
3. Manage the CARS insurance interface to be cost neutral **100%**
4. Provide quarterly financial reports to the CARS board **100%**

2016 Goals

The 2016 goals will focus on some of the following topics;

1. Implementation and be-bugging of the new website.
2. Securing new sponsorship relationships.
3. Delivering TV broadcasts in alignment with events throughout the season
4. Develop action plans aimed at increasing entry levels
5. Implement Recce and shakedown rules
6. Help events with advertising and promotion
7. Implement rules to allow for use of highway legal studded tires at national events

2015 Canadian Rally Championship Results

My congratulations go to the following individuals and manufacturers on winning their respective championships

Overall Champions

Driver: Antoine L'Estage
Co-Driver: Alan Ockwell
Manufacturer: Subaru

2WD Champions

Driver: Simon Dubé
Co-Driver: tbd
Manufacturer: tbd

P4WD Champions

Driver: tbd
Co-Driver: tbd
Manufacturer: tbd

P2WD Champions

Driver: tbd
Co-Driver: tbd
Manufacturer: tbd

Ladies Cup

Tbd

Novice Driver

tbd

The CARS Organization

I would like to recognize and thank the Extended Board of Directors and other members of the CARS organization. It is important to note that these individuals devote a great deal of time to the business of the association and it would not be what it is without their efforts. My sincere thanks go to each of you.

2015 Elected Regional Directors

Atlantic Region Director:	Clarke Paynter	Vice President
RSQ Director:	Maxime Méconse	
RSO Director:	Peter Watt	
Rally West Director:	Eric Grochowski	
RPM Director:	Martin Burnley	Secretary / Treasurer

2015 Extended Board members

CRC Series Manager:	Terry Epp
CARS office Manager:	Debbie Dyer
Organizers Representative:	Ross Wood
Technical Director:	Warren Haywood
Competitors Representative:	Chris Martin

Other key support roles in 2015

Translator:	Pierre Racine
Medical Delegate:	Dr. Robert Labrie
Statistician:	George Dewar
Regional Event Reviewer:	Peter Gulliver

2015 Stewards

My thanks to a very knowledgeable group of individuals who offered their time to act as stewards at our CRC events;

Nancy Beaulieu	Tom Burgess	Alain Bergeron
Jean-Francois Guite	Peter Gulliver	Alasdair Robertson
Josh Keatley	BGilles Lacroix	Donald Leblanc
Martin Loveridge	Nicki Lachappelle	Luc Piche
Phillippe Corbeil	Donald Leblanc	Phillippe Cote
Pierre Racine	Bryan Lord	

Committees

We have three standing committees. The members, all of who deserve a big thank you for the work they have done this year.

Technical Rules Committee (standing committee)

Jorge Dascollas	Antoine L'Estage	Warren Haywood (chair)
Frank Sprongl	Paul Westwick	Ivan Butikofer
Martin Headland	Daryl Malone	

Administrative Rules Committee (standing committee)

Terry Epp	John Hall (chair)	Ross Wood
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Sponsorship Committee

Terry Epp	John Hall (chair)	Martin Burnley
Warwick Patterson		

The elected board appoints the CARS President for a one-year term. I have indicated that I am willing to let my name stand for another year, but I would encourage anyone from the rally community with an interest in leadership and betterment of the sport, to let it be known. If the board appoints me as President for 2016 it is still very important that others interested in the Presidents role get or stay involved with CARS, a regional board, a volunteer group or in some other way, get yourself known and gain experience.

In the meantime I'm looking forward to another great year for our sport in 2016.

John Hall
President
Canadian Association of Rallysport

