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[**Save Albert Park**](http://www.save-albert-park.org.au/)**Inc**. No. A0040971

**THE GRAND PRIX WILL BE RENEWED BASED ON LIES**

**AND NO BUSINESS CASE**

The Victorian government wants to extend the grand prix contract beyond 2023.

The cumulative grand prix cost to Victorians now exceeds $1 billionwith a further billion if the government extends the contract.

**No business case has ever been conducted to justify continuation of this event.**

Instead, the public is fed misleading or plainly deceptive claims and lies relating to attendances and the economic and ‘branding’ benefits for the state. See the SAP Fact Sheet: [www.save-albert-park.org.au](http://www.save-albert-park.org.au)

**TV viewing claims:**

The bench mark used for calculating national and global TV viewing numbers for all sporting codes – other than the grand prix - is the average viewing audience for the entire live broadcast.

The AGPC – and Victorian Premiers and the Herald Sun - have been quoting the annual, global, ‘peak’ TV viewing figures for the entire F1 season as the GP’s official TV viewing audience.

The AGPC admitted in a 2018 FOI that its global TV viewing claims had been incorrect.

**2. Branding claims**

The “branding benefit is *not* worth $36 to 40 million” as claimed by government, the AGPC and the Herald Sun. This is the advertising equivalent value of the entire race.

The Comperio report estimated a net value of $6m, while Formulamoney

Formulamoney only track the “brand” of Melbourne, while Comperio include mentions of Victoria, scenic shots of Melbourne, mentions of “Australia” and “Australian Grand Prix”, which explains some of the difference with Formulamoney.