

# The Vintage and Classic Car Hub

## Annual Report

Year Ended 30 June 2025



### Executive Summary

The Vintage and Classic Car Hub continues to build its reputation as a global leader in classic vehicle experiences and services. Despite some economic headwinds and shifting customer behaviour, the group has delivered solid results across its three distinct divisions: self-drive hire, film & media car bookings, and hands-on mechanical training.

#### Highlights of the 2024–2025 year include:

- Strong booking numbers across all divisions
- Record levels of vehicle listings for film and media work
- A 50% increase in workshop income, with successful owner-led engine rebuilds
- Continued resilience amid cost-of-living pressures impacting consumer behaviour

### Divisional Reports

#### Vintage & Classic Car Hire

[www.vintageandclassiccarhire.com.au](http://www.vintageandclassiccarhire.com.au)

*Classic Car Self-Drive Hire – 2nd largest in the world*



- **Performance:** Income and number of bookings remained comparable to the previous year
- **Hire Days:** Down 27%, largely due to a noticeable shift toward 1-day hires and fewer multi-day bookings
- **Market Trends:** Likely impacted by cost-of-living pressures, with customers seeking more affordable short-term experiences
- **Advance Bookings & Gift Vouchers:** Over 200 bookings/vouchers outstanding at 30 June 2025, although 10% lower than the prior year

*Despite shorter hire durations, overall demand for self-drive experiences remains steady, demonstrating enduring interest in classic car experiences.*

#### Star Cars Agency

[www.starcarsagency.com.au](http://www.starcarsagency.com.au)

*Classic Cars for Film, TV, Events – 2nd largest in the world*



- **Fleet Growth:** Now featuring a record 3,340 classic vehicles
- **Jobs Booked:** Up 16% year-on-year, reflecting strong demand from the media and advertising industries
- **Revenue:** Down 18%, primarily due to:
  - A higher proportion of lower-fee jobs (e.g. static displays vs. on-location shoots)

- Delays in larger product activations and corporate events
- **Outlook:** Encouraging rebound with July 2025 revenue up 24%

*The large increase in vehicle listings and July's strong start suggest this division is well positioned for growth in the new financial year.*

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## VCCH Mechanical Workshop

[www.vcch.com.au](http://www.vcch.com.au)

*Classic Car Mechanical Training – Unique in Australia*



- **Revenue:** Up 50% over the prior year, driven by growth in both training and customer project work
- **Highlights:**
  - Two full engine rebuilds completed with their owners:
    - VW Golf GTI engine
    - Datsun A12 engine
- **Program Appeal:** Strong interest from car enthusiasts seeking practical experience and greater self-sufficiency in maintaining their vehicles

*As the only Australian business offering structured mechanical training to classic car owners, VCCH is seeing strong and growing demand.*

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## Looking Ahead



Despite macroeconomic challenges, The Vintage and Classic Car Hub remains optimistic about the year ahead. Key priorities for FY2025–26 include:

- Re-engaging multi-day hire customers through value-added packages
- Expanding partnerships within the film and TV industry to secure higher-value bookings
- Continuing to scale the workshop training program and explore interstate delivery models

Our sincere thanks to our passionate community of car owners, enthusiasts, customers, and team members who make this journey possible.



**Keith Mcilroy**

**Founder and CEO**

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