

VICTORIAN AUTOMOBILE CHAMBER OF COMMERCE

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27th January, 1983

Mr D. Codognotto,
Motorcycle Riders' Association,
MRA House,
184 Brunswick Street,
FITZROY. VIC. 3065.



Dear Damien,

Thank you for your letter concerning industry participation in the MRA Motorcycle Show. Your thoughts and concerns were the subject of considerable discussion and consideration at the last meeting of the committee and as a result, I have been requested to record the following observations.

The decision of distributors to review participation is one which has not been taken lightly and in fact all distributors arrived independently at the decision prior to any joint discussion. This decision is based on what has, over the last few years, become the apparent lack of support the show has received from the buying public.

The committee believe there is a distinct need for an annual Motorcycle Show but unfortunately the MRA Show has failed to generate a gate attendance which justifies the cost of participation. Several existing exhibitions and shows which could accommodate motorcycles as a feature section generate attendances of 70,000 plus members of the general public.

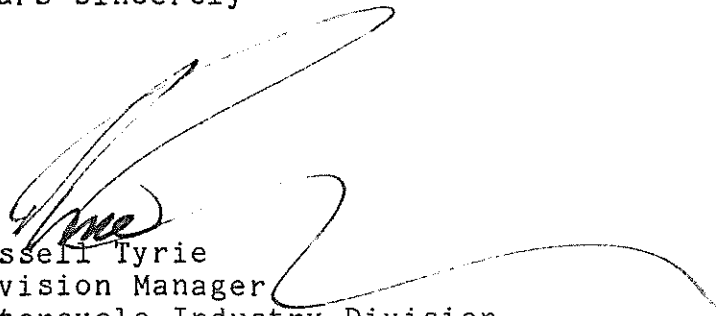
This suggestion obviously raises the "quality versus quantity" argument but distributor feeling is that all invitations to participate in shows, exhibitions, regional agricultural shows and field days must be judged on objective and cost efficient criteria. To this time the MRA Show has not shown itself to be a viable means of promoting product or company image to the public at large. However in saying that distributors also appreciate the many contingent costs involved in mounting a public exhibition which must by necessity be borne by exhibitors if a large public attendance cannot be predicted.

It is important to stress the Motorcycle Industry Division recognises and congratulates the MRA for the excellent work done with the National Motorcycle Safety Campaign, and the many other community service and charity activities undertaken, but it is our belief that these efforts could be continued, just as successfully, without the Motorcycle Show as a nucleus.

Distributors would be more than pleased to hear from the MRA, if a revised format for a motorcycle show which would give exhibitors exposure to motorcyclists, prospective motorcyclists and the general public can be devised.

We trust our comments will be taken as constructive and positive suggestions towards establishing a Motorcycle Show which will be beneficial not only for those participating but for the motorcycling community as a whole. If such a proposition can be offered please be assured of support and cooperation.

Yours sincerely



Russell Tyrie
Division Manager
Motorcycle Industry Division