



M.R.A. PROMOTIONS PTY. LTD.

6 th. February. 1986.

The Write Line
Revs Motorcycle News

Dear Sir,

regarding 'What If They Gave A Rally And Nobody Came?', Revs
January 17 to 30.

1. At the time of the March '85 Registers' Conference, at Melbourne Uni, Gippsland Register had chosen to stop communicating with the Victorian Branch of the MRA. Mr. D. Hornsby, Gippsland's President, upset other Registers by trying to stop the Conference with a technicality. He was not a financial member at the time so his move failed.
2. More than 30 MRA Reps from all over the State were present when Mr. Hornsby put forward the HAM Rally proposal. The Conference was told that more than \$1000,000 was to be made. Many felt that 8 months was not long enough to organise such an event. The decision against official MRA participation was not mine.
3. It is not true that MRA Promotions wanted to run the HAM Rally. Mr. Hornsby was only offered a 'contra' deal for advertising in the Deciding Factor i.e. swap ads for a P.R. stand at the rally.
4. HAM Rally organisers wanted MRA involvement in the rally. That is why they put the proposal to the Conference. The Conference said, quite rightly, that if the MRA name and logo were to be used then the Association had to have control over the way the name and logo were to be used.
5. At the time both the MRA and MRA Promotions were overcommitted financially. I offered a contra deal to help out with publicity for the rally. It would have been irresponsible for the MRA or MRA Promotions to be financially involved with the rally.
6. The MRA Shop did promote the event at no cost to the HAM Rally organisers. Posters were displayed on the windows and inside for more than 3 months. The event was promoted on the Shop phones. Scores of calls were taken prior to the rally. Rally leaflets were photo copied at the Shop and given to customers as well as being put in out going mail. The MRA send hundreds of mail items per week.
7. When I heard that the rally organisers were in debt I spoke to people in Gippsland and told them to let Mr. Hornsby know that the money he owed MRA Promotions, for ads in The Deciding Factor, was written off. The rally had a good concept. It was a brave attempt that failed.
8. The debt, over a quarter of a million dollars, owed by the organisers, will for the most part be carried by people like me. Companies who extended credit. The preliminary list has 44 creditors including St. Johns Ambulance, Pazzaz Printing, Macfarlane Generators, MRA Sale, Revs, New Breed Security and more.

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Let those who ride decide

2.

Perhaps your journalist should check on what comes out of a conversation in a pub, particularly when that conversation happens after I had just finished 12 hours work at the biggest Toy Run the MRA has ever held. In the mixed conversation around our table he must have mis heard me.

Remembering the March '85 Registers Conference it is obvious that the MRA Reps made the proper decision. If the HAM Rally had been an official MRA Gippsland Register function then, under the Articles of Incorporation the State Branch may have been liable for the massive debt incurred by the rally. In such a case all 14 Victorian Registers would be involved not just MRA Sale and MRA Promotions.

The MRA Victorian Branch is now financially healthy thanks to responsible, if conservative, economic management over the last 18 months. The MRA was quite correct to give only non official support to the Hundredth Anniversary of Motorcycling Rally.



D. Codognotto
Director
MRA Promotions Pty. Ltd.

P.S. Since I resigned as Victorian Branch President Mr. Hornsby has declared his intention to run for the position.