

Mayor Winsome McCaughey and Sport & Rec. Minister Neil Trezise led the OZ GP Run through Melbourne on April 6, 1989.

MAY 1989.

PROPOSAL  
TO ATTRACT TOURISTS TO MELBOURNE  
DURING  
THE AUSTRALIAN MOTORCYCLE GRAND PRIX WEEK 1990.



NATIONAL MOTORCYCLE CONSULTANTS PTY. LTD. (INC. VIC.) BIG KOALA MOTORCYCLE TOURS. NMC MOTORCYCLE INSURANCE  
P.O. BOX 389, CAULFIELD EAST, VICTORIA 3145. TEL: (03) 211 5127. FAX: (03) 563 5248

MAY 1989.

MELBOURNE GP WEEK PROMOTIONS CENTRE.

The first Australian Motorcycle Grand Prix held at Phillip Island last month attracted some 93,000 paying spectators on race day. Around 225,000 people attended over the 4 days of the meeting.

A study, as yet not complete, indicates the following trends.

<u>Origin of fans.</u>	<u>%</u>	<u>Average expenditure.</u>	<u>Aprox. total.</u>
Interstate	50.0	\$569 per person	\$26.4 million.
Melbourne	34.4	\$240 per person	\$10.6 million.
Other Victorians	13.4	\$240 per person	\$ 2.0 million.
International	2.2	\$981 per person	\$ 2.0 million.
Totals	100.0		\$39.0 million.

People who were not Melbourne residents accounted for 65.6% of those who attended the Grand Prix. These people spent \$31.4 million in Victoria. The problem was that the majority of tourists avoided our capital city. It is likely that most of the Melbourne residents who went to the GP did not attend a GP Week function in the Central Business District. There were few activities in the city for the average fan or the general public. What there was did not receive adequate publicity before the event.

Melbourne's GP Week in 1989 featured only one event that attracted a large number of race fans to the heart of the city - the OZ GP Run. The solution to the problem of tourists avoiding the capital is an improved program of activities involving the public and attracting tourists to the CBD and inner suburban accommodation. To co-ordinate and publicise Melbourne GP Week functions and to make visitors aware of the city's other tourist attractions and services a GP Week Promotions Centre should be established. It should be located in Elizabeth Street between the GPO and the round-a-bout at Flemington Road. This, to the best of our knowledge, is the oldest motorcycle centre in the world dating back to 1903.

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While activities like the GP Ball and the breakfast in the City Square played a part, they did not attract many people to Melbourne. The OZ GP Run attracted 3000 motorcyclists who assembled in A'Beckett Street. Neil Trezise, Minister for Sport & Rec. and Winsome McCaughey, Lord Mayor, addressed the riders then led the procession down Swanston Street in a pair of sidecars. It was spectacular. It was covered by the world media. As the run progressed it grew. From Cranbourne to Phillip Island the route was often lined with children brought from schools to see the motorcycles. Victoria certainly gave the visitors a warm welcome.

NMC operated the temporary camp site adjacent to the GP circuit - the OZ GP Rally. We catered for some 8000 campers. Many riders who had been on the run told us that, aside from Wayne Gardner's win, the OZ GP Run was the highlight of their holiday. In 1990 we can expect the OZ GP run to be much bigger.

However, the majority of campers said they had not known there were any attractions for race fans in Melbourne and they had made an effort to avoid the city.

A Melbourne GP Week Promotions Centre in Elizabeth Street would be a focal point in the CBD which was lacking in 1989. It would provide both general and specialised information and services to tourists. It would compliment the work of Victour, the MET Shop and others. It would provide advice not readily available in the city at present.

For example, many international fans had problems finding reliable advice on motorcycle hire, insurance, local laws or conditions.

The GP Week Centre would publicise Melbourne GP activities giving people a reason to visit the capital. The centre would use the extensive network of NMC contacts overseas to promote visits to Melbourne as the sporting gateway to the continent and the obvious point of arrival for the second Australian 500cc GP.

The NMC has the experience of more than a decade in organising and promoting large scale events. We have mobilised tens of thousands of motorcyclists for on street activities like the Melbourne Motorcycle Expos and the 11 annual Toy Runs. These activities attracted visits to the city that would otherwise not have occurred.

Discussions since the GP in April indicate that the race organisers, the Auto Cycle Council of Australia, the Victorian Tourism Commission and Victour, the Melbourne City Council, the Melbourne Tourism Authority, the Department of Sport & Recreation, the Police and the Met all favour the concept.

The Melbourne GP Week and the GP Week Centre fall within the policy objectives of the Melbourne Strategy Plan. Policy objective MS 20 is to "encourage the use of motorcycles".

The centre would also promote road safety and in particular road user education. The NMC has worked closely with the RTA to promote rider training. In 1986 NMC produced the community service announcement "Ride Safe. Be Trained" which was used in conjunction with an RTA 008 phone line on TV throughout the state. In 1988 the NMC wrote the script for a CSA for radio and TV in the "Look Bike" theme. The RTA

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produced the NMC script for radio and the finished advertisement was played by stations across the state during the week prior to the GP.

The CSA served two important purposes. It had an obvious road safety function. But it made the people of Victoria feel that the motorcyclists were legitimate visitors and the visitors feel welcome which has encouraged many of the tourists to plan a Victorian GP holiday again in 1990.

The NMC feels that the radio CSA should be distributed again in 1990 and a TV CSA should be produced by the RTA and NMC as soon as possible. The "Look Bike" CSA's that were used this year are quite old and, considering the tourism potential of the event, need to be updated.

At present there are several vacant, ground floor premises available for lease in the appropriate section of Elizabeth Street. Two that would seem suitable are at the corner of Little La Trobe and Elizabeth Streets and Therry and Elizabeth Streets. Premises in the area do not remain vacant for long so a decision should be a priority.

The Melbourne GP Week Centre will attract millions of tourist dollars to the CBD in the last week of March 1990. The centre would be jointly funded and staffed by businesses and government bodies. By involving businesses the centre may be self funding in its second year of operation.

ANTICIPATED EXPENDITURE IN THE FIRST YEAR.

Bond on premises.	\$ 7,000.00
Rental for one year.	\$ 84,000.00
Rates	\$ 5,000.00
Electricity	\$ 15,000.00
Phone system (BN 308 Commander)	\$ 5,960.00
Phone lines (one fax)	\$ 900.00
Phone & fax use	\$ 9,600.00
Office furniture and equipment	\$ 25,000.00
Computer	\$ 15,000.00
Managerial staff	\$ 83,200.00
Total	\$ 249,660.00

The total of almost a quarter of a million dollars is a small investment for our city to make considering that this Week will enhance Melbourne's bid for the Olympic Games and more than \$40 million has been set aside for the bid. The GP Week Centre will return many millions of dollars to the CBD in money spent by tourists. It will generate international media cover for our city as the home of the greatest sports events in the Southern Hemisphere.

The above approximate costs would be further reduced through co-operation by those involved. The NMC will supply the managerial staff, computer, phone system and pay a percentage of running costs. This will reduce the costs involved by \$104,160.

Costs may be further reduced by the MCC waiving rates for the year, government departments loaning office furniture and

4.

equipment and trained staff being seconded to the Centre by Victour and the MET during the month prior to the GP.

The GP Week Centre would promote all our tourist attractions from Zoo and Botanical Gardens to Puffing Billy and the Polly Woodside. It would direct people to places like the MET Shop and Victour offices for bookings. It would encourage interstate visitors to take the opportunity to shop in Melbourne and indulge in the city's restaurants and night spots.

By combining a wide range of services with comprehensive information on attractions and activities and a positive promotions campaign the centre can certainly attract more interstate visitors to Melbourne.

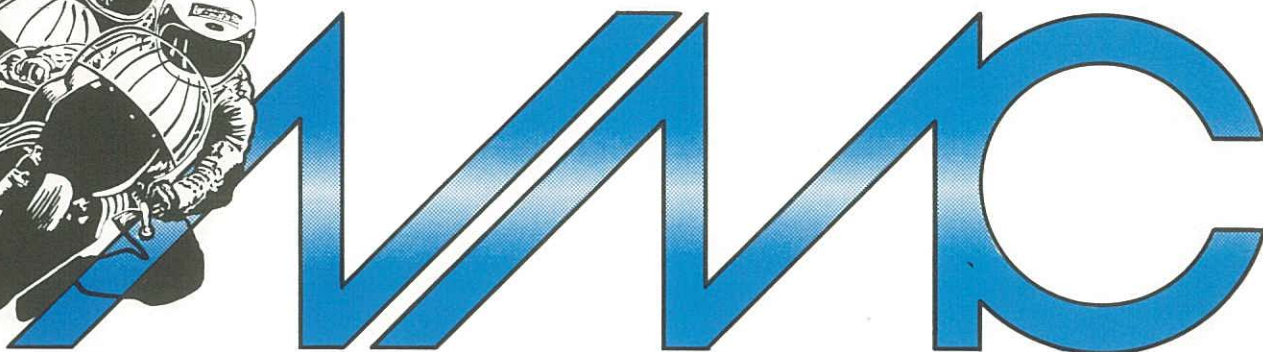
As an international media event the GP was an enormous success. Its image overseas is that it is the best run event this season. It is probable that substantially greater numbers of international visitors will want to attend the second Australian 500cc Grand Prix. These tourists should be encouraged to make their point of arrival Melbourne through Tullamarine.

International tourists coming here for the GP will want specialised information and services and that is what the Centre will offer.

At the Australian Motorcycle Grand Prix, Phillip Island Evaluation Meeting held at Sport & Rec. on May 3, the Minister pointed out the need to streamline organisational aspects of the event and to commence work immediately.

The NMC believes that this centre will be an asset to the city and would more than repay the investment within two years.





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23 May, 1989.

POSSIBLE LIST OF MELBOURNE GP WEEK ACTIVITIES.

<u>DATE</u>	<u>EVENT</u>	<u>ORGANISER</u>	<u>VENUE</u>	<u>FUNDING</u>
Sat. 24/3	SUPERCROSS	Auto Cycle Council of Aust.	Tennis Centre	Private sponsor
Sun. 25/3	OZ GP Carnival	NMC	Elizabeth Street	Private sponsors
	Poker Run along the Great Ocean Road	MRA Geelong	GOR	MRA
Mon. 26/3				
Tue. 27/3	Breakfast with the Stars	Barnard Project Management	Victoria Square	Private sponsor
Wed. 28/3	Grand Prix Ball	Variety		Self funding
Thur. 29/3	OZ GP Run	NMC	A'Beckett	NMC funded.

From the OZ GP Run onwards the focus of activity moves to the racing circuit on Phillip Island. But the city will see many visitors on their way to the GP and the welcoming atmosphere should be maintained.

This can be achieved with street banners and signs, retail store window and interior displays, cinema motorcycle film festivals and media coverage of the circuit action for those who have to work to the weekend. The steady flow of visitors on motorcycles also adds colour to Melbourne.

The OZ GP Carnival would be held in Elizabeth Street, between La Trobe Street and Victoria Square, and A'Beckett Street between Elizabeth and Swanston Street. The NMC has already applied to the Council for the street closures. The live display area would include junior motocross displays, rider training demonstrations, precision riding and trials teams and a miniature replica of the Phillip Island Circuit. There would be a celebrity race using 50cc commuter scooters. The theme of the OZ GP Carnival would be the History of Australian Motorcycling and there would be a strong emphasis on safety.

# Cranbourne Sun

100 YEARS  
1889-1989



AN invading army of roaring motorbikes made a stately, if noisy, procession along the main street of Cranbourne on its way to the inaugural Australian Motorcycle Grand Prix.

## Motorcycle mania takes over town

A HUGE motorcycle cavalcade filed through Cranbourne last Thursday en route to the Australian Motorcycle Grand Prix at Phillip Island.

Devon Meadows Primary School allowed children "time-off" to watch as the column progressed through the Fiveways.

Several thousand riders, escorted by police, passed through Cranbourne and the South Gippsland Highway — waving to onlookers.

Waved off by Melbourne Lord Mayor Winsome McCaughey from City Square at about 9.30 am, the first riders arrived in Cranbourne an hour later.

Organisers had expected between 8000 and 10,000 riders to form the huge column, but other estimates put the figure at about 4000.

Major traffic problems were expected last night and today as spectators attempted to make their way back to Melbourne.

### THE OZ GP RUN 1989.

There was some opposition to the first OZ GP Run. A few saw it as an event that would frighten paying customers off on the GP weekend. The "bikie" image was seen as a problem.

NMC, with the support of the Police and the Melbourne City Council, organised the run independantly. It was a success.

The aim was to use the media to show the general public that the motorcycle community was well organised and worked with Police and authorities to ensure safe, well-organised activities. We did that.

Media coverage was generally good with some exciting TV footage being generated.

Damien Codognotto, the organiser, addressed the riders at the start of the run and introduced Mayor, Winsome McCaughey, and Minister Niel Trezise. After the speeches they were taken in sidecars to the Town Hall at the head of about 3000 motorcycles in column.

The column moved from the city to the South East Arterial Route smoothly and grew as it progressed.

Along the way people lined bridges, traffic islands and footpaths, cameras ready, to see the motorcyclists. Hundreds of school children were brought out of school from Cranbourne to San Remo. Motorcyclists from all over Australia and the world were given a warm welcome by the people of Vic.

Proposal for a community service announcement for radio and television.

Subject: motorcycle road safety during the Victorian 1989 Grand Prix period - March April.

SOUND

Voice / drums in background.

VISION

Camera in car. Driver talking to passenger. Maybe a taxi driver.

"In the coming weeks you'll see more and more motorcycles on our roads."

"Riders from all over Australia, and from all around the world, will visit our state for the motorcycle Grand Prix."

"Motorcyclists you see on our roads may not be used to local conditions."

"Some will be riding on the left of the road for the first time."

"Lets show these sports fans we Victorians have a bit of class."

"Be courteous.. Drive with extra care."

"This March & April, more than ever, LOOK LEFT.  
LOOK RIGHT.  
LOOK BIKE."

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F 19 Freeway. Many lanes. Medium traffic, all cars. Then various types of bikes, including loaded tourers, pass into view. Scene changes to boulevard by Yarra, suburban street, Black spur etc. with bikes.

Shot of racing bikes on the Phillip island GP circuit.

Rider putting on wet weather gear. Rider putting on jacket in extreme heat.

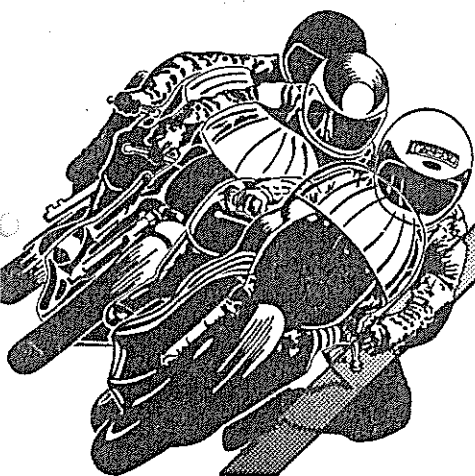
Motorcycle travelling on the left of road. Image reverses several times, rapidly.

Car slows to stop at give way sign. Driver gives cheerful smile & waves to rider crossing from right.

Driver looks left.

Driver looks right.  
Driver looks in the central rear view mirror the frame freezes. There is a motorcycle in the mirror image.  
LOOK BIKE appears in bright yellow as drivers says it.  
LOOK BIKE stays, image fades to black.

*Damien*  
8/11/88







Metropolitan Transit Authority

Telephone Enquiries

Ref. No. \_\_\_\_\_

50 Market Street,  
Melbourne, Victoria, 3000.

P.O. Box 117, Collins Street,  
Melbourne, Victoria,  
3001, Australia.

Telephone 610 8888

Telex 151923

Fax (03) 610 8140

12th May, 1989

Mr. Damien Codognotto  
Director N.M.C.  
P.O. Box 389  
CAULFIELD. 3145

Dear Damien,

On behalf of the City Met Shop we would like to thank you and Moto Italiano for the loan of the Ducati for our window display.

The Ducati had an excellent response from the public and it was a great way of promoting the Grand Prix. I am pleased that Moto Italiano was delighted with their involvement and look forward to arranging a similar display next year.

Yours sincerely,

*N. Hagiliassis*

Nick Hagiliassis  
SUPERVISOR, MET SHOP

CC: Jennie Owers

NATIONAL MOTORCYCLE CONSULTANTS  
PTY LTD (INC. VIC.)  
PH 03 211 5127 FAX 563 5248  
BOX 389 CAULFIELD E 3145  
AUSTRALIA



# Barnard Project Management Ltd

118 Fullarton Road Norwood SA 5067 Telephone (08) 31 1677 International 61-8-311677 Facsimile (08) 3326619  
PO Box 862 Norwood SA 5067

28 April 1989

Mr. Damien Codognotto  
Koala Motorcycle Tours (Rally)  
P.O. Box 389  
CAUFIELD EAST VICTORIA 3145

Dear Damien,

On behalf of Barnard Project Management the organisers, and promoters of the Inaugural Swan Premium Australian Motorcycle Grand Prix, congratulations on the Rally's involvement in our event.

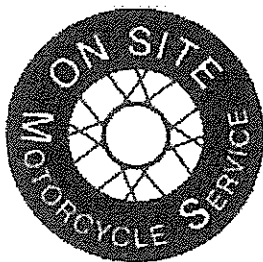
A major proportion of spectators required accommodation in temporary camp sites. This entailed an enormous amount of organisation, overseeing, and pre-planning. We understand that all your campers were delighted with the facilities supplied in your camp site.

The Grand Prix was a total success. To ensure the over all success of the event, many factors were required, and we are grateful that people of your calibre worked closely with us.

"Role on 1990!".

Yours sincerely

Suzy Burford  
Promotions Manager  
BARNARD PROJECT MANAGEMENT.



Brach Pty Ltd ACN 056 008 934 Trading as

## **ON SITE MOTORCYCLE SERVICE**

Head Office: 25 Grosvenor Street, Abbotsford 3067

Bookings & Enquiries: (03) 9427 1544

Administration: (03) 9428 1977 Fax: (03) 9428 1977

# **Interim Proposal**

**to the**

**Motorcycle Riders**  
**Association**  
**of**  
**Australia**

# Overview

We believe that the M.R.A.A., with almost 2 decades of proud history in service to motorcycling, can continue to grow into the definitive voice of Australia's motorcyclists that was the vision of it's founders.

In order to continue this heritage into the 21st century, the M.R.A.A. must not be allowed to fall back into a small club mentality, but rather must grow and mature into a professional organisation, with a sound business based structure.

We see the M.R.A.A. being to motorcyclists, similar to what the R.A.C.V. is to motorists, ie.

- ♦ Representing riders views to decision makers, including  
Road Safety  
Fair and Sensible Laws.
- ♦ Projecting a better image for motorcycling
- ♦ Providing a specialised Motorcycle Road Side Assistance Service
- ♦ Providing Motorcycle Insurance Options
- ♦ Providing Pre-Purchase inspections for Motorcycles
- ♦ Technical advice for members
- ♦ Conducting training classes in motorcycle maintenance
- ♦ Having a focal point in Elizabeth Street, Melbourne being M.R.A.A. Headquarters
- ♦ Providing assistance to the needs of injured riders through the "4B's" service
- ♦ Providing information on motorcycling activities including rider training

This level of service to members, delivered in a totally professional manner, should encourage and result in a very high percentage of motorcycle riders joining the association.

With a sound management team and an efficient administration system in place renewals and referrals should also increase.

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# The Proposal

## Introduction

There are over 70,000 registered motorcycles in Victoria of which about 50,000 are in Melbourne.

Currently the M.R.A.A. only has about 2,000 members which does not generate enough funds to cover overheads let alone growth and/or expansion.

Due to the M.R.A.A.'s higher profile in Melbourne as opposed to interstate we should concentrate on increasing our market share locally prior to Australia wide.

If we achieved 5,000 members (10% of our local market share) within the next 12 months then there would be sufficient funds to employ 1(one) full time Administration Manager at the M.R.A.A. HQ, as well as covering overheads.

This can be achieved by providing each M.R.A.A. member with more down to earth tangible benefits as set out in the Short Term Implementation Plan Stage One.

This will be provided Free of charge by On Site Motorcycle Service, for 12 months.

Quarterly reviews will be undertaken to monitor the progress and viability of this service and once the M.R.A.A. has 5,000 members a contract fee will be negotiated.

Confidential

## Short Term Implementation Plan

### Purpose

- ◇ To encourage membership
- ◇ To give the M.R.A.A. a higher profile in the eyes of the average motorcyclist
- ◇ To help the M.R.A.A. retain it's Elizabeth Street head quarters
- ◇ To help build up M.R.A.A. funds so that it can pay wages to staff

**On Site Motorcycle Service will supply the following motorcycle service to each M.R.A.A. member,**

- ◆ 1 Free Call Out in the Melbourne metro area, per year
- ◆ Free technical advice to members
- ◆ 1 Free Pre-purchase Inspection at our service workshop in Abbotsford, per year

**On Site Motorcycle Service will also supply to the M.R.A.A., at no cost**

- ◆ 6 Free Motorcycle Maintenance Class Vouchers, (to be used at their discretion eg. raffle prizes)
- ◆ Breakdown Vehicle for official M.R.A.A. runs etc.

**On Site Motorcycle Service will continue to offer the following benefits to M.R.A.A. members,**

- ◆ 10 % discount off services in our workshop
- ◆ discounted Motorcycle Maintenance Classes

## M.R.A.A. Head Quarters Structure

M.R.A.A. HQ: 380 Elizabeth St, Melbourne

Administration Manager: To be appointed

♦ Initially Part Time

♦ Hours to increase as funds become available

Duties: manage the day to day affairs of the shop

liaise between committee members

ensure appointed duties are carried out

address any difficulties that may arise

oversee and direct volunteer help

formulate plans to encourage growth

Reporting to the elected committee, however this is a two way street, the committee must also heed the advice of its appointed manager.

♦ Interim wages for one full time office staff member and one part time office staff member paid for by Brach Pty Ltd

## Functions of the shop (M.R.A.A. HQ)

Provide a focal point for: New memberships and renewals

Distributing motorcycle information eg. insurance options, breakdown services, rider training, technical information, current information regarding riders rights.

Provide an accessible media liaison office

Provide an accessible political lobbying office

Provide an accessible clerical facility for the Secretary and Treasurer

Provide a current computerised data base for the Membership Secretary and facilities for instant generation of membership cards

Provide facilities for efficient provision of "4B's" service

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# The Proposal

## Summary

On Site Motorcycle Service offers to provide the following services to the M.R.A.A. members:

- 24 hour road side assistance
- 24 hour transport to members choice of destination within Melbourne metro area.
- Technical advice to members
- 1 Free Pre Purchase inspection at our service workshop in Abbotsford, per year

Our level of basic service provision will be able to satisfy the requirements of up to 5,000 members.

A road side assistance mechanic will be on duty 24 hours a day with two road side assistance mechanics on duty during the peak hour times. This will allow an average response time of 45 minutes for each uniformed mechanic.

Three additional workshop staff will be available on call after hours and weekend duty. They will also be available for emergency day duty in the case of extreme conditions, eg Flash Floods etc.

On Site Motorcycle Service will receive calls direct from M.R.A.A. members and from the M.R.A.A. HQ 24 hours a day for allocation to our road side assistance mechanics.

We have wide experience in setting up our vehicles to cover most contingencies in motorcycle road side assistance. Specific custom built features will include special ramps and electric winches. our mechanics can wear M.R.A.A. badges on their uniforms. Each of our vehicles is equipped with a hands-free car phone for immediate allocation of duties

## Implementation

During business hours calls from the M.R.A.A. and it's members will be received by our workshop manager at Abbotsford and despatched to the motorcycle Road Side Assistance mechanic on duty. Outside business hours, the phone is diverted to the manager's mobile phone who then allocates to the nearest motorcycle RSA mechanic on duty.

This means one phone call to On Site Motorcycle Service, 24 hours per day, guarantees one of our custom fitted vehicles is despatched to the stranded motorcycle. The motorcycle RSA mechanic will diagnose the problem and undertake minor repairs, or if this is not possible, load the bike safely and transport it to the rider's choice of destination within the Melbourne metro area.

There is no additional charge to the member for kilometres travelled within the Melbourne metro area. No tow trucks are required as 1 vehicle, 1 driver can do the job. Each vehicle can carry 2 motorcycles if required.

In situations where the call outs are coming in quicker than the motorcycle RSA mechanic can keep up, On Site Motorcycle Service's existing facilities based at the workshop, can be brought into action. Alternatively, an off duty motorcycle RSA mechanic can be utilised.

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# The Proposal

## Vehicles

Each vehicle will be a late model long wheel base utility with On Site Motorcycle Service and Motorcycle Road Side Assistance sign writing.

Road side assistance vehicle fit-out will include:

- \* Yellow flashing rotor safety lighting
- \* Our custom built ramp system
- \* Motorcycle tie down straps
- \* Jump battery and leads
- \* Car phone including hands free kit
- \* First aid kit and fire extinguisher
- \* Tool kit
- \* Flood light

Each vehicle is fully insured including "goods-in-transit" cover for members motorcycles.

## Personnel

Each mechanic will be presented in a professional manner. This will include the M.R.A.A. logo on their uniforms.

Staff training will include each mechanic undertaking a defensive driving course and customer service training.

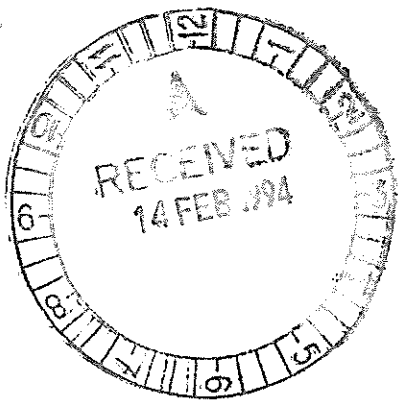
It will be each mechanic's responsibility to ensure that their vehicle is presented in a clean and tidy condition for each shift.

Every mechanic will be expected to maintain a pleasant and courteous manner and perform his duties in a safe manner at all times.

He will be expected to maintain log books and docket books efficiently and in a legible state

A successful launch of this motorcycle service may see the M.R.A.A. memberships increase to 5,000 within the next twelve months.

Confidential



Entertainment *Dandenong Journal*

# Toy run a big success

MEMBERS of the Ulysses Motor Cycle Club, which has 7,000 devotees Australia wide, again opened their hearts and purses to donate toys and non-perishable goods for the needy before Christmas.

The gifts were collected on the annual toy run staged by the club and distributed by the Salvation Army.

The south east region of the big annual toy run was again organised by Ms Barbara Maggs and Mr Tony Jenner of Cranbourne, and Ms Maggs and Mr Jenner who have been co-organisers of the highway ride, involving 300 motor cyclists, for eight years.

"We all assembled at the Food Plus Store in Cranbourne on 12 December and rode to St Kilda. The riders had all types of motor bikes, and we were joined, on the way, by other motor cyclists. Police, ambulance officers, and firefighters from widespread areas formed their own motor cycle club, and they were so enthusiastic they won the best club attendance award," Ms Maggs said.

She said one motor cyclist, who was unable to make the cavalcade in time, told her he stood on an overpass and watched the riders on their way to Melbourne and wished he had a video as the sight was "magnificent

and impressive." "He said the police escort added to the spectacular effect," she said.

Ms Maggs said the Ulysses Motor Cycle Club is for people over 40 years of age who are counted as juniors, and the senior age groupcaters for the over 50s.

Club members came from as far afield as Shepparton, Omeo, and Mil-dura to join in the Cranbourne run.

"At St Kilda where members of other clubs from throughout Victoria had also converged there was a semi trailer which was loaded and unloaded with goods with great rapidity, and then it was filled again," she said.

Ms Maggs said there was literally "thousands" of bike riders, and they joined in doing a "big loop" of Melbourne before finally come to St Kilda.

Ms Maggs said during the eight years she and Mr Jenner have donated medallions at each ride for the longest distance man rider, woman rider, sidecar, also longest distance pillion rider participating in the Cranbourne part of the run, as well as an award for the best club attendance.

"Every year the Cranbourne run gets bigger and better," she said.



MR Lionel Miles of Shepparton, compere at the Ulysses Club presentation ceremony at Cranbourne pictured with co-organisers of the run Mr Tony Jenner and Ms Barbara Maggs.

## Your library



Parliamentary Secretary  
Transport

The Hon Neil O'Keefe, MP

Parliament House  
Canberra ACT 2600  
Australia  
Tel. (06) 277 4687  
Fax. (06) 277 2144

Jan 25, 1995

Mr D Codognotto  
22 Tooronga Rd  
East Caulfield  
3148

Dear Damien,

This is just a brief note to thank you for sending me the photos and comments on the Toy Run.

I thoroughly enjoyed the morning and felt quite proud to be accepted among your members as one of the participants.

Since then I have talked about the day with a number of people and am surprised by the degree of awareness and goodwill which exists towards the Toy Run.

I understood the scene once you had explained it to me and I am sure that the overwhelming impression of the cyclists on the day was highly positive.

Congratulations on the way the Run is organised and comes together.

I certainly look forward to riding again next year.

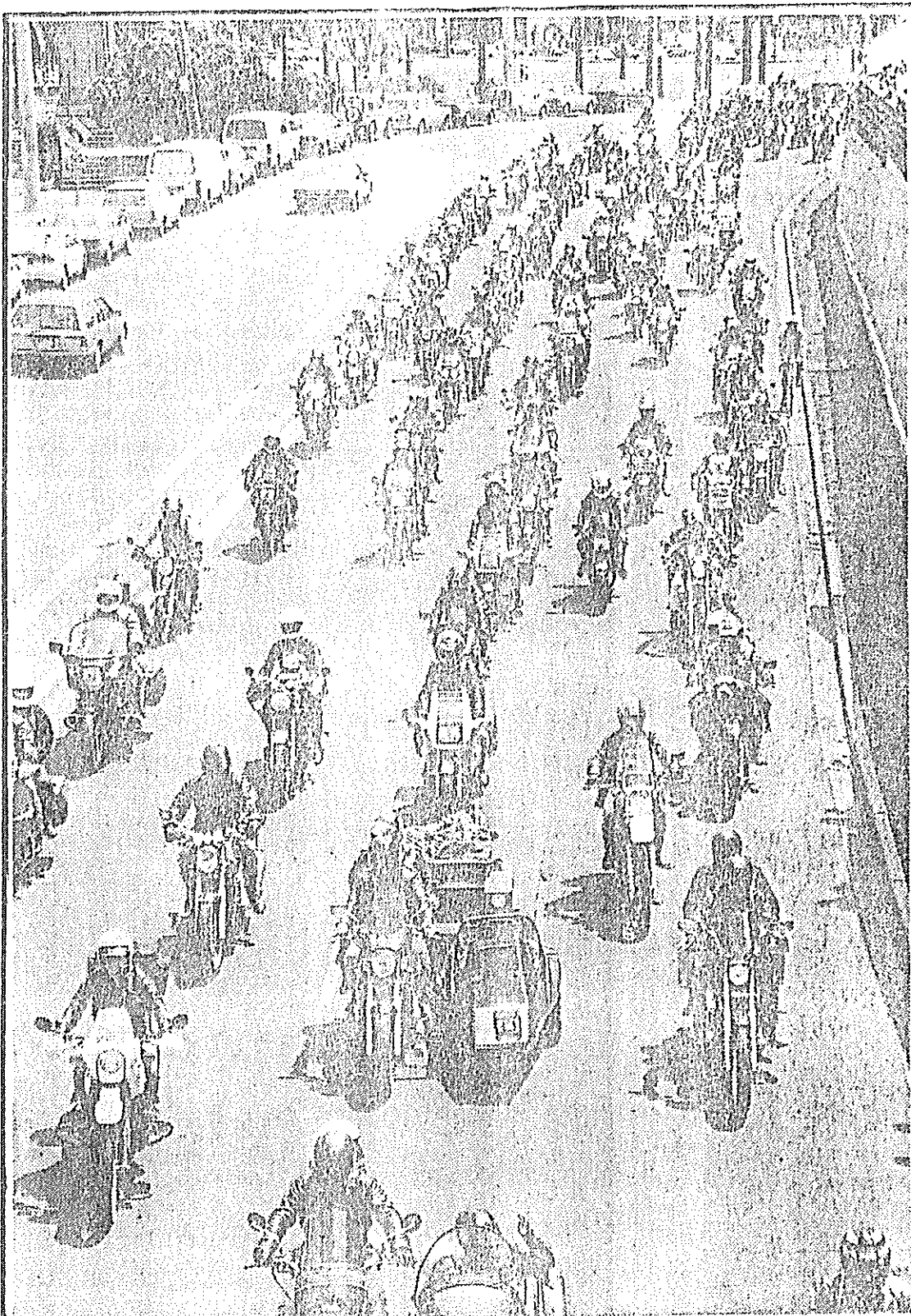
Best wishes,

Neil O'Keefe  
Parliamentary Secretary  
Transport



BACKGROUND INFO.  
Many celebrities, M.P.'s  
and at least 4 LORD  
Mayors have  
been on TOY RUNS  
RECEIVED  
31 JAN 1995  
Damien  
21/10/97.





## A highway to heaven

THE Lower Esplanade in St Kilda was filled with up to 10,000 motorcycles on Sunday for the Motorcycle Riders Association's 16th annual Toy Run.

The superlatives poured from organiser Damien Codognotto: the numbers were "huge", the new venue "fantastic", the mayor "delighted", the police escort "superb", the toy collection "bigger and better": and Rod Quantock's singing . . . well, terrible but there were plenty of donations from the crowds to stop him from warbling carols. The Salvos were the beneficiaries. Picture: Jim Hooper