



NATIONAL MOTORCYCLE CONSULTANTS PTY. LTD. (INC. VIC.) BIG KOALA MOTORCYCLE TOURS. NMC MOTORCYCLE INSURANCE
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SWANN INSURANCE

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MELBOURNE MOTORCYCLE GRAND PRIX WEEK SUBMISSION

At 9.30 a.m. on Thursday 6th April, 1989, more than 3,000 motorcyclists rode in column down Swanston Street, Melbourne. They were led by Mayor Winsome McCaughey and Sport Minister Neil Trezise who travelled as far as the Town Hall in a pair of sidecars.

Riders from as far away as Perth and Cairns were in A'Beckett Street early, in spite of the weather. They came to be part of the inaugural Oz GP Run. The Oz GP Run is a mass ride by motorcyclists from the capital to the motorcycle Grand Prix circuit on Phillip Island. Many riders felt that the Oz GP Run was the highlight of the weekend, Wayne Gardner's win excepted of course.

Victoria made the motorcyclists welcome. Thousands lined the route from Melbourne to the Island. The ride was a spectacle. Primary school children were brought to the roadside to see the motorcyclists pass. Thousands of well-wishers lined the route, waving and cheering as the column passed. All along the way riders waited to join the run. By the time it reached Cranbourne numbers had swelled to more than 5,000 machines.

The image of thousands of riders co-operating with the authorities to ensure a smooth, well-organised event was picked up by the media around the country and overseas. We understand that PBL Marketing

thought the Oz GP Run so spectacular they plan to use the footage in the television advertisements for the 1990 Australian Motorcycle Grand Prix.

The 1990 Oz GP Run will be held on Thursday 29th March. It will again travel down Swanston Street. It will be bigger. The event is now established on the motorcycling calendar. As many as 10,000 motorcyclists will want to be a part of it. We hope to encourage riders from organisations like courier companies, Telecom, Australia Post and the Army to ride in formation down Swanston Street. The Military Police have told us they would be interested in flying the Army's colours in the parade. The Victoria Police Search and Rescue riders have also expressed interest.

We are particularly keen to involve machines of historic significance. To do this we need to be able to offer trophies with cheques for clubs, businesses, departments and individuals. The theme would be the contribution the motorcycle has made, and continues to make, to the development of this country.

At the end of the Oz GP Run was the Oz GP Rally. The rally was not a competition but a camp site. It was the only camping area within walking distance of the race track. The OZ GP Rally '89 catered for 8,000 fans for four days. The site offered a variety of hot food, a bar, a bakery, a newsagent, a hardware store and a pharmacy. There was a variety of entertainment provided including big screen video presentations and live shows on stage. The rallyists were enthusiastic to say the least.

National Motorcycle Consultants (NMC) has put a proposal for a GP Promotions Centre to be set up in Elizabeth Street. The function of this centre would be to attract GP fans to the capital by organising a range of activities and promotions in the week preceding the race. In the months prior to the Australian Grand Prix the centre would distribute information locally, interstate and overseas.

One of the activities the centre would organise would be the Oz GP Carnival. The carnival concept is based on the experience of eleven Melbourne Toy Runs, the last three held at the carnival

venue. The theme will be the history of Australian motorcycling with the emphasis on road safety and rider training. We have an area for live displays, trials and precision riding demonstrations. The MET are interested in running their restored, historic trams at no cost to people at the carnival along Elizabeth Street on the day. The Oz GP Carnival is planned for Sunday 25th March, 1990.

The purpose of the GP Promotions Centre is to promote the GP and associated events in Melbourne thereby attracting tourists to the city. The Melbourne Tourism Authority, the Melbourne City Council, the Police, the Victorian Tourism Commission, the Auto Cycle Council of Australia, the MET and Barnard Project Management Ltd. (GP organiser) favour the concept.

The NMC believe there will be a greater demand for motorcycles in the 1989/1990 summer than at any time since the boom of the early eighties. As you are aware only a small percentage of road riders have their machines insured. In the past promotion of motorcycling products has mainly been directed at race enthusiasts who are in fact just a small part of the motorcycle community. There are about 120,000 road bike licences on issue in this State. There are about 2,000 race bike licences.

With the exception of the GP most Australian race meetings attract fewer than 3,000 spectators. But it is common that events that involve ordinary people will attract more than 5,000 riders.

With the increased popularity of both motorcycle sport and motorcycling as a means of transport this is the time to promote motorcycle insurance to the whole motorcycle community rather than just to race fans.

Our May 1989 proposal to attract tourists to Melbourne during GP Week outlined a list of possible events. Additional events are in the planning stages. We have put together a sponsorship package that will take advantage of both the race scene and the commuter/leisure riders' higher profile. There would be a very strong road safety through education theme. This accords very well with Swann being the only insurance company who cares enough to

offer a discount for riders who successfully complete an approved rider training course.

The promotion package sponsored would run for a little over three months and would feature three major road rider/media events:-

1. Toy Run '89 on Sunday 10th December, 1989 in Victoria Square, Elizabeth Street, Melbourne.
2. The Oz GP Carnival on Sunday 25th March, 1990 (1 week before the Grand Prix) in Elizabeth Street between Victoria Square and LaTrobe Street.
3. The Oz GP Run on Thursday 29th March, 1990 for which the assembly point will be in A'Beckett Street. At 10.00 a.m. the ride will move through the heart of the city along Swanston Street and on to Phillip Island via the South Eastern Arterial Route.

The three events are related through the venue, the media and the people who attend them.

The sponsorship required for the package is \$120,000.00:-

Toy Run '89 - \$20,000.00

This would include community service announcements for radio and television as well as posters. A mailing to MRA members, those who attended the Oz GP Rally '89 and NMC insurance clients will ensure maximum attendance at the event. There are some 8,000 addresses on the mailing list.

Oz GP Carnival - \$90,000.00

This would include street closures, staff, radio and television ads, grand stands, P.A., stage and entertainers and so on.

Oz GP Run - \$10,000.00

Much of the public's knowledge of this event will be generated by the two earlier events so most of the advertising will be ads in the motorcycle press and posters in bike shops. The real draw

Left: Then 500cc Champion Wayne Gardner waves to thousands of fans in Victoria Square for Toy Run '87. On stage with him was Melbourne City Councillor, Trevor Huggard.

cards for this one will be the trophies and cheques for best class. For example: The Swann Insurance Trophy for the best presented touring club with a cheque for \$500.00. Other prizes could be best Junior Moto-cross Rider and machine and so on. Trophies would be presented at the start of the run.

However, there are less than six working months prior to the 1990 Australian Grand Prix and some of the magazines have lead times up to three months.

The NMC will be happy to supply a full break down of the costs involved in each of the events mentioned above.

Considering the changes in the motorcycle community recently we believe that this package offers the best of both worlds. It combines the sport, a high media profile and it promotes motorcycle safety and insurance direct to potential customers.

