



**THE MOTORCYCLE RIDERS' ASSOCIATION
OF AUSTRALIA INCORPORATED (VICTORIA BRANCH)**
PO BOX 64 COLLINS ST., MELBOURNE 3000.

4 April 1986

TO: MRA STATE COMMITTEE
FROM: MRA STATE TREASURER
SUBJECT: REPORT ON TOY RUN 85 & PROPOSED TOY RUN 86 BUDGET

In accordance with the motion passed in Item 11 State Committee Meeting March 26th, I hereby present the Toy Run 85 financial report and recommendations for a proposed Toy Run 86 Budget.

TOY RUN 1985

GROSS TAKINGS	\$ 5393.77
Memberships	\$ 580.00
Stock	\$ 4474.05
Donations	\$ 54.72
Functions	\$ 85.00
Misc.	\$ 200.00

EXPENDITURE

Toy Run Posters Artwork/Production	\$ 573.60
Production TV Advertisement	\$ 1000.00
Production Radio Advertisement	\$ 245.00
Nova Sound	\$ 200.00
Purchase Stock	\$ 1581.50
Toy Run Badges	\$ 897.60
Newspaper Ad 'Age'	\$ 78.40
Printing/Photocopying leaflets	\$ 100.00
Miscellaneous Expenses	\$ 100.00
Float	\$ 200.00
TOTAL	\$ 4976.10

NET PROFIT	\$ 417.67
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VICTORIA BRANCH HEAD OFFICE, 1/440 ELIZABETH ST., MELBOURNE 3000.
(03) 663 2210, 662 1889.

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PROPOSED BUDGET FOIR TOY RUN 1986

Based on Gross Takings For Toy Run 1984 (\$5290.00) and Toy Run 1985 (\$5393.77)
I propose the following advertising budget for Toy Run 1986.

PRINTING OF POSTERS FOR DISTRIBUTION	\$ 600.00
PRINTING & DISTRIBUTION OF A4 LEAFLETS	\$ 140.00
ADVERTISEMENT IN AMCN/AGE	\$ 250.00
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	\$ 990.00

FULL PAGE ADVERTISEMENT NOVEMBER ISSUE 'DECIDING FACTOR' TO INFORM ALL MEMBERS.

NO TV OR RADIO ADVERTISING.

STOCK PURCHASES AND TOY RUN BADGES BE PURCHASED AS PER PAST YEARS.

Treasurers Notes:

For sometime now the view has been held that Toy Runs are a huge money spinner for the MRA. The figures presented do not support this. However publicity gained from the Toy Run makes the event worthwhile. The proposed budget for Toy Run 1986 as presented by MRA Promotions P/L is in my opinion totally unacceptable and will result in a loss in the order of \$1500. I believe that TV advertising does not effectively increase numbers to the Toy Run and that the advertising measures as proposed are sufficient. I further support Damien Codognotto as organiser for Toy Run 86 subject to complying with a budget as set down by the MRA State Committee.

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