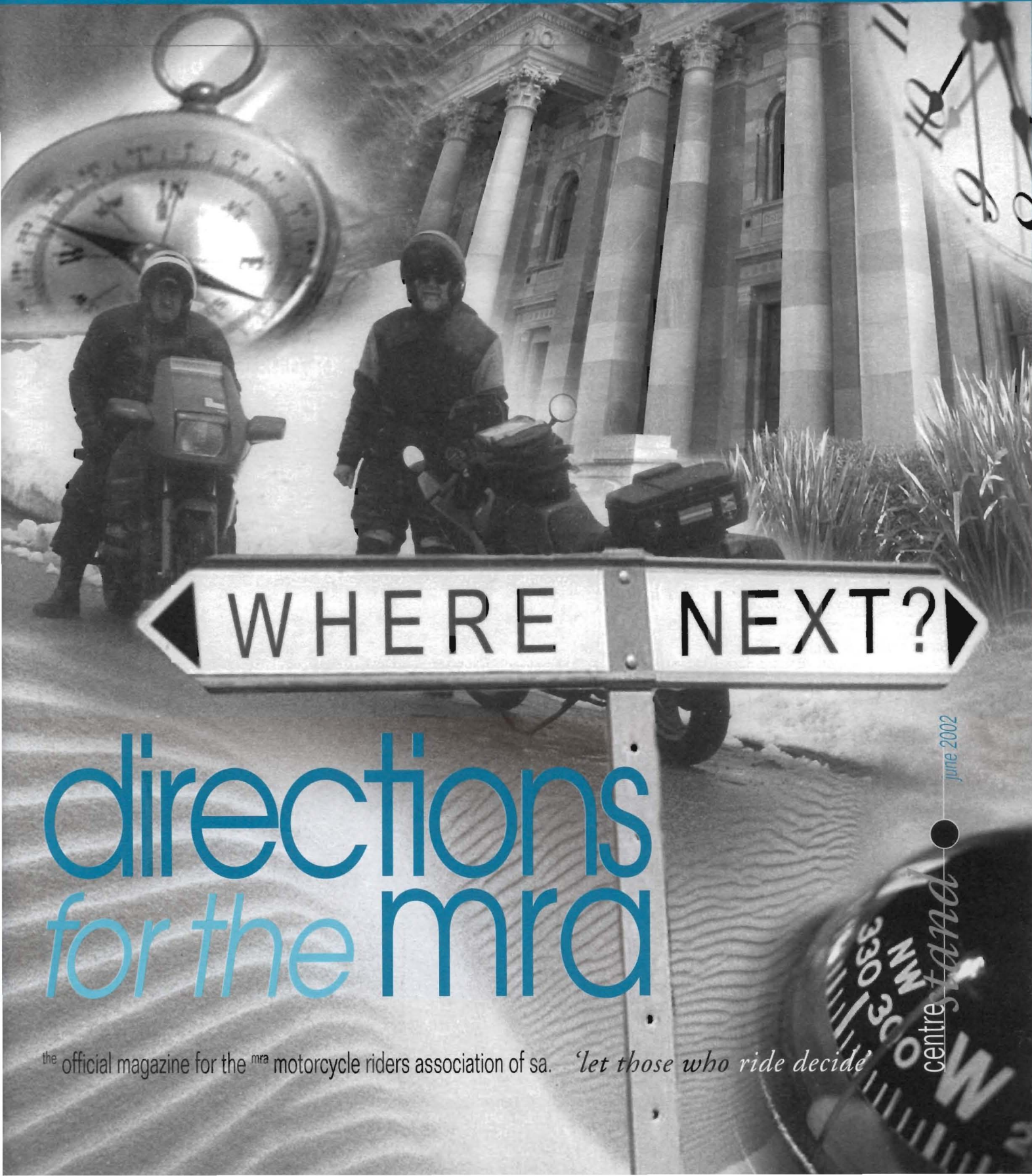


centre *stand*



directions for the mra

the official magazine for the ^{mra} motorcycle riders association of sa. *'let those who ride decide'*

June 2002

centre *stand*

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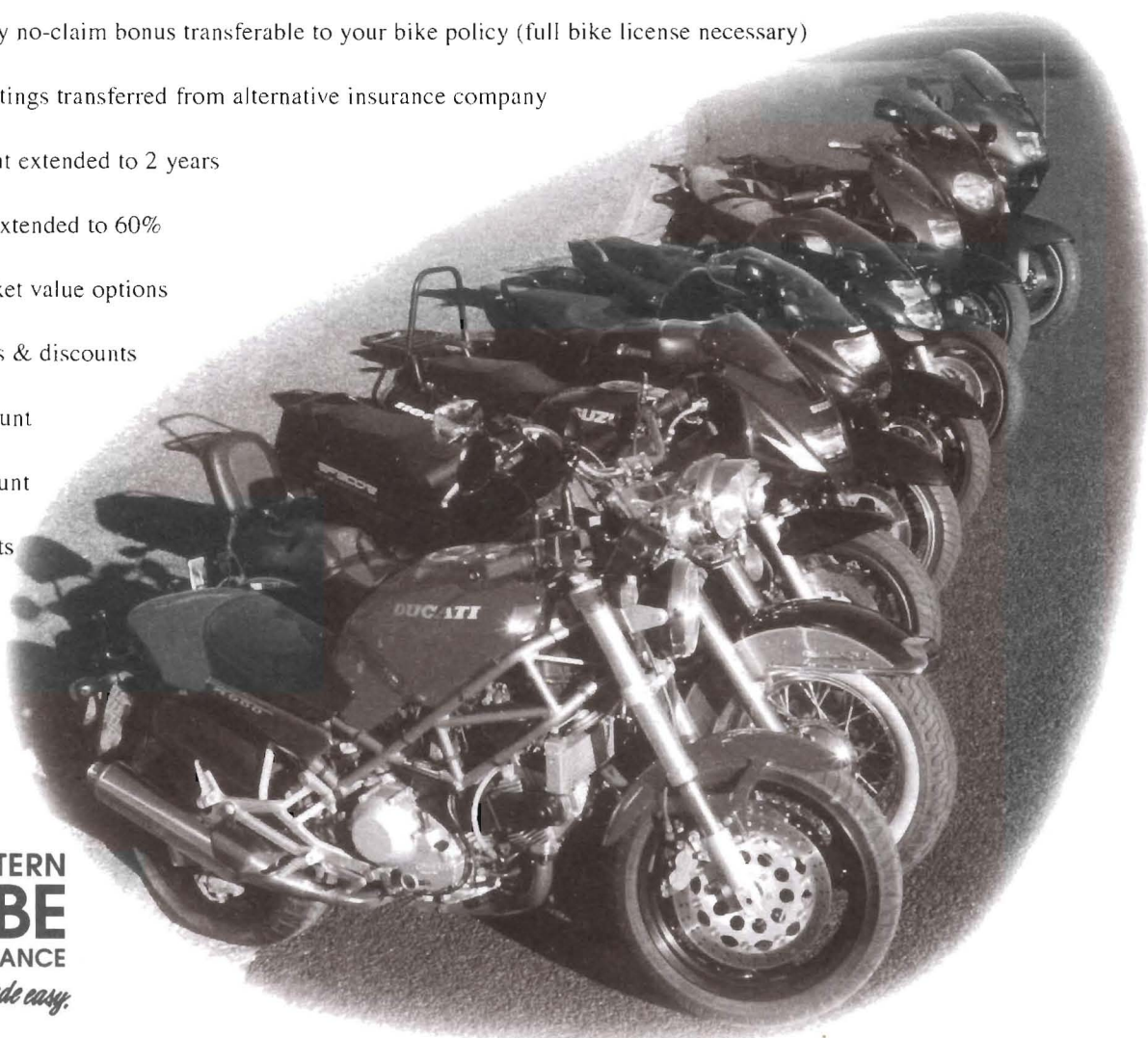
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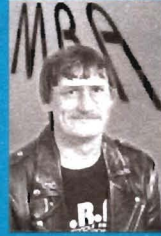
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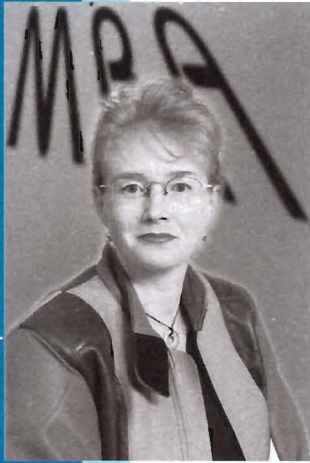
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knöote-parke



from
the
editor

Not quite the 100 hours of last but pretty close! So what did you think? We have had a very positive response to the new look format and I aim to make it better with each edition. A big thank you to those who wrote to us with their comments (see 'feedback' page 15. Also have a look at the 'letters' on page 6. A generous response indeed.

If you are observant you will also notice a few subtle changes, squeaks & tweaks. The calendar (centrespread) now has the rally dates and the descriptions can be found on page 23. The biggest change by far has been the additional 4 pages. We are now up to 28 and are still aiming for 32.

It hasn't been plain sailing, by no means. The FUN we have had going from pc to Mac! Well I ask you with tears in my eyes! I am convulsing as I write! A steep learning curve is a gross understatement! Doesn't anyone want to donate me a MAC, please?

Moving on. Relevance, strategic direction and achievable objectives. All the buzz words, but what do they actually mean? Well like Chris said in his article, in order to go anywhere, we at least need to know which direction to go but more importantly why? Too many organisations lose sight as to the reasons why and blindly lead the blind. I think this is a hangover from the way things were done right up until the 80's. The old cliché, 'she'll be all right' applies? I don't think so. Look around you, no job is safe, no career is permanent and we are facing tough competition from all quarters. Which is why the MRA needs to re-strategise, and have radical changes like you see happening with the magazine.

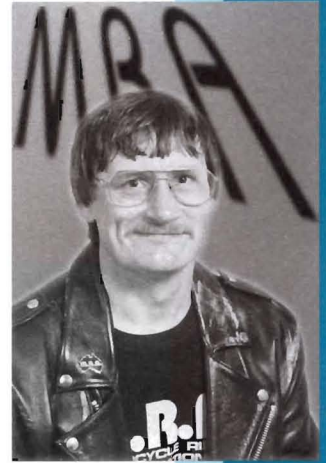
Here's the thing. We can't do it alone. We need your help. You have until July to really think about the MRA's position and the challenges we face. Look at what's happening in Victoria with the 'safety tax' (pg 3) and the extra registration we will be slugged (as of July 2002).

If we remain silent, we will simply be snuffed out. We have come too far to let that happen. But as I continuously bleat, we need to work together as a team and unite.

So lets see some action people. I will be asking 20 questions so you better be listening! *smile*

See you there, **Ashley**

from
the
president



MRA Strategic Direction

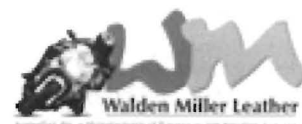
The MRA has been doing a bit of soul searching lately, at least some of the Committee members have. We have been discussing the direction of the MRA and where we want the organisation to be in five years time. Everybody has different ideas but the general agreement is that if the MRA is not staying the same then it is changing (self evident) and if it is changing then we want to be in control of the changes. This is a common process for organisations where direction from the membership is unclear and it falls on the same people year in and year out to make decisions. And it is a necessary and healthy part of a developmental process.

Some questions we are asking are about the role of the MRA; How do members and non-members perceive us?; How do we want them to perceive us?; How do we survive in the long term?; Do we have a long term?. Those are the general philosophical questions about the MRA that we can discuss for hours accompanied by innumerable bottles of red. The more specific nuts and bolts questions are things like; Why don't more members come to meetings?; Why don't members renew their membership?; What do members want us to do?. Those are harder to answer as we need more contact with members to find answers.

continued on pg 4

mra^{sa}notes

MRA



victorian government 'safety tax'

This is a post from the aus_vfr list - the MRA should be aware of this; Chris Hume-Phillips

A rally has been organised to protest against the Victorian Governments \$50 'Safety Tax' on all Motorcycle and Scooter riders. This tax was introduced without consultation with the VMAC or Motorcycle Riders. The MRAA have rolled over and accepted it, saying it is a good outcome because it could have been more.

This is an attack, a discriminatory

attack against Victorian Motorcyclists. Even though we are only at fault in 30% of two vehicle accidents involving a motorcycle, we are being forced to take the blame for all such accidents.

Netrider has invited Minister responsible for the TAC, Mr Cameron, Shadow Transport Minister, Geoff Leigh and MRA representative to address the riders. The rally was scheduled for the 14th May.

We will hopefully have an update for you in the next edition of the Centrestand.

which way for the mra?



lost keys lost keys

A set of YAMAHA + 'K' key was kindly sent to the MRA's post office box. Please call the MRA on 8262-2510 to claim them.



Motorcycle Riders Association

Revised Meeting Schedule for 2002

- June 10 -Committee Meeting
 - July 8 -Committee Meeting
 - July 31st -Open Forum
 - August 12 -Committee Meeting
 - September 23 -Annual General Meeting
 - October 7 -Committee Meeting
 - November 11 -Committee Meeting
 - November 25 -General Meeting
- Remember meetings take place at the Hampstead/Gilles Plains RSL on North East Road, Bennet Avenue, Manningham.

Toy Run Sponsors 2001-2002

from the president

continued from pg 2

In the past we would hold biennial State Conferences where we would get together to discuss matters such as these. This year we will be holding a special session before the annual elections to explore these issues. A group of us will be getting together before the AGM in September to discuss some of these questions and prepare a format for the AGM so that hopefully we can come away from the AGM with a better sense of the direction of the MRA. That session will not provide all the answers but will be a step in the organisation getting closer to its members and potential members. And maybe we will find a few new faces on the Committee.

RAA Article

The latest issue of the RAA's SA Motor has an article on motorcycling as its cover story. The article was written by Peter Mount, Chairman of the Australian Motorcycle Council and is an attempt to

explain to car drivers why they should watch out for us and what to watch out for. We have given the RAA a bit of stick in the past for trying to represent motorcyclists without knowing anything about motorcycling and for toeing the SAPOL line on issues concerning motorcycling. This is a great step towards the two organisations recognising each other's areas of expertise and supporting each other. We hope to do more in the future. Congratulations to the RAA for taking motorcycling seriously.

Operation Overland 2

SAPOL will be conducting a road safety blitz in the Adelaide Hills over May to July 7. They will be specifically targeting "the safety of motorcycles, breath testing of drivers, condition of vehicles and examination of driver's licences." They will be concentrating on "hot spots" known for dangerous riding and the blitz will cover the following areas ; Strathalbyn

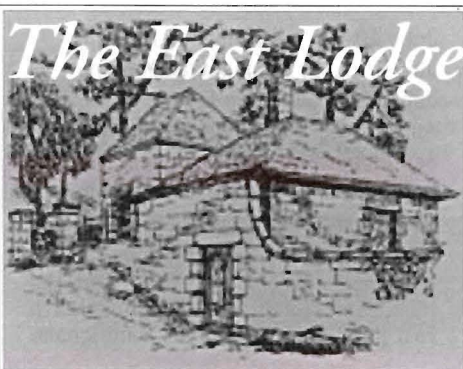
to Kersbrook and Burnside to Callington. If you habitually ride in the Hills, then you may have been approached by members of the police in the 'educational phase' of the operation. So, be careful out there.

AMC Conference

The 2002 Annual General Meeting of the Australian Motorcycle Council will be held on July 6-7 at Adelaide High School. The MRA will be sending two representatives to this meeting, myself and Sean McPherson, our Road Safety Officer. If you want to attend as an observer or if you think that you have some expertise that might be valuable to the proceedings then let the Secretary, Sammi Ross know on 8391 2648.

Ride Safe,

Harald



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whose agenda is it anyway?

I was sitting at a Rundle street eatery one evening several years ago when I noticed that Larry Mullins Junior, the drummer from the band U2 and well known Harley Davidson worshipper was sitting at the next table. He noticed that my companions and I were dressed in motorcycle gear, which prompted him to ask:

"Do you lads ride motorbikes?"

We replied "Yes"

Larry asked, "Do any of you ride a Harley?"

I replied "No, we ride motorcycles!" after this comment he stopped talking to us for a reason that to this day still eludes me.

I share this amusing anecdote with you to raise a point concerning the image of the motorcycling in South Australia. The point in question is: "The Media assaults us with a stereotyped mythical image of motorcycling but where does this misconstrued image of motorcycling come from and how is it perpetuated?"

It is a myth motivated by an uninformed media. They perpetuate this image because, for the journalist, it is easier to follow the status quo than to write good original informative copy.

For the editor, it is a story easily sensationalised and makes good ratings points on slow news days. Good ratings means greater profits for the shareholders, and as we all know - don't let the truth get in the way of a good profit.

The situation that drives me to the edge concerns the annual Motorcycle Riders Association Toy Run. The Toy Run takes an immense effort of organisation, personal effort and sacrifice on the part of the members of the Motorcycle Riders Association and Saint Vincent De Paul. The 14,000 riders that turn up every year, the public who line the route to cheer us on, townspeople of Glenelg and Hahndorf, and all others who don't come immediately to mind but whose efforts are not to be measured any less.

Annually, with the entire Toy Run spectacle going on around them, what image of motorcycling does the mainstream media portray. The image will stereotypically try to insinuate that all motorcyclists are would be members of so called outlaw biker

gangs and for good measure, there will be the occasional archival footage of a sports bike doing a wheel stand.

Therefore, as you can see my concern is that we are not

driving the agenda when it comes to the image of motorcycling that we, the Motorcycle Riders Association, would like to be associated with. To drive an agenda you must have an agenda, sadly at this stage the Motorcycle Riders Association doesn't have one. To create an agenda we will need vision, focus and direction,



binns

ken

currently we are in short supply of all three. To help us take stock, resupply and move forward we need your help or more poignantly we need your input, so be advised of the following.

At the General Meeting on Wed. the 31st July 02 at the Gilles plains and Hampstead RSL meeting room from 7.00pm we will be having a forum/discussion about this very matter. The discussion will be based around a primary agenda that the current committee will develop beforehand. This doesn't mean that it ends there, this will just be the beginning of an ongoing development of the Motorcycle Riders Association.

You may recall in my last column that I asked "Are we relevant", I say yes we are but we must develop a plan to apply this relevancy. We want people to know the Motorcycle Riders Association, we want them to know what we are about, what we stand for and why we stand for these things, but most of all we want you the members to know what we are doing for you.

Be there so we can all declare "Let those who ride decide"

Ciao

Ken Binns □

'The media assaults us with a stereotyped mythical image of motorcycling, but where does this misconstrued image of motorcycling come from and how is it perpetuated?'

letters *to the editor*

Dear Editor,

Course you're relevant you twats (affectionately). But it is always refreshing to see associations etc. having a look at themselves.

I am a shop steward for my Union at work. As a rep we never get enough positive feedback for the work that is ahead and you are always wondering if you are doing the right thing. The point is that you and I as representatives still exist and that is a good enough positive to keep on going.

I have just taken my first look at your website. The forum discussion on front numberplates was quite alarming. It seems obvious that to stop it happening we need good argument. Safety in relation to solid style plates surely is good enough argument. The only argument re sticker style identification is that all bikes do not have fairings. I am opposed to front identification but the only reason is I don't want to be identified (I wonder why?), I can see no other good reason. Sadly that is not good enough argument.

Good to see the MRA get involved with the RAA and have a crack at our public image and also tweek at the mind of car

drivers and make them consider looking a bit harder for motorbikes and where to find them. I have only glanced through the article in the recent RAA mag and look forward to the full read.

I was surprised to see that the MRA membership was only 400. Is there some other cheap way to advertise the importance of the MRA to riders and increase membership. I wonder if any member readers of Centerstand can raise awareness at their place of work. It could possibly be done through notice boards or Company magazines/intranet sites.

I thank the MRA for all the work done on other major safety issues (my main concern).

I understand how you get peeved off about the amount of content you receive for the Centerstand mag but I'm more for quality rather than quantity. A small issue is no problem for me as a reader/member because I know that you people are working for me. Plus a small issue means less work/cost for you, perhaps?

I like the format of the mag , but does it need all those coloured panels running through the text (just a petty comment really)?

Regards

Trevor Smart

email: smartrevor@hotmail.com

Dear Trevor, many thanks for

your constructive comments.

I agree with you that it is about quality rather than quantity, but it is getting better.

The new format seems to have stirred up the proverbial wasps nest and has awoken some people, the response has been extremely positive.

I hear what you are saying about the coloured boxes, but appreciate the following.... you may have noticed that I only had 8 colour pages (first 4 & last 4) and only one colour no less. In order to capitalise on the colour I tried to thread the colour elements through the pages then switched to grey to ensure a smooth flow. In fact most people didn't even notice it had gone from colour to black & white. I won't use as much stipple this time. Keep the scribbles flowing

Go well

The Ed

Dear Editor,

Your magazine talks about serious topics and this is good, but I think every motorcyclist has a (funny afterwards) story, which would make for some lighter reading. Something like:

Riding my CZ250 Enduro around the fence line, the back tyre picked up a length of barbed wire, which proceeded to be wound around both sides of the rear axle. It pulled so tight it stalled, and

continued on pg 8



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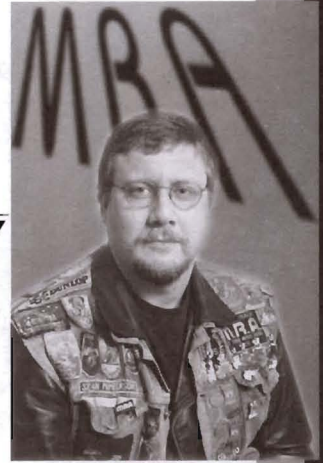
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road safety



sean
mcperson

Well winter is rapidly approaching, so it's time to have a good look at those tyres and think about some good tread for wet roads.

The AMC Conference is also rapidly approaching, so I need our members to contact me with any issues that they would like brought up for discussion at the council. I need your help; otherwise I'm going to go off on my own little agendas, which may not agree with some people.

I've got no numberplates of idiots this quarter to watch out for as I feel most of the untrained morons driving cars are dangerous to all, so keep an eye out as they're all trying to kill us!!

Another thing I've noticed lately on Channel 10's nightly radar report, the warning in the voice-over has recommended that motorcyclists wear bright clothing to be noticed though I agree with the safety comments Channel 10 has, I am extremely

offended by this. Why should the onus be on us? Why don't they warn motorists at the same time to look for us, it seems to me that the old excuse "I didn't see him" is still strangely hanging on.

That's all for now, remember items for the conference. Check all your wet weather gear, your bikes functions and most of all, those tyres.

Bye, Sean ☐

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letters *to the editor*

continued from pg 6

what a tangled web we weave. Luckily I had a pair of pliers in a shed only 100 metres away to cut away this sharp nasty mess.

Thanks, Peter Kemp

Dear Sir

(letter to the Advertiser)

If the recent spate of articles on road safety are any indication it would suggest that one of the major contributions to road accidents is tunnel vision.

The current fixation on speed, which statistics provided from the RAA and the police show is not even 10% of the cause of fatality crashes, to the virtual exclusion of the other 90% of causes is certainly an indication of this.

If one were to be cynical it could be seen as a means of justifying a major revenue earner for the government and enabling local governments to reduce expenditure on road maintenance and safety.

Surely, as Dr. M. Warner (the Advertiser, 5/1/02) proposes, we should all be spending more time, effort and funds on addressing the causes of the other 90% of accidents by using a bit of lateral thinking and vision.

Maybe if the press including the Advertiser spent some time on real investigative journalism rather than being the voice piece of the police and RAA we would get real debate and action to actually reduce road trauma.

Yours faithfully

Aidan Hanafin

Email: aidanh@picknowl.com.au

Dear Ashley

A couple of things in the AMC report in the last issue got me thinking. Mostly it was compulsory helmet removal. My view on this is the same as the 'lights on' issue, I should be able

to please myself whether I do or don't. Apart from the obvious rights issues, does anybody really believe that helmet removal will lessen the amount of hold ups? Are service stations willing to supply a place where I can securely place my helmet? Ever dropped your lid while trying to get fuel into your bike? Suddenly your new \$600 helmets not so new anymore!!

Remember when we were told self service would mean cheaper petrol? Ripped off again! Remember when you could buy petrol your bike would run properly on? What about when there was actually a fuel company owned by Australians? See what apathy does for you!

Yours in Motorcycling

Peter Szeremenda
(Sleaz)

Hi Folks

I thought that this little item from the Australian today might interest you all.

Fine of Fortune?

Finland's politicians are moving to change the country's system of speeding fines after the adverse publicity that followed a ticket issued to Nokia executive Ansii Vanjoki, clocked at 75km/h in a 50km/h zone, was fined \$193,000 under the Finnish law that uses income levels to set penalties. Vanjoki's fine was

assessed on his 1999 income of \$9.7 million. Although a court slashed the fine to only \$9,800, 70 of the country's 200 politicians are now calling for the law to be changed.

Seems a fair cop to me, but I guess that Ansii couldn't quite see that the van joki was on him.

2% of annual income is around about what I paid for my last fine for a lesser offense, and as you know Johnny doesn't pay us dole bludgers much over the top, so I don't think I'd mind too much at the moment if the idea took hold here. What would you be paying??

Cheers

Harald Lindemann

Thank you everybody for submitting letters, MORE Please. The Ed

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perceptions

Perceptions is back! I had to omit perceptions in the last edition, as there wasn't enough space. But now that the magazine has gone up by 4 pages, that solves that! (Did any of you notice?) Well you should have. You will also notice (yes you *will*) that we have a few new advertisers in this edition and from seemingly non-related industries.

Have any of you wondered why Alison's Apothecary/East Lodge Gatehouse advertise with us? Well if you read your Centrestand you will also know that we run a competition each year for paid up members. The prize is a weekend away at the above mentioned. This years winner was Nick Tucker, and this is what he wrote in the East Lodge guest book..

"Hi Trish, Just a note to say thank you for the wonderful nights accomodation that Raewyn and I had staying at the Gatehouse last Saturday night. This was my first stay in a B&B, but it will not be my last!! Raewyn has left and is now winging it on her way back to London for another 7 months till I see her again. Hopefully these months will go quickly. Finally you were truly one of the nicest hosts that both of us have ever had and made us both feel very welcome. Thank you once again".
Nick Tucker (MRA winner).
Glad you enjoyed it Nick, I agree, Trish is lovely.

So keep up your subs and you could be in for a little B&B weekend away. I am losing the plot now so I'm signing off.

Ride Safe, *Ashley*

Hi to all our readers

I'm delighted to be part of the Centrestand magazine and those of you who have a business had better watch out as I will be hunting you down to advertise in our fabulous mag. Anyone who can't wait for me to get in touch with you, all details for advertising are on the back page. I look forward to bringing our members lots of great discounts from our very supportive advertisers. Please feel free to email me with any brilliant thoughts.

Regards Colleen,
Advertising Officer



Colleen O'Mahony



Janice Wilkins

Just a note from me to all the renewal and new members that have faithfully sent in for membership between Xmas to mid March..... I must apologise to you all for the length of time you would have waited, in having your membership card sent back!.....Due to a much heavy workload since Xmas I have not been able to keep up with the MRA secretary work like I hoped. Aiden Hanafin has kindly helped out by dealing with the membership directly so thank goodness the membership (new and renewals) will get processed in half the time. Thanks Aiden.....

Bye for now Janice. (Secretary)

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other stuff

Don't leave home without it

Every month the Centrestand team prints a list of our current sponsors and supporters. These businesses, other than submitting copy to us to put into the magazine, also offer all current Motorcycle Riders Association members a discount of varying size on any regular purchase.

Consider how much you spend on your pride and joy every year.

Personally I buy 4 oil filters and 4 lots of oil, one lot of coolant for a complete change each 12 months, one full set of tyres, 1/2 set of chain and sprockets, 1/2 an air filter.

That roughly comes to \$550.00. This is to run a 250 four stroke around town and a bit of play when I'm allowed out, it's a high revver so that's why I change

the oil a little more often than needed.

The average discount is 10%, it doesn't take a phone call to the treasurer to work out that's a \$55.00 saving I'm getting, and this is the stuff I can think of while under an editorial deadline.

I am up for a new helmet soon and if I have my way (Ha bloody Ha!) a new bike as well, so the membership card will be getting a good hiding.

To go on in detail, I am not completely sure but I think our camera store sponsor offers a discount as well, at least on all consumables and processing.

Well as you can see dear members, not only does your membership get you an active and focussed team looking after your rights and protecting this wonderful lifestyle we have chosen. It gets you a good deal of cash left in

your pocket at the end of a good years riding.

Other than a dry sunny road, what more could you wish for?

Stunned and Amazed

Being a card carrying member of the Royal Automobile Association I have duly received this months copy of SA Motor. The first thing I noticed was a picture of a motorcyclist on the front cover, the next was none other than our very own Peter Mount authored the leading article.

The article focuses on the relationship between Rider and Driver, the main point was "Sharing the road" and some good hints or tips for drivers who may not be aware of the unique characteristics of the motorcycle.

A good article well worth reading and at this point a bit of a cheer for the RAA for running with the article and having it so prominent in their magazine.

Grab a copy and have a read.
Ken Binns

extreme sports *sent by karl barber*





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New Member <input type="checkbox"/>	Female <input type="checkbox"/>		Male <input type="checkbox"/>		Renewal <input type="checkbox"/>			M/Ship# _____	Date _____
Fees Standard	1 Yr	2 Yr	3 Yr	Fees Concession		1 Yr	Occupation _____		
Single	\$20	\$30	\$38	Single	\$16	Blood Donor	No <input type="checkbox"/>	Yes <input type="checkbox"/>	
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Signature _____					Comments _____				

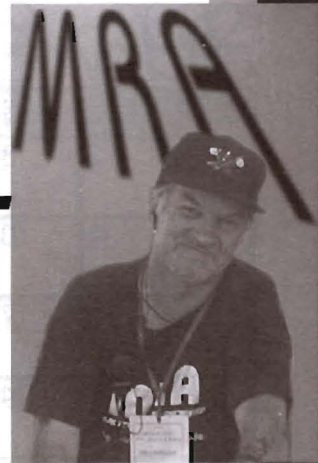
I agree to abide by the articles, rules & the constitution of the MRA SA Inc. (Constitutions are available from the Secretary)

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YOUR BIKE MAY NOT HAVE A CENTRESTAND, BUT WITH THE MRA YOU'LL ALWAYS HAVE ONE!

toy run report



paul
morgan

paul
morgan

The first meeting was held on April 22nd at Harald's place

It was good to see the same old faces and by old, I mean old, most of us have been on the committee for over 10 years. It might be good to see some new, younger faces, who can add some new blood and hopefully new ideas for the event.

Once again the CMA turned up to offer their help and it will be good to have their input throughout the year.

St Vincent de Paul were represented by Lisa Jericho, who is their Public Relations and Fund Raising Manager

The new "old" committee are:

Co-ordinator: Paul Morgan, Sponsorship: Dale Knöote-Parke, Colleen O'Mahony, Katherine (CMA), Publicity: Sean McPherson, Entertainment: David Vaselli, Catering/Trade Sites: Harald Lindemann, Council Liaison: David Povey, Spokesperson: Peter Mount, Transport: Sean McPherson, Minutes: Colleen O'Mahony, Marshal: David Povey, Quartermaster: Paul Morgan.

The 2001 Toy Run was such a success, it will be hard to top it, but each year we seem to get more and more riders coming along for

the first time and once you been on one run, you don't want to miss any in the future.

Now, fingers crossed for the great weather we had last year.

All meeting will be held at Harald's, that is until he gets sick of us and kicks us out. The next meeting is June 17. If you think you can help out, come along. Meetings start at 7.00 p.m. and don't go much longer than 8.30 p.m. □

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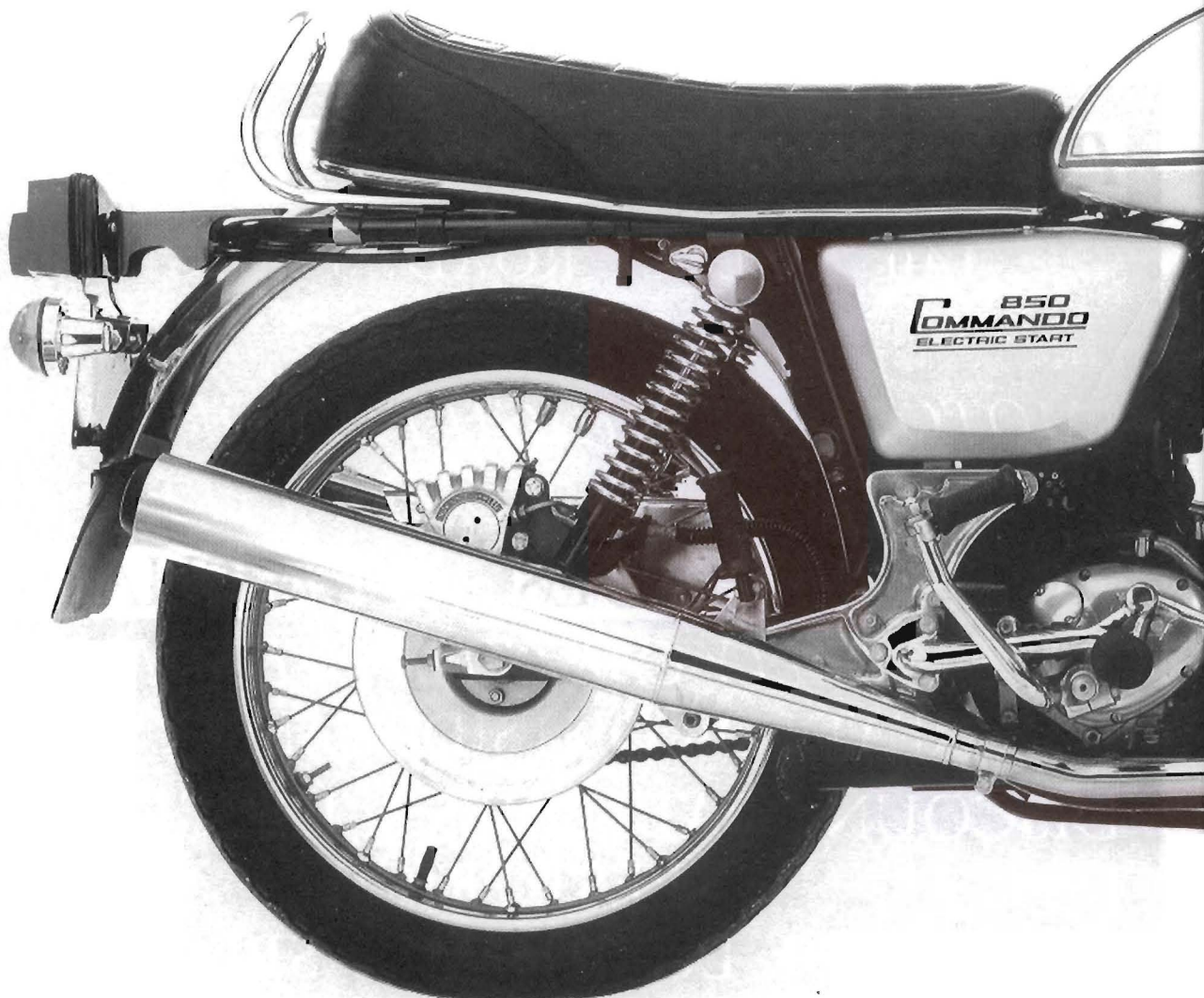
Mon	Tues	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6 Spalding	7 Pub Run
8	9	10	11	12	13	14
15	16	17	18	19 Radiata	20	21 Rally
22	23	24	25	26	27	28
29	30	31 Open Forum				

August 2002

Mon	Tues	Wed	Thu	Fri	Sat	Sun
				1	2	3 Rhynie
						4 Pub Run
5	6	7	8	9	10	11
12	13	14	15	16	17 Alzhmr	18 Rally
19	20	21	22	23	24 Wnrtwn	25 Wmbt
26	27	28	29	30	31	1 Sept



Commando MkIII 850



September 2002

Mon	Tues	Wed	Thu	Fri	Sat	Sun
2	3	4	5	6 Ghost	7 Town	8 Rally
9	10	11	12	13	14	15
16	17	18	19	20 Bush	21 Pig	22 Rally
23	24	25	26	27	28	29
30						

October 2002

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O
ES



frontal identification on motorcycles



dave povey

Front number plates on motorcycles as we have known them in the past will not happen!!.

Unfortunately frontal identification will be on all vehicles as soon as a satisfactory device is designed. South Australian Police are only one of several organizations seeking to clearly identify motorcycles from the front.

Vic Roads is working on a system to check all vehicles from the front so motorcyclists will have to pay for the use of toll roads, freeways, ring routes and traffic tunnels, which at this stage are free to motorcycles. Just think of the extra money ripped off us when they find a way to do it. All other states are working on frontal identification for varied reasons, i.e. New South Wales wants to photograph bikes on main interstate routes to check average speeds.

All of this research is claimed to be in the interest of Motorcycle Safety!, to protect us from ourselves. It has nothing

to do with revenue raising from speeding motorcyclists! If you believe this then you will believe anything.

I have attended two meetings with the working party on this issue and they have been well represented by a wide range of interested groups, including the

RAA, Motor Trade Association, Motorcycle Industry Association, Transport SA, SAPOL and several others.

As any changes to motorcycle design will have to be approved by the Australian Design Rules Authority, any decision of this nature will have to be a Federal decision – not at State level. In other words, standards of motorcycle safety will have to be uniform throughout Australia and South Australia cannot 'go it alone'.

Technical difficulties of electrical noise, heat and vibration combined with the elements are some of the issues to be overcome. There is also the problem of theft of any bolt on devices.

The MRA is not in favour of any device that will in any way alter the safety of motorcycles, their riders or any other people. We are not convinced all this expense is justified in the name of motorcyclist safety. There are, we feel, better ways of improving road safety.

However, as frontal identification is going to happen, the MRA must be there to make certain that any decisions are in the best interest of all motorcyclists.

David Povey

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feedback

Dear Ashley

I had just received the new Centrestand today and I HAD to let you know that the new magazine is 'BLOODY MARVELLOUS'! It is gorgeous and you deserve a 1000 pats on the back. Keep up the good work.

Maurice Tinti Member # 3248.

Dear Maurice,

What can I say except a huge thank you for your passionate response. This was a team effort and we are working hard to bring you a publication worthy of this praise. Please don't stop!

The Ed.

I received the new issue of Centrestand today and I like the new look. I've found it much more relevant in recent months, coinciding with Ashley taking over as Editor. The push to become relevant is important.

Regards
Chris Jones
Member 466
Elizabeth
South

Dear Chris

Humble thank you's are in order. It has taken a few years to turn the magazine around and we are nearly there. As for relevance, it is the burning issue, and you are invited to have your say at the open forum in July (31st). We look forward to your attendance and keep the letters coming.

The Ed

Hi all at MRASA.... just to let you know that all of us at Draggin' were stunned by the sensational new look of your mag...had to look twice, then again to see it was really MRASA.

We are proud to have our logo displayed with recognition of our sponsorship of your most worthy Toy Run. We would therefore like to extend our sponsorship and advertising program for another year as a direct result of the great new look.

Congratulations.

Ride safe,

Grant

info@dragginjeans.com.au

www.dragginjeans.com.au

Dear Grant.

My what accolades! We aim to please. I am delighted that you are continuing with sponsorship. Like I responded to Maurice (above) this is all one big team effort. Simply put, together we make it work. There are great expectations now and it can only get better. So keep up the encouragement and give me news I can use.

Cheers

The Ed

Dear Editor,

Congratulations on the new Mag Format! I was most impressed. I know it takes a lot of time and effort!!

Yours in rallying

Peter Szermenda (Sleaze)

Dear Sleaze

Your kind words have hit the spot. All the feedback is most appreciated, as one needs encouragement when embarking on something new.

Keep it coming

Many thanks

The Ed

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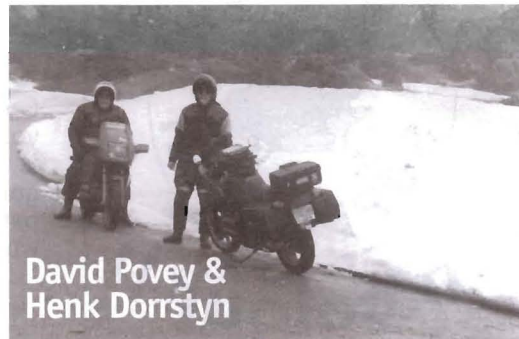
part one

On Thursday the 8th of November 2001 Henk Dorrestyn and I set off from Adelaide at 8am to join up with the BMW Safari leaving from Sydney On Sunday on the 11th, the day after the federal election. Our first day's ride got us as far as Jerilderie, south west of Narrandera. This route is slightly longer but is a much nicer ride than tackling the Boredom of the Hay Plain. From Jerilderie to Wagga Wagga, Cootamundra, Cowra and onto Bathurst. Of course - at least two laps of the famed circuit is compulsory!

From Bathurst a quiet ride down highway to Artarmon on the North shore of Sydney harbour. Arriving in Sydney on a Friday afternoon at 5 o'clock was not the wisest thing we had ever done. Just as well Henk knew where he was going, or was it just good luck! On Saturday afternoon we had to register for the safari at Darling Harbour, so we decided to catch the bus there and back so we could plan a route to get us to the starting point on Sunday morning. It's not as simple as it should be as that section of Sydney is inundated with one-way streets. Apart from mild panic stations when our request for an early breakfast was forgotten at the motel, we had no trouble arriving at the Piermont Bridge Darling Harbour in plenty of time for the 8-30 am start.

The weather was warm and humid when we left Sydney in company with 410 or so BMW's heading south west towards Goulburn, and once we got out of the city it was pleasant riding. Now let me make it very clear, this safari did not follow too many main roads or if we had to the organisers had us back on very good secondary Roads as soon as possible! For example the most direct route from Sydney to Thredbo is only 350 kms approx, the route we were to follow was over 500kms, but we definitely had the scenic route. As we started to climb the mountains the temperature dropped. As I said when we left Sydney the temp was 28 degrees and humid - Thredbo was 60 and snowing, yes that's right, snowing! The next day we went for a day trip to Charlotte Pass, known as the roof of Australia, as this is the highest point you can legally drive or ride a motor vehicle.

It is very close to Mt. Kosciusko and on most days it is clearly visible but the day we were there it was snowing so heavily it was impossible to see more than a hundred metres or so. A lot of care was needed on the roads as some were quite slippery and more than once we had a 'whoops'. No one that I know fell off but I am sure that once or twice it was more good luck than good management! The night before we left Thredbo it

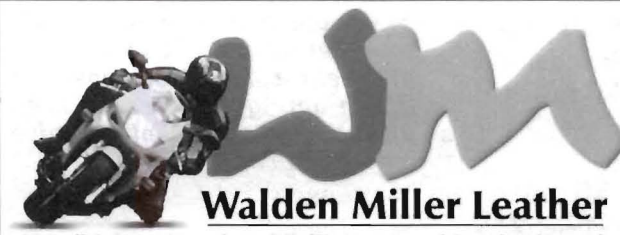


David Povey & Henk Dorrestyn

snowed. Fresh snow just after it has fallen is really pretty! Although it was a cold ride out of Thredbo it was well worthwhile just for the beautiful scenery. Riding in snow is different than rain because snow does not run off the visor! You must keep wiping it off and if you pass under a tree as snow drops off, it hits quite hard. Being so cold when we left we were wearing most of the clothes we had with us. It was funny to watch everybody taking off gear and stowing it at every stop.

Stay tuned for part 2 in the September Centrestand.

Cheers, Dave Povey



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surfin'

with john



dorrestyn

john

Here we go surfing part 3, I hope you found some useful links from the previous issue of surfing with John. Thanks to all who provided feedback. One email I received was from Sharron from the Z-owners club and this has prompted a future theme for Surfing, that being local bike clubs, groups and local interest issues. If you are part of a motorcycle club etc and want publicity for your web site please drop me a line with the address and a few words about the club or site.

With the theme for this issue of Centrestand focussing on the MRA's strategic direction I am adding my two cents worth with sites that may be of a political nature, but with a strong motorcycling focus. The sites that are listed here are collected with the notion of getting us all off our collective bums and giving motorcycling a voice and having sound argument to back up our discussion, whether it is with our friends and family or when lobbying politicians regarding our rights as members of the community.

The Motorcycle Riders Federation of Washington has a very political bent to its publications and these can be found via www.mrf.org and following the links to MRF reports. These bi-monthly reports outline many factors that non-motorcyclists sprout off about without any facts to back up their arguments, for example the positives and negatives of having a minimal clothing standard when riding.

Front numberplates and road safety have been a popular topic within Adelaide's media recently. This link is the governments report into the 'issues' regarding the re-introduction of front numberplates on motorcycles. You may have read this report elsewhere but this is from the source. Do not let self righteous non motorcyclists get hold of this link as we will never hear the end of it. http://www.mac.sa.gov.au/pages/road_safety/research/pdfs/motorcycle_plates.pdf NOTE: This is a PDF document and you will need to have Adobe Acrobat Reader installed on you PC to read it.

If you want to know "How safe is motorcycling?" or "How does it compare to driving an automobile?" then this link is well worth the read. This is a photocopied booklet that is a little difficult to read but has many good points that answer these and other question. <http://www.nhtsa.dot.gov/people/injury/pedbimot/motorcycle/motosafety.html>

What to do in an accident http://www.aimncom.com/aim/go_down.html gives worthwhile instructions on how to best manage the worst situation and get the information required.

Riding safety tips http://www.allsands.com/Health/motorcyclesafet_swz_gn.htm

The next two links take a fine thread to join motorcycling with other community groups; Why Vegan? Why Biker? This page <http://venus.nildram.co.uk/veganmc/vegans.htm> (seriously) gives reasons why a vegan should accept motorcycling as an environmentally friendly form of

transport, but I am not saying that we environmentally friendly bikers should stop eating meat.

Bikers Against Child Abuse (BACA) exists with the intent to create a safer environment for abused children. We exist as a body of Bikers to empower children to not feel afraid of the world in which they live. <http://www.bacausa.com/>

Friction Zone is the only motorcycle magazine—print or internet-based—that includes official California Highway Patrol motorcycle accident reports. These reports make excellent tools for improving your accident-avoidance skills, check it out at: <http://www.friction-zone.com/>

In England some counties allow motorbikes in bus lanes and this link gives some positives and negatives of this practice.

http://www.mag-uk.org/issues/position_statements/bus_lanes.html

Ensure you keep up to date with the MRA of SA via the site provided for us, it's members' www.mrasa.asn.au

If you have any comments or interesting web sites that you want to share with other motorcyclists let me know. You can contact the author via John@johnd.8k.com.

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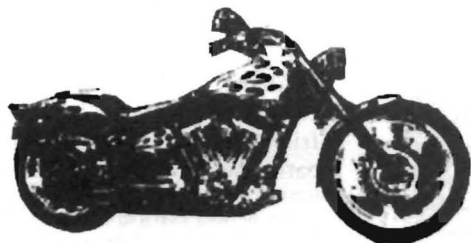
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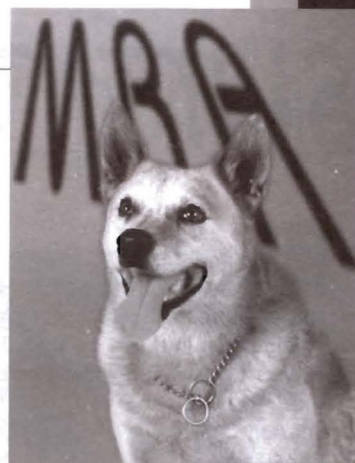


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piddle puddles



Grandad's

gone to Heaven. It's not fair becos I am so sad I liked him lots & lots becos he was always nice to me and Jedda, he always gave us lots of scratches and pats and person chocolate, but bestest he let me drink from the toilet, Dad did not like that becos he said it turned my tongue blue and made my breeth smell, but I did not think so!

Grandad always helped Mr Devil on the Toy Run with his big truck so he could take all the stuff to the Toy Run for Santa! The big truck was really cool to go in, I went in it sometimes, it was fun becos I could stand on the big mirrors and hang heaps on pushie-riders - I told them they were are slow as suzi, Dad even had to put suzi on the big truck when he broke it. We all got scared becos Grandad can't help, but Uncle Darren is going to use his bigger truck this year!!

Dad would take us for walks to the pub sometimes and dranked beers with grandad, lots of funny men would come out and give me and Jedda pats.

Grandad would come out and have playfights with us (we let him win!!) then he gave us biersticks then we would have to show Dad the way home.

Dad's been sad lots since then, even sadder than when mum ran away, I go and give him a lick and Jedda goes for a cuddle! I liked Grandad lots and it's not fair that he's gone. Dad says we'll see him again someday.

Byebye Grandad
Ochre the dog and Jedda

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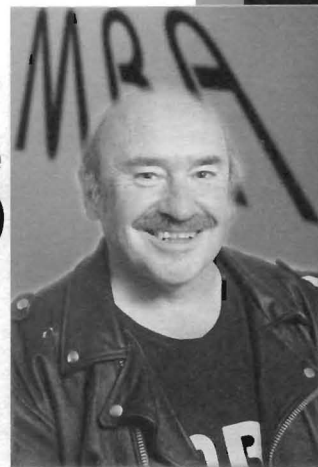
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avuncular tales



dicker

les

Every three to five years I like to do an advanced rider training course, just to sharpen up my riding skills and to eliminate any bad habits that have crept into my riding style. So it was that at the end of February I was fortunate enough to get on one of Marylou's courses held at Phillip Island. This was the first time that I had been to Phillip Island when it was not hosting a 500cc GP or a Superbike meeting. It was also the first time that I didn't camp out at the track, as the cost of the two day course included accommodation, so I slept in a bed at Phillip Island. Luxury, luxury!

I went over with three other avid riders and we met at the Toll Gate at 6 am, I was surprised that I made the appointed place on time as we retirees don't run to any fixed schedule, and early rising is a rare event indeed! So off we went up the freeway into the rising sun, one of the blokes brought his bike, a nice Aprilia Futura, on the back of a trailer as he had only recently got back into riding and didn't think that he would be able to ride over to Phillip Island just yet.

The trip was uneventful except that my favorite lunch spot at the Ararat BP is no more as that servo has closed, so we had to hunt around for

somewhere else. The sub-Yarra tunnel really helps one to get around the dead heart of Bracksville! The new road system takes about 45 minutes off the journey to Phillip Island, and with all the various taxes for fuel, stamp duty and registration one has to wonder why they are toll roads. Motorcycles are free on these toll roads because so far they have yet to develop an e-tag that can be read when affixed to a motorcycle!

Once we got to the caravan park and settled into our cabin and showered and changed, it was time to go into the CBD of Cowes and have a meal in one of the many trendy restaurants. During the night I was woken from my erotic dreams by heavy rain on the roof, ah, I thought I'm definitely at Phillip Island!

The next day saw us at the track at about 8 am, with the first activity being scrutineering of our bikes and riding gear. The mirrors and speedo were taped over to prevent them being used, and once everyone's bike had been done there was a briefing session and we were introduced to the instructors. The first thing was a sighting lap to familiarise us with the circuit and point out the braking markers and zones where overtaking was forbidden. This being a training activity racing and time trials were not permitted.

All the times that I've been to Phillip Island I've always thought that Honda corner was the scariest turn on the circuit, however during the sighting lap I soon changed my mind about that when I came over the crest into MG and saw the 50 metre braking marker rising on the horizon like some demonic alien moon!

The riders were then split into three groups to go into fast, medium and slow sessions, and each session was of 20 minutes duration. An instructor would follow a student around the circuit for a few laps and then take the

lead and demonstrate the correct lines and braking points to the student. Then the student could practice for as many laps as necessary to get the technique right. It seemed that everytime it was starting to rain it was just as my session was commencing, still I got lots of riding done despite the showers, I did over 270 kms on the circuit in the two days.

During one of my better laps I was coming out of the Southern Loop when I noticed the Aprilia bouncing to a halt in the grass. I stopped and went over to see if he was alright, he'd got a broken wrist out of it, but the Futura was in many smaller pieces! Still over the two day course that was the only serious incident requiring medical attention.

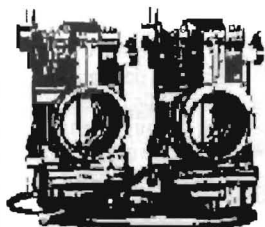
During the breaks in the sessions we were given some lectures on matters like cornering and braking and the construction of modern motorcycle tyres. Following that course I felt a lot more confident when out on public roads surrounded by the usual variety of random drivers. So I can strongly recommend that any serious rider regularly participate in these courses for as well as increasing one's skills it is also good fun to get to ride on a high quality track such as Phillip Island. Keep one step ahead of those random drivers!

Leslie Dicker (aka Uncle Pervie)

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report

Noise Review

Further to the report in *Centrestand March 2001*, the review has been completed and a draft Regulatory Impact Statement (RIS) prepared by the National Road Transport Commission (NRTC). AMC has been invited to comment on the RIS proposals, which include both regulatory and non-regulatory options.

The RIS proposes changing the Australian Design Rules (ADRs) relating to motor vehicle noise, such that they become more stringent and harmonise with UNECE standards. The RIS argues that the benefits will outweigh the costs.

To provide us with a more informed base for considering the RIS, I asked the NRTC for clarification of a number of issues specifically pertinent to motorcyclists.

The potential for retrospective application is always a concern when the rules are changed. However, as with all ADRs, the new ADR (which is likely to be introduced around 2005) will only apply to vehicles built after the date the ADR is introduced - that is, vehicles built after 2005. The in-service legislation will also be amended to ensure that there is no change to the test procedure or test levels of existing vehicles, but will introduce new test levels for vehicles built after 2005. Therefore, there is no impact whatsoever on vintage vehicles, or any vehicles built before the implementation date.

We consider the durability of the exhaust system highly relevant to more stringent standards. Given the RIS proposal to harmonise with UNECE, there is no intention to include a requirement such as the US motorcycle regulations which "require products to be designed and built so as to provide an acoustic assurance period of one year or 6000 km, whichever comes first". However, the in-service requirements are intended to ensure minimal deterioration of the muffler system.

'The police will cease pushing for front numberplates'

When any new model is certified its stationary noise will be recorded and put on a database for enforcement officers (who could be police or EPA officials). When the model is tested in the field, enforcement officers will look up the certified noise level and add 2dB for reasonable deterioration. If the vehicle does not pass it will be required to be fixed, which may mean fitting a new muffler. There will be no requirement that Original Equipment Manufacturer (OEM) mufflers be replaced with OEM when they are worn out. This approach is known as the "signature" system of noise measurement and has been used in Europe for many years.

It is interesting that in the US a regulation similar to the above was proposed for cars, but it was never put into effect. It is not clear why such a durability requirement was not implemented; it could have been too difficult to enforce.

As the US noise control scene is considered dormant at this time, given the size of the US market it is likely to be a very long time before there is true global harmonisation. The main driving force is the market. If US manufacturers want to sell their vehicles in Europe (a huge market), they have to meet the European standards. The same applies to the European manufacturers wanting to export to the US or Asia.

If Australia adopts European standards, it is unlikely that it will exclude or limit our access to the US market. Although Australia represents only 1.8% of the global motorcycle

market, and the US has a significant share of this market, the strengthening trend towards globalisation in a diversity of areas, particularly vehicle manufacturing, is likely to increase, not decrease, access to the wide range of motorcycles currently available. If Australia adopts UN ECE standards, all vehicles that can be sold in Europe can potentially be sold here. Although some US manufacturers may not be too concerned about the Australian market, they will be very interested in the huge European market and will therefore endeavour to have most, if not all, models capable of meeting the standards.

The AMC's comments on the draft, along with those of other organisations, will be assessed by NRTC and the RIS will be finalised. A proposal will then be put to Transport Ministers following endorsement by NRTC and the Motor Vehicle Environment Committee.

Front Numberplates

On February 28 and April 4 the SA Police (SAPOL), led by Supt. Roger Zeuner, conducted meetings of interested and affected parties with the intention of making further progress on the introduction of frontal identification for motorcycles.

In attendance were CEOs or representatives of the Motor Trade Association (MTA), Motorcycle Industry Association (MIASA), Royal Automobile Association (RAA), Insurance Council of Australia (ICA), Registration and Licensing (R&L), Transport SA (TSA), Road Accident Research Unit (RARU), MRA(SA) and the AMC.

Here is the short report:

The police will cease pushing for front numberplates.

This might sound like good news, but the longer version will bring you back to the real world and reinvent your cynicism.

Instead, the police will focus their energies on "frontal identification". They are continuing to argue (on the basis that "speed kills") that this will be a safety measure which will see a dramatic reduction in rider fatalities as (presumably) all the speeding riders will either stop speeding through fear of identification or be taken off the road through being identified. This argument is based on unreasonable and inaccurate assumptions, unsupported opinion and a complete absence of research confirming any supportive link between safety and motorcycle frontal ID.

Do they really think that all motorcyclists intentionally, aggressively and persistently speed? If the argument is valid, why do motorists continue to get booked for speeding? Will those few riders who get photographed excessively speeding suddenly stop because they can be identified from the front? And if they knew where the cameras were, would they speed anyway (excluding the odd ratbag who, through giving the police the finger, has also given them the motivation and the ammunition to pursue this issue)?

At the first meeting, the police also tried to draw a connection between speed and the increase in older riders crashing. There is absolutely no evidence of any such link, whereas our own research suggests causal factors such as fatigue, inexperience and returning to riding after a lengthy absence as the main culprits. They may also be ignoring percentages in favour of (misleading) raw figures.

The police accepted our argument that metal plates are dangerous, and suggested stick-on ID using digits or barcodes, advising that, as the resolution power of cameras now can read characters of 25mm high, the stickers could be placed anywhere on a bike. They also suggested ID numbers or barcodes on helmets (which might gain support from multi-machine owners) and transponders, notwithstanding the Victorian experience of their present incompatibility with bikes.

Suggestions from other representatives included stickers which self-destruct on removal to avoid swapping them to other machines, increasing enforcement (everywhere, I presume; roll on 1984), and a microchip in the rego label.

MTA and MIASA emphasised the need for uniformity and consistency in design but highlighted the technical problems, while offering no support for the proposal.

One representative said if we really wanted equity we would want front numberplates just like all other vehicles on the road. We responded that it is not possible to have true equity as different road user groups have different safety criteria, and that if equity had any relevance, or any safety benefits at all could be derived from frontal ID, they would be insignificant compared to the benefits derived from focussing on the real issues associated with motorcycle safety, viz. skid-resistant road marking paint and crack sealant, barrier systems that don't kill motorcyclists, road maintenance, the quality and frequency of rest stops, driver awareness and behaviour, and so forth.

'The police will focus their energies on frontal identification'

TSA asking us if funding could be arranged for research and improvements in these areas would we accept the inclusion of research into frontal ID? We responded in the affirmative, on the basis that we are opposed to metal numberplates not the principle of frontal ID, and provided some safety benefit can be demonstrated.

Although this was a hypothetical question, I shall continue to argue for funding in these areas as a sign from the authorities that they are serious about motorcycle safety and as a condition of including frontal ID in any safety strategy, and will resist frontal ID until there is a real commitment to action where it will count.

After all, there is no support for the proposal anywhere in the world, nor is it seen as a significant issue by any Australian state or territory, with the unique exception of the police. At this time there is no indication whatsoever of any benefit to us or the motorcycle industry of having frontal ID, hence we view it as a purely punitive and discriminatory measure.

The outcome of the meetings are that SAPOL will test their speed cameras to determine with greater accuracy their power of resolution, and will identify government departments, groups and individuals who can contribute expertise in researching technological methods of developing a vehicular frontal identification system.

However, VicRoads has commissioned an independent study of the viability of frontal ID by Professor Marcus Wigan who, although a motorcyclist himself, is a person of integrity who will conduct an impartial appraisal, the results of which are expected in June. The SAPOL working Group will defer action until the results of the study are known, but its members will contribute their opinions on what should be included in the study.

As an aside, you may be interested to know that the stick-on numbers on the front of police motorcycles have been removed pending the outcome of a court case, presumably based on the SA Motor Vehicles Regulations (1996) Sec. 47D(1)(c) which states that "a person must not drive on a road, or cause to stand on a road, a motor vehicle to which is attached a colourable imitation of a numberplate".

Women in Motorcycling

This was again discussed at the Australian Transport Safety Bureau Motorcycle Safety Consultative Committee (ConCom) meeting in Canberra on April 15. If you have been following these reports you will know that the questionnaire developed by the AMC, with ATSB's support, was in draft publication stage. Although two years have elapsed since the questionnaire was first mooted, some ConCom groups want still further opportunity for input. Publication will therefore be deferred until (hopefully) June.

National Rider Training System

ConCom also continued progress on a national system of rider training and instructor accreditation. This will encourage national unity in curricula and, through utilising Certificates III and IV in Workplace Training and Assessing, will facilitate uniform employment opportunities for instructors anywhere in Australia. The draft proposal will be presented for approval in principle to the Austroads Registration and Licensing

Reference Group as part of the Road User Management Program.

'The police accepted our arguments that metal plates are dangerous'

Wire Rope Safety Barriers

ConCom discussed the comparative installation and maintenance costs of wire rope, W-Beam (Armco) and concrete barrier systems, the objective being to determine which is the most cost-effective system over its whole-of-life. It is hoped that concrete will come out on top, as motorcyclists consider these barriers to be the most rider-friendly.

Australian Motorcycle Federation

This year's conference will be held in Sydney on Saturday, July 13. It will be an intensive, outcome-orientated meeting which will prioritise key issues derived primarily from the draft *Australian Agenda for Motorcycle Safety*. These issues are:

- Awareness
- Rider training
- Unlicensed riding
- Young riders/older riders
- Speed
- Road environment
- Road safety practitioners' attitude
- Fatigue

The prioritised issues will be put up for inclusion in the National Road Safety Action Plan 2003-2004.

Police Operation

Supt. Roger Zeuner has kindly advised me that SAPOL will be conducting an operation in the Adelaide Hills that will target motorcycle safety (which, presumably, will include speed), vehicle condition, breath testing and licences. This information has been widely circulated to MRA SA members and others, whom I would caution to remain mindful of the need for a responsible and safe approach to road usage, not just during the operation but at other times.

The operation will run until June 7, and cover the area bound by Burnside, Kersbrook, Callington and Strathalbyn.

This early advice is appreciated, and may even be interpreted as a sign of progress in the consultative process. Now, if SAPOL will just admit defeat on the frontal ID matter...



on runs & things

VISION!! And here I don't mean the vision you don't have with a scratched visor, or the double vision commonly suffered at rallies through imbibing too much Stones Green Ginger wine (free plug guys... gis some sponsorship willya ???)

No, here I speak of the intangible "Vision" (so important it deserves its own capital) that goes with "Direction" (see previous comment about caps...) and says what we, the Motorcycle Riders Association, proclaim as our way forward. It goes hand in hand with things like mission statements, and bespeaks structure and organization.

Last issue, we all prattled on about relevance... having discovered (through no small miracle) that the

Motorcycle Riders Association IS in fact relevant, we came to the stunned realization that we then needed a vision and a direction. This is all sounding so ORGANIZED... and well it might, for in today's world of rampant capitalism (no idea what that has to do with anything, but it sounds good...) and multitudinous pressure groups, to be of any use to Motorcycle Riders (note caps... important people) We have to be more than "just another pressure group". To be more than that, we need members, yes, BUT we also need to know where we are headed, and how we intend to get there, hence the mention of Vision and Direction.

Later this year, the committee will sit down, scratch their collective heads, and, after removing the splinters, will attempt, nay WILL, come up with a Vision statement and a Direction statement, to be accepted at the AGM in September. This will give the Motorcycle Riders Association the direction it needs to forge ahead and become an organization that members can be

proud to be associated with. It will allow us to state our aims and goals, and not have people asking at the annual Toy Run (caps... it's important...) "Who organizes this?"

It will also allow us to be more than just the group of people that organizes the Toy Run as well. We have, in the past, gone on about unjust legislation, and behind the scenes, our public officer, Peter Mount, is slaving hard with the AMC to prevent this unjust legislation in fact taking place.

As I have said previously, on many occasions, in many different ways, we need members. But time was never given to exploring EXACTLY who we are, what we are doing, and how we will get there.

Ladies and Gentlemen, that time has now come. I don't envisage it will be a bumpy ride, but you can never tell. So fasten your helmets and hang on tight... whatever else, it's sure as hell going to be interesting....



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Rallies in 2002

It's nearly half way through the rally season and I've only been to about three or four rallies, I must be slowing down in my old age!

As I've said before if you've been to a rally recently and had a good time, then write up your experiences and send it into our spunky redheaded editor, she's always looking for some new material to include in this magazine, and she'll be so grateful to you that it'll be the highlight of your life! (Thank you Uncle Pervy).

Wintersun Run, 8-10 June

This is a Ulysses Club event located in a natural bush setting on the banks of the River Murray at the Mildura Motorcycle Complex. An easy site to access with a bitumen road into the site just follow 11th Street until you get to the end, if there's no rally there then you're at the wrong end of the street! Lots of good camping, plenty of catering & free tea & coffee. Prepaid \$12, on the day \$15, includes badge. Info; John Dyason, (03) 5023 7218, or Margaret Bartel, (03) 5021 1172.

Spalding Pub Run, 6-7 July

This event is organised by the FTMA in conjunction with the Spalding Community, camping sites behind the pub, showers & toilets, usual rally awards, large bonfire, gymkhana & live band, free breakfast on Sunday. Entry, \$10. Info; Lefty. (08) 8633 1516.

Radiata Rally, 19-21 July

The South East Register invites everyone to attend their annual rally at Mac Namara Park at Mount Gambier. Fully catered, toilets & shower facilities, excellent camping, lots of firewood as it's usually very cold, good road all the way. Prepaid entry \$12, and \$15 on the day, includes gate raffle. Info; Frank (08) 8765 1030, or Pastie (08) 8733 2792.

Rhynie Pub Run, 3-4 August

Once again the SA Tourers MCC in cahoots with Bondy are having the annual run to the historic (hysterical?) Baker Springs Hotel & Coach House at Rhynie, approximately 100 kms north of Adelaide on the Clare Road. All the usual good facilities are supplied, country cooked counter meals, lots of camping next to the pub, bonfire on Saturday

night, free breakfast on Sunday. Entry only \$10. Info; Aidan Hanafin, (08) 8346 4071

Alzheimer's Rally, 17-18 August

This year's Alzheimer's Anonymous Rally is at a new site as they've forgotten where last year's site was! The site is 5 kms past Sedan on the Swan Reach Road, and will be signposted if they remember to put them out. This is a back to basics rally so don't forget to BYO everything. Entry is \$12, & includes a badge. All enquiries to Meataxe who probably won't remember anything about it anyway, but still try ringing him on (08) 8540 2172.

Wamertown Wombat Rally, 24-25 Aug

This is another event organised by the FTMA (very busy people) held at their clubrooms just outside Port Pirie at Wamertown. Excellent catering, complimentary breakfast on Sunday, lots of camp sites, large bonfire, gymkhana, showers & toilets. Info; Lefty (08) 8633 1516.

Ghost Town Rally, 6-8 Sept

Last year's Ghost Town Rally at Silverton via Broken Hill attracted 587 rallyists & and that included me! Lots of good campsites, heaps of good food at reasonable prices & a swag of great raffle prizes. The people of Broken Hill always make motorcyclists welcome & it has many historic places of interest to see. There's a prepaid prize of \$100 cash (or plastic!) so get in early, \$12 prepaid, or \$15 on the day. Info; Silvana Millard (08) 8088 1197 or Don Bearman 0418 858 653.

Bush Pig Rally, 20-22 Sept

The Mid North Register of MRA are having their rally on a new date this year, but at the same venue, Crystal Brook Motorcycle Track, 180 kms north of Adelaide, just off Highway One. Fully catered with lots of good camp sites & toilets. All the usual rally awards, gymkhana. Limited badges, entry \$10. Prepays to Mid Nth MRA PO Box 37 Snowtown, SA 5520.

Hope to see you at some, or all, of these rallies,

Regards,

Leslie Dicker (Uncle Pervie to you!)

back chat



hume-phillips

chris

Well, I hope you've all been doing those stretches I've shown you! Yeah, I know....."just haven't had the time", right? Mmmm...now where have I heard *that* before? In keeping with this issue's theme it's time to give the body a rest and instead stretch our brains a little, in fact, a lot!

Some years ago I was on the executive committee for the Queensland branch of the Chiropractors Association. The big challenge that faced us was to establish a growth in the membership, a *big* growth! This was considered somewhat of an awesome task, given that traditionally there were those who would re-join as members, those that never had been members (and never really bothered considering membership), and those that once were and had since not re-joined.

After many hours beating our heads against the wall (luckily we were in a room full of chiro's!) we decided we needed a marketing consultant to help us focus and fine tune our primary goals into specific achievable objectives. Then from there, develop a time-effective, structured, financially viable strategy to achieve these goals.

In my short time as a member of the MRA, there seems to be somewhat of an identity crisis both within the MRA, and amongst motorcyclists about the purpose of the MRA. This issue is an ongoing source of discussion in many past issues of *Centrestand*. The number of people at the last Toy Run who either weren't members, or didn't know it was run by the MRA was astonishing.

However I believe there always comes the time when the talking must stop, and the action must begin. Essentially I believe it is now time to develop our own marketing strategy. To do this I believe the following key steps need to be followed (excuse the marketing lingo but it gets to the point!);

- 1. Define the 'product' being sold, based on what the 'buyer' wants, and not what we want to 'sell'** - What aspect of the MRA's functions do our prospective (and current) members need most *right now*?
- 2. Visually define the product being sold** - Develop a visual image that people want to identify with. Personally I think the logo needs something between a revamp and overhaul. [...he says, ducking for cover!].
- 3. Develop a 'brand awareness' amongst the community as a whole** - Repeated cost-effective exposure through carefully chosen channels.
- 4. Define no more than three target groups for mass marketing** - Prospective members, general public, regulatory bodies.

5. Establish a cost-effective, time-dependant strategy for a mass marketing & recruitment budget and recruiting runs & timelines.

All of the above will collectively increase membership, increase public awareness of the MRA, & increase political effectiveness of the MRA.

Events such as the Toy Run, is one example of a massive opportunity for the MRA to achieve exactly this.

There's ample time between now and the July open forum to collect the information and resources needed to put together such a proposed project for ratification by the membership. I'm sure amongst all of us are those with the right skills, resources and energy to bring this to life. Time set aside at an upcoming general meeting for those seriously willing to commit to such a project would be a great starting point.

And now, as I humbly climb down off my soap-box (before I get kicked off it!), I leave you with a final thought.....

Someone once said to me, "If you want something done, then ask a busy person". The truth is, we are all busy, but we still manage to find time to do one more thing in our day, only because it is important to us.

Because it matters. Whilst you are contemplating this, get up out of your chair and do some of those stretches!

Chris

Chris, as a person who has had 15 years experience in marketing, I agree with everything you are saying, but like you, I might have to run for cover if I say another word...

The Editor

'let those who ride *decide*

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