

JUNE 30, 1993.

CONFIDENTIAL

FILE

The Motorcycle Riders' Association of Australia Inc. is in extreme financial difficulty. Repeated requests to the MRAA Board for a membership drive, like the very successful one run by Eastern Suburbs some time ago, have been ignored. Since Toy Run '92 I have been telling the Board that the MRAA membership is stagnant or falling.

Some of the reasons for the crisis are:

- * The enormous task of running the MRAA administration.
- * The massive workload involved in the Parliamentary Inquiry into Motorcycle Safety; the police action at Heathcote; attending dozens of meetings on behalf of members, during business hours, with no staff to keep the office open; the eviction of the Toy Run from the city; the attempt to gain tax-deductible status for the 4B's; saving The Deciding Factor; the huge waste of time and resources on the Australian Motorcycle Council issue; the cost of representation at ICOM; the Marshalls' first aid course and more.
- * Costs involved in the GP Starting Grid, 15th Anniversary Party and MRAA Rally. Lack of support / poor attendances.
- * Loss of direction and failure to set realistic priorities by the Board as a whole. The Board has grown "fat" with appointed Board members who in many cases, have not done work that was required or have duplicated work underway or already completed. Club politics has been brought into business management. Critical areas like membership growth, constitution reform and the Toy Run have been neglected.

There has been too much bureaucracy, not enough hard work and too little communication, especially on critical areas. This happens to a lot of clubs. Its happened to the AMC. But MRAA is supposed to be much more than a club.

MRAA has no growth, no cash flow. It has no Toy Run site and no work done on this year's motorcycle month. Linda Rosier, Gus Cummings and Jim Cutts have faithfully done what has been asked with regard to keeping MRAA afloat. Kathy Lamblin deserves thanks for her efforts for the 15th Anniversary and WRAP as does Andrew Cooper for his time in head office and KICKSART. Chris Czajka and the WSR guys have been fantastic in supporting me and head office. John & Jo Nelson have been supportive behind the scenes and others deserve thanks too.

But the fact remains that the MRAA (and other clubs) have been in this position before. I left in 1985 because petty club-type issues and a lack of professionalism took over from good management and realistic priorities. MRA Qld. Inc. and MRA NSW Ltd. have both been closed by governments for debts and bad business management. MRAA came close but in 1989 I put in a team to try to save it.

I became President again on July 1, 1989. I have done what I promised then. MRAA's huge inherited debt has been paid, the membership (still too small) has been quadrupled, MRAA media profile is raised and MRAA political muscle is back. By 1992 MRAA was a credible and effective organisation with the potential to employ motorcyclists to work for motorcycling and to supply services never before achieved by any motorcycle group in Australia. But it got too comfortable. Instead of supporting the leadership we have a Board pulling in different directions and failing to achieve the work needed to survive.

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Today MRAA is stagnant and dying. Memberships have hovered around 2000 for more than 8 months. I have begged the Board for help but they prefer to use time and resources on discussing raffles and registering The Deciding Factor for discount mail. That was done years ago. Much of this wasted effort could have been avoided by simple communication with head office.

The membership has only been maintained by the hard work of those in head office and the VicRoads mailing which ends now. I will do my best between now and August 1 but the only real hope of survival is a strong membership and renewal drive now. Clearly the Board, as a whole, has other priorities. Jim Cutts has been deeply embarrassed by my inability to buy stock to fill his orders. So have I. The Board knows. What more can we do?

Too often an excuse (like "I did not see the bike") is used to blame me for problems caused by the shortsightedness and neglect of others. Damien is stressed out. Damien causes personality clashes are old cop-outs used by the AMC, and others, for years. But when they want someone to go up against discrimination at Bathurst or Heathcote, or fight in a court or inquiry or work unpaid, ~~day~~ in, day out, to pay off MRAA's debt then Damien is a good bloke. ^{day}

I am disgusted. We could have achieved so much more for riders.

For information on the Annual General Meeting call Detlef Lamp BH 282 5137 or AH 367 1271.

For information on the Board call Peter Bricknell AH 645 3646.



Damien Codognotto
President.