



AVMCFR Launch Media Release  
24 April 2017

## **Australia's First Motorcycle Friendly Region has been launched in WA**

York, in the beautiful Avon Valley, was the location of Premiere Productions' 2017 Motorcycle Festival on Sunday 23 April. Despite the weatherman's threat of showers 'n' storms it was a stunning day which attracted approximately 6,200 to the Wheatbelt town.

At 11.20am Avon Tourism took centre stage for their 15 minutes of fame and the Avon Valley Motorcycle Friendly Region was formally launched. Karen Dore, Chairperson, took the opportunity to invite everyone involved in the regional collaboration to join her on the stage;

- Dave Wright (President, Motorcycle Riders Association of WA) for planting the seed which started the growth of the project.
- Wendy Newman (CEO, Wheatbelt Development Commission) for funding the initiative.
- Strett Cull (Dealer Principal, Cully's Yamaha) for covering the budget shortfall.
- The seven Shires for their in-kind support to install the road signage and noticeboards;
  - Beverley, Cr Dee Ridgway, Shire President
  - Chittering, Karen Dore, Economic Development & Communications Officer
  - Goomalling, Clem Kerp, CEO (apologies)
  - Northam, Cr Steve Pollard, Shire President
  - Toodyay, Stan Scott, CEO
  - Victoria Plains, Ian Graham, Deputy CEO
  - York, Cr David Wallace, Shire President & Paul Martin, CEO

The outcomes of the venture were summarised as the;

- facilitation of an online list featuring over 70 participating venues (eateries, accommodation and attractions);
- production and installation of 95 branded Avon Valley road signs;
- creation, printing and distribution of 2,500 pocket maps;
- fabrication of advertising banners and noticeboards for information points; and
- administration of a busy (over 600 members) Facebook group as a space to share up-to-date information and business promotions.

Over \$1,400 of vouchers were donated by proud participants. Some of these (Cola Café, Settlers House, Bindoon Bakehaus, Red Vault Bistro, Jennacubbine Tavern, Hotel Beverley, Bindoon's Windmill Farm) were used to thank ride leaders and project assisters. Amanda & Dave Smith (Perth Café Racers), David Austin (Perth Adventure Riders), Mike Bertrand (Perth Street Bikes), Craig Field (Perth Motorbike & Sidecar Riders), Gordon Haywood (Flashpixx) and Lorin Sole (Triumph Riders WA) were also invited to join the group onstage.

With a full 'podium' the giant *Bindoon Bakehaus Double-Choc Brownie* was ceremonially sliced by Ms Newman with a helping hand from birthday boy David.

More giveaways for Facebook group members included an overnight stay at Pecan Hill B&B with dinner for two at the Duck Duck Goose Café Ice Creamery in Toodyay (Craig Wallace), a Rider Down Fast Aid course (Mark Smith) and \$200 of Bike Shed Times advertising (Freemason's Hotel, Beverley).

Johnathan Langmead, Bong Arroyo, Glenn Sargeson, James Thompson and Karen White hot-footed it to the Avon Tourism stand to claim prizes donated by York's Nosh & Nod, Toodyay's Ipswich View & Toodyay Amber Springs Gardens, Beverley's Freemasons Tavern and Overlander Adventure Equipment. The 100 pieces of brownie and 1,000 pocket maps didn't take too long to disappear either!

Sincere thanks go to the volunteers who manned the stall; Caitlin Logan (Chairperson's daughter!), Jane Ferro (Shire of York), John Maxwell (Hotel Beverley) and Di Smith (Beverley Historical Society) along with John Innes (innesphotographix) and Phil Preston (local Toodyay rider) for their photography / videography.

Where to from here? Participating venues now have the unique opportunity to advertise their motorcycle friendly facilities and offers directly to interested riders. Rider feedback will be used to identify new initiatives which can be researched and enacted where feasible.

----- ENDS -----

*The Avon Valley region flows along winding roads north-west from Beverley through to New Norcia, taking in the country hospitality of York, Northam, Toodyay, Chittering, Bindoon, Victoria Plains and Goomalling. The combination of stunning scenery and WA's temperate climate offers the beginning of many a great ride.*

**For more information**

Avon Tourism Inc, Sub-Regional Tourism Organisation

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Motorcycle Riders Association of WA Inc, Peak Body for motorcycle riders in WA

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Roadwise, WALGA's Local Government & Community Road Safety Program for WA

Road Safety Advisor, Cliff Simpson [csimpson@walga.asn.au](mailto:csimpson@walga.asn.au) / 0409 686 138

**Links**

Website

[www.avonvalleywa.com.au/what-to-do/avmcfr](http://www.avonvalleywa.com.au/what-to-do/avmcfr)

Facebook Group

<https://www.facebook.com/groups/avmcfr/>

