



AMCA Annual General Meeting 2016

For period 1st November 2014 to 31st October 2015



General Finance Updates

- ▶ The AMCA is made up of four companies, coming together into a consolidated set of accounts:
 - ▶ Amateur Motorcycle Association Ltd
 - ▶ AMCA Events Ltd
 - ▶ AMCA Benevolent Fund Ltd
 - ▶ AMCA Development Ltd (dormant company)
- ▶ The AMCA consolidated accounts report a turnover of £1.2m and a post-tax profit of **£56,821** for the year ending 31st October 2015.

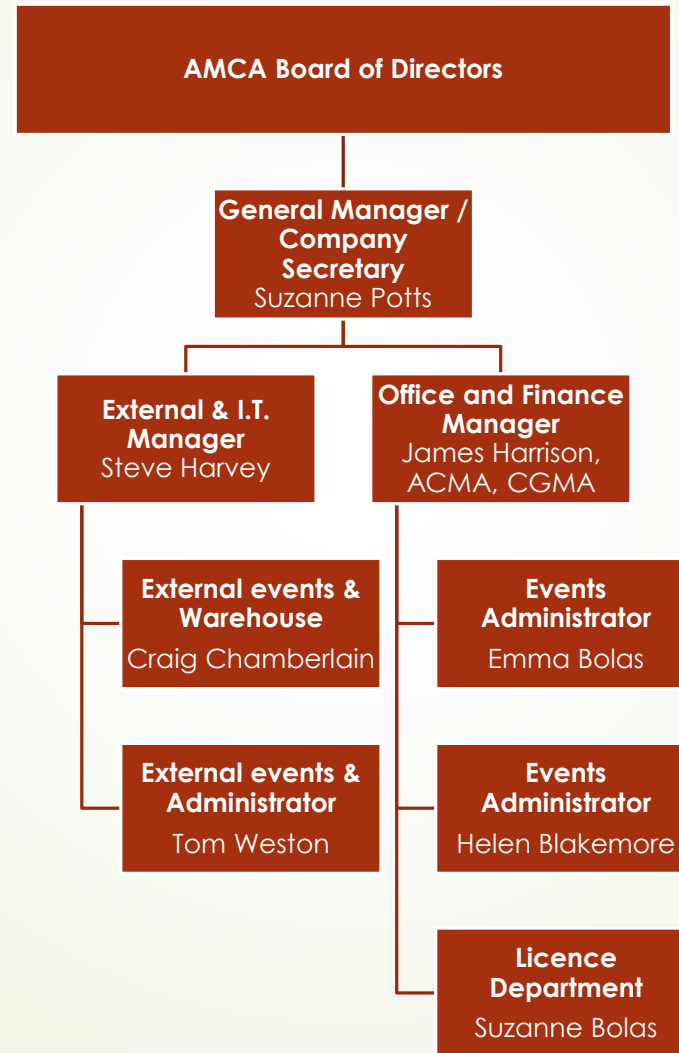


AMCA Board of Directors

- ▶ The AMCA Board of Directors are all non-executive, the board members are below:
 - ▶ Don Green (Chairman)
 - ▶ Carol Davis (Vice-Chair)
 - ▶ Malcolm Brettle (up for re-election at this AGM)
 - ▶ Sue Cannings
 - ▶ Mike Humphries (up for re-election at this AGM)
 - ▶ Dale Moreton (up for re-election at this AGM)
 - ▶ Mick Penn (up for re-election at this AGM)
 - ▶ Colin Price
 - ▶ Nick Webster
 - ▶ Roy Pugh (recently deceased)
- ▶ Two nominations were received to join the Board, who are:
 - ▶ Simon Lane
 - ▶ Brad Oleary

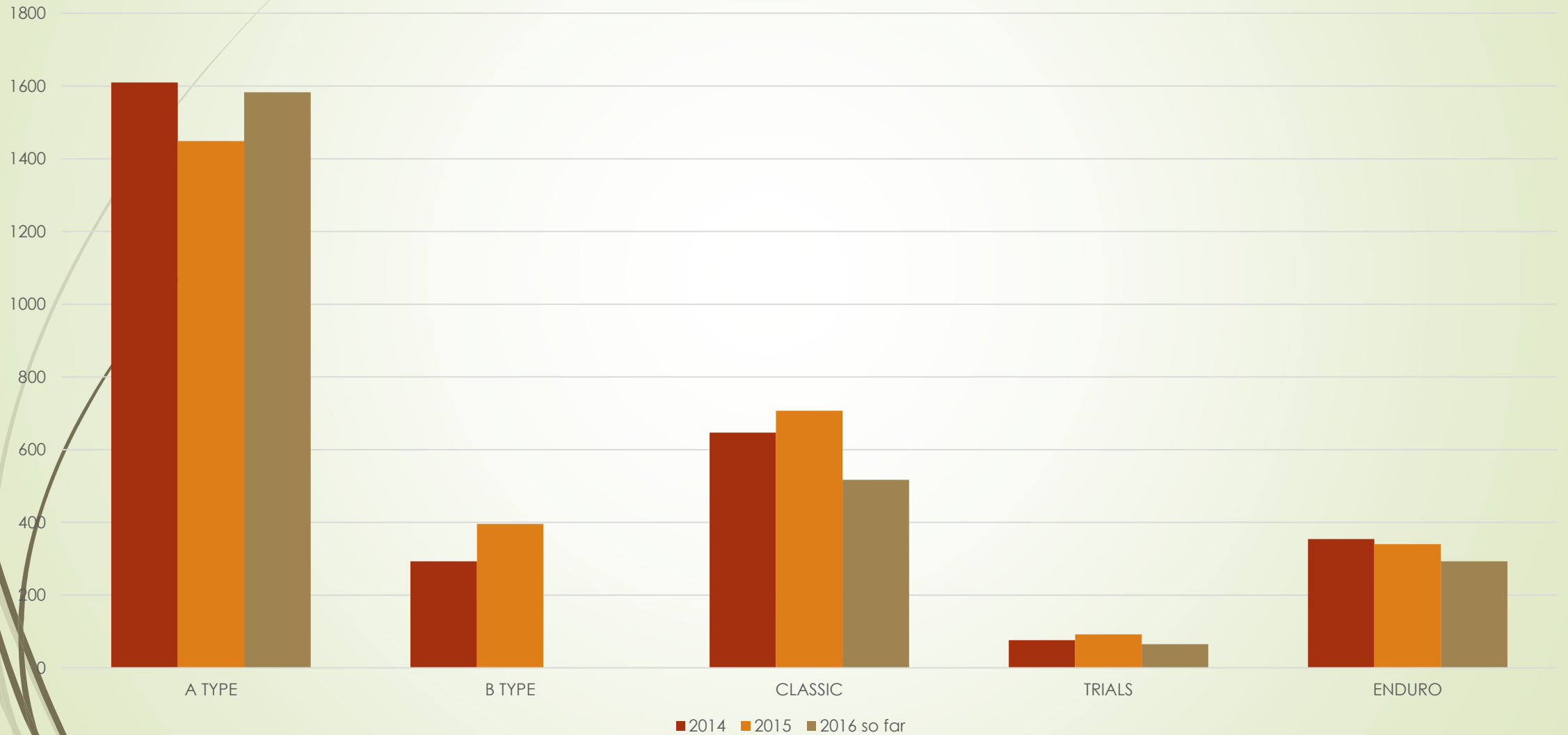
AMCA Staff Structure

7 full-time and 1 part-time

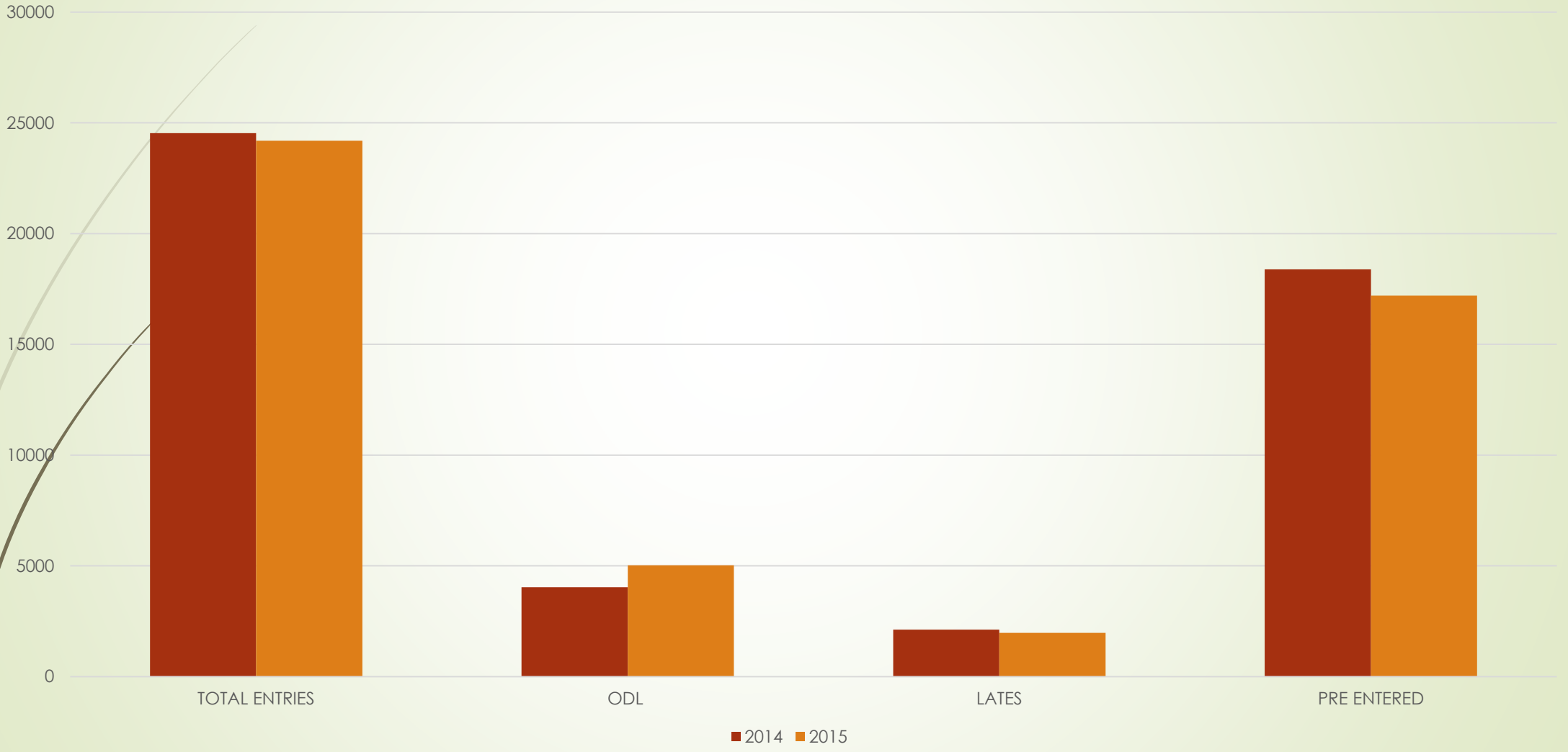


Off-Road Statistics

Licences 2014/2015



Motocross Entries



Other Stats

<u>TRIALS</u>			<u>ENDURO/MOTODURO</u>			<u>PUSH BIKE</u>			<u>SCRAMBLES</u>		
	EVENTS	ENTRIES		EVENTS	ENTRIES		EVENTS	ENTRIES		EVENTS	ENTRIES
2014	599	27327	2014	30	2611	2014	23	683	2014	40	4269
2015	610	27540	2015	28	2859	2015	18	492	2015	52	5258

<u>MOTOCROSS</u>		
DATE TO	EVENTS RUN	TOTAL ENTRIES
2014	136	24534
2015	158	24197



Big Changes for AMCA motocross in 2016

- ▶ The AMCA Board of Directors reviewed the market place, the changing AMCA membership, and felt a radical overhaul of the AMCA pricing structures in motocross was needed to remain competitive.
- ▶ The changes consisted of an increase to the guaranteed minimum financial payment to motocross clubs for running events and a drop in the number of entries needed to get to this minimum.
- ▶ The restructure also saw a substantial reduction in the licence fee and an increase in the entry fee to see over 80% of MX licence holders better off financially over the course of an AMCA season.



Changing Times

- ▶ The AMCA Board have seen a reduction in turnover over the past few years and have been actively seeking other revenue streams– resulting over the past few years with the addition of the following:
 - ▶ Skegness beach race (year 6)
 - ▶ MCIA Motorcycle Offroad Experience project
 - ▶ Trophy sales
 - ▶ Yamaha MX Experience
 - ▶ Sponsorship (Dunlop, Datatag, Doodson all coming on board to sponsor major events)
 - ▶ Email campaigns for Classic Bike Show, and Dirt Bike Show
 - ▶ Conference room hire
- ▶ These activities were responsible for over £105,000 of the AMCA income in 2015 and as such are a welcome support to the core business of the club events.



Member Support

- ▶ Your AMCA Board have continued to support:
 - ▶ Classic Des Nations
 - ▶ British Classic MX Championship
 - ▶ IMBA
 - ▶ Midland Trials Championship
 - ▶ MX1/MX2/Vets/2Stroke/Youth Championships
 - ▶ Benevolent Fund for seriously injured riders and officials making over £16,000 of donations
- ▶ The AMCA remain members of:
 - ▶ Land Access and Recreation Association
 - ▶ Motor Cycle Industry Association
 - ▶ VNUK Industry Action Group



Threats and Opportunities

► **THREATS**

- Insurance: More claims mean bigger premiums and higher entry fees
- Land: Lack of land due to noise issues
- Competition: Numbers of other organisations and promoters
- Legislation: Potential changes in the law

► **OPPORTUNITIES**

- AMCA run more grass roots MX events than any other body
- Hold a good proportion of the non-MX events market share with an increasing number of trials
- Loyal volunteers with a robust club network
- Expertise, quality staff with an established team and reputation which underpin business and open up other avenues to us.



Staying ahead of the competition

- ▶ Continue to invest in technologies to assist the changing membership, e.g. website/web booking
- ▶ Improve AMCA infrastructure support to clubs including programmes / public address systems, start gates
- ▶ Reduce the admin burden for clubs and make it easier for riders to ride AMCA



AGM

- ▶ The Annual General Meeting gives member clubs the opportunity to ask questions, put forward proposals, and also meet the Directors and the team who run the administration of the AMCA on a day to day basis.
- ▶ The AMCA remains a democratic association, directors are elected by members as are group coordinators. Classic clubs meet annually to discuss their rules and MX clubs meet three times a year to discuss the same.

Thank you for attending and taking an active part in the running of your AMCA