



NEWS

CHAPTER OFFICER NEWS

ISSUE 4, 2017

AUSTRALIA & NEW ZEALAND

To All Chapter Officers

As we race headlong into the festive season it's time to reflect on the great things of 2017 and to look forward to 2018.

What a year it's been with the 100 year celebration of Harley-Davidson® in Australia (NZ's 100 years is on the horizon), several new H.O.G® chapters and so many good rides, rallies and events throughout the year. Our very first H.O.T™. since 2014, the inaugural CVO® owners Sturgis tour and the launch of the incredible new range of H-D cruisers. I hope you've taken the time to test ride one as they truly are a significant step forward in terms of handling and performance. My stand out is the Fat Bob and I reckon there might just well be one in my garage before too long! Yes, what a year it's been.

And 2018 looks to be even bigger and better. I need to take a breath before the New Year hits us all but I am excited about a whole range of things.



H.O.G. Officer Training

Firstly after the huge success of H.O.T. this year in Wollongong and after taking in the feedback from so many people through your RDs, I'm sure there will be wide approval of the fact that there will be 4 separate H.O.T. programs run next year. Yes that's right, the one large and central H.O.T. will be replaced with 4 programs spread throughout the country to accommodate for the needs of more people and therefore allowing far more people to attend.

They are planned for:

1. WA
2. FNQ and NT
3. New Zealand and
4. SE states.

However, please note that officers and aspiring officers can attend any, or all of these events. I am working with the RDs to ascertain the best dates for each of these events so once these are in place, I

will advise where and when! I hope to see many, many officers and aspiring officers there as well as Chapter Managers from the dealers. Now, let me reiterate comments and discussions from H.O.T. this year, particularly revolving around chapter funds and attendance at H.O.T.

There is a misconception that chapter funds are for charity. This is not the case and your chapter handbook clearly states this. Chapter funds are members funds and what better way to spend members funds than to pay for the unpaid volunteers (officers) who run your chapters as, to come to H.O.T. to learn how to make the chapter better and to understand the latest developments in H.O.G. I made this point not only at H.O.T. in Wollongong but also at the National Dealer Meeting in Canberra a couple of weeks ago. H.O.T. is not a 'junktet'! We work hard and commit a lot of time to developing and growing our chapters.

So I do look forward to seeing you all and your aspiring officers at a H.O.T. near you next year.



Andrew Kidd (top)



Andrew Sloan (bottom)

Regional Director Updates

And talking of RDs I am delighted to announce the appointment of 2 new RDs who are to replace Brian Neilsen (WA NT) and David (Yogi) Poyser (VIC, TAS, SA) both of whom are at the end of their tenure. I'd like to take a bit of time here to reflect on the enormous amount of work the RDs do with your chapters and with H.O.G. All RDs are volunteers and they commit a tremendous amount of time and effort to H.O.G. so please join with me to thank both of these gentlemen for their service. Yogi, Brian, my personal thanks for all the great work you've put in.

Stepping into their shoes are:

Andrew Kidd from Victoria for VIC, TAS, SA and Andrew Sloan for WA NT. Both are H.O.G. fanatics and I'm sure you will get to know them very soon. Andrew Kidd is from DanHOG and Andrew Sloan from Swan River Chapter. Welcome to both of you.

Gavin Hume continues in QLD, Marie Stavropoulos in NSW/ACT and Kibs (Ian Kebell) in New Zealand.

Talking of New Zealand and the National Dealer Meeting, it was wonderful to have Road and Sport announced as the Dealer of the Year. Congratulations to Barry and Shelley Sproule from Hamilton NZ on taking out this very prestigious award.

Save money on your H.O.G. membership!

Get on to HOGAU/HOGNZ right now and put your membership on auto-renewal and by doing this you can lock in for 2018 the existing rate of AUD75! For the very first time in goodness knows how many years, H.O.G. subscriptions will be going up to AUD85 to cover CPI but rest assured you can lock in the existing rate for 2018 merely by putting your membership on auto-renewal. You don't have to wait until the anniversary of your own membership; you can do so now and lock in this deal!



Events for 2018

Wow....2018 is the 115th anniversary of Harley-Davidson and the 35th anniversary of H.O.G. worldwide so huge events are planned with Prague and Milwaukee as the central focus. If you are able to get to either of these events, please plan to do so as they will be huge!!

Prague in the Czech Republic is such a beautiful city, one of the most stunning cities in all of Europe and the 115th celebrations are planned for 5 - 8 July.

<https://h-d.prague115.com>

If Prague isn't possible, then how about "going home" – home that is to Milwaukee WI, the home of Harley-Davidson. The homecoming party will be held from 29 August - 2 September, 2018..... and it's going to be amazing!

www.harley-davidson.com/content/h-d/en_US/home/events/115-celebration.html

In light of the international events celebrating the 115th anniversary, there won't be a national event in either Australia or New Zealand in 2018.

Is Harley Days™ returning for 2018 and will it be held in Wollongong again?

Harley Days is a celebration of motorcycle culture in Australia, and after two successful years in Wollongong we would like to thank our partners Destination Wollongong and Destination NSW for supporting us in celebrating the bonds that recreational motorcycling creates in communities.

Whilst Harley Days has attracted thousands of motorcycle enthusiasts over the last two years, Harley-Davidson always endeavor to be a part of events that are meaningful to our riders, dealers and the wider motorcycle community. Therefore, in 2018 we will not be continuing with Harley Days but will have a greater focus on supporting grass roots events, increase our participation in the not for profit sector, along with a renewed focus on the Harley Owners Group State based rallies as these types of events allow us to reach enthusiasts all across Australia. We will always continue to assess new events like Harley Days to ensure we are investing and cultivating the type of community events that help riders across the board fulfill dreams of personal freedom.

Harley-Davidson will be releasing more information in due course regarding key motorcycle initiatives for 2018.

There are 4 State Rallies in Australia next year and I hope to see you at them:

Orford, Tasmania from 2 - 4 February

Albany, WA from 3 - 4 March

Bendigo, VIC from 23 - 25 March

Townsville, QLD from 4 - 6 May





Nigel Keough says farewell

The last item before I sign off by wishing you all the very best for the festive season and the Christmas break is to give a space to our Managing Director Nigel Keough who is moving on to become the GM of Emerging Markets.....

"I've thoroughly enjoyed the last three and half years in Australia. We've achieved some great milestones together but I can say after H.O.T. this year I'm most excited with the future. The number of new people coming thru and their passion for the brand is truly exciting. We need this coupled with the partnership between dealer and chapter to soar to new heights. H.O.G. is in good hands, I thank you and wish you the best."

Take care out there.

Gaz Luxmoore
Customer Experience Manager

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This newsletter is intended to provide information to chapter officers on H.O.G. programs, policies and other information of value to chapters. From time to time, H.O.G. will reprint information on programs and policies to help bring new officers up to date.