

Media Information

Ulysses Club Inc.

This guide provides information that is essential for those who are interested in utilising the Ulysses Club Inc. Old Man Logo for specific media purposes, and to ensure the key ideals and personality of the Club are maintained.

Any use of the Old Man Logo must be approved by the National Committee.

Please contact: National Administration Office
Email: administration@ulysses.org.au
Phone: 1300 134 123 Or (02) 4647 7772
Fax: (02) 4647 7740
Postal Address: P.O. Box 3242
Narellan 2567 NSW

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The Club

The Ulysses Club Inc. was formed in December 1983, when the five founding members first met at the Elizabeth Hotel in Sydney. From that meeting a draft Constitution was adopted, and the three basic principles or purposes of the Club were formulated. These three principles are:-

- To provide ways in which older motorcyclists can get together for companionship and mutual support;
- To show by example that motorcycling can be an enjoyable and practical activity for riders of all ages;
- To draw the attention of public and private institutions to the needs and views of older riders.

These three original purposes are entrenched in the Club's Constitution and have stood the test of time unchanged.

The Club is not presented as a motorcycle club but rather as a social club for older motorcyclists.

From humble beginnings

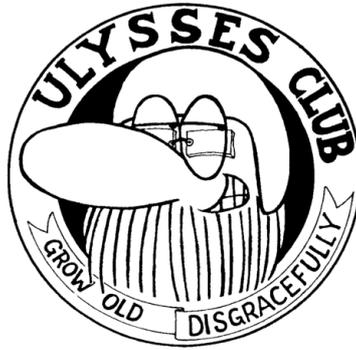
At that initial meeting the five founding members became an interim management committee, until 2 months later on the 7th February 1984, 11 of the Club's total membership, which by that stage was 25 members, attended the Club's first Annual General Meeting, formally electing the very first National Committee, and adopting the Club's Constitution.

Since that time the Club has grown to its present strength of membership numbering over 25,000, with 137 branches and 2 Special Interest Groups spread throughout Australia.



2nd AGM Tumut 1985

Club Logo



The Club logo was originally designed by Peter Thoeming, then editor of 'Bike Australia' magazine, and it was adopted by the founding committee as the Club logo, in its original hand drawn form. The logo is a registered trademark, as is the term "Grow Old Disgracefully" when used in conjunction with the trademark.

Traders can apply for license agreement with the Ulysses Club Inc. to produce articles bearing the Old Man Logo for sale to members. Each individual article produced must be added to the license. The Old Man Logo must be used in its entirety.

Permission to use the Club logo must be gained from the National Committee and it must fall within the guidelines of the "Acceptable Use Policy".

Old Man Logo

Acceptable Use Policy

The Ulysses Club Inc. “Old Man Logo” is a registered Trade Mark, and is held in high regard as the identifying “brand” of the Club. The strength and value of the logo is reinforced by correct usage and consistency of application. It is always preferable that the Ulysses Club Inc. Old Man Logo be reproduced using Pantone Matching System (PMS) inks, PMS Black and PMS White. The Old Man Logo can only be reproduced in **white on black** or **black on white**. No other colours are allowed.

To give place of prominence, the Ulysses Club Inc. Old Man Logo should have protected space around it. Allow adequate space around the logo for it to be comfortably visible, and separate from other elements on a page. Do not redraw, re-proportion or modify the logo. You may scale the logo up or down providing you maintain the original proportions. It must be large enough to ensure that the elements are distinguishable and sharp and that the logotype is clearly legible.

The logo must not be altered in any way or “tidied up”.

Only a vendor with an approved Licence Agreement with the Ulysses Club Inc. may produce and sell for commercial gain merchandise that carries the Old Man Logo.

For further information about the Licence Agreement, please contact the National Purchasing Officer or the National Administration Office.

Membership

Membership of the Club is open to any person, subject to the National Committee approval, who has attained the age of 40 years and who holds a current motorcycle or trike licence. Additionally, the spouse or regular partner of a member, who has also attained the age of 40 years, may also be admitted as a member on application.

As well as the above criteria, a person who used to once have a motorcycle licence and is over 40 years, but who no longer holds that motorcycle licence because of age, physical infirmity or other acceptable cause may also be admitted as a member of the Club.

Branches

When the Club was first formed in 1983, there was only one Club, centred in Sydney, but before long there was seen to be a requirement to have branches of the Club to serve the needs of members in their local geographical area. By September 1984, a branch had been formed in Melbourne, followed not long after by Darling Downs in Queensland, and then Brisbane Branch. Since those shaky beginnings, the Club has grown to a strength of 137 branches around Australia.

Rides

One of the principle purposes of the Club is to enable older motorcyclists to get together for companionship and mutual support, and one of the best ways to do this is on an organised branch ride. Members get a lot of enjoyment out of taking part in rides and socialising with other members with similar interests.

Most branches have organised rides and social outings one day every weekend or every second weekend, as well as mid week rides, of various lengths and duration, as well as the occasional weekend away.

There is no specific format for rides, length or appropriate destinations, as each branch differs. A variety of rides is often most popular.



Touring with the Branch in the South West

International Clubs

The National Committee encourages and assists with procedures and processes connected with the formation of Ulysses Clubs Internationally. Currently there are 8 sanctioned International Ulysses Clubs. The Ulysses Club of New Zealand Inc. was formed in 1988 followed by Ulysses Club South Africa in 1997. Ulysses Clubs Norway and Canada were formed in 2006 followed by Ulysses Clubs United Kingdom, Germany and Vietnam in 2008, Zimbabwe in May 2011 and the Netherlands followed in June 2011. The Ulysses Club in Canada is no longer operating.



*Perry (Aus), Dave (NZ) & Frank (UK)
at the AGM Event Newcastle 2011*

AGM Event

The Ulysses Club holds its Annual General Meeting in a different location each year. The AGM has grown to a week long event and incorporates trade stands, motorcycle manufacturer displays and rides to local tourist attractions.

On Friday and Saturday nights there are dinners in the 70m long marquee that caters for over 2000 people for a sit down meal.



Dinner in the marquee

The highlight of the week is a grand parade with thousands of motorcycles riding through the local streets.



Parade assembly Mildura 2012

The AGM Event is enjoyed by members and locals alike and brings many millions of dollars to the area. The Event attracts between 3,000 and 5,000 members and guests from all over Australia and overseas.

UCARF

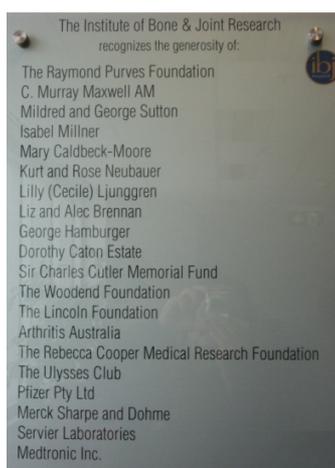
Ulysses Club Arthritis Research Fund

The preferred charity of the Ulysses Club is UCARF – the Ulysses Club Arthritis Research Fund.

In 1976 Stephen Dearnley's wife Jo passed away after a 20 year battle with Rheumatoid arthritis. The following year it was decided to make research into arthritis our preferred charity, with the aim of finding a cure or effective treatment for this debilitating disease.

Since then, UCARF has given significant support to post graduates in the way of funding and providing funds to supply expensive laboratory equipment. In 2011 we offered a full fellowship to a research scientist, at a cost of \$80,000 for 12 months.

Research is now moving into the forefront of genetic and molecular biology and we like to feel that the Ulysses Club will help to find a cure for auto immune diseases such as rheumatoid arthritis.



Recognition plaque at the Institute of Bone & Joint Research

MAOTY

Motorcycle Apprentice of the Year

Acting on a proposal by Stephen Dearnley, who was concerned that not enough young people were entering the trade and becoming motorcycle apprentices, the Club introduced the Motorcycle Apprentice of the Year Award in 2004, to encourage more apprentices to help overcome this shortfall. Nominations from each Zone - QLD/NT; SA/WA; NSW/ACT; VIC/TAS are sought and awards are presented to successful candidates each year.



Apprentice of the Year 2011

The Club has been active in seeking sponsorship. Honda Australia has agreed to provide a Honda CB400 for the National Award Winners for 2011, 2012 and 2013 and QBE Insurance Group will provide 1 year Insurance cover for the motorcycle. Zone winners will be presented with certificates and a \$1000 Supercheap Auto Gift Card, kindly provided by Supercheap Auto.

REPRESENTATION ON MOTORCYCLE SAFETY COMMITTEES

The National Committee appointed a National Road Safety Officer to protect the interests of members in safety and awareness issues and strategies. The National Committee also nominates members to act as representatives on various motorcycle safety bodies, such as the Australian Motorcycle Council, NSW MCC, Motorcycle Advisory Group (Vic), SAMAC, and the Motorcycle Safety Consultative Committee. Over recent years major advances have been made in these areas with responsible members able to make the Ulysses Club's voice heard on a number of issues involving motorcycle safety. Any member wishing to become involved in this type of activity or wishing to represent the Club in an official capacity on any such body must contact the National Secretary.

EXTERNAL COMMUNICATION

Any press release, media release or interview, comment on Club policy or national events would normally be made by the National President, or in his / her absence the National Vice President.

Similarly, invitations to address forums, company meetings or other gatherings in relation to the Club, its functions, policies or otherwise should be attended to by the National President, or by the National Vice President, or other members of the National Committee.

Request to use Old Man Logo

Email your request for logo files using this form.

To: National Administration
Email: administration@ulysses.org.au
Phone: 1300 134 123

From:

Name of Company or Media organisation: _____

Contact person: _____

Email: _____

Phone: _____

Request:

Logo for publication only;

Logo requested (black on white or white on black): _____

Publication title: _____

Publication purpose: _____

Request for Licence Agreement Application;

Please provide a product summary for the intended use of the logo:

For further information please contact

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