

IDENTITY CRISIS

By Phillip White

“What’s in a name” ? Around 430 years ago Shakespeare posed this question in his play “Romeo and Juliet” indicating that a name is just a label, not necessarily the thing. I have felt for a while that our club needs rebranding and a new name.

Most members would be aware that our club split from the Indian Motorcycle Club of Australia a number of years ago over various issues. It is worth noting that the I.M.C.A has kept right on splitting, and I for one have lost track of the various permutations.

Time stops for no man [or club] and our organisation today has no special connection with the “Indian” brand and I would suggest we drop that word from our title. It has been suggested that we are oriented toward British, European and American bikes however, a few members regularly ride Bikes of oriental origin, and so what? Demographic pressures on Clubs are such that any person who has a bent towards old bikes and is prepared to ride them should be welcome. We are a diverse group, the common thread for members is a general liking for old bikes. Our club offers a few pleasant Runs and Rallies together with convenient Red Plate Renewal and that’s good enough.

That’s my two cents worth, what do other members think? Perhaps our primary rule should be not to have too many rules!