Hello!
We're the MCC

Established in 2004, the Motorcyclists Confederation of Canada is a national non-profit advocating for the growth of motorcycling. We unite members from different regions to exchange insights and create a unified voice for the community.

TIMELINE

2004+

BEGINNING TO TAKE SHAPE

• Strategic areas of focus included Rider Safety, Advocacy and Government Relations, Strategic Communications/Outreach, International Relations & Competition.
• Key goals included improved communications, establishing MCC as the go-to motorcycling resource, May as National Motorcycle Awareness Month, and a socio-economic study on motorcycling benefits.
• Recognizing the need for visibility, MCC developed a Communications Plan and an online repository for motorcycling content.
• Two Women's Conferences (2010 and 2013) were organized to grow and promote women in motorcycling.
• MCC hosted "Day on the Hill" in Ottawa in the past to promote motorcycle safety with the federal government.

2014+

THE ECONOMIC IMPACT OF MOTORCYCLING

• Engaged members and the motorcycling community through a new website, quarterly newsletters, and monthly blog articles as part of the Communications Plan.
• Commissioned the "Recreational Motorcycling in Canada and its Provinces 2014-2040" study to analyze the economic impact of motorcycling nationwide.
• Continued the National Safety Campaign, designated May as Motorcycle Safety Awareness Month, received official recognition in the House of Commons, and introduced the Motorcycle Safety Pledge.
• Executed an annual campaign that reached over 200,000 Canadians in 2017 to promote motorcycle safety for both on-road and off-road riders nationwide.

2024 & BEYOND

CONTINUE STEADY DOWN THE ROAD

• Reimagining our website & social media strategy, enhancing SEO and online visibility.
• Introducing an Adventure Council, alongside our existing On Road, Off-Road, and Competition Councils, dedicated to advocating for and enhancing the experience for the rapidly growing community of adventure motorcyclists.
• Revamping our beginner-friendly off-road Safety Training into "Off-Road Motorcycling 101", complete with a fresh logo and an updated manual for instructors.
• Completing our socio economic study - first ever for motorcycles and confirmed the importance of motorcycling to the Canadian economy ready to be released in early 2024.

SoYouCanRide
mcc·cmc

mcc·cmc Off-Road Motorcycling 101

mcc·cmc
Motorcyclists Confederation of Canada
Confédération motocycliste du Canada

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ABOUT US

Our communication extends to various stakeholders, including government officials, politicians, communities of interest, and the media, ensuring that our perspectives are not only heard but also acted upon. With a primary objective of fostering safe, accessible, and enjoyable on and off-road riding experiences for all, MCC tirelessly pursues initiatives that contribute to the well-being of Canadian motorcyclists.

Through strategic alliances with member organizations and international partners, we establish a robust and respected presence for Canada within the global motorcycling landscape.

MAY IS MOTORCYCLE SAFETY AWARENESS MONTH

MAY Motorcycle SAFETY AWARENESS MONTH MOTORCYCLING.CA