



**FIM AFRICA DIRECTORS REPORT
FOR 2024
PALMA, MAJORCA**





Beyond Sports Report

November 2024

Julie Wahome – Beyond Sports Director





Medical Commission

Chair: Dr David Karuri



Medical Activities

THEMATIC AREA	ACTIVITY	MONITORING INDICATOR	FMN	ACTIVITY DATE	ACTIVITY REPORT	RECOMMENDATION
Medical Seminar Review 2024	Update of the Medical Seminar, Initiation of Online CMOs Certification Exams	Creation of Online Training and examination module	Commission Working Group	March – October 2024	Completed	The Commission will adapt more modules from the FIM Academy
Medical and Safety	Grant Application for CMO and Injury Surveillance Platform	Submission of grant documents	Pilot under MSFK	Deadline 1st ^h November 2024	Completed	System under development. Coding ongoing. Alpha module due in January 2025
Medical Training	Medical Seminar 2024	CONU Session done in preparation for MXOAN 2024 - Marrakech	Commission Working Group	12.11.2024	Completed	Attended by CMOs from Morocco, Kenya, Uganda
Continental Event	MXOAN Marrakech 2024	Attended by Chair of Medical Commission	Commission	25-27.10.2024	Successful	Awaiting Event Report.

First Responder Training and MXoAN Marrakesh Morocco Medical Response





Leisure & Touring Commission

Chair: Ian Brooks

- After a slow start to the year, the ‘Face To Face’ meeting in Johannesburg proved to be a great chance to put faces to names and provided a wonderful opportunity to throw some new ideas on the table for discussion. Much was covered and delegates came away with a new sense of purpose.
- Our aim for the year was to focus on Safety, promoting tours and travel across the continent and encouraging the organisation of Bike related events and Rallies.



Motorbike Safety Training for Lusaka Riders



HIV/AIDS awareness campaign in Uganda

- Road safety has always been at the top of our list and the focus was on creating awareness of the dangers riders face and how to minimise them we embarked on a bumper sticker campaign which was well received in Zambia but needed to be driven in other countries. Rider training and the creation of riding schools has not been implemented to a large extent in countries north of South Africa. In South Africa however there are several riding schools and these are fairly active, usually promoted by various large motorcycle brands.

- There have been several small tours which started in South Africa ending in East Africa. These proved to be extremely challenging with border crossings being the biggest obstacle. This is a perpetual problem on our continent and the best we can do for now is to make riders aware of the correct procedures and documentation required for each region.
- That said, this year has seen an increase of international riders which is indeed very encouraging. Many of these hardened riders are used to adversity though and will endure adversity to visit our beautiful continent.
- There have been several organized Rallies (many unreported) with the most notable being the Nyami Nyami and Trout rallies in Zimbabwe. The Muddy Face rally was extended to adventure riders this year but would have been a challenge for the average rider. A group of Riders are expected to start their Around Africa ride from Nairobi on the 12th Dec on what should be an epic journey. The Ivorian Bike Festival in August appeared to be well supported. Sammy Kiumbe also organised a rally to Uganda in August promoting a Bikers Prayer Day although few details are available of this event.



18th 2024 UGANDA BIKERS PRAYER DAY

AUG 2024

AUG 15th Depature from Nairobi **AUG 16th Jinja Tour, 17th Kampala Tour**
AUG 18th Prayer Day **AUG 19th Group Ride Back to Nairobi**

NOTE:
 1. Carry Passport, Bike Logbook, Comesa Bike Insurance.
 2. For hired bikes carry original logbook or letter of owner authorising.
 3. Accomodation and food Ksh 2,500 / 5,000 (Ksh to Ugx)

FOR MORE INFO/REGISTRATION:
Sammy Kiumbe: +254 721 232081
 *ALL CHARGES ARE SELF PAY
 Safety brief call will be scheduled

PBAK
 Private Bikers Association of Kenya
PBAK Contacts:
 Mobile: +254 711 114 450
 Website: www.pbak.co.ke



AROUND AFRICA ON MOTORCYCLE

AROUND AFRICA FLAG OFF & ESCORT RIDE

DATE:
Thursday, 12 December, 2024

VENUE:
Nairobi Chapel (Ngong Road)

ROUTE:
NAIROBI - ISIOLO - MARSABIT

TIME:
From 8.30am

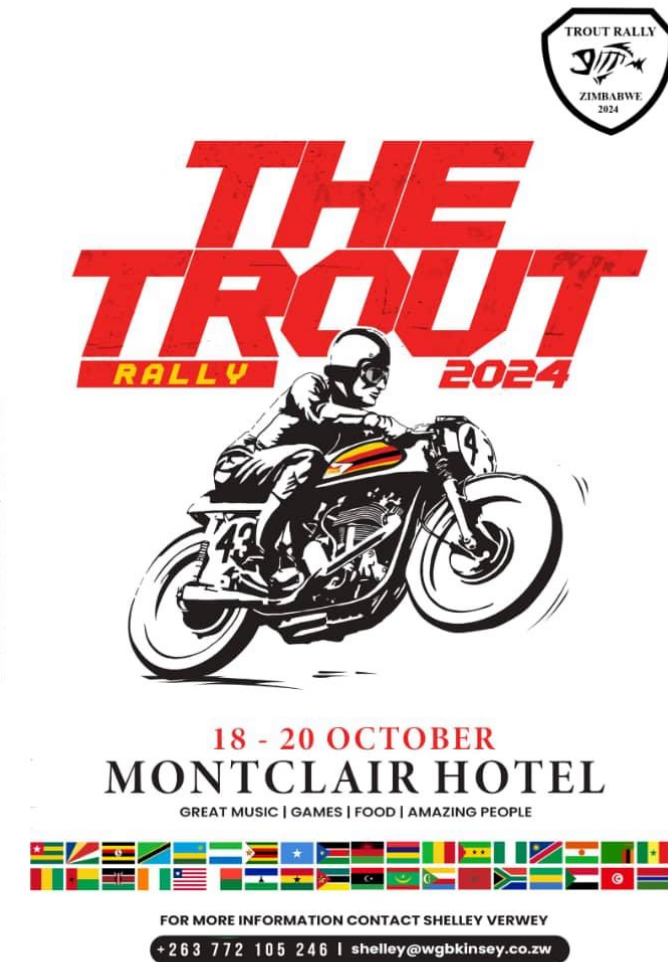
www.aroundafricaonmotorcycle.org

#50foraLifetime **#AroundAFRICAonMotorcycle**

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- Going forward into 2025, I think the focus will continue to be first and foremost, Safety and rider proficiency. In Zambia, one of our large Breweries will be launching a Bike Safety Campaign next year which hopefully will improve biker safety especially at entry level. Hopefully this will encourage other countries to follow suite.



- We will hopefully be able to report on more local events as commissions become more aware of the need to publicise their events. Many go unreported and I am hopeful we can make our members more mindful in future. Perhaps Bikers of Africa will be able to step up to the mark and report on African events as proposed early on in 2024.
- In closing I feel 2025 will be a year to try and refine what we began in 2024.

Environment Commission

Chair : Currently vacant



In September, the current chair of the commission Derek Jacobs from Namibia resigned from his post as chair and also withdrew from the commission .

The position has remained vacant since this time.

The commission currently has only two active members; Marius Matee from South Africa and Cipo Mbuzi from Zambia.

Needless to say, this is not a sustainable position and the commission is in effect non-functional. Marius has already served at least two terms as chair of this commission in the past as well as sitting on the FIM Sustainability commission in which he plays an active role.

Africa which had previously made significant strides in this area even showcasing some of the most innovative initiatives on the global stage stands to lose many of the gains they had established in the absence of active participation from the various FMN's.

As we begin 2025, it is our hope that FMN's will identify and nominate suitable commission members with the right skills set and passion for the sport to champion this cause on the African continent.

The African issues are very different from those of the other Continental Unions but the threats we face to the sustainability of the sport are no less important in our case. I sincerely hope we can rise up to the occasion and begin to get active on this front in a decade where climate change and environmental conservation are at the forefront of most national agendas.

With the proper constitution of a commission, we can once again focus on training and capacity building at grassroots level to support the growth of the sport as well as championing other green initiatives amongst the riders and supporters of motorcycling in Africa.



Women in Motorcycling

Chair: Noella Blick





*** The Women in Motorcycling presentation is attached in a separate document.**

We are pleased however to announce the selection of 6 riders who will represent Africa in the 2nd edition of the FIM Oceania Women's MX Cup, set to take place in March 2025.

The selected riders for the event are:

- Leah Heygate – Zambia
- Mienke Cawood – South Africa
- Atete Benzinge – Kenya
- Sharifah Kateete – Uganda
- Zoe Botha – South Africa
- Ivana Venter – South Africa

FIM AFRICA congratulates the riders as they prepare to represent the continent in this exciting event.





2024 has been both an active year in some respects and disappointing year in others.

Those commissions that have been active have made significant strides in elevating the professionalism and performance standards of motorcycling in Africa. With sustained financial support and involvement from the FMN's, these commissions will continue to grow from strength to strength for the benefit of the continent.

As mentioned before, the one area of disappointment has been the Environment/Sustainability commission. With your participation, we hope that 2025 will see the start of a new era in this regard and encourage you all to make this a priority on your FMN agendas as you begin the new year.

Thank You.



2024

GENERAL ASSEMBLY

PALMA MAJORCA





MOTOCROSS & XCOUNTRY/ENDURO/OFF ROAD MOTORCYCLE EVENTS





MOTOCROSS



- **Commission run by Neville Townsend**
A sterling job done
MXOAN successfully organised
CAC – Run between Kenya and Uganda
New Federations



- Motocross of African Nations
- Hosted by Marrakesh Motocross Club in Morocco in October 2024
- Attended by 10 Countries with 129 competitors
- With Language barriers, conformity and cultures being the main issues, a successful event was held

MXOAN 2025 is to be hosted by Kenya

















- CAC – Central African Championship
- The only regional Championship currently active
- Run between Kenya and Uganda
- Visible to see the level of competition is constantly improving between these 2 nations
- Would like to urge the other regions to follow suite in 2025





- New Federations
- It is encouraging some of our new Federations that have embarked on attending the MXOAN in 2024 and hope to see more in 2025
- I would like to urge these and other Federations to join and become active on the Motocross Commission



X/COUNTRY/ENDURO





- **Commission run by Dan Watson**
A great effort by Dan on hosting :
Racing Forward: Insights for the Next Generation

A Live streamed broadcast





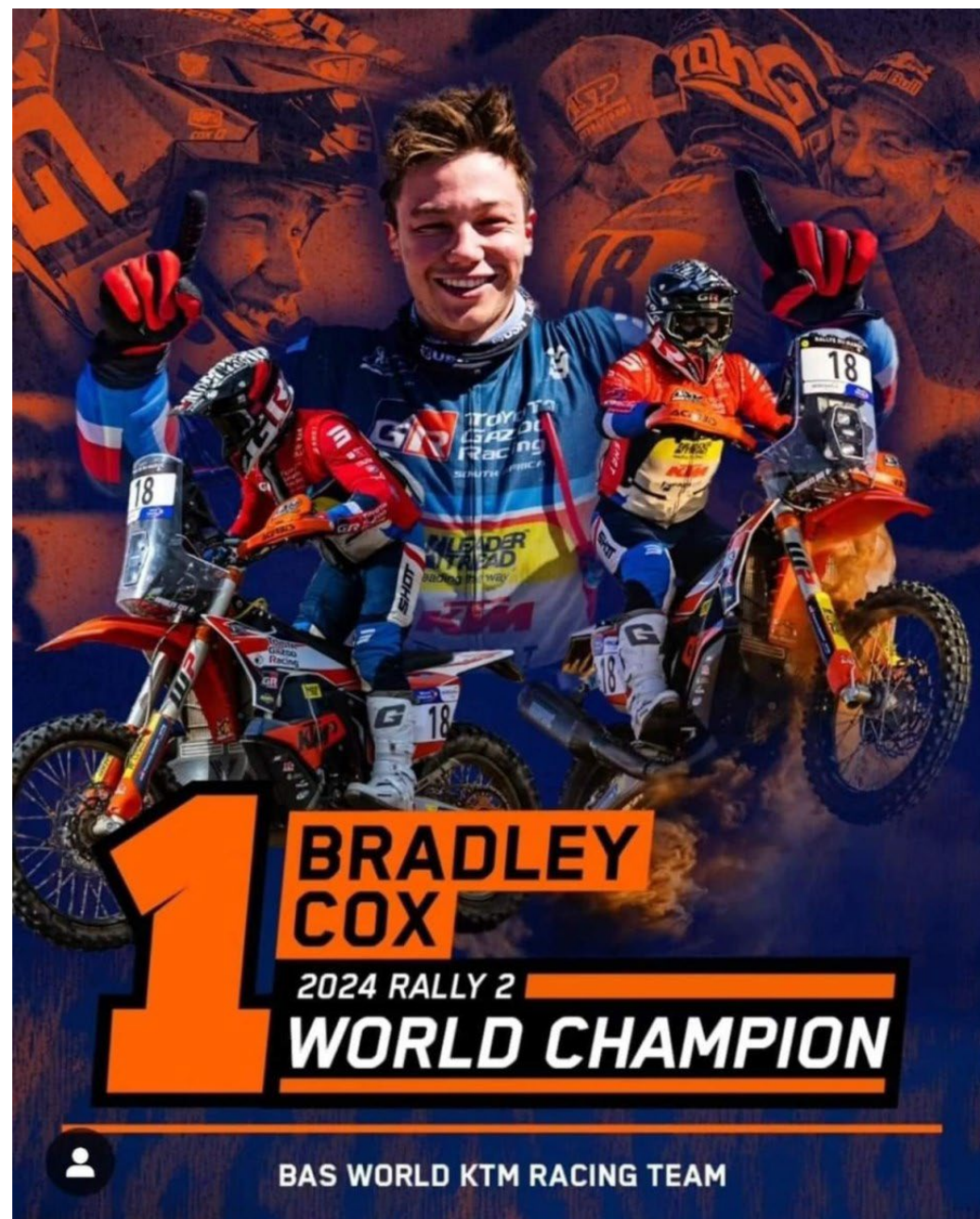
- Racing Forward
- Invited guests included:
The Legendary Alfie Cox
Current world Champions Ross Branch and Bradley Cox
Joined by Kirsten Landman (An achieved lady rider in
hard enduro including the Dakar)



- Achievements of African Riders:
- Ross Branch – World Rally Raid Champion 2024
- Picture from Dirt and Trail Magazine



- Achievements of African Riders:
- Bradley Cox - World Rally 2 Champion 2024
- Picture from Dirt and Tail Magazine



- Achievements of African Riders:
- Wade Young – P2 World Hard Enduro Championship
- Picture from transmoto.com.au





Jack Cheney
Sporting Director



**ADMINISTRATION REPORT
2024 GENERAL ASSEMBLY**

ADMINISTRATION REPORT

The year proved to be a particularly busy period for the Administration, with significant efforts dedicated to the preparations for the MXOAN and the ICG events. Regarding the ICG African team, we remain hopeful that future events will be more inclusive and representative of the broader African continent.

Moving forward, our CONU must prioritize the development of Circuit Racing, particularly by supporting FMNs with training initiatives. A key focus should be establishing partnerships with countries that have karting tracks, with the goal of creating a program for short circuit racing. Naturally, any such program would require necessary updates to track safety standards, and this is an area where the CONU could offer valuable assistance.



The CONU also hosted its first in-person Commission meetings since the COVID-19 pandemic, which proved to be highly successful. These meetings provided delegates with an invaluable opportunity to meet face-to-face and engage in discussions on common matters of interest.

PROSPECTIVE NEW AFFILIATIONS

Significant efforts were made by Miss Korhonen this year in establishing new affiliations. The following countries were contacted once again in 2024:

- Burkina Faso
- Ghana
- Congo
- Rwanda
- Somalia
- Tanzania
- Mauritius

In Africa, it is important to acknowledge that not all governments recognise motorcycle sport as a premier sport, primarily due to factors such as high costs. As a result, many countries face challenges in growing the sport without government support. However, Uganda has successfully overcome this barrier. The Ugandan MXOAN team was recently invited to Parliament, and two riders were awarded school bursaries in recognition of their achievements at the MXOAN. This level of government involvement is exceptionally rare in Africa, where our sport competes with numerous other team sports for attention and resources.

NEW SPORTING PROJECTS FOR CONSIDERATION

With the establishment of the MXOAN, it is now crucial to shift focus towards developing other key events and facets within our continent. One of the primary objectives should be the creation of a distinct African event focussing on individual riders and providing them with additional opportunities for participation. For example, efforts should be made to establish the Regional Challenges and create a championship based on the winners from each region. By building a robust African championship structure, we can better prepare our riders for competition on the global stage.

SOCIAL MEDIA

There has been a significant improvement in content sharing across Africa, although there is still potential for further growth. We extend our gratitude to Kenya, Senegal, and Uganda for their contributions in this regard.

Content sharing is a powerful tool for increasing visibility, attracting more attendees to events, and promoting the participating countries. To strengthen this effort, we propose the creation of a social media committee. This committee would play a key role in ensuring consistent content submissions from all Federations.

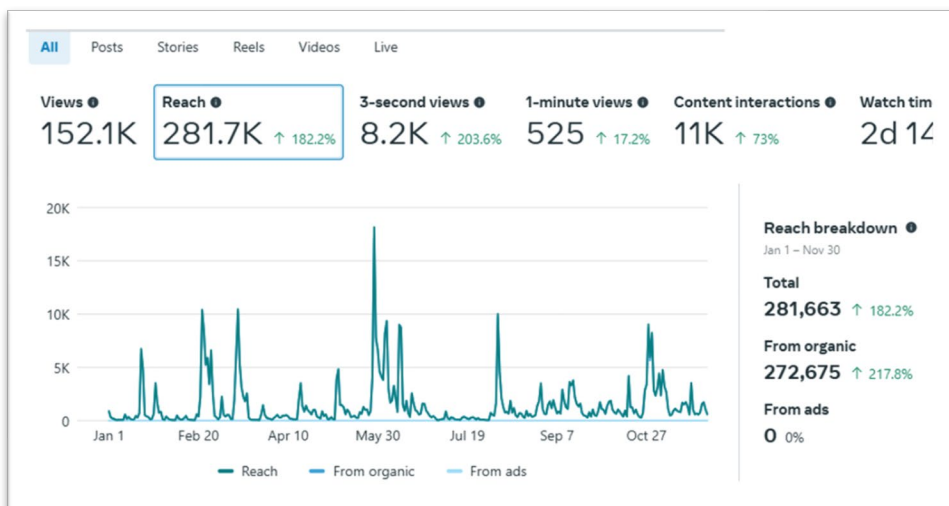
FIM Africa encourages all affiliated Federations to share their motorcycling stories and activities with our webmaster, highlighting events, achievements, and initiatives. These submissions are essential in showcasing the vibrancy and progress of motorcycling across the continent through our website and social media channels. FIM Africa remains committed to collaborating with Federations to enhance the sport's visibility and foster a stronger sense of community.

It is important to note that while website visits have decreased over the years, having an active website remains essential for credibility. Federations should maintain a dedicated platform for statutory documents, regulations, and other key resources.

For your reference, the social media report included in this document provides a detailed breakdown of FIM Africa's social media statistics.


CONTENT OVERVIEW REACH

Our social media content reached a new high with a peak of 281.7K in reach and 152.1K views. Additionally, our overall reach has increased by 20.36%, reflecting the growing engagement and impact of our posts.



DESCRIPTION	RESULTS
Facebook Views	152 000
Facebook Reach	282 000
Facebook Followers	20 894
New Facebook Followers	1450
Instagram Views	53 000
Instagram reach	21 000
Instagram Profile Visits	2 000
Instagram New Followers	295
Instagram Total Number of Followers	1795

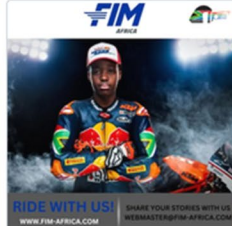
TOP POSTS BY VIEW



Wishing the best of luck to all the...

Fri Oct 25, 2:13am


27.6K views, 87 likes, 32 shares, 15 reposts



SOUTH AFRICA'S 17-YEAR-OLD KJ...

Fri Nov 1, 3:03am


17.1K views, 227 likes, 8 shares, 18 reposts



On behalf of FIM Africa, we...

Thu Oct 17, 2:32am

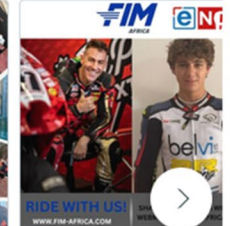
8.5K views, 222 likes, 32 shares, 25 reposts



GRATITUDE TO ALL AFRICAN...

Mon Oct 28, 5:11am

7.4K views, 161 likes, 21 shares, 13 reposts



This Saturday, 23 November

Thu Nov 21, 2:39am

7.4K views, 120 likes, 9 shares, 18 reposts

<p>SHERCO POWERED BY MOT...</p> <p>Mon Nov 11, 12:29am</p> <p>6.9K views, 104 likes, 27 shares</p>	<p>TEAM SA GEARING UP TO DEFEND TIT...</p> <p>Wed Oct 16, 11:28pm</p> <p>4.5K views, 83 likes, 10 shares</p>	<p>UGANDA WINS SILVER AT 2024...</p> <p>Wed Oct 30, 3:35am</p> <p>4.4K views, 87 likes, 21 shares</p>

2024 Performance Overview

An analysis of 200 published pieces of content for 2024 reveals a 30.2% increase in the volume of published content, a remarkable 181.5% growth in Facebook reach, and a 70.6% increase in content interactions. These figures highlight significant year-on-year growth and the continued expansion of our audience engagement compared to 2023.

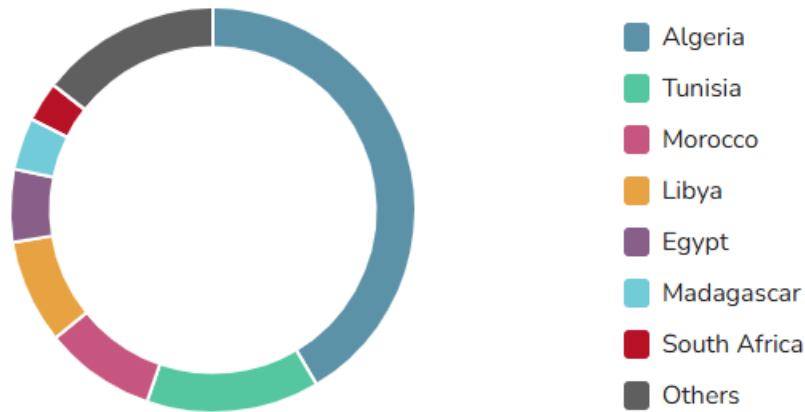


OUR TOP FOLLOWING COUNTRIES:

Here is breakdown of our top FIM Africa social media followers by country:

Followers by country

[View table](#)

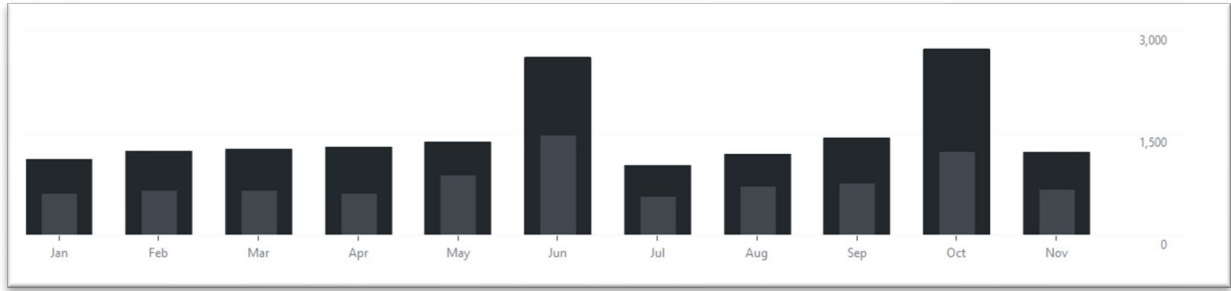


- Algeria: 41.48%
- Tunisia: 13.83%
- Morocco: 8.89%
- Libya: 8.3%
- Egypt: 5.77%
- Madagascar: 4.16%
- South Africa: 3.19%
- Uganda: 2.95%

This data highlights the strong motorsport following across the continent, with North Africa showing significant engagement.

WEBSITE INFORMATION:

This year, our website has experienced growth and welcomed 16,436 visitors and featuring 189 new pieces of content. This progress highlights our dedication to providing engaging and relevant material, fostering stronger connections with our audience, and enhancing our online presence.



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
VIEWS	1104	1228	1259	1293	1362	2616	1024	1185	1419	2736	1210
VISITORS	607	652	644	601	867	1460	553	708	756	1211	658
VIEWS PER VISITOR	1,82	1,88	1,95	2,15	1,57	1,79	1,85	1,67	1,88	2,26	1,84
POST PUBLISHED	19	13	14	19	18	16	8	15	29	19	19

FIM Rebranding Initiative

We extend our gratitude to the FIM for their generous grant, which has significantly supported the rebranding efforts of the CONU. As part of this initiative, we have distributed banners and flags to the following countries, where the FIM AFRICA flag is now proudly displayed at various events:

- Botswana
- Côte d'Ivoire
- Senegal
- Mauritania
- Madagascar
- Kenya
- Uganda
- South Africa
- Morocco
- Zambia
- Zimbabwe

The next group of countries scheduled to receive their rebranding packages includes:

- Nigeria
- Angola
- Mozambique
- Tunisia
- Libya
- Egypt

We look forward to seeing the FIM AFRICA flag represented across the nations.



TRAINING & SEMINARS

- With the introduction of the new FIM logo, all documents and power point presentations had to be updated both on the FIM Africa website and on the various What's App groups as well as event documentation.
- All major documentation was translated to French for the exams in particular the GSRs and SSRs.
- To try and assist both parents and Team Manager as to what to expect at MXOAN, seminars were held. This was an excellent idea and I believe assisted in some way towards a better understanding of the event.
- MSFK licenced both enduro and mx officials at the beginning of 2024, giving them a large pool of officials.
- MSA have licenced officials in MX due to hosting MXOAN 2023.
- However, it is noted that some commission members have not written their exams either GSR or their code which is against the regulations of FIM Africa.
- A severe lack of licenced officials for the Environmental commission.

ISSUES ARISING

- With the MXOAN in Morocco, it was imperative to translate the regulations into French and host a GSR seminar. This was done but highlighted certain issues such as lack of officials licences at National, regional or club level.
- Several FMNS are putting individuals forward on the commissions who do not attend meetings and worse do not pass on any information to their clubs and in the case of MXOAN, no information to the riders. Examples were use of shirts and FIM Africa logos, how to enter online, obtain a FIM licence and the WADA certificate.
- We also have a lack of members from various federations in WIM, Environmental, Enduro, Touring and Leisure, and urge FMNS to find the right individuals to be on the commission and be proactive with their commissions.
- It is clear that some FMNS need guidance as to what a federation actually does, and this should be part of FIM Africa initiative going forward to 2025, to visit and train on event guidelines, ascertain there are clubs, members, tracks and relevant Statutes, Constitutions, and government recognition. Items such as safeguarding policy, code of conduct of riders, marshal training should all be taken in to consideration, as well as checking of their National officials database to ascertain the level of competency before they benefit from Training Programmes supported by FIM.
- The Secretary General has recently updated an Admin Seminar Guide which will provide useful information to any country hosting MXOAN or a FIM Africa supported event. It should be mandatory for event Organisers to attend a seminar on this, which will alert us to any potential problems, such as lack of licenced officials/shortage of volunteers/environmental concerns/medical requirement as well as ascertain the Event Secretary has a sound understanding of the event.

I would like to thank Jacqui Monteiro, Anne Troughton and Nikki Heygate for their valuable contributions to the training and educational side of FIM Africa.

Report compiled by: **Jacqui Monteiro & Gillian Dykes**