



PERTH INTEGRATED HEALTH
CYCLING GROUP



Sunday 18th May 2014

CITY OF ARMADALE GRAND FONDO – EVENT DIRECTORS REPORT

Introduction

It is with great pleasure that I write the report for CAGF 2014. We have grown again in our second year with numbers attending, in the maturity of our course and our program.



For now the highlight goes to the City of Armadale Council for recognising our vision and our adventure for the second year. Thank you for believing in our ability to engage and promote the local community which we have done diligently and with purpose for the past year. Thank you for the close co-operation and support that we received from many Council workers – namely Fiona Grieves and Colin Marshall. It is good to see such great synergies out in this community.



To our Cycling Tent City – Sienna Wood estate – a joint project by our sponsors Stockland in concert with the Department of Housing – a big thank you also for coming up with the sponsorship in the last few months. We have done everything that we said we would do to help promote the beautiful environment of Sienna Wood which was the route taken by CAGF 70 and CAGF 150 and thank you for your ongoing support with the Training Rides, with the rapid response to maps and signage etc. Special mention goes to Gemma Court and Nick Wheeler.

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Glen Parker Cycles & Wilier Trestina

Glen Parker Cycles (GPC) and Wilier brands have been synonymous now with the Perth Integrated Health Cycling Group (PIHCG) and CAGF for the past two years. It is difficult to find a bike shop so accommodating and supportive as GPC. If you look at most major ride events and racing events GPC is always present and ready to lend a hand.

The Wilier gantry and the Wilier Trestina GTR bike were prime examples of co-operation and support as was the CAGF Bike Shop Open Day leading up to CAGF.



Thank you Dennis Lightfoot, Hilton Murmurdo and the crew at GPC.

Enigma Titanium Bikes

We were fortunate to have British Imports approach us to offer sponsorship of the Enigma Titanium bike frameset valued at \$3500. This was used for the Last Registration Lucky Draw Competition drawn by the Director of British Imports Tony Brown at the Sienna Wood Cycling Tent City. Steve Gobles is the lucky winner of this prize.



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Thanks Enigma Titanium Australia! Those keen on a Titanium bike please visit Glen Parker Cycles who are the local importers of this premium hand built bikes.

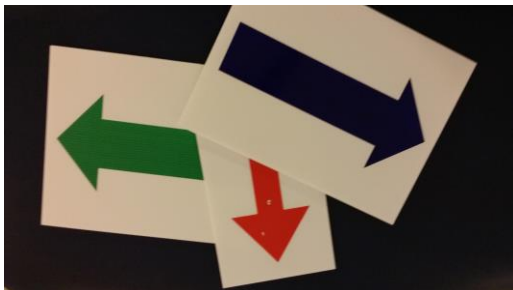
Weather

The early onset of rain resulted in us delaying the departure of the CAGF 150 riders by 15 minutes thus allowing both fields to combine and ride together. By this time the rain has subsided for the official start of CAGF 2014 as riders left via the Wilier gantry.

No doubt most riders on CAGF 2014 were caught up in some rain the course of their journey and many exercised good caution with the roads with no major incidents reported.

Signage

We improved on our signage for CAGF 2014 with three colours available for the three routes and there were less reported incidences of riders getting lost compared to CAGF 2013. Once again the provision of GPX / TCX files, Directional Cue Sheets are in keeping with the principle of how Grand Fondos are conducted around the world and we need to see better compliance to this form of cycling touring in 2015 and beyond.



There were reports of signage being placed in the wrong direction and further investigation revealed our fears that they were probably tampered by vandals.

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Altogether there were 24 volunteers as signage crew for CAGF 2014 covering some 320 km in about 4 hours which is a remarkable feat and testimony to the contribution of the volunteers – many of whom actually rode on the day of the Grand Fondo!

Start / End Location

Our centralised start location mimicked the same for CAGF 2013 but the end point changed in 2014 to Prospect Road. This was required as part of traffic management because at the time of the final planning – the Kermesse was going to be conducted with Jull St as part of the circuit.

In 2015 we intend to start at the same location outside of the Memorial Park Coffee Emporium and finish off with the gantry located along Orchard Avenue as riders enter into the Cycling Tent City.

Water Stops / Roving Water Provisions

Riders were sensible this year with the need to take water along the way and we were pleased that many chose to do so even at Canning Dam and Churchman's Brook. The placement of the water tank at Connell Avenue being the convergence point of CAGF 70, 100 and 150 was strategic and it served its intended purpose.



All Safety Marshal and Support Vehicles also carried water and electrolytes for riders requiring it on route.

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Roving Safety Marshals / Support Vehicles

One of the hallmarks of CAGF are our roving safety marshals and support vehicles mostly manned by experienced Cycling Coaches, Health Professionals, First Aiders and experienced Senior Riders.

Their contribution to the safety and wellbeing of CAGF 2014 is significant as is their duty of care and concern for all along the road.

Conduct of Riders

We firmly believe in the notion that like-minded people attract the same and to that extent we applaud the majority of the riders who rode safely and with sharing of the road in mind throughout the event.



It was also extremely encouraging to observe total strangers cheer and encourage other riders on – especially evident in the Champion System KOM segment and along lonelier stretches of road where friendship were forged on the 18th May 2014.

Stories and emails have emerged of this throughout the week which gives me great encouragement that our direction in creating a caring community ride for Riders as the focus is being met.

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City of Armadale Grand Fondo





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Champion System KOM Segment – Heritage Drive

Let it be known in the Perth cycling community that they first heard about the full potential of Heritage Drive through CAGF 2014. One notable coach in the community has already informed me that this 3.9 km stretch of incline – otherwise quipped by me as ‘scenic & epic’ would form the basis of more hill climbing training.



The event organisers via our parent company – Perth Integrated Health Cycling Group (PIHCG) has been experimenting on Heritage Drive now for 5 months and it is now regarded as the GO TO place for climbing. Don't forget to support the Araleun Country Club by stopping for hydration, food and coffee as they have been GREAT supporters of CAGF 2014.

We learnt very quickly that we need to also have an equal footing for women riders and as such I am making it official that CAGF 2015 will have BOTH KOM and QOM segments to cater for the many women who entered in CAGF 2014.

While not intending to discriminate – the organisers quickly realised when the results were out that all 10 winners were men and we could only afford one jersey left behind which was encouraged to us – for the Ladies. As stated – this will be addressed and equal status planned for CAGF 2015.

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Cycling Touring Event

Regrettably CAGF was often compared to another hills based event throughout the 18th May 2014. This was and is never our intention as the configuration, format, technicality and skills required for CAGF is vastly different from anything presenting out there and we intend to continue doing so.



We don't believe that an event should be stale and thus stagnant but offer variations and challenges with each year to keep the interest, the novelty and the challenge fresh. While this may cost more in infrastructure – CAGF is not about lining an Event Organiser's pockets as our modest fee compared to many other events would suggest. It is about giving WA riders and soon hopefully Inter-State and Regional riders a way of an event that they have never encountered before.

Training Rides

Another unique aspect of CAGF has been our provision of training rides on a regular basis through aspects of our routes for each year. Another hallmark where these rides are taken by nationally qualified coaches, most of whom have a direct say and input to the practicalities of CAGF.

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Those who attended these training rides have benefitted immensely from experience and also the riding techniques we impart along the journey.

Our training rides conducted also meant that we were directly contributing to the local economy of the City of Armadale by the patronising of various café and stop locations on route and before / after the rides.

Training rides will once again feature a few months as a lead up to CAGF 2015.

Sienna Wood Cycling Tent City

Big thank you to many of our synergy partners who came out to support CAGF by their tent presence at the Sienna Wood Cycling Tent City.

It was great to see so many tents including companies, clubs, companies and businesses who have the interests of cyclists at heart coming together for this event.

CAGF organisers are big about networking and supporting the community of cyclists who truly care about others – and to that extent – we will be promoting the upcoming Track Cycling WA – Winter Grand Prix – Festival of Cycling very soon.

The Future!

CAGF will be back and our official date has already been announced as the:

17th May 2015 Sunday

Situated once again at Memorial Park in the City of Armadale CAGF 2015 will have the following features:

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Piccolo Fondo – 40 km

Shorter distance Fondo catering for developing riders who want the challenge of doing an event in the plains of Armadale including Champion Lakes as part of the vista of their route. In 2015 we will open this up also to children who are capable of riding road bikes but they will be required to ride with an adult mentor with proper supervision.

Medio Fondo – 80 km

The graduates of CAGF 2013 and CAGF 2014 – 70 km distance will be itching to do something more challenging and we are responding to this challenge by creating a 80 km medium distance route. Boasting ONE KOM / QOM segment and also one Tarmac Sprint section, the latter being a NEW feature for CAGF 2015.

Gran Fondo -120 km

Once again don't be deceived about the distance as true cycling challenges is about terrain, technicality and abilities on these routes. Distance is the incorrect indicator of ability as CAGF 100 very quickly highlighted.

With 20 km more than CAGF 100 in 2014 – the Gran will have TWO KOM / QOM and TWO Tarmac Sprint sections with an estimated cumulative climb of between 2300 to 2500 metres. And YES Heritage Drive is one of the two KOM / QOM segments in CAGF 2015!

More Surprises?

Definitely! As we don't want the copycats to follow our trend and try and introduce our ideas before the 17th May 2015 do we?!!

Watch this space for more information!

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Social Media

From now to the 17th May 2015 – we will keep active and up to date our two portals for CAGF 2015:

1. Facebook under City of Armadale Grand Fondo.
2. CAGF 2015 Newsletter – firstly Quarterly till Dec 2014 then monthly till March 2015 and then fortnightly leading to CAGF 2015.
3. Website: always active on www.armadalegf.com.au

If you keep a regular watch on these portals we will reveal more information on CAGF 2015 as the time approaches!

Want More from Us?

Why not join us for another UNIQUE Cycling Tour?

Telethon Tour of Toodyay – 28th June 2014

With about a month away – and with each of you fresh from CAGF with those legs – don't let the winter cold sap your energy away. Get together your CAGF crew or others who wished they had done one of our events and sign up as a Team for the Telethon Tour of Toodyay!

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Tour of Toodyay 2013....

Ever dreamed of doing an event where you had your own Team Car to carry all of your spares, your food supplies and change of clothing? Well you can now with the Team car component for the Tour of Toodyay.

Act now as we will be limiting the number of Teams permissible for this Tour and all of the details can be found on our website: www.armadalegf.com.au and via this sign up link:

<https://www.registernow.com.au/secure/Register.aspx?E=12268>

In summary – A BIG THANK YOU TO OUR SPONSORS, OUR SYNERGY PARTNERS, OUR COACHES, VOLUNTEERS, THE BLUE ARMY AND EACH AND EVERY ONE OF YOU PARTICIPANTS! SEE YOU AT TOUR OF TOODYAY AND CAGF 2015!

Kind regards

Ian Wee
Event Director
CAGF 2013 / 2014 / 2015

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