

Prospectus of the PIHC CYCLING GROUP For 2010



Website: www.pihc.com.au/cycling

Representing integration in cycling -catering for all disciplines of cycling, individuals, novice, recreational, serious recreational and elite cyclists, groups and clubs with cycling coaching, programs, activities, training, events and clinical services for 2010

THE PIHC CYCLING GROUP

The PIHC Cycling Group is a registered business entity operating under the group company, the Perth Integrated Health Clinic.

We evolved in the last six years from being the PIHC Cycling Club to that of the Group simply because of our activities and the synergies that we have developed and forged over this time.

This prospectus provides the reader and the prospective member of the Cycling Group further insight to our aspirations and activities as part of their decision making process to join our innovative, non political and forward thinking cycling programs and activities.



Not a Cycling Club

Cycling Clubs and social cycling groups embrace the PIHC Cycling Group because we exist as a complimentary service to operations and as a value added to their membership base.

There are no membership fees, entry fees for joining and anyone who is a cyclist from any discipline of cycling is welcome to be considered for membership through application (read on to the end for more specific information).

Cycling clubs and social groups also promote our activities and events as part of their cycling program throughout the year and in doing so we have transcended politics as we exist to provide service for everyone in the world of cycling.

Consider the following.

Training Programs

The PIHC Cycling Group has conducted cycle skills training courses now for the past six years with at least 4 basic skills courses conducted per year.

Our team of cycle skills coaches are all accredited with Cycling Australia through their course conducted and at the present time our team comprise of two senior coaches and five additional coaches.

In our fifth year of operations, our cycling graduates have numbered so many that we have in 2010 evolved and developed the PIHC Advanced Cycling Program.

This Advanced Program is conducted three times per year and is facilitated by two previous National Masters Champions who are also well known and regarded in their own right as elite cyclists and trainers here in Western Australia.

Our training programs at the Cycle Skills level attracts people from all walks of life, varying levels of cycling skills and people utilising all forms of bicycles.

We welcome Race bike, Road Commuters, Hybrids, Mountain Bikes in fact just about anything that has two or three wheels with brakes!



The Group is More Than Just Cycling

The interesting aspect of the PIHC Cycling Group is that our activities have always reflected the true ideals of integration in cycling.

Cycling in Western Australia has gone through a major catharsis in the past few years, regrettably due to the fact that there is little understanding or knowledge that cycling is really a multi faceted activity.

Do consider the reality that people in our Cycling Group cycle for the following reasons:

- a. As a form of transportation to and from work;
- b. As a form of recreation and or leisure;
- c. As a form of inter-generational interaction (we have riders from ages 15 to 79 years in our Group);
- d. As a form of social interaction and communication;
- e. As a variation to their work tasks which are often static based;
- f. As a form of fitness, wellness and health;
- g. As a form of rehabilitation as prescribed by knowledgeable and well learnt health professionals;
- h. As a statement to reduce the carbon footprint in the environment;
- i. As a means of saving money associated with vehicle maintenance and fuel costs;
- j. As a means of competition, be it recreational, serious recreational or elite.

In short we have representation across all facets of cycling which makes us a truly integrated cycling group.



BHP Billiton- PIHC Cycle Skills Program

In its 6th year of operations, the PIHC Cycle Skills Course for 2010 has been renamed the **BHP Billiton – PIHC Cycle Skills Program** – thanks to the generous sponsorship of BHP Billiton one of our two major corporate sponsors for this year.



The BHP Billiton – PIHC Cycle Skills Program was created to assist novice and recreational riders learn new skills in cycling in a non threatening, non racing

environment where riders of all ages are able to participate in a controlled and progressive manner over a 10 week program.

The program which is undertaken by PIHC Cycle Skills Coaches is a 20 session program over the said period with 16 practical sessions and 4 theory sessions, all of which is related to the applications of biomechanics, health, fitness and wellness pertaining to Cycling.

We have till date in excess of 450+ graduates in our program since inception with 4 more programs scheduled for 2010.

Further information about this program can be found at: www.pihc.com.au/cycling as well as the Addendum to this document.



All of our BHP Billiton-PIHC Cycle Skills Program for 2010 bike maintenance sessions will be supported and assisted directly by another synergy partner – Cyclemania, who have been responsible for this aspect of our course now for the past three years. Cyclemania can be located on the web at: www.cyclemania.com.au



PIHC Advanced Cycling Program

In 2010, with the ground swell of graduates from the Cycle Skills Program as well as rapid growth of our membership data base, PIHC is proud to present a development of our cycling program aptly named the Advanced Cycling Program.

This program is non other in that we introduce and formalise for Road Cyclists the required skills, techniques, theoretical know how and fitness to be able to work themselves towards the higher end of serious recreational riding, participation in state or national levels programs as well as external competitions locally as well as abroad.

The 2010 Advanced Cycling Program is coordinated with the in house expertise of two ex-National Masters Road Champions who remain at the pinnacle in road cycling and who are active participants themselves in events state wide, nationally as well as internationally.

The program once again runs for 10 weeks but with the advanced skills, techniques and fitness required, our Advanced Course is conducted either twice or three times weekly and involves a range of cross training strategies to prepare the Road Cyclist for greater and better skills and participation at events.

From a measurement point of view, high end B grade and A grade cyclists at the Cyclosporitif levels are suitable participants for the PIHC Advanced Cycling Program of which three are scheduled for 2010.



Cyclosporitif in 2010

The PIHC Cycling Group is a strong supporter of the events hosted by our synergy partners Cyclosporitif and in 2010, the September Byford event organised by Cyclosporitif will be sponsored by the PIHC Cycling Group.

The PIHC Cycling Group hosts one of the largest entries to Cyclosporitif in the past two years and we anticipate an even larger number once again in 2010 and beyond.

Our support for them includes our direct financial sponsorship as well as involvement in the following manner in 2010:

- a. Provision of medical and health related articles and articles of interest in the Cyclosporitif e-newsletter on a fortnightly basis;
- b. Naming rights for the September 2010 Byford event;
- c. Conducting TWO specific Cyclosporitif-PIHC Cycle Skills Courses for members of Cyclosporitif who wish to introduce themselves, their friends or family members to the growing sport and skills of riding (suitable for those at C grade and entry level B grade Cyclosporitif members);

- d. Conducting of four Injury Prevention workshops for Cycloportif in 2010;
- e. Clinical support for all of the Cycloportif events held in 2010 with our support team of PIHC –ECU practitioners at hand to conduct rub downs for participants of Cycloportif.



We once again urge members of the PIHC Cycling Group in 2010 to participate with us in Cycloportif events. Our synergy partner's website is: www.cycloportif.com.au

Personal and Group Coaching

We are pleased to announce the PIHC Cycling Coaching team for 2010.

Our coaching program is divided into two groups, each reflecting the level in which individuals or groups are comfortable with, depending on the skills level they are wishing to attain.



The team in 2010 comprise of:

Director Sportif

Ian Wee

Cycle Skills Coaching

Mike Arndt – Senior Coach

Ian Wee – Senior Coach

Jimmie Jeenjiu – Coach

Tim Norris – Coach

Lucy Liongue – Coach

Chris Hargreaves – Coach

Robert Branch – Coach

Advanced Level Coaching

Chris Thompson – Senior Coach

Neil Manning – Coach

Ben Mercer – Coach



Cross Training Coaching

Julian Mancini – Senior Exercise Physiologist

Kane Ward – Personal Trainer

Monica Eisenlohr – Swimming Coach

Sue Jacobs – Indoor Cycling Coach



Cycle Skills Coaching Program

Available for individuals or groups up to 6 people, this form of personalised coaching, separate and distinct from our regular programs can be tailor made for the cycling client and / or their group of friends.

This form of coaching is best suited for those wishing to learn more of the basic skills of hill climbs, braking, drafting, overtaking, road rules, proper use of the bicycle to optimise skills as well as fundamental riding techniques for fitness, wellness and health.

Those who have entered into cycling and average below 25 km/h and able to ride less than 40 km per cycle ride would find this program most suitable. Applicable for those above 18 years of age.

Specific Coaching fees are on application to the Director-Sportif Ian Wee at:

ianwee@pihc.com.au

Individual cyclists wishing to also secure personal mentors for Cycling may apply through the same portal.

Advanced Skills Coaching Program

As opposed to our fixed advanced cycling program, this coaching program is suited for either individuals or small groups up to 6 in total.

Those wishing to learn the advance techniques of bike handling and skills, as well as racing and competition methods and techniques should apply for specific costing to the Director-Sportif Ian Wee at: ianwee@pihc.com.au

Advanced cyclists looking for personal mentors for their sport and integration of cycling may also apply for further information.

Schools Based Program

In 2010, we welcome schools to participate in basic bicycle skills and handling courses which will be run as either a once off or short course program (4 sessions) by our Cycle Skills Coaches.

The PIHC Cycling Group aims to promote cycling as a form of fundamental skills for all school aged children where the opportunity to learn more about the skills of cycling will ensure the full integration in the world of cycling. We also firmly believe that it is from these grass roots learning that we can raise talent and create pathways for those wishing to look at cycling as a form of elite sport in the future, without the hassle and politics of current existing structures.

Program cost and content are once again POA via the Director Sportif at: ianwee@pihc.com.au



Our Community Program for 2010.

As a service based provider for all things cycling, the PIHC Cycling Group aims to provide a wide range of activities this year for those involved in our Group.

This list is by no means exhaustive as we have proven over the years that our evolution and development takes place at a rapid pace proportional to the support and participation of the community.

Sample some of the following that will come your way in 2010:

a. Perth to Bunbury Ride

To be organised as an overnight ride with a day rest over in Bunbury followed by a ride back to Perth. Organisation of this event will include support vehicles, stop over for refreshments and hydration, safety and risk management procedures, accommodation and recreational events at the stop over together with provision of meals and support services such as massage and therapy treatment as well as performance enhancement techniques. Scheduled to be run by the first quarter of 2010 and limited to no more than 200 riders.

We expect Road Bikes, Tandem Bikes, Recumbents, Mountain Bikes at this event as we are multi-disciplinary in our promotion of cycling.

Naming rights for a major sponsor plus sponsorship exposure is available for those interested.



b. Treasure Hunt

We have done treasure hunts in our childhood but what if the field for this treasure hunt was somewhere in the Perth Metropolitan region?

Treasure Hunt Cycling will involve participation of groups of three to six individuals and is targeted specifically not only for recreational riders but also as a family orientated program.

The course route will be somewhere in the category of 40 to 60 km to include possible train rides with the bicycles, exploring a wide range of Perth sites not normally known to most cyclists. This will be a social based recreational event and not a competition and will be an excellent way even for serious recreational and elite cyclists to include their families in their favourite past time, with many structured breaks and stops even for the little ones.

One major sponsor for this event is sought for 2010 which will target up to 600 riders in total.



c. Cycle Orienteering

You have heard of orienteering by running and walking but have you heard of Cycle Orienteering?

If you have not – look no further as this is yet another planned PIHC event for 2010 suitable for cyclists of all three major categories A, B and C level riders.

Cycle orienteering will allow most cyclists to really reach out and use those under utilised bike computers, compasses and Garmin 705 out there!

It will change your ability to read mud maps, learn simple clues and instructions without having to tear open the secret envelope for the final destination!

Interested? You should be as this epic inaugural program will take you through between 60 to 80 km of riding over 4 to 6 hours at your own pace to come up with the final destination – where you will be rewarded for the most points or at least fed for your efforts at the end!

One major sponsor required for the 2010 and scheduled to target up to 800 riders.

d. Event Rides

We aim to host at least 4 event rides in 2010, of which two of them will be themed BHP Billiton event rides over a fixed destination and duration.

The aim of all of our event rides will be to raise funds for a recognisable charity or individuals in need with each fund raising theme publicised and promoted prior to the event.



e. Quasi Cyclo-Cross Event

As the name implies we have deliberately called it a Quasi Cyclo-Cross event as we aim to promote this for the Mountain Bikers and the Road Bikers to get together and have fun over the wet wintery and muddy season.

Our first quasi cyclo-cross event will see canny and crafty road cyclists modify their existing bicycles to be equipped with puncture proof or heavier grade tyres that will withstand the rigours of off track cycling.

Originating in Europe in the early 1920s Cyclo-Cross was first designed to help cyclists keep up their skills in the cold wintery weather where getting wet and dirty was the requirement of participation.

Look no further as this will be also expected of you and unlike the real Cyclo-Cross events, this one will not be over a specific Criterium area but over distance that requires walking, running and of course cycling your Mountain Bike or slightly modified Road Bicycle!

Scheduled for between June to August 2010 and will be open to 300 riders. Once again one major event sponsor is being sought for this very special event.

f. Fancy Dress Cycling

This is the opportunity for all of us to come out cycling beyond our Lyra based suits and attire and to dress up with the very best that costumes can offer without sacrificing safety and skills on the bicycle.



This Fancy Dress Cycling event will be over a variable duration, distance and course thus allowing for participation of families, recreational as well as serious recreational riders, once again for ALL disciplines of cycling.

Scheduled for the autumn months before winter for the best weather conditions to preserve your fancy dress costumes, this themed event will cumulate with a Mad Hatters Party at a destination to be revealed where bicycles and people are welcome!

Major sponsor out there – you know where to call us? Planned for approximately 400-500 people.

g. Cycle-Swim

The perfect biomechanical combination of sport that allows for utilisation of any body parts and balancing of flexion and extension of the body – that it is now a must for 2010!

Look out for the 2010 PIHC Cycling Group cross training program involving Cycling and Swimming either by the Beach or at the Pool.

Clinical proven to be one of the best forms of cross training for Cycling and used by PIHC as a form of rehabilitation for our cyclists recovering from injury.

Swim coaching programs available for those interested in Cyclo-Swim by PIHC Cycling Group and available from the first quarter of 2010 onwards.

h. Indoor Cycling Training

Most cyclists are shocked to realise that intensive, rapid burst of cycling in a controlled environment can make a big difference to the training and the conditioning of a cyclist.

Many astute cyclists on the road and mountain bike have attended the PIHC indoor cycling program in late 2009 with very pleasant results in their time trials, Criterium races and personal best times, not to mention a good intensive form of fitness training especially after the many festive seasons.

The PIHC Indoor Cycling Training program has been designed in 2009 for application in 2010 with two blocks of programs planned – namely during the Hot Summer Months when cycling outdoors is unbearable due to the heat and the intense UV radiation and in the cold Winter Months when the outdoors gets just a little too chilly for those susceptible to the weather.

Conducted at a purpose built brand new indoor studio at our PIHC Performance Enhancement Clinic in Melville – our Indoor Cycling Training can accommodate up to 30 cyclists at one session.

Look out for our programs for January to March 2010 and from June to August 2010.



i. Tours of Italy with Punto Tours Pty Ltd

The PIHC Cycling Group will host its first ever overseas cycling trip with Punto Tours Pty Ltd in early May 2010 with a Tour of Tuscany. Limited to 14 participants, this tour will also cater for partner and spouses who are non cyclists with an action packed cultural experience that only Punto Tours can offer to its members.

PIHC will also be hosting coaching and training programs as well as clinical enhancement programs for Perth based clients of Punto Tours wishing to improve on their fitness, health and cycling skills in preparation for the cycling adventure in Italy.

For the vast range of cycling tours provided by Punto Tours for both mountain bikers and road bikers, please refer to www.puntotours.com



j. Indoor Track Cycling

We hosted one in late Dec 2009 for the Group and we are now hooked! The realities of the skills of World Champion Cameron Meyer and the abilities of state elites like Jack Ward and Nicholas Graham Dawson have become a reality because not only do we treat them but we now appreciate the adrenalin, the skills and the discipline required to do track cycling.

Our programs in 2010 will be held in conjunction with our friends at Track Cycling WA who host amazing events that must not be missed. The PIHC Cycling Group will continue hosting social and probable group orientated track cycling events throughout 2010. No need to purchase track bicycles if you do not have any, there are plenty for rent via Track Cycling WA at the Speed Dome at Mid Vale.

For more information on Track Cycling refer to www.trackcyclingwa.com.au



Workshops for 2010

We have an established reputation for the provision of cycling related workshops in the past and we plan to do more in 2010.

Some of the workshops that have gained national attention and regard since its introduction include:

a. Biomechanics and the Cyclist workshop

Cyclists are taught how the human body's biomechanical structure play an important and direct role in the proper ergonomics of cycling and how the maintenance of these structures assist with this very multi facet activity.

Highly interactive, our biomechanics workshop for cyclists in 2010 will be hands on and practical based to include your bicycle.

b. Feet Care and Powering Your Cycling Machine

The astute cyclist knows that not only is proper and appropriate foot wear important for their ride but also the full understanding of how feet biomechanics in relation to crank speed, cadence and positioning on the cleats will make a difference.

The workshop in 2010 will explore further to include alternatives to feet care and the associated importance of the hip and knees to the best possible piston engine – the human leg!

c. Performance Enhancement & You

Lets face it every cyclist will admit either readily or not, that they will yearn to improve their skills, their bicycle and its components and probably at the same time not realise that the power house of cycling is in reality your own health.

We will explore aspects of performance enhancement such as supplements, equipment to wear, techniques to use etc.

This workshop will explore specific avenues where the individual cyclist can learn about weight loss, maintaining their cycling fitness and improving their performance while at the same time promote and enhance their health. A must for every discerning rider regardless of their skills level.



d. Hydration & Nutrition

What you consume before, during and after cycling maketh the cyclist. Little is understood and known by many about the practical aspects of hydration and nutrition and this workshop teaches you all that you require to make a difference to your cycling whether recreational, Audax, on tours and trips or during competitions.

e. Bike Maintenance

Probably a compulsory program for every cyclist! Ever wondered what to do during wet weather with your bicycle, how to modify that seat post, change that tyre, replace those cassettes that allow you to swap wheels, do basic servicing for your brakes and your derailleur?



All these simple things add up to making cycling one of those glorious mysteries for those either too afraid or intimidated by all of that macho talk and terminology.

Fear no more – sign up for this workshop when it is available and make sure you bring your bike and your basic tool kit to this workshop in 2010!

Bike Ergonomics @ PIHC

The Bike Ergonomics program was born out of the desire to merge the clinical biomechanics of a cyclist, that is, their specific clinical requirements to that of the ergonomics or the configurations of their bicycle.



The PIHC Bike Ergonomics program is one of a difference. The program is undertaken specifically by two Principal level health professionals, both of whom are also qualified cycling coaches and who also compete at either the serious recreational or elite level of cycling. Both these professionals have been involved with cycling for many years and utilise not only clinical and biomechanical skills of their profession but also the cumulated knowledge borned from our cycling training programs, assessments as well as the use of DSLR / video technology to analyse function in motion.

To book in for your Bike Ergonomics session, contact PIHC at: appointments@pihc.com.au and for further details of the program refer to www.pihc.com.au/cycling.

Fund Raising and Assisting Those in Need

The PIHC Cycling Group is also about the provision of community support to those in need and to assist in fund raising projects for a variety of programs that merit financial attention and support in kind.

We have in the past few years conducted a wide range of such activities for individuals with a range of clinical conditions such as Quadriplegia and Stem Cell Therapy and for other specific causes and will in 2010 be focusing our attention on to a few specific projects, such as the Red Sky Ride project for Solaris to benefit people suffering from cancer, name a but a few.

PIHC will be conducting these fund raising ventures in concert with our clinical, workshop, training and events programs throughout 2010 often in part with the ethos of integrated cycling.



Clinical Programs & Treatment in Cycling

We are already well known and established for our provision of clinical care and treatment for cyclists with the scope of needs:

- a. Rehabilitation from cycling based injuries;
- b. Injuries sustained due to poor or inadequate body biomechanics and /or bike ergonomics;
- c. Overstrain due to improper riding techniques and poor skilling;
- d. Injuries sustained due to cycling as a form of recreation or elite sport;
- e. Individuals wishing to undertake cycling as a form of rehabilitation or strengthening due to previous injuries.

Our clinical treatment program for cyclists is far reaching to include World, National, State & Club champions as well as serious riders and recreational riders.



The clinical programs that we provide apart from our Bike Ergonomics program as appended above include:

a. Biomechanical and Neuromuscular Therapy

These modalities of treatment afforded by our team of Occupational Therapists and Physiotherapists represent one of the most cutting edge and advanced of clinical standards in this State and in the Country. With the use of technologies such as the Huber dynamic systems, the medical aspects of the Key Module, Far Infra Red Formostar systems, Whole Body Vibration (WBV) systems as well as thermal scanning, our clinics represent some 15 years of advanced technology compared to most such neuromuscular clinics in the region and the world.

Our practitioners work hand in hand closely with each other for the direct clinical and wellness benefit of our cycling patients.

b. Exercise Physiology

Our team of exercise physiologists, sports scientists and personal trainers work closely with the clinical team of therapists to provide specific work hardening, joint strengthening and muscle building programs and stretches for cyclists transiting from clinical to fitness rehabilitation.

Coupled with the duality use of the Huber dynamic systems for coordination, speed and balance, as well as Monarch Bike Ergometers, Nubax Systems to name a few, our exercise physiology program created for our cyclists is regarded to be of the highest standard available in private practise.

c. Biomechanical Podiatry

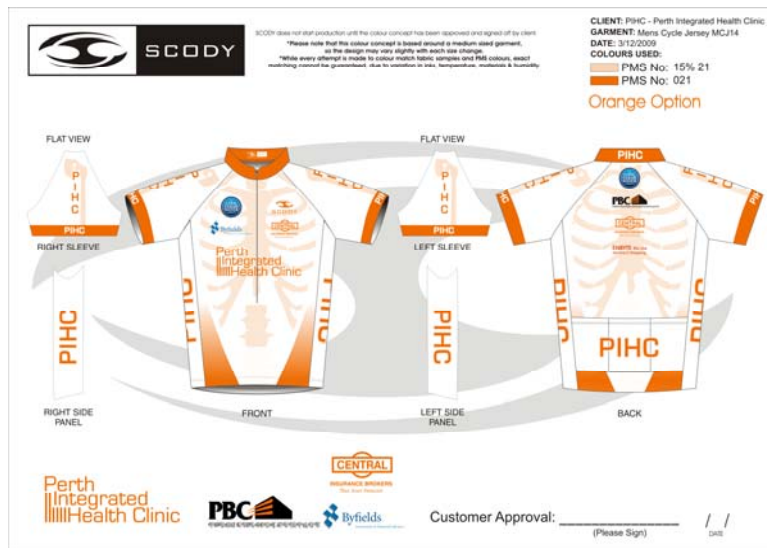
The PIHC clinical team associated with feet biomechanics has been providing service to cyclists now for in excess of ten years and working closely with the other practitioners, the stability of the feet and its crucial link towards pedal or cleat fit out makes a significant difference to the overall structure, balance and posture of the cyclist's body.

d. Massage Therapy

The use of therapeutic flower essence together with good old muscle massage has helped many a cyclist prepare for and recover from a race or event. Our massage therapist is well skilled in the requirements of cyclists having worked with them for many years.

For more information about our clinical programs and clinical teams, please refer to our main website: www.pihc.com.au

Our Attire for 2010

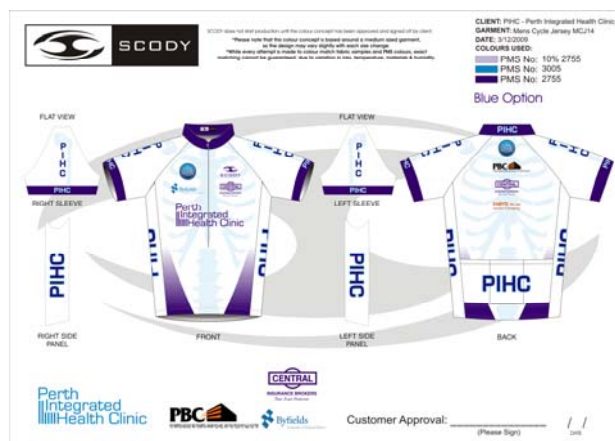


Advanced Cycling Program Jersey for 2010

In 2010, the PIHC Cycling Group will consist of the following attire that will be on sale at 10 weekly intervals to coincide with the start of each Cycle Skills program.

For sale this year will include:

- Cycle Skills Jersey (provided as part of cost for those who sign up for the Cycle Skills Course): \$100.00 including GST;
- Cycle Skills Nix (optional extra for those taking part in the course): \$100.00 including GST;
- PIHC Wind Vest – Blue with White PIHC lettering: \$86.00 including GST;
- Advanced Cycling Jersey and Nix: Not for sale and exclusive only for PIHC Cycling Coaches and graduates of our Advanced Cycling Program.



Cycle Skills Jersey for 2010

We are proud to be associated for the second year running with Scody our official supplier of our cycling gear.

Scody is also a parallel sponsor, attiring the PIHC coaching and clinical team in 2009 as well as in 2010 with new design Scody-PIHC Polo Shirts, Socks and Caps for that uniform corporate identity.

Our Water Bottles



Our cycling water bottles in 2009 and now in 2010 will be provided to us once again by our other major sponsor, the Cool Clear Water Company.

Michael Smith, Senior Consultant with CCW is an avid cyclist and active member of the PIHC Cycling Group. Michael understands fully the hydration needs of cyclists as well as at their homes and offices and is available to discuss your specific filtered water needs in 2010.

Please refer to their website: www.coolclearwatercompany.com.au for more information.

Research in Cycling

We have the distinction of being one of the few clinical private practises as well as unique as a cycling group to conduct ongoing research in cycling for the past five years.

Our research projects are mostly conducted in house with existing clinical equipment or newly developed systems though a number of research projects have been done in support of Masters and PhD level students from the various universities.

Ongoing research for the past six years on our cycle skills programs and its efficacy towards the promotion of health and wellness continues, with the richness of data having been presented at sports medicine as well as fitness conferences state wide and nationally. This research in 2010 is ongoing and evolving with the use of newer data gathering instruments.

Announcement for cycling based research is normally made through the established cycling networks and blogs and through university involvement and participation.

In 2010, the PIHC Cycling Group has identified at present three major research projects in cycling, two of which are in concert with our garment provider Scody Australia.

Funding

Funding for the PIHC Cycling Group comes from two major sources with no government funding provided at present.

Over 90% of our funding comes from our parent company, the Perth Integrated Health Clinic (PIHC). The PIHC Cycling Group is part of this company structure and exists in itself as a business entity.

The remaining funding comes from the generous support of our sponsors which in 2010 evolves and develops even further.

The money obtained from previous years activities as well as in 2010, apart from specific fund raising drives for charity and people in need has gone towards:

- a. Developing our group infrastructure which is now evident in 2010;
- b. Provision of courses and programs for our coaches;
- c. Subsidy of attire and equipment for our coaching team;
- d. Participation in external based events programs;
- e. Purchase of new equipment related to our cycling based activities;
- f. Subsidising the cost of jerseys and nix that we sell to the community;
- g. Paying for our public liability and insurance coverage associated with the cycling events and programs;
- h. Infrastructure and stationery costs associated with our workshops, email systems as well as server / IT support as well as printing of flyers and brochures for our programs and activities.
- i. Purchase of journals, medical equipment and books related to the field of cycling, nutrition, performance, biomechanics and ergonomics.
- j. Upgrade and review of bicycle equipment for the benefit of the Group.

Treatment Sponsorship

In 2010, PIHC continues its treatment sponsorship of a number of elite cyclists which includes the World Track Racing Champion Cameron Meyer, 2008 National Masters Champion Neil Manning as well as numerous Plan B elite riders.

We have also established a limited sponsorship program for junior elites with a broadcast program to the 4th elite cycling programs in the State including the JETS, NTRD, TID squad as well as the juniors on the Henk Vogels Cycling Foundation program.

Further details of this limited sponsorship program for elite cyclists, please refer to PIHC Managing Director Ian Wee at: ianwee@pihc.com.au

Sponsors

In 2010, we are proud to be associated with the following sponsors who are assigned at random in this document and not reflective of importance.

Sponsors are crucial and important in the world of cycling, as they exist as synergistic partners to the services, programs and events that we can provide to the public. Cycling is after all the 'new golf' representing one of the fastest growing participation based events in human history for the past six years and growing.

At the time of the first edition of this e-document, a number of sponsors have not be finalised with us and a revision will be made with a second edition once this is consolidated no later than mid Jan 2010.

BHP Billiton – Major Sponsor 2010



Cool Clear Water Company – Major Sponsor 2010



The Cool Clear Water Company has been associated with many years as the one of the leading providers of quality high tech filtered water for both the business and the home community. Cool Clear Water provides the hydration needs that powers the PIHC Cycling Group in 2009 and in 2010. www.coolclearwatercompany.com.au

Central Insurance Brokers



Proven service providers in the insurance industry and well regarded by the PIHC Group and patients who have utilised their excellent service in all aspects of insurance such as the home, car, contents and building. Check out their website at: www.centralins.com.au and contact Simon Wardman.

TurnTek Machining



Turntek Machining deal with precision wear plate drilling and machining for the resource and mining sector and have been a very strong supporter of cycling here in Western Australia for many years through the junior development squads. Turntek Director Andrew Ward is contactable at: 0412 232 549.

Orange Byte Pty Ltd



Orange Byte are providers of quality IT, printing and technology equipment on line with warehousing in Perth, Melbourne and Sydney for rapid distribution to the consumer privately or commercially. Headquarters located at Winthrop WA and on line at: www.orangebyte.com.au

Punto Tours Pty Ltd



Punto Tours is one of the leading cycling tour operators from Australia hosting many quality cycling trips and adventures for mountain bikers and road cyclists in Italy. Refer to www.puntotours.com

Highbury Homes



Highbury Homes is the 2009 winner of the HIA Excellence in Service builder and being one of Perth's most flexible builders with the special term 'flexibility' as its unique catch phrase. Find out more about Highbury Homes at: www.highburyhomes.com.au

Scody Australia



We truly believe that Scody Australia represent one of the pinnacles of an Australian made garment company that provides quality sports attire such as that of cycling to the national and international cycling community, with massive sponsorships of major cycling events throughout Australia. We are proud once again to announce Scody at: www.scody.com.au

WBV Australia



PIHC has been associated with WBV Australia now for the past six years and believe that they provide the highest quality service through their science of vibration with the WBV 3000 and Power Foot systems. Proven as a clinical rehabilitation as well as a personal training and fitness tool, the WBV 3000 should be further considered by all cyclists at: www.wbv.net.au

Cyclemania

Cyclemania -providing the very best service for the PIHC Cycling Group for the past six years with 15% for all new bicycles, cycling equipment and apparel at their North Perth store. Please refer to: www.cyclemania.com.au for more information.



Sourcing Our Services, Events and Programs

There are various ways to source the vast range of services, events and programs that we have in store for you in 2010. Consider the following:

- a. For all information pertaining to our structured Cycle Skills and Advanced Cycling programs, please refer to our Director Sportif Ian Wee at: ianwee@pihc.com.au
- b. For all clinical information pertaining to treatment, refer to our website www.pihc.com.au for specific clinical treatments and modalities used and for practitioner profiles. For appointments including Bike Ergonomics, please contact appointments@pihc.com.au or 92405266 (north of the river) and 93648626 (south of the river).
- c. For all PIHC events either refer regularly to the Cycling portal at: www.pihc.com.au/cycling or register your interest in being a member of the PIHC Cycling Group to: ianwee@pihc.com.au
- d. For sign up for most of our programs, it will mostly be through Register Now on line sign up service or directly via the PIHC front counter service at 92405266. Payment on line or over the phone (depending on the service specified) will be either via Master Card or Visa card only.
- e. Cycling Research participation. Sign ups will generally be via: research@pihc.com.au and only via official announcements made some 4 to 6 weeks prior to actual research commencement.
- f. Face Book – we have a presence there under the wording: Perth Integrated Health Clinic Cycling Club (sorry but we have not had found time to revise to call it a Group since our usage of Face Book). Face Book has a vast storage of many of our events and programs over the years.
- g. You Tube – search www.youtube.com and type in Perth Integrated Health Cycling Course to preview our cycle skills program to the beat of "I want to ride by bicycle".

Joining The PIHC Cycling Group

We trust that after reading this comprehensive prospectus that we have prepared for the cycling community, that you will do the following:

- a. On send it to as many cyclists that you know personally, at work and to your favourite cycling mechanic or shop via email or snail mail (you are welcome to download this document);
- b. That you would be interested in participating as a member of the PIHC Cycling Group, free from any membership fees or entrance / subscription fees;
- c. That you would seriously consider and or request that (1) your social group of friends that cycle do the same or (2) that your formalised cycling club be a part of this evolving Group;
- d. That if you are a committee member of your cycling club, organisation or association who wish to form an alliance at no cost to your membership other than dissemination of our public domain knowledge and community based programs;

- e. Be an active member of the WA or Australian cycling blogs and will be happy to post our various activities and this document on the world wide web and encourage other cycling organisations to be part of us;
- f. That you are an entry level or novice or recreational rider just beginning and wondering what to do;
- g. That you are a member or management of your company and seriously considering a means to enhance productivity, morale and wellness in the workplace or
- h. You are a member of the management team of your company wishing to develop a corporate identity through cycling, its programs and sponsorship....

Whatever and whoever you are – YOU CAN BE A MEMBER OF THE PIHC CYCLING GROUP simply by registering your participation with us via email at:

ianwee@pihc.com.au and you will be included in our regular broadcast email that goes out as "Dear PIHC Cycling Group and Friends of Cycling". This will take place at a very regular rate but we promise that we will keep you informed and up to date not only with the information that we have appended above, but equally important, regular stories and write ups by normal people who are cyclists, about cycling and technology and as much as possible of course about the relationship of cycling in medicine, sports, health, fitness and wellness.

What if you simply decided to move away from cycling and /or the group – well no need for any rude emails – just simply send another email back to: ianwee@pihc.com.au politely requesting removal of your name!

Organisations, associations and clubs, if you wish for your members to have free rein (and we hope you will) you can provide them with a on sending of our information or you can encourage them to sign up free from the pressure that we will ever wish to remove or take away from your membership (we are not a club!).

So lets start the revolution of promoting Integration in Cycling here in Western Australia by passing this e-document to every cyclist of every discipline, to every club whether social or incorporated and to every bike shop that wishes to be of a difference to their patrons!

Last but not least, never forget these two portals of communication with the PIHC Cycling Group:

Website: www.pihc.com.au/cycling

Email: ianwee@pihc.com.au

Yours in positive and integrated Cycling in 2010

Ian Wee
Director Sportif
PIHC Cycling Group
(Part of the Perth Integrated Health Clinics)