
Perth Integrated Health Cycling Group (PIHCG)- Why People & Organisations Choose Us and Our Services

From its inception some seven years ago from its parent company, the Perth Integrated Health clinic, PIHCG is now its own business entity which reflects the growth and development not only in the world of cycling but equally also our business acumen and ability to forge alliances and partnerships throughout the cycling world in Australia.

Consider the following accolades which PIHCG is known for:

1. First cycling group that is privately owned wholly and therefore politically neutral and non aligned;
2. Only cycling group that has formalised synergies with all MAJOR cycling associations such as Cycling WA and Bicycle WA. PIHCG also has direct business links and partnerships with the major players in the Triathlon market which includes cycling namely Tri Events and Women's Academy of Triathlon;
3. PIHCG is represented and the official face of clinical support in all major cycling events in WA include all Cyclosporitif (5 events per year), Freeway Bike Hike, Great Perth Bike Ride and MSWA Ocean Ride;
4. PIHCG has the largest cycling coaching program now with 11 coaches nationally accredited. The undersigned as Director Sportif plus four other senior coaches are also nationally accredited Aust Cycle teachers endorsed by the national body Cycling Australia;
5. PIHCG has a data base and group participation of some 7900+ cyclists all of whom belong to the Group structure on their own free will and participants in our myriad of cycling programs such as Cycle Skills courses, Advanced cycling courses, Track cycling training as well as Cycling related events such as workshops, seminars, screening sessions, trek events, night rides etc;
6. PIHCG is probably the only cycling group in WA that has its own private fully comprehensive insurance policy program which covers all of our events, participants in our cycling courses and our coaches.
7. PIHCG is the specialist clinic for the provision of Bike Ergonomics Assessments which combine the skills of coaching, ergonomics, bike geometry and biomechanics, thus catering for cyclists with underlying injuries and those wishing to achieve better results on the bike;

8. PIHCG is also under contract to provide for BHP Billiton, their cycling, triathlon and wellness programs for a total contract of five years;
9. PIHCG also appointed to undertake cycling programs and events for the following major groups: MSWA, Shell Development & Refinery, Department of Food & Agriculture, Master Builders Association and the City of Melville.
10. PIHCG has affiliated links also with the Cranks and Cleats (town planners cycling group) and the UWA BUG group (500+ members) and Over 55s Cycling Club (298 members).
11. PIHCG Director Sportif also the ex- Commissioner for Cycling for Cycling WA for a period of three years, thus influencing policy, planning and infrastructure for cycling in the State;
12. PIHCG Director Sportif also one of eleven Medical Classifiers in the world appointed by Cycling Australia, the UCI and Australian Paralympics Committee
13. PIHCG to commence special interest group within the Group structure to cater for cyclists with disabilities.
14. PIHCG appointed as clinical practitioners for the UCI World championship & the iconic BWA Dams Ride in Perth in 2011 and in 2012.
15. PIHCG has its own in house resident Bike Consultant and Technician for your bike servicing and repair requirements.

Why Cycling Permeates Society

Cycling in the 21st century encompasses the following:

- a. Statement for the environment. It embraces a growing percentage of people who are conscious about the carbon footprint that motorised vehicles produce and who then vote and opt with their two feet for people propelled vehicles ie Bicycles;
- b. Fastest methods of Weight Loss, Regaining Health and Wellness. Cycling's prowess as a rehabilitation and fitness sport is well documented and supported by all facets of the health and medical community and globally endorsed by governments for health and wellness. No more needs to be said;
- c. Embraced to create a Greener Footprint. Progressive companies and associations such as BHP Billiton. Chevron Australia, YMCA, Masters Builders Association, HBF etc all understand the importance of a green footprint to support their community projects and services. They therefore also promote cycling not only to the community through their charitable acts but also through act promotion within their employees and contractors;

Perth Integrated Health

PIH Cycling Group
www.pihc.com.au/cycling

Unit 12, 8 Booth Place
Balcatta (via Erindale Road)
Tel: 9240 5266 Fax: 9240 1522

Melville Aquatic Fitness Centre
Marmion St, Booragoon
Tel: 9364 8626

P.O Box 1574, Applecross, 6953
ABN: 73 069 383 900
ACN: 069 383 900

-
- d. Advocacy. Cycling represents the fastest growing advocacy groups in the world where citizens are taking to their bikes to be associated with measures to curb overcrowding, excessive traffic and proper city management systems. The international peak body the UCI even appoints global cities such as Copenhagen as UCI approved cycling cities and Perth has aspirations for the same through its current progressive City of Perth council;
 - e. Cycle Touring and Networking. Also a evolution in itself especially amongst those from the 40s to 60s set which also have disposable income, cycling is now the new found sports that regenerates youth and promotes wellness, social networks and contacts as well as holidays.
 - f. As a form of Transport. With increasing costs of fuel, parking charges and congestion in the cities cycling has become favourable especially since there are Federal, State and Local government policies to promote cycling infrastructure within its boundaries and jurisdictions.

**PERTH INTEGRATED HEALTH
CYCLING GROUP**



Perth Integrated Health Cycling Club