



"Coffs delivers 'stellar' Masters Championships."

This is the title of the Cycling NSW review of the C.ex Group NSW Masters Road Racing Championships 2019, and we sure agree.

Thanks to the support of all our sponsors, Coffs Harbour Cycle Club planned and held a very successful Masters' event. None of which would have been possible without your support.



Nearly 200 riders attended the road race on Saturday, and the Kennards Criterium on Sunday, many locals coming out to support the event and cheer on our local riders.

The night before the road race was an anxious wait for some of the organising committee members and riders as we heard the constant pitter-patter of rain, and while Mens' Division 1-2 rode out on some slightly damp roads, it quickly dried up, the sun came out and with a bit of wind later in the day it made for a great day of road racing.



It was terrific to see all the locals out on course either racing, spectating or volunteering. We were fortunate to secure the Voice of Cycling in QLD, Luke Lucas, to MC the weekend's racing events and he did a spectacular job of commentating throughout the event, with a solid knowledge of the riders, the courses and a great sense of humour, he kept everyone informed and entertained, many thanks to Luke.

One of our newest members, Laurelea Moss, in Women's 1-4, gave it her all as she sped downhill, in a successful attempt to break away from the group. She maintained the 25-second gap and more, for over 30 kilometres, taking the win. Whether it was a smile or a grimace of determination that was seen at

every turning point, it was nothing short of inspirational. Dan Alcock also had a brilliant ride, taking gold in Men's 3. Dan, an accomplished rider, showing the out of towners how to win a race.

There was much praise received for the road course due to its picturesque setting, challenging hills, fast flat sections and an uphill sprint to the finish line – something for everyone. Some commenting that it was the best road course they have raced on in Australia – high praise for sure.

Sunday saw the Kennards Criterium kick off with the handcycle event that had many people in awe of the strength and skill of these competitors as they negotiated the Albany St hill and the technical corners on the exciting CDB course around Brelford Park.

We were very fortunate to have the support of council and police to be able to host this event in the heart of the CDB and again very positive feedback was received about the location and the course.





Following on from the handcycles, the racing continued to be exciting, fast and furious across all the masters' grades. There were many races with solo riders breaking away from the group only to be caught on the last lap and some valiant efforts by the peloton to claw their way back into the race.

Kudos goes again to Laurelea Moss in the Women's 1-4 who tried to go for the sprint with one and a half laps to go, only to be swamped on the line, narrowly missing the Gold but securing a silver medal. Coffs rider, Phil Almond, put on an impressive display of speed and strength to secure silver in the Masters' 4, hotly contested division.

Publicity report;

We were so excited about the C.ex Group Masters Road Racing Championships that we spread the word far and wide. Giant Media created stunning products for us to use, custom made posters that featured on our social media and were distributed throughout the local area, a podium backdrop with all our sponsors for display, custom drink bottles that were distributed to all race participants and the wider community, and our official guide that was created for the event.

Social media and contacts with our 400+ mail list were the primary forms of advertising. Our Facebook and Instagram pages being followed by around 1000 people and social media advertising reach of at least 10,000. We kept our members, wider community, and clubs up to date with planning through email, promoting our sponsors and event actively through this platform. The local newspaper Coffs Coast Advocate ran three articles on the event, while the C.ex Group also included a whole page spread on the weekend. NBN News filmed the end of the thrilling Women's Division 1-4 race at the Kennards Criterium. It was a fantastic display of strong, inspiring women riders, and the event was broadcast to the local community. Cycling NSW promoted the event far and wide on their social media and website, it was wonderful to work with the organisation and have cycling on the Coffs Coast promoted throughout the state and further.



Event attendance was outstanding, with the local and wider community attending. We cannot forget our volunteers, club members and the local community, the buzz and feedback from the C.ex Group Masters Road Racing Championships have been overwhelming. Local MP Gurmeh Singh also joined in on watching the action and is working to deliver a speech on the event in parliament.

Further promotion of sponsors will continue over the following weeks and into the future, throughout social media, email and word of mouth. The exposure of the event this year has been very successful, moving into the future and for the following events, we hope to continue to work with many of our sponsors to ensure maximum promotion.

Thank you to all the sponsors who helped make this event possible, your support in a variety of ways, made this event the success it was.

The communities thoughts on the event;

"Fantastic showcase of local talent, great organisation and event planning support staff and our great community coming together to welcome fellow sports lovers."

"Congratulations to all involved in putting together and hosting such a successful event!"





"Outstanding Seriously one of the best and well organised weekends of racing I have been to. The comments and feedback from friends on social media are an indication they want to come back! "

"Great weekend of racing and community spirit."

"Awesome event congrats to the Coffs Harbour Cycle Club and in particular the sponsors of the event making it happen!!"

"A big thank you to Coffs Harbour Cycling Club for hosting this wonderful event."

"Great courses, local bike club officials and riders keen and well organised by Cycling NSW. A great weekend and lots of positive comments. Thank you to everyone involved in making it happen."

Links

Cycling NSW event [review](#).

Results of the C.ex Group NSW Masters [Road Racing Championships](#).

Results of the [Kennards Criterium](#).

