



**ADELAIDE**  
SUNDAY 16 NOVEMBER  
2014



## 2014 Ride for Pain Ride Guide Sunday 16 November

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## **Welcome & thank you**

“Pain is one of the most awful human experiences, which is what makes it one of the most effective – it makes us protect our body. Chronic pain occurs when biological processes keep telling the brain that the body is in danger. The huge challenge of pain is that it is not simply about your body, but about your brain’s evaluation of threat to your body. The factors that contribute to pain can be really complex and sometimes very difficult to spot. All pain, 100% of the time, is a perception constructed by our brain. Scientific studies clearly show that once we realise this complexity of pain and that pain is an intensely individual and personal thing, once we know it in the belly of our nervous system, we greatly increase our chances of recovery. By riding in the Ride for Pain, you are helping us reduce the massive personal and societal cost of chronic pain. We really REALLY appreciate your support.”

**Professor Lorimer Moseley PhD FACP**  
**Professor of Clinical Neurosciences & Chair, PainAdelaide**

## **Introduction**

Ride for Pain is an exciting new public cycling challenge with one objective being to raise community awareness of chronic pain. For this reason the ride is deliberately challenging with its concept, route and need for riders to be self-reliant. This has appeal to all cyclists who already know how to manage themselves or are ready to learn. Cyclists who are not confident of their bike handling skills or fitness should not enter this event.

The ride features 2, 4 and 6 hour “Pain Challenges”, with the aim being to see how far you can get before your time is up and you have to return to the start. There is no course pampering. Water will be provided but just as riders have to manage their suffering on the climbs, they have to manage their nutrition and bikes too.

## **Ride details**

1. DATE: Sunday 16 November 2014.
2. RIDE START TIMES:
  - a. 8:30am – 6 Hour Pain Challenge
  - b. 9:30am – 4 Hour Pain Challenge
  - c. 10:30am – 2 Hour Pain Challenge
3. START & FINISH LOCATION: University of SA Magill Campus oval, St Bernards Rd Magill  
<https://mapsengine.google.com/map/edit?mid=zrEiCm9z9biU.kZpwFtfOoull>
4. ROUTES: <http://ridewithgps.com/events/2014-Ride-for-Pain#routes/4774700/preview>
5. CONCEPT:
  - a. You ride as far as you can in the time allowed by the Pain Challenge you have selected, **including riding to the finish** ie 2, 4 or 6 hours.
  - b. You can have your progress recorded by stopping at Check Points
  - c. 6 Hour riders can participate in the Strava Challenge up Coach Road
  - d. Riders under 16 years old must be accompanied by an adult

## Time table

TIME	ACTIVITY
0630	Registration opens - inside the Amy Wheaton Building
0815	Assembly & safety briefing for 6 Hour Pain Challenge Riders
0830	Start for 6 HOUR – RED NUMBERS
0915	Assembly & safety briefing for 4 Hour Pain Challenge Riders
0930	Start for 4 HOUR – BLUE NUMBERS
1015	Assembly & safety briefing for 2 Hour Pain Challenge Riders
1030	Registration closes
1030	Start for 2 HOUR – GREEN NUMBERS
1130	First 2 hour rider finishes
1130	First 4 hour rider finishes
1140	First 6 hour rider finishes
1230	Last 2 hour rider finishes – 2 MAC awards and one random draw prize
1300	2 hour presentation & random draw
1330	Last 4 hour rider finishes – 2 MAC awards and one random draw prize
1400	4 hour presentation & random draw
1430	Last 6 hour rider finishes – 2 MAC awards and one random draw prize
1500	6 hour presentation & random draw

## Before ride day

### Study your route

- All routes can be seen online here <http://ridewithgps.com/events/Flinders-Ranges-Outback-Epic-MTB-Race>
- You can change to satellite view, zoom in, drag your cursor over the elevation profile that corresponds to the map and more
- You can export a gps file to load on to your device
- A sketch map is on the back of your ride number
- The routes are complicated so you are advised to use the free smart phone app to navigate or export your route to your gps device. All instructions can be found here: <http://www.eventstrategies.com.au/wp/2014-ride4painadelaide/maps-routes/>

### Prepare your bike

- Make sure everything is working on the your bike, especially the brakes
- Adelaide has excellent bike mechanics. Try Bicycle Express or Norwood Parade Cycles if you need help
- Pack your spares-

### Prepare your nutrition

- If this is the first time you will be riding for the number of hours of your Pain Challenge, you will need good nutrition whilst riding
- Search for advice from one of many online providers. Hammer Nutrition is one of the best and you can get a free handbook from them too: [http://www.hammernutrition.com.au/?gclid=Cj0KEQIAp4yjBRCE\\_enjmpug944BEiQATCpLvWiYuoZ0dXMC-kOnler1OHL\\_K6DaX\\_q0oQk\\_-ZIsABwaAvt48P8HAQ](http://www.hammernutrition.com.au/?gclid=Cj0KEQIAp4yjBRCE_enjmpug944BEiQATCpLvWiYuoZ0dXMC-kOnler1OHL_K6DaX_q0oQk_-ZIsABwaAvt48P8HAQ)

### Other stuff

- ID, money, phone, sunscreen, helmet.....
- Consider insuring yourself for personal accident and ambulance cover
- Check the latest weather forecast

# **Before your start on ride day**

## **Arrival and parking**

- See this map again for where you can park  
<https://mapsengine.google.com/map/edit?mid=zrEiCm9z9biU.kZpwFtfOoull>
- Riders must not drive in the oval entrance

## **Registration**

- Registration is where previously entered riders come before their start to collect their ride numbers
- If riders have not entered, they will be able to enter and register at the same time
- Registration will be set up in the Amy Wheaton Building
- Each rider will be given a ride number plate which must be cable tied to the front of your bike.
  - They are coloured according to each Pain Challenge
  - They have a sketch map on the back
  - They are numbered according to when your entry was received
  - Early entrants have their names on their plates too
  - The number plate is your BBQ and coffee voucher & will be marked by suppliers when you redeem each of these
- Riders will also receive a unique Ride for Pain sticker and temporary tattoo

## **Late Entry**

- Online entries closed on Sunday 9 November. The only way to enter now will be by CASH or CHEQUE at Registration on Sunday.
- Entry fees, according to age on ride day:
  - 18 years and older, \$66/person
  - Under 18 years, \$55/person

## **Support**

- There will be no bike mechanical or retail parts support. Please prepare your bike properly before you arrive and bring all likely spares.
- Toilets can be accessed from Registration
- Water will be available
- Coffee will be available from 7:00am

## **Briefing**

- The Briefing is for us to tell you about important ride information, safety procedures and late changes.
- There will be a briefing 15 minutes before each ride start

## **During the ride**

We want you to finish safe and happy. "Prevention is better than cure" holds true in an event like this. Please keep that in mind as you are riding to minimise risks to mechanical and personal safety.

## **Safety**

- Apologies for the use of any blunt language in this section, but you have a responsibility to yourself, other riders and other road users to ride safely and we want to make that perfectly clear.
- The Ride for Pain has attracted many experienced cyclists, some nationally and internationally ranked for their racing ability. They will impress you with their riding speed and skill, and know how to ride to keep you safe. Please show them and everyone else that you have the same knowledge.
- If you do not understand anything that follows, please ask at your pre-ride briefing.

- The short version is:
  - Safety first at all times
  - Obey all road rules
  - Keep left
  - Stay in control of your bike at all times, especially downhill
  - Be predictable
  - Show courtesy
  - It's not a race but there is a race component for 6 Hour riders
- The longer version is:
  - Safety first at all times. Don't take risks
    1. As MAC says, "Be Safe Be Seen", so wear your high vis clothing
    2. At all times during your ride when you need to make choices about how you are riding, choose the safest option
  - Obey all road rules
    1. Apart from the start, all roads are open to public traffic and being in this ride does not give you special privileges
    2. Police have been asked to attend to assist, but will expect you to ride legally and will take action if you don't
    3. There is one traffic light at the corner of St Bernards Rd and Montacute Rd at the 2km mark for all. All riders turn right. If you cannot do this safely and legally it's probably best for everyone if you just go home at this point.
  - Keep left
    1. It's the law
    2. So faster riders can pass safely on the right
  - Stay in control of your bike at all times, especially downhill. If you are not in control
    1. You are an idiot
    2. You can crash with serious consequences
    3. You have gone too fast for that moment in time. Decide now that you will not let that happen
    4. Leave a gap to the rider in front large enough for you to stop safely if necessary
  - Be predictable
    1. Look ahead and anticipate approaching obstacles, turns etc
    2. Indicate before slowing, stopping or changing direction, especially at Check Points and Water Stations. Move off the road at these locations so you do not obstruct others
    3. Do not change direction suddenly
    4. If you have misjudged, slow down and stop in a straight line pulling over to the left rather than swerving
    5. When passing use your voice or bell to let the rider in front know
  - Show courtesy
    1. To other riders. Encouraging each other to beat your Pain Challenge will make a big difference to your enjoyment of this ride.
    2. To other road users. The majority of roads on all routes have low traffic volumes but when you do realise a car is behind look for an opportunity to let it pass. "Car back" is the call to let others know.
    3. MAC is sponsoring 6 "Courteous Rider" awards, this year taking the form of 6 light sets. Officials will be on the look out for courteous riders who will go into a draw for these.

## Navigation

- All routes have been mapped using Ride with GPS. They will be signed but they are complicated so you are advised to use the free smart phone app to navigate or export your route to your gps device. All instructions can be found here: <http://www.eventstrategies.com.au/wp/2014-ride4painadelaide/maps-routes/>. At the start of your ride, tap “Go ride” and you will get turn by turn directions.

## Officials & signage

- The onus is on you to know your route. There will be hardly any directional officials but there will be these course signs with black and white arrows at all turns and other key locations.



- Each of these signs is 300x300mm square. They will be stacked vertically and you read them from the top down.
- You follow the “Ride for Pain” orange circular gear logo (top right hand sign above) unless your coloured 2, 4 or 6 Hour Pain Challenge sign is in the stack too, in which case that over-rides and you follow that eg this sign means



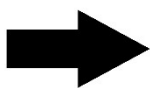
2 & 4 Hour Pain Challenge riders



proceed straight



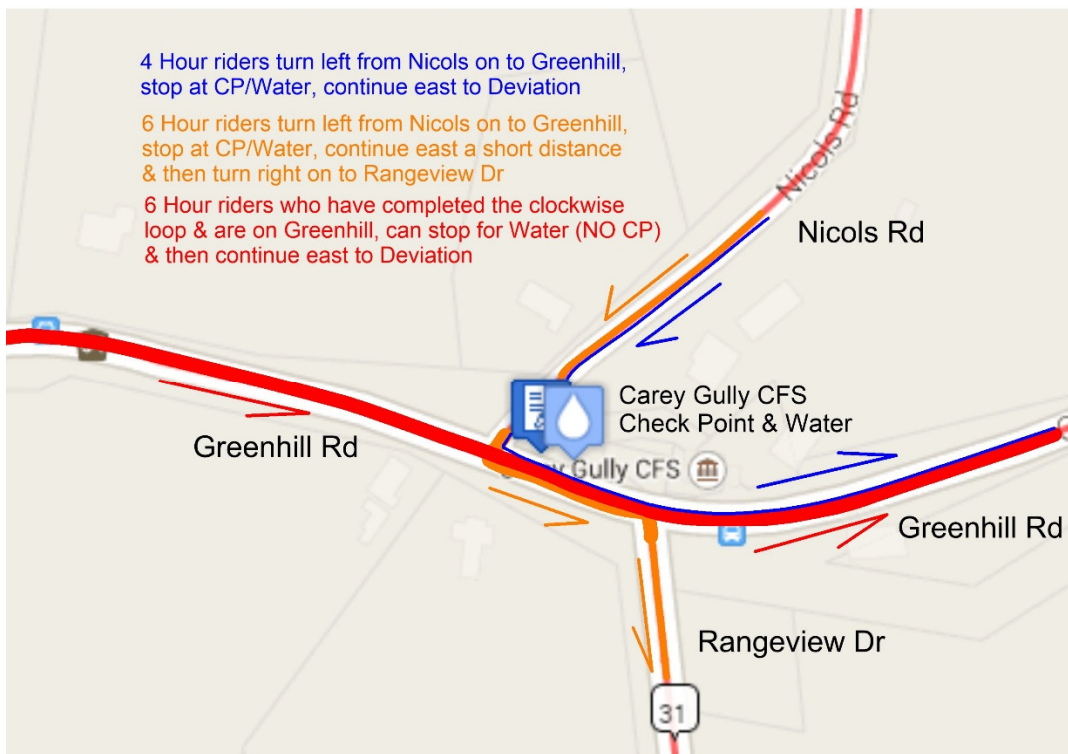
6 Hour Pain Challenge riders



turn right

## Locations to pay attention

- There is a picnic at Marble Hill starting at 11am. The organisers have been told about the Ride for Pain but please be alert to the possibility of more cars than usual heading to this location.
- 6 Hour at the 31km mark at the Carey Gully CFS. 6 Hour riders turn right to ride a 14km clockwise loop back to the same point. After completing the loop, 6 Hour riders proceed straight – DO NOT TURN RIGHT AGAIN! ...AND AGAIN! ...AND AGAIN! ETC



- 6 Hour at the 75km mark where signs will direct 2 & 4 Hour riders to the finish. 6 Hour riders proceed straight the first time to the Strava Challenge on Coach Rd followed by Woodland Way. The second time down Norton Summit Rd at the 92km mark, 6 Hour riders turn to the finish. The sign at this location will look like this:

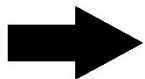


2 & 4 Hour Pain Challenge riders



FINISH

Head to the finish



By turning right



6 Hour Pain Challenge riders



Proceed straight

## Check Point & water

Pain Challenge	Check Point	Water
6 HOUR	13,15,22,31,44,45,48,57,66,77,80,86km	22,31,45,66,94km
4 HOUR	17,26,29,37,47km	17,26,46,57km
2 HOUR	17km	17,28km

## Ride for Pain Honour Roll

- The Ride for Pain will keep an Honour Roll of all riders who wish to participate
- To be eligible, riders must:
  - Stop at every Check Point to have their number plate marked
  - Have their photo with number plate taken at the finish by Epsom Road Studios
  - Submit their achievements through the post-ride online survey

## The Age Weight Strava Challenge

- The True King (TKOM) and Queen (TQOM) of the Mountain, the Age and Weight Adjusted Strava Challenge is for 6 Hour riders who will reach this at the 77km on Coach Road
- To participate, you will need to do these things:
  - Before ride day:
    1. Make sure you have a Strava username
    2. Make sure you join the 'Ride for Pain' club on Strava. To learn more about Strava clubs, [click here](#)
    3. Once you are logged into your Strava account, click on the magnifying glass at the top left and select 'Clubs'
    4. Type in 'Ride for Pain'
    5. Scroll to 'Ride for Pain' and click on the 'Join club' box
  - On ride day:
    1. Make sure you make it around the full 6 Hour Ride course to the TKOM & TQOM Base Camp by 1:00pm
    2. To get to the Base Camp, after coming over the little kicker on Connell Road/The Parade, (from Magill Road), the Base Camp will be on the left on the eastern corner of Coach Road and The Parade, alongside Hermitage Road. There will be PainAdelaide staff on hand to weigh you, record your Ride Number, your Strava Username, your weight and your date of birth.
    3. If you have not already activated Strava on your phone, do it now.
    4. You are then ready to set off up Coach Road. The start and finish of the TKOM/TQOM will be clearly marked.
  - After ride day:
    1. You will have 5 days to upload your Strava data.
    2. We will then use all the data we have to create an equation that adjusts your time according to your age and weight and we will announce the TKOM and TQOM soon after

## **Preparing to finish**

- The Ride for Pain is different to other rides in that you need to plan to be at the finish at the end of your Pain Challenge time. This means you might have to abandon the official route and make your own way back
- You are advised to start heading for home when you have one hour left on your Pain Challenge.
- Officials will be clearing the course after your ride time cut-off and all Check Points will cease to operate
- Awards for your ride will begin when you should have finished.

## **Emergency support**

- Please stop to assist if a rider needs help
- Make the location safe so no one else gets hurt
- Phone 000 if necessary
- Phone the Event Manager Malcolm Robertson 0411 495 635 if any other level of assistance is needed

## **After the ride**

### **At the Finish**

- Have your free portrait photo taken by Epsom Road Studios
- The ride number plate will be marked by caterers when you redeem your free BBQ meal, drink and free coffee, so use our cutters at the finish to remove
- The BBQ and coffee vendors will be selling to the public
- a2 milk will be giving away samples
- Uni SA will be providing massage services

### **Later**

- Check out your Epsom Road Studios Portrait
- MAC will have its Be Safe Be Seen competition up and running on the MAC web page... <http://www.mac.sa.gov.au/>. This competition aligns with the 'call to action' on the hi-vis slap band that will be distributed to riders as they finish – entries will go into the draw to win a fly6 bike light/camera.
- Watch out for the online survey link so you can report your climbs for the Honour Roll and also provide feedback so future rides can be improved.
- Please use your social media to let others know about the Ride for Pain

***This event could not have been organised without assistance from these groups:***



**Motor Accident Commission**

MAC manages the State Government's road safety communications programs that aim to reduce the number and impact of road injuries and deaths.



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**University of  
South Australia**

University of South Australia



University of Adelaide Pain and Anaesthesia Research Clinic (PARC)



Flinders University Centre for Neuroscience



a2 Milk is proud to be a supporter of the Ride for Pain. a2 Milk may help some of us with digestive discomfort, because it comes from cows handpicked to produce only the A2 protein type rather than the A1 protein



noigroup



Cycling Australia



BE is proud to support the Ride for Pain Adelaide. Derived from a passion of cycling, our team here at BE know bikes! Whether you want expert advice, mechanical repairs and servicing or choose out that bike you have always been dreaming about Bicycle Express is your one stop shop.



Utilising a clinical and holistic approach when fitting you to your bike. [Read more.](#)

[BikeFit Physio Solutions Twitter](#)

## Norwood Parade Cycles



Slashsport Shop is based in Adelaide, Australia and is **Australia's first online sports shopping mall** where customers can buy a great range of **authentic** sports shoes, clothing and gear from a variety of **specialist sports retailers** all on the one website