



~ Alfesta ~



Alfesta Show & Shine Clare Valley SA 2011

the annual national meeting of the

Alfa Romeo Owners' Club of Australia

(AROCA)

ALFESTA.org.au

The Alfa Romeo Owners' Club of Australia

The Alfa Romeo Owners' Club of Australia (AROCA) was formed in the late 1960s and is one of the largest single marque clubs in Australia – over 4000 members (Alfisti) are registered nationally. AROCA Divisions exist in every State except Tasmania. However, members who reside in either of the Territories or Tasmania are generally catered for by the adjacent state Division - demonstrating that it truly is a national club.

The Divisions are incorporated individually and are managed independently by State based committees. Both the NSW and Victoria Divisions also have region based "Chapters" (Canberra and Hunter in NSW, Alpine and Goldfields in Victoria), that cater for Alfisti that are geographically distant from their Capital City colleagues.

At the national level, activities are coordinated by the AROCA National Council, which is made up of the five Divisional Presidents and a National Coordinator. The National Council meets during the annual Alfesta meeting.

Each of the Divisions and Chapters provide a wide range of events and activities from competition to social - many orientated for family participation.

The most popular events (for members, Alfa Romeo aficionados and the general public) are the "Show & Shine" exhibitions. These are typically known by their more colourful local names; Alfas in Clover (SA), Auto Italia Canberra (ACT), Concorso d' Eleganza (NSW), Concours d'Elegance (Qld), Italian Car Day (WA) and Spettacolo (Vic); and all involve a static public display of many generally rare and outstanding vehicles.

Another feature on most calendars is the occasional weekend drive followed by lunch at a café or restaurant. Most Divisions also have active special interest groups that hold extra meetings with invited guest speakers or conduct site visits to workshops, museums etc.

Each Division produces a magazine for its members, proudly reporting on their local, and occasionally combined, activities. The magazines usually also include articles on current developments with the marque as well as reports of technical, design, cultural, historic and general interest.

AROCA is also one of the most active clubs in motor sport, not only competing but also running a series of events for classic and historic vehicles. These include: Tour de Corso, sprint events, motorkhanas and the nationally popular Six-Hour Regularity Trial (Victoria) and the East Coast Challenge (Queensland). Some club members also participate at still higher levels e.g. Targa Tasmania.

Participation by members in these events is encouraged as a means to practice and improve driving and vehicle handling skills. As an investment in the safety and competence of drivers of the future, most Clubs also run driver education and training sessions for the younger family members.

Alfesta



Each year, AROCA convenes its national meeting for Alfisti called “Alfesta” - the Alfa festival.

The first Alfestas were held in the 1970s over the Queen’s Birthday weekend. But since then, they have generally been held at Easter. The privilege of hosting Alfesta is rotated each year among the Divisions and with it the challenge of finding new and interesting locations and venues for the event.

Participants gather for four days of automotive and social activities often including sporting and cultural events, tours of local attractions as well as an observation run, a show ‘n shine (Concorso d’Eleganza) and usually several dinners. The dinners provide an opportunity to catch up, compare notes and relax at the end of the day. However, dinner on the Sunday evening is often a formal (if not a fancy dress) affair and often boasts a guest speaker.

Alfesta is a celebration of all things Alfa Romeo. Hence, in the best traditions of the marque, attendees “compete” for several coveted awards to be presented at the final dinner.

The **Bob Gardiner Memorial Trophy** is awarded to the Alfesta Alfista who participates in all program events and attains the highest aggregate point score. Typically this may include an Observation Trial, a Show & Shine, an Alfa Trivia quiz or pin the logo on the Alfa challenges.

The **Harry and Joan Lewis Spirit of Alfesta Award** recognises those who best typify the “spirit” of Alfesta. This award rewards participation across all Alfesta activities and the contribution made by them to the enjoyment of Alfesta by all.

The **Ray Sharp Memorial Trophy** is presented to the winner of the Alfesta Observation / Navigation Trial.



The typical Alfesta program

Thursday: (Travelling day)

17:00 Arrive & Registration
18:00 Dinner - buffet

Friday: (Good Friday)

07:30 Breakfast & Briefing
09:30 Group Photo
10:00 Get to Know You **ACT**ivities
12:30 Lunch
14:00 Free time
18:00 Dinner - BBQ

Saturday: (Easter Saturday)

07:30 Breakfast & Briefing
09:30 Observation / Navigation Run
12:30 Lunch
14:00 Free time
18:00 Dinner – Italian Restaurant

Sunday: (Easter Sunday)

07:30 Breakfast & Briefing
09:30 Show & Shine
12:30 Lunch
14:00 Free time
18:00 Presentation Dinner

Monday: (Easter Monday)

07:30 Breakfast & De-Briefing
09:30 End of Alfesta
10:00 Start of Post Alfesta Tour

Sunday: (after Alfesta)

Auto Italia Canberra 2013



Alfesta Show & Shine – Clare Valley SA 2011.

Photo: Leon Cottle

Alfesta venues:

Year	Venue (aka)	Location	Host Division
1975	Lake Boga	Swan Hill	Victoria
1976	Weintal Hotel Motel	Tanunda – Barossa Valley	South Australia
1977	Broadbeach Hotel	Gold Coast	Queensland
1978	Leura, near Katoomba	Blue Mountains	New South Wales
1979	Mulwala-Yarrowonga	Murray River	Victoria
1980	Old Adelaide Inn	Adelaide	South Australia
1981	Broadbeach Hotel	Gold Coast	Queensland
1982	Canberra International Motor Inn	Canberra	New South Wales
1983	Old Sovereign Hill Motel	Ballarat	Victoria
1984	Hazlemere Estate	McLaren Vale	South Australia
1985	Greenmount Beach Resort	Coolangatta	Queensland
1986	Northbeach International	Wollongong	New South Wales
1987	Mt Beauty	Mt Beauty	Victoria
1988	Marineland Village	West Beach	South Australia
1989	Terrace Gardens	Noosa	Queensland
1990	Rum Corps Barracks	Windsor	New South Wales
1991	Maryland's Guest House	Marysville	Victoria
1992	Barossa Motor Inn	Tanunda	South Australia
1993	Pier 21 (Freo Frolic)	Freemantle	Western Australia
1994	Noosa International Hotel	Noosa Heads	Queensland
1995	Country Comfort Inn	Maitland - Hunter Valley	New South Wales
1996	Port of Echuca Motor Inn	Echuca	Victoria
1997	Paxton Square Cottages	Burra	South Australia
1998	Rydges South Bank	Brisbane	Queensland
1999	Country Comfort Inn	Batemans Bay	New South Wales
2000	Emerald Colonial Lodge	Margaret River	Western Australia
2001	Pinnacle Valley Resort	Mount Buller	Victoria
2002	Hahndorf Resort	Hahndorf	South Australia
2003	Rydges Resort	Caloundra	Queensland
2004	Berida Manor (Highland Fling)	Bowral	New South Wales
2005*	<i>Carnavelle</i>	<i>Milawa</i>	<i>Victoria</i>
2006	Ballarat Lodge	Ballarat	Victoria
2007	Berri Resort	Berri	South Australia
2008	Mantra Mooloolaba Beach	Sunshine Coast	Queensland
2009	Turners Vineyard Lodge	Orange	New South Wales
2010	Silverwater Resort	Phillip Island	Victoria
2011	Clare Country Club	Clare Valley	South Australia
2012*	<i>Launceston & Hobart</i>	<i>Tasmania</i>	<i>Italian Car Enthusiasts</i>
2013	Capital Alfesta Resort	Canberra	New South Wales
2014	TBA	TBA	Queensland

* Not recognised as an official Alfesta.

Many of the above Alfesta events are documented at www.AlfaClub.org.au/Alfesta