









# **Race Club and Key Stakeholders Monthly Report**

**No. 5**

**June 2014**



# Key Performance Indicators YTD

KPI	Actual	FY13	Budget	Commentary	Status
Funded prizemoney	\$42.3m	\$41.5m	\$42.7m	To 31 May 2014, includes Special Interest and Iconic funding. Impacted by race abandonments.	
Average funded prizemoney	\$17,065	\$16,198	\$16,836	To 31 May 2014, ahead of FY13 and budget.	
Race meetings conducted	291	300	302	To 25 May 2014, against Business Plan (BP) 14-16 and Funding Model budget, applied YTD. Impacted by high level of abandonments	
Average field size	10.40	10.36	10.39	To 25 May 2014, against average field size in BP 14-16, applied YTD. Slight improvement on FY13 and on Budget.	
Races with less than 8 starters	399	369	351	To 25 May 2014 v pro rata amount 25 May 2013, conservative approach to deletion to support prize money distribution to stakeholders.	
Total starts	25,231	26,133	25,717	To 25 May 2014, against budgeted starts in Business Plan 14-16, applied YTD. Starts impacted by race abandonment.	
Individual starters	4,957	5,060	4,958	To 25 May 2014, against budget in BP 14-16, applied YTD. Projected to decline on FY13, but matches current budget.	
Domestic sales (FOB and Tote)	\$366.0m	\$370.2m	\$369.9m	To 25 May 2014, against budget in BP14-16, applied YTD. Per race turnover up +2.8% but number of races down -3.8%.	



On track or likely to achieve target










Still possible to achieve target but some risks to outlook



Low possibility of attaining FY14 target

# Key Performance Indicators YTD (cont'd)

KPI	Actual	FY13	Budget	Commentary	Status
Domestic market share	<b>54.08%</b>	<b>54.35%</b>	<b>54.53%</b>	To 30 April 2014, below FY14 Budget and FY13 Actual.	
NZRB distribution to NZTR	<b>\$64.0m</b>	<b>\$62.4m</b>	<b>\$64.0m</b>	To 31 May 2014, NZRB Distributions on budget, before race abandonment penalty.	
International royalties	<b>\$6.54m</b>	<b>\$8.11m</b>	<b>\$8.14m</b>	To 30 April 2014, against budget in BP14-16, applied YTD. Exchange rate impact and reduction in Sky 1 coverage.	
NZTR core op ex (excl. marketing)	<b>\$4.4m</b>	<b>\$4.4m</b>	<b>\$4.2m</b>	To 30 April 2014, full Year forecast on budget.	
Females as % of individual starters	<b>48.50%</b>	<b>47.94%</b>	<b>49.02%</b>	To 25 May 2014, budgeted % of female individual starters however, further improvement on FY13 YTD.	
Races conducted at venues with 10+ mtgs p/a	<b>69.88%</b>	<b>64.05%</b>	<b>69.17%</b>	To 25 May 2014, % of races run at venues with 10+ meetings a year. Significant improvement on FY13 projected and ahead of budget.	
% of starts from strategic training tracks	<b>72.17%</b>	<b>70.84%</b>	<b>71.00%</b>	To 25 May 2014, a higher number of horses trained at Strategic Training Centres have started compared to FY14 budget. Improvement on FY13 also projected.	



On track or likely to achieve target



Still possible to achieve target but some risks to outlook



Low possibility of attaining FY14 target

# Key Projects as at 1 June 2014

Project	Commentary
<b>Sectional Timing and Automated Results (Finishlynx)</b>	<p>Another race meeting trial was held at Counties on Wednesday 28 May 2014. Work is underway to integrate the Finish Lynx result into the sectional timing system. Once this work is completed further data validation work will be completed ahead running the system at a number of selected race meetings.</p> <p>It is anticipated a decision around a full roll out of the system will be made in 2-3 months.</p>
<b>Thoroughbred Racing Strategy Meetings</b>	<p>Strategic Planning Review meetings have been held with the 5 major Clubs, Sectors Groups and the Racing Club Managers Group.</p> <p>Meetings will now be held with South Island Clubs and invited South Island Trainers on Thursday 12 June 2014 in Oamaru, invited Northern Trainers on Friday 13 June 2014 in Cambridge, invited Central Trainers on Wednesday 18 June 2014 in Awapuni.</p> <p>Race Club Managers funding policy working group is scheduled for Wednesday 11 June 2014 at Wellington Airport.</p>
<b>Racing Safety Development Fund Applications</b>	<p>There were a total of 34 applications in the March round. The applications totalled \$840,117 with available RSDF funds for distribution being \$308,156. This led to a number of projects not being supported and other projects having the amount of RSDF funds approved being reduced. The Minister's Office will advise clubs of the outcomes in due course.</p>
<b>Starting Gates</b>	<p>Northern Raceday Services have decided to progress the development of the new caddy gate design and NZTR are awaiting advice from the Central Starting Gate Consortium on their decision.</p>

# Key Projects as at 1 June 2014

Project	Commentary
<b>Research study into jockey falls in New Zealand</b>	<p>A study by the Equine Research Centre, Massey University, reports lower rates of jockey falls in flat racing in New Zealand, compared to Australia and Europe. The study included a review of Stipendiary Stewards' reports from 1 August 2008-February 2013, to describe the rate of falls and the types of injuries sustained by jockeys. Details of the race, jockey and horse were recorded when a fall was stated on the Stipendiary Stewards' report.</p> <p>During the 5 racing seasons, 816 jockey falls occurred in 151,546 rides in flat and jump races. Just over half the falls occurred in flat races, but the rate of falls to rides in flat races was 2.2 per 1,000 rides, which is lower than the 4.2 per 1,000 rides reported for flat races in Australia. A total of 141 jockeys had falls in flat races, with most jockeys having more than one fall.</p> <p>47% of the falls in flat races happened before the race started, with 60% occurring during the preliminaries or on the way to the start. Falls that occurred during a flat race were most often due to a horse being brought down by another horse (24% of falls).</p> <p>Jockeys were reported injured in 20% of falls in flat races, which is again lower than the rate of injuries reported internationally. Nearly 90% of injured jockeys were reported to be stood down from their next race and just under half were taken to hospital. Many of the stipendiary stewards' reports did not state the types of injuries that jockeys sustained during a fall – just whether they were injured or not. Of the injuries reported (n=27), most were leg/knee injuries, head/neck/face injuries or shoulder injuries .</p> <p>It is likely that these figures may underestimate the minor injuries sustained by jockeys during falls, particularly in the racing seasons before the Racing Integrity Unit (RIU) was established. The study found that the amount of information reported about jockey falls and injuries had increased since 2011 when the RIU was established. This is positive for the industry as it provides a better picture of the events that are occurring on race-day, for both the jockeys and horses. This detailed information would allow new studies to investigate why the rate of falls might be lower in New Zealand, and investigate ways to further reduce the rate of jockey falls and injuries.</p> <p>NZTR and the RIU assisted Massey with this study.</p>

# Key Projects as at 1 June 2014

Project	Commentary
<b>Marketing</b>	<p>A draft Marketing Plan has been put to the NZTR Board for consideration, and we await budget approval and recommendations.</p> <p>We have added a couple of graduates to the team to work on the digital side of the business, and we are also working with Delve Strategy as we look to overhaul core web and social media assets.</p> <p>NZTM will NOT play a role in direct on-course promotions, with that sphere left to Janice Hill's on-course events team of the Racing Board to work in conjunction with the clubs .</p> <p>A revamped, soon to be launched Social Racing is progressing well under the new management of Brent Cooper, with a 3-horse, paid-for offering to commence from August 1.</p> <p>A PR pitch has been received from Auckland based agency Mango to better promote our people and our horses to the mainstream. The merit of using an agency is being debated. We have just been informed that the Racing Board is looking to upscale and build an in-house communications department, so we do not want duplication.</p> <p>The development of the NZ Racing Desk continues, feeding articles on a daily basis to a number of publications. Audio files are now becoming part of the role and we'll look to add a video component in the future.</p> <p>Ownership will be striped back to the basics. Until the processes of becoming an owner are streamlined, promotion will be hindered. A meeting with all Authorised Syndicators is planned for late June.</p>
<b>Racing Club Partnership Programme</b>	<p>The programme has achieved good results to date but the initial club engagement has been affected by resourcing issues post the departure of David Jewell and the pending departure of Ross Gove. We hope to have the programme back on track by the end of June.</p>

# Key Projects as at 1 June 2014

Project	Commentary
<b>Dates for the Diary</b>	<p>Please make a note of the following events:</p> <ol style="list-style-type: none"><li>1. 14 August 2014 Thoroughbred Horse of the Year Awards Dinner, Hamilton;</li><li>2. September 2014 (dates for each venue to be confirmed) Regional Meetings;</li><li>3. 6 November 2014 Racing Club Conference and NZTR AGM, Wellington.</li></ol> <p>Dates for this year's Members' Council elections are as follows:</p> <ol style="list-style-type: none"><li>1. 5 August 2014 CE calls for nominations 3 months before AGM (cl.10.2 a) for 4 Regional seats and the 3 Sector seats;</li><li>2. 5 September 20 Deadline for receipt of nominations 2 months before AGM (cl.10.2 c ii). If an election is required for any Regional seats voting papers distributed immediately. Sector Members are appointed by their respective sectors.</li></ol> <p>6 October 2014 Deadline for receipt of voting papers (if an election is required) 1 month before AGM (cl.10.3 a i), votes counted and election results announced.</p>