



**Wednesday 30 October 2013**

#### **FROM THE HORSE'S MOUTH: NZTR CHIEF EXECUTIVE GREG PURCELL**

The first Tuesday in November is one of the biggest days on the global racing calendar. For us here in New Zealand, the Melbourne Cup represents a tremendous opportunity to connect with the many thousands of New Zealanders who may not be regular followers of the racing game but are keen to have a bet on the big day and take part in the excitement.

Our challenge as an industry is to make sure we're able to convert these once-a-year fans into regular followers of racing. Growing our fanbase with a stronger customer focus is imperative to the future success of thoroughbred racing and this has formed a major part of our just-released 2014-16 Business Plan.

Big events are the industry's chance to shine. While punters will pack pubs, clubs and TABs around the country for the big race, they'll also be able to enjoy the on-course experience here at home with racing at Ellerslie, Otaki and Wingatui.

Then it's to Riccarton on November 9 for the start of the Canterbury Jockey Club's New Zealand Cup Carnival. Not only are there top-class fields racing for stakes of more than \$2 million in races including the Group One NZ Bloodstock 1000 Guineas, the Group One Sothys 41<sup>st</sup> NZ 2000 Guineas, the Group Two Coupland Bakeries Mile and what will be the 150<sup>th</sup> running of the New Zealand Cup, the whole week offers an unrivalled entertainment experience.

It's the highlight of the Canterbury social calendar and shows just how important racing is to the region – and, indeed, the entire country – economically, socially and culturally.

In the meantime, enjoy the Melbourne Cup on Tuesday.

All the best to the Kiwi connections in the great race: Silent Achiever and trainer Roger James; jockey James McDonald, riding Voleuse de Couers (Stealer of Hearts) for Mike Moroney; Jimmy Cassidy, who's gunning for his 100<sup>th</sup> Group 1 winner on Hawkspur; and former Foxton trainer Chris Waller, who has a swag of good chances in the race.

#### **NZTR BUSINESS PLAN 2014-16 NOW AVAILABLE**

The Board and management of NZTR is pleased have received NZ Racing Board approval of its 2014-16 Business Plan.

At its heart, the Business Plan encapsulates NZTR's 'promise' to the industry:

- to maximise returns to thoroughbred racing participants

- to lead positive, fundamental change by moving from a production focus to a customer-led focus which grows the industry
- to positively influence NZRB performance
- to be open, accountable and transparent in our consultation and communication with stakeholders

While NZTR's commitment to positive relationships with stakeholders remains of paramount importance, the customer-led focus represents something of a shift in what has been the industry's traditional and mostly internal focus.

The various initiatives detailed in the 2014-16 Business Plan are designed to make the sport of thoroughbred racing more relevant and appealing to a greater number of customers, growing a fanbase and ensuring sustainable future growth and prosperity.

Critical to this is a long-term strategy to rebrand and reposition thoroughbred racing in New Zealand.

Over the coming three years NZTR's focus will be on implementing a modern, customer-led approach to build relevance and interest in thoroughbred racing, including improving the on-course experience, racing programme innovation and helping clubs build and enhance their own capability.

As part of its commitment to accountability and transparency, in the past two months NZTR has published:

- the 2013-2018 NZTR Strategic Plan, which sets out the strategic objectives of the New Zealand thoroughbred racing industry over the next five years;
- the 2014-2016 Business Plan, which sets out the operational activities of NZTR over the next 12-36 months and 44 key performance indicators;
- the 2013 NZTR Performance Report; and
- the 2012-2013 NZTR Annual Report, which includes statutory reporting requirements.

All of these documents are now available online at [www.nzracing.co.nz](http://www.nzracing.co.nz).

## **MEMBERS' COUNCIL REAPPOINTS THREE DIRECTORS TO NZTR BOARD**

The Members' Council of New Zealand Thoroughbred Racing has reappointed to the NZTR Board the three directors who retire by rotation at this year's Annual General Meeting on 7 November 2013, Matthew Goodson, John Stace and Des Friedrich, for a term of three years. The Board comprises six directors.

The Council advertised for directors in August and received a number of applications before the deadline on 30 September 2013, including from the three directors standing for reappointment as a result of rotation provisions in the Constitution.

The Chair of the Council, Victoria Carter stated: "The Council reviewed all applications and agreed to retain the valuable skills that the three sitting Directors bring to the table."

"The Chairman, Matthew Goodson, is not only one of New Zealand's leading financial analysts and strategists, launching Salt Funds Management in May this year with over \$650m in funds under its

management, but also has considerable knowledge of racing and a passion for its future wellbeing. He brings a range of skills to the Board we were very keen to retain.

“Likewise, the Council felt John Stace had brought to the Board over the past two-and-a-half years vast governance experience, including risk and compliance, having served as Deputy Chairman of Lloyd’s of London as well as sitting on the boards of some of our leading organisations including Genesis Energy. We also considered his efforts to save money for clubs through the collective insurance scheme, a driver to increase returns to participants, which, although unsuccessful, had benefitted every one of our clubs either through reduced premiums or increased cover or both.

“The third director, Des Friedrich, was appointed relatively recently when the Council wanted to find another director with strong racing knowledge at the grassroots. We considered we were fortunate in attracting someone who had considerable experience in racing club management in New Zealand and Australia and racing governance. Des served for seven years as an Executive Director on the Australian Racing Board and was CEO of the racing industry in the Northern Territory.”

Mrs Carter added: “The Council also considered the unusual position it faced of advertising for applications given that the current Board had not sat together for three years due to two departures since the Board was formed in May 2011. The Constitution required this process.”

“The Council has followed a thorough process and I thank all members of the Council for their professional and meticulous approach to this critical governance task.”

“We look forward to working with the NZTR Board to continue the progress they have made in ensuring a sustainable model for thoroughbred racing especially around driving customer growth.”

The 12-person NZTR Members’ Council was set up in March 2011 and charged with responsibility for all aspects of appointing and reviewing the performance of the six independent Directors to the NZTR Board.

## **2013 NZTR RACING CLUB CONFERENCE AND ANNUAL GENERAL MEETING**

The 2013 NZTR Racing Club Conference and Annual General Meeting will be held from 10.30am on Thursday, November 7 in the Oceania Room on Level 3 at Te Papa, Cable Street in Wellington.

The Racing Club Conference is open to **any number** of club committee members, club staff and sector organisation representatives wishing to attend.

The club conference will feature three sessions, with speakers and presentations including:

### **Session 1: Marketing Racing**

- Marketing the Sport of Racing and the Racecourse Customer Experience – Rod Street, CEO, Great British Racing
- NZ Thoroughbred Marketing-NZTR Domestic Marketing Plan for NZ Racing – Andrew Birch, CEO, NZTM

### **Session 2: The Racing Club Partnership Programme**

- Introduction to the NZTR Racing Club Partnership Programme
- On-course Event Marketing within the Racing Club Partnership, NZRB
- NZTR Racing Club Survey
- Essentials for Good Racing Club Governance – Graeme Nahkies, co-founder of Boardworks International, Corporate Governance Consultancy
- Proposed Amendments to the Incorporated Societies Act – Professor Geoff McLay, Commissioner, Law Commission

### **Session 3: Strategies for Revenue Growth**

- NZ Racing Board Broadcasting Strategy – Glen Broomhall, GM, Broadcasting, NZ Racing Board
- NZ Racing Board Strategic Plan – Stewart McRobie, CFO, NZ Racing Board

The AGM will commence following the Club Conference at 3pm.

### **SANTA’S PICK – ‘TIS THE SEASON FOR CHRISTMAS AT THE RACES**

The hugely popular Christmas at the Races series gets underway at Gate Pa in Tauranga this Saturday.

Christmas at the Races has been successfully attracting a new audience to racing, last season drawing more than 19,000 people who had never been on-course before. As well as engaging ‘newbies’ in racing, Christmas at the Races is also helping to drive on-course betting.

Again this season, one horse will be chosen as Santa’s Pick for each race at Christmas at the Races events (excluding Black Type races). The horse chosen as Santa’s Pick will be promoted on-course in collaboration with the ‘Christmas Cracker’ bet to involve and entertain the crowd and drive turnover for Clubs.

Owners and trainers retain the right to wear their elected colours and can opt out in advance by contacting NZTR’s National Racing Bureau. If no contact is made it will be assumed their horse is available for selection.

In addition, new helmet covers have been provided for participating jockeys to wear. These prototypes have been tested and approved by the Jockeys’ Association.

NZTR fully supports the promotion and appreciates the continued support of owners, trainers and jockeys in this excellent initiative.

### **Christmas at the Races: Thoroughbred events**

<b>Day and Date</b>	<b>Club</b>	<b>Venue</b>
Saturday, 2 November 2013	Racing Tauranga	Gate Pa
Friday, 8 November 2013	Racing Rotorua	Arawa Park

Sunday, 10 November 2013	Hawke's Bay RI	Hastings
Saturday, 16 November 2013	Racing Tauranga	Gate Pa
Saturday, 23 November 2013	Rangitikei RC	Awapuni
Sunday, 24 November 2013	Cambridge JC	Te Rapa
Wednesday, 27 November 2013	Thames JC	Thames Racecourse
Friday, 29 November 2013	Levin RC	Otaki Racecourse
Saturday, 30 November 2013	Auckland RC	Ellerslie
Saturday, 30 November 2013	Wanganui JC	Wanganui Racecourse
Sunday, 1 December 2013	Otago RC	Cromwell Racecourse
Wednesday, 4 December 2013	Counties RC	Pukekohe Racecourse
Thursday, 5 December 2013	Taranaki TRI	Pukekura Raceway
Friday, 6 December 2013	Canterbury Racing	Riccarton Park
Saturday, 7 December 2013	Auckland RC	Ellerslie
Saturday, 7 December 2013	Wellington RC	Trentham Racecourse
Sunday, 8 December 2013	Waipukurau JC	Waipukurau
Thursday, 12 December 2013	Hawke's Bay RI	Hastings
Friday, 13 December 2013	Racing Tauranga	Gate Pa
Saturday, 14 December 2013	Waikato RC	Te Rapa
Saturday, 14 December 2013	Manawatu RC	Awapuni
Saturday, 14 December 2013	Southland RC	Ascot Park Racecourse
Sunday, 15 December 2013	Auckland RC	Ellerslie
Monday, 16 December 2013	Otago RC(Wingatui)	Wingatui RC
Wednesday, 18 December 2013	Matamata RC	Matamata Racecourse
Thursday, 19 December 2013	Levin RC	Otaki Racecourse
Friday, 20 December 2013	Ashburton RC	Ashburton Racecourse
Saturday, 21 December 2013	Waikato RC	Te Rapa

Saturday, 21 December 2013	Manawatu RC	Awapuni
Sunday, 22 December 2013	Tapanui RC	Gore Racecourse
Monday, 23 December 2013	Taranaki TRI	Pukekura Raceway

#### **GROUP ONE LEVIN CLASSIC: NEW DATE AND LOCATION**

Saturday, January 18, 2014 at Trentham Racecourse.

Nominations close: Tuesday, November 12, 2013 at 4pm.

Nominations also close for the G2 Wellington Cup and the G1 Telegraph Handicap on Tuesday, November 12, 2013 at 4pm.

All nominations and withdrawals to:

National Racing Bureau

Ph. 0508 722 464

Fax: (04) 568 8213

[nrb@nzracing.co.nz](mailto:nrb@nzracing.co.nz)

#### **NOTICE OF NZ RACING BOARD ANNUAL GENERAL MEETING AND REGIONAL MEETINGS**

**28 November 2013**

**10.30am-1.30pm**

**NZ Racing Board**

**Petone**

**Wellington**

New Zealand Racing Board Chair Glenda Hughes invites interested parties to attend the 2013 Annual General Meeting of the New Zealand Racing Board to be held in Petone from 10.30am on 28 November 2013.

The Meeting will feature the release of the 2012/13 Annual Report by Glenda Hughes and an address by the Honourable Nathan Guy, Minister for Racing.

The Meeting is scheduled to finish around 1.30pm.

Presentations from the Meeting will be filmed for subsequent broadcast on Trackside. Those unable to attend the Meeting will be able to view, or record for later viewing, these special broadcasts on the Trackside television channel at 3am on Saturday, 7 December and again at 1am on Sunday, 8 December 2013.

In order to ensure numbers can be accommodated, a RSVP is requested before November 11 by emailing your name to [agm@nzracingboard.co.nz](mailto:agm@nzracingboard.co.nz).

Regional Meetings will be held in your area to report a summary of the 2012/13 Annual Report highlights.

The following meetings are scheduled:

- **Monday, December 9 at 11am:** Hobson Room, Alexandra Park Racecourse, Auckland
- **Tuesday, December 10 at 11am:** Kentucky Lounge, Te Rapa Racecourse, Hamilton
- **Wednesday, December 11 at 11am:** Silks Lounge, Awapuni Racecourse, Palmerston North
- **Thursday, December 12 at 11am:** Blossom Lady Lounge, Addington Racecourse, Christchurch
- **Friday, December 13 at 10am:** Takitimu Room, Ascot Park Hotel, Invercargill

Those wishing to attend one of these meetings should email [regionalsvp@nzracingboard.co.nz](mailto:regionalsvp@nzracingboard.co.nz) by November 25.

#### TURNOVER INFORMATION (FOR THE PERIOD ENDING 27 OCTOBER 2013)

Date	Club	On-Course (Tote & FOB combined)		Totalisator (Off & on-course combined)		Fixed Odds (Off & on-course)		Races		Starters	
		13-14	12-13	13-14	12-13	13-14	12-13	13-14	12-13	13-14	12-13
21-Oct	Otago	11,822	-	291,137	-	141,244	-	6	-	53	-
23-Oct	Te Aroha	63,473	58,264	898,250	851,358	337,038	249,905	9	11	111	132
24-Oct	Hawke's Bay	37,736	51,626	1,026,414	858,721	319,590	305,930	8	8	106	106
25-Oct	Waipa	27,804	44,938	656,889	657,605	239,740	117,687	8	6	85	58
26-Oct	Wellington	233,793	240,785	1,605,091	2,099,319	447,818	490,085	9	10	101	139
26-Oct	Auckland	178,009	203,549	1,325,563	1,562,670	359,239	385,817	9	10	98	120
26-Oct	Canterbury	82,210	77,982	1,280,225	1,017,965	340,717	348,796	9	9	110	101

- Otago RC Monday meeting had no direct equivalent last season.
- Racing Te Aroha Wednesday meeting 9 races this season, 11 last season.
- Waipa RC Friday meeting was a Saturday a week later in 2012/2013. 8 races this season, 6 last season (last 3 races abandoned in 2012/2013).
- Auckland RC and Wellington RC Saturday meetings both had 9 races this season, 10 last season.
- Canterbury Racing Saturday meeting was a Sunday in 2012/2013.

NZ Thoroughbred Summary	This Season, Year to Date	Last Season, Year to Date	Variance +/-	Variance +%/(-%)
Meetings	84	81	+3	+3.70%
Races	664	686	(22)	(3.21%)
Total Starts	6,847	7,150	(303)	(4.24%)
Avg Field Size	10.31	10.42	(0.11)	(1.06%)
Number of races less than 8 starters	113	94	+19	+20.21%
Off-Course Turnover (Totalisator & FOB)	85,662,976	89,860,102	(4,197,126)	(4.67%)
On-Course Turnover (Totalisator & FOB)	5,714,258	6,311,360	(597,101)	(9.46%)
Total NZ Thoroughbred Turnover	91,377,235	96,171,462	(4,794,227)	(4.99%)
Subtotal Totalisator Turnover	71,058,607	77,041,932	(5,983,324)	(7.77%)
Subtotal FOB Turnover	20,318,612	19,129,530	+1,189,082	+6.22%

<b>NZ Thoroughbred Turnover per Race</b>	137,616	140,192	(2,575)	(1.84%)
<b>NZ Thoroughbred Turnover per Starter</b>	13,346	13,451	(105)	(0.78%)
<b>Total NZRB Racing Turnover</b>	345,622,934	352,119,512	(6,496,578)	(1.84%)
<b>Total NZRB Sports Turnover</b>	65,826,923	65,712,340	+114,583	+0.17%
<b>Total NZRB Turnover</b>	<b>411,449,857</b>	<b>417,831,852</b>	<b>(6,381,995)</b>	<b>(1.53%)</b>

<b>NZ Thoroughbred Export Turnover \$NZ (to 13 Oct)</b>	60,182,928	78,292,533	(18,109,605)	(23.13%)
<b>Total Races (to 13 Oct)</b>	547	570	(23)	(4.04%)
<b>NZ Thoroughbred Export turnover \$NZ per race</b>	110,024	137,355	(27,332)	(19.90%)

- Total NZ thoroughbred turnover is down 5.0% year to date.
- With 22 less races than run over the same period last season, turnover per race declined by a smaller 1.8%.
- Total starts made by thoroughbreds in NZ are 4.2% less.
- Average field size is down from 10.42 in FY13 to 10.31 in FY14, 0.11 (1.1%) less.
- The number of races with less than 8 starters is now 19 higher than a season ago.
- Decline in NZ thoroughbred totalisator turnover (down 7.8%) has been partly mitigated by an increase in FOB turnover (up 6.2%).
- Export turnover per race to 13 October is down (19.9%). One of the contributors to this is the variance in the \$NZ/\$A exchange rate.

Note: Meetings, races, starters and turnovers are totals of NZRB supplied meeting by meeting turnovers. Off-course turnover is totalisator and FOB combined. On-course turnover is totalisator and FOB racing combined, placed on-course at NZ thoroughbred meetings. Total NZRB racing turnover is NZ thoroughbred, harness, greyhound and all imported racing turnover; total NZRB turnover also includes sport. NZ thoroughbred export turnovers are now included, up to the most recently available meetings. All turnover figures are supplied by the NZRB, derived from various sources.

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