

PROTECTING OUR PRODUCT - HARNESS STRATEGIC PLAN PROGRESS REPORT

(QUARTER TWO – FEBRUARY 2011)

➤ Enhance Positioning of the Harness Product:

- Digital Video Network (DVN) has now been installed into both Harvey and Narrogin tracks.
- Central Wheatbelt Harness Racing Club and Wagin Trotting Club will have their respective Cup meetings televised on SKY2 via Satellite News Gathering (SNG). For reference these dates are: Wagin 25/03/2011 and CWB 01/05/11. Albany Harness Racing Club has decided not to pursue the SNG option based on Club cost.
- From February through to May 2011, RWWA will be conducting a trial for nine on-course Sunday harness meeting Quaddies. It is likely that these Quaddies will be applied to Races 3 to 6 irrespective of the number of races programmed.

➤ Stabilise Volume:

- WATA/Fremantle amalgamation – both members of the Western Australian Trotting Association and the Fremantle Harness Racing Club voted to support the metropolitan club amalgamation at their respective AGMs.

➤ Diversification of Product:

- Trotters – Notwithstanding two trotter races scheduled at Narrogin failing to gain sufficient nominations (not previously scheduled at that track), races at other venues have been well supported. Total Trotter Starters for the period 1 September 2010 – 21 December 2010 have increased by 4% on last year's equivalent period.
- Mares & Fillies Concessional opportunities – With the introduction of the new Field Selection Points system the PCT score for races restricted to fillies and mares will be lower than is currently the case. This will result in lower point scores for the female only races, allowing them to race in a lower grade of race when racing against the males when the FSP race programming system is implemented some time during 2011.

➤ Enhance participant Pool:

- Consultation took place with key stakeholders in October 2010 to discuss the relevance of Pony Trots to harness participants and the racing industry more broadly. It was determined that further statistical analysis be undertaken to assess the pathway significance of Pony Trots in this context.
- Young Ambassadors for harness were discussed with a number of potential recommendations canvassed. The Young Ambassador programme will be a tri-code initiative launched later in the season.

➤ Market and Promote Product:

- RWWA will be hosting a 2011 Tri-Code Racing Symposium on Friday 15th April 2011 at Burswood. Andrew Kelly, CEO, Harness Racing Australia will be in attendance, while Inter Dominion Hall of Famer, Natalie Rasmussen and John Anderson, CEO, Harness Racing Victoria have also been invited as special guests.
- An idea for promoting the racing industry in the Peel Region has developed into a specific tri-code racing project, titled the Peel Racing, Pacing and Chasing Festival – a two day event to be held over Easter (25-26 April) 2011. The three codes, represented by the Pinjarra Race Club, Pinjarra Harness Racing Club and the Mandurah Greyhounds have jointly agreed to hold the tri-code event, with the emphasis on family entertainment - not only racing - as the drawcard. Racing and Wagering WA (RWWA) have offered their full support for the Festival. The two municipalities (Mandurah and Murray) and the Peel Tourism Association are working on developing ancillary events and tourism packages that can be leveraged off the Festival. The expectation is that if the first Festival is a success, it will be incorporated into the racing calendar as an annual event. In 2011, the Festival will incorporate the following meetings:
- Monday 25th April 2011 – Pinjarra Harness Racing Club (DAY)
- Tuesday 26th April 2011 – Pinjarra Race Club (DAY); Mandurah Greyhounds (NIGHT)

➤ Consultation:

- RWWA recently conducted further seasonal outreach consultation sessions at Albany, Bunbury, Geraldton, Northam, Pinjarra and Narrogin. CEO, Richard Burt, presented an update on the Code Strategic Plans, while also providing an overview of RWWA's financial indicators and Retail Revitalisation programme.
- The next round of consultation will be in the form of the 2011 WA Tri-Code Racing Symposium on Friday 15th April at Burswood. Further details will be forthcoming.

➤ Infrastructure:

- First-round applications for the Racecourse Infrastructure Grants Programme (RIGP) have been received and reviewed by RWWA with a schedule of recommendations submitted to the Minister for Racing. The Minister for Racing, the Hon Terry Waldron, has given in-principle agreement to the RWWA recommendations and will be notifying Clubs in due course. The first round of funding assistance focused heavily on OHS, safety, integrity and current sustainable racing projects. The next round of considerations will include the following:
 - Infrastructure projects relating to welfare, safety, OHS and sustainability of racing;
 - Projects which can demonstrate a clubs ability to generate revenue streams from oncourse operations (eg. Public facilities which can be utilised for both racing and non-racing outcomes);
 - Wagering Infrastructure (where it can be demonstrated that the on-course experience can deliver a greater monetary return to the club
- Further expressions of interest and applications will be sought during the first quarter of 2011 for infrastructure funding within the RIGP with all Clubs receiving early notification in coming weeks. For those Clubs seeking assistance through Royalties for Regions, applications for contestable grants are open and close with the respective Regional Development Commissions on 10 March, 2011.

➤ Breeding:

- WestBred bonus payments for the period 1 August 2010 – 25 November 2010 are up 3% on last season's equivalent period.
- The Australian Standardbred Breeding Panel released dates and venues for its Breeding Industry Workshops to be conducted in early 2011. Invitations to attend the workshops will be extended to all persons who provided both survey and submission responses to the Review. WA dates and venues are as follows:
 - Bunbury : Monday 21 March 2011
 - Gloucester Park : Tuesday 22 March 2011

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