

(QUARTER ONE – OCTOBER 2010)

Following the release of the Thoroughbred Strategic Plan Vision Paper in April 2010 and subsequent industry submissions, the RWWA Board endorsed a number of key recommendations in June 2010. RWWA will be providing a quarterly update in Racing Ahead on the progress of initiatives and implementation.

➤ Maximise Vision Exposure

- o Broome Sky Coverage: Both Ladies Day (Wednesday 11th August 2010) and Broome Cup Day (Saturday 14th August 2010) were broadcast on Sky 2 and Sky Racing World for the first time. This Satellite News Gathering (SNG) uplink resulted in a 38% increase in TAB turnover from last season, when Broome was not broadcast on Sky.
- o Esperance Sky Coverage: Sky2 will broadcast (via SNG) the Esperance Bay Turf Club's 2010/11 racing season commencing Saturday 27th November 2010.

➤ Grow Competitive and Quality Fields:

- o The original recommendation for RWWA to fix base stakes for all Race Clubs (as referenced on Page 12 of 'Securing the Future') was overturned by management and thus not subject to RWWA Board endorsement. RWWA supports Club capacity to increase their respective stake levels based on individual budgetary circumstance.
- o Saturday metropolitan field sizes – there has been noticeable improvement via changes to the programming strategy. The average is up 7% from last season with no adverse impact on midweek metropolitan or provincial field sizes.
- o Handicappers will introduce a separate metro-centric and country rating for horses from 1 October 2010. This allows horses racing in the outer provincial and country areas, who achieve a rating of above 68, to be re-assessed when transitioning to inner provincial and metropolitan venues.

➤ Drive Target Segment:

- o Great Southern meeting allocations – RWWA has granted Albany Racing Club two extra meetings for the next two seasons based on meeting specified KPI conditions. RWWA, in removing two meetings from the Mt Barker Turf Club, has granted Mt Barker an additional race for each of its six meetings (ie. 8 race card for standard meetings; 9 race card for Mungrup Sprint meeting). It should be noted that RWWA recognised the need to put additional racing opportunities (via divided races) into both the Great Southern and Mid-West (Geraldton). Six extra races have been granted to both regions. RWWA has committed to maintaining six meetings per season at Mt Barker (in line with allocations to York and Narrogin) subject to current funding levels being sustainable.

➤ Ensure Training Sustainability:

- o The 2010/11 Distribution Model has accounted for a marginal increase in training funding to the five identified key training clubs- Albany, Bunbury, Geraldton, Kalgoorlie and Perth Racing. An assessment of current interstate 'user-pay' ratios and systems is underway.

➤ Transition Club Funding Model:

- o RWWA is hosting a meeting with provincial Clubs in early October to work through the proposed Event and Fixture Meeting fees for 2011/12 (these differentiations are referenced on Page 15 of 'Securing the Future' and are only applicable to Provincial Clubs).



➤ Enhance participant Pool:

- o Outreach consultation will commence in late October with key interested parties (particularly those who expressed interest throughout the Thoroughbred Strategic Plan submission process) on the areas of Mentor identification and the Young Ambassador programme.

➤ Market and Promote Product:

- o Tri-code Marketing – The 2010 *West Australian* Racing Industry Hall of Fame dinner will take place on Thursday 25th November at the Perth Convention and Exhibition Centre. This gala event celebrates and recognises WA's distinguished and eventful tri-code racing industry. All three codes will showcase feature events to coincide with the dinner: Group 1 Golden Nugget 4yo (Gloucester Park) – Friday 26th November; Group 2 Winterbottom Stakes (Ascot) – Saturday 27th November; RWWA Hall of Fame Best 8s (Cannington) – Saturday 27th November.
- o Events – The 2010 Apprentice Awards Dinner will take place on Monday 11th October at Fraser's Restaurant, Kings Park.
- o Owners Strategy- streamlining of owner databases has commenced.

➤ Infrastructure:

- o A recent communication by the Minister for Racing and Gaming, Hon Terry Waldron announced that the WA racing industry will benefit from a \$13m Racecourse Infrastructure Grants Program over the ensuing 5 years. This funding is dependent upon the Burswood Casino gaining approval from the Gaming and Wagering Commission for additional gaming capacity. The principal target of the program will be the establishment or improvement of infrastructure that is critical to the conduct of racing and/or training activities. As available funds are limited, the Program will be operated on a partnership basis. Grants will be available to part fund projects and recipient organisations will be expected to leverage funding from other sources. Grant applications will need to be made to RWWA who will make a recommendation for the Minister's consideration. Final approval rests with the Minister.
- o The Lark Hill Environmental Audit has been conducted, with template development underway for other Clubs.

➤ Animal Welfare:

- o Racing and Wagering Western Australia (RWWA) and the RSPCA (Royal Society for Prevention of Cruelty to Animals) recently announced they have signed a memorandum of understanding (MoU) agreeing to facilitate the successful investigation of alleged breaches of animal welfare in racing animals. Under the terms of the MoU, both parties recognise the need to cooperate in order to ensure that the welfare of thoroughbreds, standardbreds and greyhounds in Western Australia are protected and any alleged breaches of welfare are investigated in accordance with state legislature and/or the rules of racing.

2009/10 Apprentice Awards

Racing and Wagering WA is pleased to host
the Annual 2009/10 Apprentice Awards
 Monday 11th October 2010

Fraser's Restaurant
 Fraser Avenue, Kings Park

Enquiries to Charlotte Vickers
 Email: charlotte.vickers@rwwa.com.au
 Phone: 9277 0783