

Western Australian Racing Industry

ECONOMIC AND SOCIAL IMPACT STUDY

Regional Summary

GOLDFIELDS- ESPERANCE



PREPARED BY IER | MAY 2023



FOCUSED EVENT THINKING



RACING AND WAGERING
WESTERN AUSTRALIA

This report has been extracted from a larger study, commissioned by Racing and Wagering WA and prepared by IER Pty Ltd, into the size and scope of the thoroughbred, harness and greyhound racing industries in Western Australia. This study is based on the 2021/22 racing season.

In preparing this report, IER has relied on data from various sources. Data provided by peak racing bodies, racing clubs, racegoers and participants provides the basis for the assessment undertaken. Where IER has relied upon secondary data, it has done so without audit and in good faith.

In addition to providing an assessment of the size and scope of the entire racing industry in Western Australia, the assessment was also prepared with a focus on providing a regional level analysis. The regional analysis was aligned with the nine Royalties for Regions, with Perth making up the tenth region.

This summary report relates to the Goldfields Esperance region.





KALGOORLIE-BOULDER

Mobil
Statewide Oil

Mobil
Statewide Oil

FAC CLUB

KALGOORLIE-BOULDER
WESTERN AUSTRALIA

4
TPBtouch

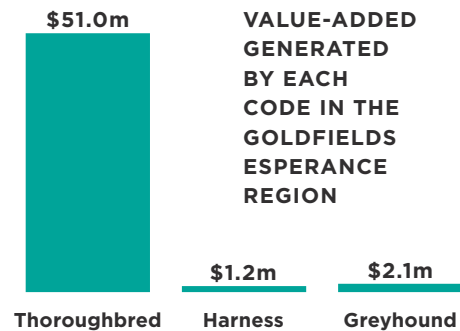
2
TPBtouch

ouch

Statewide Oil

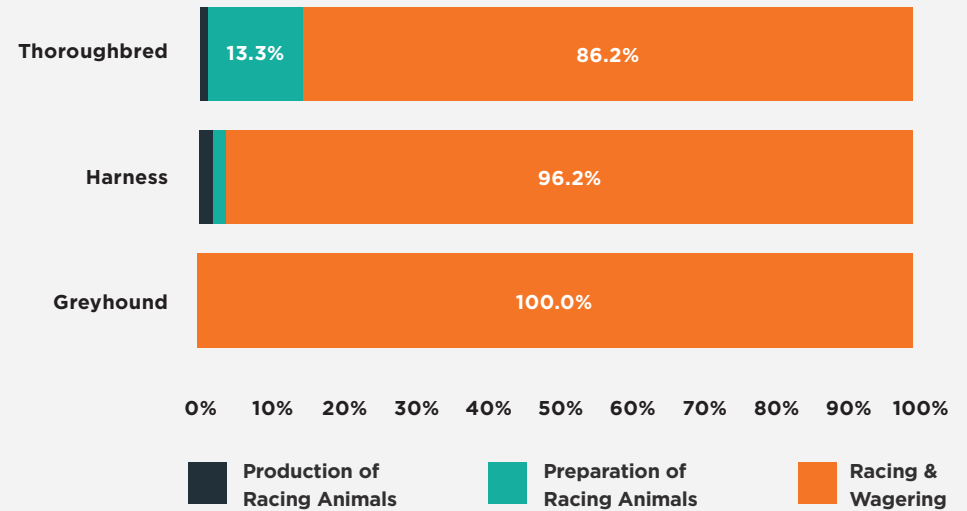
Key Racing Impacts

- + The Goldfields-Esperance is located in the south-eastern corner of Western Australia and is the largest region in the State with a land area of 771,276 square kilometres. The region is three times the size of the State of Victoria and just under a third of Western Australia's total land mass. It is bounded by the Pilbara region to the north, the Wheatbelt region to the west, the Great Southern region to the south-west, the Southern Ocean to the south and the WA border to the east. The population of the Goldfields-Esperance region is 57,330 (Census, 2021).
- + There is a total of seven race clubs operating in the region, all are thoroughbred clubs.
- + Racing in the Goldfields Esperance region is responsible for generating \$54.3 million in value-added contribution to Gross State Product. This equates to 4.1% of the total impact generated by the Western Australian racing industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 430 full-time equivalent (FTE) jobs in the region.





PROPORTION OF DIRECT SPENDING BY CODE



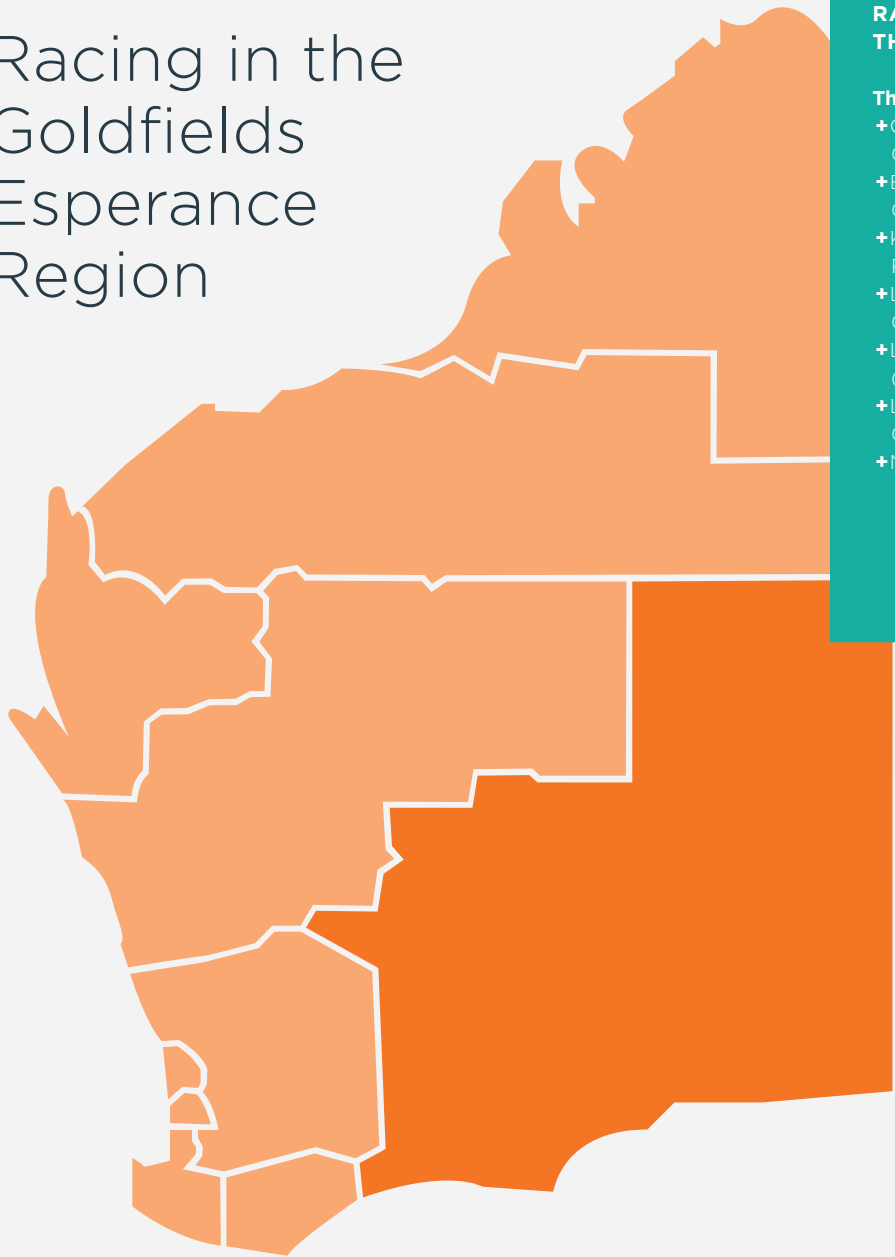
In **2021/22** the racing industry in the **Goldfields Esperance region** was responsible for generating just over **\$54 million** in **value added** contribution

ECONOMIC IMPACT

	Thoroughbred	Harness	Greyhound	Total
Breeding expenditure	\$0.2m	\$0.0m	\$0.0m	\$0.2m
Training expenditure	\$5.6m	\$0.0m	\$0.0m	\$5.6m
Total direct expenditure	\$41.8m	\$1.0m	\$1.7m	\$44.5m
Total value-added	\$51.0m	\$1.2m	\$2.1m	\$54.3m
Full-time equivalent employment	405	9	16	430

*Some totals may not add due to rounding

Racing in the Goldfields Esperance Region



RACING CLUBS IN THE REGION

Thoroughbred

- +Coolgardie Racing Club
- +Esperance Bay Turf Club
- +Kalgoorlie-Boulder Racing Club
- +Laverton Racing Club
- +Leinster Race Club (Inc)
- +Leonora Racing Club (Inc)
- +Norseman Turf Club



AT A GLANCE

7 Racing Clubs

THOROUGHBRED 7

35 Race Meetings

THOROUGHBRED 35

254 Races

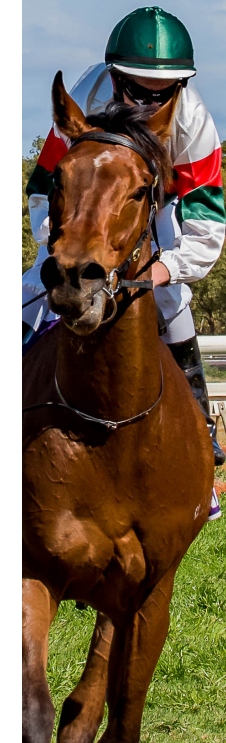
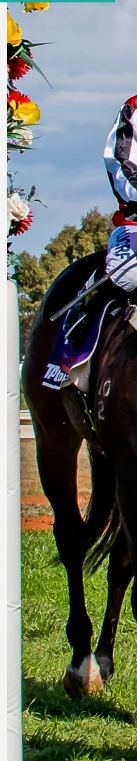
THOROUGHBRED 254

1,005 Racing Club Members

THOROUGHBRED 1,005

23,689 Attendances

THOROUGHBRED 23,689



Participants in Racing

There are 25,017 individuals participating in the racing industry as an employee, volunteer or participant in Western Australia. Overall, there are 1,228 (4.9%) of these individuals in the Goldfields Esperance region.

It is important to acknowledge that a significant number of participants have skills that are not easily transferable to other employment sectors. In particular, trainers, jockeys, drivers and breeders represent a segment of society whose investment in skills and infrastructure make them heavily reliant on a successful racing industry.

There are **1,228 people** who **participate** in the racing industry in the **Goldfields Esperance region**

PARTICIPANT TYPE (NUMBER OF)

	Thoroughbred	Harness	Greyhound	Total
Breeders	19	4	0	23
Owners/syndicate members	431	28	19	478
Trainers	38	3	0	41
Total participants in producing racing animals	488	35	19	542
Breeders' staff	12	2	0	14
Stable/kennel employees	138	3	0	141
Racing club & industry staff	315	1	1	316
Jockeys, drivers & apprentices	0	1	0	1
Racing club volunteers	130	0	0	130
Volunteers assisting participants	68	16	0	84
Total participants in producing racing product	663	22	1	686
Total	1,151	58	20	1,228

*Some totals may not add due to rounding



Breeding and Training in the Goldfields Esperance Region

The breeding sector provides and replenishes the racing horses and greyhounds for the racing industry. At the top end of the breeding sector, large stud farms employ many staff and produce large numbers of foals each year. At the other end of the scale, there is a large number of hobby breeders also producing foals and pups.

Trainers play an integral role in the racing 'service' industry. Training services generally incorporate pre-race training, trialling and race day management of racing horses and greyhounds. In the majority of cases, owners of racehorses fund the training operations through the payment of a daily training fee. The majority (but not all) of the costs associated with the care and preparation of racehorses is covered by this daily fee. In the greyhound racing code, trainers' income is mostly generated through an agreement which sees them take a 50% share of prizemoney won.

Close to \$237 million is spent on the breeding and training of thoroughbreds, standardbreds and greyhounds in Western Australia. Overall, approximately \$5.8 million (2.4%) of the breeding and training expenditure occurs within the Goldfields Esperance region.

BREEDING

23 Breeders

THOROUGHBRED	19
HARNESS	4

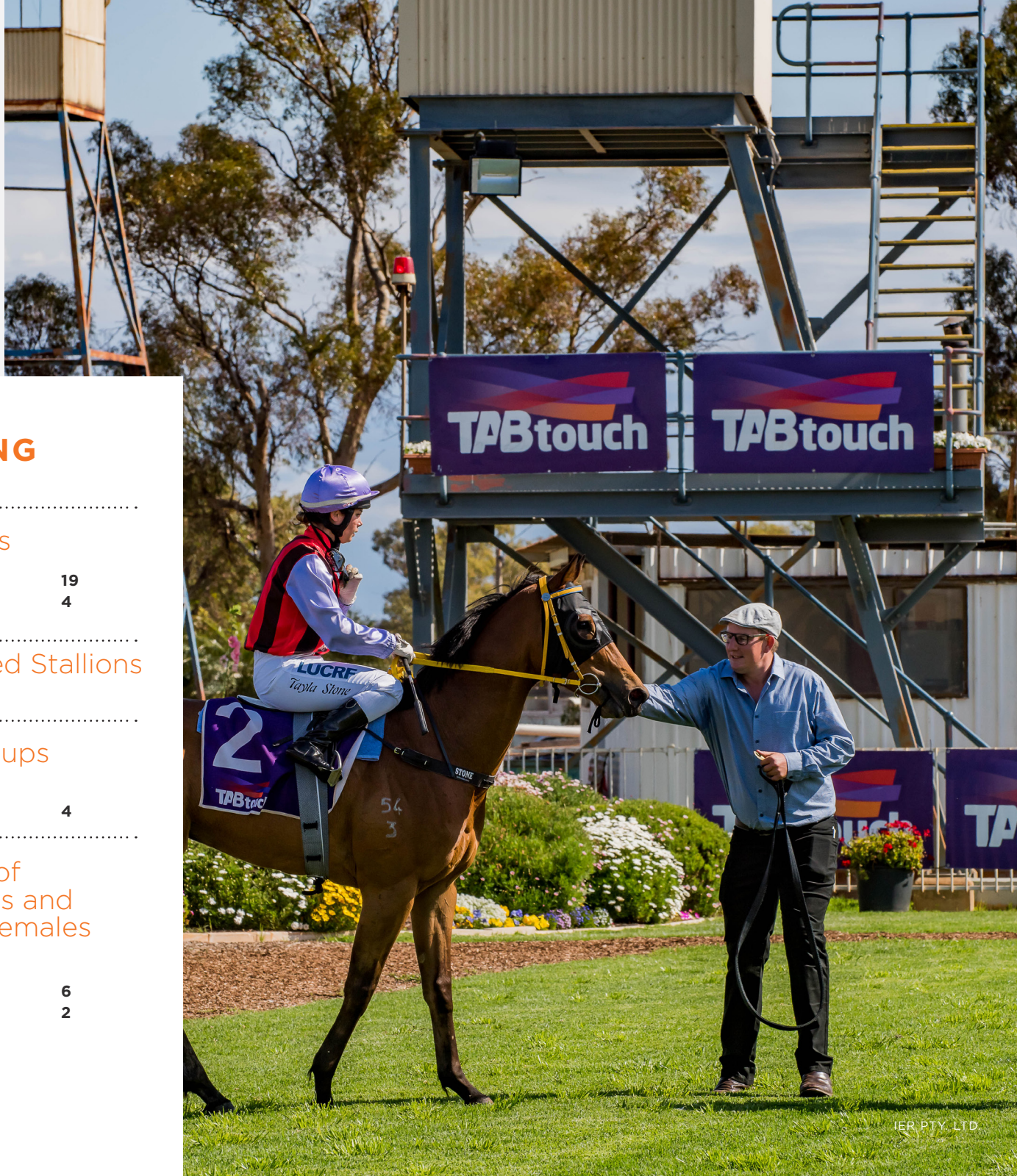
0 Registered Stallions & Sires

4 Foals & Pups Produced

THOROUGHBRED	4
---------------------	----------

9 Number of Broodmares and Breeding Females Covered

THOROUGHBRED	6
HARNESS	2





TRAINING

478 Owners & Syndicate Members

THOROUGHBRED	431
HARNESS	28
GREYHOUND	19

41 Trainers

THOROUGHBRED	38
HARNESS	3

210 Horses & Greyhounds in Training

THOROUGHBRED	209
HARNESS	1



Community and Social Benefits

Activities associated with racing play an important role in the development and preservation of social and community benefits throughout the Goldfields Esperance region. The majority of these social impacts are initiated through club activities, both on race days and non-race days, as well as the partnerships they form with many community organisations. The contribution to community social benefit enhances both individual and community well-being throughout the region.

The economic activity generated by the clubs complements the social impacts, where racing events and quality facilities foster social cohesion and provide benefits for a broad range of individuals and community organisations.

Racing and non-racing events attract community members, independent of socio-economic status, age or gender. This is highlighted within local racing communities, where racing is a profession, sport, hobby and leisure activity.

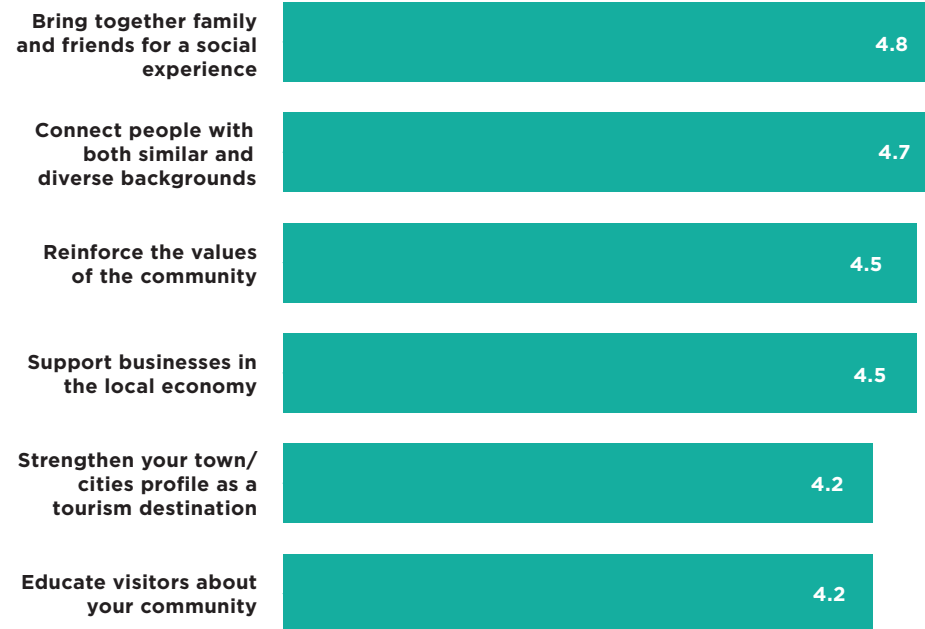
The development of social initiatives also has a positive impact in terms of family socialisation and volunteerism. Racing also supports health, education, employment and environmental practices. However, maintaining and building the

trust and respect of the communities in which the racing club operates is also extremely valuable.

The implementation and communication of social and environmental initiatives play an important role in managing community perceptions and in doing so, protect and enhance racing's image and reputation. This in turn provides the Goldfields Esperance region racing industry with a greater opportunity to foster the support of customers, corporate partners and government, as well as building pride and increased satisfaction with internal stakeholders.

The social impact survey asked clubs in the Goldfields Esperance region how much they believed racing in their town or city had the ability to engage with the community from a social cohesion, education and business perspective. As the chart illustrates, all indicators were positive. This is particularly significant in the areas of racing's ability to 'Bring together family and friends for a social experience' (4.8) and to 'Connect people with both similar and diverse backgrounds' (4.7). These indicators illustrate the position that racing clubs see themselves as holding within the fabric of the local community.

COMMUNITY ENGAGEMENT WITH WESTERN AUSTRALIAN RACING



(1 - Not at all, 5 - To a great extent)

About IER

IER is a leading strategic consulting business specialising in the tourism, events and sporting industries. For over 20 years, IER has provided economic impact evaluations for both private and government clients.

In particular, IER has specialised in consulting on a variety of projects related to the racing industries in Australia, New Zealand and Asia over this time.

This study constitutes an economic and social impact evaluation of the thoroughbred, harness and greyhound racing industry in WA.

It has been developed utilising the following source data:

- + Registration data relating to participants and animals
- + Breeding and training expenditure data captured from surveys with racing participants
- + Expenditure and taxation data provided by wagering operators throughout Australia
- + Data provided by the RWWA and race clubs

An understanding of the intricate and sometimes complex flow of money in the racing industry underpins this assessment. IER has recently prepared similar studies for:

- + Australian greyhound racing industry
- + Australian thoroughbred racing industry
- + New South Wales greyhound racing industry
- + New South Wales harness racing industry

- + New Zealand racing industry (3 Codes)
- + Northern Territory thoroughbred racing industry
- + Queensland racing industry (3 Codes)
- + Australian Football League
- + Tasmanian racing industry (3 Codes)
- + Victorian racing industry (3 Codes)

The economic modelling for this study was undertaken by Associate Professor Barry Burgan B Ec (Hons), FINSIA (Fellow). Barry is a director of Economic Research Consultants Pty Ltd and has extensive experience in the area of economic and financial assessment and policy advice.

He has a background in the public and private sectors, academia and has worked on various projects in the area of economic policy, including in the area of economic modelling. In particular, Barry has extensive experience in the use of both computable general equilibrium and input-output models, regional economic development and cost benefit analysis. He has undertaken a number of these studies and projects with the Sustainable Tourism Cooperative Research Centre.





PREPARED BY IER | MAY 2023



FOCUSED EVENT THINKING



RACING AND WAGERING
WESTERN AUSTRALIA