

Western Australian Racing Industry

ECONOMIC AND SOCIAL IMPACT STUDY

Regional Summary

PEEL



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 Peel region.



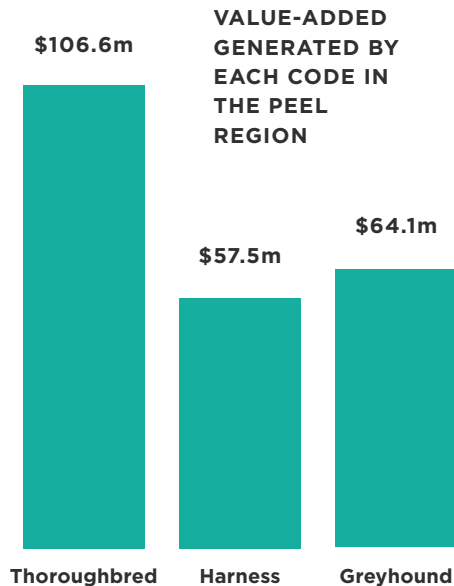


Key Racing Impacts

- + The Peel region is located only 75 kilometres south of Perth, with a diverse landscape incorporating 50 kilometres of pristine coastline and urban, agricultural and horticultural land. With a coastal plain bordered inland by the Darling Scarp, the Peel region is situated among the highest rainfall areas of South Western Australia. This climate, along with 23 rivers, streams and creeks, provides an extensive wetland system that is of international and national significance, supporting diverse and unique flora and fauna. The population of the Peel region is 142,960 (Census, 2021).
- + There is a total of three race clubs operating in the region, two of which are harness race clubs

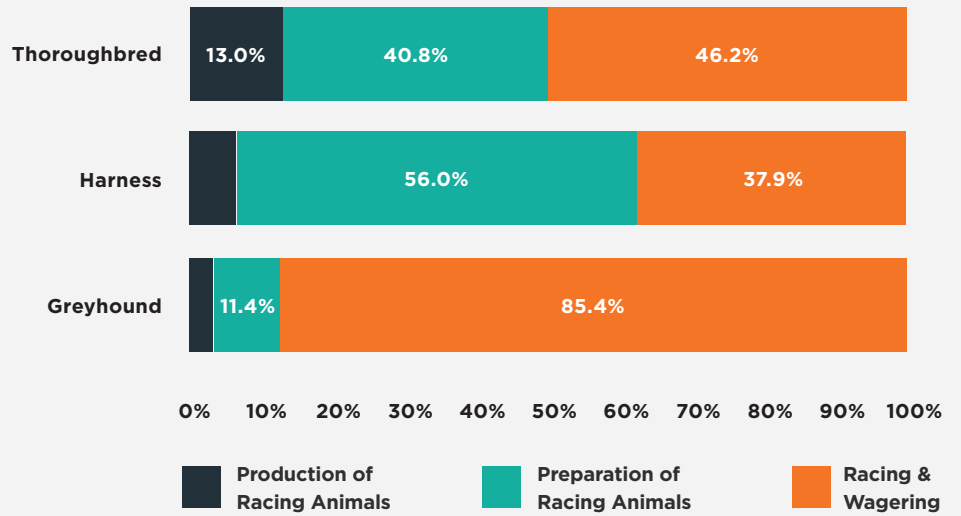
and one thoroughbred racing club. Mandurah greyhound racing track is located in the Peel region, forming part of the WA Greyhound Racing Association.

- + Racing in the Peel region is responsible for generating more than \$228.1 million in value-added contribution to Gross State Product. This equates to 17.1% 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 1,710 full-time equivalent (FTE) jobs in the region.





PROPORTION OF DIRECT SPENDING BY CODE



In **2021/22** the racing industry in the **Peel region** was responsible for generating more than **\$228 million** in **value added** contribution

ECONOMIC IMPACT

	Thoroughbred	Harness	Greyhound	Total
Breeding expenditure	\$11.4m	\$2.9m	\$1.7m	\$16.0m
Training expenditure	\$35.9m	\$26.7m	\$6.0m	\$68.5m
Total direct expenditure	\$87.8m	\$47.6m	\$52.4m	\$187.8m
Total value-added	\$106.6m	\$57.5m	\$64.1m	\$228.1m
Full-time equivalent employment	787	418	505	1,710

*Some totals may not add due to rounding

Racing in the Peel Region

RACING CLUBS IN THE REGION

Thoroughbred

+Pinjarra Race Club

Harness

+Pinjarra Harness Racing Club (Inc)

+Williams Harness Racing Club (Inc)

AT A GLANCE

3 Racing Clubs

THOROUGHBRED	1
HARNESS	2

261 Race Meetings

THOROUGHBRED	30
HARNESS	52
GREYHOUND	179

2,662 Races

THOROUGHBRED	249
HARNESS	440
GREYHOUND	1,973

371 Racing Club Members

THOROUGHBRED	134
HARNESS	237

72,016 Attendances

THOROUGHBRED	21,661
HARNESS	13,500
GREYHOUND	36,855



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 3,713 (14.8%) of these individuals in the Peel 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 **3,713 people** who **participate** in the racing industry in the **Peel region**

PARTICIPANT TYPE (NUMBER OF)

	Thoroughbred	Harness	Greyhound	Total
Breeders	65	131	59	255
Owners/syndicate members	872	450	257	1,579
Trainers	91	146	64	301
Total participants in producing racing animals	1,028	727	380	2,135
Breeders' staff	39	66	47	152
Stable/kennel employees	228	89	42	359
Racing club & industry staff	138	52	2	193
Jockeys, drivers & apprentices	8	16	0	24
Racing club volunteers	7	34	0	41
Volunteers assisting participants	179	542	88	809
Total participants in producing racing product	600	799	179	1,578
Total	1,628	1,526	559	3,713

*Some totals may not add due to rounding



Breeding and Training in the Peel 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 \$84.5 million (35.7%) of the breeding and training expenditure occurs within the Peel region.

BREEDING

255 Breeders

THOROUGHBRED	65
HARNES	131
GREYHOUND	59

19 Registered Stallions & Sires

THOROUGHBRED	12
HARNES	4
GREYHOUND	3

578 Foals & Pups Produced

THOROUGHBRED	224
HARNES	109
GREYHOUND	245

533 Broodmares and Breeding Females Covered

THOROUGHBRED	364
HARNES	154
GREYHOUND	15





TRAINING

1,579 Owners & Syndicate Members

THOROUGHBRED	872
HARNESS	450
GREYHOUND	257

301 Trainers

THOROUGHBRED	91
HARNESS	146
GREYHOUND	64

2,395 Horses & Greyhounds in Training

THOROUGHBRED	665
HARNESS	862
GREYHOUND	868

Community and Social Benefits

Activities associated with racing play an important role in the development and preservation of social and community benefits throughout the Peel 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 Peel 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 Peel 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' (5.0) and to 'Support businesses in the local economy' (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.



