

Western Australian Racing Industry

# ECONOMIC AND SOCIAL IMPACT STUDY

Regional Summary

## PILBARA



PREPARED BY IER | MAY 2023



FOCUSED EVENT THINKING



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 Pilbara region.





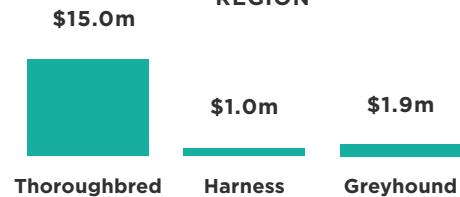




# Key Racing Impacts

- + The Pilbara is located in the north of the State, bordered by the Indian Ocean to the west and extending across the Great Sandy Desert to the Northern Territory border in the east. One of the largest regions in Western Australia, the Pilbara covers 507,896 square kilometres of unique and breathtaking natural landscape. The population of the Pilbara region is 50,224 (Census, 2021).
- + There is a total of four race clubs operating in the region, all of which are thoroughbred clubs.
- + Racing in the Pilbara region is responsible for generating more than \$17.8 million in value-added contribution to Gross State Product. This equates to 1.3% 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 140 full-time equivalent (FTE) jobs in the region.

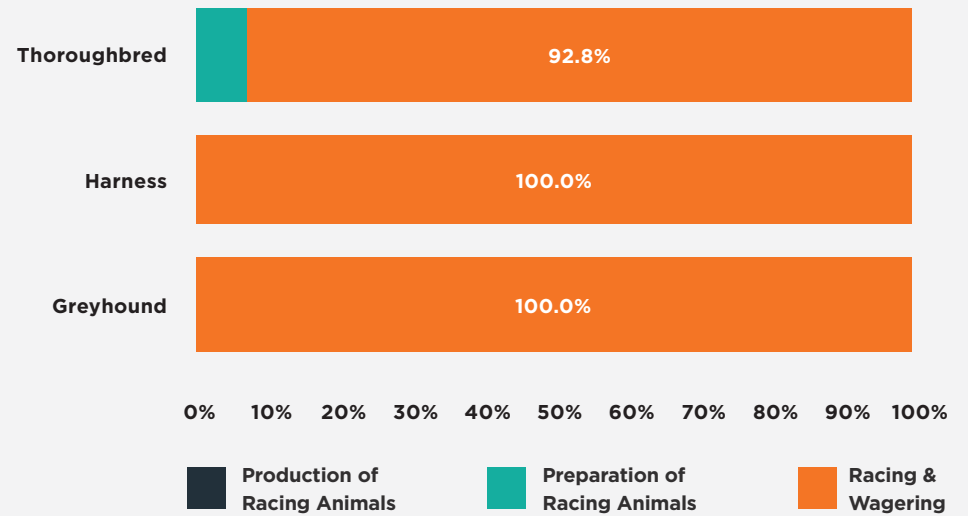
## VALUE-ADDED GENERATED BY EACH CODE IN THE PILBARA REGION







### PROPORTION OF DIRECT SPENDING BY CODE



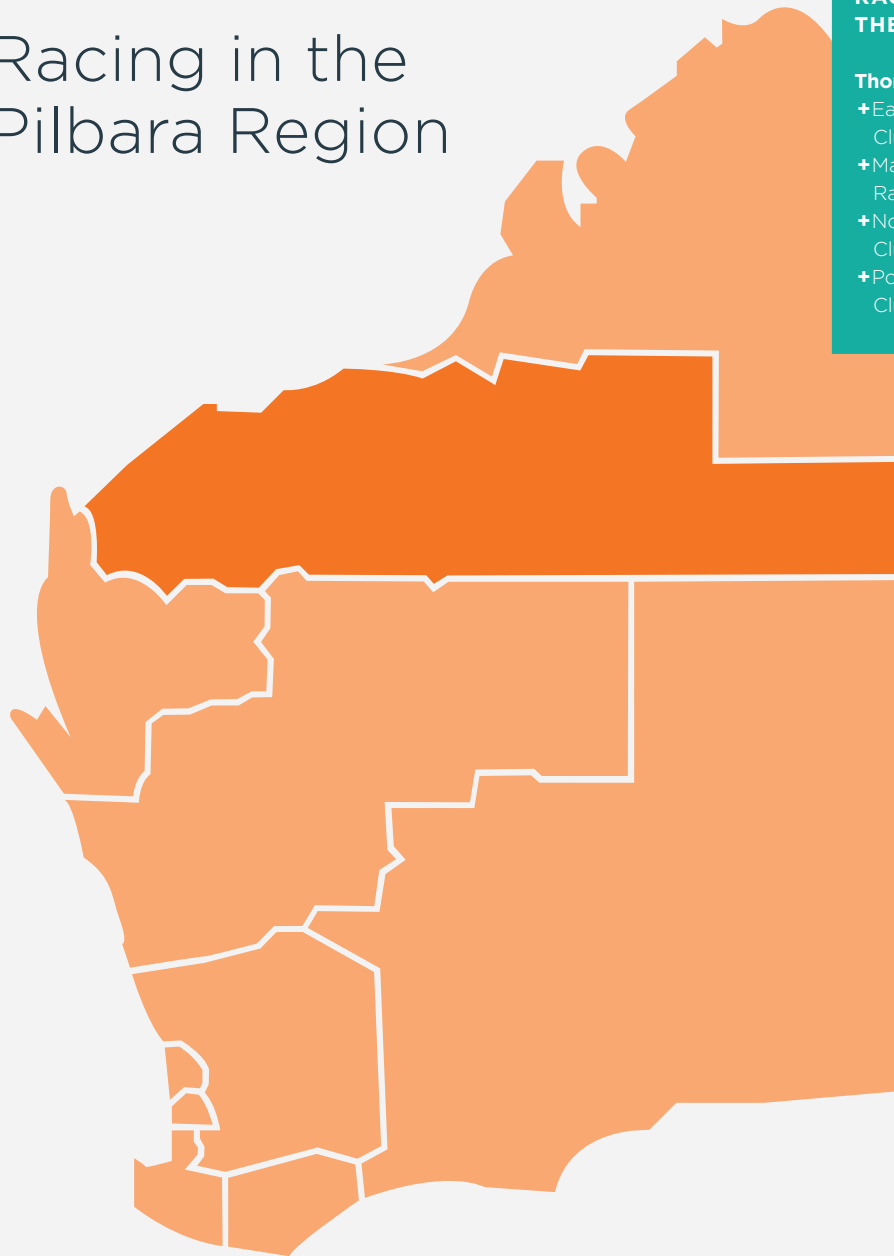
In **2021/22** the racing industry in the **Pilbara region** was responsible for generating close to **\$18 million** in **value added** contribution

### ECONOMIC IMPACT

	Thoroughbred	Harness	Greyhound	Total
Breeding expenditure	\$0.0m	\$0.0m	\$0.0m	\$0.0m
Training expenditure	\$0.9m	\$0.0m	\$0.0m	\$0.9m
Total direct expenditure	\$12.3m	\$0.8m	\$1.5m	\$14.5m
Total value-added	\$15.0m	\$1.0m	\$1.9m	\$17.8m
Full-time equivalent employment	119	7	14	140

\*Some totals may not add due to rounding

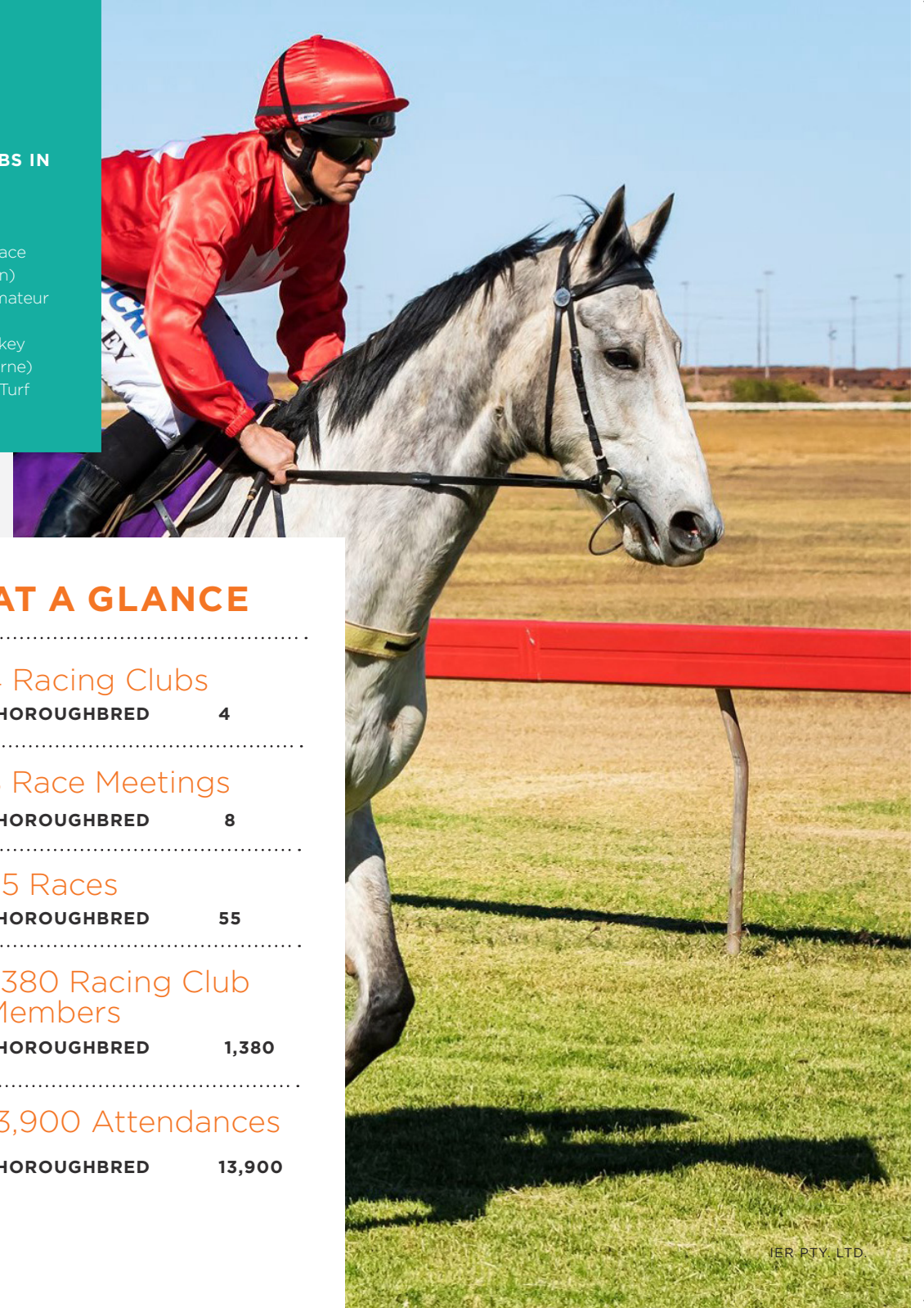
# Racing in the Pilbara Region



## RACING CLUBS IN THE REGION

### Thoroughbred

- +East Pilbara Race Club (Newman)
- +Marble Bar Amateur Race Club
- +Nor-West Jockey Club (Roebourne)
- +Port Hedland Turf Club



## AT A GLANCE

4 Racing Clubs

**THOROUGHBRED** 4

8 Race Meetings

**THOROUGHBRED** 8

55 Races

**THOROUGHBRED** 55

1,380 Racing Club Members

**THOROUGHBRED** 1,380

13,900 Attendances

**THOROUGHBRED** 13,900



# 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 470 (1.9%) of these individuals in the Pilbara 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 **470 people** who **participate** in the racing industry in the **Pilbara region**



**PARTICIPANT TYPE (NUMBER OF)**

	Thoroughbred	Harness	Greyhound	Total
<b>Breeders</b>	1	3	0	4
<b>Owners/syndicate members</b>	128	10	8	146
<b>Trainers</b>	5	1	0	6
<b>Total participants in producing racing animals</b>	134	14	8	156
<b>Breeders' staff</b>	1	2	0	2
<b>Stable/kennel employees</b>	20	1	0	21
<b>Racing club &amp; industry staff</b>	128	0	0	128
<b>Jockeys, drivers &amp; apprentices</b>	0	0	0	0
<b>Racing club volunteers</b>	145	0	0	145
<b>Volunteers assisting participants</b>	8	10	0	18
<b>Total participants in producing racing product</b>	301	13	0	314
<b>Total</b>	435	27	8	470

\*Some totals may not add due to rounding

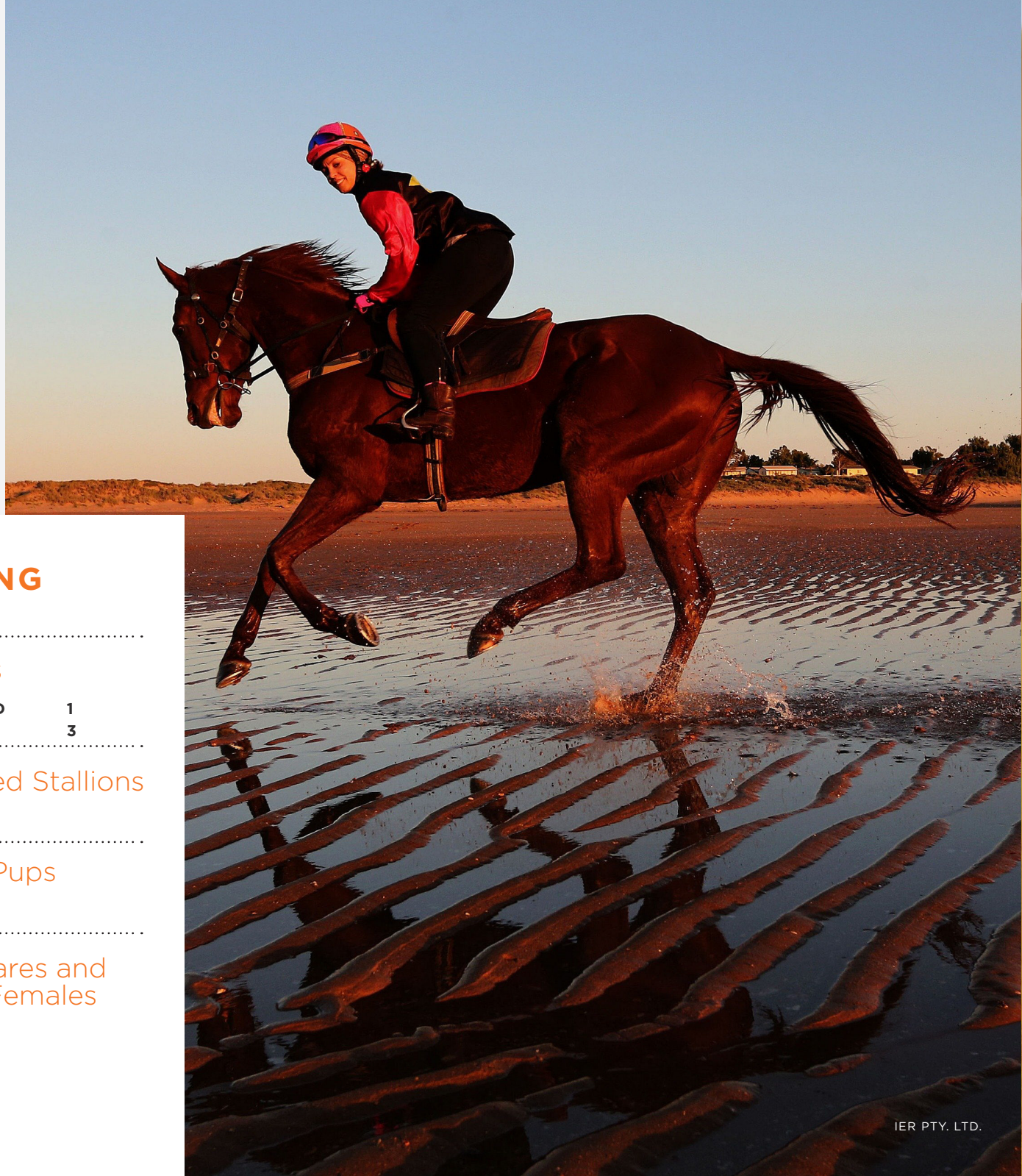


# Breeding and Training in the Pilbara Region

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 \$0.9 million (0.4%) of the breeding and training expenditure occurs within the Pilbara region.



## BREEDING

4 Breeders

<b>THOROUGHBRED</b>	<b>1</b>
<b>HARNESS</b>	<b>3</b>

0 Registered Stallions & Sires

0 Foals & Pups Produced

0 Broodmares and Breeding Females Covered





## TRAINING

146 Owners &  
Syndicate Members

<b>THOROUGHBRED</b>	<b>128</b>
<b>HARNESS</b>	<b>10</b>
<b>GREYHOUND</b>	<b>8</b>

6 Trainers

<b>THOROUGHBRED</b>	<b>5</b>
<b>HARNESS</b>	<b>1</b>

20 Horses &  
Greyhounds in Training

<b>THOROUGHBRED</b>	<b>20</b>
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# Community and Social Benefits

Activities associated with racing play an important role in the development and preservation of social and community benefits throughout the Pilbara 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 Pilbara 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 Pilbara 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 'Strengthen your town/cities profile as a tourism destination' (4.8). 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

**Bring together family and friends for a social experience**

5.0

**Strengthen your town/cities profile as a tourism destination**

4.8

**Support businesses in the local economy**

4.5

**Reinforce the values of the community**

4.5

**Connect people with both similar and diverse backgrounds**

4.3

**Educate visitors about your community**

4.3

(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.







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