



Significant Owners - Exit Interview

The Ownership Survey disclosed a relationship whereby **26.7%** of respondents indicated that they are **decreasing their ownership** in the next two years:

- It is the big investors that are leaving or downsizing – more than **half (57%)** have invested over **\$100,000**. Nearly a **third** have invested over **\$250,000**
- 40% of those leaving/downsizing own **more than 10 horses**
- 62% of those leaving/downsizing are aged **over 50 years**
- They are **uniformly spread** through Australia
- 92% of those leaving/downsizing found ownership **unprofitable** and 66% also found ownership **unrewarding**
- The **question of industry support:-**
 - **Recognition**
 - **Involvement, and**
 - **Publicity**



The Race Club Response - Commercial Customer Delivery

- Reduce Nomination & Acceptance Fees
- Pay all Starters an Appearance Fee
- Free Admission
- Syndication of Standardbreds
- Complimentary Video
- Complimentary Race Winning Photo
- Raceday Passes
- Member/Exclusive Area Privileges
- Preferential On-course Seating & Facilities
- Post Race Owners Lounge
- Complimentary On-course Entertainment
- Owner(s) Names Publicity
- Owner's Attendance Promotion Prizes
- Customer Service Facilitation on Stakes Payment, etc.
- Publish Feature Photos and Owner Stories Depicting Success in Club & Industry Publications

Harness Racing New Zealand - Ownership Promotions

Develop programmes to increase the awareness and profile of harness racing ownership

- Marketing & Ownership Promotions Manager
- Appointment of a dedicated Resource to conduct the Domestic Ownership Program
- Develop 0800 facility for ownership enquiries, distribute information pack and subsequently follow up all enquiries within one week of distribution
- Advertise 0800 facility and information package via club race books, TAB outlets, media sources. Liaise and develop media links to ensure there is a high level of understanding of ownership programmes and initiatives.
- Hold ownership seminars in main centres for interested parties as a result of calls to 0800 number.
- Leverage an increase in the overall profile of ownership through media outlets, Trackside and Radio Pacific
- Develop TV commercial in conjunction with NZTM for use on Trackside channel.
- Access TAB large punters database, and if not owners per HRNZ database, undertake direct marketing of ownership opportunities.
- Liaise and assist PGG Sales Promotion Sub-Committee, in particular with a view to developing joint initiatives for the 2002 sales, to introduce prospective new owners to trainers.
- Develop programmes to give greater recognition to existing owners. Possible options:
 - Owner of the Month Award
 - Owner profiles in HRW and Website
 - Annual award for Owners of the Year
 - Trackside stories and documentaries
- Prepare a list of initiatives/ideas for clubs to acknowledge owners on race day.
- Work with NZMTC and ATC and develop owner hospitality prior to every race.

Harness Racing New Zealand - Syndication

Support the development of multiple ownership syndicates in conjunction with approved syndicators

- Assist with the development of ownership packages for approved schemes
- Liaise with authorised syndicators to ensure that competent communication protocols are put in place for syndicates that are initiated
- Advise on and ensure all legal requirements are met (eg Securities Act) for each public syndication that is initiated.
- Develop programme and encourage clubs re syndication of members based on Auckland TC Trotpower model.
- Develop a good practice guide/protocol for syndicators and trainers in communicating with syndicates.
- Develop programmes to improve trainers communication with owners, in particular utilising existing technology to its fullest (e-mail, internet). See overall HRNZ Business Plan 7.1, two training programmes to be held in 2001 for licence holders on:
 - Communication
 - Computer skills
- Pilot a scheme of corporate ownership (syndication) of a horse. This is to possibly include corporate colours, staff social club, staff newsletter, etc.

Harness Racing New Zealand

Ownership Marketing Kit

- Harness Racing Background
- Getting Started – Introduction
- Types of Ownership
 - *Individual, Syndicates, Corporate and Family Trusts*
- Basic Costs of Owning A Harness Horse
- The Role of the Trainers
- What's All the Gear About?
- How To Read A Sales Catalogue
- Harness Horse Conformation
- Harness Racing Jargon
- So where to from here?
 - *Contact List*



Graham Bruton, Lyell Creek NZ and Anthony Butt.
Photo courtesy *Harness Racing New Zealand – Setting The
Wheels In Motion, Marketing Kit*



New Zealand - The Breeding Nursery

| Season | Cleared In | Registered | Starters | Winners | Stakemoney Earned |
|---------|------------|------------|-----------------|----------------|-------------------|
| 1993/94 | 531 | 509 | 482 (94.7%) | 444 (87.2%) | 473 (92.9%) |
| 1994/95 | 553 | 545 | 540 (97.6%) | 510 (92.2%) | 530 (95.8%) |
| 1995/96 | 622 | 549 | 585 (94.05%) | 537 (86.3%) | 577 (92.7%) |
| 1996/97 | 559 | 552 | 523 (93.6%) | 464 (83.0%) | 502 (89.8%) |
| 1997/98 | 761 | 679 | 661 (86.9%) | 572 (75.2%) | 643 (84.5%) |
| 1998/99 | 871 | 775 | 647 (74.3%) | 517 (59.4%) | 586 (67.3%) |

Statistics for NZ Bred horses cleared to Australia compiled by Australian Harness Racing Council, Inc



New Zealand-bred Standardbreds Imported to Australia 1998-99 Season

| | | |
|--------------------|-------------------------------|---|
| 871 | Standardbreds Imported | |
| 647 | Horses Started | 13904 Aust Starters |
| 7851 | Race Starts | |
| 517 | Horses Won | 15724 Aust Races |
| 1895 | Race Wins | |
| \$6,046,270 | Total Stakemoney Won | Australian Stakemoney(\$A73,395,213) |

Stakemoney Profile – 647 Horses Started

| | |
|-----|-------------------------|
| 130 | Won No Stakemoney |
| 247 | Won \$1 - \$5,000 |
| 140 | Won \$5,001 - \$10,000 |
| 70 | Won \$10,001 - \$15,000 |
| 49 | Won \$15,001 - \$20,000 |
| 80 | Won \$20,001 plus |

Does not include Grand Circuit, Classics Horses temporarily imported to Aus then cleared back to New Zealand

Statistics for NZ Bred horses cleared to Australia compiled by Australian Harness Racing Council, Inc



RECOGNITION

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REWARD

REWARD

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OWNER ENTERTAINMENT

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EQUALS SUCCESS



Brian Hancock (trainer/driver), Our Sir Vancelot NZ and Trevor Allamby after winning the 1998 Inter Dominion Pacers Championship in Hobart, Tasmania. Photo courtesy of the Mercury.



References

Standardbred Ownership in Australia

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- Ownership Survey Report
- Ownership Survey; Findings & Conclusions

Dennis Roberts & Rod Pollock, AHRC 1999-2001

Ownership Promotion – Why? How?

Rod Pollock & Justin Brownlie, AHRC 1998

Horse Ownership Research

New Zealand Racing Industry Board, 1996

Leadership Victoria

*Prepared by IER Strategic Planning for
Harness Racing Victoria, 2001*

2000/01 Victorian Thoroughbred Ownership Guide

Racing Victoria

Harness Racing, Setting the Wheels in Motion

*Ownership Marketing Kit
Harness Racing New Zealand*