



NATIONAL EQUINE INFLUENZA FORUM

BREEDING

RACING AND BREEDING INCENTIVE SCHEMES

NATIONAL EI FORUM
February 2008





VICBRED



- \$5.2M Annual Program
- Eligibility Restricted To:
 - Progeny of Vic, SA & Tas Sires
 - Progeny of Vic and SA Mares

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VICBRED



- Four Key Components
 1. Vicbred Super Series
 2. Vicbred Win Bonuses
 3. Other Vicbred Races
 4. Vicbred Breeders Bonus

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VICBRED



1. VICBRED SUPER SERIES PROGRAM

- \$1.6M Race Series for 2, 3 and 4yo's
 - Pacers Series
 - Separate Series For Male and Female Horses
 - Heats of \$8,000
 - Semi Finals of \$20,000
 - Finals of \$100,000

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VICBRED



1. VICBRED SUPER SERIES PROGRAM

- \$1.6M Race Series for 2, 3 and 4yo's
 - Trotters Series
 - Male and Female Horses Combined
 - Heats of \$8,000
 - Final of \$50,000

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2. VICBRED WIN BONUSES

- \$2,750 Bonus Payable for First 2YO Win and First 3YO Win.
- If Bonus Not Won as 2YO or 3YO, Bonus Payable as a 4YO.
- Distribution: 80% Owner and 5% to Trainer, Driver, Breeder & Studmaster
- \$1.6M Paid Out Annually

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3. OTHER VICBRED RACES

- Over 100 'other' Vicbred Races across a variety of ages and classes for both pacers and trotters are conducted
- \$1M distributed in these other races

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4. VICBRED BREEDER BONUS

- Cash payment of 7.5% of the stake of a race made direct to the Breeder every time that a Vicbred Horse wins a 2YO, 3YO or 4YO race in Victoria or a Group 2YO, 3YO or 4YO race in Australia.
- Breeder Bonuses Paid Over and Above Stake money

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4. VICBRED BREEDER BONUS

- Bonus increased to 10% for current foal crop
- \$550K Distributed to Breeders in 2007/08.
This will grow to \$1M by 2011/12
- Fundamental to the Success of Vicbred
- Significant Improvements in Quality of Racing Stock
- Foal Numbers have remained higher than what they otherwise would have been

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4. VICBRED BREEDER BONUS

- Breeders ultimately determine the eligibility of their stock
- Breeders seek to maximise the return on their investment.
- HRV believes that Breeder Bonus Schemes are crucial for maximising foal numbers in Australia

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VICBRED



RECENT INITIATIVES & FUTURE PLANS

- SA mares now eligible for Vicbred
- Vicbred Breeder Bonus Increased to 10%
- Intend to increase Vicbred Win Bonus significantly over the next few years
- Review Stakemoney Levels for Vicbred Super Series Finals

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BREEDERS CROWN



- Richest Sweepstakes Series in Australasia
- Series is open to the progeny of any nominated broodmare
- Heats, Repechages, Semi Finals and Final for Pacers
- Heats, Repechages and Final for Trotters

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BREEDERS CROWN



- Series is currently restricted to 2YO's and 3YO's
 - 2YO Pacing Finals \$314,000
 - 2YO Trotting Final \$165,000
 - 3YO Pacing Finals \$168,000
 - 3YO Trotting Final \$92,000
- Heats conducted in NZ and in each State

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BREEDERS CROWN



RECENT INITIATIVES & FUTURE PLANS

- Series extended to 4yo's in 2009
- Open Age FFA races introduced in 2008
- By 2011, Australasian Breeders Crown Final Day will consist of ten Group 1 Finals.
- \$2.1M Series encourages breeding and purchase of young ABC eligible stock

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AUSTRALIAN PACING GOLD



- Each year APG sells over 600 yearlings
- Yearlings sold by APG are eligible for the rich \$1.6M APG Futurity Race Series.
- Race Series is for 2YO's and 3YO's
- 1st round of 2YO Heats in Vic, NSW and QLD.
- 2YO Finals of \$300,000
- 3YO Finals of \$100,000
- Fully sustained 2yo's also eligible for \$1,500 Gold Bonus for first 2yo win

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AUSTRALIAN PACING GOLD



RECENT INITIATIVES & FUTURE PLANS

- Working Hard To Increase Sale Prices at our Yearling Sales
- Full Time General Manager Appointed
- Enhanced Promotion and More Strategic Marketing
- Trotters Section Introduced in recent years
- Inaugural Premium Gold Sale in 2009

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FINAL COMMENTS



- To stimulate Breeding, we need to:
 - Increase the demand for young racing stock
 - Increase Profitability of Breeding and Returns to Breeders
- It is one thing to breed more stock, it is another thing to then have the owners that then want to try/race those horses
- Need a shift of culture in Australia

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FINAL COMMENTS



- Foal numbers are linked to ownership levels and demand for young horses
- Breeding and Ownership Strategies should be linked
- Conception rates must be maximised
 - Training and licensing of breeding participants can assist in this area

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