

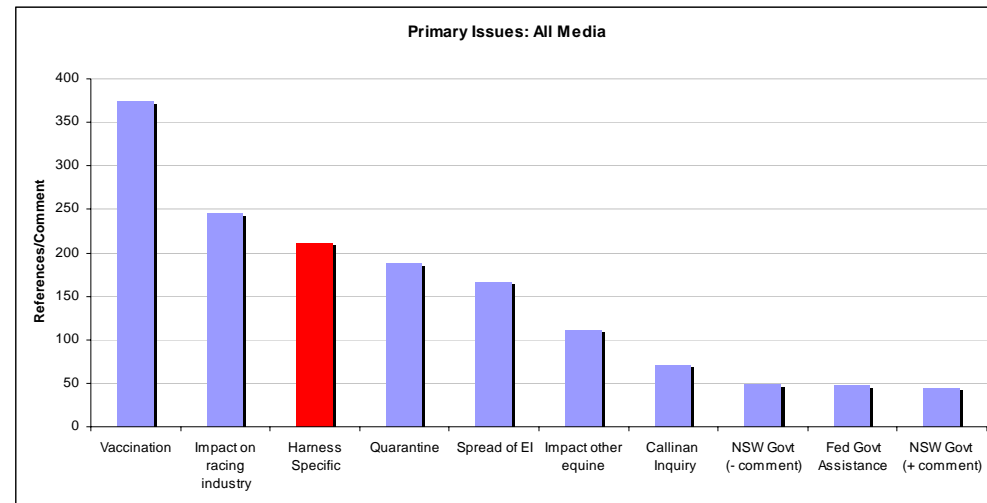


Lauren Sykes
Marketing Manager



E.I.- A marketing windfall

- E.I. produced unprecedented media coverage
 - Front page of newspapers
 - Extensive free to air TV coverage
 - Daily radio coverage
- HRNSW ran ongoing analysis of coverage
 - Impact and spread of major items
 - Harness specific top three





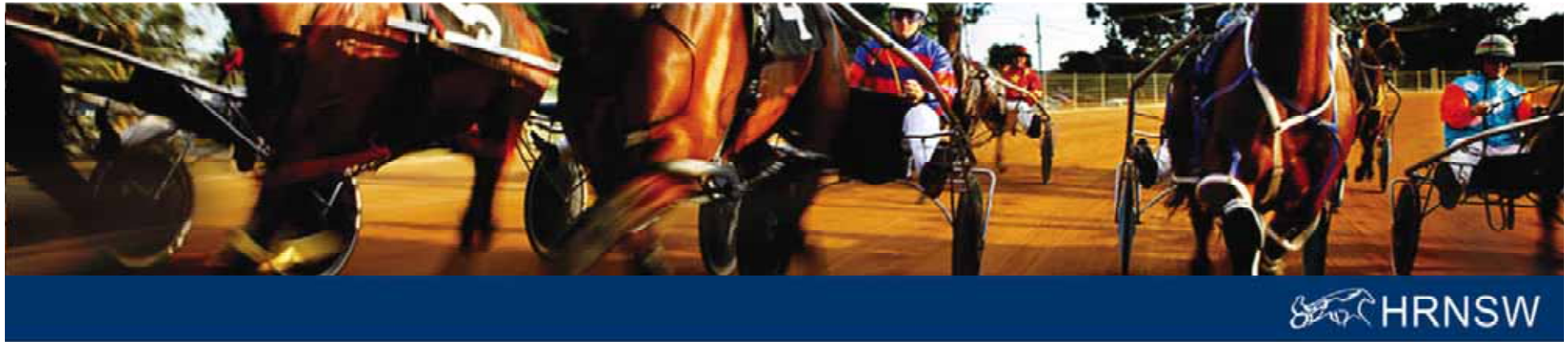
Hearts and Minds

- E.I. provided an emotional response from the public
- People who had never heard of harness racing now know we exist and felt sympathy for our plight
- HRNSW's marketing attempts are all aimed at leveraging greater public awareness into growth



Our Objectives

- To channel public awareness and emotional attachment into ongoing participation
- Punters and participants are secondary. Our focus is the broader community whose awareness stems from the impact of E.I.
- Consequently our marketing needs to be different from what the industry normally does



New Strategies

(Sympathy + Awareness) x Proactive Marketing = Greater Engagement

- Our initial focus after our current We're back! campaign will be to push public support of the local racing industry to recover from E.I.
- New high visual, general mechanisms (buses, magazines and online) with high ROI are our preferred channels.
- Combination of general awareness and event specific campaigns to draw interest and then provide a specific focus