

RTIP NEWS

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October 13, 2011

FOR IMMEDIATE RELEASE:

Students Gain International Expertise In New Zealand Racing

Company secretary for New Zealand Thoroughbred Racing Inc., Simon Cooper, “virtually” travelled over 6,000 miles to spend the afternoon sharing his insights of New Zealand racing with students in the Racing Business Strategies & Global Perspectives class; all via Skype.

Having worked in the racing industry in the U.K. and with the Hong Kong Jockey Club, Cooper is well-versed in the business and culture of international racing. Covering the broad foundation of New Zealand racing, Cooper highlighted areas where the country was excelling as well as those with potential improvements.

Two areas of great importance to New Zealand’s industry, Cooper explained, are the integrity of the sport and bio-security enforcement. With an established Integrity Unit, New Zealand racing devotes many resources to ensuring the fairness of the game. New Zealand also takes extraordinary precautions in disease prevention to protect the large and valuable breeding sector of the industry. It is currently the only country without a case of equine influenza.

Helping students identify opportunities and threats unique to New Zealand racing, Cooper detailed how their geographic location within the blossoming Asian racing market greatly supports the industry; while within New Zealand’s borders, bookmakers and exchange wagering brings stiff competition for the wagering dollar.

The University of Arizona’s Race Track Industry Program offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

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