

For Immediate Release

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## VICTORIA RACING BOARD MEMBER SPEAKS WITH RTIP STUDENTS VIA SKYPE ABOUT CURRENT ISSUES

**Tucson, AZ** — The Fall 2014 semester left the gate as Greg Nichols, member of the Victoria Racing Board, spoke via Skype to the Race Track Industry students as the first guest speaker of the semester in the Racing Business, Strategies & Global Perspectives class.

Nichols started off by giving a brief resume and then described the governing structure of Australian Thoroughbred racing. His experience stems from being a part of the industry his entire life, holding numerous executive positions and being a race horse owner as well.

Students were able to learn firsthand of the challenges and changes occurring in Australian Racing. Some subjects he touched on included the migration from pari-mutuel wagering to fixed odds wagering, developing a new brand for customer engagement, and consolidation of Victoria's racing media assets. Students also looked at business models of international racing enterprises to see how they differ and how they compare. This will be useful as the students' transition into learning about various international racing jurisdictions and how they operate.

At the conclusion of the lecture, students were able to ask questions and talk longer with Nichols until the end of class.

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### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona 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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