HARNESS RACING IN AUSTRALIA

• 48,000+ people participate
  - 30,000 of these in regional area
  - 19,000 jobs

• $511 million is spent on producing & preparing racing stock
  - 64% in regional areas

• Contributes more than $1.45-billion in value added to GNP

• Supports over 326 community organisations & charities
HARNESS RACING IN AUSTRALIA

- 119 tracks
- 14,861 races
- $111,597,786 in prizemoney
- 11,377 starters
- 11.7 starts per horse
- 9.8 average field size
- 4,116 foals
- World class drug control and integrity measures
AUSTRALIAN WAGERING UPDATE

- 98% of industry income is from wagering
- Harness racing’s national market share is approx. 15%
- Total wagering for 13/14 was AUD$2.4-billion (+3%)
  - TAB turnover is almost AUD$1.7-billion (down marginally)
    - pari-mutuel of AUD$1.29-billion (down 14%)
    - TAB fixed odds betting of AUD$402-million (up 98%)
  - Corporate Bookmaker turnover AUD$527.4-million (up 14%)
  - Betting Exchange (matched bets) of AUD$180-million (steady)
AUSTRALIAN WAGERING UPDATE

• International product exchange growing in importance:
  - exclusive rights rest with Sky Racing (but HRA active)
  - fee and wagering growth each year
  - revenue underpins some State profits

• Some unexpected benefits:
  - industry exposure
  - building a global harness racing community
AUSTRALIAN WAGERING UPDATE

• New Zealand:
  - Import 2740 races @ AUD$27,764 ave. per race
  - Export 12,810 races
  - NZ punters now wager more on Aust. Product than local NZ product

• United States:
  - Import 2999 races:
    ▪ @ AUD$2,731 ave. per race early morning
    ▪ @ AUD$18,498 ave. per race mid-morning
    ▪ two hour expansion trial about to start (1.30pm to 3.30pm)
AUSTRALIAN WAGERING UPDATE

- **Sweden:**
  - Import 302 races @ AUD$11,369 ave. per race

- **France:**
  - Import 675 races @ AUD$10,110 ave. per race
  - Export 50 races (up from 22)
  - Extended coverage via: Monaco, Switzerland, Germany & Austria

- **South Africa:**
  - Export 4336 races
INTERNATIONAL PRODUCT TRENDS

• Industry revenue has grown AUD$2.9-million+ in 3-years:
  ▪ 2012  AUD$4,067,446
  ▪ 2013  AUD$5,589,502
  ▪ 2014  AUD$6,983,568

• Trend should continue with two hour US extension and new export agreement with France

• Increased education and exposure of harness fans with digital access to live streaming of events, formguides & selections for overseas meetings

• Co-mingling opportunities
INTERNATIONAL PRODUCT TRENDS

• Non-wagering benefits:
  ▪ International cross-border breeding interest
  ▪ Imports of racing stock
  ▪ Yearling Sales (both ways)
  ▪ Ownership (both ways)
  ▪ Tourism (both ways)
  ▪ Promotional Opportunities (drivers, trainers & horses)
  ▪ Scholarships and exchange programs
THANK YOU!