Sports Betting Down Under
Answering the ‘Friend or Foe’ Question with a Kiwi Perspective

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● Views and comments are 120% my own

● No relation to any organisation I’m affiliated with

● All information here is public
Where the Heck is Nuu Zeeland?

Population: 4.794 Million
Distance from Tucson to Wellington: 6,994 miles
NZ Sports and Racing Industry

- The New Zealand Racing Board (NZRB) is a statutory body established by the Racing Act of 2003
- NZRB exclusively operate all racing and sports betting in NZ
- Founded in 1951 and have a monopolistic position (in theory)
- NZRB have over 190,000 TAB account holders and a retail network of over 680 outlets, in a country of nearly 5 million people
- Conducts betting on approx. 79,000 domestic/imported thoroughbred, harness and greyhound races each season. Also 36,000 domestic and international sports events
- In-play wagering in sports is legal, but (ironically) not in racing
Betting Market Growth

1 NZD = .68 USD
Racing Turnover and Sports Turnover

74.2%  25.8%

Year | Racing Turnover | Sports Turnover
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2000 | 90.5% | 5.0%
2005 | 87.0% | 9.5%
2010 | 86.0% | 13.0%
2015 | 82.8% | 14.0%
2020 | 80.8% | 17.2%
2025 | 75.6% | 19.6%
Sports Betting in New Zealand

- Introduced by TAB (operated by NZRB) in mid 1996
- NZRB currently has betting arrangements with 34 sporting organizations, as required by law
- These sports are paid a commission (better name than “Integrity”)
- Commission being 5% totalisator turnover plus not less than 1% Fixed Odds turnover and 5% of gross profit
- Paid $9.3 million to sports last FY, up 16.1%
- Nearly 25% of sports betting is on basketball
  - NZ Basketball received nearly $2 million in compensation
- Ban on international wagering operators advertising in NZ, including mainstream media
"Commission" Payments to National Sports Organizations

- 2013: $3.8 Million
- 2014: $5.0 Million
- 2015: $6.0 Million
- 2016: $8.0 Million
- 2017: $9.5 Million
Keys to Success (NZ Specific)

- Integrated delivery with racing and sport “under one roof” – ideal environment to convert/cross sell sports customer to racing
- Includes all technology/data, particularly via mobile platform
- Exposing racing to the sports customer instantly makes racing more relevant – then it’s our job as an industry to attract, retain and turn them into a long term fan
- Easy to understand pricing in comparison to some others, particularly relevant for sports betting with very narrow margins in many betting contests
- Simple fact - if racing is not in the engine room selling sports betting to the populous, someone else will be and in NZ’s case that would have likely been the NZ Lotteries Commission
NZRB Retail Outlets