

## GUIDELINES FOR SETTING THE 19/20 RACING CALENDAR

The development of the racing calendar is a detailed process that involves a large number of sectors in the industry and the consideration of a significant number of varying factors.

Below are the guidelines and principles that assist the New Zealand Racing Board Dates Committee in setting the racing calendar for the 19/20 season.

You'll see in some instances the guidelines clash with one another but overall the committee seek to achieve a fair balance between all of these.

GUIDELINE	RESPONSIBILITY	EXPLANATION
Horse and Greyhound availability	By Code	<ul style="list-style-type: none"> <li>● Ensuring that there are sufficient horses and greyhounds for the licences in each respective code</li> <li>● Ensuring that there are sufficient licences for the available horses and greyhounds in the respective codes.</li> <li>● Taking into account total number of starters in each code from previous seasons.</li> <li>● Taking into account other key indicators – horses registered, foals bred, broodmares pastured, stallions standing, horses exported.</li> </ul>
	By Region	<ul style="list-style-type: none"> <li>● Taking into account total number of starters for each code in each region.</li> <li>● Taking into account previous season's starter numbers at each meeting in the region.</li> <li>● Taking into account seasonal patterns and the number of licences that are sustainable per week in each code and region, based on historical starter numbers.</li> <li>● Taking into account the balance of higher quality and lower quality meetings in the region depending on the types of horses/greyhounds available.</li> </ul>
Maximising Off-Course Gross Profit Contribution	On Domestic	<ul style="list-style-type: none"> <li>● Placing meetings on those dates where they have an opportunity to maximise their gross profit contribution.</li> <li>● Realising that not all meetings can get first preferences for dates, because the below points must also be considered.</li> <li>● Giving priority to those meetings likely to produce the best gross profit contribution on our highest profile dates – Saturdays and Public Holidays.</li> </ul>
	On Overseas	<ul style="list-style-type: none"> <li>● Incorporating major Australian and international carnivals and feature races into the Calendar.</li> </ul>

		<ul style="list-style-type: none"> <li>• Optimum placement of domestic race meetings in order to deliver most popular Australian and selected international product to our customers.</li> <li>• Ability to use Australian and selected international races as a filler in other slots not being occupied by domestic race meetings.</li> </ul>
	By Overseas	<ul style="list-style-type: none"> <li>• Optimum placement of domestic race meetings in order to provide NZ product for betting by overseas jurisdictions with consideration to our performance obligations under the International Marketing Agreement.</li> </ul>
	Industry	<ul style="list-style-type: none"> <li>• Utilising funding arrangements, incentives and fees to provide ideal placement of dates.</li> </ul>
Maximising On-course Participation and Sponsorship Opportunities	Club and / or venue	<ul style="list-style-type: none"> <li>• Taking into account the popularity of particular days, dates and venues for on-course attendance and the subsequent placement of race meetings.</li> <li>• Taking into account racing clubs' ability to attract more sponsorship on particular dates and days of the week in the placement of race meetings.</li> <li>• Placing race meetings close to the centres of human population so race meetings are accessible to the maximum number of people.</li> </ul>
	Industry	<ul style="list-style-type: none"> <li>• Placement of race meetings on dates and at times of the year in order to maximise on-course attendance and turnover e.g. Summer Festival and Christmas at the Races (CATR).</li> </ul>
Minimising Industry Costs	Owner	<ul style="list-style-type: none"> <li>• Placing race meetings close to centres of horse/greyhound population so travel costs are minimised.</li> </ul>
	Racing Board	<ul style="list-style-type: none"> <li>• Recognition of the costs of venue servicing and the impact of the placement or movement of individual racing might have on venue costs.</li> </ul>
Balancing the Interests of Clubs/Codes	Clubs	<ul style="list-style-type: none"> <li>• Awareness of the impact the placement or movement of individual race meetings might have on racing clubs. Managed through submission process and by funding arrangements.</li> </ul>
	Code	<ul style="list-style-type: none"> <li>• Awareness of the impact the placement or movement of individual race meetings might have on the Code Governing Bodies (profile of Code,</li> </ul>

		market share of Code etc). Managed through submission process and by funding arrangements.
Maximising Returns to Owners	Industry	<ul style="list-style-type: none"> <li>• Re-emphasising guidelines above which seek to maximise contribution to the industry.</li> </ul>
	Club	<ul style="list-style-type: none"> <li>• Measuring individual club performance in returning CPP to owners as stakes. Incorporating this into allocation of licences.</li> <li>• Encouraging submissions from regional groupings of clubs. Running more efficient administrations and more logical approach to their local regions flow of race meetings.</li> </ul>
Lifting Profile of Racing Industry	Industry	<ul style="list-style-type: none"> <li>• Ability to generate Industry-wide sponsorships</li> <li>• Raise attractiveness of racing as an entertainment option for general public</li> <li>• Awareness of synergies as well as conflicts with other entertainment events</li> </ul>

PRINCIPLE	EXPLANATION
Right time and place	<p>For maximising:</p> <ul style="list-style-type: none"> <li>• The competitiveness of racing as an entertainment product (against other entertainment options eg. rugby, theatre, concerts etc)</li> <li>• The industry's ability to attract new participants (particularly through promoting the on-course excitement of racing)</li> <li>• Industry revenue and profitability;</li> <li>• Synergies with other events (eg. World Cups, international rugby tours, Super Rugby games, concerts etc)</li> <li>• Availability/steady stream of racing product for the purpose of maximising revenue from existing wagering customers</li> <li>• Appeal to potential sponsors, including potential nationwide sponsors</li> <li>• The regional, national and international exposure and financial benefit, (on and off course) from the development of "branded" events through the timing of the "branded" events such as cup carnivals, CATR and Interislander Summer Festival</li> </ul>
Mix of product	Ensuring an appropriate mix of product (i.e. balancing priorities of the three codes, plus appropriate mix of domestic vs international racing)
Export opportunities	Ensuring the export opportunities for the New Zealand racing industry and import obligations outlined in the International Marketing Agreements are optimised
Breeding and retention	Encourage increased breeding, retention of animals in New Zealand, and raceday participation (i.e. not trials)
Dates and venue strategies	Consider, and where possible seek to accommodate, known code/industry medium and long-term dates and venues strategies including "jumps racing" for Thoroughbred racing

With the introduction of NZRB's Optimise the Calendar project the Dates Committee also use following principles in the design of the racing calendar. These were first applied in 17/18 and are in the draft for 19/20.

PRINCIPLE	EXPLANATION
Clean Up Sunday	Limit domestic meetings on a Sunday to two equine and one greyhound, to reduce congested domestic racing
Sunday Greyhound	Early start time to maximise import opportunity between 4-6pm
Monday Greyhound	Later start time to improve overall day performance
Tuesday Greyhound	Later start time for second meeting to improve overall day performance
3 x Thoroughbred Saturday Reduction	Maximum of two thoroughbred meetings on Saturday to maximise domestic and international opportunities
Saturday Harness	Saturday harness meeting on TAB Trackside 2, creating domestic harness product specifically for harness customers
Christmas/New Year	Take advantage of traditionally quiet week before Christmas; improved management of horse numbers in regions during this congested period of the year; reduce servicing costs; Introduce three day gaps for South Island thoroughbreds; reduce gaps between Canterbury harness meetings
Friday Night Harness	Maximise opportunities for both premier clubs to run on Fridays
Dual Code meetings	Maximise where possible to reduce servicing costs