



**Tabcorp
park**



**International
Product Update
10 December 2014**

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!