



# **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 Zealand?



You are  
here

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

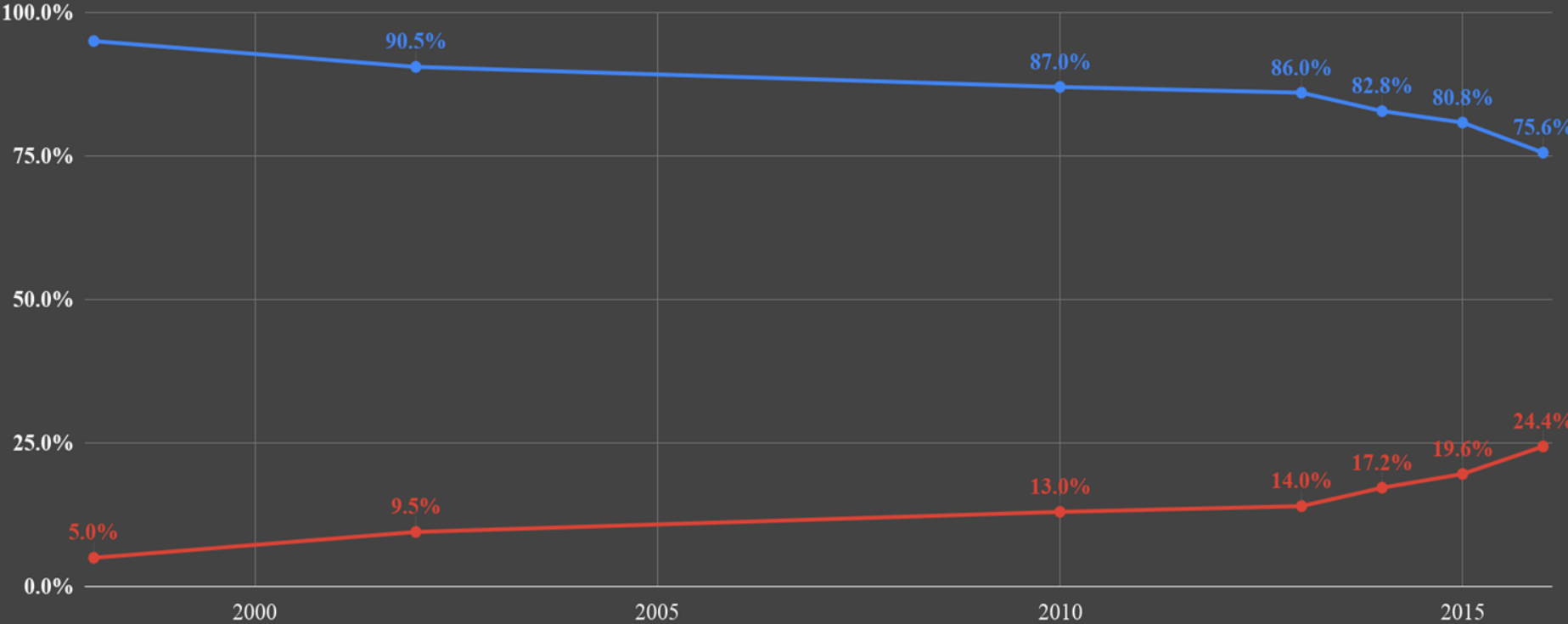
1 NZD = .68 USD

● Racing Turnover ● Sports Turnover ● Total Betting Turnover



# Racing Turnover and Sports Turnover

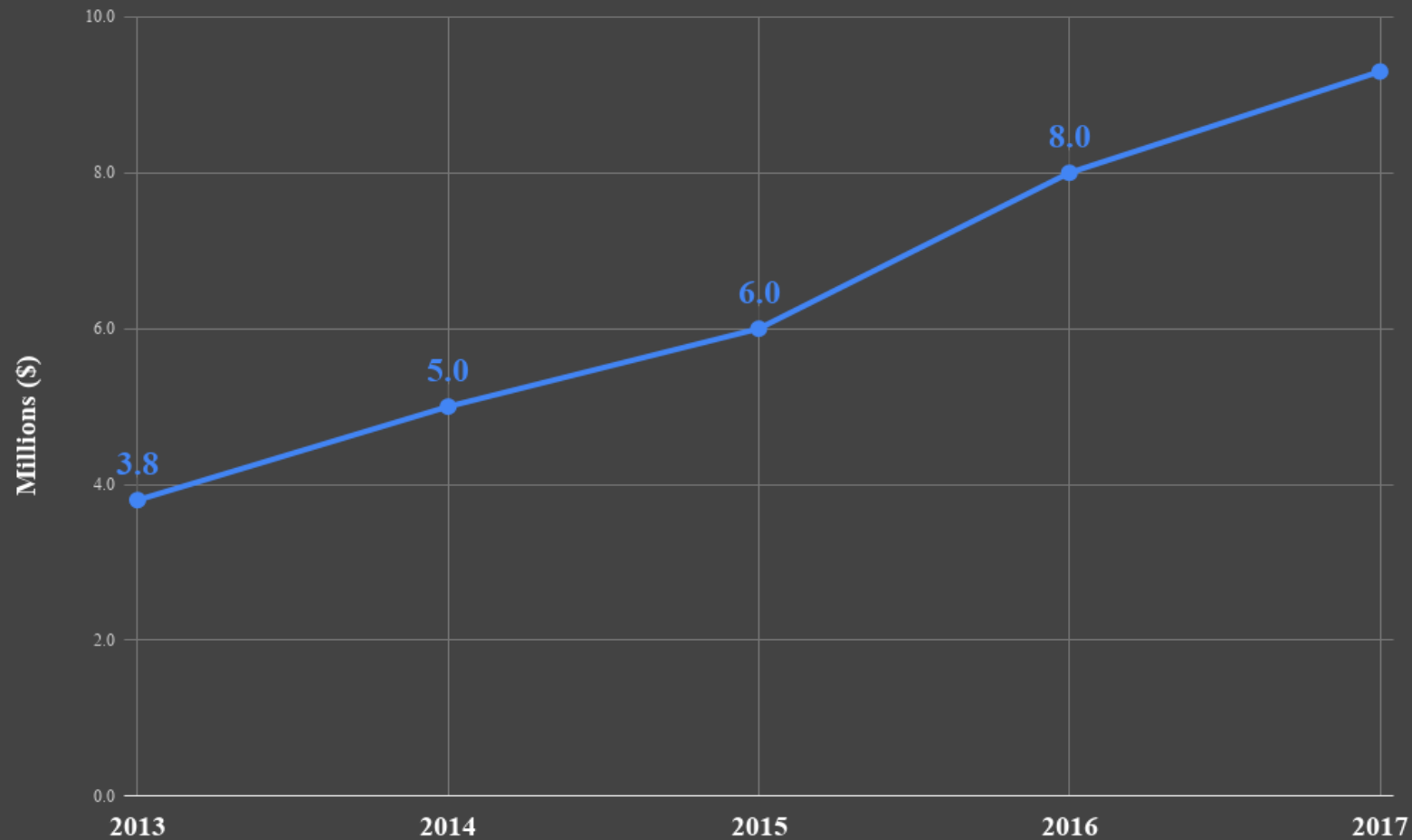
● 74.2% ● 25.8%



# 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





# 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



Home

Racing

Racing Multi

Sports

Sports Multi

Punters Lounge

My TAB

News Alert

The Shark sinks his teeth into the opening day of New Zealand Cup and Show Week at Riccarton with picks in every race

More info &gt;

LISTED - THOROUGHBRED  
2018LEGACY  
LODGE SPRINTTE RAPA RACES  
TODAY 2:38PM

## Next TV Races

🏇	M6	R5	Riccarton Park	FF DBL	PL6	🕒	
🏇	M13	R1	Geelong	FF	QAD	🕒	6m
🏇	M11	R2	Rosehill	FF	QAD	🕒	10m
🏇	M2	R5	Te Rapa	FF DBL	QAD	🕒	13m
🏇	M14	R1	Sunshine Coast	FF DBL		🕒	17m
🏇	M10	R3	Goulburn	FF DBL		🕒	21m
🏇	M12	R2	Flemington	FF	QAD	🕒	25m
🏇	M17	R1	Newcastle	FF	QAD	🕒	29m
🏇	M18	R3	Gold Coast	FF	QAD	🕒	33m
🏇	M6	R6	Riccarton Park	FF		🕒	35m

All Today's Racing

Racing Results

## Next Sports

Rugby Union	Tonga M v Papua New Guinea M	5m
Golf	Blue Bay LPGA	35m
Basketball	Denver v Brooklyn	45m
Ice Hockey	Anaheim v Minnesota	1h 35m
Football	Atlas v Pachuca	1h 35m

All Today's Sports

Sports Results

Live betting