

SIZE & SCOPE OF THE

NEW ZEALAND RACING INDUSTRY

PREPARED BY IER / JANUARY 2024



FOCUSED THINKING

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KEY FINDINGS

THE NEW ZEALAND RACING INDUSTRY WAS **RESPONSIBLE FOR GENERATING CLOSE TO \$1.9 BILLION IN VALUE-ADDED CONTRIBUTION** TO THE NEW ZEALAND ECONOMY – **72.8% OF WHICH DIRECTLY BENEFITS THE NORTH ISLAND.**

DIRECT SPENDING IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Total Direct Expenditure ¹	\$968.4m	\$303.2m	\$114.1m	\$1,385.6m

ECONOMIC IMPACTS

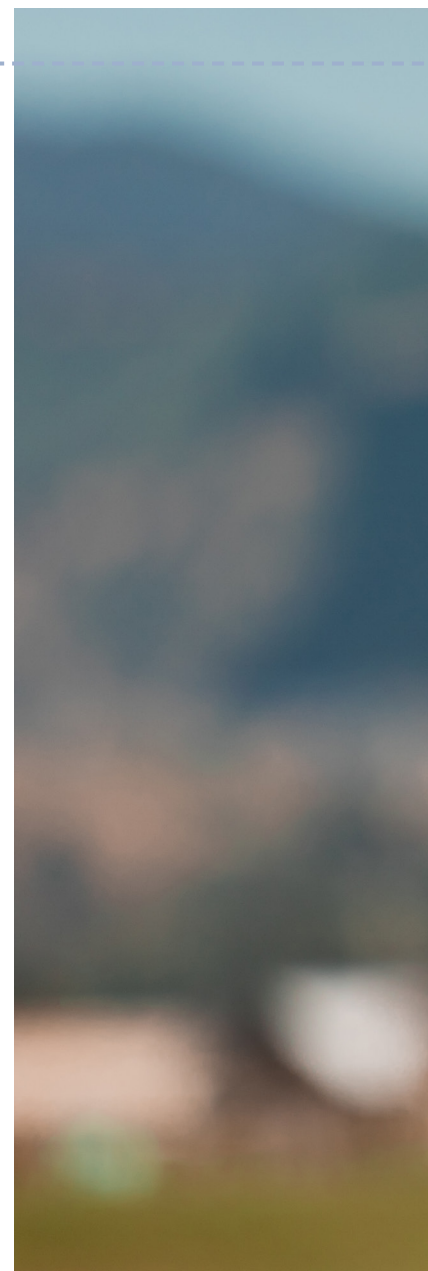
	Thoroughbred	Harness	Greyhound	TOTAL
Total Value Added ²	\$1,302.4m	\$414.5m	\$159.2m	\$1,876.1m
% of Industry Value Added	69.4%	22.1%	8.5%	
Total Household Income ³	\$608.1m	\$198.1m	\$71.4m	\$877.6m
Total FTE Employment	9,496	3,083	1,054	13,632

¹ Direct expenditure is defined as expenditure associated with producing foals and pups (breeding & rearing), preparing racing horses and greyhounds (training), racing customer expenditure and expenditure by TAB NZ, the three codes of racing and racing clubs on operating the industry. Direct expenditure is counted at the point at which it leaves the racing industry and reaches the broader economy. ² Value-added contribution is defined as the value of sales less the value of inputs used in production, i.e. it is equal to the income (wages, salaries and profits) generated in production. ³ Household Income is defined as being wages and salaries (before tax) earned from employment generated by the racing industry.

In 2022/23, the New Zealand Racing industry generated total direct spending of \$1,385.6 million. This expenditure was responsible for creating a direct value-added impact (in terms of wages, salaries and profits) of \$713.8 million. However, the flow-on effects linked to this expenditure increase the size of the industry's value-added contribution to almost \$1.9 billion.

More than 72% of the total value-added impact occurred on the North Island of New Zealand, with the Waikato (26.9%) and Auckland (25.4%) regions representing the largest regional areas of racing from an economic impact perspective.

The economic output generated by the New Zealand racing industry was directly responsible for sustaining 13,632 full-time equivalent jobs across the nation. This total represents the employment sustained within the industry, as well as the employment that is sustained in supply industries who meet the demand created by racing industry activity.





OF THE 13,632 FTE JOBS SUSTAINED BY THE NEW ZEALAND RACING INDUSTRY AROUND **39% ARE THE DIRECT RESULT OF THE RACING INDUSTRY ACTIVITY** WHILST THE REMAINDER ARE IN DOWN-THE-LINE INDUSTRIES THAT **PRODUCE AND SUPPLY GOODS AND SERVICES** TO SUPPORT RACING IN NEW ZEALAND.

In 2022/23, close to 639,100 attendances were recorded at thoroughbred, harness and greyhound race meetings in New Zealand. More than 28% of these attendances were made in the West Coast & Canterbury region – with harness racing a particularly strong driver of attendance. Race meetings in the Auckland (24.2%) and Taranaki/Manawatu-Wanganui (13.4%) regions recorded the next highest level of attendance.

Participants are the lifeblood of the racing industry. They provide the investment, time, skills and passion that underpins horse and greyhound racing in the nation. In total, there are in excess of 40,600 roles occupied in the New Zealand racing industry as employees, participants or volunteers. Many of these people enjoy gainful employment of their specific skillset where they may find limited opportunities otherwise - particularly in the breeding and training/ racing related disciplines. Furthermore, many participants hold more than one role within the industry.

The industry is also supported by more than 5,200 people who volunteer their time and resources. For many of these people, local racing clubs are an important part of their community and provide valuable opportunities to provide opportunities to stay active and engage with their community.

THERE ARE **MORE THAN 18 RACE MEETINGS** HELD IN NEW ZEALAND EVERY WEEK PROVIDING **LIVE ENTERTAINMENT TO MORE THAN 639,000 ATTENDEES**

AT A GLANCE

RACING ACTIVITY

92 Racing Clubs

THOROUGHBRED 49
HARNESS 37
GREYHOUND 6

950 TAB Race Meetings

THOROUGHBRED 287
HARNESS 242
GREYHOUND 421

9,622 Total Races

THOROUGHBRED 2,404
HARNESS 2,298
GREYHOUND 4,920

639,091 Attendances

THOROUGHBRED 491,661
HARNESS 139,730
GREYHOUND 7,700

4,848 Live Foals/ Pups Bred

THOROUGHBRED 2,972
HARNESS 1,405
GREYHOUND 471

10,232 Horses and Greyhounds in Training

THOROUGHBRED 5,732
HARNESS 2,852
GREYHOUND 1,648





AT A GLANCE

THE PEOPLE

2,859 Breeders

THOROUGHBRED 1,207
HARNESS 1,615
GREYHOUND 37

17,593 Owners

THOROUGHBRED 12,081
HARNESS 4,774
GREYHOUND 738

1,482 Trainers

THOROUGHBRED 845
HARNESS 506
GREYHOUND 131

4,345 Racing Club
& Industry Staff

THOROUGHBRED 2,729
HARNESS 1,422
GREYHOUND 194

8,502 Staff employed by
participants

THOROUGHBRED 4,542
HARNESS 3,870
GREYHOUND 90

634 Jockeys & Drivers

THOROUGHBRED 218
HARNESS 416

5,268 Volunteers

THOROUGHBRED 2,673
HARNESS 2,357
GREYHOUND 238

INTRODUCTION

IN JULY 2023, **RACING NEW ZEALAND AND TAB NEW ZEALAND** COMMISSIONED A STUDY INTO THE **SIZE AND SCOPE OF THE THREE CODES OF RACING IN NEW ZEALAND. RACING NEW ZEALAND IS A CONSULTATIVE FORUM FOR THE THREE RACING CODES IN ZEALAND.** THIS STUDY REPRESENTS AN **UPDATE TO THE PREVIOUS REPORT COMPLETED IN 2017 AND IS BASED ON RACING INDUSTRY DATA FROM THE 2022-23 RACING SEASON.**

PURPOSE OF THE STUDY

This study aims to quantify the economic, employment and social contribution that the New Zealand racing industry generates. The report focuses on national impacts as well as looking at specific outcomes for regional areas. The key focus of the study is to investigate the following outcomes attributable to the racing industry:

- + The full-time equivalent employment generated by racing industry activities in New Zealand
- + The number of participants (i.e. trainers, breeders etc.) in the industry
- + The total direct expenditure contribution that the industry makes, in its current form, to the New Zealand economy
- + The value-added contribution that the industry makes to the New Zealand economy
- + The social and community importance of thoroughbred, harness and greyhound racing – particularly in regional parts of the country

STUDY METHODOLOGY

In assessing the size and scope of the racing industry, the study takes into account a number of the traditional measures adopted by the racing industry (such as breeding and training activities, attendance and wagering) as well as calculating a number of economic measures. For the purpose of this study, the racing industry is defined as covering the full spectrum of activities associated with the conduct of thoroughbred,

harness and greyhound racing in New Zealand. From an economic impact perspective, it is the expenditure that the racing industry makes externally (on goods & services) that constitutes the direct spending impact generated by the racing industry.

The data that underpins this study has been gathered from a number of sources. These are outlined below:

- + The three code principal authorities (thoroughbred, harness and greyhound) provided data related to racing activities and participants
- + Racing clubs provided financial data as well as data relating to their club and raceday operations
- + IER also interviewed a number of breeders, trainers and owners in order to build a profile of the cost of production and preparation of racing horses and greyhounds.

Throughout the report, data has been presented at a national and regional level. The regional level analysis is based on ten key regional areas taken from the NZ Post geographic structure.

It is important to note that whilst this report builds on the study that was completed in 2017 (using data from 2016-17), direct comparisons should be made with caution for the following reasons:

- 1 Over the last 10 years, there has been significant improvements made in record keeping across various parts of the industry, which has meant less reliance on considered estimates – this is particularly relevant when considering attendances
- 2 The macroeconomic climate is markedly different in 2022-23 when compared to 2016-17

ECONOMIC METHODOLOGY

The development of an economic model of the New Zealand racing industry requires a strong understanding of the internal and external flows of money. Through the model, duplicate expenditures have been identified within this monetary framework and excluded from the total expenditure calculations. In this regard, the key is to identify the final expenditures - ensuring not to count the same expenditures as they flow between internal racing industry transactions.

This study measures the economic contribution made by racing industry in New Zealand. The final expenditure profile of the racing industry is based on the following key inputs:

- + production (breeding related activities) of racing horses and greyhounds – the expenditure generated by the breeding sector in maintaining breeding animals and producing foals and pups.
- + preparation (training related activities) of

- racing horses and greyhounds for racing – the expenditure by owners and trainers on training services as well as other non-training related expenses such as major veterinary, transport etc.
- + racing club and industry expenditure – the expenditure generated by racing clubs and peak bodies in New Zealand on running their operations, businesses and events.
- + Government share of net wagering revenue – the net wagering revenues that flow to the Government (through wagering taxes).
- + racing customer off-track expenditure – expenditure made by racegoers, off-track, as part of their attendance at the races.

The economic model used within this study follows three key steps:

- 1 **Gathering Industry Expenditure** This has been explained in more detail previously; however, this is the most important step as a failure to accurately calculate the expenditure profile of the industry only leads to a multiplication of this error throughout the latter parts of the economic methodology.
- 2 **Categorisation of industry expenditure into ANZSIC classifications** The 'racing industry' does not exist within the Australian and New Zealand Standard Industry Classification (ANZSIC) structure. For modelling purposes, it is necessary to allocate direct expenditures to the

appropriate industry sectors using ANZSIC06 codes as defined by Statistics NZ. Racing Industry expenditure is widely spread to services purchased throughout the whole economy. Whilst "recreation services" is the dominant sector, there are significant purchases from agriculture, from business services, from property services and so on.

- 3 **Economic modelling** IER has utilised an input-output methodology for the calculation of economic impacts associated with the racing industry in New Zealand. The input-output model provides direct and indirect impacts in relation to value-added, income and employment. Specifically, the input-output model is a derivation of the publicly available input-output table that is produced by Statistics NZ. Manipulation by IER's economist ensures that the input-output table is useful for the purposes of this study.

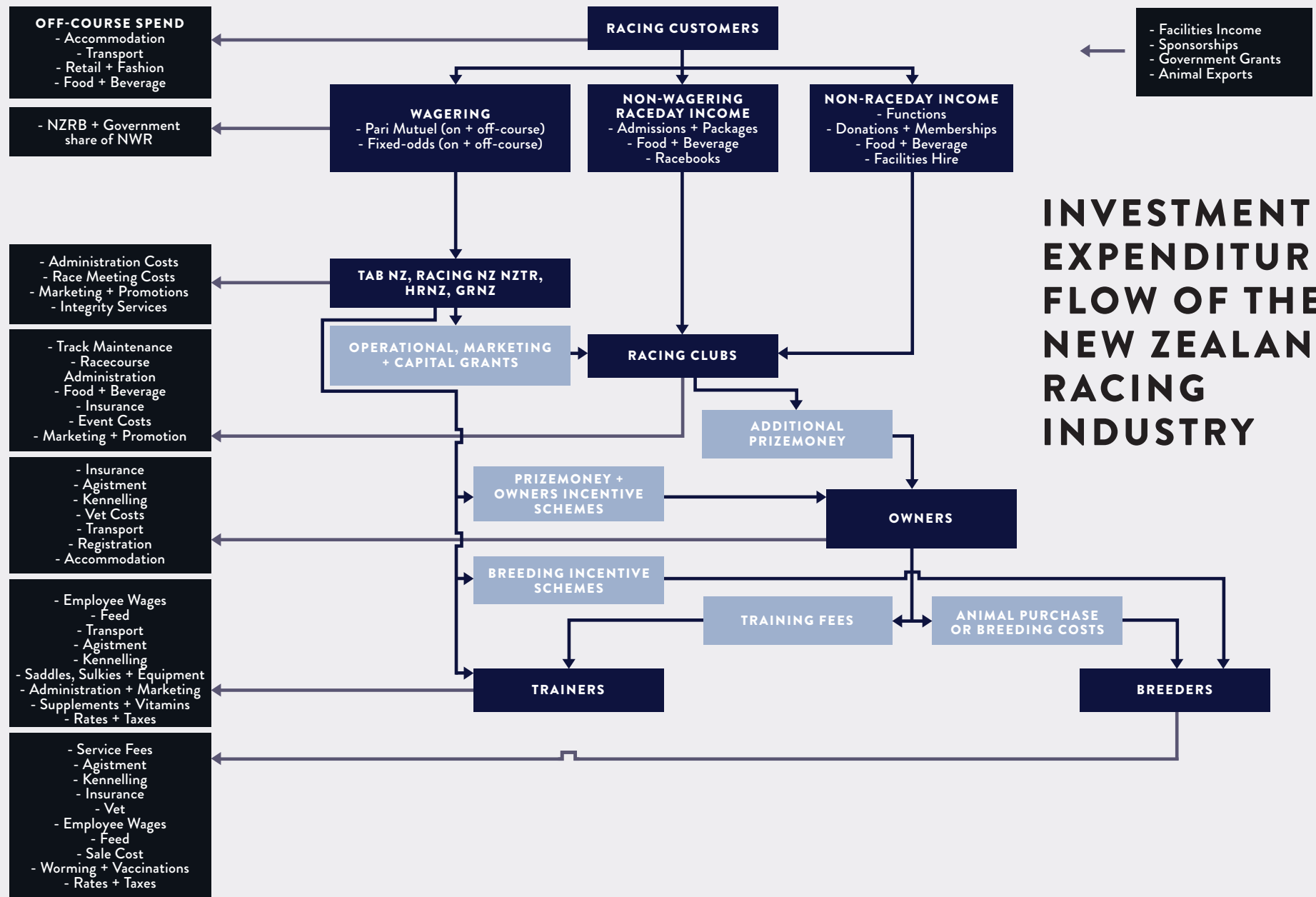
In some regions, the report illustrates racing and economic activity despite the fact that one or more codes do not race in that region. This is generally as a result of participation (i.e. ownership) and wagering occurring in those regions.

Please note: some tables in this report may not add up due to rounding.



EXTERNAL EXPENDITURE ←

← INTERNAL INVESTMENTS



INVESTMENT & EXPENDITURE FLOW OF THE NEW ZEALAND RACING INDUSTRY

DIRECT SPENDING BY THE NEW ZEALAND RACING INDUSTRY

The calculation of economic impacts, as identified in this study, is predicated on determining the extent to which the New Zealand racing industry contributes to the national economy. This is achieved by identifying the value of direct (or final) expenditures as well as the subsequent direct and indirect flow-on impacts on the economy.

In 2022/23, the New Zealand racing industry generated close to \$1.4 billion in direct expenditure. The calculation of direct expenditure is based on the final expenditures of the racing industry – or put another way – the point at which the expenditure leaves the internal racing industry and hits the broader economy. For instance, a raceday attendee who spends money at the bar is generating expenditure within the racing industry. However, this expenditure is used by the racing club to fund its operations and it is at this level where final expenditures are captured (i.e. the customer funds the racing club's expenditure on wages, advertising and operations).

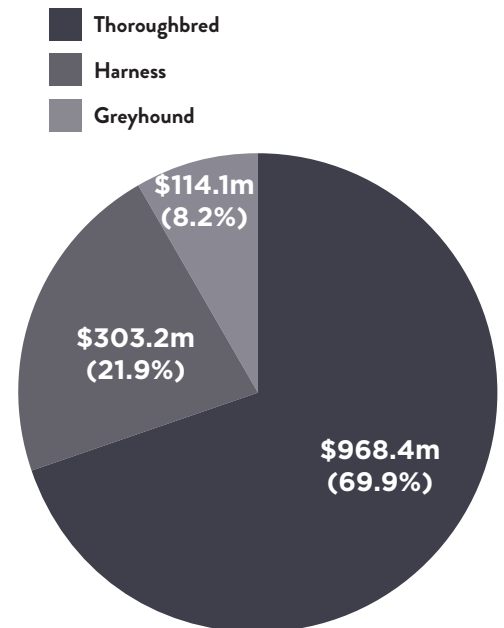
Thoroughbred racing is responsible for generating nearly 70% of total industry expenditure - more than 85% of which was in the North Island of New Zealand. The largest region was Waikato, which generated more than \$401m in direct expenditure.

Harness racing is responsible for generating 22% of total industry expenditure - more than 62% of which was in the South Island of New Zealand. The largest region was West Coast & Canterbury which generated close to \$137m in direct expenditure.

Greyhound racing is responsible for generating 8% of total industry expenditure - more than 63% of which was in the North Island of New Zealand. The largest region was West Coast & Canterbury which generated over \$33m.

THE NEW ZEALAND RACING INDUSTRY IS RESPONSIBLE FOR **GENERATING CLOSE TO \$1.4 BILLION IN EXPENDITURE IN NEW ZEALAND. CLOSE TO THREE-QUARTERS OF THIS EXPENDITURE WAS GENERATED IN THE NORTH ISLAND.**

DIRECT SPENDING BY CODE (\$MIL)



The breakdown of final expenditures is outlined below:

Sources of Final Expenditure	Funded by	Amount	% of Final Expenditure
Preparation of racing horses and greyhounds (Training)	+ Private investment + Prizemoney + Industry bonuses & incentives	\$411.9m	29.7%
Production of racing horses and greyhounds (Breeding)	+ Private investment + Service fees revenue + Industry bonuses & incentives	\$380.6m	27.5%
Racing Club & Industry Expenditure	+ Wagering product fees + Raceday revenues + Sponsorship & Membership + Gaming revenue + Nominations	\$525.6m	37.9%
Wagering Tax	+ Taxation on wagering revenue generated by New Zealand racing product	\$38.5m	2.8%
Racing customer expenditure off-course	+ Private investment	\$29.1m	2.1%
TOTAL		\$1,385.6m	



ECONOMIC CONTRIBUTION OF THE INDUSTRY

The New Zealand Racing Industry is responsible for generating a real gross value-added contribution of \$1,876.1 million for the New Zealand economy. Real gross value-added is the generally accepted measure of the value of production from economic activity. It is the sum of value-added by all industries in a region (in this case, regions of New Zealand). In any period of time, the value-added contribution in an industry equates to the value of sales less the value of inputs used in production. This means value-added is equal to the income (wages, salaries and profits) generated in the course of production.

The real gross value-added calculation uses constant prices (prices in a selected year), hence it does not allow for general price level changes (inflation). Also, the calculation makes no allowance for capital used in production (depreciation).

Generally, the level of economic activity will not always proportionally follow the final expenditures, as regional areas generally have higher import penetrations than more populated regions. As such, the model takes into consideration these leakages between regions.

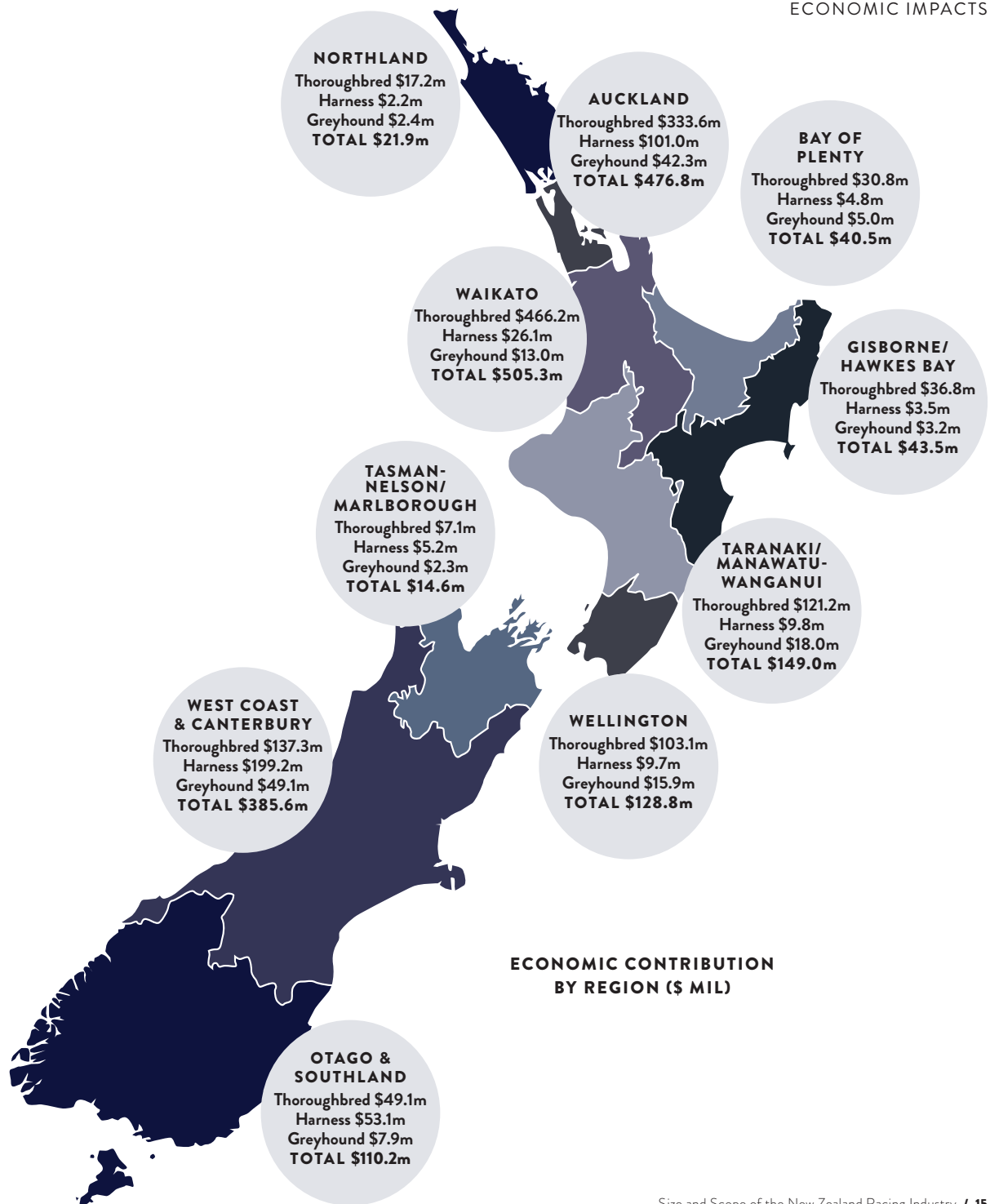
When considering the value-added contribution of \$1,876.1 million generated by the New Zealand racing industry, it is important to note that it is made up of:

+ Direct Value-added (\$713.8 million) - this represents the amount of income included in the direct in-scope expenditure. It is the amount of gross wages and salaries in the racing industry and the direct provision of services to racing activity, plus the gross operating surplus (profits, interest payment and direct taxes) directly created in supply these services and product. This is also equal to the direct in-scope expenditure less the purchases that the provider of the goods and services makes in providing the goods and services (both supplied from within the region, as well as externally (i.e. imported).

+ Indirect (Induced) Value-added (\$1,162.3 million) - represents the value-added activity (wages, salaries and gross operating surplus) generated to support the purchases made in providing the inputs to the providers of the direct services, along with the value-added impact in providing households with goods and services as they spend their wages, and the trickle on effect of this.

The direct value-added impacts are calculated using the ratios within each of the relevant ANZSIC Industry classification sectors identified within the input-output table. The calculation of the indirect (induced) effects, which are allocated to the industry in which the impact occurs, is undertaken by running an impact assessment, and tracing the whole of economy effect of the expenditure patterns linked to the racing industry.





EMPLOYMENT & SUPPLY



TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	1,207	1,615	37	2,859
Owners	12,081	4,774	738	17,593
Trainers	845	506	131	1,482
Racing Club & Industry Staff	2,729	1,422	194	4,345
Staff employed by participants	4,542	3,870	90	8,502
Jockeys & Drivers	218	416	-	634
Volunteers	2,673	2,357	238	5,268
TOTAL	24,295	14,960	1,428	40,683

PARTICIPANTS IN THE NEW ZEALAND RACING INDUSTRY

The concept of 'participation in racing' is broader than simply considering those employed in the industry. Participants include employees, trainers, breeders, owners and volunteers who have varying levels of engagement, from occasional to full-time.

Participants are the lifeblood of the racing industry. For the majority of participants, involvement is part business and part hobby. Passion drives many to pursue the challenges and opportunities available in the racing industry. For some participants however, the racing industry is their livelihood - their occupation.

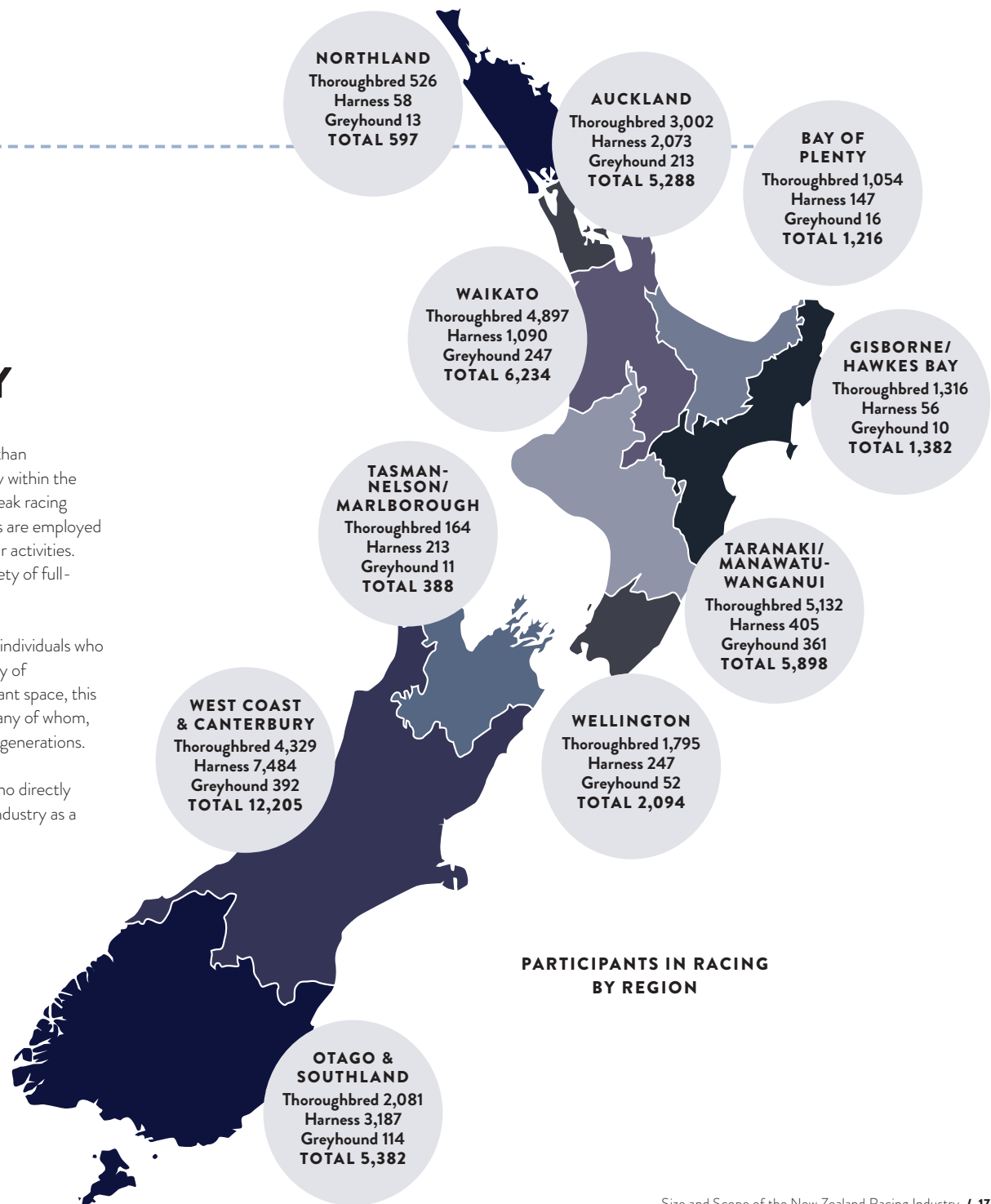
Many of these people find gainful employment of their specific skillset where they may find it difficult otherwise. This is especially true in relation to the trainers, breeders and those skilled in preparing or caring for racing horses and greyhounds. Additionally, there are many supply businesses for whom the racing industry provides a unique market for which to sell their goods or services.

Nearly 22,000 breeders, owners and trainers provide the capital and the skills to produce and prepare racehorses and greyhounds for racing. These participants drive a chain of activity which leads to the production of a racing product that is consumed by audiences on most days of the year.

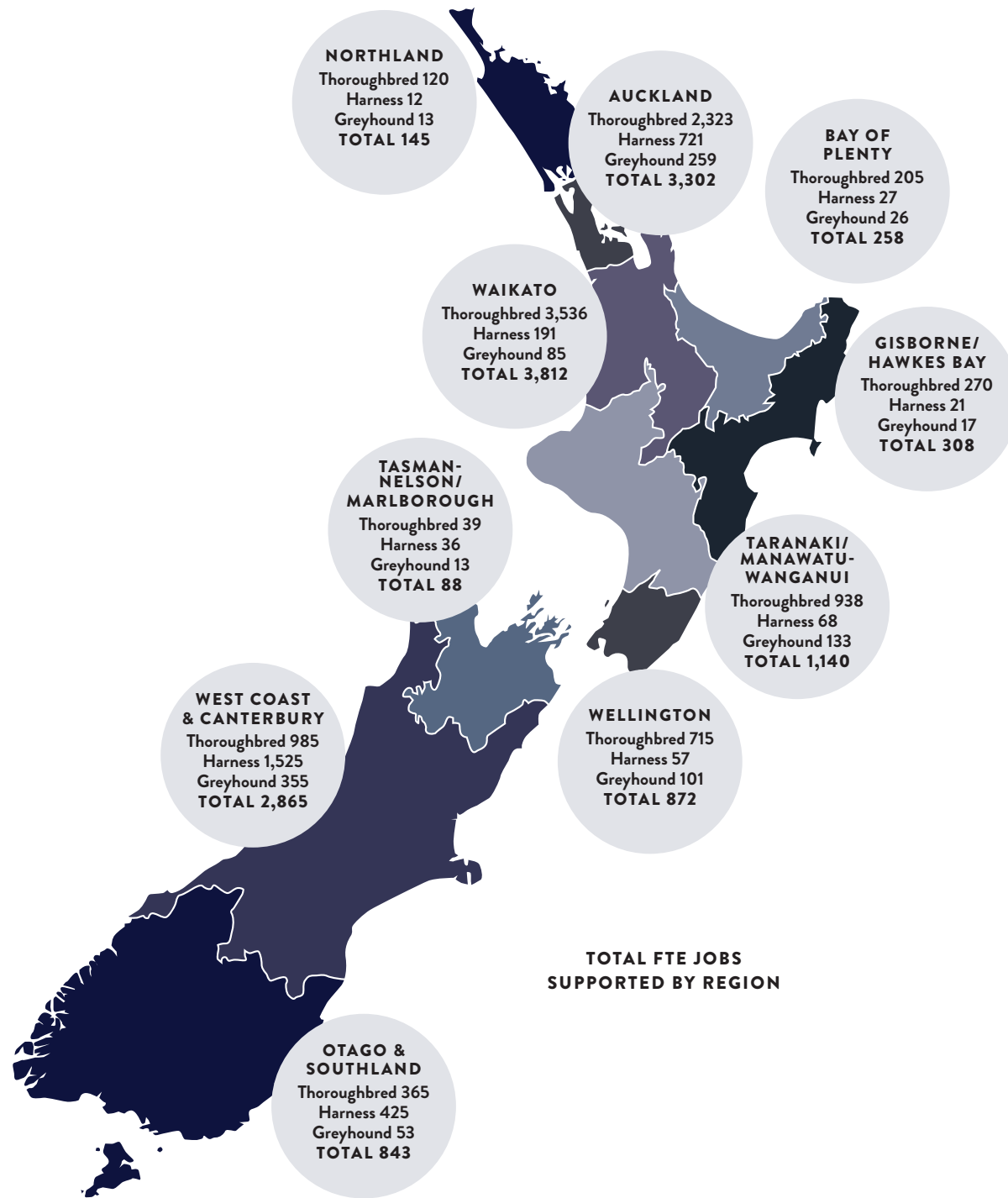
In addition to these participants, more than 4,300 individuals are employed directly within the racing industry, within racing clubs or peak racing associations. A further 8,502 individuals are employed by breeders and trainers to assist in their activities. These individuals are employed in a variety of full-time, part-time and casual positions.

Finally, there are approximately 5,300 individuals who volunteer their time and skills in a variety of roles within the industry. In the participant space, this often includes family members - for many of whom, this family connection goes back many generations.

In total, there are 40,683 individuals who directly participate in the New Zealand racing industry as a participant, employee or volunteer.



PARTICIPANTS IN RACING BY REGION



EMPLOYMENT GENERATED BY RACING IN NEW ZEALAND

In 2022/23, the economic activity generated by the New Zealand racing industry directly sustained 5,322 full-time equivalent positions in New Zealand.

In addition to the direct employment impact, the activities of the New Zealand racing industry also help to sustain a further 8,311 FTE jobs in support industries. Therefore, the total direct and indirect employment impact generated by the New Zealand racing industry was 13,632 FTE jobs.

The FTE positions that are sustained by the New Zealand racing industry resulted in close to \$877.7 million in wages and salaries for the people employed directly within the industry as well as those employed in down the-line industries that receive increased demand as a result of racing activity.

Some examples of the other industries that are stimulated by racing include; veterinary, feed, retail, tourism, accommodation, transport, manufacturing and construction.



THE SUPPLIER NETWORK

The New Zealand racing industry is supported by a large supplier network in a mutually beneficial way. For many suppliers of goods and services, a strong racing industry forms an important part of the critical mass of their client base. Many offer specific skills, and customised products that are relevant only to this industry. The supplier network broadly contains those providing a direct service or product to the industry as well as those down-the-line businesses who provide the raw materials and manufacturing that drive the products on offer.



CASE STUDY

PETER HENLEY RETIRES AFTER 50 YEARS OF GREYHOUND RACING

Peter Henley, one of the industry's great trainers and whose name is synonymous with the sport of greyhound racing has called it a day after a tenure of over five decades in the industry. Interestingly, Henley's involvement in the role was something that happened by accident.

Henley and his late wife's journey into greyhound racing began when their children began playing with their neighbour's dogs over 50 years ago. "Our neighbour, greyhound trainer Jock Walsh, always had pups. There was one pup who always used to follow the kids home and that's how it started," Henley stated. He became fascinated by their intelligence and intuition which would lead to adopting that pup from next door, giving it the name Rise And Shine. That pup that was adopted became the first of many greyhounds trained by Henley and his late wife Lois. Rise And Shine in addition to being the Henley family pet, would go on to win 35 races, including the 1975 New Zealand Championship.

The Henley name has been closely related to the breeding and training of successful dogs, as well as his most notable achievement, winning the Auckland Trainers' Premiership in 1979 with the help of Lois. The Henley duo were involved in not just the racing but also became active in the administration side of greyhound racing when he became the Waikato

Greyhound Racing Club president. Meanwhile, his wife Lois became a pioneer and advocate for animal welfare in the sport's early days being on the Greyhound Racing New Zealand board and notably becoming the secretary of the Waikato Greyhound Racing Club.

Reflecting on his and his late wife's impact on the greyhound industry, Henley stated, "In the early times, animal welfare wasn't as much of a focus. The progress made in this area over the years has been great to see, and Lois was one of the early instigators."

Now, at the age of 81, Henley plans to focus on his other passion, pigeon breeding. He has already achieved some success in pigeon breeding, winning titles at the National Poultry and Pigeon Show. Despite his retirement, Henley expresses his appreciation for the sport and the friends he has made along the way, as well as acknowledging the efforts of those who contributed to the growth of the greyhound racing industry.



RACING'S PARTICIPANTS AND ANIMALS



THE BREEDING INDUSTRY

NUMBER OF BREEDERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	35	11	0	46
Auckland	170	218	5	393
Waikato	325	118	5	448
Bay of Plenty	49	19	0	68
Gisborne/Hawkes Bay	74	10	0	84
Taranaki/Manawatu-Wanganui	256	29	8	293
Wellington	71	32	0	103
North Island	980	437	18	1,435
Tasman-Nelson/Marlborough	9	18	0	27
West Coast & Canterbury	151	791	18	960
Otago & Southland	67	369	1	437
South Island	227	1,178	19	1,424
TOTAL	1,207	1,615	37	2,859

IN TOTAL, PARTICIPANTS FILL **MORE THAN 17,200 ROLES WHICH** PROVIDE THE BREEDING AND TRAINING SKILLS THAT **HELP TO KEEP THE INDUSTRY FUNCTIONING.** WHEN REGISTERED OWNERS ARE INCLUDED, THIS NUMBER RISES TO **JUST UNDER 35,000 DIRECTLY INVOLVED** IN PRODUCING AND PREPARING RACEHORSES AND GREYHOUNDS FOR RACING.

NUMBER OF BREEDERS STAFF

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	64	20	0	85
Auckland	312	403	2	717
Waikato	597	218	2	817
Bay of Plenty	90	35	0	125
Gisborne/Hawkes Bay	136	18	0	154
Taranaki/Manawatu-Wanganui	470	54	2	526
Wellington	130	59	0	190
North Island	1,800	808	5	2,613
Tasman-Nelson/Marlborough	17	33	0	50
West Coast & Canterbury	277	1,462	5	1,745
Otago & Southland	123	682	0	805
South Island	417	2,177	6	2,600
TOTAL	2,217	2,985	11	5,213

The breeding sector provides and replenishes the racing horses and greyhounds for the New Zealand racing industry. There are 2,859 registered breeders in New Zealand across the three codes of racing. At the top end of the breeding sector, large stud farms employ many staff and produce large numbers of foals each year. At the other end of the scale, there are a large number of hobby breeders also producing foals and pups which are integral to the sport.

Breeders include those whose core activity is to manage the breeding process as well as those whose involvement is as an investor (through part ownership of a broodmare, broodbitch, or sire).

Breeders derive the majority of their income from service fees and the public and private sale of their stock. In the thoroughbred and standardbred sectors, fees are also charged for maintaining the mare and foal through the gestation period, as well as weaning fees. This particular sector of the industry has great potential to generate economic impacts for the region, as breeders often sell their stock to out-of-region and overseas buyers – generating export revenue for New Zealand. A strong racing industry is an important pre-cursor for a strong breeding sector.

NUMBER OF VOLUNTEERS SUPPORTING BREEDERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	37	8	0	45
Auckland	177	166	7	349
Waikato	339	90	7	435
Bay of Plenty	51	14	0	66
Gisborne/Hawkes Bay	77	8	0	85
Taranaki/Manawatu-Wanganui	267	22	10	300
Wellington	74	24	0	98
North Island	1,023	332	23	1,378
Tasman-Nelson/Marlborough	9	14	0	23
West Coast & Canterbury	158	601	23	782
Otago & Southland	70	280	1	351
South Island	237	895	25	1,156
TOTAL	1,259	1,227	48	2,534





THERE ARE **MORE THAN 2,800 INDIVIDUALS** WHO EITHER **BREED, OR HAVE AN OWNERSHIP INTEREST** IN A BROODMARE, BROODBITCH, STALLION OR SIRE. THEY ARE **SUPPORTED BY MORE THAN 5,200 EMPLOYEES AND 2,500 VOLUNTEERS** – MEANING THAT THE INDUSTRY IS SUPPORTED BY **MORE THAN 10,600 ROLES DIRECTLY INVOLVED IN BREEDING ACTIVITIES ACROSS THE THREE CODES.**

PRODUCING RACING ANIMALS

NUMBER OF STALLIONS/SIRES

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	0	1	0	1
Auckland	13	20	0	33
Waikato	44	0	2	46
Bay of Plenty	3	0	0	3
Gisborne/Hawkes Bay	6	0	0	6
Taranaki/Manawatu-Wanganui	10	1	2	13
Wellington	2	1	0	3
North Island	78	23	4	105
Tasman-Nelson/Marlborough	0	0	0	0
West Coast & Canterbury	9	31	5	45
Otago & Southland	7	6	1	14
South Island	16	37	6	59
TOTAL	94	60	10	164

NUMBER OF BROODMARES/BITCHES COVERED

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	0	3	0	3
Auckland	644	359	6	1,009
Waikato	2,900	102	7	3,009
Bay of Plenty	3	14	0	17
Gisborne/Hawkes Bay	60	5	0	65
Taranaki/Manawatu-Wanganui	268	25	14	307
Wellington	208	23	0	231
North Island	4,083	531	27	4,641
Tasman-Nelson/Marlborough	0	15	0	15
West Coast & Canterbury	110	866	45	1,021
Otago & Southland	117	464	1	582
South Island	227	1,345	46	1,618
TOTAL	4,310	1,876	73	6,259

NUMBER OF LIVE FOALS/PUPS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	0	3	0	3
Auckland	648	288	48	984
Waikato	1,366	62	38	1,466
Bay of Plenty	50	16	0	66
Gisborne/Hawkes Bay	56	0	0	56
Taranaki/Manawatu-Wanganui	291	12	88	391
Wellington	298	9	0	307
North Island	2,709	390	174	3,273
Tasman-Nelson/Marlborough	0	14	0	14
West Coast & Canterbury	185	680	289	1,154
Otago & Southland	78	321	8	407
South Island	263	1,015	297	1,575
TOTAL	2,972	1,405	471	4,848

COST OF PRODUCTION

\$ mil	Thoroughbred	Harness	Greyhound	TOTAL
Northland	\$0.0	\$0.1	\$0.0	\$0.1
Auckland	\$45.2	\$21.2	\$0.7	\$67.1
Waikato	\$202.9	\$2.5	\$0.6	\$206.0
Bay of Plenty	\$1.3	\$0.5	\$0.0	\$1.8
Gisborne/Hawkes Bay	\$2.8	\$0.0	\$0.0	\$2.8
Taranaki/Manawatu-Wanganui	\$15.1	\$0.5	\$1.4	\$17.0
Wellington	\$19.0	\$0.5	\$0.0	\$19.4
North Island	\$286.2	\$25.4	\$2.7	\$314.3
Tasman-Nelson/Marlborough	\$0.0	\$0.5	\$0.0	\$0.5
West Coast & Canterbury	\$7.9	\$35.4	\$4.8	\$48.1
Otago & Southland	\$5.0	\$12.5	\$0.1	\$17.7
South Island	\$13.0	\$48.4	\$4.9	\$66.2
TOTAL	\$299.2	\$73.8	\$7.6	\$380.6

ECONOMIC CONTRIBUTION OF THE BREEDING INDUSTRY

In 2022/23, breeders in the New Zealand racing industry spent more than \$380 million on the production of racing stock. In calculating the expenditure incurred by breeders, a number of factors must be considered. Essentially, breeders incur costs on the maintenance of broodmares, broodbitches, stallions and sires as well as in the process of breeding and care for foals and pups. In addition to this, breeders also incur costs for:

- + Sales commission on yearlings sold at auction
- + Bloodstock insurance
- + Business related expenditure
- + Sales and marketing related expenditure
- + Infrastructure and maintenance

In some instances, breeders incur all of these expenses themselves, whilst in other situations, breeders may send their foals or pups to professional service providers (such as those who provide foaling, whelping, weaning and/or yearly preparations).

The expenditure figures outlined in this section have been derived through a combination of industry level consultation and primary research amongst breeders in each code across New Zealand. For thoroughbreds

and standardbreds, the cost of production is assessed for both a private breeder and a commercial farm in recognition of the fact that there are different expenditure profiles associated with both. Additional costs are taken into consideration for horses being prepared for a yearling sale.

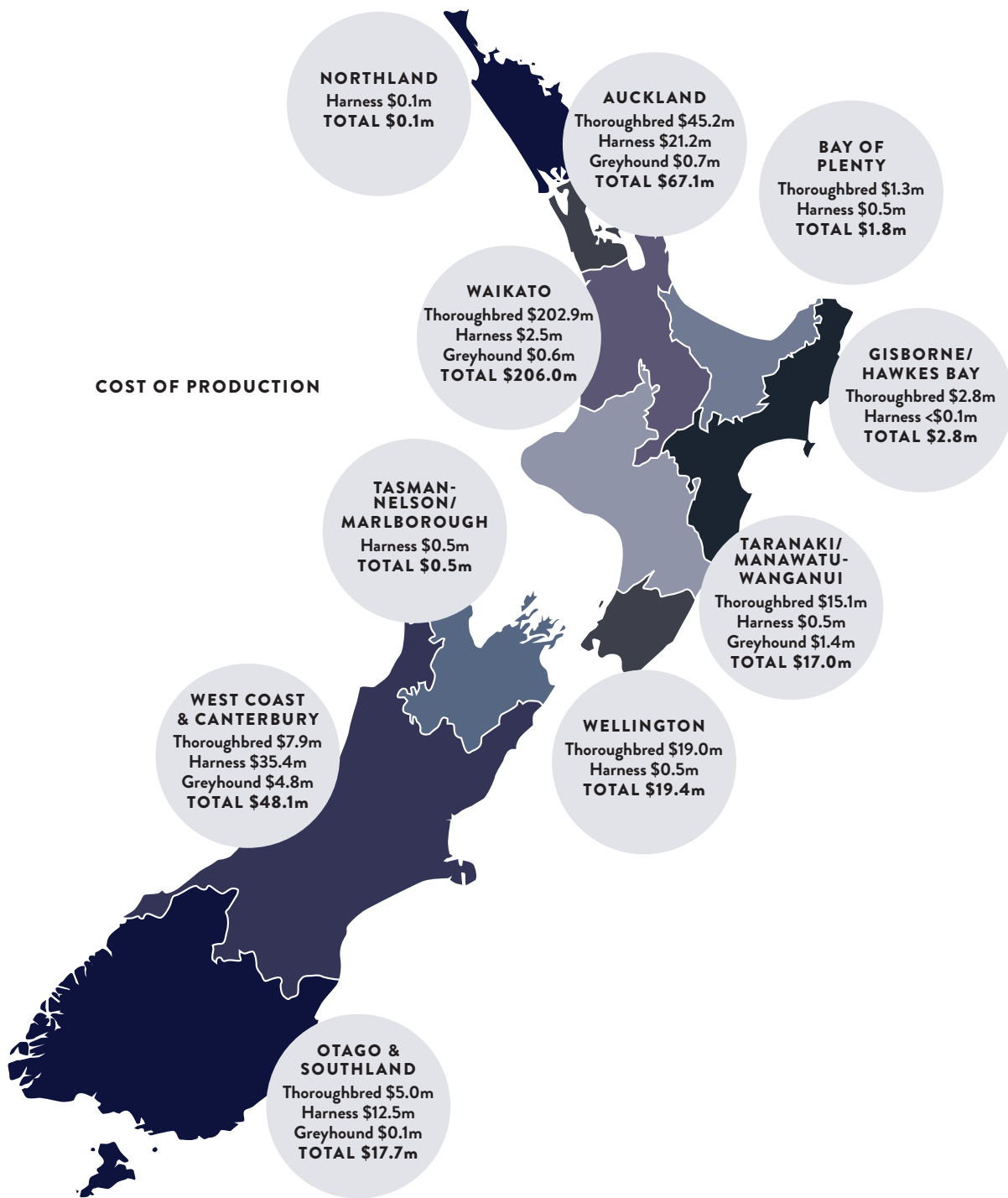
From an industry perspective, it is important to acknowledge that there are different costs associated with broodmares & broodbitches depending on their breeding activity in a given year. For example, mares and bitches that are not bred with in a given year, still incur expenditure despite not producing a foal or pup, and as such need to be included in the assessment.

In addition to the cost of producing the racehorse, the thoroughbred and standardbred breeding industries in New Zealand capture a significant amount of expenditure from purchasers of horses at yearling sales – most notably the Karaka Yearling Sales for thoroughbreds and the PGG Wrightson Sales for standardbreds. Once the stallion fees, costs of production and sales costs are deducted from the sale price of New Zealand bred yearlings, the remaining expenditure can be attributed to stimulating the breeding sector.





COST OF PRODUCTION



OVER 84% OF ALL BREEDING RELATED EXPENDITURE OCCURS IN THREE NEW ZEALAND REGIONS. WAIKATO (54.1%), AUCKLAND (17.6%) AND THE WEST COAST & CANTERBURY REGIONS (12.6%) ARE THE MOST ACTIVE BREEDING AREAS IN NEW ZEALAND.

Over 84% of all breeding related expenditure occurs in three New Zealand regions. The Waikato (54.1%), Auckland (17.6%) and West Coast & Canterbury (12.6%) regions are the most active breeding areas in New Zealand. From a racing code perspective, the most significant amount of breeding related expenditure is incurred in the following regions:

THOROUGHBRED RACING

In 2022/23, there were 4,310 broodmares covered in New Zealand, producing 2,972 foals. This thoroughbred breeding activity is responsible for generating more than \$299.2 million in the production and care of racing stock.

Waikato	\$202.9 million (67.8%)
Auckland	\$45.2 million (15.1%)
Wellington	\$19.0 million (6.4%)

HARNESS RACING

In 2022/23 there were 1,876 broodmares covered in New Zealand, producing 1,405 foals. This harness breeding activity is responsible for generating almost \$73.8 million in the production and care of racing stock.

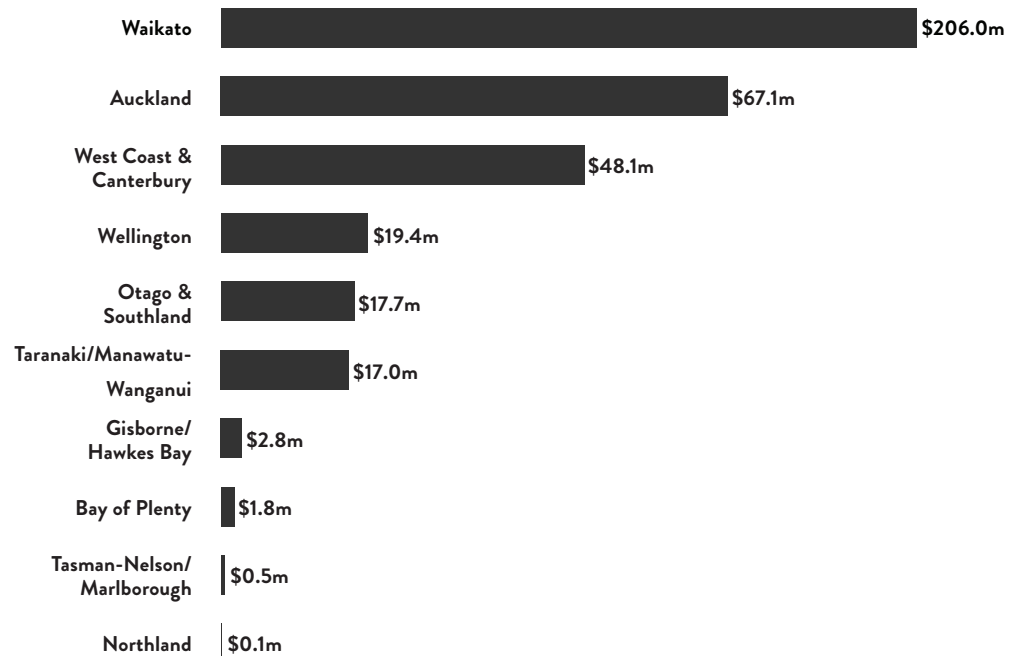
West Coast & Canterbury	\$35.4 million (47.9%)
Auckland	\$21.2 million (28.8%)
Otago & Southland	\$12.5 million (17.0%)

GREYHOUND RACING

In 2022/23, there were 73 broodbitches covered in New Zealand, producing 471 pups. This greyhound breeding activity is responsible for generating \$7.6 million in the production and care of greyhound racing stock.

West Coast & Canterbury	\$4.8 million (63.1%)
Taranaki/Manawatu-Wanganui	\$1.4 million (18.4%)
Auckland	\$0.7 million (9.5%)

The chart illustrates the total expenditure, by region, on thoroughbred, harness and greyhound breeding activities generated in New Zealand.







CASE STUDY

NZTR/DUNSTAN HORSE FEEDS CYCLONE GABRIELLE RELIEF FUND

Following Cyclone Gabrielle, which devastated parts of the North Island in 2023, the Hawkes Bay equine community in New Zealand received significant support from the country's thoroughbred racing industry. A relief fund established by New Zealand Thoroughbred Racing, Dunstan Horsefeeds, and the New Zealand Thoroughbred Breeders Association raised over \$100,000 to support affected communities.

After reserving some funds for emergency veterinary supplies, the remaining amount of \$85,000 was used to distribute feed, in addition to the 250 bags already donated by Dunstan Horsefeeds.

In addition to this, two other funds also made significant donations to the relief effort. Roger James assisted with day-to-day living essentials for those who suffered significant loss, whilst Te Akau Racing launched an appeal to raise funds for the Red Cross to support their invaluable work in the community.

Most notably, in the aftermath of the disaster, the Hawke's Bay Racing Inc. and Waipukurau Jockey Club opened their doors to the community, providing much needed aid and shelter for those affected.

The CEO of the NZTR, Bruce Sharrock stated, "In a time of need, New Zealanders have always put up their hands to help, which was a heartening response to see from our industry to the wider equine community of Hawke's Bay." He also thanked all those who were involved in the aid efforts following the cyclone.

Mr. Sharrock wanted to make a special mention of the Hawke's Bay Racing Inc., including Aaron Hamilton and staff, as well as the Waipukurau Jockey Club, in particular Kirsty Lawrence. "These members of the impacted region need to be recognised for the work they have done, and will continue to do, in managing the storage of hay, baleage and distribution of feed to those directly affected."



CASE STUDY

RILEY EVANS ENJOYS STINT IN AUSTRALIA

Riley Evans, a greyhound trainer out of the Canterbury region, was awarded \$5,000 as the overall winner of the 2021/2022 GRNZ Board Award, which celebrates young achievers in the industry. With a strong desire to further upskill his knowledge of the greyhound industry, Riley was taken under the tutelage of Australian Robert Britton, a Greyhound trainer from Victoria and with whom he spent a week learning from earlier this year.

Following his trip to Australia, Riley stated that “It was a life-changing experience in terms of greyhound systems. It was really good meeting a number of top trainers,” and “...to learn from someone of Robbie’s experience and knowledge is irreplaceable.”

Evans had used the \$5,000 grant to fund his trip to Australia and was grateful for the assistance of the GRNZ board, along with Liz Whelan and Michael Guerin for arranging his trip and sponsorship for the award.

The highlight of Riley’s trip to Australia was the opportunity to box away Britton’s son Tim’s greyhound Wheel And Go during race 1 at the Premier Australian Cup at The Meadows. A race in which Wheel And Go would end up winning following a poor start. “It was an amazing experience on such a big night of racing. I wouldn’t mind taking one over there if I had the right dog,” said Evans.

Back home in New Zealand, Riley has his own winner in Goldstar Carlito the winner of the Group 1 Duke of Edinburgh Silver Collar at Manukau Stadium.

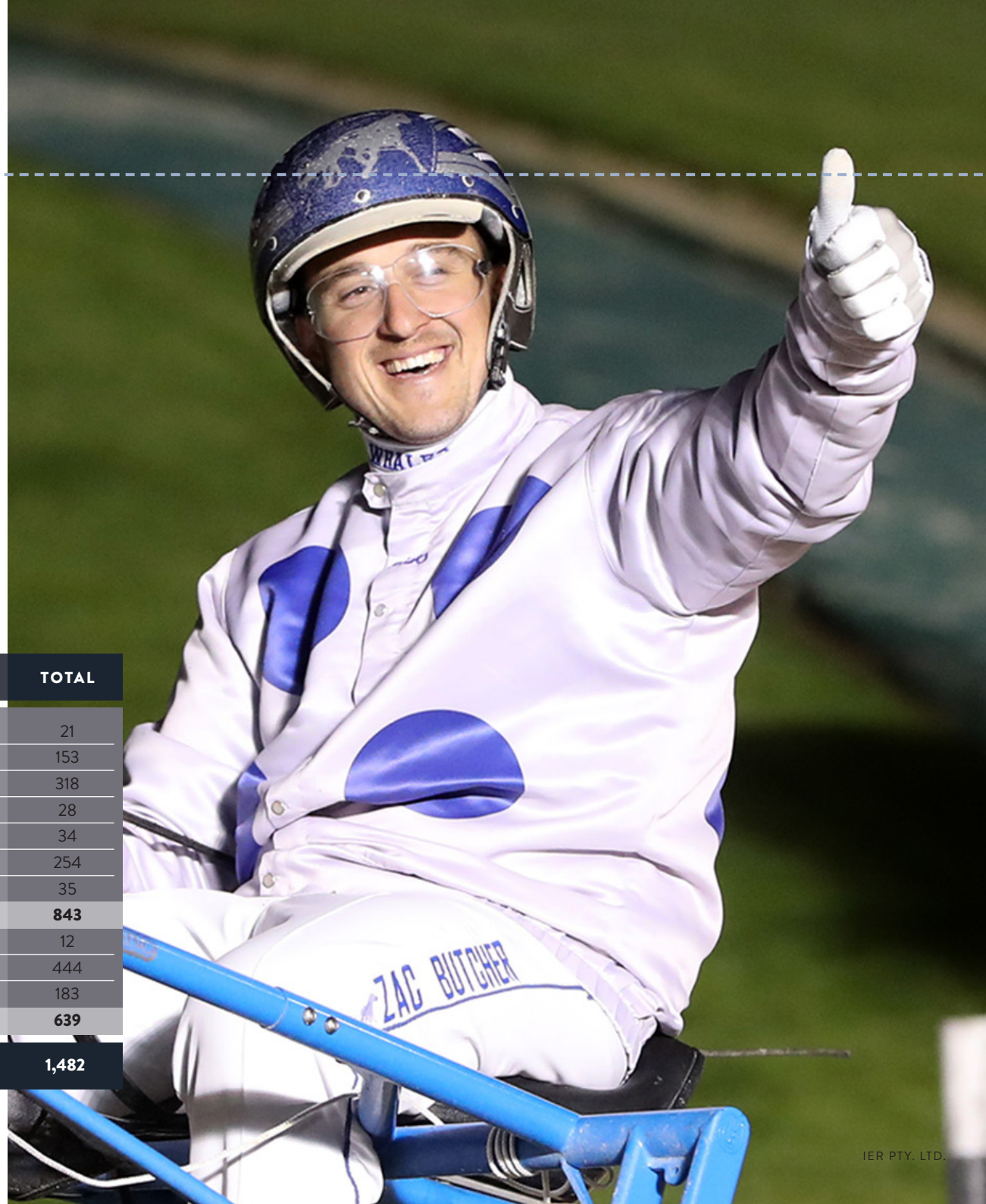
The Goldstar team which consists of Riley’s parents, Dad Steve and Mother Bonnie, have pups in various stages of development and is hoping to make a major impact on the Canterbury racing scene for years to come.

THE TRAINING INDUSTRY

THE TRAINING INDUSTRY

NUMBER OF TRAINERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	20	1	0	21
Auckland	89	50	14	153
Waikato	245	44	29	318
Bay of Plenty	26	0	2	28
Gisborne/Hawkes Bay	32	1	1	34
Taranaki/Manawatu-Wanganui	204	19	31	254
Wellington	33	2	0	35
North Island	649	117	77	843
Tasman-Nelson/Marlborough	1	11	0	12
West Coast & Canterbury	130	269	45	444
Otago & Southland	65	109	9	183
South Island	196	389	54	639
TOTAL	845	506	131	1,482



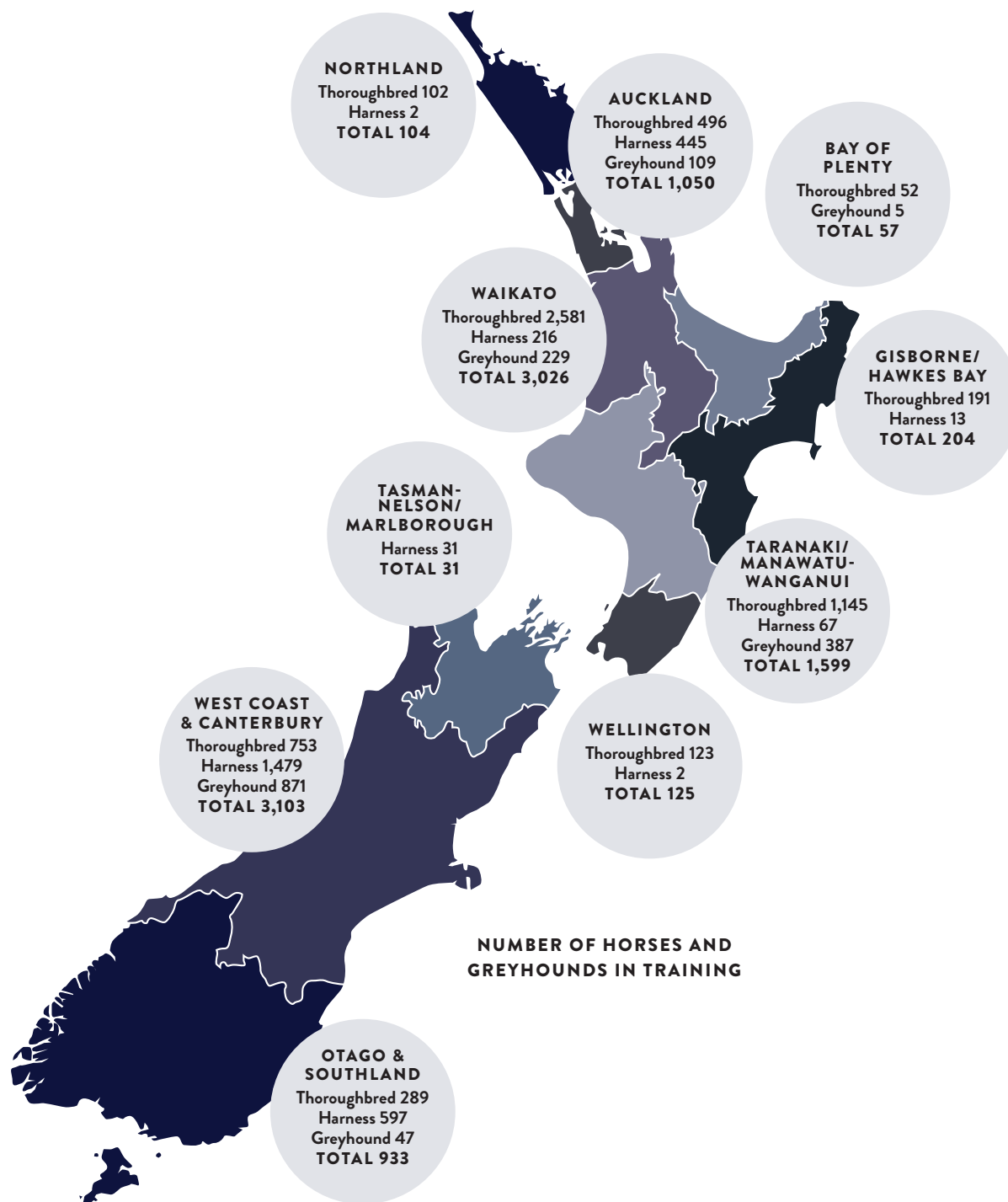
NUMBER OF STAFF EMPLOYED BY TRAINERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	51	2	0	53
Auckland	257	88	8	353
Waikato	742	77	17	836
Bay of Plenty	101	0	1	102
Gisborne/Hawkes Bay	101	2	1	103
Taranaki/Manawatu-Wanganui	483	33	19	535
Wellington	79	4	0	83
North Island	1,814	205	46	2,065
Tasman-Nelson/Marlborough	4	19	0	23
West Coast & Canterbury	347	471	27	845
Otago & Southland	160	191	5	356
South Island	511	681	32	1,224
TOTAL	2,325	886	79	3,289

NUMBER OF VOLUNTEERS SUPPORTING TRAINERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	23	1	0	25
Auckland	104	67	18	189
Waikato	287	59	38	383
Bay of Plenty	30	0	3	33
Gisborne/Hawkes Bay	37	1	1	40
Taranaki/Manawatu-Wanganui	239	26	40	304
Wellington	39	3	0	41
North Island	759	157	100	1,016
Tasman-Nelson/Marlborough	1	15	0	16
West Coast & Canterbury	152	361	59	572
Otago & Southland	76	146	12	234
South Island	229	523	70	822
TOTAL	988	680	170	1,838





Trainers play an integral role in the racing ‘service’ industry. Training services generally incorporate pre- and race training, trailing and raceday management of racing horses and greyhounds.

In the majority of cases, owners of racehorses fund the training operations through the payment of a daily training fee. The majority (but not all) of the costs associated with the care and preparation of racehorses is covered by this daily fee. In the greyhound racing code, trainers’ income is mostly generated through an agreement which sees them take a 50% share of prizemoney won. Trainers also may share a percentage of prizemoney won.

During the 2022/23 racing season, there were close to 1,500 horse and greyhound trainers providing services to owners in New Zealand. These trainers were also supported by 3,289 employees and 1,838 volunteers. The majority of these trainers operate in regional parts of New Zealand.

Overall, there were more than 10,200 racing horses and greyhounds in training in New Zealand in 2022/23. Waikato (48.7%), Taranaki/Manawatu-Wanganui (18.8%), and the West Coast & Canterbury regions (11.1%) represent the largest areas of thoroughbred training activity. West Coast and Canterbury is the largest region for training in the harness (52.1%) and greyhound (52.9%) codes.

OWNERS

NUMBER OF OWNERS/SYNDICATE MEMBERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	224	14	13	251
Auckland	1,735	813	112	2,660
Waikato	2,120	399	120	2,639
Bay of Plenty	620	78	10	708
Gisborne/Hawkes Bay	696	15	7	718
Taranaki/Manawatu-Wanganui	2,166	137	185	2,488
Wellington	1,279	93	37	1,409
North Island	8,840	1,549	484	10,873
Tasman-Nelson/Marlborough	123	91	11	225
West Coast & Canterbury	1,897	2,238	185	4,320
Otago & Southland	1,221	896	58	2,175
South Island	3,241	3,225	254	6,720
TOTAL	12,081	4,774	738	17,593

NUMBER OF TAB RACE MEETINGS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	12	0	0	12
Auckland	22	29	64	115
Waikato	56	31	33	120
Bay of Plenty	22	0	0	22
Gisborne/Hawkes Bay	14	0	0	14
Taranaki/Manawatu-Wanganui	54	14	102	170
Wellington	27	2	0	29
North Island	207	76	199	482
Tasman-Nelson/Marlborough	0	4	0	4
West Coast & Canterbury	47	105	193	345
Otago & Southland	33	57	29	119
South Island	80	166	222	468
TOTAL	287	242	421	950



TOTAL RACE STARTS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	1,011	0	0	1,011
Auckland	2,194	2,323	5,431	9,948
Waikato	5,205	2,665	2,472	10,342
Bay of Plenty	1,901	0	0	1,901
Gisborne/Hawkes Bay	1,232	0	0	1,232
Taranaki/Manawatu-Wanganui	4,154	909	7,931	12,994
Wellington	2,387	98	0	2,485
North Island	18,084	5,995	15,834	39,913
Tasman-Nelson/Marlborough	0	505	0	505
West Coast & Canterbury	4,411	11,288	17,935	33,634
Otago & Southland	2,688	5,452	2,718	10,858
South Island	7,099	17,245	20,653	44,997
TOTAL	25,183	23,240	36,487	84,910

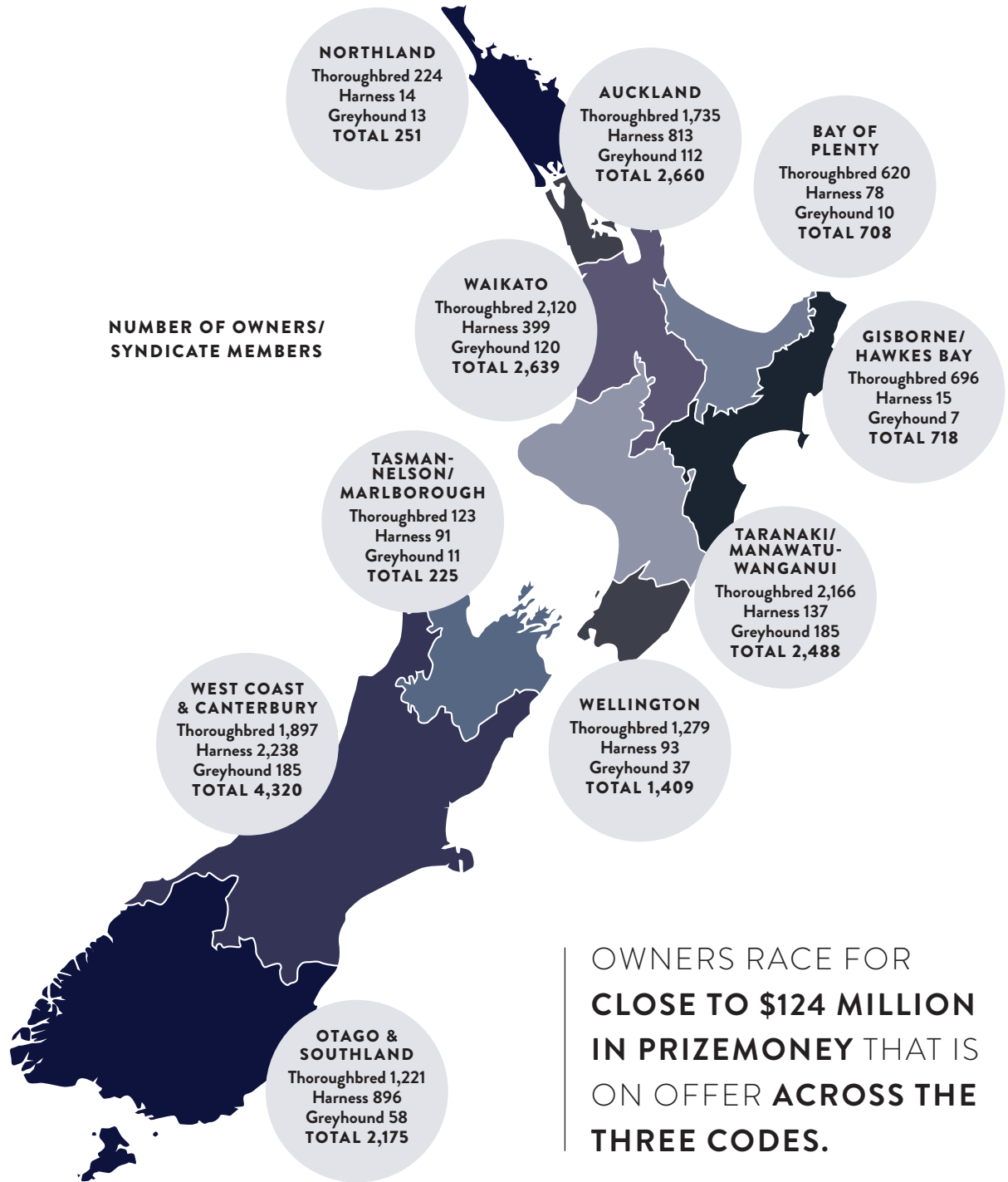
Owners play a significant role in the funding model of the racing industry. They provide much of the capital outlay and day-to-day funding for the purchase and preparation of racing horses and greyhounds. In 2022/23 there were close to 17,600 individuals with an ownership interest in thoroughbred, harness and/or greyhound racing in New Zealand. Almost 62% of owners reside on the North Island of New Zealand, however West Coast & Canterbury was the region with the most significant portion of owners across the three codes (24.6%).

The investment by owners provides a critical funding source for breeders and trainers and is critically important to a successful racing industry. It is important, however, to note that financial returns are often not identified as the most important motivation for participation. Many owners are involved in the racing industry, at least in part, as a hobby or leisure pursuit. However, a strong industry provides owners with the opportunity to realise some returns on their investment through the prizemoney on offer.





**NUMBER OF OWNERS/
SYNDICATE MEMBERS**



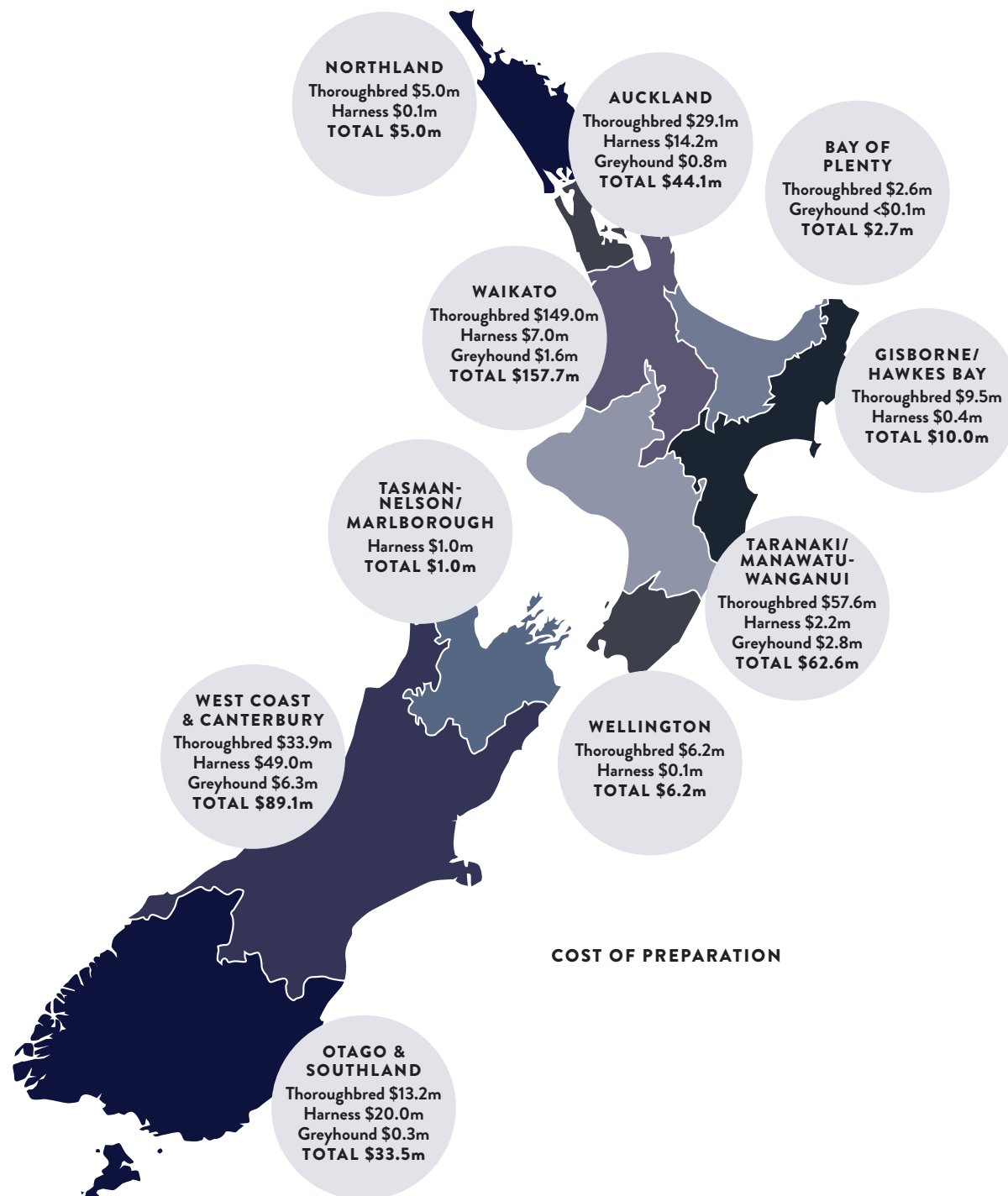
OWNERS RACE FOR
CLOSE TO \$124 MILLION
IN PRIZEMONEY THAT IS
ON OFFER **ACROSS THE**
THREE CODES.

ECONOMIC CONTRIBUTION OF THE TRAINING INDUSTRY

In 2022/23, owners of racehorses and greyhounds trained in New Zealand spent close to \$412 million on the preparation of their animals for racing. The calculation of expenditure on the preparation of racehorses and greyhounds takes into account the various training and non-training related expenditures incurred by owners and trainers.

The development of expenditure profiles within each region is based upon the number of racehorses and greyhounds in training. It also takes into consideration the differing training costs at various stages of the lifecycle of the animal. For instance, expenditure during the education stage of the racehorse is different to expenditure on an established 3-year-old racehorse. It is also important that this assessment takes into consideration non-New Zealand owned racing horses and greyhounds which are trained in the country. Developing expenditure profiles on a 'per horse/greyhound in training' basis, ensures that they are also included in the assessment.

The expenditure figures outlined in this section have been derived from a combination of industry level consultation and surveying of a sample of owners and trainers in New Zealand. The analysis of the expenditure on the preparation of horses and greyhounds includes items such as training fees, insurance, vitamins and supplements, veterinarian fees, gear hire/purchase and racing/trialling fees, amongst others. It also picks up expenditure items incurred directly by owners that may not be covered on the trainers' bill - for example, agistment and insurance.



OVERALL, APPROXIMATELY 70% OF THE EXPENDITURE ON TRAINING ACTIVITIES OCCURS ON THE NORTH ISLAND OF NEW ZEALAND. REGIONALLY, WAIKATO (38.3%), WEST COAST & CANTERBURY (21.6.%) AND TARANAKI/MANAWATU-WANGANUI (15.2%) MAKE UP THE LARGEST TRAINING AREAS.



NEW ZEALAND OWNERS AND TRAINERS **SPENT CLOSE TO \$412 MILLION IN 2022/23** PREPARING RACING HORSES AND GREYHOUNDS FOR RACING. **THE WAIKATO AND WEST COAST & CANTERBURY REGIONS** ACCOUNT FOR MORE THAN HALF OF THIS **ECONOMIC ACTIVITY.**





From a racing code perspective, the most significant amount of breeding related expenditure is incurred in the following regions:

THOROUGHBRED RACING

In 2022/23, there were 5,732 thoroughbred racehorses in training. This thoroughbred training activity is responsible for generating more than \$306 million in expenditure impacts in New Zealand.

Waikato	\$149.0 million (48.7%)
Taranaki/Manawatu-Wanganui	\$57.6 million (18.8%)
West Coast & Canterbury	\$33.9 million (11.1%)

HARNESS RACING

In 2022/23, there were 2,852 standardbred racehorses in training. This standardbred training activity is responsible for generating more than \$94 million in expenditure impacts in New Zealand.

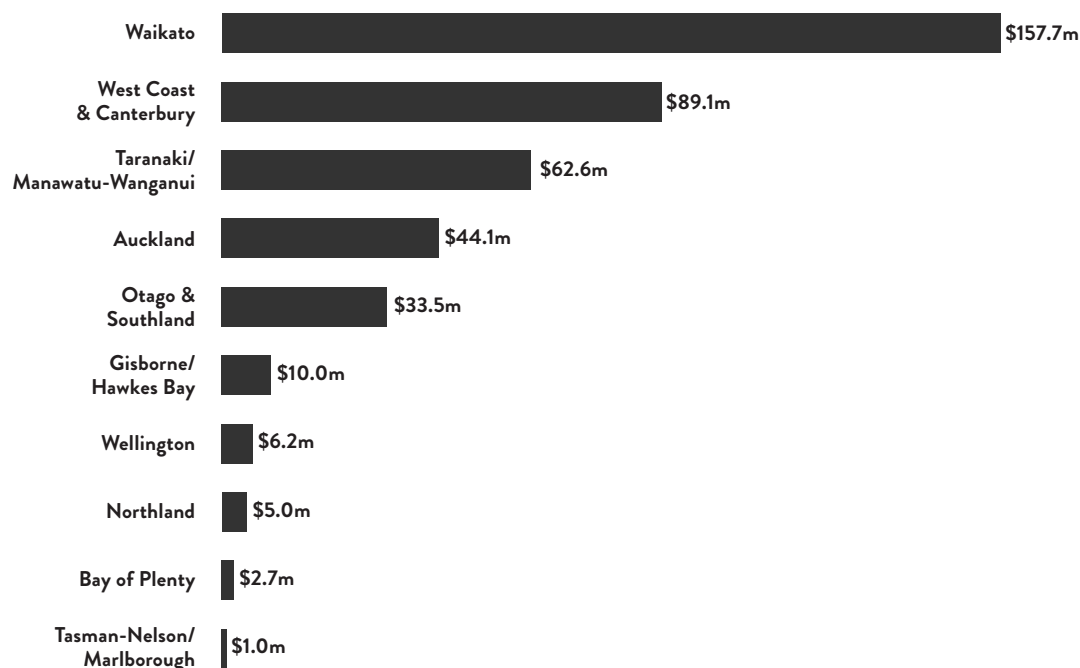
West Coast & Canterbury	\$49.0 million (52.1%)
Otago & Southland	\$20.0 million (21.2%)
Auckland	\$14.2 million (15.1%)

GREYHOUND RACING

In 2022/23, there were 1,648 greyhounds in training. This greyhound training activity is responsible for generating close to \$12 million in expenditure impacts in New Zealand.

West Coast & Canterbury	\$6.3 million (52.9%)
Taranaki/Manawatu-Wanganui	\$2.8 million (23.5%)
Waikato	\$1.6 million (13.9%)

The chart illustrates the total expenditure, by region, on thoroughbred, harness and greyhound training activities generated in New Zealand.



CASE STUDY

TEAM TEAL CAMPAIGN

The Team Teal campaign partners with WomenCan, the Harness Racing industry (in both Australia and New Zealand), and Tabcorp to fund research into ovarian cancer.

The campaign was first founded by Duncan McPherson OAM who had lost his wife to ovarian cancer back in 2010. He paired fundraising for ovarian cancer research with his enthusiasm for harness racing, and co-founded the Team Teal campaign with two other owners and trainers, Michael Taranto and Jim Connolly. What first started as a local campaign in Victoria is now represented across harness racing in all Australian states and also in New Zealand.

Reinswomen who represent Team Teal race in teal pants to raise awareness and funds for women with ovarian and other gynaecological cancers when they come in first place.

The money raised goes into Australia New Zealand Gynaecological Oncology's (ANZGOG) Survivors Teaching Students program where ovarian and gynaecological cancer survivors are able to share their experiences with medical students.

Team Teal funds also support ANZGOG's Research Nurse Grant program, which develops the capacity of research nurses in under-resourced areas so that more women across Australia, especially in regional and remote areas, can access new and innovative clinical trials that could assist in improving their quality of life.

Approximately \$15,000 was raised in the previous season, and this season, the fundraising grew to \$22,000.



CASE STUDY

HORSE AMBULANCES

In 2022, New Zealand became the first jurisdiction in the world to have a dedicated national horse ambulance service. The NZ Horse Ambulance Trust was first established in 2016 as a charity - relying heavily on fundraising and sponsorship for their operations.

Since then, the Trust has raised more than \$1 million in the name of helping to improve the health and welfare of horses across New Zealand. They also ran a successful campaign in 2021 which raised more than \$100,000 to help complete their fleet of ambulances. This enabled the industry to ensure that all race meetings and equestrian events in New Zealand have a horse ambulance present.

The NZ Horse Ambulance Trust now has nine units in operation around the whole of New Zealand, with six in the North Island and three in the South Island. These horse ambulances would provide injured horses with safe transport to receive specialist diagnostic assessment and treatments at local equine clinics.

If a horse is injured to the extent that it can't walk up a ramp, it used to be that the only option was to euthanise it - but with a horse ambulance in attendance, it is possible instead to lower the entire ramp to the ground so that the horse can be moved for specialist treatment and receive the best chances for recovery.

The Trust aims to build the expectation that just like running a sports (with St John present to provide injury support), every equestrian event should only be run when there is a horse ambulance in attendance.

CASE STUDY

RED DOT RACE DAY

The horse racing industry in New Zealand came together last year to support Cure Kids, a charity focused on funding research for children's illnesses.

Riccarton Park, LOVERACING.NZ and NZ TAB organised the 'Riccarton Park Red Nose Raceday' to raise funds for Cure Kids' largest appeal of the year, Red Nose Day. For each race, the Canterbury Jockey Club selected one runner to wear the Red Nose Day silks, with TAB and LOVERACING.NZ pledging donations to the charity for each winning horse wearing the special colours.

Riccarton Park Chief Executive Tim Mills explained "Our goal is very simple, to support Cure Kids in raising the money they need to raise".

Cure Kids aims to support "big research for little lives" and has researchers like Professor Andrew Day working on understanding gastrointestinal inflammation, including IBD as well as research into a wide range of other childhood illnesses. The hope is that donations made to Red Nose Day will contribute to funding groundbreaking research to save and improve the lives of children.

The Red Dot Race Day was able to raise \$102,000 for Cure Kids, a sum which will go towards vital research and development aimed at helping cure childhood health issues.



RACING CLUBS, ASSOCIATIONS AND AUTHORITIES

NUMBER OF RACING CLUBS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	1	0	0	1
Auckland	3	1	1	5
Waikato	5	1	1	7
Bay of Plenty	2	0	0	2
Gisborne/Hawkes Bay	2	0	0	2
Taranaki/Manawatu-Wanganui	11	3	2	16
Wellington	4	1	0	5
North Island	28	6	4	38
Tasman-Nelson/Marlborough	0	0	0	0
West Coast & Canterbury	9	17	1	27
Otago & Southland	12	14	1	27
South Island	21	31	2	54
TOTAL	49	37	6	92

Please note:
 - Auckland Thoroughbred Racing and Racing Te Aroha did not race due to track reconstructions
 - Wairoa RC, Poverty Bay RC, Marlborough RC and Rotorua BOP RC didn't have race meetings in 2022/23

NUMBER OF RACETRACKS

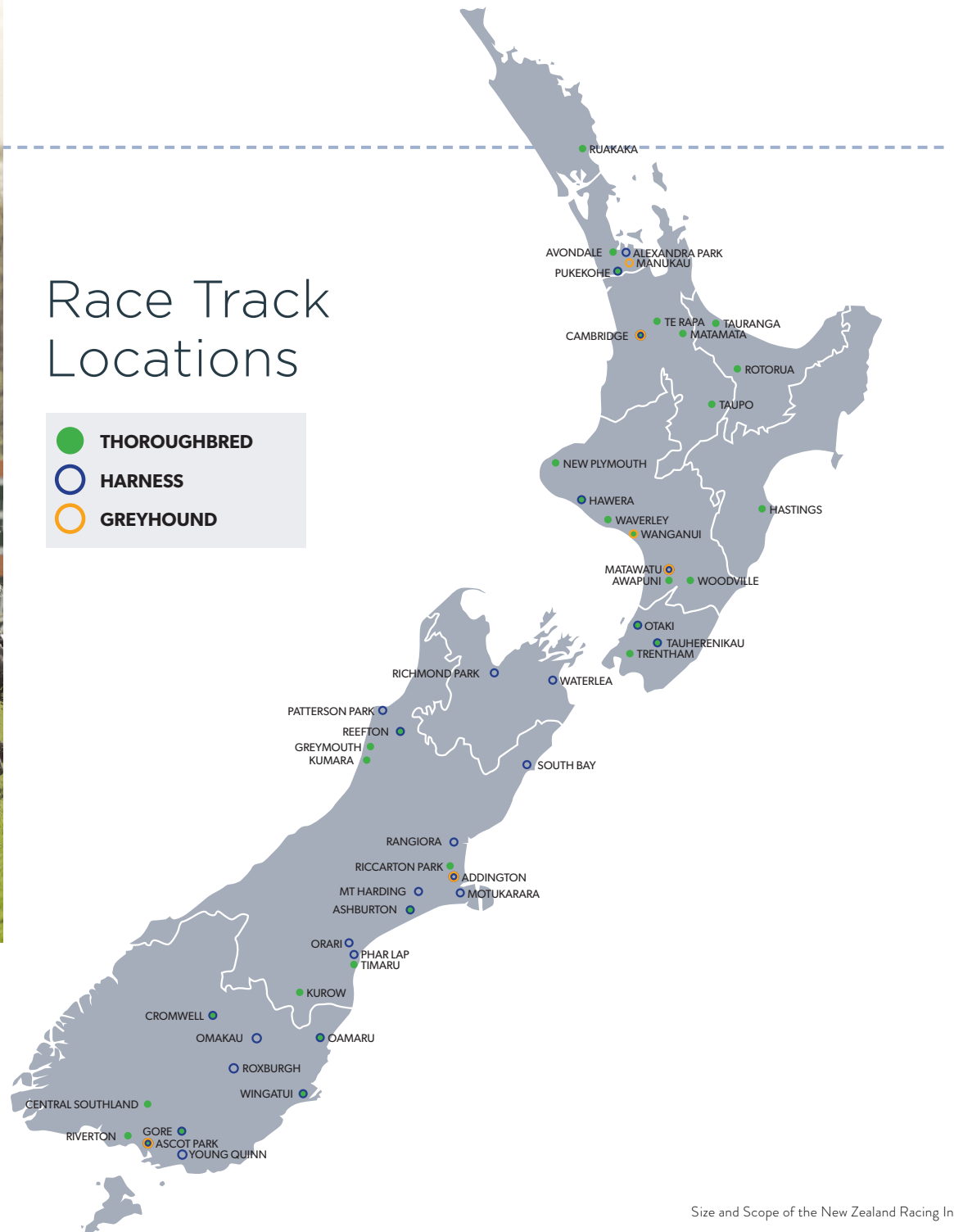
	Thoroughbred	Harness	Greyhound	TOTAL
Northland	1	0	0	1
Auckland	2	2	1	5
Waikato	4	1	1	6
Bay of Plenty	2	0	0	2
Gisborne/Hawkes Bay	1	0	0	1
Taranaki/Manawatu-Wanganui	7	2	2	11
Wellington	3	2	0	5
North Island	20	7	4	31
Tasman-Nelson/Marlborough	0	2	0	2
West Coast & Canterbury	8	11	1	20
Otago & Southland	6	10	1	17
South Island	14	23	2	39
TOTAL	34	30	6	70





Race Track Locations

- THOROUGHBRED
- HARNESS
- GREYHOUND



There are 92 racing clubs in New Zealand across the three codes of racing. Racing clubs not only provide the opportunity for participants and spectators to participate in the sport of racing, they also provide an important social destination and in many regions, are an important part of the social fabric of the community.

In 2022/23, there were 950 TAB race meetings held in New Zealand. These race meetings attracted attendances in excess of 639,000 – 63.7% of which were on the North Island.

Thoroughbred race meetings, in New Zealand, attracted a total of 491,661 attendances. Race meetings in Auckland (150,278) and Taranaki/Manawatu-Wanganui (80,400) were responsible for the largest attendance. Harness race meetings attracted 139,730 attendances with race meetings in West Coast & Canterbury (111,730) and Otago & Southland (16,000) making up the majority of this amount. Greyhound racing attracted attendance of 7,700 with race meetings in West Coast & Canterbury (3,860) and Auckland (2,080) making up more than three-quarters of attendances.

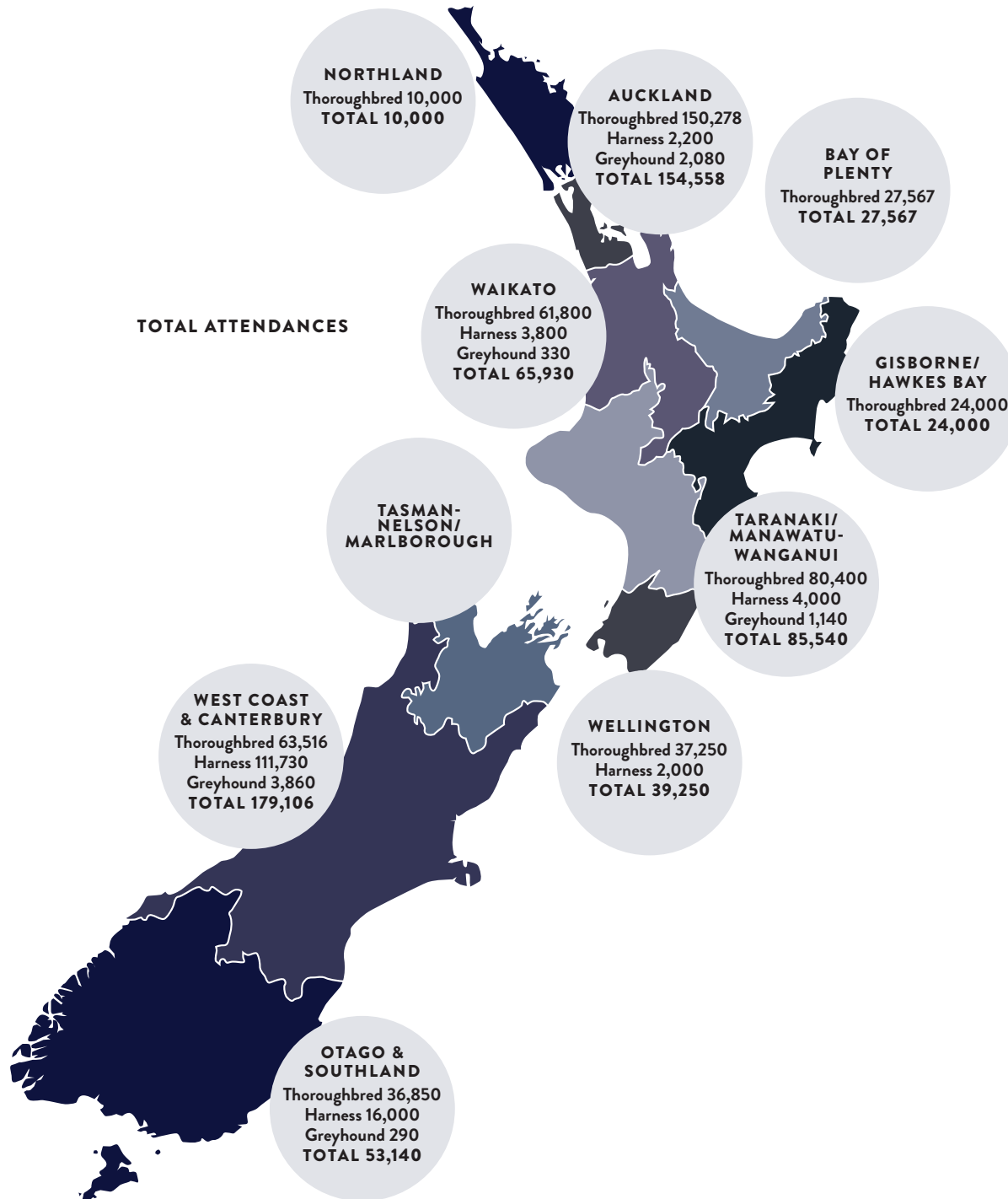
For the 15,032 racing club members in New Zealand, these racing clubs play an important role in their social interactions within their community. Club memberships provide a sense of belonging by creating a shared identity based on common interests, hobbies, or passions.

TOTAL TAB RACE MEETINGS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	12	0	0	12
Auckland	22	29	64	115
Waikato	56	31	33	120
Bay of Plenty	22	0	0	22
Gisborne/Hawkes Bay	14	0	0	14
Taranaki/Manawatu-Wanganui	54	14	102	170
Wellington	27	2	0	29
North Island	207	76	199	482
Tasman-Nelson/Marlborough	0	4	0	4
West Coast & Canterbury	47	105	193	345
Otago & Southland	33	57	29	119
South Island	80	166	222	468
TOTAL	287	242	421	950

NUMBER OF RACING CLUB MEMBERS

	Thoroughbred	Harness	Greyhound	TOTAL
Northland	180	0	0	180
Auckland	1,235	341	59	1,635
Waikato	1,295	120	51	1,466
Bay of Plenty	914	0	0	914
Gisborne/Hawkes Bay	470	0	0	470
Taranaki/Manawatu-Wanganui	2,108	150	117	2,375
Wellington	670	80	0	750
North Island	6,872	691	227	7,790
Tasman-Nelson/Marlborough	0	0	0	0
West Coast & Canterbury	1,716	2,474	80	4,270
Otago & Southland	1,010	1,936	26	2,972
South Island	2,726	4,410	106	7,242
TOTAL	9,598	5,101	333	15,032



CUSTOMER EXPENDITURE GENERATED BY RACING CLUBS & EVENTS

In 2022/23 it is estimated that the total expenditure generated by racing customers was more than \$113.4 million, (excluding wagering on the races). Racing’s customers include attendees, sponsors, members, broadcast providers, community groups and participants. Racing customer expenditure can be broadly segmented into the following categories:

- + On-course raceday expenditure by customers (spending on on-course products, as well as yields from membership and sponsorship)
- + Off-course raceday expenditure by customers (spending incurred by customers as part of their attendance at the races, such as transport, retail, food etc.)
- + Non-raceday related expenditure (spending with racing clubs on non-racedays on items such as hiring arrangements for facility use, fundraising, investments, track fees, etc.)

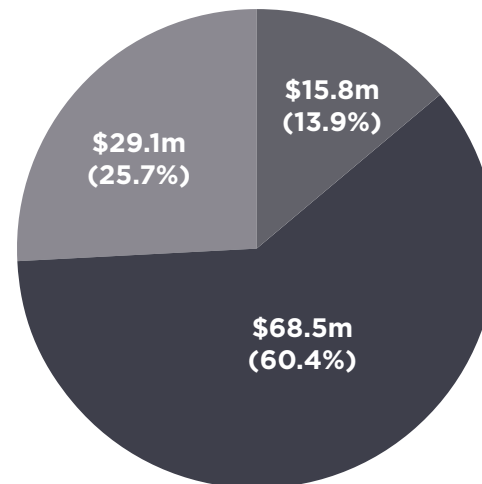
On-course customer expenditure by attendees funds the administration, operation and other costs that racing clubs incur.

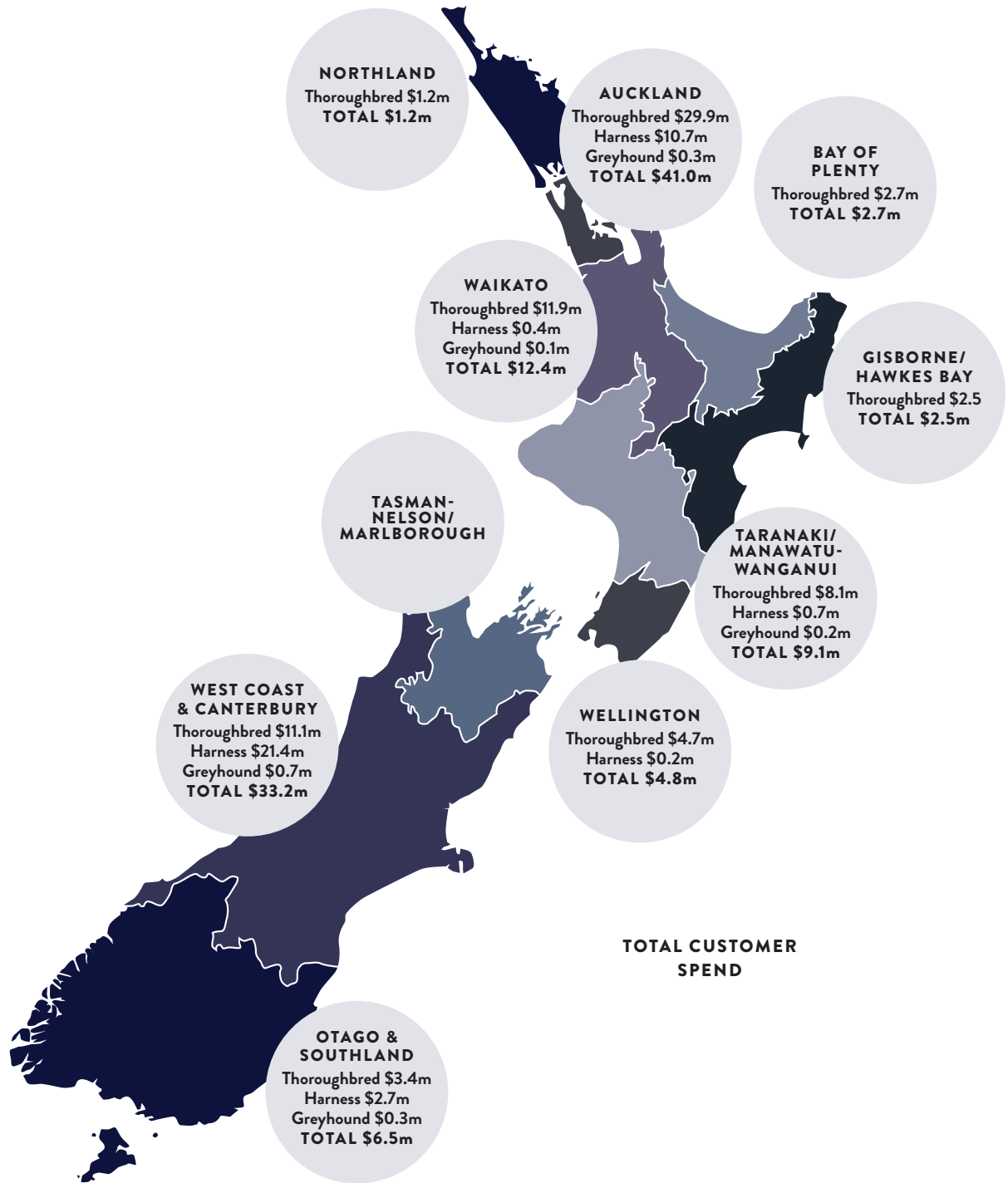
Off-course expenditure is primarily related to feature race meetings where the racing product extends out into the community both prior to and after the racing event. Major racing events have long proven their ability to extend the generation of economic stimulus into a broader cross-section of the local economy. It is important to note that on-course expenditure within this section does not include on-course wagering. Whilst on-course wagering is the largest component of customer spend, it is analysed in the section relating to wagering.

The following chart illustrates the split of customer expenditure. It shows that the majority of spending is on-course at racedays. Off-course raceday spend is more heavily driven by feature race meetings where the links to fashion and retail, as well as larger travel distances for those attending the races, drive spending in the community.

BREAKDOWN OF RACING CUSTOMER SPENDING

- On-course raceday
- Off-course raceday
- Non raceday





EXPENDITURE BY THE PRINCIPAL RACING AUTHORITIES AND CLUBS

In 2022/23, the three codes of racing and the 117 thoroughbred, harness and greyhound clubs combined to generate an expenditure impact of almost \$269 million in New Zealand. This represents the expenditure incurred by these organisations in maintaining tracks, running race meetings, administration, marketing and prizemoney as well as attendee spending associated with their attendance at the races.

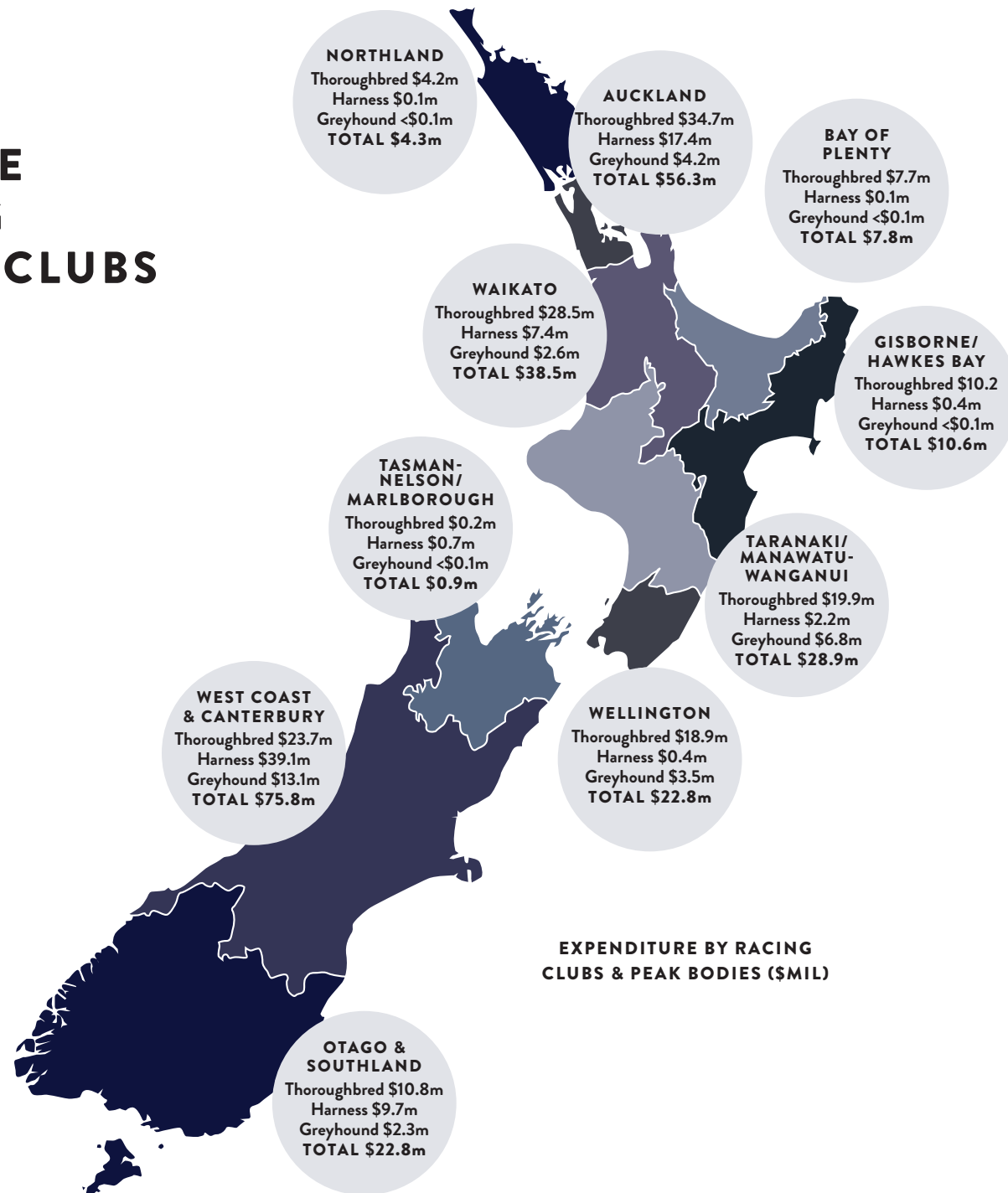
The majority of expenditure is funded by racing customers. This includes:

- + Spending by customers on-course when attending a racing event
- + Non-raceday utilisations of racing industry assets
- + Sponsorship and membership associated with racing clubs
- + Racing industry share of wagering revenue

The major areas of expenditure, in terms of racing industry operations, include:

- + Track repairs & facilities maintenance
- + Staff & personnel
- + Cost of goods
- + Marketing & promotions
- + Utilities

Just over 28% (\$75.8 million) of this expenditure impact occurred in West Coast & Canterbury, whilst the Auckland region (20.9%) generates the next most significant impact with the remainder spread throughout the nation. It should be noted that prizemoney is recorded against the club from which it is awarded as a proxy for the eventual destination (which would vary from race to race and season to season, depending on the results of races).



EXPENDITURE BY RACING CLUBS & PEAK BODIES (\$MIL)





CAPACITY BUILDING

Most racing Clubs hire out on-course facilities for private or corporate use. The hire of these facilities serve events that support their local communities making these facilities an important community asset

CHARITABLE SUPPORT

More than 250 charitable organisations are supported by the racing industry. These charities receive direct funds, in addition to in-kind support



HISTORY

Racing in New Zealand has a long and celebrated history dating back to the 1840s

VOLUNTEERISM

Close to 5,300 individuals provide their skills, time and support to the racing industry as a volunteer



FACILITY SHARING

More than 240 community and not-for-profit organisations share racing club facilities in New Zealand

COMMUNITY

Racing clubs provide an important community for almost 20,300 members and volunteers who are actively engaged in their club. Close to 639,100 attendances were recorded at New Zealand race meetings



COMMUNITY AND SOCIAL BENEFITS

Thoroughbred, harness and greyhound racing in New Zealand play an important role in the development and preservation of social and community benefits throughout the country – having a positive overall benefit to New Zealand’s major centres and regional communities. The majority of these social impacts are initiated through the ninety two racing clubs, both on racedays and non-racedays, as well as the partnerships they form with many community organisations. The contribution to community social benefit enhances both individual and community well-being throughout the regions and cities where racing exists.

The economic activity generated by the New Zealand racing industry complements the social impacts, particularly in regional areas where racing events and facilities foster social cohesion and provide benefits for a broad range of individuals and community organisations.

Racing and non-racing events attract community members, independent of socio-economic status, age or gender. This is highlighted within the racing industry throughout New Zealand, where racing is a profession, sport, hobby and leisure activity.

The development of social and environmental initiatives also has a positive impact in terms of family socialisation and volunteerism. With this, racing also supports health, education, employment and

environmental practices. However, maintaining and building the trust and respect of the communities in which racing clubs operate is also extremely valuable.

The implementation and communication of social and environmental initiatives play an important role in managing community perceptions and in doing so, protecting and enhancing racing’s image and reputation. This in turn provides the industry with a greater opportunity to foster the support of customers, corporate partners and government, as well as building pride and increased satisfaction with internal stakeholders.

The sport of racing also demonstrates a rich cultural significance in terms of its history and heritage throughout New Zealand. It was on Petone Beach, in 1842, where the first thoroughbred race meeting was held in New Zealand. Just over 20 years later, in 1864, harness racing commenced in Otago, Southland. The first greyhound clubs were founded in Southland in 1876, and the New Zealand Federation of Coursing Clubs was formed in 1877.

The historical elements of all racetracks throughout New Zealand are an important part of the fabric of many local communities. These tracks and clubs are the focal point for the achievements of some of New Zealand great sportsmen and sportswomen, racing identities, horses and greyhounds. The importance of racing clubs and tracks extends beyond simply those

with an interest in racing. They are valuable community assets – particularly in regional parts of the country. This racing industry study incorporated a social impact survey which was completed by the racing clubs within each code. The information gathered from this survey provided valuable insights in determining the extent of the social and environmental benefits generated by the racing industry.

The evaluation highlighted the racing industry’s significant role in the critical areas of:

- + Community Building** Building inclusive and welcoming communities featuring powerful collaborative partnerships and relationships
- + Family** Providing opportunities for family participation in racing and assisting in the development of stronger family relationships
- + Education and Training** Supporting the education, training and development of participants and racing club staff and volunteers
- + Health** Commitment to policies that support priority community health objectives and providing engagement and a sense of worth for volunteers within the industry
- + Leisure** Providing enjoyable leisure opportunities for hobby owners, trainers and breeders, raceday/night customers and other racing club event attendees
- + Employment** Creating a major source of employment and a variety of career opportunities for New Zealand residents.

COMMUNITY BUILDING

The three codes of racing in New Zealand have each adopted practices that engage with individuals and build strong partnerships with organisations within their communities. This is particularly visible in terms of supporting charitable organisations, engaging volunteers and building community partnerships.

The survey results highlighted the following positive outcomes demonstrated by clubs:

- + Over 250 community organisations or charities are assisted financially by racing clubs
- + Over 240 community organisations share racing club facilities and resources
- + Racing clubs and participants currently engage close to 5,300 volunteers who assist in various club and supportive roles to participants
- + Over 15,000 people hold racing club memberships

Racing plays an important role in fostering a sense of worth and belonging to people who provide volunteer time and services to racing clubs. Socially, volunteering is recognised as a means of enhancing the quality of life, particularly among the aged, whilst making an important contribution to the community.

- Volunteers in racing assume roles in areas such as:
- + Promotions and fundraising e.g. procuring sponsors, organising entertainment such as Fashions on the Field, Punters Clubs etc.
 - + Preparing and maintaining the track and grounds
 - + Conducting trials
 - + Racebook sellers
 - + Operating food and beverage outlets
 - + Racing operations e.g. parking, gate attendants etc.
 - + Repairs, maintenance of facilities, gardening and irrigation
 - + Farming operations

- + Secretarial and administrative duties
- + Breakfasts for participants e.g. trainers and jockeys
- + Cleaning prior and after racedays
- + Management and strategic advice

IER found that racing clubs financially assist and support more than 250 organisations and charities. Club organised functions raise significant funds for community organisations and charities through activities such as raffles and auctions. Furthermore, many clubs engage local community organisations and charities to undertake such activities as supplying food and beverages, operational duties (e.g. gate attendants) and racecourse cleaning – sometimes in exchange for a share of revenues from those activities. Just some of the charitable organisations supported by racing include:

- + Sporting Clubs e.g. squash, softball, rugby, netball and dance clubs etc.
- + Cancer societies e.g. Bowel Cancer NZ and Daffodil Day
- + Rotary, Lions and Variety Clubs
- + Hospitals and Health Organisations e.g. Cystic Fibrosis, Men's Shed, St, Johns Ambulance etc.
- + General Charities e.g. Life Education and Regional Health Networks
- + Disability Groups e.g. Riding for the Disabled, Special Olympics, Children with Disabilities etc.
- + Emergency Services e.g. Fire and police services
- + Scouts

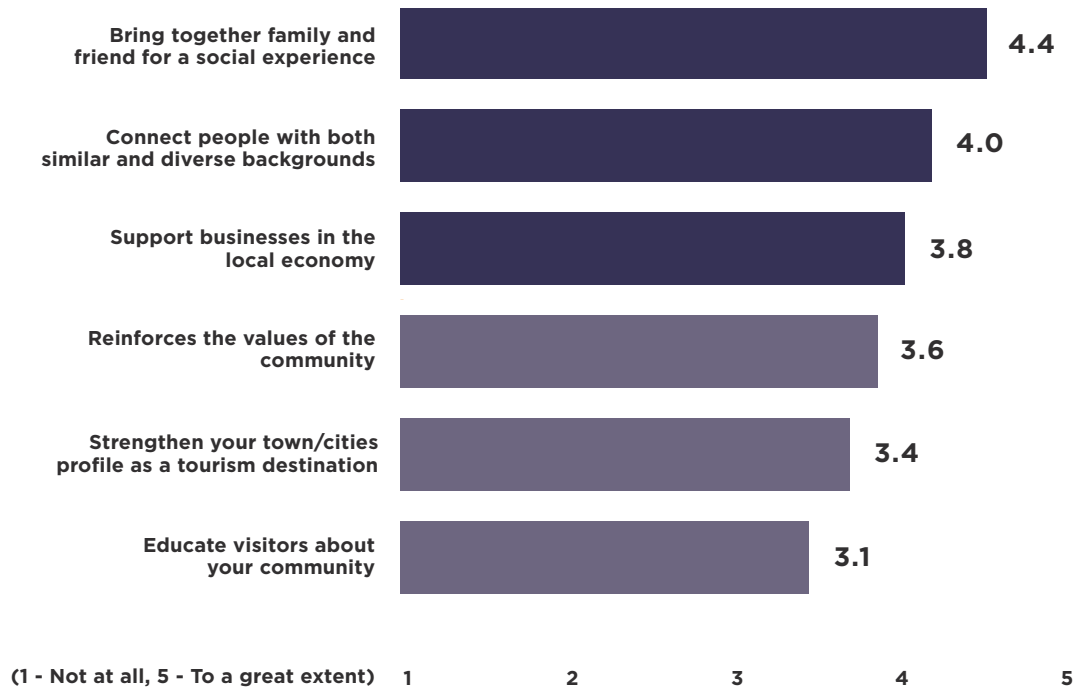




The economic research in this study clearly demonstrates how racing supports businesses in the local economy, from both the production and preparation of racing animals through to consumer spending. In addition to this, attendee research conducted at many metropolitan and regional racing events supports the racing industry’s ability to bring people together for a social experience. The research demonstrates that a key motivation to attending racing events is the chance to socialise with friends and family.

The social impact survey asked clubs how much they believed racing in their town or city has the ability to engage with the community from a social cohesion, education and business perspective. As the chart illustrates, all indicators were positive, particularly significant in the areas of racing’s ability to ‘bring together family and friends for a social experience’ (4.4), to ‘connect people with both similar and diverse backgrounds’ (4.0) and to ‘support businesses in the local economy’ (3.8). These indicators illustrate the position that racing clubs see themselves as integral to the fabric of the local community.

COMMUNITY ENGAGEMENT WITHIN NEW ZEALAND RACING





SUPPORTING FAMILY RELATIONSHIPS

The three codes of racing in New Zealand are very proactive in engaging with families with many feature racedays and themed events providing a strong link to the community. Many participants in racing (such as owners and trainers) operate within a family business/hobby structure.

The survey identified that racing clubs have increasingly developed activities and facilities that enable families to enjoy a social day at the races. Many clubs actively promote services and amenities which are conducive to bringing families together to build stronger relationships.

Many clubs actively promote services and amenities for families including the provision of parent rooms, baby change tables and dedicated children's zones. The survey revealed a number of positive initiatives which have been developed by clubs. Close to 90% of clubs offer events for families and children on special racedays, with some clubs offering special discounts for family group attendance.

In addition to this, some of the specific raceday initiatives undertaken by racing clubs in New Zealand include:

- + Bouncing castles and rock climbing
- + Petting zoo and pony rides
- + Mini Jeep rides and Kids activities (scavenger hunt and obstacle courses)
- + Lolly scramble and egg and spoon race
- + Face painting and apple bobbing
- + Balloon artists
- + Sponsored giveaways and free entry competitions
- + Music and bands for children
- + Kids fashion & fancy hat competitions
- + Arts and craft
- + Mini golf and sack races
- + Circus in a flash (interactive circus workshop)
- + Mr Whippy in attendance

SHARING FACILITIES WITHIN THE COMMUNITY

Racing clubs, in particular those in regional areas, have a limited requirement to use their facilities for racing purposes and therefore look to assist and support the community by providing these facilities and resources for use on a temporary and permanent basis. The majority of racing clubs engage with community groups including sporting clubs, schools, emergency services and show societies to share their facilities and resources. This is particularly evident in regional areas where facilities have been used extensively for community and public use. Some of the 243 organisations which share facilities and resources with clubs include:

- + Show Societies (A&P Shows)
- + Rotary, Lions and Senior Citizens Clubs
- + Animal Organisations e.g. Greyhounds as Pets, pony clubs, equestrian, show jumping, adult riding, sled dogs, rodeos, dog obedience, New Zealand Police Dog Training etc.
- + Riding for the Disabled
- + Sporting clubs e.g. ju jitsu, rugby, gymnastics, walkers & joggers, squash, boxing, golf, darts, archery, dance clubs, touch football, karate, yoga, athletics etc.
- + Charities e.g. cancer societies, women refuges, Life Education, Menz Shed etc.
- + The Shed project
- + Schools e.g. primary and secondary schools)
- + Driving Schools
- + Community markets
- + Fire service, police service, civil defence
- + Scouts





EDUCATION AND TRAINING

Education and training is vitally important for the continued growth and success of all three codes of racing throughout New Zealand. Education and training programs also work to support communities through various avenues. Major city and regional areas alike feel the positive impact provided by community partnerships, training programs and welfare initiatives provided by the three racing codes.

The racing industry promotes a wide variety of education and training courses to both help better equip those within the industry to further their professional or tertiary development, and to assist those looking for opportunities to enter the industry. New Zealand Thoroughbred Racing has partnered with training providers who deliver quality and flexible education and training services to the industry. There are a large range of nationally accredited education and training courses available. Some of these include National Certificates in stables procedures, breeding, racecourse maintenance and a broader equine course for trackwork riders and jockeys.

Harness Racing New Zealand also offers a number of educational opportunities for those interested in getting involved in the sport. There are options for primary school curriculums, Gateway to high school students (for those interested in harness racing), cadet schemes and broader industry qualifications including national certificates in Racing Stable Assistants and Harness Racing.

These opportunities provide practical access and theoretical knowledge to many aspects of professional racing in New Zealand. Racing clubs and participants directly employ staff on a full-time, part-time and casual basis. Club employees are involved in administration, which includes the conduct of raceday and other non-raceday tasks. As part of their



commitment to delivering an enjoyable experience for racing participants and customers, racing clubs continue to upskill through further education, workshops and short courses.

Overall, close to two-thirds of clubs have at least one member of their staff currently participating in further education career development or training programs each year.

PROMOTING HEALTHY RACING CLUB ENVIRONMENTS

Racing clubs in New Zealand have developed and applied a number of initiatives to improve the raceday and non-raceday experience for attendees, participants, staff, partners and the broader community. These initiatives have arisen in response to changing consumer needs and community values. Racing clubs play an active role in providing healthy environments for their customers and racing participants. Some examples include:

- + The provision of healthy choice options for both racing participants and customers
- + Most clubs have restrictions on bringing alcohol on course when attending the races
- + All clubs have policies and practices in place to encourage responsible consumption of alcohol
- + Clubs have trained on-site medical staff available to assist participants, volunteers, staff and customers if required
- + Providing accessible venues for people with a disability e.g. access ramps, car parking, toilet facilities, viewing platforms etc.
- + Creating an environment where people from all walks of life are welcomed



CLUB HISTORY AND HERITAGE

Thoroughbred, harness and greyhound racing in New Zealand has a long and celebrated history. The rich cultural, heritage and social significance of the sport has been recorded for than 180 years. The historical elements of racecourses in New Zealand are an important part of the fabric of many local communities and many clubs actively promote past sporting participants, racing identities and special anniversaries.

Thoroughbred racing in New Zealand dates back to 1842, when a 'grand race meeting' was conducted on Petone Beach near Wellington. The Nelson Jockey Club and the Wanganui Jockey Club were the first to be formed in New Zealand, in 1848. The driving force behind racing in Nelson & Marlborough was Henry Redwood, who is widely described as the "father of New Zealand thoroughbred racing".

Thoroughbred racing has provided some of New Zealand's most recognised national icons, including trainers such as Dick Mason, Dave and Paul O'Sullivan, Colin Jillings and current trainers John Wheeler and Murray Baker. Outstanding jockeys include brothers Bill and Bob Skelton, Bill Broughton and Lance O'Sullivan. The likes of Champion

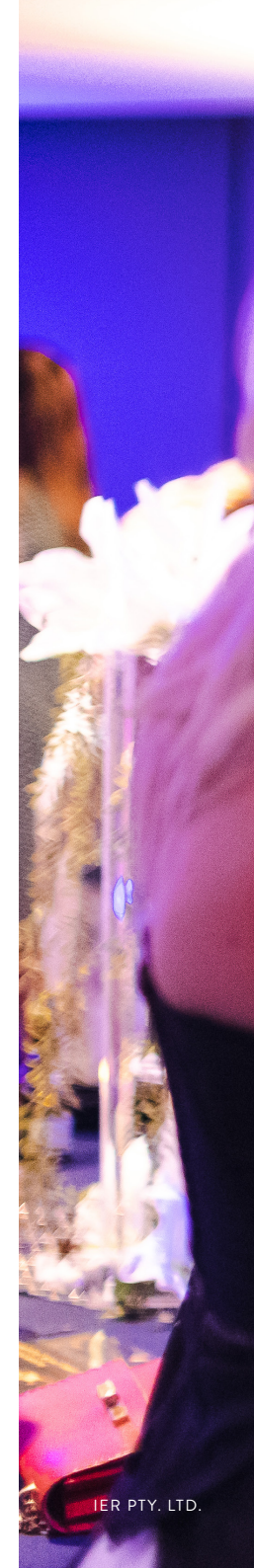
New Zealand horses – Carbine, Gloaming, Phar Lap, Kindergarten and Sunline have also become entrenched in the hearts and minds of all New Zealanders and in some cases, all around the globe.

Trotting races formed part of a number of thoroughbred racing events from as early as 1864 in the Otago Southland area and then developed with standalone trotting clubs not long after. The likes of Champion New Zealand horses such as Cardigan Bay and Young Quinn and more recently Lazarus and Terror to Love are well known throughout New Zealand – as are participants such as Maurice Holmes and the Purdon Family, who have made a significant contribution to the sport.

In the early 1870's, farmers began importing British greyhounds and coursing competitions between farms started to develop. Coursing developed rapidly as a sport and the first greyhound clubs were founded in Southland in 1876. The following year the New Zealand Federation of Coursing Clubs was established, and the first Waterloo Cup was run in 1878 near Oamaru. New Zealand has produced many prominent participants include Ray Adcock, Jean and Dave Fahey, and Ben Craik.

More than half of the racing clubs throughout New Zealand take an active approach to promoting the history and heritage elements of their club. This is an important aspect of racing as many of the clubs have a long and rich history. The initiatives that clubs have adopted in recording their history, convey the excitement of racing in their community to both visitors and locals. A number of examples include:

- + Industry awards and Halls of Fame to acknowledge horses/greyhounds, participants and associates. Including ceremony dinners and websites
- + Club acknowledgement of participants – through signage, photos, paintings around club grounds
- + Publishing and contributions to history books written about the Clubs e.g. Canterbury Jockey Club, Hawera Harness Racing Club, Nelson Harness Racing Club and Manawatu Harness Racing Club
- + Promotion of history through museums e.g. New Zealand Trotting Hall of Fame Museum in Auckland, Ashburton Trotting Club and Manawatu Harness Racing Club
- + Use of social media to promote club history
- + Promotion of history through local papers, radio, facebook and websites
- + Recognising heroes of the sport on dedicated racedays e.g. Heritage raceday and Founders Day race meetings
- + Promotions in race books, honour boards and historical photographs and newspaper clippings.





REGIONAL SUMMARIES – NORTH ISLAND

NORTHLAND

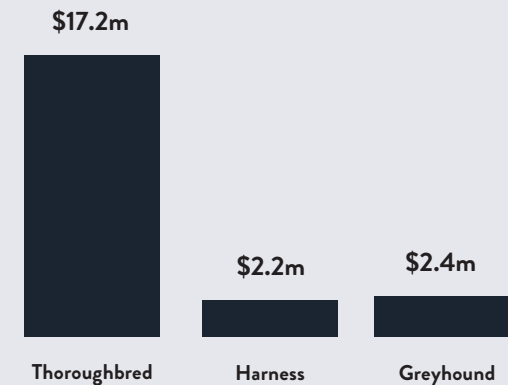
- + There is one (1) racing club operating in the region of Northland - a Thoroughbred club.
- + The racing industry in the Northland region is responsible for generating \$21.9 million in value-added contribution to Gross Domestic Product. This equates to 1.2% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 145 full-time equivalent (FTE) jobs in the region.
- + There are 597 participants in the racing industry in Northland.

THE RACING INDUSTRY IN THE **NORTHLAND REGION** IS RESPONSIBLE FOR GENERATING **\$21.9 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **1.2% OF THE INDUSTRY TOTAL.**

RACING CLUBS IN THE REGION

Thoroughbred
+ Whangarei Racing Club

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE NORTHLAND REGION



AT A GLANCE

1 Racing Clubs

THOROUGHBRED 1

12 Race Meetings

THOROUGHBRED 12

95 Races

THOROUGHBRED 95

180 Racing Club Members

THOROUGHBRED 180

10,000 Attendances

THOROUGHBRED 10,000

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$5.0m	\$0.1m	\$0.0m	\$5.0m
Direct Spending on Breeding Activities	\$0.0m	\$0.1m	\$0.0m	\$0.1m
Direct Spending on Racing & Wagering Activities	\$11.4m	\$1.9m	\$2.3m	\$15.6m
Total Direct Expenditure	\$16.4m	\$2.1m	\$2.3m	\$20.7m
Total Value-Added	\$17.2m	\$2.2m	\$2.4m	\$21.9m
Full-Time Equivalent Employment	120	12	13	145

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	35	11	0	46
Owners	224	14	13	251
Trainers	20	1	0	21
Racing Club & Industry Staff	70	0	0	70
Staff employed by participants	115	22	0	137
Jockeys & Drivers	2	0	0	2
Volunteers	60	10	0	70
Total roles in New Zealand Racing	526	58	13	597

RACE MEETINGS IN THE NORTHLAND REGION ATTRACTED ATTENDANCES OF 10,000 OR 1.6% OF TOTAL ATTENDANCES AT RACE MEETINGS IN NEW ZEALAND.

AUCKLAND

- + There are a total of five (5) racing clubs operating in the region, three (3) of which are Thoroughbred clubs, one (1) Harness club and one (1) Greyhound racing club.
- + The racing industry in the Auckland region is responsible for generating close to \$476.8 million in value-added contribution to Gross Domestic Product. This equates to 25.4% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 3,302 full-time equivalent (FTE) jobs in the region.
- + There are close to 5,300 participants in the racing industry in Auckland.

RACING CLUBS IN THE REGION

Thoroughbred

- + Auckland RC
- + Avondale JC
- + Pakuranga Hunt Club

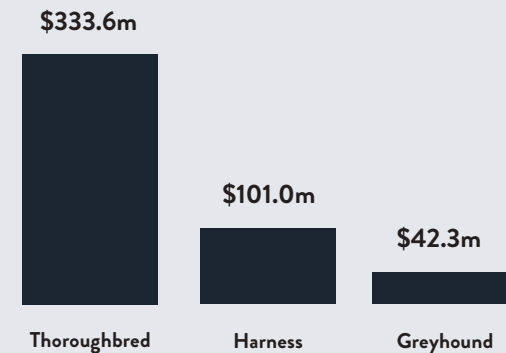
Harness

- + Auckland Trotting Club

Greyhound

- + Auckland GRC

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE AUCKLAND REGION



THE RACING INDUSTRY IN THE **AUCKLAND REGION** IS RESPONSIBLE FOR GENERATING **\$476.8 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **25.4% OF THE INDUSTRY TOTAL.**

AT A GLANCE

5 Racing Clubs

THOROUGHBRED 3
HARNESS 1
GREYHOUND 1

115 Race Meetings

THOROUGHBRED 22
HARNESS 29
GREYHOUND 64

1,190 Races

THOROUGHBRED 197
HARNESS 267
GREYHOUND 726

1,635 Racing Club
Members

THOROUGHBRED 1,235
HARNESS 341
GREYHOUND 59

154,558 Attendances

THOROUGHBRED 150,278
HARNESS 2,200
GREYHOUND 2,080

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$29.1m	\$14.2m	\$0.8m	\$44.1m
Direct Spending on Breeding Activities	\$45.2m	\$21.2m	\$0.7m	\$67.1m
Direct Spending on Racing & Wagering Activities	\$102.5m	\$33.9m	\$25.3m	\$161.8m
Total Direct Expenditure	\$176.8m	\$69.3m	\$26.8m	\$273.0m
Total Value-Added	\$333.6m	\$101.0m	\$42.3m	\$476.8m
Full-Time Equivalent Employment	2,323	721	259	3,302

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	170	218	5	393
Owners	1,735	813	112	2,660
Trainers	89	50	14	153
Racing Club & Industry Staff	122	206	47	375
Staff employed by participants	569	490	10	1,070
Jockeys & Drivers	23	63	0	86
Volunteers	293	233	25	551
Total roles in New Zealand Racing	3,002	2,073	213	5,288

**RACE MEETINGS
IN THE
AUCKLAND
REGION
ATTRACTED
ATTENDANCES
OF 154,558 OR
24.2% OF TOTAL
ATTENDANCES
AT RACE
MEETINGS IN
NEW ZEALAND.**

WAIKATO

- + There are a total of seven (7) racing clubs operating in the region, five (5) of which are Thoroughbred clubs, one (1) Harness club and one (1) Greyhound racing club.
- + The racing industry in the Waikato region is responsible for generating more than \$505.3 million in value-added contribution to Gross Domestic Product. This equates to 26.9% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 3,812 full-time equivalent (FTE) jobs in the region.
- + There are more than 6,200 roles occupied in the racing industry in Waikato.

RACING CLUBS IN THE REGION

Thoroughbred

- + Cambridge JC
- + Matamata Racing Club (inc)
- + Racing Taupo
- + South Waikato RC
- + Waikato RC

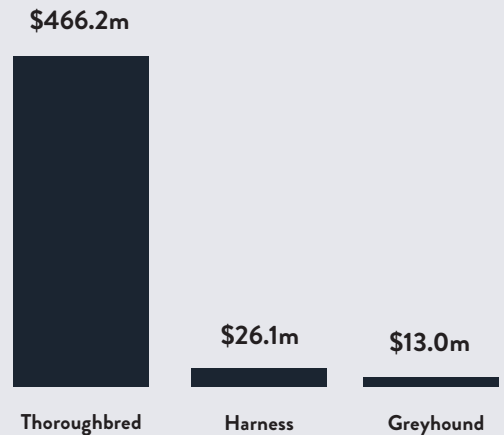
Harness

- + Waikato Bay of Plenty Harness Inc

Greyhound

- + Waikato GRC

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE WAIKATO REGION



THE RACING INDUSTRY IN THE **WAIKATO REGION** IS RESPONSIBLE FOR GENERATING **\$505.3 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **26.9% OF THE INDUSTRY TOTAL.**

AT A GLANCE

7 Racing Clubs

THOROUGHBRED 5
HARNESS 1
GREYHOUND 1

120 Race Meetings

THOROUGHBRED 56
HARNESS 31
GREYHOUND 33

1,111 Races

THOROUGHBRED 493
HARNESS 278
GREYHOUND 340

1,466 Racing Club
Members

THOROUGHBRED 1,295
HARNESS 120
GREYHOUND 51

65,930 Attendances

THOROUGHBRED 61,800
HARNESS 3,800
GREYHOUND 330

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$149.0m	\$7.0m	\$1.6m	\$157.7m
Direct Spending on Breeding Activities	\$202.9m	\$2.5m	\$0.6m	\$206.0m
Direct Spending on Racing & Wagering Activities	\$49.6m	\$12.5m	\$8.6m	\$70.6m
Total Direct Expenditure	\$401.5m	\$22.1m	\$10.8m	\$434.3m
Total Value-Added	\$466.2m	\$26.1m	\$13.0m	\$505.3m
Full-Time Equivalent Employment	3,536	191	85	3,812

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	325	118	5	448
Owners	2,120	399	120	2,639
Trainers	245	44	29	318
Racing Club & Industry Staff	150	11	30	191
Staff employed by participants	1,339	295	19	1,653
Jockeys & Drivers	78	49	0	127
Volunteers	640	174	44	858
Total roles in New Zealand Racing	4,897	1,090	247	6,234

**RACE MEETINGS
IN THE
WAIKATO
REGION
ATTRACTED
ATTENDANCES
OF 65,930 OR
10.3% OF TOTAL
ATTENDANCES
AT RACE
MEETINGS IN
NEW ZEALAND.**

BAY OF PLENTY

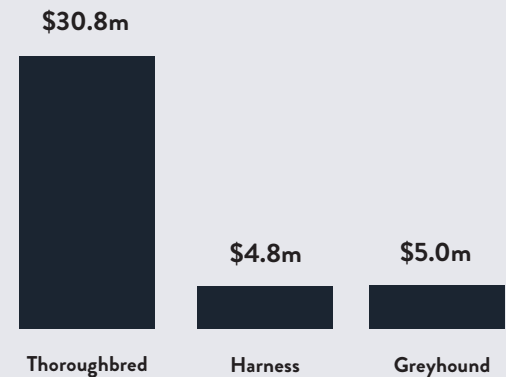
- + There are a total of two (2) racing clubs operating in the region, both of which are thoroughbred clubs.
- + The racing industry in the Bay of Plenty region is responsible for generating close to \$40.5 million in value-added contribution to Gross Domestic Product. This equates to 2.2% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 258 full-time equivalent (FTE) jobs in the region.
- + There are more than 1,200 roles occupied in the racing industry in Bay of Plenty.

RACING CLUBS IN THE REGION

- Thoroughbred**
- + Racing Tauranga
 - + Racing Rotorua

THE RACING INDUSTRY IN THE **BAY OF PLENTY REGION** IS RESPONSIBLE FOR GENERATING **\$40.5 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **2.2% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE BAY OF PLENTY REGION



AT A GLANCE

2 Racing Clubs

THOROUGHBRED 2

22 Race Meetings

THOROUGHBRED 22

191 Races

THOROUGHBRED 191

914 Racing Club
Members

THOROUGHBRED 914

27,567 Attendances

THOROUGHBRED 27,567

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$2.6m	\$0.0m	\$0.0m	\$2.7m
Direct Spending on Breeding Activities	\$1.3m	\$0.5m	\$0.0m	\$1.8m
Direct Spending on Racing & Wagering Activities	\$21.1m	\$3.4m	\$4.0m	\$28.5m
Total Direct Expenditure	\$25.1m	\$3.9m	\$4.0m	\$33.0m
Total Value-Added	\$30.8m	\$4.8m	\$5.0m	\$40.5m
Full-Time Equivalent Employment	205	27	26	258

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	49	19	0	68
Owners	620	78	10	708
Trainers	26	0	2	28
Racing Club & Industry Staff	60	0	0	60
Staff employed by participants	191	35	1	227
Jockeys & Drivers	2	0	0	2
Volunteers	106	14	3	123
Total roles in New Zealand Racing	1,054	147	16	1,216

RACE MEETINGS IN THE BAY OF PLENTY REGION ATTRACTED ATTENDANCES OF 27,567 OR 4.3% OF TOTAL ATTENDANCES AT RACE MEETINGS IN NEW ZEALAND.

GISBORNE/ HAWKES BAY

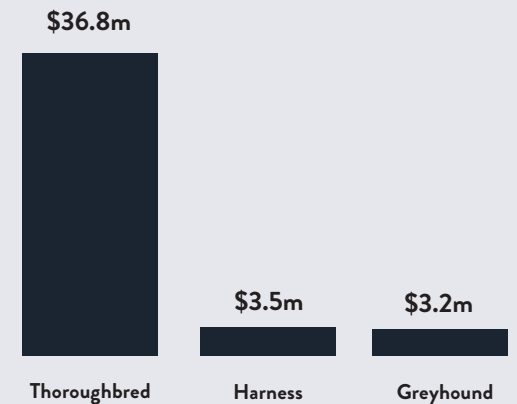
- + There are a total of two (2) racing clubs operating in the region, both of which are Thoroughbred clubs.
- + The racing industry in the Gisborne/Hawkes Bay region is responsible for generating close to \$43.5 million in value-added contribution to Gross Domestic Product. This equates to 2.3% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 308 full-time equivalent (FTE) jobs in the region.
- + There are nearly 1,400 roles occupied in the racing industry in Gisborne/Hawkes Bay.

RACING CLUBS IN THE REGION

- Thoroughbred**
- + Hawkes Bay RI
 - + Waipukurau JC

THE RACING INDUSTRY IN THE **GISBORNE/
HAWKES BAY REGION** IS RESPONSIBLE FOR GENERATING **\$43.5 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **2.3% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE GISBORNE/HAWKES BAY REGION



AT A GLANCE

2 Racing Clubs

THOROUGHBRED 2

14 Race Meetings

THOROUGHBRED 14

120 Races

THOROUGHBRED 120

470 Racing Club
Members

THOROUGHBRED 470

24,000 Attendances

THOROUGHBRED 24,000

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$9.5m	\$0.4m	\$0.0m	\$10.0m
Direct Spending on Breeding Activities	\$2.8m	\$0.0m	\$0.0m	\$2.8m
Direct Spending on Racing & Wagering Activities	\$19.8m	\$2.6m	\$2.7m	\$25.1m
Total Direct Expenditure	\$32.1m	\$3.0m	\$2.7m	\$37.9m
Total Value-Added	\$36.8m	\$3.5m	\$3.2m	\$43.5m
Full-Time Equivalent Employment	270	21	17	308

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	74	10	0	84
Owners	696	15	7	718
Trainers	32	1	1	34
Racing Club & Industry Staff	114	0	0	114
Staff employed by participants	237	20	1	258
Jockeys & Drivers	8	1	0	9
Volunteers	155	9	1	165
Total roles in New Zealand Racing	1,316	56	10	1,382

**RACE MEETINGS
IN THE
GISBORNE/
HAWKES
BAY REGION
ATTRACTED
ATTENDANCES
OF 24,000 OR
3.8% OF TOTAL
ATTENDANCES
AT RACE
MEETINGS IN
NEW ZEALAND.**

TARANAKI/ MANAWATU- WANGANUI

- + There are a total of sixteen (16) racing clubs operating in the region, eleven (11) of which are Thoroughbred clubs, three (3) Harness clubs and two (2) Greyhound racing clubs.
- + The racing industry in the Taranaki/Manawatu-Wanganui region is responsible for generating more than \$149.0 million in value-added contribution to Gross Domestic Product. This equates to 7.9% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 1,140 full-time equivalent (FTE) jobs in the region.
- + There are nearly 5,900 roles occupied in the racing industry in Taranaki/Manawatu-Wanganui.

RACING CLUBS IN THE REGION

Thoroughbred

- + Egmont RC
- + Feilding JC
- + Levin RC
- + Manawatu RC
- + Marton JC
- + Rangitikei RC
- + Taranaki Racing
- + Taumarunui RC
- + Wanganui JC
- + Waverley RC
- + Woodville-Pahiatua RC

Harness

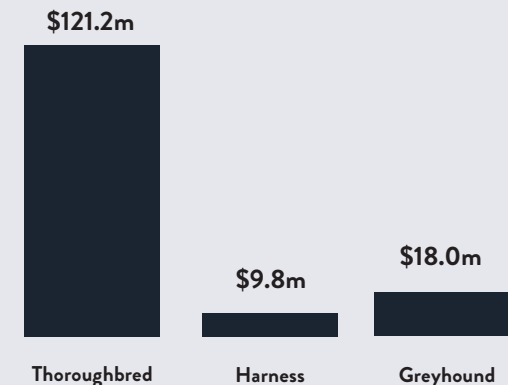
- + Hawera Harness Racing Club
- + Kapiti Coast Harness Racing Club
- + Manawatu Harness Racing Club

Greyhound

- + Palmerston North GRC
- + Wanganui GRC

THE RACING INDUSTRY IN THE **TARANAKI/MANAWATU-WANGANUI REGION** IS RESPONSIBLE FOR GENERATING **\$149.0 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **7.9% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE TARANAKI/MANAWATU-WANGANUI REGION



AT A GLANCE

16 Racing Clubs

THOROUGHBRED 11
HARNESS 3
GREYHOUND 2

170 Race Meetings

THOROUGHBRED 54
HARNESS 14
GREYHOUND 102

1,665 Races

THOROUGHBRED 419
HARNESS 104
GREYHOUND 1,142

2,375 Racing Club
Members

THOROUGHBRED 2,108
HARNESS 150
GREYHOUND 117

85,540 Attendances

THOROUGHBRED 80,400
HARNESS 4,000
GREYHOUND 1,140

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$57.6m	\$2.2m	\$2.8m	\$62.6m
Direct Spending on Breeding Activities	\$15.1m	\$0.5m	\$1.4m	\$17.0m
Direct Spending on Racing & Wagering Activities	\$36.7m	\$6.0m	\$11.6m	\$54.3m
Total Direct Expenditure	\$109.4m	\$8.7m	\$15.8m	\$133.9m
Total Value-Added	\$121.2m	\$9.8m	\$18.0m	\$149.0m
Full-Time Equivalent Employment	938	68	133	1,140

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	256	29	8	293
Owners	2,166	137	185	2,488
Trainers	204	19	31	254
Racing Club & Industry Staff	907	56	45	1,008
Staff employed by participants	953	87	21	1,061
Jockeys & Drivers	53	10	0	63
Volunteers	593	68	71	731
Total roles in New Zealand Racing	5,132	405	361	5,898

RACE MEETINGS IN THE TARANAKI/ MANAWATU- WANGANUI REGION

ATTRACTED
ATTENDANCES
OF **85,540** OR
**13.4% OF TOTAL
ATTENDANCES**
AT RACE
MEETINGS IN
NEW ZEALAND.

WELLINGTON

- + There are a total of five (5) racing clubs operating in the region, four (4) of which are Thoroughbred clubs and one (1) Harness club.
- + The racing industry in the Wellington region is responsible for generating more than \$128.8 million in value-added contribution to Gross Domestic Product. This equates to 6.9% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 872 full-time equivalent (FTE) jobs in the region.
- + There are nearly 2,100 roles occupied in the racing industry in Wellington.

RACING CLUBS IN THE REGION

Thoroughbred

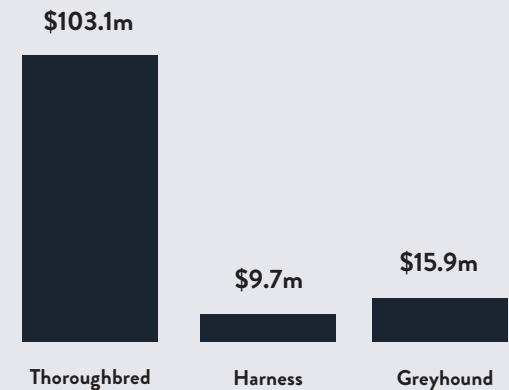
- + Masterton RC
- + Otaki Maori RC
- + Wairarapa RC
- + Wellington RC

Harness

- + Wairarapa Harness Racing Club

THE RACING INDUSTRY IN THE WELLINGTON REGION IS RESPONSIBLE FOR GENERATING **\$128.8 MILLION** IN VALUE-ADDED CONTRIBUTION TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **6.9% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE WELLINGTON REGION



AT A GLANCE

5 Racing Clubs

THOROUGHBRED 4
HARNESS 1

29 Race Meetings

THOROUGHBRED 27
HARNESS 2

241 Races

THOROUGHBRED 229
HARNESS 12

750 Racing Club
Members

THOROUGHBRED 670
HARNESS 80

39,250 Attendances

THOROUGHBRED 37,250
HARNESS 2,000

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$6.2m	\$0.1m	\$0.0m	\$6.2m
Direct Spending on Breeding Activities	\$19.0m	\$0.5m	\$0.0m	\$19.4m
Direct Spending on Racing & Wagering Activities	\$40.8m	\$5.7m	\$9.9m	\$56.5m
Total Direct Expenditure	\$66.0m	\$6.2m	\$9.9m	\$82.1m
Total Value-Added	\$103.1m	\$9.7m	\$15.9m	\$128.8m
Full-Time Equivalent Employment	715	57	101	872

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	71	32	0	103
Owners	1,279	93	37	1,409
Trainers	33	2	0	35
Racing Club & Industry Staff	75	13	15	103
Staff employed by participants	209	63	0	272
Jockeys & Drivers	3	1	0	4
Volunteers	125	43	0	168
Total roles in New Zealand Racing	1,795	247	52	2,094

**RACE MEETINGS
IN THE
WELLINGTON
REGION
ATTRACTED
ATTENDANCES
OF 39,250 OR
6.1% OF TOTAL
ATTENDANCES
AT RACE
MEETINGS IN
NEW ZEALAND.**

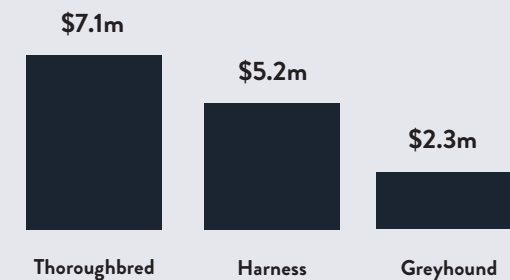
REGIONAL SUMMARIES – SOUTH ISLAND

TASMAN-NELSON/ MARLBOROUGH

- + There are no racing clubs operating in the region.
- + The racing industry in the Tasman-Nelson/Marlborough region is responsible for generating close to \$14.6 million in value-added contribution to Gross Domestic Product. This equates to 0.8% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 88 full-time equivalent (FTE) jobs in the region.
- + There are nearly 400 roles occupied in the racing industry in Tasman-Nelson/Marlborough.

THE RACING INDUSTRY IN THE **TASMAN-NELSON/MARLBOROUGH REGION** IS RESPONSIBLE FOR GENERATING **\$14.6 MILLION IN VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **0.8% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE TASMAN-NELSON/MARLBOROUGH REGION



AT A GLANCE

0 Racing Clubs

4 Race Meetings
HARNESS 4

45 Races
HARNESS 45

0 Racing Club
Members

0 Attendances

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$0.0m	\$1.0m	\$0.0m	\$1.0m
Direct Spending on Breeding Activities	\$0.0m	\$0.5m	\$0.0m	\$0.5m
Direct Spending on Racing & Wagering Activities	\$5.8m	\$2.8m	\$1.9m	\$10.5m
Total Direct Expenditure	\$5.8m	\$4.3m	\$1.9m	\$12.0m
Total Value-Added	\$7.1m	\$5.2m	\$2.3m	\$14.6m
Full-Time Equivalent Employment	39	36	13	88

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	9	18	0	27
Owners	123	91	11	225
Trainers	1	11	0	12
Racing Club & Industry Staff	0	2	0	2
Staff employed by participants	21	53	0	73
Jockeys & Drivers	0	10	0	10
Volunteers	11	28	0	39
Total roles in New Zealand Racing	164	213	11	388

*Some totals do not add due to rounding

WEST COAST & CANTERBURY

- + There are a total of twenty-seven (27) racing clubs operating in the region, nine (9) of which are Thoroughbred clubs, seventeen (17) Harness clubs and one (1) Greyhound racing club.
- + The racing industry in the West Coast & Canterbury region is responsible for generating close to \$385.6 million in value-added contribution to Gross Domestic Product. This equates to 20.6% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 2,865 full-time equivalent (FTE) jobs in the region.
- + There are more than 12,200 roles occupied in the racing industry in West Coast & Canterbury.

RACING CLUBS IN THE REGION

Thoroughbred

- + Ashburton RC
- + Banks Peninsula RC
- + Canterbury JC
- + Greymouth JC
- + Kumara RC
- + Kurow RC
- + Reefton JC
- + South Canterbury Racing Club (Inc)
- + Waimate RC

Harness

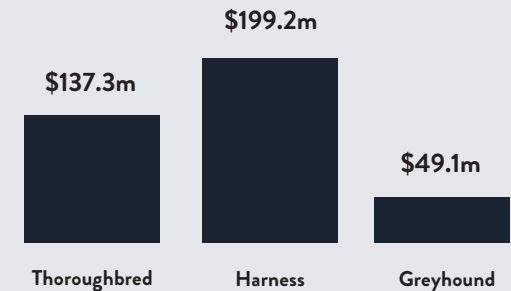
- + Akaroa Trotting Club
- + Amberley Trotting Club
- + Ashburton Trotting Club
- + Banks Peninsula Trotting Club
- + Cheviot Harness Racing Club
- + Geraldine Trotting Club
- + Hororata Trotting Club
- + Kaikoura Trotting Club
- + Marlborough Harness Racing Club
- + Methven Trotting Club
- + New Zealand Metropolitan Trotting Club
- + Nelson Harness Racing Club
- + Rangiora Harness Racing Club
- + Reefton Trotting Club
- + Timaru Harness Racing Club
- + Waimate Trotting Club
- + Westport Trotting Club

Greyhound

- + Christchurch GRC

THE RACING INDUSTRY IN THE **WEST COAST & CANTERBURY REGION** IS RESPONSIBLE FOR GENERATING **\$385.6 MILLION** IN **VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **20.6% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE WEST COAST & CANTERBURY REGION



AT A GLANCE

27 Racing Clubs

THOROUGHBRED 9
HARNESS 17
GREYHOUND 1

345 Race Meetings

THOROUGHBRED 47
HARNESS 105
GREYHOUND 193

3,792 Races

THOROUGHBRED 401
HARNESS 1,043
GREYHOUND 2,348

4,270 Racing Club
Members

THOROUGHBRED 1,716
HARNESS 2,474
GREYHOUND 80

179,106 Attendances

THOROUGHBRED 63,516
HARNESS 111,730
GREYHOUND 3,860

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$33.9m	\$49.0m	\$6.3m	\$89.1m
Direct Spending on Breeding Activities	\$7.9m	\$35.4m	\$4.8m	\$48.1m
Direct Spending on Racing & Wagering Activities	\$50.9m	\$52.2m	\$22.0m	\$125.0m
Total Direct Expenditure	\$92.7m	\$136.5m	\$33.0m	\$262.2m
Total Value-Added	\$137.3m	\$199.2m	\$49.1m	\$385.6m
Full-Time Equivalent Employment	985	1,525	355	2,865

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	151	791	18	960
Owners	1,897	2,238	185	4,320
Trainers	130	269	45	444
Racing Club & Industry Staff	1,092	825	30	1,947
Staff employed by participants	624	1,933	32	2,589
Jockeys & Drivers	37	192	0	229
Volunteers	398	1,236	82	1,716
Total roles in New Zealand Racing	4,329	7,484	392	12,205

RACE MEETINGS IN THE WEST COAST & CANTERBURY REGION

ATTRACTED
ATTENDANCES
OF **179,106** OR
**28.0% OF TOTAL
ATTENDANCES**
AT RACE
MEETINGS IN
NEW ZEALAND.

OTAGO & SOUTHLAND

- + There are a total of twenty seven (27) racing clubs operating in the region, twelve (12) of which are Thoroughbred clubs, fourteen (14) Harness clubs and one (1) Greyhound racing club.
- + The racing industry in the Otago & Southland region is responsible for generating more than \$110.2 million in value-added contribution to Gross Domestic Product. This equates to 5.9% of the total impact generated by the New Zealand Racing Industry.
- + The economic impact generated by the racing industry in this region is responsible for sustaining a total of 843 full-time equivalent (FTE) jobs in the region.
- + There are nearly 5,400 roles occupied in the racing industry in Otago & Southland.

RACING CLUBS IN THE REGION

Thoroughbred

- + Beaumont RC
- + Central Otago RC
- + Gore RC
- + Oamaru JC
- + Otago RC
- + Riverton RC
- + Southland RC
- + Tapanui RC
- + Waikouaiti RC
- + Wairio JC
- + Winton JC
- + Wyndham RC

Harness

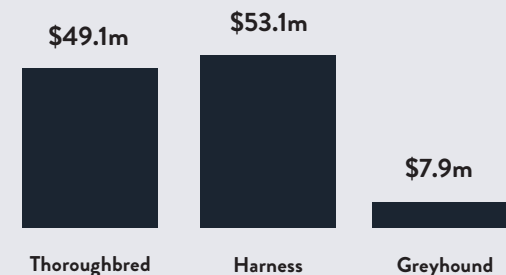
- + Central Otago Trotting Club
- + Forbury Park Trotting Club
- + Gore Harness Racing Club
- + Invercargill Harness Racing Club
- + Kurow Harness Racing Club
- + Northern Southland Trotting Club
- + Oamaru Harness Racing Club
- + Riverton Trotting Club
- + Roxburgh Trotting Club
- + Tuapeka Harness Racing Club
- + Waikouaiti Trotting Club
- + Wairio Trotting Club
- + Winton Harness Racing Club
- + Wyndham Harness Racing Club

Greyhound

- + Southland GRC

THE RACING INDUSTRY IN THE **OTAGO & SOUTHLAND REGION** IS RESPONSIBLE FOR GENERATING **\$110.2 MILLION IN VALUE-ADDED CONTRIBUTION** TO GROSS DOMESTIC PRODUCT. THIS REPRESENTS **5.9% OF THE INDUSTRY TOTAL.**

VALUE-ADDED GENERATED BY EACH CODE WITHIN THE OTAGO & SOUTHLAND REGION



AT A GLANCE

27 Racing Clubs

THOROUGHBRED 12
HARNESS 14
GREYHOUND 1

119 Race Meetings

THOROUGHBRED 33
HARNESS 57
GREYHOUND 29

1,172 Races

THOROUGHBRED 259
HARNESS 549
GREYHOUND 364

2,972 Racing Club
Members

THOROUGHBRED 1,010
HARNESS 1,936
GREYHOUND 26

53,140 Attendances

THOROUGHBRED 36,850
HARNESS 16,000
GREYHOUND 290

*Some totals do not add due to rounding

ECONOMIC IMPACTS

	Thoroughbred	Harness	Greyhound	TOTAL
Direct Spending on Training Activities	\$13.2m	\$20.0m	\$0.3m	\$33.5m
Direct Spending on Breeding Activities	\$5.0m	\$12.5m	\$0.1m	\$17.7m
Direct Spending on Racing & Wagering Activities	\$24.4m	\$14.5m	\$6.4m	\$45.3m
Total Direct Expenditure	\$42.7m	\$47.0m	\$6.8m	\$96.5m
Total Value-Added	\$49.1m	\$53.1m	\$7.9m	\$110.2m
Full-Time Equivalent Employment	365	425	53	843

TOTAL ROLES OCCUPIED IN RACING

	Thoroughbred	Harness	Greyhound	TOTAL
Breeders	67	369	1	437
Owners	1,221	896	58	2,175
Trainers	65	109	9	183
Racing Club & Industry Staff	139	309	27	475
Staff employed by participants	283	873	6	1,161
Jockeys & Drivers	12	90	0	102
Volunteers	294	542	13	849
Total roles in New Zealand Racing	2,081	3,187	114	5,382

RACE MEETINGS IN THE OTAGO & SOUTHLAND REGION

ATTRACTED
ATTENDANCES
OF **53,140** OR
**8.3% OF TOTAL
ATTENDANCES**
AT RACE
MEETINGS IN
NEW ZEALAND.

ABOUT IER

IER is a leading strategic consulting business specialising in the tourism, events and sporting industries. For over 20 years, IER has provided economic impact evaluations for both private and government clients.

In particular, IER has specialised in consulting on a variety of projects related to the racing industries in Australia, New Zealand and Asia over this time.

This study constitutes an economic and social impact evaluation of the thoroughbred, harness and greyhound racing industry in New Zealand.

It has been developed utilising the following source data:

- + Registration data relating to participants and animals
- + Breeding and training expenditure data captured from surveys with racing participants
- + Expenditure and taxation data provided by wagering operators throughout New Zealand
- + Data provided by TAB NZ, the principal racing authorities and race clubs

An understanding of the intricate and sometimes complex flow of money in the racing industry underpins this assessment. IER has recently prepared similar studies for:

- + Australian greyhound racing industry
- + Australian thoroughbred racing industry
- + New South Wales greyhound racing industry
- + New South Wales harness racing industry
- + Tasmanian racing industry (3 codes)
- + Northern Territory thoroughbred racing industry
- + Queensland racing industry (3 Codes)
- + Australian Football League
- + Western Australian racing industry (3 Codes)
- + Victorian racing industry (3 Codes)

The economic modelling for this study was undertaken by Associate Professor Barry Burgan B Ec (Hons), FINSIA (Fellow). Barry is a director of Economic Research Consultants Pty Ltd and has extensive experience in the area of economic and financial assessment and policy advice.

He has a background in the public and private sectors, academia and has worked on various projects in the area of economic policy, including in the area of economic modelling. In particular, Barry has extensive experience in the use of both computable general equilibrium and input-output models, regional economic development and cost benefit analysis. He has undertaken a number of these studies and projects with the Sustainable Tourism Cooperative Research Centre.

Barry has undertaken a significant range of studies on sporting industries, with some specific examples including:

- + Size and scope of the Queensland racing industry (2023)
- + Size and scope study of the Tasmanian racing industry (2021)
- + Size and scope of the Tasmanian racing industry (2023)
- + Size and scope of the New South Wales harness racing industry (2023)
- + Size and scope of the Australian Football League (2022)
- + Size and scope of Thoroughbred racing industry in the Northern Territory (2022)
- + Size and scope of the Victorian racing industry (2022)
- + Size and scope of the Western Australian racing industry (2021)
- + Size and scope of the Asian Racing Federation (2020)
- + Size and scope of the South Australian racing industry (2019)
- + Economic and social impact study of harness racing in Australia (2012)

Barry provides the economic modelling and advisory services to IER.

DISCLAIMER

This report (Report) has been produced independently by IER as requested by TAB NZ. The report has been prepared to meet the requirements set out by TAB NZ within the terms of reference. The information, statements, statistics and commentary (together the 'Information') contained in this Report have been prepared by IER from a combination of publicly available material, data from various stakeholder organisations and from confidential discussions held with participants of the industry. IER has prepared this Report on the information that was received or obtained, on the basis that such information is accurate and, where it is represented to IER as such, complete. The Information contained in this Report has not been subject to an audit.

ECONOMIC METHODOLOGY

The purpose of this study is to measure the contribution made by the three codes of racing to the New Zealand economy. In this way, it is a generalised measure of the industry's contribution to the country's economy.

BASIS OF EVALUATION

This study is based on a consistent methodology used by IER in the evaluation of the contribution of racing industry's in other countries and regions. The modelling is based on assessing the way in which expenditures that underpin the racing industry impact in a 'whole of economy context' through the creation of jobs and incomes.

More specifically, the economic contribution of an industry to the region in which it operates represents the contribution that the industry makes in terms of the generation of gross country (or regional product), household income and the employment these incomes support. The racing industry does this in two ways:

- Through the employment and activity, it supports directly within racing (including the impact on the industries that depend on it as a customer); and
- The flow on effects of that which filters through the economy as a result of this activity

The importance of the expenditures generated by an industry, in the production process, is that they will sustain turnover in local industry, and specifically this will support local jobs and incomes. It is the jobs and incomes that are taken to be the measure of economic impact or benefit, netting out leakages such as expenditure on imports etc.

In terms of determining average costs of producing (breeding) and preparing (training) for racing, IER consults with New Zealand breeders and trainers. The focus is to determine an average cost of breeding and training at the different lifecycle stages. Data collected in similar jurisdictions is sometimes used to make comparisons and determine per expenditures.

In addition to the jobs created with direct suppliers of services to the racing industry, economic activity produces a broader effect throughout the community, due to supply chain linkages and the impact of the spend of wage - extending the spend effect and the impact through various layers of the economy. This is known as the flow on or induced impact.

The result of an unconstrained whole of economy or general equilibrium model underpinned by input-output tables, is a prominent process for translating direct created expenditure (a final demand stimulus) of industries or projects into jobs and incomes, and for establishing the extent of the flow on impact. There is some level of academic argument about appropriate models for converting increases in external expenditure (final demand) into regional economic impacts. The critics of using unconstrained models such as input-output tables often argue that they overstate the value of an industry - and reference that "multiplier" impacts are taken as a method of ratcheting up the stated value (noting that this study uses an impact assessment rather than multipliers per se). This criticism would be valid when analysts applied turnover multipliers but is not the case with the more appropriate use of value-added multipliers - which translate the expenditure estimates to national accounting framework measure with a whole of economy context.

Indeed, value-added multipliers (the value-added impact (direct and induced) relative to a dollar of created expenditure) are often less than 1. It is further noted that the constraints that are applied in more complex economic models do not tend to be substantial at the state and regional level in a longer term context (labour flows from country to country and region to region and capital can also flow freely).

Used correctly, this method provides a more appropriate measure of economic contribution than expenditure. In short, use of this framework allow for reporting with respect to the estimated outcomes of the industry in terms of:

- The effect of expenditure or turnover on value added across a country/regional economy; and
- In terms of job creation

These measures ensure that the analysis is consistent with national accounting frameworks.

It should be emphasised that this methodology includes the identification and inclusion of local (New Zealand) expenditure associated with racing. The economic impacts determined by this approach do not represent the value that would be lost to the country if the industry did not exist. Generally, when considering expenditure by locals it is often held that substitution is a significant factor in whether that spending would be lost to the economy. Taking the racing industry as an example, it is likely (under a scenario where it no longer existed) that much of the local resident spend would substitute to other activities. Depending on where this spending occurs the overall economic impact of that spending could be higher or lower than what it was when spent on racing.

The study calculates the level of direct and induced employment and income that is linked to people choosing to spend their entertainment dollar on racing (after allowing for imports which are used in the production process). This could be considered the gross economic impact of the sector and is therefore a measure of its significance generally. If a similar gross impact was calculated for every other sector of the economy, then the sum of the impacts would be considerably greater than the size of the economy in total. An alternative methodology would be to measure the net economic impact. Such a study would represent the extent to which this industry expenditure is supported by revenues that can be considered new to the country or region. This would include the supply of services by the local industry to racing activities overseas. It would also include the spending made by tourists or visitors to the country whose main reason for visiting is to attend/participate in the races and wagering by overseas residents on local racing product. Finally, it would include industry revenues that locals spend where they would not spend it in the country

but for their involvement in the activities of racing. It would also reasonably be expected that some race attendees would attend events overseas if they were not available in New Zealand, and that some operators would base their operations overseas if this was the case. The information required for this assessment is not available, and as such is out of the scope of this analysis.

ESTIMATES OF EXPENDITURE BY THE INDUSTRY

This study of the New Zealand racing industry is undertaken by firstly identifying the expenditures generated by the industry and then applying this expenditure to the New Zealand input-output tables. The approach identifies the structural context of expenditure and then applies this to industry sectors from which point it is assumed that the general industry production function can be applied.

The estimated racing industry expenditure is determined at two levels. Firstly, the industry expenditure generated within each code of racing is identified, as well as the region in which this spend occurs.

Secondly final expenditures are allocated to industry sector (using ANZSIC codes as defined by Statistics NZ). Expenditure on labour in the racing sector itself is allocated to the recreational cultural sector. By allocating these expenditures in this way, the imports required to support racing industry activity can be estimated for the respective industry sectors, and excluded as they represent a leakage from the economy.

From an industry classification perspective, whilst “recreation services” is the dominant sector, there are significant purchases made from other sectors such as agriculture, business services, property services etc.

ADJUSTMENT OF EXPENDITURES

The expenditure data is converted from purchasers’ prices to basic prices, as the final expenditure data includes margins, taxes and subsidies and all monetary values in the input-output model are expressed as basic values. The prime differences between purchaser prices and basic prices are that:

- + basic values exclude the cost of transport and wholesale and retail trade embedded in the purchase price (and allocate these to the transport and trade sectors).

- + GST will be allocated to Gross Operating Surplus. In the modelling herein this is then considered to support government expenditure (an implied revenue neutral situation).

The New Zealand input output model adopted in this study is the national 2020/21 table produced by the Statistics NZ with employment data from 2020/21 from the Labour Force Statistics bulletin. In the modelling it is assumed that economy wide there have been some labour productivity gains since that time, that there have been some real income gains – and the table has been adjusted for inflation over the two year interval.

The core assumptions to make the adjustments from purchaser price distributions to basic values are:

- + The average value added in each of the industry sectors is extracted and then the direct taxes component is deducted and separately identified. It is assumed that the value added coefficient for the arts and recreation sector understates that of the spend for the racing industry as the cultural industry will be dominated by public sector institutions and not for profits – whereas the recreation sector is more commercial.
- + The purchaser price is adjusted for the average margin for wholesale, retail and transport sectors, as identified in the national input output tables.

DISTRIBUTION TO REGIONS

The racing industry is an important generator of economic activity in regional New Zealand with many services provided out of the regions. To estimate the impact by region, expenditures are distributed to the regions based on the type and industry within which the spending occurs, with adjustments to basic values as applied for total expenditures. This is then converted to the estimated impact by region using a tops down approach – where the flow on multipliers are adjusted for each region based on population size, population

density and whether a region includes a major metropolitan centre (it is noted that smaller regions generally have higher import percentages, and as such lower induced multipliers – which is allowed for in a tops down approach).

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- + Greyhound Racing New Zealand
- + New Zealand Thoroughbred, Harness & Greyhound racing clubs
- + Participants who provided detailed financial data on training and breeding racehorses/greyhounds

DEFINITIONS

The following terms have been used throughout the study and are defined as follows:

+ Direct Expenditure - is defined as expenditure associated with breeding and rearing racehorses/greyhounds, preparing racehorses/greyhounds (training), racing customer expenditure and expenditure by the peak racing associations and racing clubs on operating the industry. Direct expenditure is counted at the point at which it leaves the racing industry and hits the broader economy.

+ Direct Economic Impact (value added) - represents the amount of income included in the direct expenditure, and therefore is the amount of wages and salaries plus gross operating surplus directly created in supply these services and product, which is also equal to the direct in scope expenditure less the purchases the provider of the goods and services makes in providing the goods and services

+ Indirect Economic Impact (flow-on) - represents the value added activity generated to support the purchases made in providing the inputs to the providers of the direct services, along with the value added impact in providing households with goods and services as they spend their wages, and the trickle on effect of this

+ Total Value Added - is the sum of the direct value added plus the flow on impact. It therefore represents the contribution to Gross State Product resulting from the events and activities of the New Zealand racing industry

+ Full-time Equivalent Employment - is a unit that indicates the workload of an employed person in a way that makes workloads or class loads comparable across various contexts. An FTE of 1.0 is equivalent to

a full-time worker (i.e. 38 hours), while an FTE of 0.5 signals half of a full work load (i.e. 19 hours)

+ Household Income - is defined as being wages and salaries (before tax) earned from employment generated by the racing industry

+ Roles Occupied in Racing - is defined as being the number of roles held by employees (full-time, part-time and casual), participants and volunteers directly involved in the racing industry. It does not include down-the-line suppliers of goods and services

+ Input-Output Modelling - is the economic modelling used to determine the economic outputs within this study. It is an economy wide model, which shows the inter-linkages between industry sectors in the economy. Therefore, the change in economic circumstances (specifically a change in final demand), for one sector of the economy can be traced through to its effect on other sectors

