

INSIDE RUNNING

October 2011

RWC A BOON FOR RACING

Wagering on the Rugby World Cup 2011 tournament has smashed records for the TAB, with total turnover exceeding \$30 million.

Punters spent \$30.2 million during the tournament, making RWC 2011 the TAB's biggest ever betting event – outstripping the previous best of \$25.6 million bet on last year's Football World Cup.

The New Zealand-France final, won 8-7 by the All Blacks in a nailbiter, was the TAB's biggest single sports betting fixture. Turnover on the final was \$3.5 million – \$1.3 million more than the previous best when punters spent

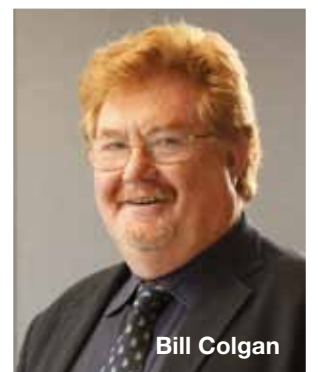
“There were thousands of new customers opening accounts and having a flutter on most games.”

NZ Racing Board interim chief executive Bill Colgan said the record turnover result would directly benefit the racing industry.

“The whole country scored a big win with the All Blacks but it's fair to say the racing industry is one of the biggest winners. Outside

“What we did notice was that race betting dropped off sharply during All Blacks' games in particular but, again, overall there was no significant impact. Evening harness racing probably bore the brunt with big RWC games on Thursday and Friday nights but day meetings performed well when there were competitive field sizes.”

The Cox Plate at Flemington enjoyed the second highest turnover ever, only just behind turnover on the 2005 race.



Bill Colgan

\$2.2 million on the David Tua-Lennox Lewis heavyweight titlefight in 2000.

TAB bookmaker Mark Stafford said the tournament had been a huge success.

“Turnover figures surpassed our wildest forecasts and while most think it was due to a lot of big bets, in fact it was the sheer number of people having a go.”

of the levy we're required to return to rugby, the tournament will deliver a tremendous opportunity for racing to access a broader customer base.”

Despite suggestions that record betting on the RWC could impact on racing turnover, Colgan said that had clearly not occurred. Any dip in race betting was far from significant.

“While Kiwis were watching and betting on rugby in record numbers, race betting volumes pretty much held up as we expected. Overall racing turnover (tote and fixed odds) was down just 1.1% during the seven weeks of the Rugby World Cup.

But, most importantly, there were big gains in TAB account customer numbers during the RWC. More than 62,000 account customers bet during the tournament, with more than 13,000 new accounts being opened.

“That's 13,000 new customers getting more involved in wagering,” said Colgan. “Our goal is to ensure these new customers continue to wager regularly, not only on sport but also on racing. By growing our customer base we are investing in the future of the racing industry.”

Things get a major kick along on Tuesday with the Melbourne Cup – the TAB's single biggest day of the year.

“We anticipate our growing customer base having a bet on the Cup, continuing on with Cup and Show Week in Christchurch and then on through the summer,” said Colgan.

“There's a lot to be positive about.”

TIME TO SHINE



The Webb Ellis Cup is back in the trophy cabinet, and as summer holidays edge ever nearer, the attention rightfully now turns back to racing.



Summer is our chance to shine – more than half of racing's annual attendance of almost one million comes in only three months of the year – November, December and January.

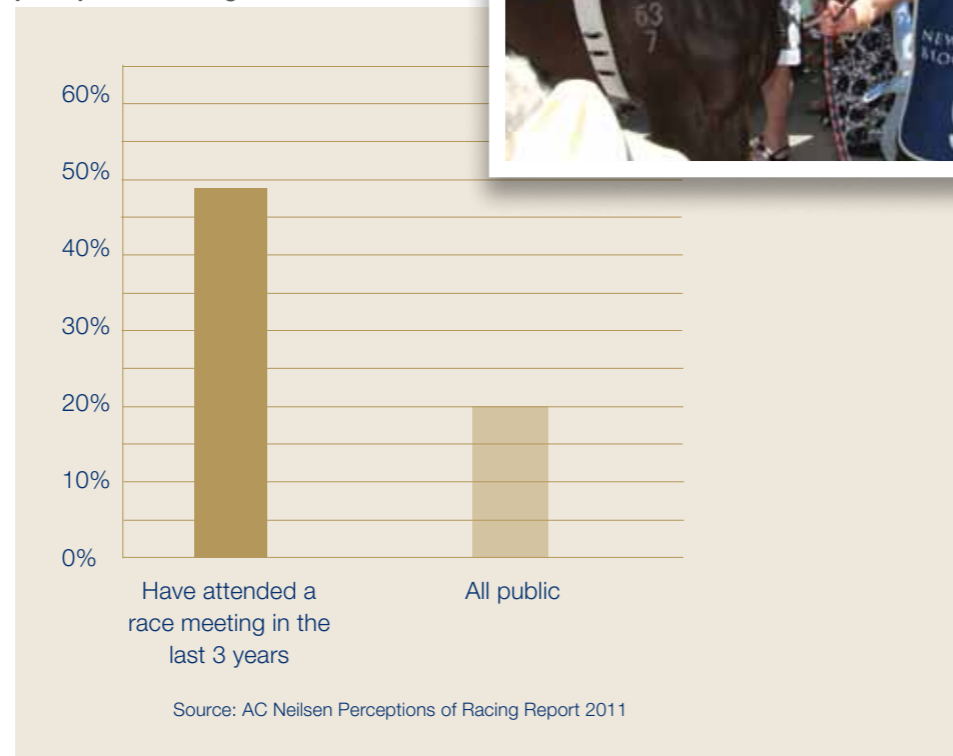
There are some very good reasons for this:

- We hold most of our major Cups and Carnival in this period – Melbourne Cup, New Zealand Cup and Show Week, Auckland's Christmas Carnival and Wellington Cup Carnival;
- Christmas at the Races (this year 39 events) and Interislander Summer Festival (32 events) which combined attract over 200,000 people to the races on their own!
- Most other major attendance sports (with the exception of cricket) take a break over this time – this is truly our time to "make hay".

On-course attendance is a vital component to a healthy and sustainable racing industry. Not only does it boost Club revenue through hospitality and gate sales, but it supports racing sponsorship, and drives positive perceptions about racing.

Recent research conducted by AC Nielsen shows that people who have attended a race meeting in the last three years hold a positive perception of racing at more than 2.5 times the rate of the general population.

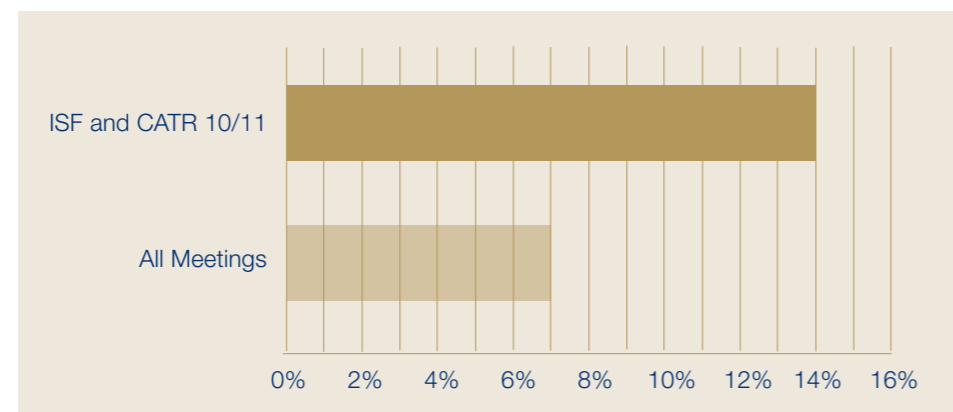
Percentage who have a net positive perception of racing



Major racing events, race days and nights also are where most new customers come from, growing future punters, with most current racing TAB customers having their first experience at the track.

Just looking at Christmas at the Races and Interislander Summer Festival events from last season as an example shows how successful racing events are at attracting a new audience for racing – twice as effective as all meetings.

Percentage who attended a race meeting for the first time



ACTION HOT ON-COURSE



The second Tuesday of November is once again nigh and 25,000 fans will pack into Addington Raceway for the Christchurch Casino New Zealand Trotting Cup.



Raceway chief executive Shane Gloury believes the seven days of New Zealand Cup and Show Week will give Cantabrians the "opportunity to forget about the troubles caused by the earthquakes" and enjoy the first major event in Christchurch since the devastating quakes.

The loss of Rugby World Cup matches hit Canterbury hard, so Cup Week's arrival will not only give them a deserved reason to celebrate but also some much-needed elite sporting contests.

The week kicks off with the New Zealand Sothys 2000 Guineas at Riccarton on Saturday, November 5.

Race favourite Burgundy is a brilliant example of a thoroughbred. The muscular son of Redoute's Choice is a three-quarter brother to Darci Brahma, whose Guineas win in 2005 was the second of his five Group 1 victories. Burgundy was a \$1.3 million purchase at the 2010 Karaka Sales by Te Akau's David Ellis.

The Trotting Cup is a sparkling four minutes in harness racing, while the day itself is known as a tremendous fashion occasion.

This year's Cup contest could be one of the best yet with the return of dual winner Monkey King, the revitalised Auckland Reactor and Australian champion Smoken Up all going head-to-head. Many Kiwi pundits will pin their hopes on Auckland Reactor, with Smoken Up is a real chance of pinching our Cup. The day also sees our best young pacers in the NRM NZ Sires Stakes Final.

Little Mother is a multiple Group 1 winning greyhound who deserves a Buy Sell & Exchange New Zealand Cup after suffering terrible racing luck when a beaten favourite in 2010. She has been sweeping all before her recently, including a Group 1 Waterloo Cup win before trekking down to Christchurch. The thick slice of the \$100,000 stake will see her obliterate \$300,000 in career earnings.

A more relaxed buzz sweeps across Addington on Friday with Show Day. The

family friendly day out provides a picnic atmosphere off the track, but the competition is very serious on the 1193m track with two Group 1s, the Woodlands NZ Pacing Free-For-All and Hellers Dominion.

A cracking week wraps up with the Christchurch Casino New Zealand Cup back at Riccarton Park.

The boot parties and corporate marquees will line the long straight as the 3200m handicap race thunders for home. An incredibly even field greets punters in this year's renewal. It has all been about the Ritchie family in the last two runnings of the Cup.

Shaune Ritchie produced Myscotsgrey to win in 2009 before his father Frank was successful with Showcause last year. However, there is only a slim chance of any runner this year, but there still could be major race success for the Ritchies on the day with Shaune saddling up leading-light Artistic in the Group 1 New Zealand Bloodstock 39th 1000 Guineas.





FOREIGN LEGION

It's an international affair for the big one at Flemington on Tuesday.

The 151st Melbourne Cup could see a back-to-back Cup winner for just the fifth time.

Americain, who is now the \$4.20 favourite with TAB bookmakers, showed his love for Australia when winning Saturday's Drake International Cup. It was the American-bred, French-trained, galloper's third win from as many starts down under after completing the Geelong Cup/Melbourne Cup double in 2010, prompting jockey Gerald Mosse to say: "It looks like he really enjoys Australia, like me."

Dunaden rounds out the very strong, albeit small, French contingent.

The six-year-old is a year younger than Americain, but the two enter the great race in remarkably similar fashion. Trainer Mikel Delzangles, who was once the stable foreman for Alain De Royer-Dupre (trainer of Americain), followed the lead of his teacher when mapping Duanden's race program.

That meant the Geelong Cup would be Dunaden's sole lead-up run. He produced a sustained winning run from well back in the field and will now carry the same weight, 54.5kg, as Americain did when winning

the 2010 Melbourne Cup. Dunaden will be partnered by jockey Craig Williams, who has already won the A\$2.5 million Caulfield Cup and A\$3 million Cox Plate this spring.

The internationals, including recent imported stayers, look set to dominate this year's Cup. This has sparked calls from leading trainer Gai Waterhouse to increase the number of Australian staying races so they can be competitive against Europe's best at this time of the year.

Waterhouse has a Kiwi-bred hope in Tullamore, while "Cups King" Bart Cummings also has a Kiwi connection in Precedence. Aussie-based New Zealand trainers Mike Moroney and Chris Waller have Irish-bred stayers Glass Harmonium and Hawk Island, respectively, in contention.

After the devastating loss of Lion Tamer in Saturday's Cox Plate and the earlier season-ending injury to Scarlett Lady, New Zealand is left with two hopes for the Cup. Awapuni galloper Booming is safely in the field at 20th in the order of entry, but will need to prove his fitness on Saturday's Victoria Derby Day after a strained muscle ruled him out of the Moonee Valley Cup.

Scarlett Lady's regular hoop, young star James McDonald, remains hopeful of a ride in the Cup, with father Brett saying earlier this week a deal was close.



James McDonald

New Zealand Cup winner Showcause produced an eye-catching fourth behind Dunaden in the Geelong Cup, but will need to win Saturday's Lexus Stakes, over 2500m, to regain the field for Tuesday's A\$6 million feature.



NEW ZEALAND
RACING BOARD

NZ RACING BOARD

Phone: +64 4 576 6999

Fax: +64 4 576 6942

Email: info@nzracingboard.co.nz

www.nzracingboard.co.nz

106-110 Jackson Street

Petone 5012

PO Box 38 899

Wellington Mail Centre