

# Inside RUNNING



ISSUE 20, APRIL 2008

## Live betting attracts increased wagering interest

Live betting on head to head options with the TAB during sporting events has become increasingly popular amongst Kiwi sports bettors as it offers the benefit of being able to place a bet based on the matches current position, in real time.

TAB Bookmaker, Mark Stafford, said live betting has been fully embraced by punters, particularly those placing large bets.

“Live betting offers customers the added excitement of being able to bet throughout the game based on what’s actually happening in the match. For example, in a live rugby match factors such as the arguing with the referee, fatigue, the players state of mind and the momentum of the game and the score can all influence how we set the odds.

“There’s also the benefit of not having to rush to get a bet on before the start of a match – you’re not forced to make a call before knowing the team or players’ form on the day.”

The TAB first offered live betting on rugby during the 2007 Rugby World Cup. Close matches, particularly in the case of the All Blacks v France at Cardiff, provided plenty of interest for punters.

Opening odds on the All Blacks to win the match at kick off were \$1.08 while France was priced at \$7.00. As the All Blacks edged ahead to a 10 point lead at half time, 13-3, the odds on France to win the match moved out to \$10.00.

“At this crucial point in the match more than \$50,000 was placed by Kiwi punters on the All Blacks to win at odds of \$1.03,” explains Mark.

“However, five minutes into the second half Luke McAlister was sent to the sin bin and France kicked a penalty closing the gap to 13 – 6. The odds on France to win the match edged back to \$6.00 while the All Blacks stood their ground at \$1.10.

“At this point in the game the TAB saw unprecedented wagering on France as many Kiwi’s cast their minds back to 1999 and decided to hedge their bets in amounts of \$1000 or more.

“51 minutes into the game, with Luke McAlister still in the sin bin, France converted a try to bring the score to 13 all. The All Blacks then made four changes and immediately scored a try to reclaim their lead at 18 - 13.

...continued on page 2

**IN THIS ISSUE:** Calling of the Card p.2  
NZRB venue services team to raise the bar p.3  
NZRB continues to deliver strong financial growth p.3  
Mini-marquee villages create carnival atmosphere on-course p.4  
184 NZRB employees achieve Certificate in Contact Centre Operations p.6  
Enhanced IP environment at Hattrick Raceway delivers significant cost benefits p.7  
NZRB 1st XI takes on Australia p.7  
JCA invites expressions of interest p.8

**NEW ZEALAND  
RACING BOARD**



“With just ten minutes to go the All Blacks were priced at \$1.05 to win while France edged out to \$8.00. France soon took the lead following a converted try off a controversial forward pass bringing the score to 18 – 20. This marked a turning point for TAB bookmakers with France now priced at \$2.00 and the All Blacks edging out to \$1.70.

“While most of us would rather forget the final score, live betting enabled punters to place their bets based on the ebb and flow of the match. However, for many punters the adrenalin and the emotional attachment they had with players’ influenced the way they placed their bets,” Mark said.

Since January, the TAB has offered live betting on head to head options on the Australian Tennis Open, Miami Masters, National Bank Cricket Series, Friday night Super 14 matches, NBA Basketball and Major League Baseball.

Live betting is already commonplace in other wagering jurisdictions such as the United Kingdom and the TAB is looking at opportunities to extend its live betting options to Rugby League and Australian Rules Football.

Live betting options are available in TAB outlets and through TAB Internet, Phonebet and Touch Tone wagering channels.

# Calling of the Card heightens interest in Auckland Cup Week



*TAB Head Bookmaker, Paul Lally releases the Final Field Fixed Odds market for the Stella Artois Auckland Cup at the Calling of the Card Luncheon at Alexandra Park on Sunday 2 March.*

The clubs engaged Australian Rugby League legend Peter Sterling to speak at the event and invited TAB Bookmakers Paul Lally, Steve Richardson and Vaughan Clark to unveil the fixed odds for their respective Cup races after the draws were announced.

“The release of special odds on each of the Cups, which were only available to guests on the day, made for a very special event.”

Each club was responsible for marketing the event to their supporters and they jointly engaged in public relations activity. Auckland Cup Week boasts a range of city events including the Newmarket parade and the Giltrap City Toyota Tri Cups Annual Golf Tournament. This year the Racing Hall of Fame dinner coincided with the Auckland Cup Week festivities which helped generate increased interest in the weeks racing activities.

Plans are already underway to hold another Calling of the Card Luncheon next year.

“The event forged closer relationships between the three clubs and the Codes. It also generated increased Code interest in each of the respective club’s race day events,” said Graeme.

The Calling of the Card Luncheon was a co-ordinated effort by the Auckland Racing Club, Auckland Trotting Club and Auckland Greyhound Racing Club to heighten interest in Auckland Cup Week amongst the racing fraternity.

Graeme Running, Chief Executive Officer of the Auckland Trotting Club, said “the event was a big success. More than 300 guests attended the luncheon hosted by Trackside Television presenters George Simon & Mark Rosanowski.”

# NZRB venue services team to raise the bar

Ensuring a consistent customer experience across all race tracks throughout New Zealand may be an ambitious task but it’s one the New Zealand Racing Board hopes to achieve following a comprehensive review of the Board’s current on-course service delivery model.

In the past two decades the number of race meetings requiring the assistance of the Board’s venue services teams has increased ten-fold. The Board now provides venue services such as tote facilities and operations and big screen productions to 900 race meetings each year. With this comes a responsibility to ensure that a consistent level of service is delivered across all 59 race tracks throughout New Zealand.

During recent months, Sandy Brockelsby, the New Zealand Racing Board’s National Racing Services Manager, has been leading a review of the Board’s current on-course service delivery model to identify opportunities to improve the way the Board currently services race days up and down the country.

“The first step has been to gain an understanding of what happens now. We currently have 16 permanent employees in the venue services team, supported by a large pool of casual employees, who travel the length and breadth of New Zealand. The types of services we offer, and the number of people we have on hand, differs between locations.”

“Whilst there is a customer perception that tote staff are employed by the New Zealand Racing Board, this is not the case. Tote staff are contracted by the individual clubs, however, we provide tote operator training and supervision on the day.”

“Staffing for tote operations is difficult due to the wide disparity of staff numbers required. For example, under the current on-course service delivery model it takes about 40 tote staff to service an average race day compared to 250 tote staff for a big race meeting such as the Wellington Cup.”

To help the New Zealand Racing Board gather information about the level and quality of service the clubs and the venue services team currently offer, and to identify areas of improvement, the Board has conducted a series of surveys with Clubs, staffing consortiums and tote staff. In addition to this investigative work, the Board will be interviewing representatives from 20 clubs throughout New Zealand.

“Feedback from the surveys and interviews will enable us to gain valuable insight into all aspects of race day operations including wage rates, on-course working conditions, training and employment contracts. Once all the feedback is collated our aim is to host a series of workshops with key club members and representatives from the venue services team, staffing consortiums and tote operations staff to pave the way forward.”

“We want to raise the bar in terms of the services we offer on-course so that every time a customer visits a racetrack, be it at Te Rapa in Hamilton or Ruakaka in Whangarei, they have the same brand and customer experience,” Sandy said.

The New Zealand Racing Board will begin deployment of its new on-course service delivery model from August 2008.

# NZRB continues to deliver strong financial growth

The unaudited figures from the New Zealand Racing Board for the first six months of the 2007/08 season show that despite the challenges imposed by the Equine Influenza outbreak in Australia, the business has continued to deliver strong turnover growth to the industry. Total wagering turnover has increased 6% over the comparative period last season to \$797 million.

Operating surplus before industry expenditure has increased more than 12% to \$75 million, up 5% against budget for the six month period. Net Betting Revenue was down approximately 1% on budget. However, a significant increase in the export of New Zealand racing product to Australia at the height of

the Equine Influenza threat delivered International Racing royalties in excess of \$8.9 million, 350% above budget.

The Chairman of the New Zealand Racing Board, Michael Stiasny, said “the calendar changes implemented at the start of the 2007/08 racing season coupled with the Board’s commercial agreements with Tabcorp have enabled the industry to maintain momentum in what has been quite a volatile period.”

Maintaining operating surplus at this level over the remainder of the season will present a challenge to the New Zealand Racing Board in these current economic conditions.

# Mini-marquee villages create carnival atmosphere on-course

Over the last few years the New Zealand racing industry has placed increased focus on enriching the customers on-course experience. Initiatives such as the Destination Summer Holiday Racing series and Christmas at the Races have been fully embraced by clubs and customers alike.

During the 2007/08 summer season the New Zealand Racing Board introduced a mini-marquee programme, run in partnership with clubs, further extending the on-course product offering.

This initiative proved extremely popular with 33 clubs throughout the country offering a range of hospitality packages to be enjoyed in the comfort of the racegoer's very own mini-marquee with family and friends.

Tauherenikau Events Manager, Jenny Fenwick, said they were overwhelmed by the response to their mini-marquee packages.

"We received most of our bookings for marquee packages in the two weeks leading up to both our January and February events but people were still ringing to book marquees on the morning of the races."

"People who saw them at our January Destination Summer Holiday Racing event also booked them for our February meeting."

The club sent out flyers to prospective businesses and the only other advertising carried by the club was through online advertising on the club website and the New Zealand Racing Board's [theraces.co.nz](http://theraces.co.nz) website.

The club offered racegoers two marquee options; marquee hire plus a luxury gourmet hamper priced at \$550 for ten people or marquee hire only priced at \$300 for ten people. All marquees received free course entry, racebooks and a complimentary bottle of bubbly for each marquee on arrival.

"The mini-marquee village certainly added to the carnival atmosphere of both racedays, added to which betting was very strong," said Jenny.

Gallop South also found the mini-marquees to be very popular. Southland Marketing Manager Casey McRae said "hosting a party with a group smaller than 20 people on a race day has proven quite awkward in the past as it's too many for a syndicate tent and not enough for a traditional marquee. The mini-marquees have provided a perfect solution. Their popularity is a testament to that."



"The key to the whole mini-marquee promotion is ensuring that you have an energetic person to greet guests and ensure that they are taken to their particular marquee. This person also needs to make sure the caterer delivers the hampers on time and needs to be on-hand until the guests settle into their day at the races. We had ten marquees on 2 January and sixteen on 6 February and not one complaint was received," Jenny added.

The New Zealand Racing Board will be inviting clubs to participate in the marquee programme next summer. The Board charges \$100 per marquee hire to cover the cost of transportation and to supply ground staff.

For more information about the New Zealand Racing Board's marquee programme contact or to request the use of the marquees please contact Sam Kelly, Content Co-ordinator on (04) 576 8015 or [sam.kelly@nzracingboard.co.nz](mailto:sam.kelly@nzracingboard.co.nz).

"I can see a time when we will sell twenty or more at every race meeting during the summer months across Otago and Southland."

The New Zealand Racing Board deployed four teams of two people throughout the regions to manage the marquees on the ground. The teams were responsible for setting up and dismantling marquees for the clubs and assisting the clubs with race day duties such as clearing tables, helping with signage and selling punters club tickets.

"The two staff that the New Zealand Racing Board employed to manage the marquees were excellent, very reliable and helpful and my input into the setting up of the marquee village was minimal," said Jenny.



# 184 NZRB employees achieve Certificate in Contact Centre Operations

184 New Zealand Racing Board Phonebet Operators celebrated the completion of their National Certificate in Contact Centre Operations (Level 3) in February this year following the completion of a 6 month work-based training programme.

Phonebet Operators located at the New Zealand Racing Board's Auckland, Wellington and Christchurch Phonebet Centres were given the opportunity to participate in the national qualification programme in recognition of the skills and knowledge that many of these dedicated staff demonstrate in their work with customers.

New Zealand Racing Board Chief Executive, Graeme Hansen said "developing our talent pool is a major focus of the New Zealand Racing Board and we are delighted that so many of our Phonebet Operators have achieved the National Certificate in Contact Centre Operations."



"As a long-term employee I am very pleased with the outcome. It gave me a wider understanding of the company and the point-of-view of the racing public," said Joy.

The qualification is available to all New Zealand Racing Board Phonebet Operators and a further 50 employees have registered their interest in gaining their qualification in the year ahead.

The qualification is facilitated by the Electrotechnology Industry Training Organisation (EITO) and is recognised in both New Zealand and Australia.

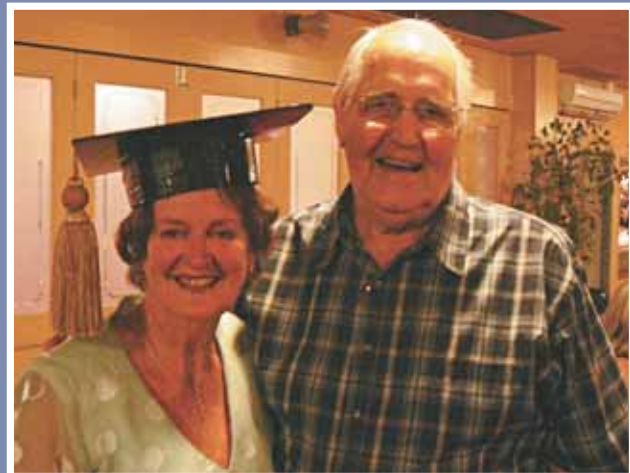


Graduates from the New Zealand Racing Board's Wellington Phonebet Centre accept their National Certificates.

The Certificate, which is made up of 15 compulsory and two elective units, demonstrates that individuals can work effectively in a contact centre environment and communicate with customers and the public on the telephone for the purpose of providing excellence in customer service.

Joy Donohoe, one of the longest serving Operators and a Union Delegate at the New Zealand Racing Board, said she was pleased about the challenging qualification.

"I was keen for the extra education offered. Instantly I could see it was going to be a plus. The qualification is excellent for younger employees and long-term staff as graduates gain practical skills to enhance their communication with the public."



Long-term Phonebet employee Joy Donohoe celebrates her achievement with fellow graduate Ian Hopkinson.

# Enhanced IP environment at Hattrick Raceway delivers significant cost benefits

The need to have TAB control vans on-course at Hattrick Raceway is now a thing of the past following enhancements to the track's Internet Protocol (IP) network.

Previously the track's tote terminals ran off a dial-up service, with limited speed and strength, connected to a TAB control van which then interfaced with the New Zealand Racing Board's Jetbet system via Telecom New Zealand's Internet Protocol (IP) network.

In February this year, the New Zealand Racing Board joined up the dots and removed the link between the tote terminals and the TAB control van. In layman's terms, the tote terminals now have direct conversations with the Board's Jetbet system.

Sandy Brockelsby, the New Zealand Racing Board's National Racing Services Manager, explains "the new IP environment at Hattrick Raceway has removed the need to have TAB control vans or support staff on-course which has the potential to deliver significant cost benefits to the industry."

"On-course tote staff now control the tote operation and have a direct line to Jetbet which means they work very much like a TAB agency and can deliver a better service to the customer. For example, they can print current odds for fixed odds options from their betting terminals for customers.

"The New Zealand Racing Board's Raceday Control team based in Petone now closes the race and provides support to club staff freeing up venue services staff to service other race meetings up and down the country," said Sandy.

The New Zealand Racing Board expects the IP enhancements to save the venue approximately \$80K per annum. However, if a similar IP model was adopted across all Greyhound venues the potential savings for the industry could be in the vicinity of \$300K per annum.

After further consultation with the code, the Venue Services team is now working towards rolling this model out across all Greyhound venues.

## NZRB 1st XI takes on Australia

On the 26 March 2008, the New Zealand Racing Board's 1st XI travelled to Brisbane to compete in a 20:20 cricket tournament against teams from Australia's Tabcorp and competitor wagering agency UNITAB.

This is the first time that the NZ Racing Board has been permitted to enter the prestigious cricket tournament that the two Australian wagering organisations have fought over for the last 40 years.

In the weeks leading up to the event, representatives from the Board's 1st XI have hosted a myriad of fundraising activities including darts, pool and lawn bowls competitions, gardening, raffles and a sponsored walk from Island Bay to Petone.

Financial Accountant and slow bowler Andy Newman undertook a 41km sponsored walk, travelling at an average speed of 4.25 kilometres per hour, across Wellington taking in 30 TABs along the way to raise just over \$1000 for the cricket team's tour.

Andy's 9.5 hour trek started at the Isobar Tavern in Island Bar and concluded at the Petone Working Men's Club in Petone. Andy, who has only ever placed bets on the Grand National and Melbourne Cup, placed a different bet at each TAB. Andy's biggest win of the

day came from a \$5 Each Way bet on race eight at Flemington returning a dividend of \$111.50.

"I was given tips by people within the business but unfortunately none of these paid off. Interestingly the bets I chose to place based on colours, horses names and blind judgement managed to win me a few dollars along the way."

In support of the cricket team's fundraising activities, the New Zealand Racing Board, as part of their employee sponsorship programme, donated funds to help the team purchase their kit and flights.

Unfortunately, the team, captained by Trackside presenter Brendan Popplewell, were defeated in their semi final match against New South Wales. New South Wales later went on to win the tournament for the third year in a row.

The Australians welcomed the New Zealand Racing Board contingent to the competition with open arms and the New Zealand Racing Board hopes to host the competition in Wellington in 2010.

## Chairperson – Judicial Control Authority for Racing

The Judicial Control Authority for Racing (JCA) is an independent statutory authority constituted under the Racing Act 2003. A core responsibility of the JCA is the appointment of judicial committees and appeals tribunals to hear and decide judicial and appeal proceedings in Racing. The JCA system is a vital element in ensuring the integrity of Racing in New Zealand.

Expressions of interest are sought for the role of Chairperson of the JCA. The Chairperson is accountable for the overall effectiveness and performance of the JCA to ensure its credibility and the confidence of its immediate stakeholders and the racing industry as a whole in the JCA system. The Chairperson has responsibility for (amongst other things):

- Appointing (jointly with the chairpersons of the participating racing Codes) other members of the JCA;
- Exercising statutory powers vested in the Chairperson including appointing or replacing members of judicial committees and appeals tribunals;
- Planning and conducting meetings (with the support of the Executive Officer) of the JCA;
- Ensuring the performance by the JCA of its statutory roles and responsibilities;
- Promoting the role of the JCA and its judicial communities and appeals tribunals within the racing industry; and

- Maintaining effective relationships and regular dialogue at the highest level with the NZ Racing Board, participating racing Codes and other recognised industry organisations

It is anticipated that the duties of the Chairperson of the JCA will involve a commitment of approximately 25 hours per week throughout the year. The hours required to be committed any week are likely to be irregular and may be required on any day of the week including weekends. Accessibility and responsiveness are key requirements. The Chairperson could be located anywhere within New Zealand.

To fulfil the role of Chairperson you will:

- Be or have been a Barrister and Solicitor of the High Court of not less than seven years practice
- Have a sound knowledge and understanding of judicial/ common law process and principles
- Understand and have an empathy with Racing
- Possess a sound working knowledge of governance principles
- Hold personal qualities including honesty, integrity, open mindedness and impartiality, courtesy, patience, independence, good judgement and commonsense and an acceptance of public scrutiny

Expressions of interest, along with a current Curriculum Vitae should be forwarded to Andrea Brunner, New Zealand Racing Board, P O Box 38899, Wellington Mail Centre or andrea.brunner@nzracingboard.co.nz. Enquiries can be made directly to Andrea on (04) 5766308.



**Promoting integrity  
 Fostering teamwork**

**Integrity**

- ▶ Have transparency of purpose
- ▶ Fulfil our social responsibilities
- ▶ Do the right thing at all times

**Teamwork**

- ▶ Combine our experience and skills by working together effectively
- ▶ Leverage these principle resources with effective communication