

Inside RUNNING



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Destination Summer Holiday Racing



This summer, racegoers all over New Zealand will enjoy a brand new on-course experience with NZ Still Destination Summer Holiday Racing. Everything our on-course customers have asked for, the New Zealand Racing Board is delivering. More fun and more involvement at the racetrack is the bottom line.

NZ Still DSHR has resulted from detailed research into what racegoers want. The NZ Racing Board has translated extensive customer feedback into an action plan that benefits both racegoers and racing clubs.

It provides customers with an easily recognisable brand that they will associate with a great race-going experience. And it provides participating clubs with simple-to-use effective marketing tools to enable them to promote their racedays nationwide and locally, and the resources and manpower to help them run each raceday smoothly.

NZ Still DSHR sets in place strict standards of service at the trackside at leisure destinations during the 2005-2006 summer school holidays. It will come into effect at 23 race meetings across all three racing codes.

Listening, feedback and involvement at every level of the industry have been hallmarks for the project throughout. From the outset, the idea was workshopped with the racing codes and the clubs, with collaboration to agree roles and responsibilities.

And right from day one, the NZ Still DSHR idea has met an outstanding level of enthusiasm from everyone involved in racing. Even feedback so far from the media has been positive.

As the posters go up and details are finalised for the first of the meetings, Industry Initiatives Manager, Tom Jamison, is optimistic, though aware of the challenges ahead. "When we had our first working meeting, I knew she was a chance. Now we've just got to do it right."

The Concept

From the race-going customer's perspective, DSHR is about having a better day out at the races this summer. People who go to a DSHR race meeting will notice a unified new look in branded touches like:

- An affordable charge at the gate – \$5 to \$10 per adult, with entry free for under-18s
- A free bottle of NZ Still water for every family member as they enter
- A branded betslip for the special Summer Six Pack, with simple instructions on how they can make it a "\$4 flutter", and possibly win a car or a home entertainment system.
- Local advertising, signage and posters giving the raceday extra profile
- Branded flags and banners at the course, and also en route to help them find their way
- Smart signature green t-shirts, instead of white coats, on the gate staff

The branding guarantees them:

- Supervised entertainment for the children
- A variety of healthy foods to choose from on-course (including the world's only mobile Subway stand)

- Loos with minimal queues – enough for the crowd, and kept pleasant throughout the day
- Zones at the trackside to suit every kind of race-goer, such as a family picnic area, a live band, (and headline bands at some racedays)
- Plenty of totes, supplemented with the new POD self-service machines at some tracks
- Increased Eftpos services
- Help from SunSmart to keep comfortable and safe in the summer sun

From the participating racing clubs' perspective, DSHR is about getting help from the NZ Racing Board, not only to provide all this at their major summer raceday, but also to gain access to professional marketing expertise to promote their event to a bigger audience. Marketing of each DSHR event is crucial to the project's success, and the NZ Racing Board is providing a comprehensive kit of marketing tools, and practical help to deploy them. On-Course Marketing Manager, Janice Hill, has created a suite of marketing tools to create nationwide and local awareness, designed for cost-effectiveness and ease of use, including:

- A national radio advertising campaign on MoreFM, The Breeze and Radio Trackside
- A full-page ad in SKYWatch magazine
- Billboards, banners, posters, press ads and media releases
- Local radio advertising, ready for local raceday information to be 'dropped in'
- "This way to the racecourse" signage, and signage to facilities on-course
- A special website – www.holidayracing.co.nz
- Re-branding of the totes as 'TAB Bet and Collect'

Each club will have the help of three NZ Racing Board staff in the lead up to raceday, with tasks as diverse as leafleting beach-goers, hotels, motels and the local camping grounds; putting up posters; arranging for "bovine billboards" to be pastured at the roadside en route to the track; and even arranging for aircraft trailing banners promoting the raceday to overfly some local beaches a day or two beforehand.

On raceday itself, they'll assist on-course to ensure the initiatives are running smoothly. As well, they will monitor standards for each part of the DSHR franchise, from toilet and



other facilities to food to activities for the kids, to ensure race-goers are delivered the promised levels of service.

The Starting Point

DSHR resulted from research commissioned by the NZ Racing Board at its establishment in 2003. The IER report and a study by the Boston Consulting Group were followed by a survey of racegoers on-course throughout the 04-05 season. The research consistently threw up these key issues:

- Revitalisation is fundamental to the future of the racing industry – numbers of people participating at the racecourse, and also betting turnover on New Zealand races.
- Women aged 19-30 are a key target market for racing entertainment. They are interested and keen.
- Customers, and women in particular, want racing and betting venues that are brighter, more pleasant and cleaner.
- Picnic races are enormously popular and attract big crowds – but at some events, up to 70% of attendees don't place a bet.

On-course, racegoers often find fault with:

- the lack of drinking water

- the quality and price of catering available
- toilets, too few (particularly for women), and not kept clean throughout the day
- a lack of entertainment at the racecourse, apart from the racing itself – a particular concern for youth, and also young children.

It's also known that some racing clubs charge no raceday entry fee. Combine this with large crowds of non-bettors, bringing their own food and drink, flocking to the one or two picnic racedays a club may hold per year, and it's a recipe for that club to foot the entertainment bill. Some are losing money on potentially lucrative flagship events that they could profitably invest in.

Looking to address these issues, the Industry Initiatives team began by looking at three iconic picnic races that are already a huge success – Tauherenikau and Omakau on 2 January, and Kumara on 7 January. They looked at what these events provide in terms of customer experience, and also who those customers are. They include a lot of people visiting the area on holiday, with the luxury of leisure time on their hands, and a mindset open to a day at the races, even if they're not regular racegoers the rest of the year.



From there, the team widened the timeframe to take in selected non-Carnival racedays in popular holiday areas, throughout the period from Christmas through to the end of the school holidays. The aim was to take the good stuff from the successful racedays, and the desires expressed by customers, and apply them to more of the holiday race meetings.

The result was the Destination Summer Holiday Racing concept.

The next step was to workshop the basic idea with people from racing clubs and codes, gathering their input.

Their reaction was overwhelmingly positive, says Tom Jamison, so the team lost no time presenting the concept to Board meetings of the NZ Racing Board and the three codes.

As soon as it was signed off, racing clubs were invited to sign up to the franchise, at meetings in Rotorua, Wellington and Dunedin.

The Destination Summer Holiday Racing concept has legs. Depending on the outcomes of this first season, more race meetings may be invited to join the brand. And other racing

brands may be created to bring together, and raise standards at, other kinds of New Zealand races.

The Summer Six-Pack

The DSHR racedays aren't just about a great day at a racecourse; they have their own unique betting product, with special on-course-only prizes. The Summer Six Pack is offered at each event, typically on Race 6. To win, the bettor picks the first six runners across the line in correct order, for a \$20,000 prize pool.

And there's more – two Ford Focus cars and 23 Sharp Mini Home Entertainment systems are up for grabs for on-course bettors:

- Two lucky punters over the series could strike the Summer Six Pack on-course and win a Ford Focus car.
- And Summer Six Pack on-course tickets go into a draw at every raceday, for a Sharp Mini Home Entertainment System.

The Six Pack is a tough bet to pick, so on the final day in the Destination Summer Holiday Racing series it'll be a terminating wager; the bettor who gets nearest to picking the winner will take



the two Ford prizes if they haven't already been driven away. Six Packs typically appeal to the more experienced punter – so to make it an easy pick, the betting newcomers can make it a special easybet, called the \$4 Flutter. They'll get all the info they need on the betslip they receive as they go through the turnstiles. They will also be handed TAB Easyform for the meeting, and the popular Racing 101 leaflet.

The target

How will Tom and his team know whether Destination Summer Holiday Racing has worked?

Two key factors will be the measure of its success: customer satisfaction and increased club revenue.

As delivering what the customer wants is such an important aspect of the project, customers at the racedays will be surveyed on what they think of their day out, and this will be measured against last season's data.

Club profitability for the day will be another vital measure – as the project's aim is to raise industry profitability by improving customer satisfaction.

Gate numbers and on-course turnover will also be indicators of DSHR's impact. The team will be looking at combinations of these measures too, such as the relationship between on-course turnover and the size of the crowds; along with turnover on the Summer Six Pack product.

And the customer feedback will itself go towards further raising of standards and meeting racegoers' needs at the next season of Destination Summer Holiday Racing, and at other on-course projects building racing's entertainment brands.

Sponsors and Associates

The involvement of sponsors has been another cornerstone of Destination Summer Holiday Racing, and it aligns with the NZ Racing Board's focus on sponsorship throughout the industry.

Naming sponsor is **NZ Still**, a newly established brand of premium spring water bottled by one of New Zealand's leading spring water suppliers, New Zealand Quality Waters. NZQW is well known for bottling water for leading brands throughout New Zealand from their Waikato "Blue Springs" aquifer. With the decision to produce their own label of water came the search for an event worthy to launch and promote their label, NZ Still. "The values of Destination Summer Holiday Racing are synonymous with those of NZ Still" said NZQW Operations Manager, Rakesh Sami. "Summer racing is all about fun; young people and families enjoying the great Kiwi summer in a

healthy environment. With water being imperative for a healthy lifestyle, what better partnership could you get than that of a premium water to drink at a premium summer event," Sami added.

Vehicle manufacturer **Ford** is already a big racing sponsor, including the Ford 2YO Series, the Ford Manawatu Sires Produce Stakes and bloodstock television programme The Ford Report. The NZ Racing Board is delighted that Ford is extending its sponsorship to support DSHR. Ford is supplying the two driveable prizes, Ford Focus cars, for the terminating on-course Summer Six Pack. Two lucky punters who strike the Six Pack will be able to leave the racecourse in one of these two vehicles. Sponsorship, Events and Promotions Manager Jennifer Ingleby says, "Ford Motor Company of New Zealand is extremely proud to be celebrating its fifteenth anniversary as sponsor of the Ford Two Year Old Series. As a result of Ford's longstanding commitment to New Zealand's thoroughbred racing industry, Ford is delighted to support the Destination Summer Holiday Racing promotion."

Major electronics supplier **Sharp** is a newcomer to racing sponsorship, and it's great to welcome a new face. They are providing the 23 mini home entertainment systems as on-course draw prizes for Summer Six Pack customers. Sales Manager Dave Laughton says, "Sharp is extremely excited at the prospect of getting involved with New Zealand racing. Sharp has always been at the forefront in technology. Racing, probably more than any other sport, is about technology, especially television. We look forward to a long and mutually beneficial relationship with the New Zealand racing industry."

Subway is marking a world first with its DSHR involvement as an associate sponsor. This hot and growing international healthy fast food brand has just one mobile Subway unit – and has received approval from its Connecticut HQ to bring it to New Zealand racecourses to address the healthy food options issue.

Associate sponsor **SunSmart** is providing support in the form of innovative help for racegoers to avoid the sting of the sun at the track, especially for the under-12s. One idea is the SunSmart Oasis – an area of shade by the children's area offering SunSmart umbrellas to sit under, and sunscreen to use – and they have other plans as well. They're a vital addition to a major outdoor event like a raceday, as New Zealand has one of the world's highest rates of skin cancer. SunSmart's overall aim is to reduce the rate of skin cancer, and working at mass events like these is an important step in achieving this.

NZ STILL DESTINATION
SUMMER
 HOLIDAY RACING



2 FORD FOCUS CARS
 and 23 Sharp mini home entertainment systems
 must be won over the series!



EVENTS

- 27 DECEMBER (TUE) Rotorua, Gallops
- 29 DECEMBER (THU) Motukarara, Harness
- 30 DECEMBER (FRI) Kurow, Gallops
- 31 DECEMBER (SAT) Taupo, Gallops
- 1 JANUARY (SUN) Hawkes Bay, Gallops
- Waikouaiti, Gallops
- 2 JANUARY (MON) Tauherenikau, Gallops/Harness
- Omakau, Harness
- 3 JANUARY (TUE) Tauranga, Gallops
- Riverton, Gallops
- 4 JANUARY (WED) Ruakaka, Gallops/Harness
- Solway Park, Greyhounds
- 5 JANUARY (THU) Omakau, Gallops
- Manukau, Greyhounds
- 7 JANUARY (SAT) Kumara, Gallops
- Thames, Gallops
- 15 JANUARY (SUN) Nelson, Harness
- Te Aroha, Harness
- 22 JANUARY (SUN) Marlborough, Harness
- Thames, Harness
- 29 JANUARY (SUN) Te Teko, Gallops
- 5 FEBRUARY (SUN) Kapiti Coast, Harness
- 6 FEBRUARY (MON) Tauherenikau, Gallops

HAVE YOUR HOTTEST SUMMER EVER!

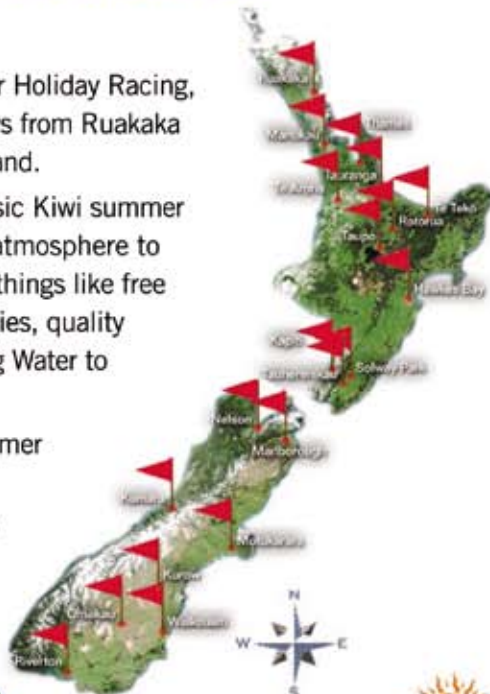
New Zealand racing has a new face.

It's called NZStill Destination Summer Holiday Racing, and it's a collection of red-hot racedays from Ruakaka in the Far North to Riverton in Southland.

Everything that makes racing the classic Kiwi summer day out is still there, from the great atmosphere to exciting racing. But you can now add things like free on-course supervised children's activities, quality food, barista coffee and NZStill Spring Water to the list of attractions.

There are 23 NZStill Destination Summer Holiday Racedays for thoroughbreds, harness and greyhounds, and they run from December 27 to February 6.

See our website for details:
www.holidayracing.co.nz



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