



# THE O W N E R



Brian Hancock (trainer/driver), Our Sir Vancelot NZ and Trevor Allamby after winning the 1998 Inter Dominion Pacers Championship in Hobart, Tasmania.  
Photo courtesy of *the Mercury*.

## *An Australian and New Zealand Perspective*

**Rod Pollock**  
**Chief Executive**  
**Australian Harness Racing Council, Inc**

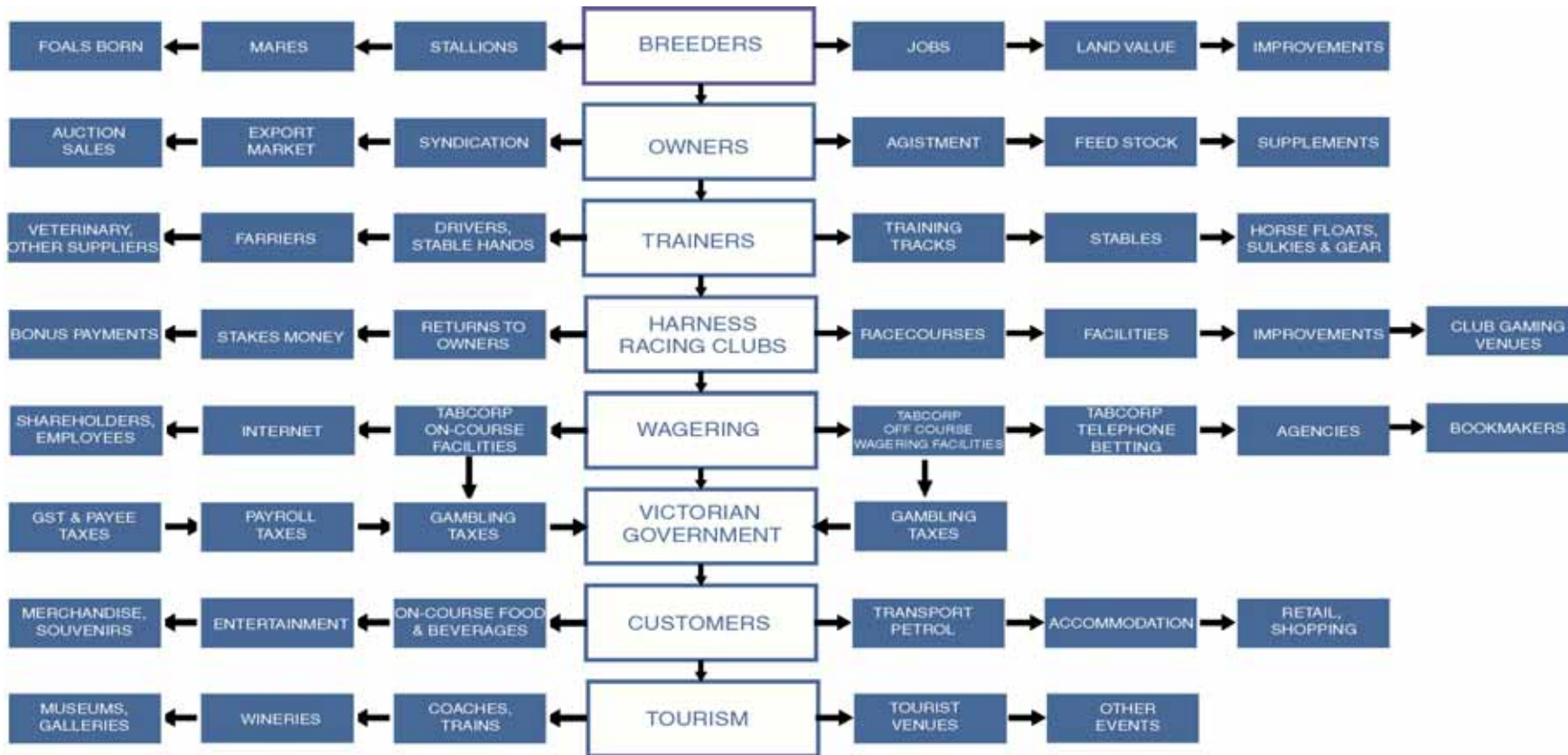
World Trotting Conference, Finland  
Wednesday, 11<sup>th</sup> July 2001  
14:00



# Contents

• The Harness Racing Industry Network .....	3
• The “Significant Owner” – Objectives .....	4
• The “Significant Owner” – Profile & Expectations .....	5
• The Affordability Of Investment and Ownership .....	6
• Case Study – Harness Racing Victoria	
- Victoria’s Leadership In Stakemoney Paid and Total Returns to Owners .....	7
- Victoria’s International Leadership in Harness Racing .....	8
- Harness Racing Industry Investment Cycle .....	9
• The “Significant Owners” – Exit Interview .....	10
• The Race Club Response – Commercial Customer Delivery to Owners .....	11
• Case Study – Harness Racing New Zealand	
- Ownership Promotions .....	12
- Syndication .....	13
- Ownership Marketing Kit .....	14
- The Breeding Nursery .....	15
- Profile of New Zealand Imports, 1998-99 Season .....	16
• Summary .....	17
• References .....	18

# The Harness Racing Industry Network



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## The “Significant Owner” - Objectives

- Profitable Investment
- Cost Recovery
- Entertainment / Social Involvement
- Trainer Contact
- Group and Feature / Grand Circuit Races Competition
- Ownership Privileges On-course
- Peer Group Recognition
- Tax Concessions
- Participation as an Owner and Breeder



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## The “Significant Owner” – Profile & Expectations

- Combination of Roles – Owner / Breeder / Trainer
- Individual Owner Consultation
- Active “Hands On” Involvement
- Dedicated Level of Industry Support
- Positive Industry Image
  - associated with success
- Profiled Recognition & Media Coverage
- Want Professional Drivers & Trainers
- Increased Country Racing Prizemoney

## The Affordability Of Investment and Ownership

The cost of owning a Harness Racing Horse is, on average, almost one third of the cost of owning a thoroughbred because:-

Cost Item	Harness	Thoroughbred
Average purchase cost	\$7,500	\$25,000
Average number of owners	4	2.8
Average cost of training and support annually	\$9,000	\$15,000
Average number of starts	8.7	5.3
<b>Total cost per owner annually (approx)</b>	<b>\$3,000</b>	<b>\$ 8,000</b>

Compared to other entertainment pursuits, investing in a harness racing horse is very affordable, and when coupled with the chance of being involved with a champion horse, this represents an extremely good value investment, with enjoyment benefits as a bonus.



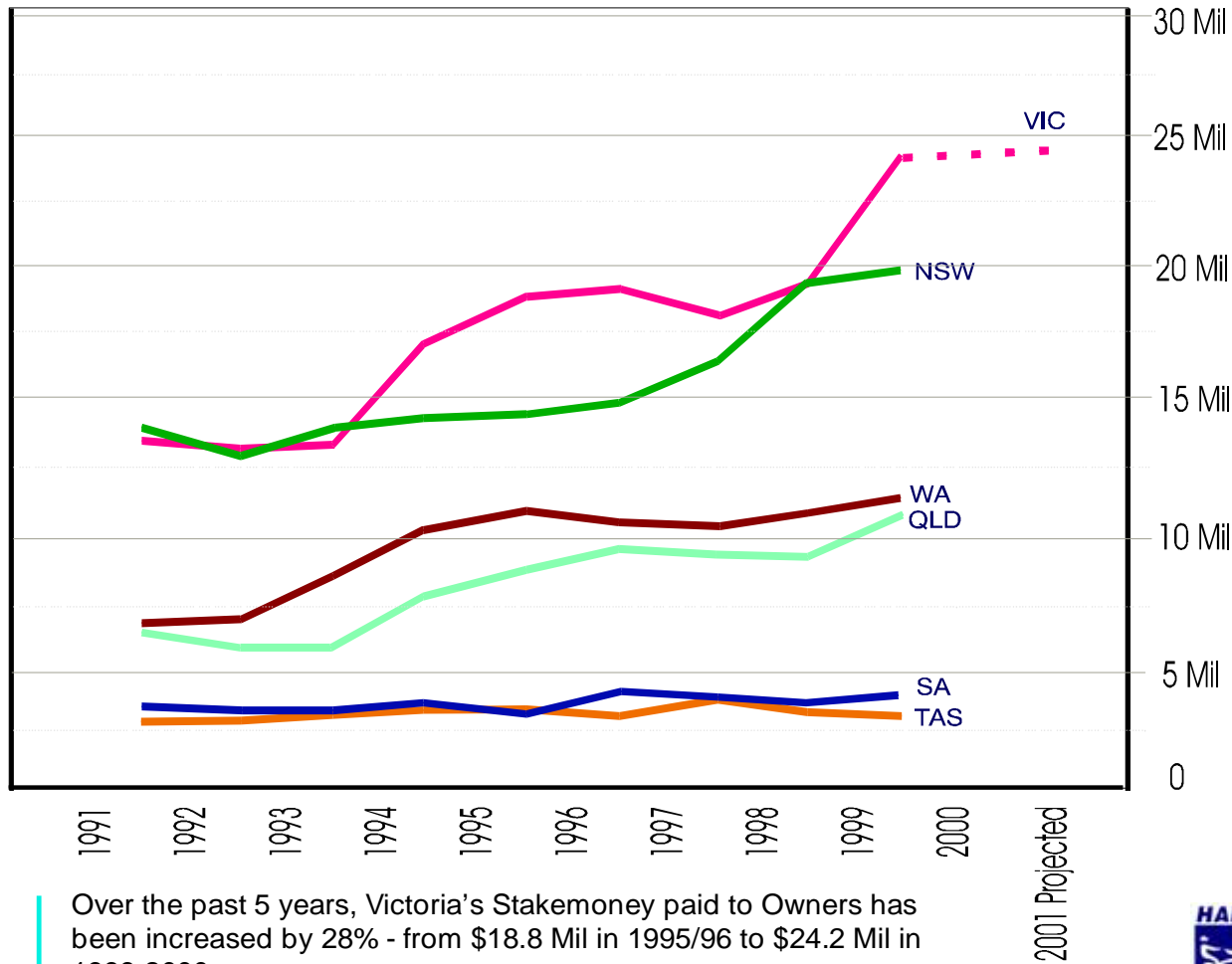
- Trainer/Driver John Justice with Shakamaker, InterDom 2000 Pacing Series Winner.
- Shakamaker purchased for \$3,500 at Australian Pacing Gold Yearling Sales. This pacer has won nearly \$2,000,000.



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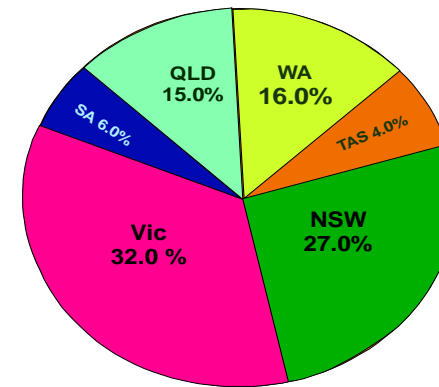
# Victoria's Leadership in Stakemoney Paid and Total Returns to Owners

10-Year Growth in Stakemoney to Owners

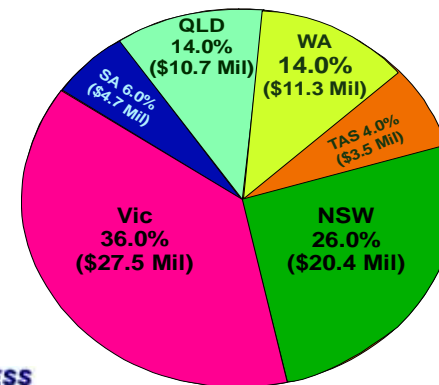


Over the past 5 years, Victoria's Stakemoney paid to Owners has been increased by 28% - from \$18.8 Mil in 1995/96 to \$24.2 Mil in 1999-2000.

Total Stakemoney 1999-2000



Total Returns to Owners 1999-2000

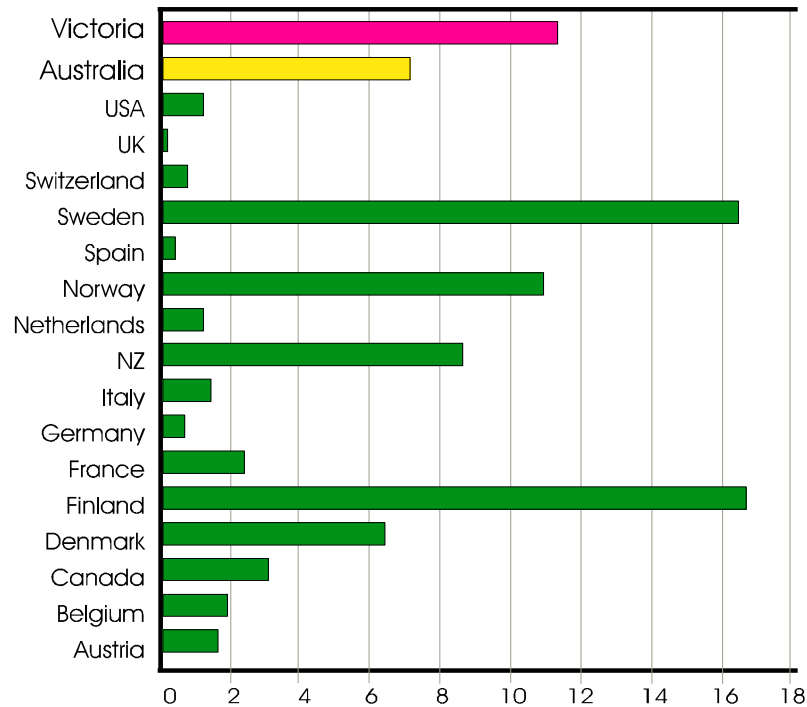


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# VICTORIA'S INTERNATIONAL LEADERSHIP IN HARNESS RACING

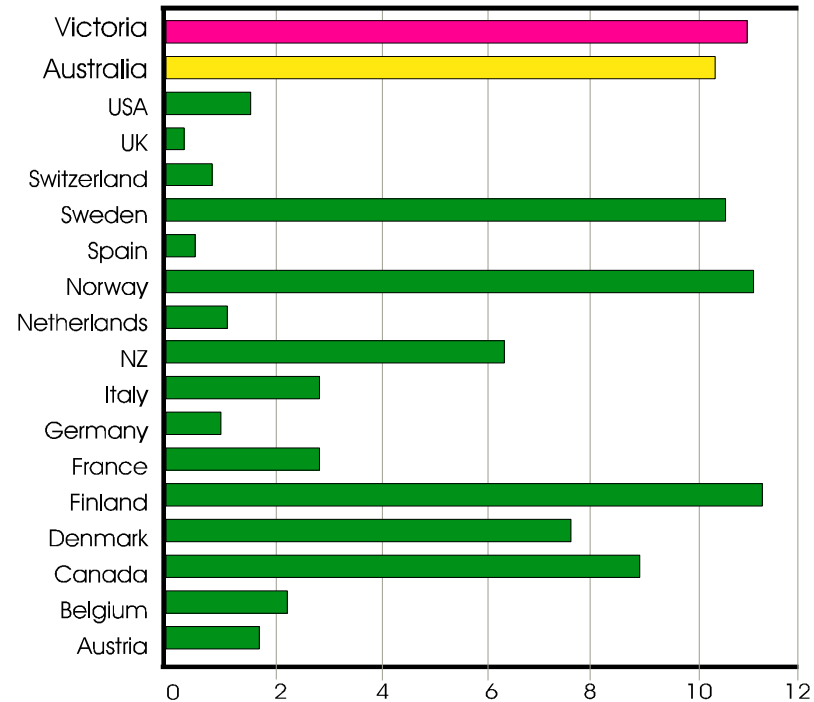
Victoria vies with four other regions around the world – Finland, Sweden, Norway and New Zealand – for Leadership in ownership of Harness Horses, Harness Meetings, Birth of Foals and Harness races held annually.

## Harness Horses per 10,000 People



Victoria is third in the world behind Finland and Sweden on ownership of Harness Horses per capita.

## Harness Meetings per 10,000 People



Victoria is third in the world behind Finland and Norway on Harness Meetings conducted per capita.

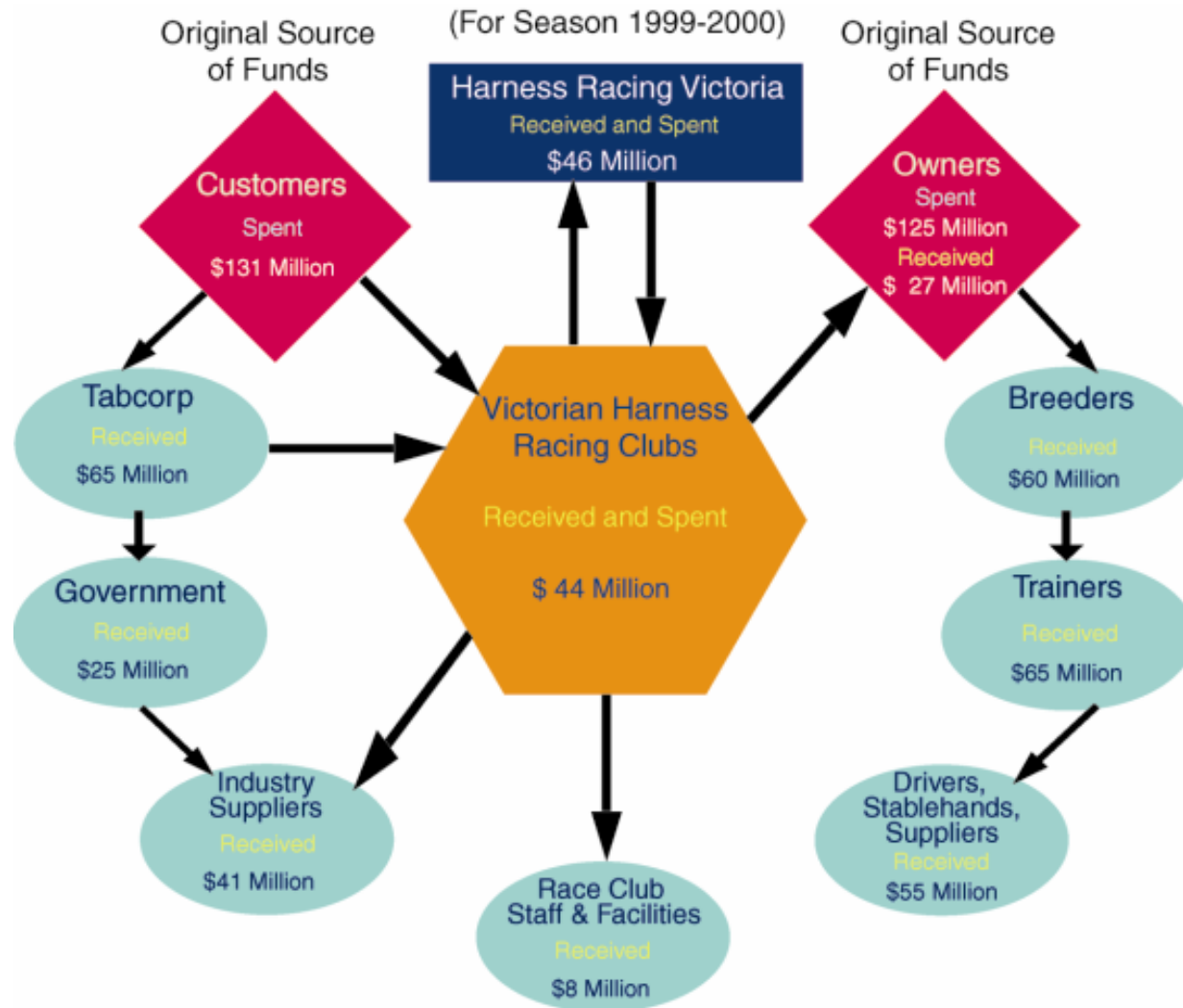


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# Harness Racing Industry Investment Cycle

**\$256 MILLION INVESTMENT ANNUALLY**



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