



Discover ...

Thoroughbred Racing in Tasmania

Tasmania is Australia's island state – located about 240 kilometres south-east of mainland Australia.

It is Australia's smallest state in size and population terms (about 500,000 people), but is a major tourist state because of its scenery and wilderness attractions.

It is also home to a vibrant and exciting thoroughbred racing industry.




Key Facts (2010-11)

Individual starters	1073
Race meetings	68
Number of races	586
Average field sizes	10.5
Number of trainers	108
Number of jockeys	20
Racetracks	3
Prizemoney	\$9.9M
Average prizemoney per race	\$17k
Minimum stakes per race	\$11.6k*

[Excludes King Island Races]

*TAB/SKY Coverage



Thoroughbred racing features in Tasmania every week with a relatively small and stable pool of horses, trainers and jockeys.

Tasmania is however, close enough to Victoria (home of the Melbourne Cup, Caulfield Cup and Cox Plate) to be able to attract their prominent jockeys on a regular basis.

This is particularly the case during the annual four-week Tasmanian Summer Racing Carnival that offers total prize money of nearly \$2 million for its feature races.

The carnival also attracts the country's leading trainers and stables which enhances the competitiveness of the state's thoroughbred racing industry.

Tasracing - Stability and Leadership

Tasracing is the Principal Racing Authority in Tasmania, and was established by an Act of Parliament in November 2008.

It is responsible for the administration of racing and assists in planning and promoting the industry to new and emerging markets both interstate and overseas. Tasmania's racing integrity systems are well established and are without peer.

The Tasmanian industry is underpinned by a long term funding deed provided by the Tasmanian Government. Tasmania's portfolio includes the responsibility for thoroughbred, harness and greyhound racing.

Tasracing's vision is to grow an industry that is commercially-focused and ultimately sustainable.



Customer Focused

Tasracing has implemented a customer focused business model that is designed to meet the needs of wagering providers and wagering customers.

Tasracing has the flexibility to fine tune the state's racing calendar and other operations so that they are better aligned with national and international broadcast opportunities.

Tasracing is committed to providing customers with the right product at the right time. For example, Tasracing has recently introduced night thoroughbred racing for the premium national broadcast market. This exciting product has already generated tremendous interest and has been regularly exported to New Zealand and France. In addition, Tasracing has augmented its racing data and form lines to suit the emerging needs of its new customers in its growing markets.



World-first Technology

Tasracing has introduced what it believes is a world first for the thoroughbred racing industry – a revolutionary tracking system (called Stridemaster) that captures key performance statistics for all horses competing in Tasmanian races.

As well as capturing sectional times and positions in the running, the system captures stride length, the duration of each stride, stride efficiency and velocity.

Information is collected via a 70-gram device that sits behind the saddle. It is completely portable and uses GPS and movement sensors to capture detailed information about the performance of each horse.

The information is proving to be extremely valuable to wagering customers, as it provides a unique perspective on a horse's natural ability and response to training.

The sectional timing information and biometric data are available free of charge on the Tasracing website (www.tasracing.com.au). Tasracing is also able to provide value-added service to premium customers interested in enhanced data provisions.

Tasracing's popular website also features free-to-air thoroughbred race and trial replays for Australia.

As a result of these innovations, the Tasracing website domestic users regularly attracts over one million "hits" per month.



Unique Product

Infrastructure Without Peer

Tasracing is focused on aligning its thoroughbred product and tracks to the requirements of off-course wagering customers in Australia and overseas. Tasracing, in addition to being the Principal Racing Authority, is also responsible for the management of all racing and training venues across the state.

The state's racing product and race tracks are being managed to exemplary quality standards to best service customers.

Tasracing operates three thoroughbred racing tracks – Tattersall's Park in Hobart (the state's capital), The TOTE Racing Centre in Launceston (located in northern Tasmania) and Tapeta Park at Spreyton (on the state's north-west coast).

The TOTE Racing Centre at Launceston features a premium StrathAyr turf surface that was installed in 2006. The quality surface is complemented by track lighting for night racing which constituted the highest specification single biggest lighting project in the southern hemisphere when they were installed in 2010. Night racing, our flagship racing product, remains our most popular export product.

Hobart's traditional turf track is the home of the Hobart Cup with the backdrop of mountains, surrounded by the picturesque shores of the Derwent River.

Tapeta Park, Devonport, features an all-weather, synthetic surface constructed by Tapeta Footings, an international company that specialises in the design and construction of all-weather equine tracks and facilities. This \$AUD11.3 million dollar re-development project was completed in 2010 and the track has earned the praise of customers, trainers and jockeys.

Designed by former trainer Michael Dickenson, the surface protects horses' wellbeing and requires reduced maintenance and minimal watering. Importantly, the all-weather capabilities of the surface ensure the racing product is delivered to customers on time, every time as scheduled and is consistent with Tasracing's commitment to quality and safety.

As Australia's first Tapeta track, the system has been demonstrated to be fair, with no demonstrated track bias, allows winners from all positions in running and critically facilitates performance consistent with exposed form. With percentages of favourites winning, it is no coincidence that wagering interest at Tapeta Park has gone from strength to strength.

Tasracing is leading from the front in terms of assisting the Tasmanian thoroughbred industry as detailed in its corporate plan.

Leadership requires vision, decisiveness and belief in the ability to deliver a competitive product on time and to satisfy customers expectations.

Tasracing's bold investments in racing, information technology, infrastructure and safety places it at the forefront of Australia's racing industry.

Combining a proud racing heritage and an outward customer focus, the Tasmanian racing industry is uniquely positioned to deliver an exciting value proposition.

www.tasracing.com.au

All three tracks feature "breakaway" plastic running rails that greatly reduce the risk of injury for jockeys and horses



Tapeta Park, Devonport