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2019

TASRACING  
CLUBS  
MARKETING  
CONFERENCE  
2019

CREATING A  
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CLUB



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# WELCOME TO THE 2019 TASRACING CLUBS' MARKETING CONFERENCE

**BY PAUL ERIKSSON**

After spending five months in the role of CEO it has become abundantly clear to me that the future for racing in Tasmania holds much promise.

Having spent time at Racing New South Wales, as well as the AFL and NRL (among a range of other industries) I can say that Tasmanian racing's biggest assets are its people, their passion for racing and its places.

In my early travels visiting our venues and clubs I have been struck by the level of passion and professionalism delivered by club staff and volunteers every day. As a Sydney-sider born and raised, the backdrops to our racing venues and the potential of our racing venues has also struck me! From the view to Bass Strait of the Burnie Harness Racing Club to the beautiful Mount Direction framing

the Hobart Greyhound Racing Club and everything in between.

My belief is that the key to sustainable clubs is for us to leverage our racing venues and experiences to ride the wave of tourism and hospitality growth underway in Tasmania.

For this reason I'm extremely pleased that Tasracing has assembled a line-up of speakers today with a tourism and hospitality background, as well as considerable experience working within a club environment.

I hope you leave today's conference with at least one insight or idea that helps you and your club thrive into the future.

The Tasracing team will certainly be right by your side as we strive to grow the industry we all love so much.



AMANDA  
ELLIOTT  
VRC CHAIRWOMAN

# WHEN TRADITION AND HISTORY MEET INNOVATION

How does the VRC continue to enhance racing and manage growing patron expectations whilst upholding the traditions and history of one of the country's, and the world's, most prestigious races, carnivals and venues?

That is one of the many tasks Amanda Elliott, chairwoman of the VRC, has been undertaking since February 2017 when she became the first female in 153 years elected to the position. We spoke to Amanda about what that looks like in the eyes of the VRC.

**Much is spoken about the modern race day experience. How is the VRC enhancing that experience in appealing and innovative ways for members and the general public?**

Last year we were very proud to open the new Club Stand at Flemington racecourse. This \$128 million state-of-the-art facility appeals to both racing and non-racing patrons alike. The world-class stand offers VRC members and their guests incredible hospitality with two premium restaurants, three casual dining options and eight diverse bars.

During Melbourne Cup Carnival one of the top destinations for racegoers is The Park, a free general admission area featuring the world's largest Myer Fashions on the Field enclosure, live entertainment and a myriad of activations and indoor and outdoor hospitality options.

Visitors to Flemington can enjoy beautiful surroundings – we have the southern hemisphere's largest rose garden – delicious food offerings and fabulous entertainment in a safe environment. Everyone from families to the casual racegoer to the serious punter are all embraced by the VRC.

**How does the Club keep members and patrons informed, engaged and wanting more outside of the major racing carnival times?**

The Club has regular contact with its membership base of more than 33,000 as well as non-members via a range of marketing channels, including direct mail, email, SMS, social media and through content via our website and printed publications.

To assist in the delivery of an unrivalled member experience, we are always looking at new and innovative ways to engage our members. We have an extensive year-round events program with more than 55 events across the racing season, designed to cater for broad member interests and age groups. For example, last year we created a unique space to encourage attendance over winter, the Winter Lodge, which offered a complete lodge experience with an open fire, roasting marshmallows, espresso martinis, blankets and enhanced interior design to create a cosy atmosphere.

And our Young Members have enjoyed ever-changing themed race day events throughout the seasons, such as CantinaYM, HawkerYM and the ever-popular Young Members End of Season Ball.

We also conduct research throughout the year to gain insights and feedback from racegoers, which further help to shape our offerings and race day experiences.

## AMANDA ELLIOTT

**You have spoken in the past about the VRC board being the custodians of the club and the great race. How do you balance tradition and history with innovation and the realities of modern day 2019?**

The VRC believes in evolution. We believe in the strength of our traditions and our history giving us the opportunity to be what we are today.

The VRC brand in a traditional and historical sense is leveraged with new innovations which in many ways give the Club and racing its legitimacy.

There's always been an aspirational aspect to the world of the VRC, and we've never underestimated how important that is and how it evolves.

Acknowledging the importance of history and tradition has never prevented the VRC from being innovative and making modern decisions.

**The VRC oversees what many believe to be the best racing carnival in the world. Flemington is statistically the most punted on venue in Australia. What keeps you motivated to drive the VRC to even greater heights and what does that look like for the club in the future?**

The motivation for driving the VRC forward is a mixture of things. Firstly, the desire to be the best in the world and never resting on our laurels. Secondly, when we are in the position we are, you need to always make the most of the opportunities that you have through brand partners, media and people. It's also about the ability to do things outside the square because you are the best and have the confidence to do so.

We're motivated by the people in the glorious sport of racing and its ability to cross so many boundaries and provide employment for so many.

We want to keep passionate people in jobs that have pathways to great careers. The Melbourne Cup Carnival creates substantial direct and indirect employment, with over 21,000 people working on-site from more than 800 companies. While thoroughbred racing is a major employer in Victoria with almost 92,000 total jobs and participants directly involved.

And finally, we're driven by competition. This is not just from other racing jurisdictions, it's the competition for the leisure dollar and the huge growth in other sports. This is where the real competition lies.

At the end of the day we operate in a global context, and we need to always make sure that all that we do at Flemington and the VRC is ahead of the pack.





## SAM STEVEN

**SALES & MARKETING  
MANAGER - TASRACING**

# IT GIVES ME GREAT PLEASURE TO WELCOME YOU TO THE 2019 TASRACING CLUB MARKETING CONFERENCE

Tasracing is committed to working closely with all racing clubs to create a sustainable racing industry. We recognise that without clubs, racing would grind to a halt.

Vibrant, healthy racing clubs deliver the next generation of racing owners, trainers, jockeys, drivers, fans and wagering customers.

We remain committed to investing in marketing and advertising for all clubs under the Go Racing Tasmania brand, and to supporting major race day events through event management support and advertising support.

Tasracing is not about doing clubs' work or taking over any aspect of marketing and events. We are about investing in tools and platforms that clubs can use to achieve cost efficiencies, and to achieve continuous improvement in your own club.

The Tasracing team would like to extend our gratitude to today's guest presenters whose knowledge, expertise and enthusiasm we are sure will help inspire all of us as we plan an exciting future.

This is your event; we hope you find it a rewarding and enjoyable experience.

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## AGENDA

**8.50am - 9.10am**  
Registration tea & coffee

**9.10am - 9.15am**  
CEO welcome  
Paul Eriksson, Tasracing

**9.15am - 9.40am**  
Marketing strategy overview  
Jackie Farrelly, Tasracing

**9.40am - 10.05am**  
Digital strategy overview  
Damian Kawa, Tasracing

**10.05am - 10.35am**  
Social media  
Darren Alexander,  
Beetle Black Media

**10.35am - 11.05am**  
Event Management & PR  
Darren Galley,  
Country Racing Victoria

**Morning Tea: 11.05am - 11.25am**

**11.25am - 11.55am**  
Key Note speaker  
Scott Whiteman,  
Country Racing Victoria

**11.55am - 12.55pm**  
Creating a successful club panel  
Steve Old, David Bartlett,  
Felicity Viney & Peter Downs

**LUNCH: 12.55pm - 1.35pm**

**1.35pm - 2.05pm**  
Sky Racing scheduling  
Brad Clark, Sky Racing

**2.05pm - 2.30pm**  
Club support & sponsorship  
Sam Steven, Tasracing

**2.30pm - 2.45pm**  
THA benefits  
Andrew Moore,  
Tasmanian Hospitality Association

**2.45pm - 3.25pm**  
Collaborative workshop  
All attendees

**3.25pm - 3.30pm**  
CEO thanks & close  
Paul Eriksson, Tasracing

**3.30pm - 4.00pm**  
Clover Hill conference wrap up  
Tasting session