



MEDIA RELEASE
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NZ Racing Board unveils plan to set racing on track to growth

Making investment in racing animals more appealing by increasing returns to owners has been identified as a vital step in growing the New Zealand racing industry.

In its Statement of Intent 2013-16, the New Zealand Racing Board has locked in its plan to deliver increased returns to racing, as well as national and amateur sport.

Achieving that overarching goal has placed the onus on the NZ Racing Board to drive a higher surplus from its TAB betting operation, creating the flow-on effect of increased stakes money, better returns to owners and, as a result, greater investment in thoroughbred, harness and greyhound racing.

“The owners of racing animals are essentially at the start of the industry supply chain,” said NZ Racing Board Chair Glenda Hughes.

“Therefore it’s imperative we make the ownership of racing animals more appealing by growing returns to owners through increased stakes, which are, in effect, the ‘wages’ of the industry. To achieve this we have set the primary strategic goal of increasing distribution to the three Racing Codes by growing profit, including gaming, to between \$160 million and \$180 million annually by 2018.”

Allied five-year strategic goals are to increase betting turnover by 30% from new products and markets domestically and internationally, with operational efficiencies to achieve a cost-to-income ratio of less than 30%.

Profit growth has been relatively flat from 2007-12, demanding a more ambitious approach to the setting of profit targets, said Hughes.

“For instance, we expect to deliver \$6.6 million more in net profit in 2013/14 (to \$149.1 million), compared to the 2012/13 forecast. Given profit growth has been relatively flat in recent years, with a net profit of \$127.3 million just one year ago proof of that, the targets we’ve set in this Statement of Intent represent a step-change for the business and the industry.”

Although the NZ Racing Board’s strategic goals for the racing industry are set in the context of a five-year horizon, its SOI 2013-16 also comprises three-year operational performance targets.

“To achieve our goals for the industry, we have developed operational imperatives and initiatives to support the strategic goals for industry growth,” said Hughes.

“We’ve set ambitious but achievable targets and we’ll be constantly evaluating and revising these to make sure were on track and accountable for progress.”

The NZ Racing Board’s Statement of Intent 2013-16 can be viewed by clicking [HERE](#).

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