



AJRA

Australian Jumping Racing Association

LIFE AFTER JUMPS RACING REPORT 2020

Life After Racing, continues to become a sharp focus for all participants.

Equine welfare for the thoroughbred is paramount, the Australian Jumps Racing Association strive to improve and focus on being proactive in the work of retired jumps horses.

As a non for profit, the AJRA strongly support the \$25 million landmark commitment to accelerate and expand RV's Equine Welfare Strategic Plan.

In 2020 the AJRA decided to articulate further a deeper understanding of our jumps racing community & horses with the introduction of 'Life After Jumps Racing' campaign.

The goal has been to create a framework to encourage all participants in jumps racing and equestrian who are directly or indirectly involved with a jumps horse to become the backbone of an awareness campaign.

The campaign's focus is to build awareness of the desirability and suitability of the jumps horse which includes a strategy targeting a grass roots approach. This involves talking to trainers, owners and industry participants about the horses they own and train during jumps racing and where they are located post racing careers.

This has resulted in a commitment to communicating these positive key messages about our people and our horses to the industry at large in a proactive and creative way.

THE RESULTS

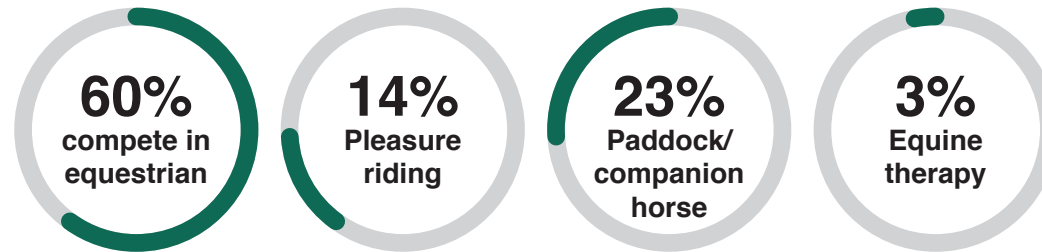
By talking to the people, conducting surveys and developing digital campaigns the project so far has answered the following questions.

1. What towns retired jumps horses are located in post retirement and the disciplines they are involved in.
2. What are the core attributes of a retired jumps horse and how this becomes a key focus of the demand for them as an equestrian horse, therapy horse or companion.
3. How equestrians in Victoria & South Australia are linked to the racing industry and the level of interest they have in the sport through their retired jumpers.
4. The stories surrounding these horses and the part owners, trainers and equestrians play in the horses' lives.

¹ [https://www.racingvictoria.com.au/news/2019-10-28/\\$25-million-commitment-to-equine-welfare-in-victoria](https://www.racingvictoria.com.au/news/2019-10-28/$25-million-commitment-to-equine-welfare-in-victoria)

From the research, during the years of 2017-2019²

The AJRA have discovered that the horses who move into retirement.

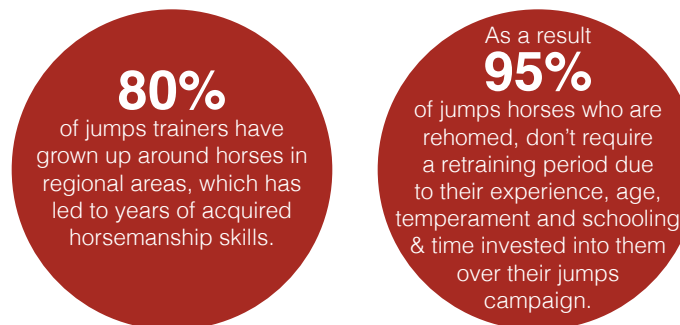


The source of this data has been acquired through;

In terms of longevity of the jumps horse³ the Racing Australia retirement data shows



The AJRA believe that the longevity of the jumps horse is a credit to the trainers who invest the time in the horses' campaigns; A survey conducted in 2020 discovered that



² Racing Australia Database Of Retired Jumps Horses & AJRA database collection.

³ <https://thoroughbredwelfare.horse/retirement/>

UNDERSTANDING JUMPS HORSES

It is also important to understand that due to a jumps horses' career which can be up to 8-10 years - the horse may not always be seen on track from season to season for the following reasons

- A minor setback, which could have the horse out of training..
- Like long distance athletes, younger horses might be seen campaigning over one season and spend the next 6 months, developing, learning, resting and schooling to build up fitness and stamina to continue their jumps career over a longer period of time

Owners are kept up to date during these periods and are communicated with so they understand the journey of owning a jumps horse. The understanding the owner has of the education and fitness needed to train a jumps horse, reflects longevity and care for the thoroughbred as an animal who requires individual needs.

FUTURE COMMITMENT

In 2021 - As part of improving jumps racing's social licence to operate, the AJRA will commit to tracing horses who are currently qualified to race in steeplechase and hurdle races as well as those who qualify in 2021.

Trainers of horses who were qualified to jump in 2020 but do not re-qualify in 2021 will be contacted by the AJRA to follow the horses progress whether it continues in racing or moves onto a career in "life after racing".

This process adds additional value on a personal level further complementing the traceability and post retirement programs that have already been put in place by Racing Australia and Racing Victoria.

This will allow the AJRA to follow and better understand the progress of each horse throughout their campaign and give us the ability to release an even more demonstrative report at the end of 2021.

HOW TO GET INVOLVED

To find updated information on how the campaign is continuing to evolve, the Australian Jumps Racing Association offers the following, free to access by anyone who would like to see it.

- Updated results via the website www.australianjumpsracing.com
- A private facebook group for those who are interested in understanding more about the retired jumps horse and the benefits of owning one.
- A submission platform for trainers who may like to connect with Riding For Disabled Victoria regarding their retired jumps horse.
- A submission platform to equine therapy organisations who may like to recruit a jumps horse as part of their program.
- More opportunities for owners & trainers to utilise the AJRA to communicate their ownership stories and the care they have taken of their horses throughout their campaign.

OUR COMMITMENT

As this campaign is privately funded and the AJRA are a non for profit we also work with corporates' offering sponsorship packages for business's who wish to support the initiative.

The AJRA are also offering 5% from each membership, which will contribute to the ongoing work in life after jumps racing.

In 2021, the following goals for the life after jumps racing campaign include.

- Contributing to traceability efforts, adding value to the equine welfare efforts in racing.
- Private retirement farms among jumps racing participants will be sought after and identified.
- A relationship with the Riding For Disabled will be established to increase the opportunity for jumps horses to be a part of their recruitment program.
- The development of schooling facilities for trainers to assist with education.
- Opportunities for owners to submit further information and stories of their horses in their care.
- AJRA to be communicating and educating participants.
- Continue to support Racing Victoria's equine welfare strategy adding value to their current programs in life after racing.

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The latest segment on the multi-award winning ABC Landline.



A program which focuses on stories ranging across agri-politics, regional business and product innovation, animal and crop science, regional infrastructure, climate and rural services.

Reported on by Tim Lee - The story reflects the ongoing improvements in equine welfare and jumps racing.