



AJRA

Australian Jumping Racing Association



LIFE AFTER JUMPS RACING MEDIA KIT

To promote the longevity of the jumps horse being a key factor to the social licence for jumps racing in Australia.

A retired jumps horse is the most sought after kind for life after racing.

This media kit is to help promote jumps racing as a an integral component of Australian Racing and how the jumps racing industry contributes to the bigger picture of equine welfare initiatives.

The Australian Jumps Racing Association
present

LIFE OF A JUMPS HORSE



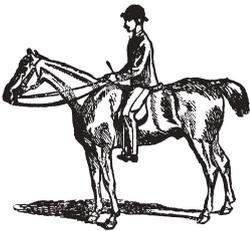
LIFE AFTER JUMPS RACING

THE FACTS

CORE MESSAGES

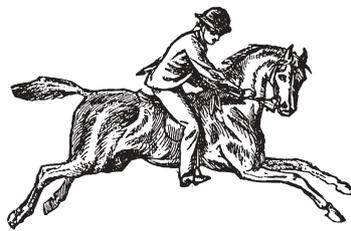
- Generally better temperament as staying bred.
- Older more experienced horses.
- The fact that they have had considerable amount of jumps schooling and other life experience i.e hacking out, cross country schooling, beach rides, riding in the bush, dressage work etc.
- Having a long jumps campaign over a number of years allows versatility as generally they have learnt more and with age, more sensible.
- Minimum race is 2 mile so a jumps horse has done more work than average horse.
- Can generally be trained for other disciplines because of their more relaxed attitudes and can be fairly agile and willing to please.
- Once a horse has had a jumping prep they soon learn to concentrate better.
- Being fit can be perfect candidates for performance.

THE RESEARCH



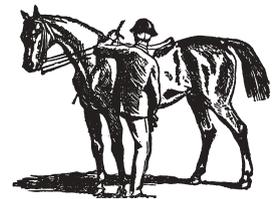
80% OF TRAINERS HAVE GROWN UP AROUND HORSES

Being a part of pony club, equestrian disciplines, breaking in horses or farming. Jumps trainers are experienced horse people.



95% OF HORSES TRANSITION IMMEDIATELY INTO PERFORMANCE

Due to the amount of schooling and experience, jumps horses generally are rehomed directly to new owner.



JUMPS HORSES ARE THE MOST SOUGHT AFTER FOR LIFE AFTER RACING

An ideal candidate for rehoming due to the amount of work invested in them before retirement.

GAJ WATERHOUSE



Teaching them to jump and introducing them to a new discipline does them the world of good, and I think this then stands them in good stead when they're rehomed. They've already got the experience of being retrained within racing, and so it makes them easier to retrain when they leave the industry and adopt a new career.

OUR PURPOSE

CONTENT IS KING

4

PILLARS

of responsibility to change
the perception of jumps racing

1

ADVOCATING
RETIREMENT

2

SHARE
STORIES &
COMMUNICATE
BY BUILDING AN
AUDIENCE

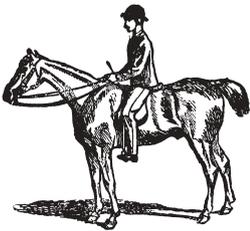
3

EDUCATING
THE LONGEVITY
OF THE JUMPS
HORSE

4

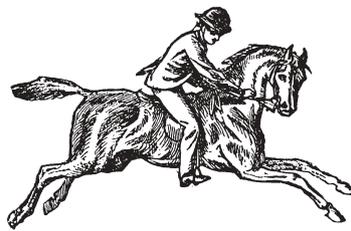
IMPROVE
WELFARE
INITIATIVES
OF CURRENT
PARTICIPANTS &
HORSES

CHANGING PERCEPTION TAKES TIME



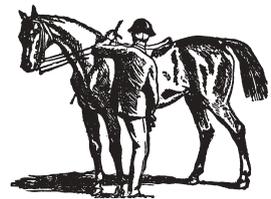
THE NEXT GENERATION

Focus on opportunity areas in the equestrian market by targeting specific groups who are focused on the thoroughbred for equestrian.



WORKING WITH RACING VICTORIA

Working with our governing body to promote and fit in within their equine welfare goals and strategies.



WORKING WITH MEDIA, CLUBS & PARTICIPANTS

Continuing to collect, harness and promote the data to the public about how sought after jumps horses are.

MICHELLE PAYNE

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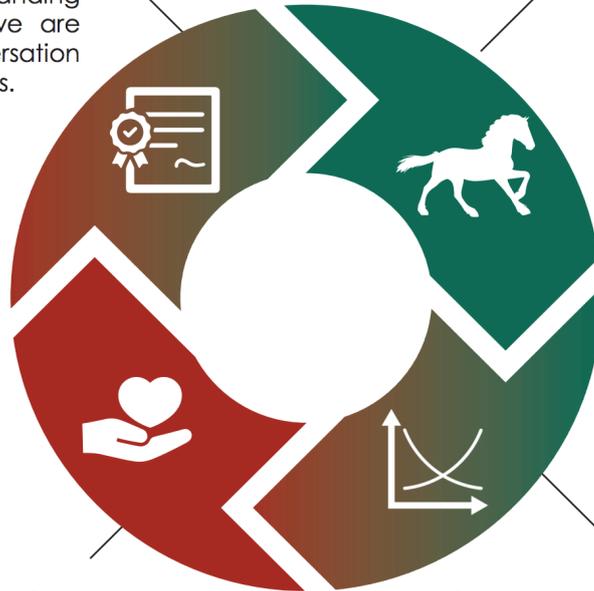
90% of the time jumps horses are easy to rehome. Horses are incredible creatures. Who allow us to do so much if we have their trust. It is important to find each horse's strength and which discipline suits them best.

SOCIAL LICENCE TO OPERATE

By working in the space of advocating and understanding life after jumps racing we are adding value to the conversation of life after racing initiatives.

RESPONSIBILITY TO OUR HORSES

Increases awareness through key messages to equestrian owners, trainers, jockeys and internal stakeholders.



SUPPORTING EQUINE WELFARE INITIATIVES

Working with Racing Victoria to support their equine welfare goals and initiatives.

SUPPLY & DEMAND

Understanding the supply of retired jumps horses and educating about the benefits of owning a retired jumps horse. Ensuring that demand outweighs supply.



LIFE AFTER JUMPS RACING

WITH TOM RYAN

Jumps jockey Tom Ryan shares his love for Vatuvei, winner of four jump races including the Racing Victoria JJ Houlahan hurdle at Ballarat Turf Club, among a st ledger and a Moonee Valley Cup



LIFE AFTER JUMPS RACING

CIARON MAHER

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"Retired jumpers are usually a lot more mature and relaxed therefore I am lot more confident in sending them to people to as riding or competition horses as they are generally more well rounded"



Racing Stylish King in the CSI-W at Tempo 2006. Ex-hurdler ridden by ciaran maher & Brett scott throughout his career.

WORLD CUP SHOW JUMPER JAMIE KERMOND

"I have always enjoyed working with nice thoroughbreds. The ones that have been over hurdles and fences normally have even more life experience than flat horses so they're a nice settled type of horse that have some natural jumping ability and have already seen some sort of obstacles. The big thing for me as a rider is that they come away from racing with such a good fitness base which they retain for life. I also like their forward thinking mentality."

LIFE AFTER JUMPS RACING

"BRANDING IS INFLUENCED BY A SPORTSMAN HANGING THEIR BOOTS UP AT THE END OF THEIR CAREER. WITH A JUMPS HORSE, THEY HAVE HAD SUCH A LONG JOURNEY IN RACING. AT 12 THEY ARE REQUIRED TO RETIRE, THE TRAINER TO HANG UP THEIR SHOES FOR THEIR NEXT STAGE IN LIFE"

Marlee Horobin
AJRA Marketing & Communications

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