

LIFE AFTER JUMPS RACING FRAMEWORK

THE CURRENT ENVIRONMENT

80% OF TRAINERS HAVE GROWN UP AROUND HORSES

95% OF HORSES TRANSITION IMMEDIATELY INTO PERFORMANCE

JUMPS HORSES ARE THE MOST SOUGHT AFTER FOR LIFE AFTER RACING

Retired (RA), Falls and Fatalities



Jumps horse are known to be the most sought after horses in life after racing.

WHY?

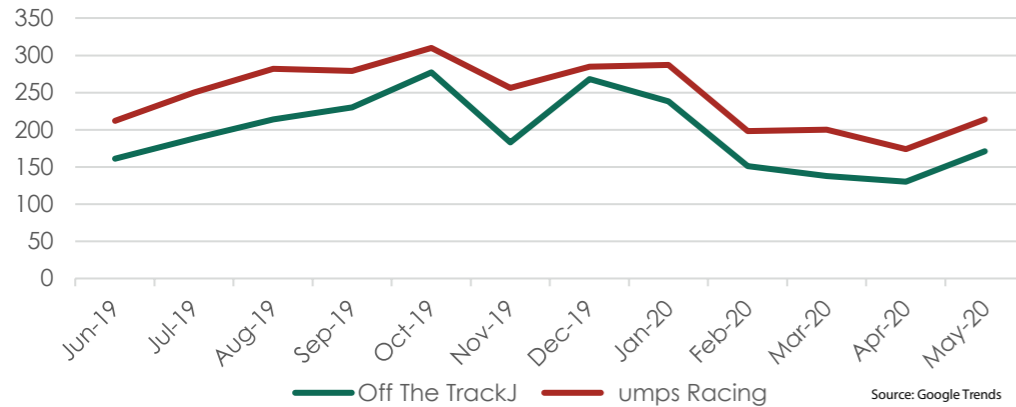
- AGE
- TEMPERAMENT
- EXPERIENCE & NATURE
- FITNESS & STAMINA
- VERSATILITY

HOW?

- HORSEMANSHIP
- SKILLS
- EXPERIENCE OF OUR PEOPLE, WHO ARE HORSE PEOPLE

CHANGING THE PERCEPTION OF JUMPS RACING BY ADVOCATING THE LONGEVITY OF THE JUMPS HORSE

UNDERSTANDING KEY WORD CURIOSITY



SOCIAL LICENCE TO OPERATE

RESPONSIBILITY TO OUR HORSES

SUPPORTING EQUINE WELFARE INITIATIVES

SUPPLY & DEMAND

THE RESOURCE FUNNEL

60% | Social Media, Trainers, Equestrians

30% | Australian Jumps Racing Association

10% | Racing Victoria, Racing Australia, Stakeholders

12+ YEARS - HALF AVERAGE LIFE SPAN OF THE HORSE



DATA COLLECTION METHODS

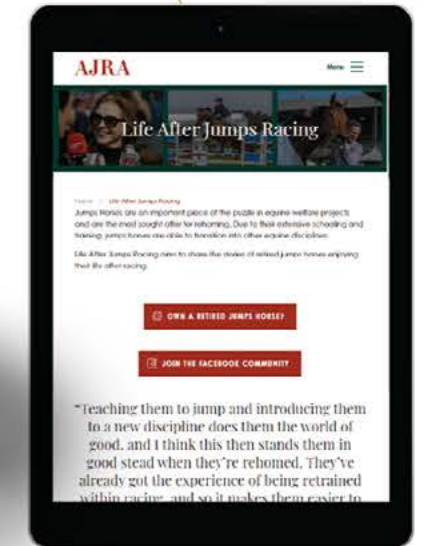
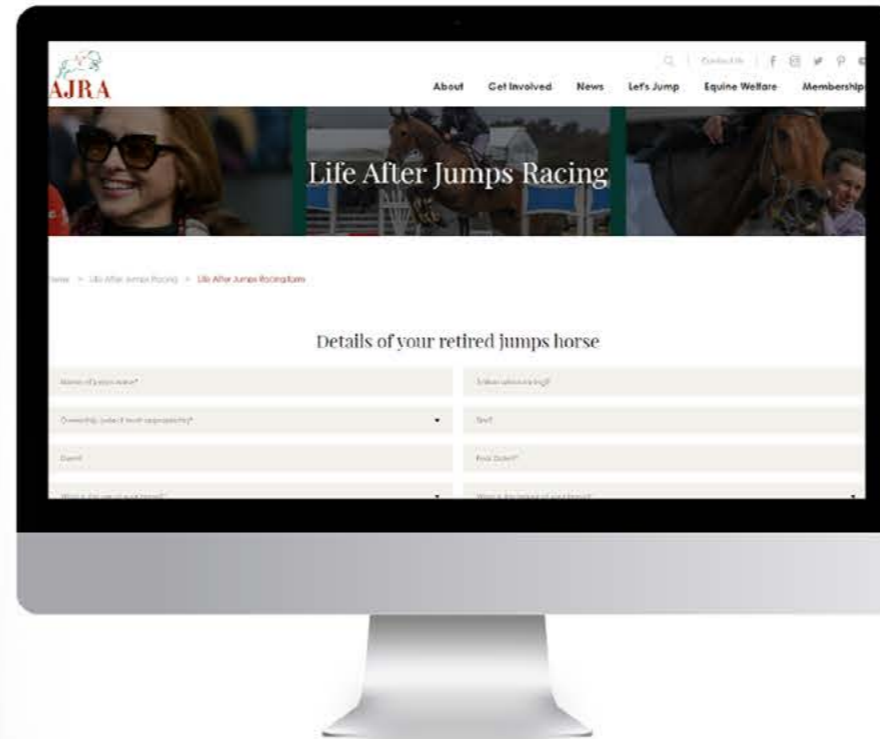
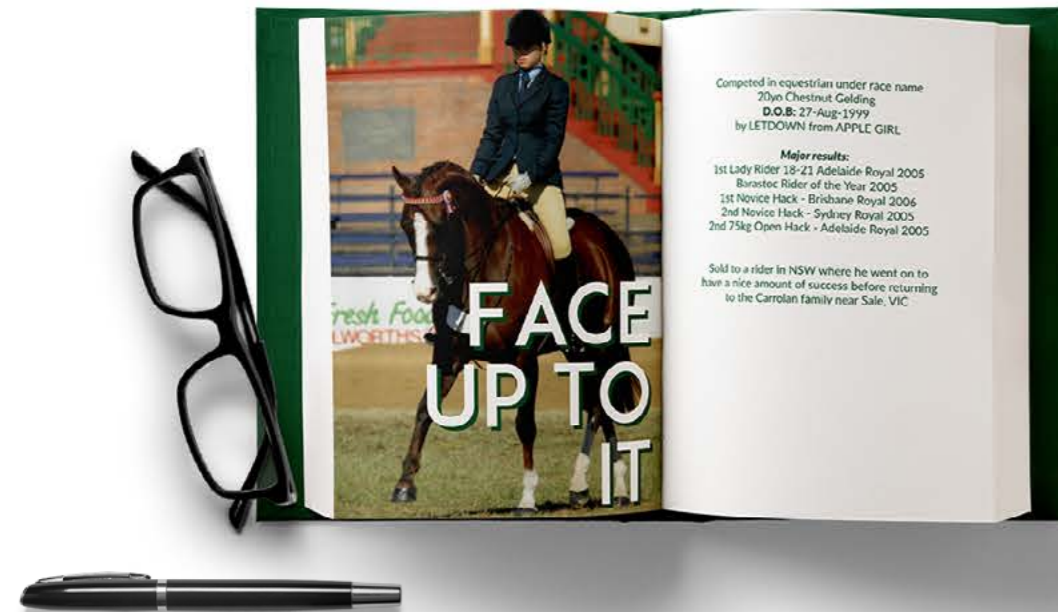


↑ 685.71% increase in interest from our Facebook community

Our mission is to identify the demand for retired jumps horses and demonstrate how it will outweigh supply. Our industry contribution accounts for more than a quarter of Victoria & South Australian trainers.

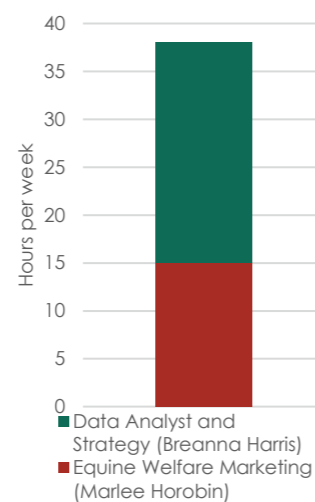
DIGITAL SNAPSHOT - CONTENT IS KING!

It is industry responsibility to collect the stories & communicate them.



BRAND 3-YEAR ACTIVATION

The jumps fraternity are passionate and caring horse people. They treat horses with the greatest care and attention.
 – Bob Charley Racing Hall of Fame Chairman



On average the AJRA team spend 15-20 hours per week promoting the longevity of jumps horses and collecting data

OUR STRATEGY

TRACEABILITY PROJECT	<ul style="list-style-type: none"> Invest in digital spend to understand location of retired jumps horses
DATA COLLECTION	<ul style="list-style-type: none"> Data analysis Reading & understanding the data
CONTENT CREATION	<ul style="list-style-type: none"> Investing in resource funnel to create content Build a strong library of horses & stories
BUILDING COMMUNITY	<ul style="list-style-type: none"> Finding champions to advocate Build an equestrian database Invest in brand awareness campaigns
EDUCATION	<ul style="list-style-type: none"> Educating the benefits of a jumps horse for retirement

WE WOULD LIKE TO THANK  RACING AUSTRALIA AND  RACING VICTORIA FOR THEIR CONTRIBUTION TO DATE

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