



AJRA

Australian Jumping Racing Association

Season Review 2019



Introduction

Jumps racing is an integral component of Victorian Country Racing.

Jumps Racing is at the core of staying racing providing fields for many country races which in turn supports the broader industry.

The AJRA 2019 Review outlines our progress and improvements in the sport and our stronger focus on participant and equine welfare.

Our Organisation

We have identified 5 key areas of focus:

To maintain a professional organisation to support the industry of Australian Jumps Racing.

To increase crowds at jumps races by creating a broader interest in the sport through industry engagement.

To engage a passionate equine community including trainers, jockeys, owners, members and stakeholders.

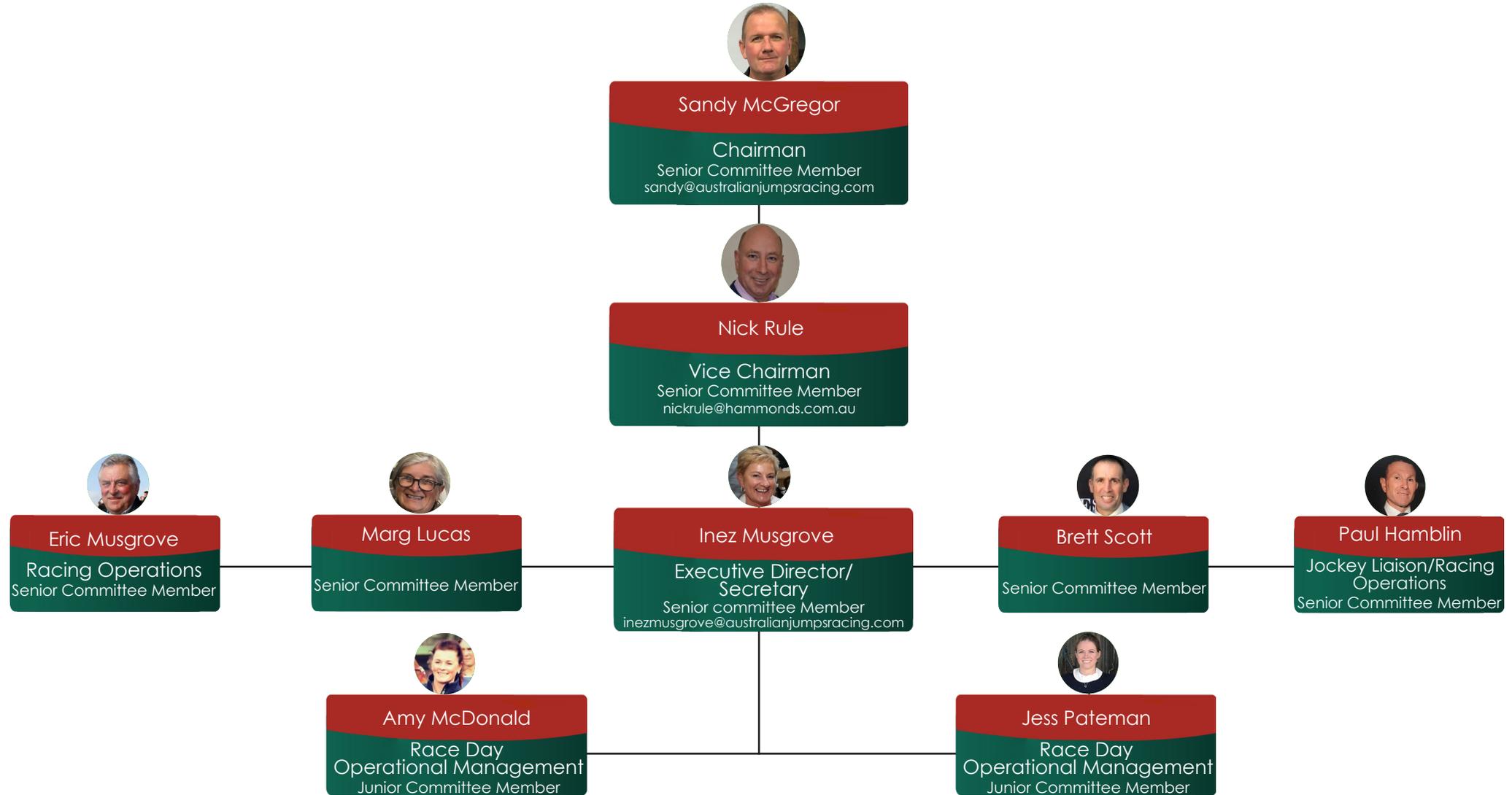
To increase the amount of horses involved and advocate the quality of horsemanship skills and equine welfare, before, during and after jumps racing.

To work with stakeholders to increase wagering.



Our People 2020

Our organisation chart is represented by a team of varied, skilled and committed people who have been chosen as experts in their field to build a professional Association which focuses on good culture and the next generation. More women are being elected to highlight a gender balanced team of executives and roles are fulfilled focusing on the needs of the organisation.



Industry Appointments

JOSH GRIMWOOD - RACING VICTORIA
 BILL WILDE - AUSTRALIAN TRAINERS ASSOCIATION

Industry Appointments

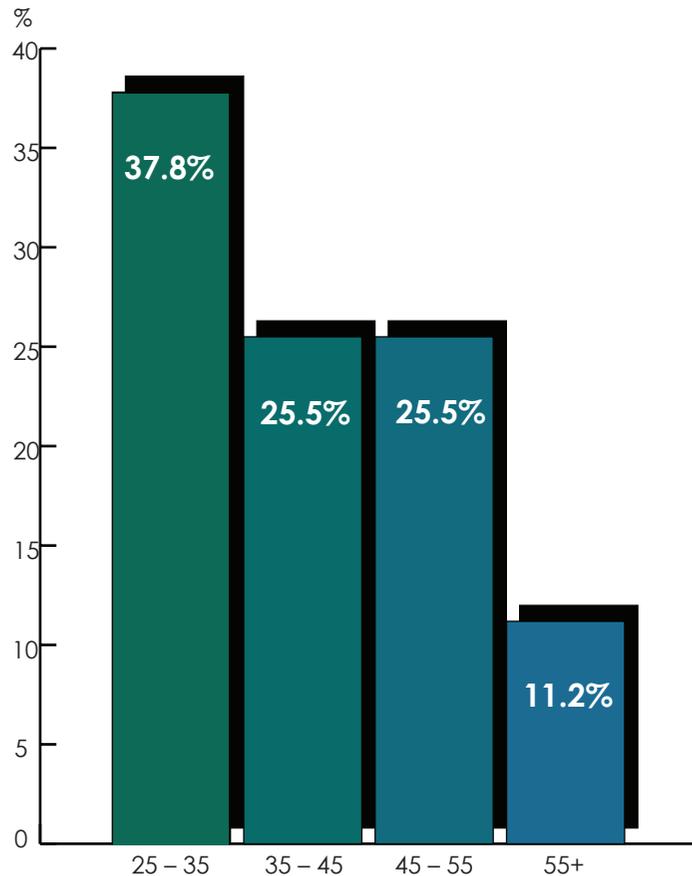
JOE CANNIZZARRO - JUMPS RACING SOUTH AUSTRALIA
 LEE HORNER - JOCKEY REPRESENTATIVE

Our Positive Impact On The Perception Of Racing

Our focus for 2020 will be to strengthen, support and share content with stakeholders through our strategic framework. Adding value to the positive key messages of racing.

2019's social media engagement was predominately users aged between 25–35 years of age.

Users aged under 55 years made up 88.8% of our total engagement.



Our Postive Impact On The Perception Of Racing



Our Continued Operational & Financial Investment In Country Racing

Ecycle Solutions, a major partner of the AJRA is committed to grass roots country racing and has paid to date over 250K to Ballarat, Pakenham, Bendigo, Stawell, Casterton, Sale, Oakbank, Coleraine, St Arnaud and Warrnambool Racing Club's.

Ongoing commitments to the sport in the order of \$250,000 per year.

- Punters club initiatives introduced in 2019 will continue
- Working closely with Racing.com for 2020 jumps season
- Owners Initiatives are being trialled
- All clubs are being included in the AJRA overall marketing strategy and given assistance where required to improve tourism and race day attendance.
- An ongoing 3 year commitment to Pakenham Racing Club's Mosstrooper day with a strategy to grow and increase patrons.
- A stronger focus on the next generation.
- Warrnambool continues to drive excellent crowds to its 3 day carnival which is the benchmark and best attended Country Carnival in Australia. We endeavour to assist in marketing for the Jericho Cup & other race days.



www.ecyclesolutions.net.au



Our Continued Operational & Financial Investment To South Australian Racing

A 3 year investment in a corporate marquee at Oakbank Easter Carnival

A stronger marketing focus on the Irish Series

Trainers incentives in prize money to increase horse fields.

Consistent key messages to trainers encouraging horse entries on race days.

Encouraging riders to school and trial South Australian horses.



2018 Board Recommendations – Outcomes

At the end of the 2018 Jumps Season, the Jumps Review Panel (JRP) provided a list of five recommendations to the Racing Victoria (RV) Board.

All of the recommendations were endorsed and implemented in the 2019 season, the recommendations are listed below.

Required track rating for jumps racing to be no better than a Soft 5

The AJRA strongly supports this initiative.

Engage a Rider Skills Coach

This has been achieved at the back end of the season and it is too early to assess any improvement.

No jumps racing in September

Agreed on the basis there is no loss of meetings/races. Has helped give South Australian Irish series clear air.

Amendments to the qualification requirements for horses who have been previously qualified but who haven't had a race start

Agreed as outlined

Reduction in field sizes for non-feature jumps racing

AJRA does **not** agree. The majority of falls are due to:

- Lack of proper training to new riders entering the sport
- Rider error
- Respositioning jumps when they should be left where they were, for example Casterton Hurdles.

AJRA – High Priority Welfare Project

The worlds best technology in hurdle racing infrastructure and safety (the “one fit” hurdle) is currently being used at over 11 racecourses in the UK and Ireland. The technology will be used in Australian trials during the 2020 Jumps Season to determine a course of action to adopt the most advanced jumping technology available.

We are pleased that Racing Victoria has agreed to the trials and a profile of the assessment is attached in Annexure 1.

The major benefit of these hurdles is an expected significant reduction in fallers and reduced incidental damage due to the hurdle being constructed of rubber and foam.



Turnover & Field Statistics Are As Follows:



Field sizes are stable



Warrnambool Cup 2019 betting increased by 12% equating to a 29.8% increase in betting on jumps racing over the last two years.



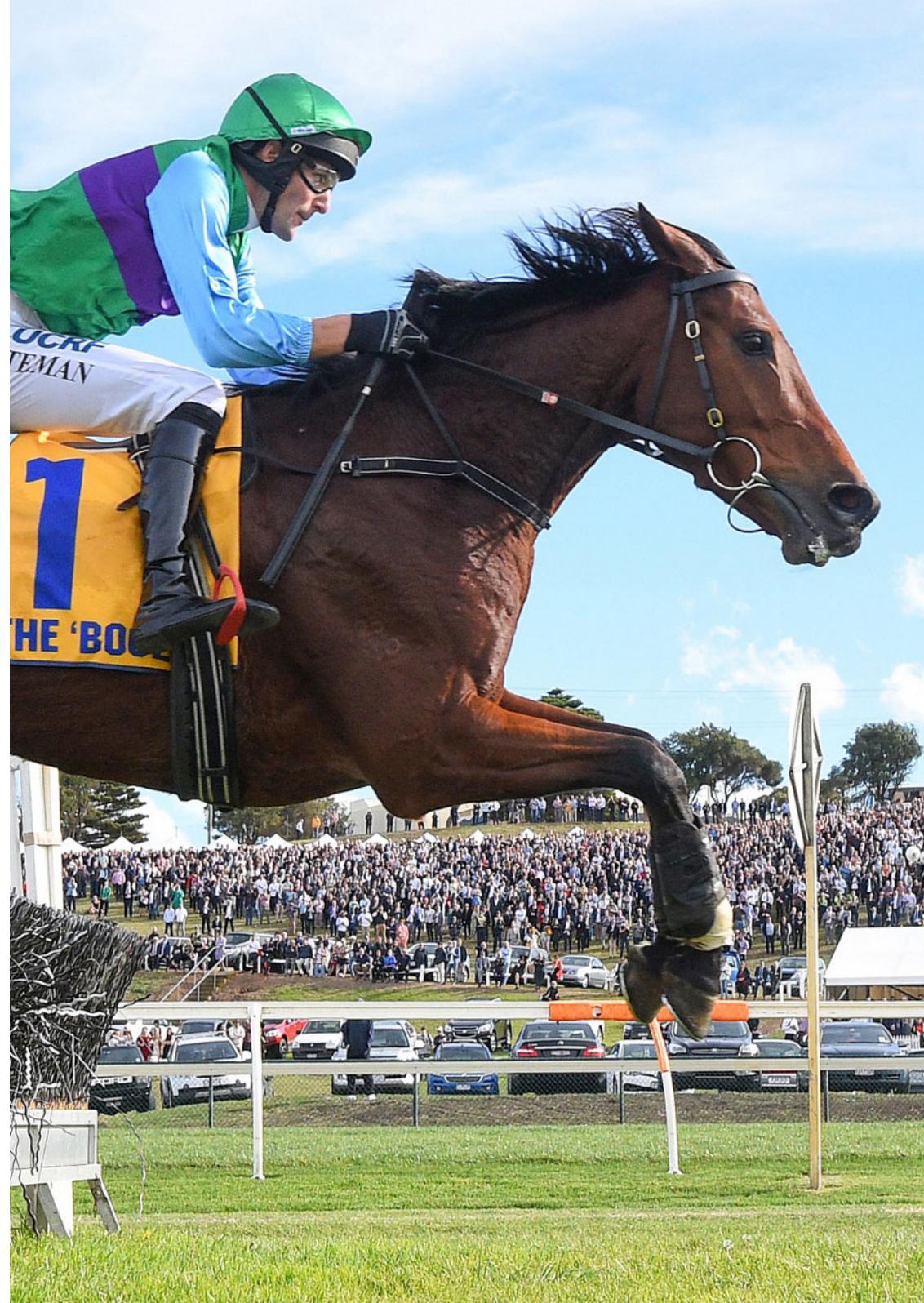
A gambling partner for jumps racing is required



Two South Australian trainers were in the 2019 J J Houlahan Championship Series Top 10

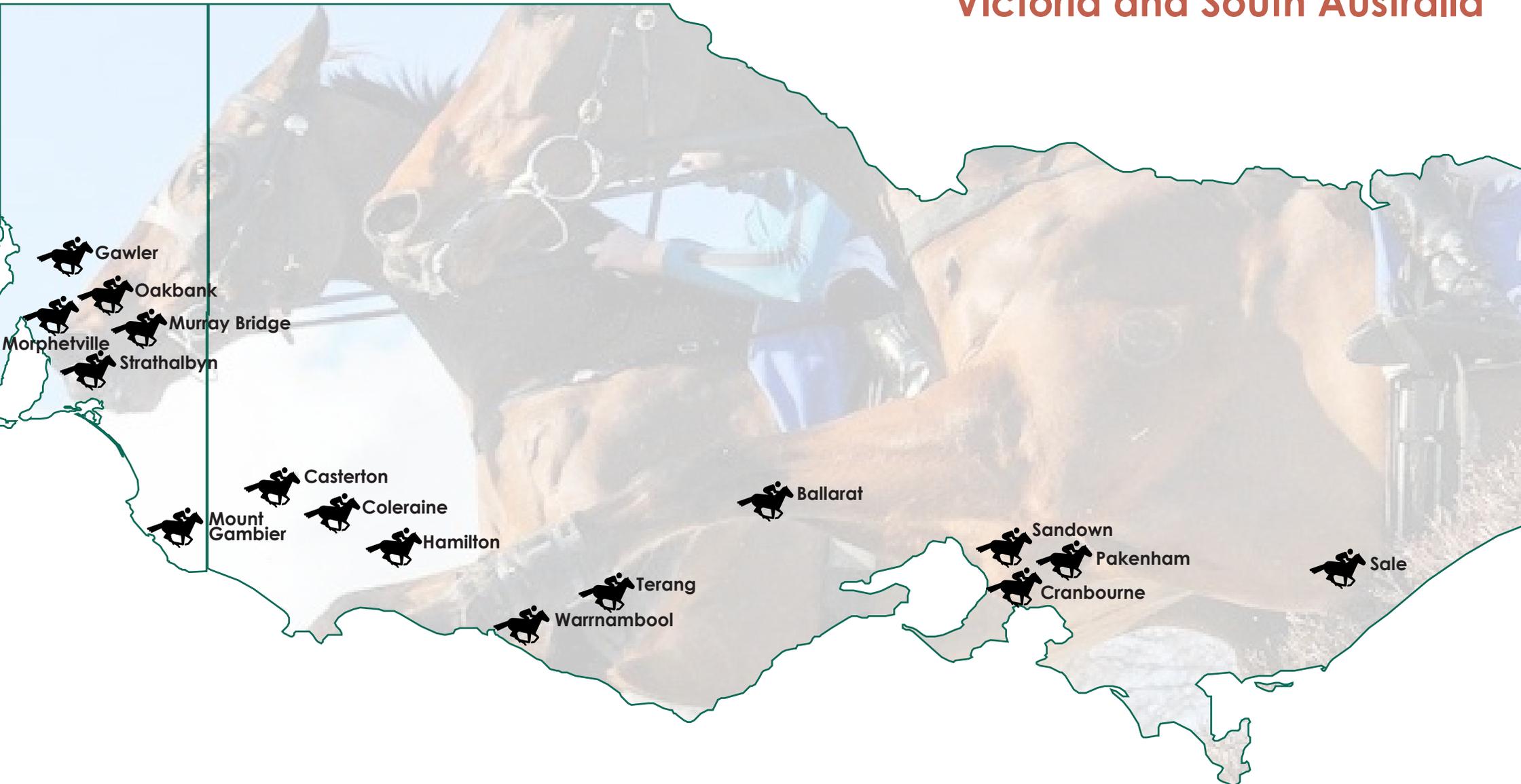


2019 fall rate reduced from 5.42% to 2.57%
Safety initiatives are working.



Logistics Snapshot

16 racecourses across
Victoria and South Australia



Equine Welfare Milestones

Jan 2019



Move to Slow 5 at commencement of jumps racing has been overwhelmingly supported by participants.

With the new equine welfare strategy led by Racing Victoria released in 2019, we aim to better understand the lifecycle of a jumps horse.



We now understand that educated jumping horses are the most sort after rehoming horses. We will add value to Racing Victoria projects to promote a successful life for a jumps horse after racing.

Embracing proven new technology in hurdles & steeples.



Oct 2019

Participant Welfare Milestones

Jan 2019



The Jockey Upskilling program conducted at Pateman Racing & Barton Equine continues throughout the year with current jumps jockeys.

The Ireland based Racing Academy and Centre of Training (RACE) School 2019 programme was a success. Two jockeys significantly improved their skillset, professional development, race rides and horse education abilities.



A follow up program is currently being organised for January 2020.



In 2020 the Strapper Series will be expanded beyond the J J Houlahan Championship Series races and will reflect another 20 races. CRV has embraced this growth through continuing sponsorship of the series.



Oct 2019

AJRA Needs 2020



A prize money increase for middle level jumps racing to be allocated as agreed with Racing Victoria. For the required budget an additional \$300,000 is requested.



A continued commitment to replacing hurdles and steeples for safety and cost reasons as per last years "3 year request". Our estimate of \$120,000 per season for the next two seasons remains accurate.



More support for jumps only or mostly jumps race meetings at our important times (e.g. Mosstrooper and potentially National Hurdle day).



A small increase in annual budget to AJRA to ensure continued investment in the sport to focus on marketing initiatives and help strengthen digital marketing in collaboration with Country Racing Victoria, Racing Photos and Racing.com. This will assist improvement in race attendance and Club engagement. We request an increase from \$30,000 to \$50,000 for the next three years payable \$30,000 April and \$20,000 November.



Australian Jumping Racing Association

We would like to thank Racing Victoria & the following stakeholders for their increased contribution in support to employees & volunteers of the AJRA this year.



Annexure 1

New hurdle Acquisition as of September 10th.



Manufacture
31 August – 15 September



RV Operations
Operations procedure for setting up



Ship
ETA – Xmas Delivery



Trial
February – June



Modify
To Australian standards



Result
Positive... Negative/Reconsider