



## **Marketing Standing Committee**

Meetings:	Monday May 18 <sup>th</sup> 2009	13.30-16.30
	Tuesday May 19 <sup>th</sup> 2009	13.30-16.30
	Wednesday May 20 <sup>th</sup> 2009	13.40-16.30

Room: "Nesodden"

Standing committee secretary: Thea Hofossæter

### Members:

Geoff Want (Australia), Ailsa Smaill (New Zealand), Gordon Garnett (Great Britain), Dean Latimer (South Africa), Ulf Hörnberg (Sweden), John Pawlak (USA), Atle Larsen (Norway), Alla Pozulnova (Russia), Bernard Desmontils (France)

### Agenda:

- 1. Committee chairman. The committee will need to appoint a chairman.**

Chairman: Gordon Garnett

- 2. Finalization of agenda items (# 8, 9)**

- 3. Receipt and confirmation of 2007 Standing Committee minutes from Christchurch.**

Minutes were read and discussed.

Garnett/Pawlak  
CONFIRMED

### Notes:

There has not been a development in regards of an international website, but there is a European website up and going.

### **Review of Chief Executive meeting in Canada 1<sup>st</sup> of May 2008**

None of the members attended the Chief Executive meeting in Canada, and therefore unable to review the meeting.



#### 4. Media Awards

The Norwegian Trotting Association has appointed an individual committee to do the nominations in the nine categories. List if the nominees will be handed out to the members of the standing committee, and presented by the secretary (Thea Hofossæter), who has been a member of the nomination committee.

##### Notes:

Clarity of the rules is missing, and guidelines for judging the different categories are needed. For the next Media Awards, strict recommendations for the rules and clear time limits for the entries for the awards are needed.

We move the motion that:

1 a) Formal invitations have to be made by the host country to All member countries not less than three months before the start of the WTC.

b) Entries have to be received by the host country not less than one month before the WTC.

2 a) Only one entry per country per class.

b) Every entry has to be produced/published/shown etc within the two year time scale, ending one month before the relevant WTC.

3) Simplification of process:

The host country has a duty to condense, after professional advice, each class where appropriate to a shortlist of not more than three entries, and where appropriate these entries be emailed to committee members when known. All written/spoken word entries should have an English version.

4) Criteria for judging:

a) All entries must be relevant to our industry.

b) Photographic entries must have a copy of the article/publication/media form where they appeared attached/verified.

c) There must be proof of publication/broadcast where relevant.

d) Website:

For the future, the website judging criteria should be:

- it should be visually appealing
- it should encourage examination
- it should be informative
- it should promote harness racing
- it should be easy to navigate



a) **Best TV of film advertisement**

WINNER - France – ‘Une Rêve Commun’

b) **Best photographic advertisement**

WINNER - Norway – ‘Bus AD’

c) **Best TV show or documentary**

WINNER - New Zealand – ‘Hot to Trot – The Paul Nair Story’

d) **Best poster**

WINNER - France – ‘Exaltant’

e) **Best magazine article**

WINNER - United States – ‘Old Friends’

The committee wishes to extend special commendation to New Zealand for their entry.

The committee wishes to extend special commendation to Finland for their entry.

f) **Best photograph – racing action**

WINNER - France – Christian Richard – “Race”

g) **Best photograph – still**

WINNER - USA – Michael A. Lisa – ‘Driver’

h) **Best website**

WINNER - Norway – [www.trav24.no](http://www.trav24.no)

The committee wishes to extend a special commendation to Australia for their entry.



i) **Best newspaper article**

WINNER - New Zealand – ‘Shaw Reins Ultimate Race’

**5. Recruit strategies and challenges. Owners, public/betters, stewards etc. New markets.**

Every country represented in the committee presented their recent recruit strategies, challenges and development.

United States:

- Focus on owner recruitment, new fan recruitment, children PR.
- Videographer – editor
- Marketing man on board.

France:

- Not enough trainers for new owners. Syndicates are an option.
- A challenge is to teach new and future owners about the sport
- Focus on public awareness. See a development in the travel agent-industry, where they offer tours to the racetracks. Busloads with tourists arrive at the tracks, and it is a challenge to take care of all the people and introduce them to the sport.
- Free entry for children and women to all the tracks. Has been a great contribution to attract females, especially the younger ones, to the track.
- Supporter clubs for well-known horses.

Sweden:

- Focus on recruiting new horse owners. Working with the biggest radio station in Sweden, RixFM, with 1 million listeners every morning from 6-10 am. 16 syndicates has been made, 1000 shares in each. One share cost about 10 euros. One trainer per horse, and they buy and train a horse for the value put into the syndicate for one year. Each horse collect points when racing, and it is a competition between the syndicates/horses. In November, the horses are sold, and the value of the horse, including the winnings, is split between the owners. The 16 000 shares were sold out in eight days. Cheap, cheerful and makes a lot of interest. Considering buying 20 horses next year.

New Zealand:

- The Auckland and Christchurch Clubs offer horses for syndication.
- Kids go Racing – good to engage kids and involve parents
- Amateur driving has started to be covered by totalisator gambling.
- Christmas at the Races and Summer Festival Racing. Media marketing throughout the country, as well as people get involved and have fun at the races.



- Education – have introduced unit standards for young drivers/stables.
- Trainers – improve the communication with the owners, to keep the owners interested and informed.

#### Australia:

- Looking to improve some of the main problems in the industry. Getting the clubs/tracks to accept that the marketing could be better and more professional and improve this matter.
- The Victorian Clubs are syndicating horses. Making sure that people get a good experience owning a horse.
- Going back to basics – Running a market research project for the first time for the industry. Using an external consultancy for promotion. A wagering group is doing research on how to improve the product and make it more appealing. They are about six months away from releasing the results.
- Thoroughbreds versus standardbreds – the average return on investment on a SB verses a TB is greater.
- Increase the number of owners. Facing the problem with EI and the drought. Feed prices have trippled. Looking at breeding programs, so the breeders will continue to breed during the hard times. Engaging new participants to take over the horse and the cost of the foals, to ease the feeding expenses etc for the breeders.
- Owners card – access to all harness tracks in Australia, maybe combined with a frequent flyer program etc.

#### Russia:

- Having difficult times as the betting system is being changed, and has been closed for a number of months.
- The number of owners has increased by 35%, by the help of for example the national sports channel showing 30 minutes about horses, mainly trotters. Sponsored by the government.
- The number of trotters has doubled, due to a program promoting the value of the national breed, Orloffs - playing the nationalistic card whenever they can.
- Showing international races on TV to show that it is honorable to own a trotter.

#### Great Britain:

- Prestigious Junior Driver Championship. The drivers are under 23 years old. TV coverage. Kids come to the track to see their friends. Good prices to the drivers at the end of the championship. A problem is that people are reluctant to let juveniles drive their horses.

#### Ireland:

- The sport is still small – amateurs. Mostly self-funded.
- Have arranged two successful meetings at racecourses – got people interested as well as media coverage.



South Africa:

- In the startup phase.
- Recruiting new owners from the racing industry, as the price of owning a racehorse has shot up. Offer cheaper horses and training. Problem getting horses from Europe, as the price for the transport is high.
- Recruiting foreign owners. Arranging a South African theme day at Solvalla, Sweden. Combine owning a horse in South Africa with holidays.

Norway:

- Pony races almost every 2<sup>nd</sup> raceday.
- Pony school – bringing kids and ponies together for education. Need to attract young people, as it is mostly a sport for elderly people.
- Open day at the stables. Media coverage and attract people who are curious to come and see.

#### **6. Media coverage. Keeping and improving coverage in all media forms. Communication strategies.**

This committee firmly recommends that each country follows the lead developed in WTC 2007, to keep a record of successful media achievements (articles, photographs, programmes, blogs, virals, adverts etc) and makes such material freely and readily available to all member countries via an internet based database.

All countries identify the benefits of the positive associations with celebrities, the culture of the horse and young people, in promoting what is in essence a gambling sport. It is often beneficial to send invitations to celebrities and sport stars to attend headline racing events.

#### **7. Use of technology in marketing and promotion.**

The Inter Dominion (the celebrated international race between Australia and New Zealand) used in 2009 a new advertising agency, fresh to harness racing and with now preconceived ideas on how to do the job. They produced an internet viral depicting a mare giving birth to a driver. Signifying the rebirth of harness racing after Equine Influenza. Disliked by some, loved by a few, but take notice of by many, this became an iconic message for the sport.

The ubiquitous mobile phone can be used through text/sms messaging as a cheap and very effective method of relaying information, whether it be an upcoming race, a particular horse racing or whether your horse is entered tonight.



- 8. Consideration of issues arising from presentations to business sessions of World Conference, which is not covered by # 1-7**
- 9. Other matters/general business**