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CIRCULAR No. 1228

TO: THE SECRETARY ALL TOTALISATOR CLUBS AND KINDRED BODIES

FROM: BRIGIT HEARN, PLANNING AND OPERATIONS MANAGER

SUBJECT: SUMMARY NZRB ON-COURSE MARKETING AND EVENTS

Key Points from On-course Marketing and Events presentation to HRNZ Annual Conference – 2012

- Attendance – there were around 300,000 attendances at harness meetings last season. Total attendance for all codes last season was approximately 900,000;
- Customer research shows that the primary reason people attend the races is to have fun and socialise. Betting is secondary (but more important for men), and the opportunity to dress up (more important for women);
- On average, men spend \$193 per day/night at the races (55% of which is on betting), while women spend \$157 (44% of which is on F&B). Consequently, F&B choices and quality are more important to women;
- Little things are big things – research shows that people are 4 times as likely not to return because of a negative thing than people are likely to return because of a positive one;
- Admissions – charging admissions or gate fees is an important and high margin revenue stream for racing events. It is recommended that a commission be paid (e.g. 10%) to a fundraising group (rather than a set fee or hourly rate) to 'man' the gates as this is more likely to ensure that people do not slip in without paying.
- Catering – it is recommended that contracts with caterers be put in place that specifies what you need them to deliver. It is recommended that the Club seek to make revenue from catering (food and beverages) e.g. by having a profit-share or minimum fee payable with a caterer, marquee bars and charging site fees to all vendors.

NZRB On-Course Marketing and Event Services

- **Clubnet** – a web application for Clubs that houses:
 - Your attendance counts (you can request events to be counted)
 - Your customer research (you can request events to be researched)
 - Helpful event planning templates e.g. **package costing templates (refer to attached spreadsheet)**, sponsorship proposal templates, risk management plans, etc
 - Suppliers List – suppliers other Clubs have found useful
 - Information about the event services offered by NZRB for clubs, e.g. **marquees (refer to attached flyer)**, umbrellas, event support and all contacts
 - Ability for you to list your event on theraces.co.nz and manage your listing
 - A function for you to create your own course map for your racebook
 - **Contact NZRB for a login: theraces@nzracingboard.co.nz**
- **New Marketing Desk service: FREE to Clubs**
 - Artwork design and production service for racing events
 - Billboards, press ads, posters, flyers, brochures, racebook covers
 - Web banners, email templates etc
 - Request via Clubnet through an easy drop-down list briefing form (Promote My Event)
- **New Picket Fencing service – refer to attached flyer**
 - Addition to marquee service
 - 120 x 2m lengths per region (240m total)
 - \$15 per length to use (covers transport, installation, cleaning, R&M, insurance and eventual replacement)
 - Request with your marquees (via Tony Russell)
- **New Marquee Bar service – refer to attached flyer**
 - Addition to marquee service
 - On a 'dry hire' basis – Club or your caterer/bar person to stock and run
 - \$340 includes marquee, commercial fridge, signage and table
 - Request with your marquees (via Tony Russell)
- **Contact Tony Russell (South Island) 03 339 1812 or Jenna Rogers (North Island) 07 838 8806 for marketing & event advice and assistance.**

And the team here at HRNZ are always available to help and assist any Club.

Kind regards,

Brigit Hearn
PLANNING AND OPERATIONS MANAGER

*Isn't it **AMAZING** this **HARNES**S RACING*