



# COMMUNICATIONS & MARKETING **SURVEY SUMMARY**

**OVERVIEW:** The HRNZ Marketing and Communications survey was filled out by 499 people.  
384 people went via the HRNZ website link and 115 people went via the Facebook link.



# RESULTS FROM MULTI-CHOICE QUESTIONS

Some questions below could select more than one option.

## Where do you get your harness racing information from?

HRNZ Website	95.93%
Emails from HRNZ	22.97%
HRNZ Facebook Page	20.53%
Other Harness Media Outlets	19.72%
Other	9.96%
HRNZ Twitter Page	5.08%

## How often do you look at www.hrnz.co.nz?

Daily	79.80%
Weekly	18.57%
Monthly	1.22%
Six-monthly	0.61%
Never	0.20%

## Are you aware there is a news section on the HRNZ website (not just on the slide)?

Yes	80%
No	20%

## Are you aware that not all news on the HRNZ website is put on the 'slide'?

Yes	55%
No	45%

## What harness racing material appeals to you?

Grass Roots stories	72.15%
Race day previews	62.20%
Ownership stories	55.89%
Race day reviews	55.08%
Stories on leading stables / drivers/ trainers	55.08%
Video content	41.46%
Opinion pieces	35.77%
Life after racing stories	33.74%
Australian News	23.17%
Other	10.37%

## Do you think HRNZ communicate to the industry well?

Yes	62%
No	38%

## Do you think a diary and a Licenceholders Directory should be printed this year?

Yes, both should be printed	35.91%
No, the Directory should be online	26.30%
Just the Diary, Directory should be online	16.49%
Other	14.20%
Just the Directory	6.89%
Just the Diary	5.43%

## How often do you look at the HRNZ Facebook Pages?

Never	50.72%
Whenever a new post	16.36%
Weekly	14.52%
Daily	12.68%
Monthly	5.32%
Six-monthly	1.23%

## Are you aware that we currently have two Facebook Pages?

No	83%
Yes	17%

## Currently we have the main HRNZ Facebook Page and a 'Punting Page' on Facebook. What is your opinion on both?

Keep both pages	31.56%
Other	31.56%
Just one page	30.44%
Punting info shouldn't be on FB	9.33%

## How often do you look at the HRNZ Twitter Account?

Never	87.30%
Whenever a new tweet	4.10%
Daily	3.89%
Weekly	2.87%
Monthly	1.23%
Six-monthly	0.61%

# SWOT ANALYSIS

## STRENGTHS

- happy with the website and overall content in general on all platforms\*\*
- happy with over-all communication
- understand that this must be a difficult role when a significant number of participants are unhappy. Thank you for your efforts on the comms currently available on the website and digital platforms, and for being open to feedback.

## OPPORTUNITIES

- **Content**
  - more grass roots, breeding, life after racing stories, profiles\*\*
  - more trainer / driver interviews / comments / tips from them\*\*
  - RIU news, JCA news / display on website injured, suspended or disqualified drivers
  - people in the background supporting the industry e.g. stablehands
  - more historical stories, info on exported horses
- **Marketing**
  - finding ways to encourage younger people on-course and get involved in ownership\*\*
  - external marketing to get people interested in coming to the races from outside the industry
  - find hero's of the industry e.g. top horses, drivers, kidz kartz and promote and follow them
  - cross-code promotion
  - promotional videos showcasing the industry
  - up-and-coming trainers / drivers to follow
  - bring back seasonal festivals e.g. 'InterIsland Summer of Racing'
- **Social Media**
  - social media is becoming our biggest marketing tool and is something that requires good investment to get our sport in front of the eyes of the younger generation
  - use social media more
  - Instagram should showcase the more glamour side of harness racing
  - club support for social media
- **Communication**
  - email our top news stories daily to other media outlets
  - more communication to licenceholders via email (EDM) this could be an opportunity to start up a weekly or regular E-newsletter to licenceholders plus wider harness industry\*\*
  - updates on how clubs are financially and future plans for the industry
  - more updates from the Board / Chief Executive / top leaders
- **Promotion of Ownership**
  - horses available for syndication on website / ownership opportunities
  - more recognition of owners on social media

## WEAKNESSES

- **Lacking human interest content on website and Facebook\*\***
  - grass roots, ownership, breeding, life after racing, profiles
  - try to capture what was lost from magazines days e.g. 'Around the Stables'
- **Lacking video content on website and Facebook\*\***
  - promotional videos show casing the industry / short clips to go with articles
  - more video content featuring people and horses
- **Promotion of Ownership**
  - more details on how to get involved in ownership
  - more recognition on winning owners / owners in general\*\*
  - more events or gatherings to get new owners involved
- **Marketing**
  - no strong leadership / no marketing plan
  - being left behind by LoveRacing
  - only marketing to the industry\*\*
- **Mainstream Media**
  - more positive stories into mainstream media\*\* / advertise through mainstream media\*\*
- **Print Material**
  - fields back in papers\*\* / more harness articles in papers
- **Communication from Board and Chief Executive**
  - lack of Board updates to the industry e.g board meeting minutes
  - more comms directly from the Chief Executive\*\*
  - 'Road Show' type events to have full and frank discussions with the wider harness community
- **Other**
  - change main headlines more often e.g. change daily news stories on the slides, left up too long and becomes old news on the homepage
  - some content produced on website is of low quality, needs to be edited and video content is at a low standard for such a big marketing tool in the industry.
  - sponsorship recognition

## THREATS

- be more open and have more honest communication
- more transparency
- clean up the industry\*\*
- recognise that harness racing is a 'social enterprise' and not purely a gambling product.

\*\* = these comments featured alot throughout the survey