



MEDIA RELEASE

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Racing revolution to transform Sydney Autumn Racing Carnival

Racing NSW today announced that from 2009 to 2012 the main events of the Sydney Autumn Racing Carnival will be held as fixed dates in the month of April.

The Golden Slipper will be held on the first Saturday in April with the Australian Jockey Club carnival starting the following week.

Easter, which has been the traditional time for the carnival, will be equally shared between the Sydney Turf Club and the Australian Jockey Club.

Racing NSW has had the luxury of being provided an independent assessment of the Carnival by Events NSW who commissioned some of the best marketing personnel in Australia to provide advice.

Events NSW is in discussions with Racing NSW to back the carnival with the potential to provide a promotional package of up to \$10 million for the over four years.

“We are in discussions with Events NSW on a radical proposal to revamp the carnival in 2010. However, pivotal to any funding provided from Events NSW was to make April the spotlight for horse racing, breeding and the horse industry as a whole,” said Racing NSW CEO Mr Peter V’landys.

“Whilst we will continue to work with Events NSW on their proposal we can understand that Events NSW required an answer as the 2009 carnival is only 5 months away. Integral to any funding for the 2009 carnival from Events NSW was a commitment to have fixed dates in April from 2010 onwards, with the Golden Slipper being on the first Saturday.”

Mr V’landys added that New South Wales is the genuine home of the Australian racing and breeding industries and in April the best horses, jockeys and trainers will be competing.

“The fixed April dates will provide certainty and stability to our participants, international and interstate visitors, and the tourism industry by complementing a national schedule of feature race carnivals.

“The fixed dates separates the Melbourne Festival of Racing from the Sydney Autumn Carnival thus reducing clashes in feature events. Both Racing Victoria Limited and Queensland Racing have provided assurances that they will not encroach on the Sydney Autumn Racing Carnival and are delighted that a national program is now in place. This has been an objective of the National Race Planning Committee for some years.

“Sydney will also become the focus of the international racing calendar, between the Dubai World Cup in March and the Kentucky Derby in May.”

The NSW racing industry for many years has sought Government backing and with the Events NSW involvement this support has been forthcoming.

It provides the platform to maximise marketing opportunity for the event.

“Accordingly, the event will generate significant economic benefits for the State,” Mr V’landys said.

The Sydney Autumn Racing Carnival is one of five recurring anchor events to be held annually in the NSW Master Calendar.

For more information please contact Mr Peter V’landys, Racing NSW Chief Executive by phone on (02) 9551 7556.