

MEDIA RELEASE



THOROUGHBRED RACING SA

FOR IMMEDIATE RELEASE

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Country racing campaign takes new course in South Australia

The entertaining and relaxed nature of county racing, as well as the horses at the centre of it all, are the focus of a new marketing campaign aimed at attracting more racegoers to tracks throughout the state.

Thoroughbred Racing SA (TRSA) Marketing Manager Michelle Greene said the campaign focuses on the ethereal beauty of horses and the festivities that unfold trackside. A television commercial aired on Sunday, August 16, launched the campaign ahead of the Balaklava Cup on September 2.

“The new campaign is about highlighting two key elements of our race days, the party atmosphere and the stars of the show – the horses,” Ms Greene said.

“Research conducted by TRSA shows eventgoers want comfort, a good atmosphere, quality food and beverages and the opportunity to dress-up. Country racing provides all of this in a relaxed, fun setting.

“There are so many rich stories in horse racing and we’ve been able to capture these in a way in which we hope will make people fall in love with the horses and the events themselves.”

The campaign features television, social, outdoor, radio, press, print and on-course collateral.

The TV commercial starts with black and white footage of horses undergoing track work and switches to vibrant colour as the majestic animals surge through the starting gate. The action showcases the food, wine, dancing and family activities which make a day at the races truly great.

Trackwork footage was filmed at McEvoy Mitchell Racing and raceday vision was shot during Langhorne Creek Vignerons’ Day at Strathalbyn and the iconic Oakbank Easter Racing Carnival. Adelaide agency Nation are the creative geniuses who made the ideas come to life with local filmmakers, Matt Salleh and Rose Tucker, from Urtext Films behind the camera.

Ms Greene said Nations’s ‘city’ campaign, launched earlier in the year with the aim of attracting visitors to the Adelaide Cup and highlighting Morphettville as a premier entertainment destination, created a real buzz.

“We’re confident we’ll be able to achieve the same level of success with the country campaign and build on the strong foundations already created,” Ms Greene said.

THERE'S NOTHING LIKE A DAY AT THE RACES

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While the industry's popular catchcry – 'there's nothing like a day at the races' – remains, all other collateral has evolved from previous campaigns.

The Balaklava Cup, held on Wednesday, September 2, heralds the start of spring racing in South Australia. The state is home to 24 regional race clubs and the calendar of events reaches all corners of the state, from Ceduna in the west to Roxby Downs in the north and Mt Gambier in the South-East.

Thoroughbred Racing SA Chief Executive Officer Jim Watters said the racing industry is part of the very fabric of regional communities.

"A local Cup day is often the biggest and most eagerly-anticipated event of the year in regions throughout the state," Mr Watters said.

"In country SA, research by leading strategic consultancy business specialists IER has shown the racing industry builds inclusive and welcoming communities, supports education, training and development and is a major source of employment with a wide range of career opportunities," Mr Watters said.

"The benefits to the state and local communities go beyond what happens on the track.

"Each year, racing generates \$303 million in direct expenditure in SA, with more than 40 per cent of this happening in regional areas."

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