



National Thoroughbred Week

KICK
UP

TOGETHER
for RACING
INTERNATIONAL

Year 1 Pilot: November 20-24, 2025



National Thoroughbred Week

Industry Presentation Deck

National Thoroughbred Week bridges the gap between perception and reality by opening stable doors, studs and aftercare centres giving people across Australia and New Zealand firsthand experiences with Thoroughbreds to educate and build trust in racing.

www.thoroughbredweek.com.au
www.thoroughbredweek.co.nz



National Thoroughbred Week

Bringing thoroughbreds and people together to show the thoroughbred industry as a force for good across Australia and New Zealand.

Horse racing needs a perception shift. Public trust is at a crossroads. Misinformation spreads faster than facts, and most people only see what social media tells them.

The solution? We show them the reality.

National Thoroughbred Week is part of the Together for International Racing initiative: a movement aligning global ideas to drive the thoroughbred industry forward.

Inspired by international models like National Racehorse Week (UK) and Open Farms (NZ), National Thoroughbred Week is racing's opportunity to engage the public at scale, aligning global ideas and initiatives.

For the past three years, Kick Up has been working to shift the conversation online—countering misinformation, engaging audiences, and reshaping public understanding of horse racing.

National Thoroughbred Week is the next step - an annual celebration of the Thoroughbred as an Australasian collaboration; a hands-on experience that allows people to see, touch, and connect with these incredible horses firsthand.

It's a chance to witness the reality of the care and attention that goes into looking after them, breaking down misconceptions and showcasing the heart of the industry.

The Vision

A future where:

- The thoroughbred industry is understood and trusted.
- People see horses, not negative headlines.
- Transparency is a multi-level PR exercise, real experience is vital.
- The thoroughbred industry is proactive, not reactive.

National Thoroughbred Week will:

- Get thousands of Australian and Kiwis through the gates.
- Let them see, touch, and connect with Thoroughbreds.
- Learn from those who work in the industry.
- Shift how people talk about our industry and support the thoroughbred industry.

A long-term strategy to restore confidence in the thoroughbred industry through real experiences.





The Event

For five days, racing stables, stud farms, pre-training, aftercare centres and charity partners open their doors across Australia to the public for a free experience.

Visitors get hands-on experiences

Meet a thoroughbred, touch them, watch how they're trained, learn about their life after racing.

Industry professionals tell their stories

Trainers, grooms, jockeys, and breeders share and show what goes on behind the scenes.

It's nationwide, but localised

Whether it's a country training track, a city stable, a farm or a retirement home for ex-racehorses, every location offers a unique experience.

Marketing, media, and ambassadors drive awareness

A PR machine amplifies it nationwide.

This is an iterative next step in perception shift; creating real-world experiences that reinforce public understanding.

The event will support a charitable element to raise funds for needed industry-related causes.

Target Audience

Industry-adjacent or curious:

People who love sport, animals, or rural experiences but have never stepped inside a racing stable or farm. Providing a powerful up close first-ever hands-on experience.

Aspiring owners and participants:

Those with an interest in Thoroughbreds but who haven't yet taken the step into ownership or syndication.

Local communities:

Bringing racing closer to the people by making it more accessible and open.

The next generation:

Students, young professionals, and new fans who could become future owners, breeders, and industry leaders.

The skeptical and suspicious:

Those who have heard negative narratives about racing—inviting them in, post-Cup Week, to see the reality for themselves.

National Thoroughbred Week will:

- Get thousands of Australians and New Zealanders through the gates.
- Let them see, touch, and connect with thoroughbreds.
- Learn from those who work in the industry.
- Shift how people talk about our industry and support racing.



The ripple effect: 'bring five mates' challenge

The challenge is simple: every person in the industry commits to bringing five people—friends, family, colleagues - who have never seen behind the scenes of a farm, stable, or thoroughbred facility before. This is how we shift the conversation about racing - by showing, expanding in influence and reach year after year.

From Year 1–2: Engagement is driven from within the industry, getting insiders to introduce new people to the world of Thoroughbreds.

By Year 3–4: Engagement expands into new audiences who are curious but not yet connected to racing.

By Year 5+: National Thoroughbred Week is a cultural event that influences public perception at scale.

This structured, relationship-first expansion strategy ensures that:

- ✓ Early audiences are trusted advocates, driving word-of-mouth impact.
- ✓ Every year builds upon the previous year's success, ensuring sustainable growth.
- ✓ By the time it reaches mass-market appeal, it already has years of credibility behind it.

Public confidence in racing isn't built through one-off campaigns - it's built through experience, connection, and the simple power of bringing five mates.





Case Study 1.

National Racehorse Week UK

- Launched in 2021, growing fast.
- 10,000+ visitors in Year 1 across 131 locations.
- By Year 3, over 35,000 people attended, demonstrating increasing public interest.
- Major industry buy-in, with racing stables, studs, and retraining centres participating.
- First-hand experiences changed perceptions, leading to positive media coverage and industry credibility. In many cases, increased interest in horse ownership, business development and support of charity partners.

The result? Increased trust in UK racing and stronger engagement with fans.





Case Study 2.

Open Farms NZ

- 45,000 visitors in three years.
- Over 100 farms involved—creating direct access to rural life and agricultural sustainability.
- Surveys showed that 85% of attendees reported an improved understanding of modern farming practices after attending.
- Public trust in farming improved by allowing firsthand experiences.

The result? A shift in the perception of farming, built through direct engagement.

Byerley Park Open Farms Day - March 2025

The Open Farms event with around 160 attendees provided valuable insights into engaging audiences unfamiliar with horse racing. Observing their reactions highlighted how powerful relatable analogies and hands-on experiences can be. The group, mostly without prior horse interaction, responded enthusiastically, showing genuine excitement around practical demonstrations and clear explanations from horse trainer Donna Logan., Byerley Park and the NZTR Welfare teams.

Key Learnings:

- Relatable analogies (e.g. comparing hoof trimming to a pedicure) increased audience understanding.
- Interactive props like grooming tools and the horse ambulance greatly enhanced engagement.
- Questions focused on horse care, breed specifics, naming processes, and post-racing careers.
- Transparency about horse welfare processes (feeding, grooming, retirement) built trust and interest.
- Demonstrations like feeding with a flat hand or exploring the horse ambulance were especially impactful.



Case Study 3.

Auskick

- 200,000+ kids participate each year.
- 3,500+ locations nationwide.
- Engages entire families, bringing young participants into the AFL ecosystem.
- Builds lifelong connections between fans and the sport.
- AFL has directly linked Auskick participation to higher fan engagement, attendance, and long-term AFL membership.

The result? AFL has ensured future engagement and loyalty—by creating direct access to the sport from an early age.

Event Development Timeline



March ● Research, funding and planning

Finalise event framework, confirm leadership team & subcommittees. Sponsorship & partnership outreach, secure major sponsors. Initial host recruitment, confirm key locations. Launch base website and industry PR campaign.

June ● Launch marketing strategy

Full website & marketing collateral launch, finalise event branding. PR & media outreach, ambassador recruitment, community partnerships established. Expand host network, begin paid advertising, local council & school engagement.

August ● Operational ramp up

Detailed logistics planning, volunteer training, community outreach intensifies

September ● Promotional push

Event promotion in full swing, influencer & ambassador activations, media partnerships executed, host training for tours.

November ● Final setup, launch & post-event

Signage distributed, follow-ups for attendee signups, training for volunteers.

National Thoroughbred Week event launch, public engagement, post-event reporting & impact assessment

Growth Targets

Case Study Comparisons

National Racehorse Week (UK) grew from 10,000 visitors in Year 1 to 35,000 by Year 3, with less overall industry participation than Australia's racing sector can offer.

Open Farms (NZ) saw 45,000 visitors in three years, proving strong public interest in rural experiences.

Auskick engages 200,000+ kids annually, showing the power of structured grassroots programs.

| | Locations | Attendees | Key Growth Drivers |
|---------------|-----------|-----------|--|
| Year 1 | 50 hosts | 10,000 | Industry insiders bring family & friends, Kick Up Cup week audience converts to attendees, strong PR launch, media coverage through spring carnival early community partnerships. |
| Year 2 | 100 hosts | 25,000 | Increased media traction, first-time visitors return with more people, school & community outreach expands. |
| Year 3 | 150 hosts | 50,000 | National brand recognition, sponsorship support drives reach, mass-market awareness through PR & government partnerships. Larger outreach to schools, universities, and youth organisations. |
| Year 4 | 200 hosts | 100,000 | Established as a mainstream event with tourism activations. Larger sponsors invest in marketing and promotion, pushing participation beyond core industry circles. |
| Year 5 | 250 hosts | 200,000 | Major public event status, tourism integration, expanded experiential offerings. Positioning it alongside other large-scale community events. |

Budget

We're aiming to raise \$200,000 to make this project a success.

| Category | Budget Allocation |
|---|-------------------|
| Event Project Manager - 50% to June, full-time to November | \$80,000 |
| Advertising & Targeted Promotions, Launch Video | \$40,000 |
| Website & Marketing Collateral - Year 1 setup cost | \$35,000 |
| Event Host Support & Activation Kits | \$5,000 |
| Volunteer & Staff Coordination | \$10,000 |
| Contingency & Operational Costs | \$20,000 |
| Technology tools - CRM, SMS and Email Automation, Event Data & Feedback | \$10,000 |



Sponsorships

NAMING RIGHTS SPONSOR (\$50k - one only)

Full naming rights, premium branding, VIP access.

GOLD SUPPORTER (\$25k)

Featured branding, media exposure, on-site signage.

SILVER CONTRIBUTOR (\$15k)

Targeted branding, digital inclusion, select activations.

BRONZE BACKER (\$5k)

Entry-level support, digital branding, and event inclusion.

Specific project sponsors will also be sought for targeted initiatives.

Every dollar goes into making this event a game-changer.



The Team

This will be a major volunteer-driven effort, led by experienced industry professionals:

Senior Leadership Team

Vicky Leonard

Karen Day

Emma Ridley

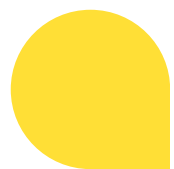
Justine Sclater

Subcommittees

- Media & PR (*Lead: Vicky Leonard - vleonard@kickup.com.au*)
- Sponsorships/Partnerships (*Lead: Karen Day - karen.day@racingaustralia.horse*)
- Marketing & Advertising (*Lead: Nathan Skrivanic - nskrivanic@kickup.com.au*)
- Stakeholder Management (*Lead: Emma Ridley - ERidley@godolphin.com*)
- Operations (*Lead: Anna Connors - anna@kickcollective.com.au*)
- New Zealand (*Lead: Justine Sclater - Justine.Sclater@nztr.co.nz*)

Bringing together grassroots volunteers ensures this is a cost-effective, high-impact initiative that will organically spread and grow.

Tai Ryan will be engaged as the event manager in a paid role.



How to help

Join as a sponsor

Fund a movement that transforms industry trust.

Become a partner

Align your brand with education, transparency, and public engagement.

Host an event

Open your gates and let people see what racing is really about.

Volunteer your time

We need passionate people to help bring National Thoroughbred Week to life - join a sub-committee!

Let's talk.

Racing must invest in grassroots engagement to secure its future. National Thoroughbred Week is that investment.



Thank You

Thank you for your support in making National Thoroughbred Week a reality. Together, we can create meaningful connections between people and Thoroughbreds, shaping the future of racing for the better.

 Website

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