



**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.



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 understanding of our highly regulated industry is being challenged. 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 is strategically timed shortly after the Melbourne Cup to leverage heightened public attention.

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 and New Zealand to the public for a free experience.

It is strategically timed shortly after the Melbourne Cup, from November 20-24, to leverage heightened public attention.

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.

Open Farms Day at Byerley Park - 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.

VRC Open Day at Flemington

- 400+ racing fans attended Flemington Open Day in 2023 & 2024.
- 12 leading stables opened for behind-the-scenes access.
- Top trainers engaged directly with fans, introducing G1 stars.
- Meaningful connections between the public and racehorses.
- Overwhelmingly positive feedback from attendees.
- "We've got to get people back in touch with the horse—that's what it's really about." – Leigh Jordan

The result? The Open Day strengthened public engagement and goodwill—bringing fans closer to the heart of racing.



Case Study 4.

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.

August**Operational ramp up**

Expand host network, begin paid advertising, local council & school engagement. Detailed logistics planning, volunteer training, community outreach.

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 minimum to make this project a success.
 As a comparison, the budget for National Racehorse Week UK is £300,000 (AU\$620,000).

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, Measurement & Impact Reporting	\$10,000



Sponsorships

NAMING RIGHTS SPONSOR (\$85k - one only)

Full naming rights, premium branding, VIP access.

GOLD SUPPORTER (\$45k - two only)

Featured branding, media exposure, on-site signage.

SILVER CONTRIBUTOR (\$25k)

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 Startup Team

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

Event Steering Committee

Vicky Leonard

Karen Day

Emma Ridley

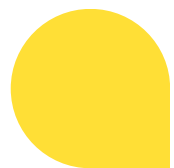
Justine Sclater

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 thoroughbred industry understanding.

Become a partner

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

Host an event

Open your gates and let people see what racing and breeding 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.

“ **GAI WATERHOUSE** ”
Trainer

“National Thoroughbred Week is such a wonderful way to introduce everyday Australians to the world of horse racing. Everyone loves the chance to get up close with a horse – and for so many people living in the inner city, being able to visit Randwick is a rare joy. We can't wait to be part of it!”

“ **STEPHEN BELL** ”
CEO – Australian Trainers Association

“This is a fantastic concept that is based on the success of UK's National Racehorse Week model. It combines education with positive public engagement, creating an opportunity for the sport to reshape its image and connect with a wider audience. By inviting people into the world of racing—whether it's in metropolitan or rural areas—trainers have the chance to demystify the sport and showcase the care, skill, and dedication that goes into training racehorses. The idea that a single person could walk away with a better understanding and then share that with others has a ripple effect. Word of mouth can play a significant role in altering public perceptions, and that could lead to greater interest and support for the sport.”

“ **BARRY BOWDITCH** ”
Managing Director – Magic Millions

“National Thoroughbred Week is a fantastic step forward for our industry. There's nothing more powerful than giving people the chance to connect with a horse – and for many Australians, that's something they've never experienced up close.

We know from events throughout the Magic Millions Carnival that when you bring horses and people together, it creates a sense of excitement and understanding that you just can't replicate online or on a screen. The fact this is being rolled out nationally is a huge positive. It shows the industry is starting to think bigger, collaborate better, and put real energy into how we engage with the broader community.”

“ **CHERRY TAYLOR** ”
Trelawney Stud

“We're really excited to be part of National Thoroughbred Week. It's a wonderful opportunity to open the gates and give people a look at the care, dedication and love that goes into raising these horses. New Zealand has such a proud breeding history, and being able to share that with the wider public as part of a united effort across both sides of the Tasman is something we're thrilled to support.”

LINDSAY PARK RACING

"National Thoroughbred Week is a celebration of the incredible bond between humans and thoroughbreds – a chance to step behind the scenes, feel the energy of the stables, and witness the dedication that fuels this industry. It's not just about racing; it's about respect, care, and the lifelong journey of these magnificent animals. By opening our doors, we open minds, building trust and appreciation for the heart of the sport."

ANDY MAKIV

Managing Director – Godolphin

"Godolphin is fully behind the concept that's been successfully rolled out in the UK and NZ's Farm Day – it's all about the industry coming together to engage with the public, benefiting both the industry and the community. That said, for this pilot to succeed, future engagement needs to be sustainable. It'll require the whole industry to get involved, with support from regulators and representative bodies to endorse and fund it. A national approach brings the industry together and gives staff a real boost, as they're proud to talk about their horses and their roles. Our team welcomes the opportunity to work alongside industry to support the Pilot in November both direct and through our charitable partners network."

LINDY MAURICE

Founder – Thoroughbred Industry Careers

"I fully support an initiative like National Thoroughbred Week, which provides hands-on opportunities for kids to look behind the curtain and gain insight into our industry. Pony Racing is already proving to be a successful pathway into the world of Thoroughbred racing. With the second National Pony Racing Series concluding in June, I have no doubt that Pony Racing participants across Australia will be eager to share their experiences with other children and families during National Thoroughbred Week."

HENRY FIELD

Director – Newgate Farm

"National Thoroughbred Week is exactly the kind of initiative this industry should be backing. It's a proactive way to open the gates and give the public a genuine look at what goes on behind the scenes. Most people don't get the chance to stand next to a Thoroughbred, let alone understand the level of care and professionalism that goes into their lives. This is an opportunity to change that. What's even better is that it's a national effort – the more we can come together with a unified message, the better we position ourselves to grow and protect the future of this sport. We're proud to support it."

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WENDY COOPER

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Executive Officer – NZ Trainers' Association

“The NZ Trainers' Association is very much looking forward to being involved with National Thoroughbred Week. Trainers know what amazing animals thoroughbreds are and they are keen to show how well they are looked after in a racing environment. The thoroughbred is worthy of a National Week of recognition and people will be able to appreciate their versatility, quality and performance.”

“

SEBASTIAN HUTCH

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CEO – Inglis

“Future-proofing our industry is vital on so many levels and a huge aspect of that is education and bringing new people into our industry so they can see what a fabulous industry it is and what amazing animals horses are. Starting with school children and families all the way up to people who may not have a full understanding of how our industry works in full, the implementation of a National Thoroughbred Week will no doubt help pave the way for assisting with learnings and bringing new, young people into our sport.”

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CRAIG ROUNSEFELL

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President – FBAA

“National Thoroughbred Week is a fantastic initiative, and the FBAA is proud to support it. Our members are excited to roll up their sleeves and work alongside their farm and trainer clients to help showcase what goes on in our industry. What makes this week so powerful is the collaboration, it brings every sector together, from breeding to racing to aftercare. As agents, we see every link in the chain so it is fantastic that this initiative showcases the depth of care, professionalism and passion that exists across the entire industry.”

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TONY PIKE

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Trainer

“We regularly open the stable doors to bring groups through, so I'm really excited to be part of National Thoroughbred Week and do it on a bigger scale. It's a great chance to show the public – especially those who don't normally get this kind of access – what goes on behind the scenes and how well these horses are cared for. The more we can open up and let people in, the stronger the connection becomes.”

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NICOLE MUTIMER

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Northern Territory Institute of Equestrian Sport

“Northern Territory (NT) Institute of Equestrian Sport and the 2024 SSSA Thoroughbred Care and Welfare Winner, Nicole Mutimer, said such a Nationwide event is a great way of bringing community together and showcasing the Thoroughbreds’ journey from stud, to track, to life after racing, highlighting horsemanship care and the breed’s versatility.

“The Northern Territory may have a small population of people and horses, but the promotion of Thoroughbreds outside of racing is gaining momentum with the support of Thoroughbred Racing NT. Our team work with a lot of the local trainers, and they and owners alike love hearing about their retired racehorse’s progress in a range of disciplines. We look forward to supporting the National Thoroughbred Week and help keep shining a positive light on Thoroughbred care and versatility of the breed.”

“

WARREN MOORE

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Chair – Equine Pathways Australia

“Equine Pathways Australia (EPA) backs a National Thoroughbred Week for the community at large which will demonstrate how others outside of the industry are supported and the important role of the thoroughbred. The EPA national program allows participants who have physical disability and/or intellectual impairment to be involved in equestrian sport. We recognise the thoroughbred industry is traditionally very good at coming together to support an industry crisis or fundraising requirements. EPA’s journey over the past seven years has made us appreciate how the industry is also willing and able to help people in the broader community. The Thoroughbred’s education and racing career represents a journey of experiences that lend themselves well to assisted equine therapy. There are so many stories of people connecting with thoroughbreds in our program and developing partnerships that make human, and equine, lives better.”

“

KERRIN MCEVOY

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President – NSW Jockeys Association

“Our racing industry is about community, and it is great to see an event like this launched in Australia. Jockeys are natural ambassadors for the sport, and we look forward to helping where we can with public engagement during National Thoroughbred Week.”

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NICK JOHNSON

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CEO – New Zealand Thoroughbred Breeders

Racing is a sport defined by skill, dedication, and the unique partnership between people and horses. It is an industry with significant economic and social impact, yet much of its value remains behind the scenes. By opening our doors and showcasing the reality of our sport – the professionalism, care, and excitement – we have a clear opportunity to connect with new audiences and strengthen racing's future. When people get the chance to see behind the scenes, they quickly connect with what makes racing so special."

“

BASIL NOLAN

”

Chair – Thoroughbred Breeders' Australia

National Thoroughbred Week gives us all the chance to connect with Australians outside the traditional racing audience. It supports the broader work Aushorse and TBA are doing to promote the breeding industry and ensure people understand the scale, professionalism and care that underpin it.

Opening our gates and having honest, direct conversations with the public is one of the most effective ways to build long-term trust and interest. We're pleased the industry will be working together to make that happen on a national level.





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

www.thoroughbredweek.com.au

www.thoroughbredweek.co.nz