

Question on Notice

No. 1391

Asked on 7 October 2008

MR BOMBOLAS ASKED THE TREASURER (MR FRASER)—

How is the Government helping the racing industry lure patrons back to the racetrack after last year's outbreak of equine influenza?

ANSWER:

The equine influenza crisis last year brought home to everyone the importance of horse racing to the State. Having the Queensland racing industry shut down during the prime Spring Carnival period last year certainly hurt Queensland race clubs, as many patrons had their regular habit of attending the races broken.

As part of a wider \$20 million assistance package, the Government has provided \$650,000 to the harness and thoroughbred codes to support a marketing campaign to reinvigorate racecourse attendance.

On Saturday 4 October 2008 at Doomben Racecourse, I was pleased to officially launch the Queensland Racing marketing campaign "*It's actually more fun if you're actually there*".

This campaign has been designed to encourage people, not only back on-track, but to also appreciate that a day at the races is a complete entertainment experience. This is not about encouraging people to bet on races, but about having people recognise a day at the races is a fantastic entertainment experience, full of excitement, colour and passion.

Queensland Harness Racing Limited will also undertake a similar campaign in the lead up to the 2009 inter-dominion series at Parklands on the Gold Coast.

I have been advised that early indications are that the campaign is already enjoying success, with a record Caulfield Cup day crowd at Mackay Turf Club, and a 30% increase in attendance at the Rockhampton Jockey Club.
