



# PEEL

## EQUINE STRATEGY

### 2017

PROGRESSIVE | PROSPEROUS | DYNAMIC



## ACKNOWLEDGEMENTS

### Content

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### Images

We wish to thank the following organisations for the use of their photographs in our Peel Equine Strategy: Pinjarra Harness Racing Club, Pinjarra Race Club, Shire of Murray and Serpentine-Jarrahdale Shire.

### August 2017

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# CONTENTS

<b>CHAIRMAN'S WELCOME</b>	<b>2</b>	<b>APPENDIX 1</b>	<b>25</b>
<b>EXECUTIVE SUMMARY</b>	<b>3</b>	1.1 Number of clubs and race meetings	25
<b>INTRODUCTION</b>	<b>6</b>	1.2 Economic contribution	25
About our region	6	1.3 Participation levels	26
Methodology and limitations	8	1.4 Horse population	28
<b>THE EQUINE INDUSTRY IN THE PEEL REGION</b>	<b>9</b>	<b>APPENDIX 2</b>	<b>30</b>
The industry	9	2.1 Economic contribution	30
Racing	9	2.2 Participation levels	30
Non-racing	10	2.3 Horse population and horse ownership	31
Equine business	11	<b>REFERENCES</b>	<b>32</b>
Economic contribution to the Peel region	13		
<b>EQUINE INDUSTRY ANALYSIS</b>	<b>14</b>		
Strengths, weaknesses, opportunities, and threats (SWOT) analysis	14		
Constraints to the equine industry	14		
Opportunities for the equine industry	17		
<b>STRATEGIC GOALS</b>	<b>20</b>		
<b>Goal 1:</b> Develop the industry's regional and local influence	20		
<b>Goal 2:</b> Improve facilities and stimulate industry through infrastructure investment	21		
<b>Goal 3:</b> Improve quantity and quality of breeding stock	21		
<b>Goal 4:</b> Enhance linkages between industry and education	22		
<b>Goal 5:</b> Increase participation in sporting and recreational equine activities	22		
<b>Goal 6:</b> Enhance the equine-tourism potential of the region	23		

# CHAIRMAN'S WELCOME



## Equine Strategy

The equine industry provides a positive impact both socially and economically in communities, our state, and across the country. Our *Peel Equine Strategy* identifies investment opportunities and strategic initiatives to deliver a sustainable future for this industry in the Peel region. The equine sector is a strong contributor to the local economy, and together with the forecast expansion of the region's population and our abundance of rural land, provides an exciting opportunity for the build capacity for local jobs and future growth.

The *Thriving Industry* theme of our *Peel Regional Investment Blueprint* recognises the importance of the equine industry as identified in the following objective:

*"The Peel is positioned as the premier region for the expansion of the equine industry in regional Western Australia".*

The horse industry is estimated to contribute \$175.9 million to the local economy and provides 1,547 jobs in the Peel ranging from racing and recreational equestrian pursuits, to breeders, vets, farriers and other such support businesses. This is truly a thriving industry ingrained within our region's history and culture. It is therefore imperative we plan for the future to ensure its sustainability and ability to prosper.

The Peel Equine Strategy recommends a number of strategic goals and supporting initiatives to enable the future growth of the sector. Significant equine facilities exist within our region including the Byford Trotting Training Complex, Pinjarra Park, Pinjarra Paceway, and the Murray Regional Equestrian Centre at Coolup.

There is strong opportunity for town planning and policy decisions to capitalise on the presence of these assets as hubs of equine activity, to attract local business and facilitate economic growth. Further development of equine tourism is a key focus of this Strategy, ranging from major events such as the Boddington Rodeo, to the enhancement of horse trails to attract visitors to the Peel to experience its unique natural beauty. Also of significance will be to enable infrastructure investment projects to not only increase sporting and recreational participation, but to stimulate local business and jobs.

Working co-operatively with a range of stakeholders has led to the preparation of this Peel Equine Strategy and we thank them for their time and effort in facilitating its creation. A number of agencies have a role to play in fostering a strong and resilient equine industry, and we look forward to continuing this collaborative approach into the future.

**Paddi Creevey OAM**  
Chair, Peel Development Commission



# EXECUTIVE SUMMARY

The Peel Equine Strategy provides a broad economic analysis of the equine industry, and identifies strategic initiatives for future investment and policy development, to support the future growth of the industry.

The Peel region is host to an enthusiastic and vibrant equine culture. It has wide expanses of rural land, major racing and non-racing assets such as Pinjarra Park, Pinjarra Paceway, Murray Regional Equestrian Centre and the Byford Trotting Training Facility and an abundance of recreational clubs across all disciplines of the sport.

The equine industry encapsulates all racing and equine disciplines (show-jumping, dressage, cross country, rodeo etc), and also includes associated support services such as vets, farriers, saddlers, feed merchants and other such businesses. The industry is an important contributor to the Peel economy, with a total gross value add of \$175.9 Million, producing 1,547 full time equivalent employment positions (see Figure 1).

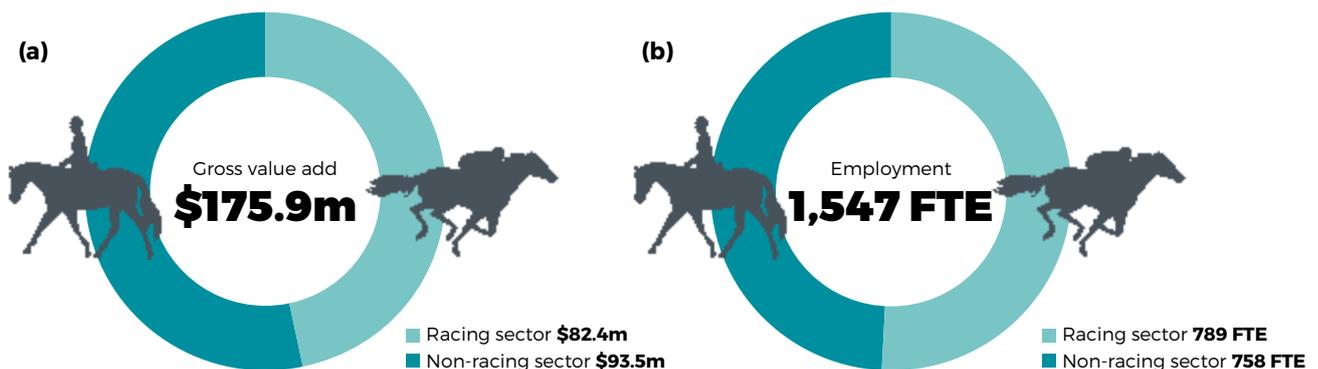


Figure 1. Economic contribution of the Peel equine industry – (a) gross value add and (b) employment



Given the substantial urban growth forecast by the Western Australian Planning Commission through Perth and Peel@3.5 Million<sup>1</sup>, there is a need to plan for the Peel equine industry's future. With an increased population comes the opportunity for increased racing attendance, sporting participation and tourism. However, land planning, policy development and infrastructure investment decisions require careful consideration to capitalise upon this future growth for the sustainability of the equine industry.

The equine sector is often inhibited by the need for participants to have ready access to horses, either residing upon their own property or agisted at a suitably located stable. This thereby limits the number and diversity of individuals adopting equine pursuits. There is a need for the industry to seek opportunities to enable a broader demographic of the community to become involved in horses, thus contributing to a sustainable future for equine businesses.

Key infrastructure development projects with a focus upon increasing participation in the sport, and providing catalytic stimulus to the local economy, are considered a priority. Such opportunities include investment in on-course stables at racing or training facilities for local trainers to reside horses. This would increase the general public's access to horses, provided increase business for trainers, stable-hands etc, whilst also creating a revenue stream for racing or equestrian clubs.

Tourism is another important contributor to the equine industry. Large-scale racing and non-racing events can inject significant expenditure into local communities through direct revenue as well as ancillary services such as accommodation and hospitality industry. The three day Boddington Rodeo with around 4,000 attendees annually, significantly contributes to the local hospitality and retail economy of Boddington. Racing

events such as the Magic Millions and Pinjarra Cup (thoroughbred), and Pinjarra Pacing Cup (harness) also generate significant local income.

In addition to event based tourism, a number of horse trails attract visitors to the Peel region, offering riders the opportunity to experience the natural beauty of the area. This element of the tourism industry remains generally undeveloped, with such trails often seldom maintained with little supporting horse friendly infrastructure (parking) or ancillary services. However, there is further opportunity for consolidated investment, and marketing, into selected trails to cater for a variety of users including horse riders, to increase visitation thereby contributing to local business.

Though there is a proud and extensive equine culture within the Peel region, the industry is notably secular, with an absence of any local representative body across all codes of the sport. Though there are fundamental differences between the types of racing and equestrian disciplines, there are also similar issues with regard to participation, land restrictions and support services. One of the actions of the Peel Equine Strategy will be the formation of an equine industry body to capitalise upon mutually beneficial initiatives and provide input to government policy or planning decisions.

Based upon the preceding research in preparing the Strategy, six strategic goals have been identified as being essential to strengthening Peel's position as a premier equine destination in Western Australia. These are:

- 1.** Develop the industry's regional and local influence.
- 2.** Improve facilities and stimulate industry through infrastructure investment.
- 3.** Improve quantity and quality of breeding stock.
- 4.** Enhance linkages between industry and education.
- 5.** Increase participation in sporting and recreational equine activities
- 6.** Enhance the equine-tourism potential of the region.

The above are accompanied by a number of recommended initiatives, discussed further within the Strategy, to support the realisation of these goals for a sustainable and prosperous equine industry in the Peel Region.

<sup>1</sup> Perth and Peel@3.5 Million, Western Australian Planning Commission, 2015



# INTRODUCTION

The equine industry makes an important contribution to the economy and social fabric of the Peel region. The combination of rural land located in close proximity to urban centres, and Perth, situates the Peel as an ideal location for the expansion of the equine industry in regional Western Australia. The purpose of this document is to provide strategic direction for the coordination of the industry to facilitate participation and expansion, as well as investment opportunities to stimulate economic growth and job creation.

The PDC recognises the importance of the equine industry in the Peel region, and has previously secured funding for projects such as the Murray Equestrian Centre, and also this Peel Equine Strategy. The Regional Investment Blueprint for Peel has been developed to provide a strategic framework within which economic and regional development priorities can be facilitated and delivered. The prioritisation of this industry is also reflected within the Blueprint which adopts the following objective and respective strategies:

*Objective: The Peel is positioned as the premier region for the expansion of the equine industry in regional Western Australia.*

## Strategies:

- Engage with the equine community and support the development and implementation of a Peel Equine Industry Development Plan that aligns with the strategic direction of the Perth metropolitan equine industry.
- Work closely with all levels of government and private agencies to:
  - ensure equine investment is consistent with community expectations, that planning, development and implementation is responsive and timely, and identified strategic priorities will result in expanded economic outcomes and employment opportunities.
  - support the development of a local workforce equipped to fulfil employment growth in the equine industry through appropriate education and training programs and facilities.

- establish a regional equine stakeholder group to actively pursue the development of the industry in all of its forms and determine synergistic events and programs that will take full advantage of existing and developing equine facilities within the Peel<sup>2</sup>.

The Peel Equine Strategy fulfils the intent of an Industry Development Plan, and also aligns with the aforementioned strategies of the Blueprint. The Strategy shall be reviewed every five years to ensure continued alignment with this document.

A number of industry, local and state government representatives have contributed to the content of this Peel Equine Strategy, including the Peel region Equine Industry Steering Committee (PREISC), originally formed to oversee the preparation of this document.

## About our region

The Peel region, Western Australia is located directly south of Perth and is comprised of the local government Shires of Murray, Boddington, Serpentine-Jarrahdale, Waroona and City of Mandurah. 135,366<sup>3</sup> people reside within this region which is projected to increase 444,000 by 2050<sup>4</sup>. There are an estimated 20,000 horses residing in Peel region<sup>5</sup>. Equine activity within these local governments are described as follows:

### Shire of Waroona

This southern Shire of the Peel Region hosts a number of support businesses to the equine industry and a recreational riding school. Though few equine specific facilities are located here this niche of the community can utilise facilities immediately north within in the Shire of Murray. The Waroona Show is an annual event which attracts tourism to the area and features a number of equine events including show jumping dressage and polocrosse.

<sup>2</sup> Peel Regional Investment Blueprint, Peel Development Commission, 2015.

<sup>3</sup> ABS 3218 Regional Population Growth, Australia, 30 March 2017.

<sup>4</sup> Perth and Peel@3.5 Million, Western Australian Planning Commission, 2015.

<sup>5</sup> Economic Assessment of the Peel Equine Industry (non-racing), IER 2013 & Size and Scale of the Western Australian Racing Industry, Racing and Wagering Western Australia, 2016.



### Shire of Boddington

The Shire of Boddington constitutes the eastern portion of the Peel Region. Recreational horse-riding is a popular pastime with a number of equine trails established as well as a riding club. The Shire also hosts the annual Boddington Lions Rodeo, recognised as the largest Rodeo in Western Australia, attracting competitors from around the country and providing a substantial injection to the local economy through domestic and interstate tourism, event participants and supporters.

### City of Mandurah

The City of Mandurah located on the western coast of the Peel region is a regional City, with little land remaining of a rural nature suitable for the keeping of horses. However, a number of equine support businesses reside within this local government area, and a segment of the population would likely contribute to the equine economy through participation in the sport, horse ownership and racing events.

### Shire of Serpentine-Jarrahdale

The Shire of Serpentine Jarrahdale is the northern local government of the Peel region located south east of the Perth metropolitan area. Though the peri-urban Shire has an increasing residential footprint it is still predominately rural land. Serpentine-Jarrahdale hosts a pronounced equine culture with the Byford Trotting Complex an important regional facility for the training of harness racing codes, as well as pony and polocrosse clubs existing around the Jarrahdale and Serpentine townsites. Rural residential developments in the Shire have also previously been designed to accommodate horses, with a number of bridle trails designated for this specific purpose.



### Shire of Murray

The Shire of Murray is located in the geographical centre of the Peel region, and consists of large proportions of rural land upon the flat palusplain in the west bordering the Peel Inlet, extending east onto the Darling Scarp and state forest. Thoroughbred and harness racing events are regularly held at Pinjarra Park and Pinjarra Paceway respectively and there are a variety of equine clubs active in the area. The Murray Regional Equestrian Centre opened in 2016, with facilities including polocrosse fields and international standard cross country courses. Master-planning has also been undertaken for a future multi-purpose covered area at this facility, consisting of arenas suitable for hosting dressage and show jumping events.



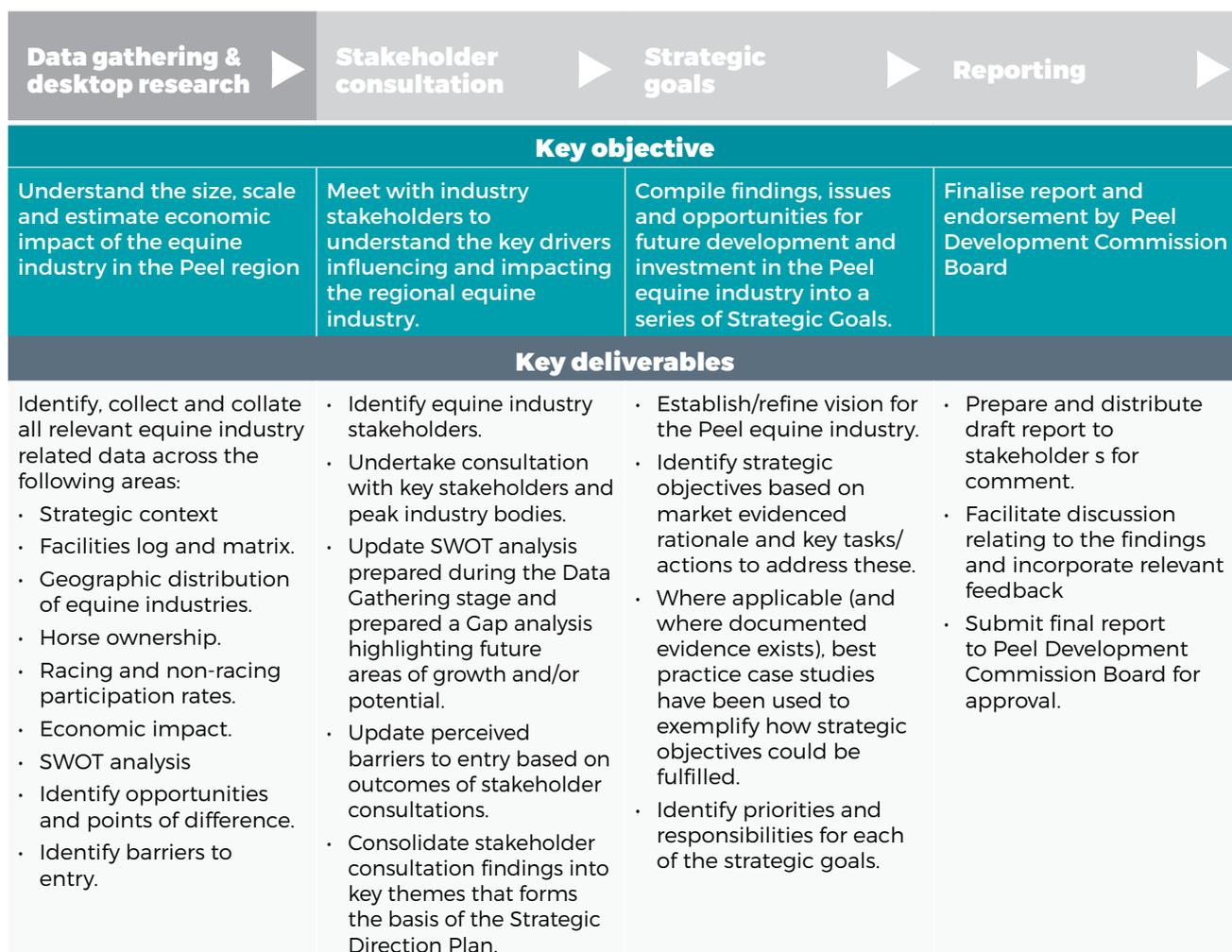
## Methodology and limitations

The content of this report and its recommendations have been developed following a process that has included:

- Examining the results and recommendations of an Economic Impact Analysis as provided within (AEC, 2016)<sup>6</sup>;
- Research of equine related activities and infrastructure in other regions, states and countries;
- Review of industry reports and associated information;
- Formation of the Peel Equine Industry Steering Committee, to oversee the development of this document;

- Interviews with industry representatives and local and state government agencies; and
- An extensive SWOT analysis.

This report recognises the substantially wide demographic of equine disciplines, participants and businesses that constitute what is termed the “Peel Equine Industry”. The Peel Equine Strategy provides a broad synopsis of the industry, its current economic contribution to the region and recommends strategic initiatives to contribute to the continued growth of the sport and associated business (see Figure 2).



**Figure 2. Methodology applied in this study**

Source: Adapted from AEC (2016)

<sup>6</sup> Peel Equine Strategy, AEC, 2016

# THE EQUINE INDUSTRY IN THE PEEL REGION

## The industry

Businesses within the horse industry are more varied than almost any other industry sector. At its broadest level, the industry is divided into:

- **Primary activities:** This includes businesses where there is a direct involvement with horses and incorporates breeding, training and events and encompasses stud farms, riding schools, breeders, trainers, jockeys, coaches and events personnel;
- **Secondary/support activities:** This includes business service providers which are indirectly involved with horses and incorporates: vets, farriers, physiotherapists, equine dentist, alternative practitioners (e.g. massage, reiki, natural horsemanship), feed merchants, saddlers and clothing suppliers and educational (qualification) providers (see Figure 3).

The use of the term 'industry' in this document is intended to emphasise the regional importance of these diverse activities, and the many links between them, as well as the shared commitment of participants. The term also covers equine enthusiasts who are not engaged in these pursuits full-time, and is intended to include the many recreational riders, horse-owners and others who do not see themselves as part of an industry in the traditional sense.

## Racing

The racing sector consists of thoroughbred flat racing and harness racing (pacing and trotting). The racing industry in WA is governed by Racing and Wagering Western Australia (RWAA), which schedules event meetings and provides funding for prize money, rider fees, event and training fees, as well as capital grants to clubs. Peel based racecourses Pinjarra Park (thoroughbred) and Pinjarra Paceway (harness) are



**Figure 3. Classification of the equine industry in the Peel region**  
 Source: AEC (2016)

both located in the Shire of Murray, and are owned and managed by the respective clubs. The Byford Trotting Complex is also an important harness training facility, owned by RWWA.

Betting injects finance into the sport, and is accompanied by media coverage which further enhances the industry's profile. The racing industry is international with an export market overseas. Furthermore, owners of racehorses are often based interstate or internationally, often as part of an investment portfolio.

The Peel region hosts a total of 72 race meetings with 592 races per year, and boasts the highest average attendance for races in comparison to all other regional WA areas (behind Perth) with a total of 106,113 race attendees annually at an average of 1,474 per race. However, average attendance for harness racing within the Peel even exceeds the Perth metropolitan area at 1,648 attendees per harness race meeting.

The Peel region accounts for 25% of all harness starters in regional WA, and 19% of all thoroughbred starters. Overall, it is estimated that 2,179 people participate in the local racing industry either as an employee, volunteer or racing participant. It is estimated that 1 in every 32 adult resident in the Peel region has an active involvement in the racing industry<sup>7</sup>.

Gambling revenues underpin the financial sustainability of the industry, however the racing product is currently experiencing a slight decline. The RWWA Annual Report 2015 states:

*"Despite record funding levels, the racing industry continues to be challenged. Historical trends of declining club race day attendance and revenues continue to present a significant issue for RWWA and the wider industry."<sup>8</sup>*

This issue is largely due to the influence of the expanding online betting market, which has a two-fold impact of reduced crowds attending meets, and those that attend events using online wagering tools as opposed to manually placing bets, thus resulting in a decreased income to the racing establishments. Though there is a need for the industry to potentially revise the model by which racing clubs receive income through wagering, this is an Australia-wide issue beyond the scope of this report.



## Non-racing

Non-racing and equestrian sports disciplines include show jumping, dressage, eventing, vaulting, cross country, endurance, showing; breeding, polocrosse, trail riding, rodeo and campdrafting. Participation in non-racing activities incorporate a wide audience from recreational (non-competitive) to competitive and Olympic riders. There are facilities and clubs to accommodate such events in Serpentine, Jarrahdale, Coolup and Pinjarra. National cross country and endurance events have previously been held upon selected trail systems in the Peel region.

Approximately 6.3% of all households in the Peel own recreation and sports horses, with a further 25%-30% horses which are kept in Peel being owned by out-of-region owners. At an average ownership of 3.28 horses per household, it is estimated that the number of recreation horses in the Peel region is 13,800 of which:

- 6,100 (44%) are competition horses;
- 2,600 (19%) are breeds; and
- 5,100 (37%) are leisure horses<sup>9</sup>.

Based on current national participation trends and estimated population trends for the Peel region, participation in non-racing equestrian sports is expected to increase by 325 persons each year up to 2050. This projection suggests that the number of horse-owning households is forecast to grow by almost two-thirds in Peel, with around 18,000 households/properties agisting horses in the Peel region by 2050<sup>10</sup>.

<sup>7</sup> Peel Equine Strategy, AEC, 2016

<sup>8</sup> 2015 Annual Report, Racing and Wagering Western Australia, 2015

<sup>9</sup> Peel Equine Strategy, AEC, 2016

<sup>10</sup> Peel Equine Strategy, AEC, 2016

### Equine business

A previous study of equine-related industries identified 257 equine businesses residing within the Peel region<sup>11</sup>. The number and diversity of such businesses are provided in Table 1 and Figure 4.

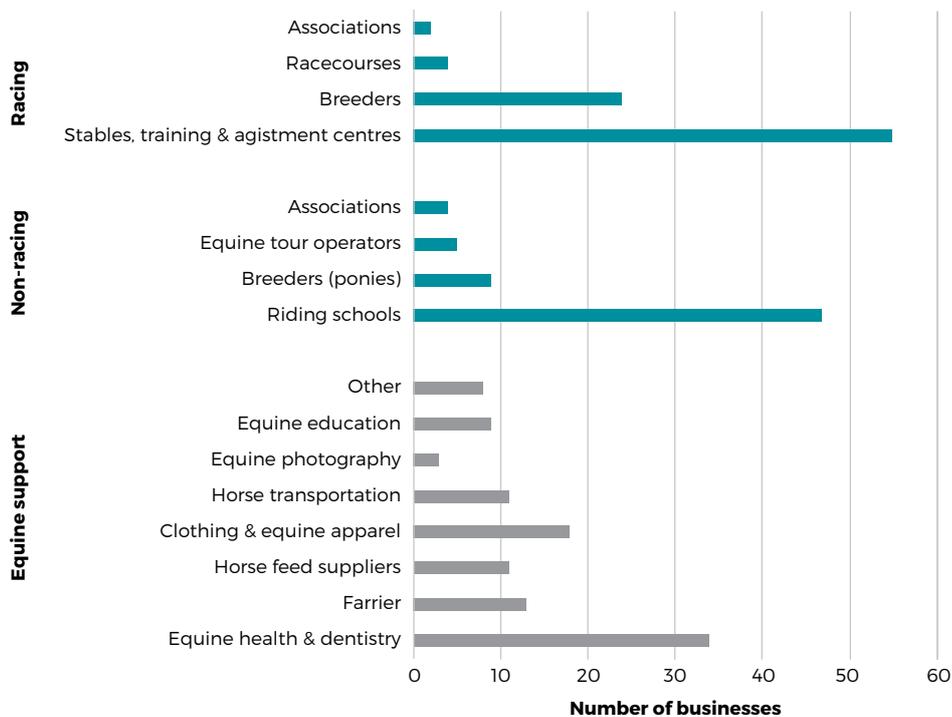
Figure 5 provides a geographic distribution of the aforementioned businesses across the region, as well as other such businesses located just beyond the study areas boundaries. This figure identifies the concentrations of business around the main centres, including Pinjarra and just outside the region in Armadale and Baldivis, with a large proportion of businesses located in the Shire of Serpentine Jarrahdale in the Byford, Mundijong and Serpentine locations.

As expected, racing sector related business are predominately concentrated around training or racing related facilities in Byford, Pinjarra and Lark Hill (a thoroughbred training facility in Rockingham). Similarly, non-racing businesses are generally located in close proximity to corresponding equine facilities with a high proportion around Serpentine, Pinjarra and Byford. Support businesses were also strategically located around these areas to service all equine codes.

**Table 1. Number of primary and secondary equine businesses in the Peel region**

	Number of businesses	% of total equine businesses
Racing sector	85	33%
Non-racing sector	66	26%
Equine support sector	106	41%
<b>Total</b>	<b>257</b>	<b>100%</b>

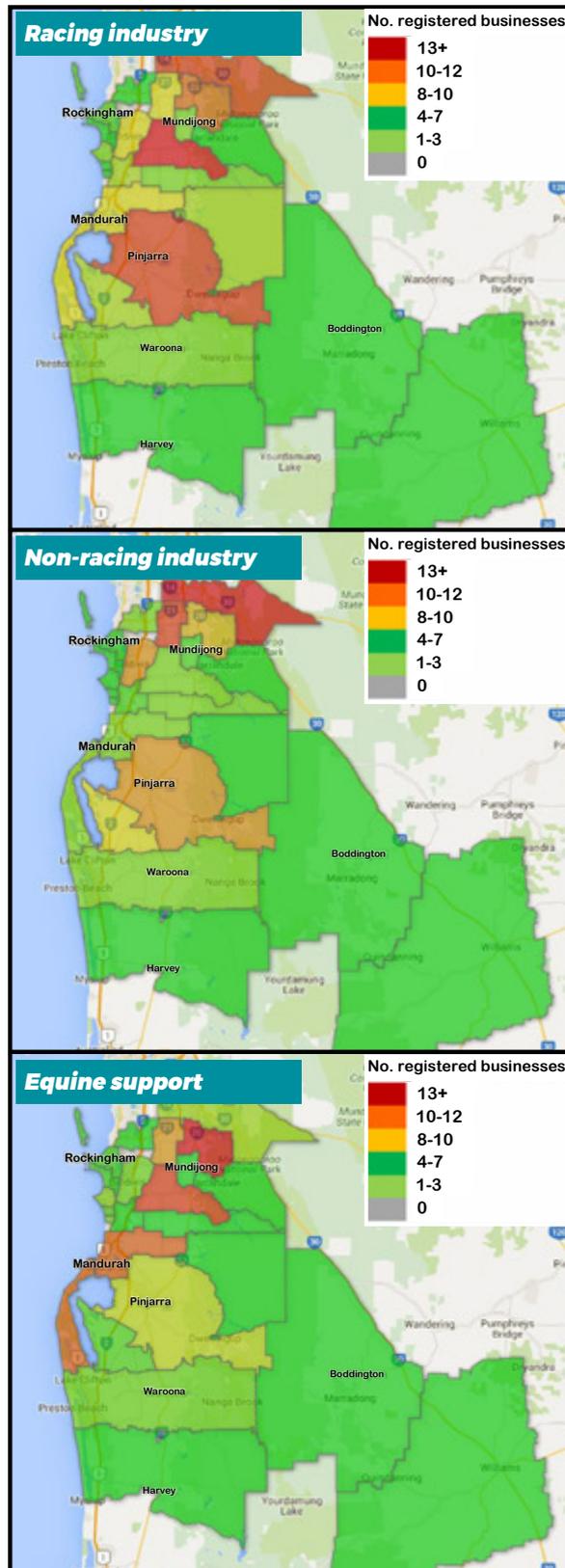
Note: only businesses with business addresses registered in the Peel region have been identified. Business which are registered outside the Peel region but which operate their primary business within the Peel area have not been identified.



**Figure 4. Diversity of equine businesses in the Peel region**

Source: AEC, 2016

<sup>11</sup> Peel Equine Strategy, AEC, 2016



**Figure 5. Distribution heatmap of racing, non-racing and equine support businesses in the Peel region**  
 Source: AEC 2016



### Economic contribution to the Peel region

A previous economic impact assessment<sup>12</sup> found the equine sector to be an important contributor to the regions economy with a total gross value add of **\$175.9 Million** to the Peel economy and producing **1,547FTE** employment positions (see Table 2).



The racing industry in the Peel region is responsible for generating more than **\$82.4 million in value added contribution** to Gross State Product. This equates to 12% of the total impact generated by the WA racing industry and 30% within the regional WA racing industry.

The economic contribution of the non-racing sector is difficult to quantify in any region due to the varied nature of participation, horse ownership levels, however, a recent study (IER, 2013) estimates that the **total direct expenditure generated by the Peel non-racing industry is \$90.1 million per annum**<sup>13</sup> comprising:

- \$72.2 million on maintenance and preparation of their horses.
- \$5.9 million on the production of competition horses and breeds per year.
- \$9.3 million on clinics, workshops, coaching, competition fees, shows, etc.
- \$2.6 million by out-of-region visitors on items such as accommodation, food, beverage and transport.

**Table 2. Economic contribution of the equine industry to the Peel region**

	Racing sector	Non-racing sector	Total
Direct expenditure	\$97.6 million	\$ 90.1 million	<b>\$187.7 million</b>
Gross value add	\$82.4 million	\$93.5 million	<b>\$175.9 million</b>
Employment	789 FTE	758 FTE	<b>1,547 FTE</b>

Source: AEC 2016

<sup>12</sup> Peel Equine Strategy, AEC, 2016

<sup>13</sup> Perth and Peel@3.5 Million, Western Australian Planning Commission, 2015

# EQUINE INDUSTRY ANALYSIS

## Strengths, weaknesses, opportunities, and threats (SWOT) analysis

The following SWOT analysis has been prepared based on the outcome of AEC's (2016) investigation into the equine industry, inclusive of an extensive stakeholder consultation exercise undertaken as part of this Strategy's development (see Table 3).

## Constraints to the equine industry

### Quality and quantity of breeding

There is a need for actions to be undertaken to raise the quality and quantity of horses within WA. The economic potential of the equine industry (including primary and secondary industries) not only in the Peel region but in other parts of regional WA will continue to decline and lag behind the rest of the country in the absence of intervening initiatives.

RWWA currently administers the West Speed and West Bred programs, which offer incentives in the form of bonus prize-money for locally bred thoroughbred winners and harness racers which place at events. The scheme is intended to increase demand for Western Australian bred yearlings through the additional bonuses payable

There is also a need for greater interest in horse ownership (including syndicates) to support the breeding industry, which will also increase connection of people with the racing industry.

The Hunter Valley (NSW) is widely recognised both in Australia and internationally as region of equine excellence. The Peel region should seek to build relationships with key industry stakeholders in the eastern states, initially to tap into best practice methods and expertise in the area of equine breeding, but later, as an additional contributor to the Australia equine gene pool.

### Governance

Whilst it is recognised that each equine interest group (i.e. racing and non-racing) has the right to organise and represent itself, a coordinated communication network across this secular industry does not currently exist. As such opportunities for mutually beneficial partnerships and initiatives cannot be realised. A unified group to also input upon policy decisions for local and state government would also be beneficial in this regard to maximise the opportunity to influence government decisions for a sustainable equine industry.

### Zoning and land uses

With the population of Peel region set to increase to 444,000 by 2050<sup>14</sup>, there is a need for land planning processes to recognise the need for equine compatible zones. At a state level, land planning zonings are generally too coarse to determine equine needs, however local governments can guide the development of the industry through town planning strategies and local planning policies. This can be in the form of designing rural residential subdivisions or innovative alternatives, recognising equine business zones and identifying land compatible with equine uses.

Though a general planning position is that urban encroachment will eventually cause equine activities to relocate to predominately rural areas, it is the central location of facilities and businesses that are in the customers best interest, and ultimately make them more sustainable.

The sensitivity of the Peel-Harvey Estuary catchment to nutrient discharge from agricultural activity on poor soils is also a restricting and complicating factor to the horse industry and individual ownership. Government policy limits, and may even prevent, the stocking of horses upon properties with a soil profile or depth to groundwater deemed to yield an unacceptably high risk of nutrient export. Therefore, there is a need for initial planning and policy to identify suitable equine precincts enabling ease of entry for both owner and business.

<sup>14</sup> Perth and Peel@3.5 Million, Western Australian Planning Commission, 2015

**Table 3. SWOT analysis of the equine industry in the Peel region**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Rural character, suitable topography and long-standing history of the horse industry in the Peel region lends itself well to further development as an equine hub.</li> <li>• Excellent road and rail network with north/south and east/west connections provides good accessibility in and around the region.</li> <li>• Broad cross-section of equine activity with potential to build economies of scale and interest.</li> <li>• Close proximity to Perth metro allows equestrian competitors (and horses) to reach competition venues within a reasonable timeframe.</li> <li>• High levels of horse ownership and numerous riding clubs and stud farms in the region creates strong communities of interest.</li> <li>• Peel region is accessible to veterinary hospitals e.g. Murdoch University to cope with specialist equine emergencies such as colic, serious fractures, infectious diseases.</li> <li>• Risk of contracting Hendra virus is low in the Peel region.</li> </ul>	<ul style="list-style-type: none"> <li>• The current planning scheme presents barriers to future development of the equine industry given its restriction upon rural residential development.</li> <li>• Competition riders require year-round and all-weather training facilities. None such facilities currently exist in the region, however, the Murray Regional Equestrian Centre in Coolup (Shire of Murray) has plans to extend its current product offering to include a multipurpose indoor arena. The realisation of this facility however, is subject to funding.</li> <li>• The lack of signage on roads relating to horse and rider safety is minimal and requires addressing.</li> <li>• General lack of knowledge of training and employment opportunities for those wishing to enter the industry.</li> <li>• The absence of a uniformed voice for the industry means that marketing and promotion of the industry is weak and largely restricted to singular event promotion by individual codes.</li> <li>• There is a shortage of signature events that would attract greater community awareness, participation and investment in the equine industry.</li> <li>• Shortages in key professional services means that these are outsourced from other areas (outside the Peel region).</li> <li>• Limited community and State government recognition of the values of the equine industry to the local economy means that investment to date has been fairly limited.</li> <li>• There is a lack of robust information on the number and geographic distribution of horses. This means that monitoring the sector, for example, in terms of its importance or impacts, is difficult.</li> <li>• The sustainability of clubs and financial ability to maintain infrastructure to suitable standards.</li> <li>• Lack of formal gap analysis for the equine industry within the Peel region.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• High forecasted population growth will necessitate increased employment opportunities. The growth of an equine sector in the Peel region will provide the necessary base for skilled and unskilled job opportunities.</li> <li>• Opportunity to enhance awareness of industry contributions to the local economy.</li> <li>• Opportunity to increase equine skills base with practical training opportunities for schools, colleges and university students.</li> <li>• Development of an equine industry network based upon a shared vision and common end goals will maximise the success of a Peel equine hub.</li> <li>• Opportunity to improve, coordinate and promote equestrian and equine-related facilities and services across the region will result in a better use of marketing funds and avoid duplication of efforts and mixed messages.</li> <li>• Shared vision of the future of the Peel equine industry will form a strong base for future equine tourism opportunities.</li> <li>• Equipment such as saddles will always require tailored fitting for both horse and rider.</li> <li>• There are gaps in the market for high quality facilities which could attract high quality equestrian trainers and instructors.</li> <li>• Having accurate information on horse numbers and their location is also important because it enables the equestrian industry to better monitor equine diseases, promote effective breeding programmes, address welfare concerns, and improve the coordination and efficiency of the industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Bushfires are a major concern for riding school businesses, stud owners, local horse owners and those operating agistment centres.</li> <li>• Internet retail shopping has impacted upon horse supply businesses in recent years.</li> <li>• Lack of tourist accommodation (with stabling provisioning) means that Peel is losing out on hosting equestrian competitions to other areas both within WA and nationally to areas that are able to satisfy demand</li> <li>• Inevitable outbreak of infectious disease amongst all breeds of horses - this is a threat that is not unique to Peel however.</li> <li>• Loss of land to other industries or housing development.</li> <li>• Redirection of education and marketing funds to other industries.</li> <li>• Loss of skills to other regions.</li> <li>• Online wagering resulting reduced race day income for racing clubs.</li> </ul>

Source: Adapted from AEC, 2016



### Limited capital available for facility investment

There is widespread agreement that there are an inadequate number of facilities and inadequate support for existing public equestrian facilities. These are required to grow equestrian participation levels at a regional (and State) level and to attract events.

Riding schools can miss out on a substantial amount of economic benefit when participants from Peel travel to the WA State Equestrian Centre (or interstate) to compete in their chosen equestrian discipline. Current facility provision is generally not diverse enough to accommodate all equestrian disciplines, thus constraining participation levels.

Typically, most existing assets held by the racing sector of the industry are over 40 years old and have the capacity to accommodate public attendances far in excess of current attendance numbers. The industry is over capitalised with respect to the extent of public amenity facilities, but undercapitalised with respect

to condition. The racing clubs, with RWWA support, have progressively undertaken minor works to address industry occupational health and safety issues and more recently public facilities upgrades to create more inviting public amenities<sup>15</sup>. However, with race meet attendances in decline, there is a need to facilitate further upgrades to present a more marketable product to a wider demographic of the community.

### Labour

The industry requires a wide range of skill levels, from low-skilled manual tasks to highly specialised breeding and veterinary care. Much of the training is on-the-job, with little or no formal recognition, and participants often enter the industry as a result of family lineage. There is a need to train future leaders at the technical and university level and a need to connect educational programs with businesses that have needs.

### Recognition, promotion and marketing

The local industry lacks a coordinated branding effort that promotes equine codes, from grass roots sport and recreation interests, to the professional racing industry. Also, the racing element of the industry is often viewed in a negative light due to its association with gambling. Advertising is generally associated with individual events, rather than the sport as a whole. A consolidated marketing program to raise public interest for attendance of, or participation in, of equine sports would be beneficial for the industry's profile.

### Accessibility

Entry into equine sports can initially be a difficult prospect. Participants are generally required to own their own horse, which either resides upon their property or is agisted at a suitably located stable. In any case, there are significant costs associated owning horses, which limits the number and diversity of individuals adopting equine pursuits. There is a need for the industry to seek opportunities to enable a broader demographic of the community to become involved in horses, thus contributing to a sustainable future for equine businesses. As previously discussed accessibility to quality infrastructure is also an important component of attracting and maintaining interest in the sport.

<sup>15</sup> Future Asset Needs for the WA Racing Industry, Racing and Wagering Western Australia, 2015

## Opportunities for the equine industry

### Future Population Growth

The Peel region has one of the fastest growing populations in Western Australia, with a population increase from 135,366<sup>16</sup> to 444,000 predicted by 2050<sup>17</sup>. This growth is likely to increase participation in equestrian related activities as more families move into the area, including an increased demand for club based activities and use of equestrian facilities. Furthermore, the increased demand for employees in the industry will be readily accommodated by this expanded population, subject to necessary training and career pathway development. The platform by which equine-related jobs are advertised and linkages between industry and education service providers should be further investigated in this regard.

Sound planning is also required to ensure equestrian facilities and trails are appropriately located, in rural and peri urban areas, and are adequate to cater for long term needs.

### Ideal location

Perth Peel@3.5 highlights the substantial urban growth forecast for the Peel region, however it also identifies the significant rural areas to be maintained. This presents an opportunity for the equine industry, with population centres in close proximity to facilities and events.

These sentiments have been further reiterated in a recent report for RWWA<sup>18</sup> and form the basis of its strategy to concentrate further development of the racing industry within the Peel region. This is driven by a number of considerations and has been noted by GHD, in preparing the report for RWWA that:

*"...it is obvious that the equine racing industry will need to focus future development to the south of Perth for a number of reasons, being:*

- *A significant lack of available unallocated ground water extraction licences north of Perth*
- *A major growth of population in the south-western corridor and planned growth in the south-eastern corridor*
- *The availability of rural and rural residential land between these two corridors*
- *Rockingham, Mandurah and Pinjarra being identified as significant population centres that will be increasingly seeking recreational and entertainment experiences locally<sup>19</sup>*

<sup>16</sup> ABS 3218 Regional Population Growth, Australia, 30 March 2017

<sup>17</sup> Perth and Peel@3.5 Million, Western Australian Planning Commission, 2015

<sup>18</sup> 2015 Annual Report, Racing and Wagering Western Australia, 2015

<sup>19</sup> 2015 Annual Report, Racing and Wagering Western Australia, 2015

<sup>20</sup> Peel Equine Strategy, AEC, 2016

***Relocation to the Greater Peel region therefore offers the greatest opportunity to increase additional public attendances at race meetings (RWWA, 2015)<sup>20</sup>***

What is clear, is that the equine industry, both racing and non-racing, will consolidate activities and participation to the south of Perth in the Peel region and should be considered complimentary in economic development terms. The common economic activities that support the equine industry, such as fodder, agistment, veterinarian, stabling, saddlery, etc. will be focussed in the region.

It should be noted that though there is a wide expanse of rural land to be maintained across the region, there are environmental factors relating to soil type, stocking rates and groundwater availability that require consideration for the keeping of horses. This further highlights the need for pro-active town planning to identify potential equine precincts for business and recreational pursuits to co-inhabit.

### Tourism

Event based tourism can inject significant funds into local communities through direct expenditure as well as ancillary services such as accommodation, food and beverage industry etc. Such major events in the Peel region include the three day Boddington Rodeo with around 4,000 attendees annually, significantly contributes to the local hospitality and retail economy. Racing events such as the Magic Millions and Pinjarra Cup (thoroughbred) and Pinjarra Pacing Cup (harness) also generate significant local income. There are also a number of equestrian sport events, such as the Barbara Lyster Cup (polocrosse) in Serpentine, that have the potential to be enhanced to attract to a broader demographic of spectators.

The expanding urban footprint of the Peel region and its associated population has the potential to increase attendance at such events, and marketing/promotion initiatives will also assist to increase local tourism. Furthermore, infrastructure investment to establish or upgrade facilities will increase the attraction to, and/or capacity of, such events. Planned future stages of the Murray Regional Equestrian Centre will have the capacity for a range of equestrian (and livestock themed) events in a large multipurpose undercover facility in the longer term.



A number of horse trails exist across the Peel region offering riders the opportunity to experience the natural beauty of the area. This element of the tourism industry remains generally undeveloped, with such trails often seldom maintained with little supporting horse friendly infrastructure (parking) or ancillary services. However, there is further opportunity for consolidated investment, and marketing, into selected trails to cater for a variety of users including horse riders, to increase visitation thereby contributing to local business.

### Equine business clusters

Clusters are geographic concentrations of interconnected companies, specialised suppliers, service providers and associated organisations in a particular field that are present in a region. Clusters by their very nature are industry led. The philosophy behind clusters is that large and small companies in a similar industry achieve more by working together than they would individually. The ultimate objective of cluster development is to achieve increased levels of competitiveness resulting in the growth of businesses and flow-on benefits such as skills attraction/retention, growth in employment and overall increased levels of economic activity.

The evolution of clusters can take many years and is not something which can happen immediately. However, the presence of over 257 equine-related businesses in the region indicates that the foundations are already in place. Supporting the current businesses and providing the most productive environment for them to work in is imperative to the development of the cluster.

This network effect hinges upon the success of the current businesses, and the reputation of the region as an attractive area with an abundance of labour, resources and demand for equine business.

The opportunity exists to develop the Peel equine industry around three complementary business clusters namely:

1. Racing facilities
2. Equestrian facilities
3. Equine support facilities

Using the racing industry as the anchoring component, economic clusters which are broadly spread in a triangular fashion with the Byford Training Facility anchoring the Peel equine industry in the north, Lark Hill Thoroughbred Training Facility anchoring the west and Pinjarra Harness Racing Club anchoring the south. As indicated within Figure 6 the distribution of equine businesses are noticeably present around and between these anchor points. The Murray Regional Equestrian Centre, could also be considered a future anchor point for an equine cluster with potential for consolidation of equine businesses in this locality.

Strategic planning activity should focus on these pre-existing cluster anchor points to facilitate further economic development of the equine industry. There exists great opportunity for industry collaboration to identify and develop future investment strategies to stimulate geographical agglomeration of complimentary equine businesses and cooperation within supply chains that achieve job growth and economic benefits to the Region.



# STRATEGIC GOALS

Based on the preceding research, six strategic goals have been identified as being essential to strengthening Peel's position as a premier equine destination in Western Australia:

1. Develop the industry's regional and local influence.
2. Improve facilities and stimulate industry through infrastructure investment.
3. Improve quantity and quality of breeding stock.
4. Enhance linkages between industry and education.
5. Increase participation in sporting and recreational equine activities
6. Enhance the equine-tourism potential of the region.

These strategic goals are further discussed below, accompanied by a number of recommended initiatives to support the realisation of the these goals.



## Goal 1:

### Develop the industry's regional and local influence

Communication within the equine industry is traditionally fragmented across not only racing and non-racing codes, but individual equine disciplines. As a result there are no structured forums or opportunities to network across the industry. The creation of a Peel-wide communication network consisting of representatives from racing, recreation and support businesses would foster mutually beneficial partnerships and initiatives which could lead to increased business investment and development, additional employment and innovation. Furthermore, this group would have the opportunity to input into government policy and planning decisions for the benefit of the industry.

Enabling land planning and policy is also crucial to the sustainability of the industry, to identify equestrian themed land and plan for surrounding housing precincts and complimentary businesses. Proactive planning will create a level of surety for business to invest in these areas, and the agglomeration of industry and the recreational equine niches will collectively support one another. This, in turn, will support economic growth and job creation within the sector.

### Potential initiatives:

- *Create a forum representative of all Peel equine codes, businesses and Local Governments to discuss synergies and opportunities for mutually beneficial initiatives for growth of the equine industry.*
- *Identify areas suitable for intensification of equine activity and potential business location/ expansion.*
- *Explore opportunities for policy or town planning scheme recognition of equine land uses and/or precincts.*
- *Promote development of defined equine industry clusters for mutual economic benefit.*

## Goal 2: Improve facilities and stimulate industry through infrastructure investment

As previously discussed the region has a very diverse range of equine groups which undertake regular activities and special events. Improvements in equine infrastructure and the overall product will, in turn, increase the diversity of activities engaged in and events hosted. Furthermore, higher quality facilities have the potential to attract higher profile events to the region and increase spectator attendances for both racing and non-racing codes. RWWA have recognised this need and have committed to strategically invest in key oncourse infrastructure to enhance the customer experience<sup>21</sup>.

The initial two stages of the Murray Regional Equestrian Centre has established polocrosse fields and a world class cross country course on the site. Stage three of the centre, subject to further local and state government funding, will deliver a multipurpose covered area, consisting of arenas suitable for hosting dressage and show jumping events which is likely to attract increased number of visitors to the region as well as participants to the sport.

Investment in on-course stabling facilities at racing/training tracks at the Byford Trotting Complex, Pinjarra Paceway and Pinjarra Park have been identified as attractive opportunities to generate multifaceted benefits to the industry through:

- generation of income to clubs through leasing stables;
- increased employment opportunities for trainers, stablehands ect;
- greater accessibility of horses to general public and increased participation; and
- increased need for equine support services.

Opportunities for facility upgrades and economically stimulating infrastructure investment should be sought by clubs and government organisations through applicable sources including State and Federal funding programs as well as public/private partnerships.

### Potential initiatives:

- *Assist industry groups and businesses to attract funding to establish and improve equine facilities in the Peel region;*
- *Continue to advocate for the development of a multi-purpose high quality regional equestrian centre.*



## Goal 3: Improve quantity and quality of breeding stock

The industry has identified the need to increase the quality and quantity of horses in the Peel region as a priority. The breeding sector provides and replenishes the racing animals for the WA racing industry. The majority of breeders income are derived from service fees and the public and private sale of their stock. This particular sector of the industry has great potential to generate economic impacts for the state, as breeders often sell their stock to interstate and overseas buyers, at sales events. This process leads to significant opportunities for foreign investment to flow back to the state as a result of non-WA buyers purchasing WA bred foals<sup>22</sup>.

Opportunities for equine studs can also be limited across the Peel region geographically due to environmental and land capability constraints. As previously discussed it is recommended areas suitable for intensification of equine activity are identified in the region to facilitate the appropriate location of such landuses.

### Potential initiatives:

- *Continue to develop and support initiatives to improve the quality and quantity of breeding in the Peel region.*

21 Future Asset Needs for the WA Racing Industry, Racing and Wagering Western Australia, 2015

22 Size and Scale of the Western Australian Racing Industry, Racing and Wagering Western Australia, 2016



#### Goal 4: Enhance linkages between industry and education

The equine industry offers many different career opportunities such as horse handling, stud management, teaching, training, marketing, riding, driving and grooming. Associated career opportunities exist in horse health, equipment and feed supplies, transport, veterinary, farriery, dentistry and a number of others<sup>23</sup>. Such career paths range from on the job apprenticeship style learning to formal secondary qualifications.

The horse industry faces challenges in attracting and retaining sufficient numbers of staff, with many careers paths not requiring formal qualifications and often being pursued as a result of pre-existing family involvement in the industry. This limits the quantity and diversity of people that may commence employment in an equine related field. There is therefore a need to develop more robust links between the industry, training providers and schools to provide better and clearer career pathways.

#### Potential initiatives:

- Identify appropriate funding source for a targeted analysis of the workforce education and training needs of the industry.
- In conjunction with the Peel Workforce Development Alliance, liaise with providers to ensure a range of training programs to meet current and future industry needs.

<sup>23</sup> Macedon Ranges Equine Strategy, Macedon Ranges Shire Council, 2015

#### Goal 5: Increase participation in sporting and recreational equine activities

The future of the industry depends on adopting a more inclusive approach and attracting a constant stream of new riders. Entry level into all codes of equine sports can be difficult due to limited access to schools, facilities or as previously discussed, horses. Furthermore, costs associated with equine sports can often be prohibitive.

For most people, the riding school is their introduction to the horse industry. The quality of this experience and the availability of quality facilities are often critical determinants in securing interest and ongoing participation in the industry. As previously discussed, increased quality and quantity of facilities will assist in attracting newcomers to the sport, and on-course stabling will further increase the demographic of participants providing easier access to horses.

In addition to infrastructure provision, there is a need for initiatives to attract people to equine activities, given that it is not a mainstream sport already ingrained into our culture and schools, such as football, basketball etc.

#### Potential initiatives:

- Support further research into the Peel Equine Industry to clearly define the size and scale of participation.
- Encourage and support initiatives for promotion of equestrian sports to increase participation and diversification.
- Support the development of a strategic plan across Equine Sports within the Peel Region



**Goal 6:**  
 Enhance the equine-tourism potential of the region

The definition of “equine tourism” encapsulates both the racing and non-racing sectors. For the racing sector equine tourism is generally in the form of attendance at race meetings and events. Non-racing equine tourism can range from spectators associated with equestrian events and competitions, to out of town visitation to riding schools, trails or other equine experiences. Whatever the catalyst for visitation, tourism stimulates the local economy through direct expenditure upon the experience or event, as well as associated equine support services and other local businesses (such as hospitality). The Lions Boddington Rodeo annually attracts 4000 visitors to the region, providing a substantial economic injection, especially to local accommodation and food providers.

The potential exists for increased large scale equine events within the Peel region as a result of enhanced infrastructure and well marketed initiatives. Currently, sports such as polo, show jumping, dressage and other codes rarely advertise or market events to attract spectators from the broader public. Racing or non-racing events can be promoted as tourism experiences and new and/or enhanced infrastructure can increase number and diversity of both events held, and visitors attracted. RWWA has already acknowledged the need for racing facility upgrades and a revised marketing focus in GHD, 2015. Furthermore, increasing accessibility and management of dedicated horse riding trails maintained by local or state government can attract horse riding enthusiasts to the region.

The Mandurah and Peel Tourism Organisation (MAPTO) is an independent local tourism agency established to increase the level of tourism visitation and expenditure throughout the region. MAPTO has a range of tools to enable clubs or local governments to promote equine events, and can be engaged to assist relevant bodies in marketing such tourism initiatives. A number of racing and non-racing events are currently promoted through this organisation, and this platform combined with enhanced infrastructure has the potential to increase the quantity and success of events, with all the local benefits associated with tourism.

**Potential initiatives:**

- *Support the promotion of equestrian events within the Peel region*
- *Explore opportunities to identify, promote and enhance horse riding trails and associated infrastructure to increase visitation by recreational riders.*
- *Continue to promote the racing industry events to a wide community demographic*



A list of the aforementioned strategic goals, and supporting initiatives, is provided in Table 4.

**Table 4. Strategic goals and potential initiatives**

Strategic goals and potential initiatives		Responsibility
<b>Goal 1: Develop the industry's regional and local influence</b>		
1.1	Create a forum representative of all Peel equine codes, businesses and Local Governments to discuss synergies and opportunities for mutually beneficial initiatives for growth of the equine industry.	• PDC
1.2	Identify areas suitable for intensification of equine activity and potential business location and expansion.	• LGA's
1.3	Explore opportunities for policy or town planning scheme recognition of equine land uses and/or precincts.	• LGA's
1.4	Promote development of defined equine industry clusters for mutual economic benefit.	• LGA's, supported by PDC
<b>Goal 2: Improve facilities and stimulate industry through infrastructure investment</b>		
2.1	Assist industry groups and businesses to attract funding to establish and improve equine facilities in the Peel region.	• PDC • DLGSCI – Sport & Recreation
2.2	Continue to advocate for the development of a multi-purpose high quality regional equestrian centre.	• LGA's supported by PDC, DLGSCI – Sport & Recreation and EWA
<b>Goal 3: Improve quality and quantity of breeding</b>		
3.1	Continue to develop and support initiatives to improve the quality and quantity of breeding in the Peel region.	• RWWA • Thoroughbred Breeders WA
<b>Goal 4: Enhance linkages between industry and education</b>		
4.1	Identify appropriate funding source for a targeted analysis of the workforce education and training needs of the industry.	• PDC, with support from Peel Workforce Development Alliance and educational institutions
4.2	In conjunction with the Peel Workforce Development Alliance, liaise with providers to ensure a range of training programs to meet current and future industry needs.	• PDC, with support from Peel Workforce Development Alliance and educational institutions
<b>Goal 5: Increase participation in sporting and recreational equine activities</b>		
5.1	Support further research into the Peel Equine Industry to clearly define the size and scale of participation.	• EWA, supported by DLGSCI – Sport & Recreation
5.2	Encourage and support initiatives for promotion of equestrian sports to increase participation and diversification.	• EWA, supported by DLGSCI – Sport & Recreation
5.3	Support the development of a strategic plan across Equine Sports within the Peel Region.	• Equine sporting associations, supported by DLGSCI – Sport & Recreation
<b>Goal 6: Enhance the equine-tourism potential of the region.</b>		
6.1	Support the promotion of equestrian events within the Peel region.	• LGA's • MAPTO
6.2	Explore opportunities to identify, promote and enhance horse riding trails and associated infrastructure to increase visitation by recreational riders.	• LGA's • Peel Trails Group • ATHRA
6.3	Continue to promote and market the racing industry events to a wide community demographic.	• RWWA

ATHRA: Australian Trail Horse Riders Association; DLGSCI – Sport & Recreation: Department of Local Government, Sport and Cultural Industries – Sport and Recreation; EWA: Equestrian Western Australia; LGA: Local Government Agency; MAPTO: Mandurah and Peel Tourism Organisation; PDC: Peel Development Commission; RWWA: Racing and Wagering Western Australia

# APPENDIX 1

## SIZE AND SCALE OF THE RACING SECTOR IN THE PEEL REGION (AEC, 2016)

### 1.1 Number of clubs and race meetings

There are 50 horse racing clubs (including thoroughbred and harness) in Western Australia which host more than 570 race meetings annually (RWWA, 2016). Racing in Western Australia has a presence in all regions across the State, with over 70% of race meetings being held in regional areas. The Peel region currently accounts for 13% of all race meetings taking place in WA, and ranks fourth behind Perth, the Wheatbelt and the South West (see Table A1). Peel ranks second in terms of average race attendance at 1,475 per meeting, behind Perth at 1,705 and ahead of the South West 1,331.

### 1.2 Economic contribution

In 2014/15, it is estimated that the total expenditure generated by racing customers was estimated to be \$60.1 million, (excluding wagering on the races). This includes expenditure generated on-course whilst attending a race meeting, non-race day revenues and spending made in the community linked to attendance at a race meeting<sup>24</sup>. Figure A1 provides a summary of customer expenditure on horse racing in selected regions.

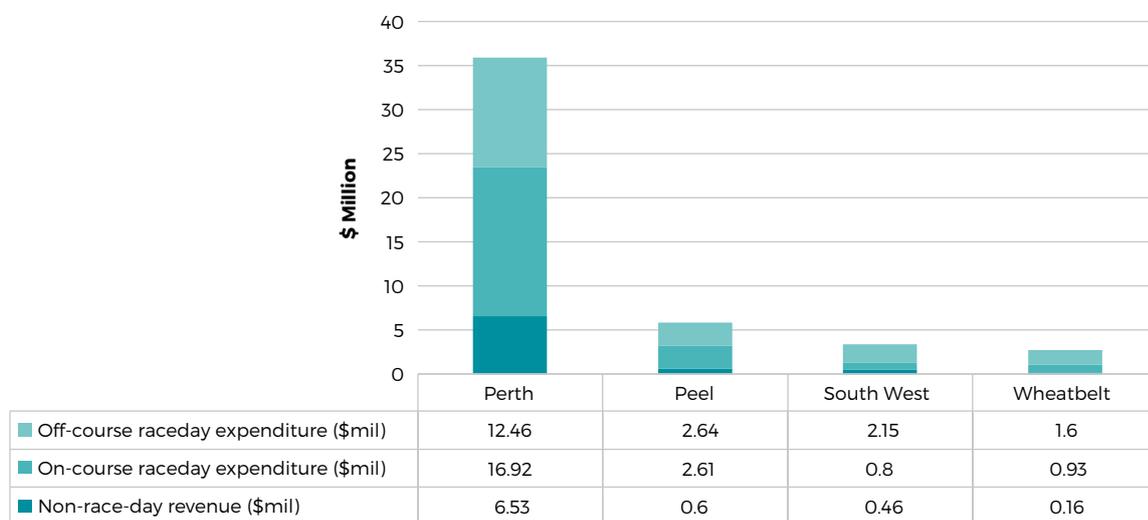
**Table A1. RWWA: Race activities (thoroughbred and harness)**

Regions	Number of race clubs		Number of race tracks		Number of race meetings	
	Thoroughbred	Harness	Thoroughbred	Harness	Thoroughbred	Harness
Peel	1	1	1	2	24	48
Perth	1	1	2	1	90	82
South West	2	4	2	5	23	55
Wheatbelt	5	6	5	5	34	66
Gascoyne	3	0	3	0	13	0
Goldfields/Esperance	7	1	6	1	41	14
Great Southern	4	0	4	1	22	12
Kimberly	4	0	4	0	15	0
Mid West	6	0	6	0	23	0
Pilbara	4	0	4	0	10	0
<b>Total</b>	<b>37</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>295</b>	<b>277</b>

Source: RWWA (2016)

<sup>24</sup> Racing customer expenditure can be broadly segmented into the following categories:

- On-course raceday expenditure by customers (spending on on-course products, as well as yields from membership and sponsorship)
- Off-course raceday expenditure by customers (spending incurred by customers as part of their attendance at the races, such as transport, retail, food etc.)
- Non-raceday related expenditure (spending at racecourses on non-racedays on items such as hiring arrangements for facility use, track fees etc.)



**Figure A1. Total expenditure on horse racing (2014-15) in selected regions**

Source: RWWA (2016)

Of the estimated \$5.58 million expenditure on horse racing in the Peel region, \$1.44 was associated with the thoroughbred sector and \$2.15 was on harness racing. Overall, Peel captured 24% of total expenditure on thoroughbred and harness racing in regional WA and 10% on a state level.

*The racing industry in the Peel region is responsible for generating more than \$82.4 million in value added contribution to Gross State Product. This equates to 12% of the total impact generated by the WA racing industry and 30% within the regional WA racing industry.*

### 1.3 Participation levels

The racing industry (including thoroughbred and harness and excluding greyhound) within Western Australia directly involves more than 18,700 people. There are three primary groups involved in racing: breeders, owners and trainers.

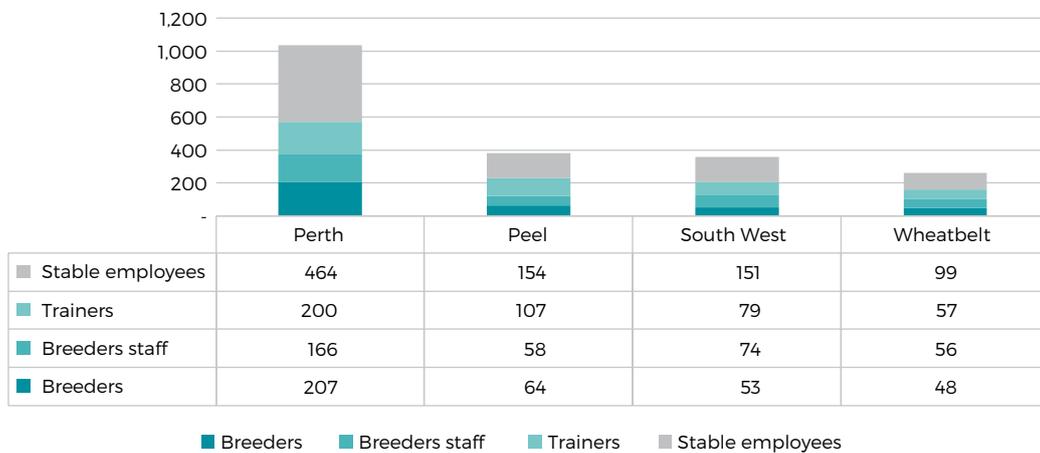
- **Breeders:** Breeders provide and replenish WA's racing stock, and are located both regionally (57%) and in the Perth metropolitan area (43%). There are nearly 1,250 people in WA involved in horse breeding, of which 68% and 32% are involved in thoroughbred and harness breeding respectively.

- **Owners:** Owners provide much of the capital outlay and day-to-day funding for the production of racehorses. Over 10,300 people in Western Australia have an ownership in racing. This is split approximately 75% : 25% thoroughbred : harness owners.
- **Trainers:** Trainers play an important role in the racing industry, employing stable hands, track riders, farriers and vets, catering to the upkeep and training needs of racing horses. There are more than 1,100 trainers registered in Western Australia, with approximate 50% : 50% split between thoroughbred and harness trainers.

*Overall, it is estimated that 2,179 people participate in Peel's racing industry either as an employee, volunteer or racing participant. It is estimated that 1 in every 32 adult resident in the Peel region has an active involvement<sup>25</sup> in the racing industry. This compares strongly with the estimated participation rate of 1 in every 79 people across the State and 1 in every 141 in Perth.*

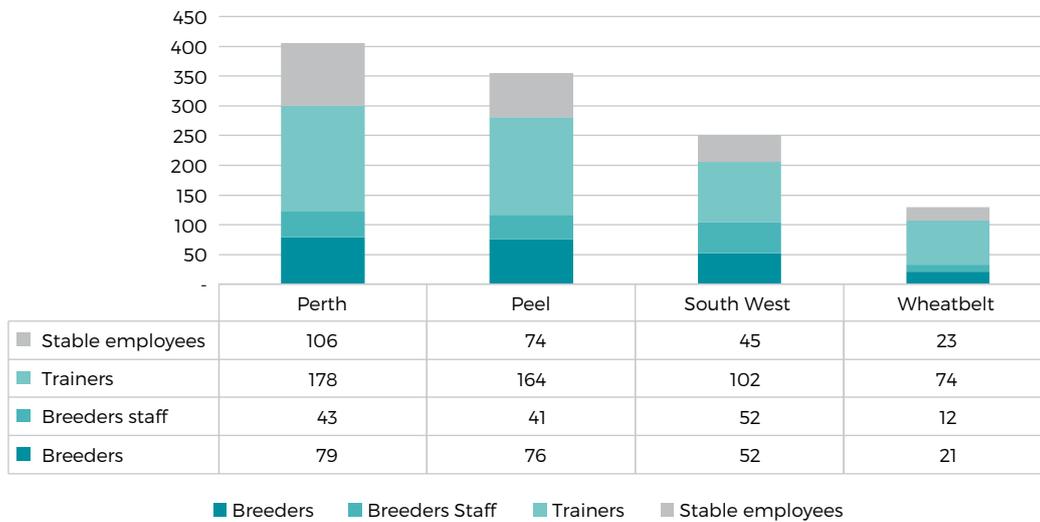
Figure A2 and Figure A3 provide a breakdown of the number of persons involved directly in the thoroughbred and harness racing industries.

<sup>25</sup> A significant proportion of this active racing population is in the form of owners and syndicates members.



**Figure A2. Thoroughbred racing producers in selected regions**

Source: RWWA (2016)



**Figure A3. Harness racing producers in selected regions**

Source: RWWA (2016)

## 1.4 Horse population

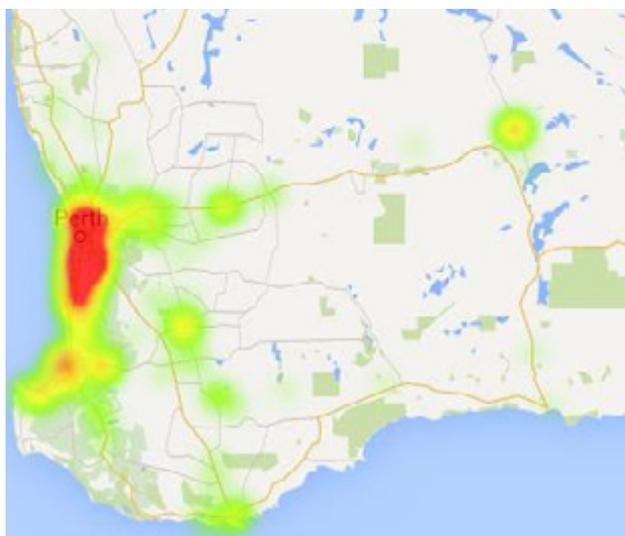
The racing industry requires that racing horses are registered. This information has been processed by RWWA, and heat maps (refer to Figure A4 and Figure A5) show the concentration of starting thoroughbred and harness (Standardbred) horses.

- **Thoroughbred horses:** Out of over 8,500 horses raced in 2014/15, more than 750 are located within the Ascot/Belmont/Redcliffe region, followed by the Peel Region. Horses in the Peel Region can train at the Lark Hill Thoroughbred Training Complex located between Rockingham and Mandurah, or to the south-east at Pinjarra Park.
- **Harness (Standardbred) horses:** Harness racing horses are concentrated around the training complex at Byford and Pinjarra.

Figure A6 provides an indication of the number of thoroughbred and harness starters in selected regions. Overall, the Peel region accounts for 25% of all harness starters in regional WA, and 19% of all thoroughbred starters. Interestingly, after the Gascoyne region, the

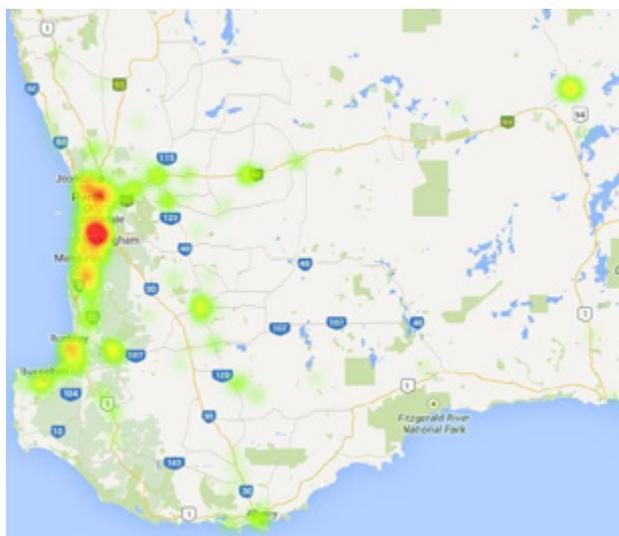
Peel region delivers the lowest return to thoroughbred owners in WA and, after the Wheatbelt, delivers the lowest return to harness owners (see Figure A7).

Owners of racing animals do not necessarily expect to achieve a return on their investment. In racing circles, this is often referred to as the 'acceptable loss'. The fact that an 'acceptable loss' concept exists within the industry, is mostly a recognition that ownership is often driven by a combination of business and leisure motivations. It is important however, that owners have the ability to generate a reasonable level of return to ensure their continued investment in the industry (RWWA, 2016). The achievement of the Strategic Goals outlined in Section 0 will help to increase the return to owners however, at the same time it should be realised that this will not a "quick fix", as it will involve collaborate efforts by different stakeholders to reach the same common goal.



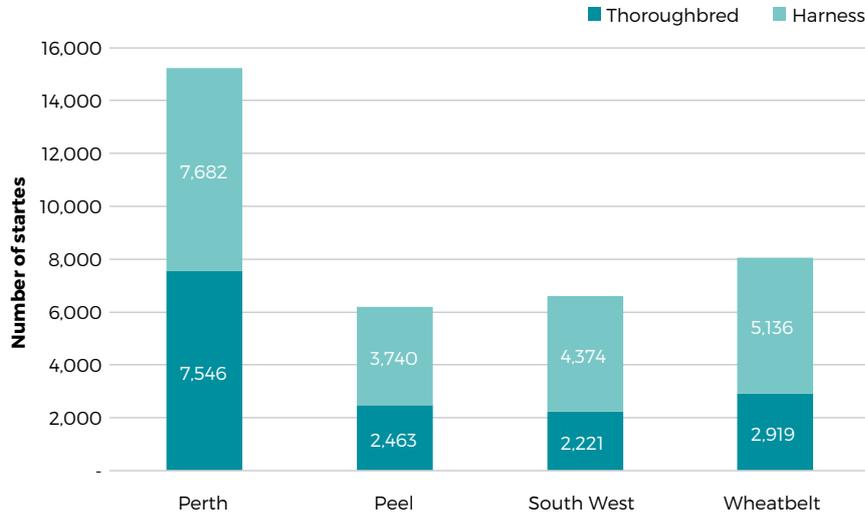
**Figure A4. Heat map of starting thoroughbred horses**

Source: RWWA (2015)



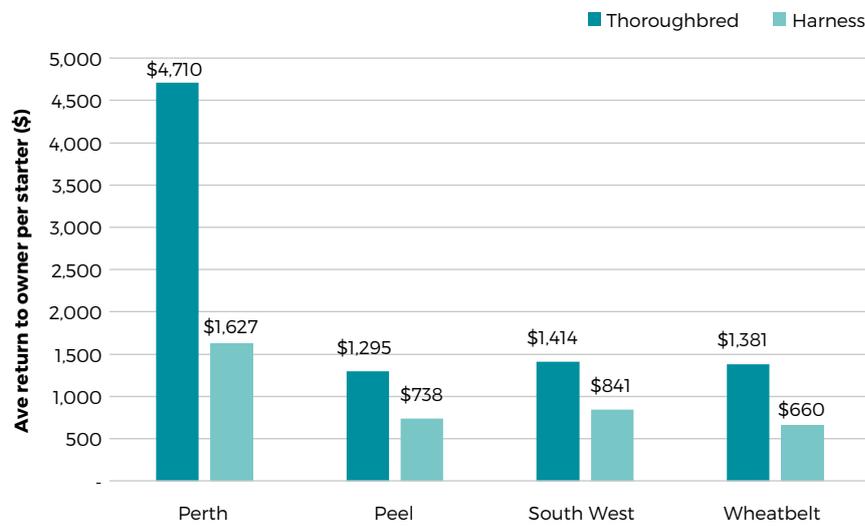
**Figure A5. Heat map of starting standardbred (harness) horses**

Source: RWWA (2015)



**Figure A6. Number of thoroughbred and harness starters in selected regions**

Source: RWWA (2016)



**Figure A7. Average return to owner per starter**

Source: RWWA (2016)

# APPENDIX 2

## SIZE AND SCALE OF THE NON-RACING SECTOR IN THE PEEL REGION (AEC, 2016)

### 2.1 Economic contribution

The economic contribution of the non-racing sector is difficult to quantify in any region due to the varied nature of participation, horse ownership levels, however, a recent study (IER, 2013) estimates that the **total direct expenditure generated by the Peel non-racing industry is \$90.1 million per annum**<sup>26</sup> comprising:

- \$72.2 million on maintenance and preparation of their horses.
- \$5.9 million on the production of competition horses and breeds per year.
- \$9.3 million on clinics, workshops, coaching, competition fees, shows, etc.
- \$2.6 million by out-of-region visitors on items such as accommodation, food, beverage and transport.

The total direct value-added generated by the non-racing sector in the Peel region is estimated at \$49.3 million per annum.

Gross value added contribution is estimated at \$93.51 million per annum, generating \$51.9 million in wages and salaries and supporting 758 FTE.

### 2.2 Participation levels

#### 2.2.1 Western Australia participation levels<sup>27</sup>

- Females have a higher participation rate (1.5%) than males (0.4%).
- Non organised participation is higher (0.7%) than organised participation (0.5%). However,

it is important to note that some of these sportspersons participate in both organised and non-organised equestrian activities, resulting in a combined total that is greater than the national participation rate of 1.0%.

- National participation trends have declined from 1.5% in 2001 to 1.0% in 2010. Participation in Western Australia has experienced a similar decline, particularly since 2005. It is unclear whether this decline is attributable to declining interest in horse based activities, a lack of suitable facilities or for some other reason.
- Participation in equestrian activities is most popular amongst young people aged 15-24 years (1.5%) followed by adults aged between 35-44 years (1.3%).

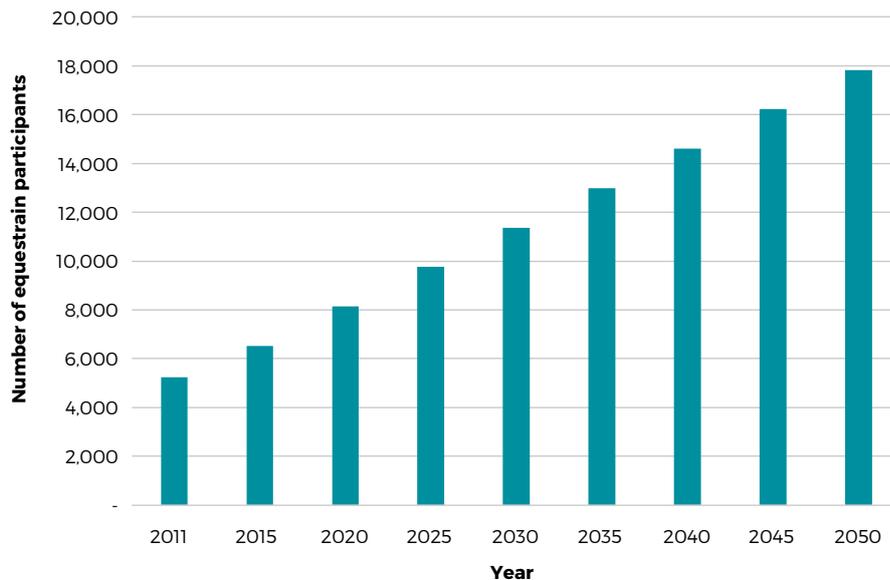
#### 2.2.2 Peel region participation levels

With cognisance to participation rates in equestrian sports (1% = national average), and estimated population projections we estimate that participation in non-racing equestrian sports in the Peel region is expected to increase by 325 persons each year up to 2050 (see Figure A8). This projection suggests that the number of horse-owning households is forecast to grow by almost two-thirds in Peel, with around 13,000 households/properties agisting horses in the Peel region by 2026.

These estimates indicate the demand to support future investment in equestrian facilities in the Peel region.

<sup>26</sup> This represents expenditure generated within the Peel region by those who own non-racing horses and by horses kept in the Peel region but owned by residents outside the region

<sup>27</sup> There is limited participation data available for horse activities at both National and State levels. The information below (2010 Exercise and Recreation & Sport Survey) has been used as a guide only since the data is both outdated and does not capture participation data for all horse disciplines or for people under 15 years of age.



**Figure A8. Estimate of non-racing sports participation in Peel region**

Source: AEC using data from WAPC (2015) and ASC (2011)

### 2.3 Horse population and horse ownership

It is difficult to estimate that size of the horse population in the Peel region for the following reasons:

- Unlike the racing industry, not all horses are required to be registered and there is no single body or source with any authoritative data on the size of the non-racing horse population.
- Horses may participate in more than one activity e.g. eventing and jumping and are therefore at risk of being doubled-counted if discipline participation is relied upon.
- Not all registers have current information and many are not accessible to the general public.

In an attempt to mitigate these constraints, a comprehensive study was undertaken in 2013 to provide a more accurate estimate of the number of horses in the Peel region (IER, 2013). Results of the study indicate that 6.33% of all households in the Peel own recreation and sports horses and that a further 25-30% horses which are kept in Peel are owned by out-of-region owners.

At an average ownership of 3.28 horses per household, estimated that the number of recreation horses in the Peel region is 13,811 of which:

- Competition horses – 44% (6,077)
- Breeds – 19% (2,624)
- Leisure horses – 37% (5,110)

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