

Kevin Seymour



MEETING OF THE HRA EXECUTIVE

Subject:	ITEMS FOR DECISION
Date:	6 May 2020
Meeting Date:	8 May 2020
Submission by:	Michael Taranto

3. SEYMOUR PROPOSAL

Per the agenda item of the meeting of 23 April, a breakdown by stallion, services and proposed levy is provided in order to quantify the Seymour proposal.

For reference, the original proposal is provided below:

Michael, for some years I have been looking for a catalyst to take harness racing forward and attract new participants to the industry.

When compared to thoroughbreds, harness racing has failed to keep pace with the growth in prize money and this results in decline in public interest.

The prize money levels attract new participants and in turn, generates increased income from yearling sales and purchase of horses that can compete in the higher prize money races.

This then allows Harness Racing Australia to promote the sport and create enormous media coverage.

The higher prize money would also generate substantial growth throughout the entire industry.

My strong belief is that harness racing should create and produce income that does not necessitate any State contributing any funds to support the feature races.

My recommendation is to charge a levy of 15% on all services sold for North American Shuttle Stallions and/or imported semen coming into Australia.

The revenue from this levy will produce approximately \$3.2M if not more.

Whilst promoting this as the richest harness racing race in the world, we could use this leverage to attract new sponsors to the sport.

7/ ~~Michael Taranto~~ 4/

~~Michael Taranto~~

I'm confident that we can also attract free to air live TV to compliment the Inter Dominion, and look to raising some revenue from the world's richest harness race through this medium.

The levy will provide additional revenue for our signature races and create enormous support from the industry and the public at large.

I would recommend that the following races have their prize money increased immediately from this revenue source:

- Inter Dominion from \$1M to \$2M (*this would make it the richest harness racing race in the world*)
- Grand Circuit Races for consideration.

Plus surplus cash which would be in the vicinity of \$2M could be used to increase the prize money for other feature races and/or be used for marketing and promotion.

To ensure that the funds would be available and secured for the first three years, I would undertake to provide a guarantee that the prize money increases for the two races, Inter Dominion and Grand Circuit Races, so they could be marketed and generate much needed interest in our Code.

It is proposed that the levy be implemented and collected for the upcoming 2020/21 breeding season and the additional prize money races conducted in 2021.

So in essence Harness Racing Australia does not have to inject any additional funds as it will be collected by the levy and to ensure the additional prize money is always available, it will be guaranteed personally by me for the next three years.

As stated previously, the additional income can be injected into other prize money or used for national marketing campaigns after having been banked for a number of years to create a major war chest for the Code.

This is exactly what harness racing needs to enter into a new era of optimism and expansion.

In addition, harness racing could 'clip the ticket' on industry participants buying fuel supplies, insurance policies, feed, food and beverage, etc, etc.

Can you imagine with these additional revenue sources how the industry and public would see harness racing in a new light with mega prize money as per the thoroughbreds and with the resultant media coverage the Code would receive.

It would be unprecedented for our Code and reinvigorate it at a time when it is most needed.

This will be our opportunity to truly internationalise harness racing particularly with North American horses coming down to compete with 'down under' horses for the richest harness race in the world.

The proposed package of suggestions of the 'levy' and 'Clipping the Ticket' on other industry items, not only presents an outstanding opportunity for harness racing to get broader media exposure and attract

patrons to our sport but also move it into the 21st century and put the Code up there with the likes of the thoroughbreds, cricket, soccer, etc, etc.

As always Michael happy to discuss in further detail if required.

Thanks

Kind regards
KW & K SEYMOUR

Kevin Seymour

For Decision

SIRE NAME

Frozen or Shuttle Fee ex GST Levy @15%

SIRE NAME	Frozen or Shuttle	Fee ex GST	Levy @15%
SWEET LOU USA	232	\$ 7,500	\$ 261,000
ALWAYS B MIKI USA	197	\$ 6,364	\$ 188,045
AMERICAN IDEAL USA	188	\$ 10,000	\$ 282,000
ROCK N ROLL HEAVEN USA	142	\$ 7,273	\$ 154,909
SPORTSWRITER USA	140	\$ 4,000	\$ 84,000
LAZARUS NZ	132	\$ 9,000	\$ 178,200
ROLL WITH JOE USA	115	\$ 6,000	\$ 103,500
DOWNBYTHESEASIDE USA	109	\$ 6,000	\$ 98,100
BETTING LINE USA	97	\$ 6,000	\$ 99,205
BETTORS DELIGHT USA	95	\$ 25,000	\$ 356,250
VOLSTEAD USA	74	\$ 5,000	\$ 55,500
SUNSHINE BEACH USA	72	\$ 3,636	\$ 39,273
A ROCKNROLL DANCE USA	71	\$ 4,545	\$ 48,409
BETTERTHANCHEDDAR USA	67	\$ 4,000	\$ 40,200
CAPTAINTRACHEROUS (US)	67	\$ 25,000	\$ 155,318
FATHER PATRICK (US)	65	\$ 9,000	\$ 87,750
WARRAWEE NEEDY CA	61	\$ 3,500	\$ 32,025
HES WATCHING USA	51	\$ 4,545	\$ 34,773
CENTURION ATM USA	38	\$ 2,727	\$ 15,545
FORECLOSURE (NZ)	35	\$ 2,500	\$ 12,375
SEBASTIAN K (SWE)	29	\$ 7,000	\$ 20,160
HESTON BLUE CHIP USA	29	\$ 4,000	\$ 15,600
FEAR THE DRAGON (US)	25	\$ 5,455	\$ 20,455
WHAT THE HILL CA	25	\$ 7,000	\$ 26,250
LOVE YOU (FRA)	25	\$ 9,000	\$ 32,400
SOMEBEACHSOMEWHERE USA	25	\$ 12,000	\$ 34,200
CONTROL THE MOMENT (US)	25	\$ 4,000	\$ 10,200
MUSCLE MASS USA	17	\$ 6,000	\$ 15,300
WELL SAID USA	16	\$ 4,000	\$ 9,600
UP AND QUICK (FRA)	15	\$ 7,000	\$ 10,500
ANDOVER HALL (US)	9	\$ 6,500	\$ 8,775
QUAKER JET (FRA)	9	\$ 5,000	\$ 6,750
TACTICAL LANDING (US)	9	\$ 6,000	\$ 20,250
TRIXTON (US)	9	\$ 3,000	\$ 12,150
LUCK BE WITHYOU	7	\$ 3,182	\$ 3,341
SOUTHWIND FRANK (US)	7	\$ 6,000	\$ 6,300
ANGUS HALL (US)	7	\$ 3,000	\$ 2,250
ROCKNROLL HANOVER USA	5	\$ 3,000	\$ 2,250
ROYALTY FOR LIFE (US)	5	\$ 3,000	\$ 2,250
WISHING STONE (US)	5	\$ 4,000	\$ 3,000
LUCKY CHUCKY (US)	5	\$ 3,000	\$ 1,800
MUSCLE HILL (US)	5	\$ 25,000	\$ 15,000
ORLANDO VICI (FRA)	4	\$ 9,000	\$ 5,400
HELPISONTHEWAY	3	\$ 3,636	\$ 1,636
CRAZED (US)	3	\$ 3,000	\$ 300

Total Services Frozen or Shuttle: 2,339 \$ 2,612,494

Total Services All: 4,574

% of Total 51%