



FRONTLINE

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Members to meet on x-ray issue

In the wake of the Inglis Australian Easter Yearling Sale, Aushorse is urgently reviewing the issue of X-ray of yearlings offered for sale, examining policies at major international sales to determine a path for 2003. The Aushorse board will meet on May 2 to review findings before distributing a summary of available information to members ahead of a general meeting at a date to be advised. Aushorse welcomes submissions from members on this issue.

"The X-ray of yearlings issue starkly confronted breeders at the recent Inglis Australian Easter Yearling Sale. The issue came to the fore upon the announcement by the Hong Kong Jockey Club just prior to the sale that their import requirements for horses racing in Hong Kong would include X-ray screening. In the event, other purchasers also sought post sale X-rays and vendors generally opted to treat all clients on an equal basis.

Now, consensus seems to be that pre-sale X-rays, or a repository system, will be necessary for 2003, such that horses are actually sold on the drop of the hammer and thus in accordance with the sales conditions.

If such a regime were to be adopted, it would change the way breeders do business in the future. In addition, it will result in significant expense and preparation, including the X-ray screening by individual breeders of their yearlings well before sale time.

Accordingly, we are proposing to have a meeting of the members of Aushorse to discuss this matter in full before arriving at a decision."

- John Messara,
Aushorse Chairman.

Aushorse mission statement

"To promote the Australian thoroughbred and to maximize sales of competitive, world standard horses to national and international markets."

Austrade gives Aushorse green light for export grant

Aushorse will be able to significantly expand its export marketing program for 2002-2003 following the news that Austrade has granted us Approved Body Status (ABS) for the purpose of applying for Export Market Development Grants (EMDG).

Aushorse held this status from 1995 to 1999 before it lapsed, and we made a comprehensive application for renewal of ABS last October.

What does this mean?

The immediate implications are very exciting as projects that hitherto seemed outside our realm are now achievable.

We're able to claim back 50 per cent of the cost, less the first \$15,000, of activities which meet the Austrade criteria of export market development, up to \$250,000 per annum.

Aushorse has been granted ABS from July 2001 to June 2004, which means we can apply for a grant to cover expenses already incurred this year. Ultimately, we hope this substantial additional funding will enable us to develop a presence in offshore target markets that will deliver measurable results for all.

We also hope to work closely with Thoroughbred Breeders' Australia on a state-by-state and federal basis as well as with other relevant industry bodies to ensure a co-ordinated and effective approach to promoting our thoroughbreds to the world.

In 2000-2001, the EMDG scheme distributed \$135 million grants to 2,900 exporters, with the average grant being \$46,000.

As well as an ongoing Hong Kong advertising and public relations campaign, our strategy for 2002-2003 will prioritise emerging markets such as those in Dubai, Turkey, Europe and the US. We are continuing to lobby for revision of the Japan weight allowance system.

Information for members

Can members claim EMDG rebates for expenditure related to offshore marketing activities?

No, but the great news is that you may apply directly to Austrade for **reimbursement** of up to 50 per cent of expenses incurred on eligible export promotional activities to any overseas

market except NZ, less the first \$15,000. Each business may receive eight grants of up to \$200,000 per year.

Aushorse is aware that many of its members undertake substantial marketing and promotion activities aimed at expanding export markets, and we sought advice on this issue from Austrade.

Aushorse, as an "approved body", is not meant to operate as a grants funding agent for its members.

But if you think you are eligible for reimbursement under EMDG, we strongly encourage you to go to www.austrade.gov.au and register online as an intending applicant before June 30. Aushorse will offer its members every assistance to apply for EMDG funding. The Austrade website also has a list of approved consultants who can prepare your EMDG claim to meet Austrade requirements, as well as a range of publications to answer your questions.

If you can't get online, call the Austrade export advisors on 13 28 78.

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Ownership seminar right on target

Of course, Aushorse is conscious that 74 per cent of our yearling market is domestic and we intend to ensure our marketing strategy reflects the importance of domestic purchasers, with an emphasis on encouraging new owners.

After observing several terrific initiatives undertaken by Racing Victoria aimed at first-time racehorse owners, Aushorse held its first "ownership seminar" in conjunction with William Inglis & Son, coinciding with the 2002 Inglis Sires Produce Yearling Sale on April 7.

The informal morning proved immensely popular with almost 60 participants who gave us extremely positive feedback.

Seminar participants were welcomed by Reg Inglis before Vin Cox provided an outline of yearling sale procedures,

fielding many practical questions ranging from topics such as transport, scoping, and training fees to interpreting the yearling catalogue. Then Randwick trainer Bill Mitchell gave a brief talk on yearling selection before Denise Martin of Star Thoroughbreds discussed syndication.

Tour leaders Anton Koolman, Les Young and Harry Lawton then took the group to view the Newmarket complex, inspect yearlings and meet vendors before everyone regathered for morning tea in the Newmarket room, kindly provided by Inglis.

Aushorse intends to hold a series of similar seminars at sales nationally in 2003 and a second seminar is being

planned to coincide with the 2002 Breeze Up Sale.

Special thanks to vendors including Willow Park who made our seminar participants feel welcome at the complex!



Harbour cruise proves a hit

Aushorse hosted a Sydney Harbour Cruise for visiting members of the Hong Kong Racehorse Owners Association and other Hong Kong purchasers on April 1.

Aushorse chairman John Messara gave a brief welcome address and association representative Frederick Wai gave a short speech in response, in which he said he hoped strong ties would be forged between the two organizations.

About 74 people enjoyed cocktails and a stand-up buffet, with members including John and Sheena Rippon of Reavill Farm, Paul Higgins of Baerami, Martin Hawcroft of Byerley Stud, Jenny McAlpine of Collingrove Stud and others attending.

During the sale, many Hong Kong visitors expressed how much they enjoyed the cruise, while our own members no doubt welcomed a few hours "R&R" in the midst of a busy time.

GST campaign continues

Aushorse met with representatives of Federal Treasurer Peter Costello and those of Minister for Revenue, Senator Helen Coonan, at Parliament House in Canberra in late March, to put forward our case on GST on offshore purchases.

Aushorse continues to negotiate with Federal Government representatives, seeking a new determination to clear the path of red-tape for offshore purchasers, and we are hopeful of a positive outcome.



Top L to R: Apollo Ng, John Messara and Frederick Wai at the Aushorse Harbour Cruise

Bottom: Alan Iau, Elsa Wong, David Hayes and Anthony Chow aboard the Magistic II on Sydney Harbour

Media conference reaps dividend

A media conference organized by Inglis marketing manager Melissa O'Gorman on Easter sale eve resulted in excellent publicity in mainstream media throughout the sale. The emphasis in media reports was on thoroughbred ownership with positive success stories such as Bede Murray's Midas touch with moderately-priced yearlings.

Media Awards

Interest in the inaugural Aushorse Bloodstock Media Awards is high, with entries closing on August 15.

The award has two sections - the best bloodstock reportage and the best young thoroughbred writer, and each has a prize of \$1,000.

The best bloodstock reportage must have been published, anywhere in the world, and it must relate directly to Australian thoroughbreds or the Australian thoroughbred breeding industry.

"Australia has a fantastic tradition of high calibre turf writers and we are seeking to encourage reportage of the breeding and sale side of the thoroughbred industry," said Aushorse chairman John Messara.

"We would like to encourage younger writers who are interested in thoroughbreds to put their best foot forward and enter the competition," he said.

