

# The Community Impact

Speaker:

**The Hon. John Brumby**

*Former Premier and Treasurer of Victoria,*

*Vice Chancellor's Professorial Fellow, University of Melbourne & Monash University*

# Racing and Major Events

## A Governmental Perspective

The Hon. John Brumby

– Former Premier and Treasurer of Victoria

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## A Famous Author...

*“Nowhere in the world have I encountered  
a festival of people that has such a  
magnificent appeal to the whole nation.  
The Cup astonishes me”*

- Mark Twain on attending the Melbourne Cup in 1895



# Racing Globally

## Audience

**104 million**  
Total global raceday  
attendance annually

**£ 94 billion**  
Total wagering  
turnover

**£1 billion**  
contribution to Irish  
economy

**300,000**  
jobs created in  
Europe

## Community

**£6 billion**  
European economic  
impact

**HKD\$2.9 billion**  
HKJC contribution to  
charity

**USD\$2.5  
billion**  
JRA taxation

## Participation

**233,000**  
Horses in racing

**170,000**  
Races per year

**4% Europe's agricultural land**  
Dedicated to breeding

**1,500**  
racecourses

## Investment



## Entertain in style at the 2014 Melbourne Cup Carnival

It's the celebration that stops a nation™. An unforgettable occasion on Australia's social calendar. An event that spans more than 150 unbelievable years. Unbeatable in creating legends of Australian sport. Unrivalled in its universal appeal. Unparalleled in delivering local and international exposure. A truly unmissable opportunity to entertain and impress.

This year's Melbourne Cup Carnival promises to be even bigger and better with the Victoria Racing Club celebrating its 150th anniversary.

There is no more widely viewed cultural and sporting event in Australia and its incredible ability to capture the hearts and minds of a nation is something very special.



Celebrating racing fashion and colour

### It's the invitation everyone looks forward to and never forgets.

No other event endears itself to such a wide diversity of people from here and abroad. It's a once in a lifetime experience for many guests and quite simply, it's the invitation everyone looks forward to and never forgets.



Trackside private facilities overlooking the track.

To ensure you secure the marquee or dining package of your choice, you'll need to hurry. Corporate hospitality packages have recently gone on sale and demand is naturally very high.

This year offers an incredible range of hospitality options for guests to enjoy the unique character of each of the four race days of the Melbourne Cup Carnival.

From private and shared marquees, to corporate suites and a myriad of acclaimed restaurants, there's something for everyone with options to suit all group sizes and any budget.

If you're looking to soak up the style, sophistication and elegance of The Birdcage, The Perch offers an amazing atmosphere located right in the heart of this iconic precinct.

Or if you're looking for a more relaxed setting for smaller groups, then The Village in the beautiful Elms Enclosure offers the perfect backdrop.

### This year offers an incredible range of hospitality options.



The Rose Room's incredible views



The Perch located in the iconic Birdcage

If it's views of the racetrack you're looking for, then corporate facilities like Trackside offer spectacular views within touching distance of the horses.

Or consider the breathtaking views from your very own table in The Terrace Restaurant or Rose Room. Other facilities such as the Panorama Restaurant, Skyline Restaurant and Makyebe Diva® Marquee also offer vantage points looking directly over Flemington and beyond to the Melbourne skyline.

There really is an abundance of hospitality choices at this year's Melbourne Cup Carnival to ensure your guests leave Flemington with an amazing experience permanently etched into their minds. An experience that will leave them waiting with eager anticipation for next year's invitation.



Gal Waterhouse 2013 Melbourne Cup winning trainer

For more information on all the 2014 corporate hospitality options or to download the e-brochure visit [melbournecup.com](http://melbournecup.com)

#### CARNIVAL DATES

**Saturday 1 November**  
AAMI Victoria Derby Day

**Tuesday 4 November**  
Emirates Melbourne Cup Day

**Thursday 6 November**  
Crown Oaks Day

**Saturday 8 November**  
Emirates Stakes Day





# Major Events

- *The Spring Racing Carnival*





# Major Events

- *The Melbourne Cup*
  - Over 100,000 attendees
  - 24 horses over 3200m
  - \$6.2m in prize money
  - Over 150 years old





# Major Events

- *Other Major Events*







# Major Events

- Attendance at Major Events*

Melbourne Spring Racing Carnival (2012)	706,840
Australian Open (2014)	643,280
Australian Football League Finals (2013)	558,391
Melbourne Winter Masterpieces (2004)	371,000
Formula 1 Australian Grand Prix (2013)	323,200



# The Value of Major Events

- *Economic Benefits*

Melbourne each year:

- 8,000 events > \$2.4 billion into the local economy
- Over 300,000 international visitors

The Spring Racing Carnival (2012):

- Total Direct Spending - \$329.74 million
- Gross Economic Benefit - \$620.13 million



# The Value of Major Events

- *Liveability*

‘World’s Most Liveable City’

Economic benefits >

- Jobs,
  - Business and investment,
  - New residents
- > Ongoing economic benefits





# The Value of Major Events

- *Global Reputation*
  - ‘Ultimate Sports City’
  - 2006, 2008 and 2010

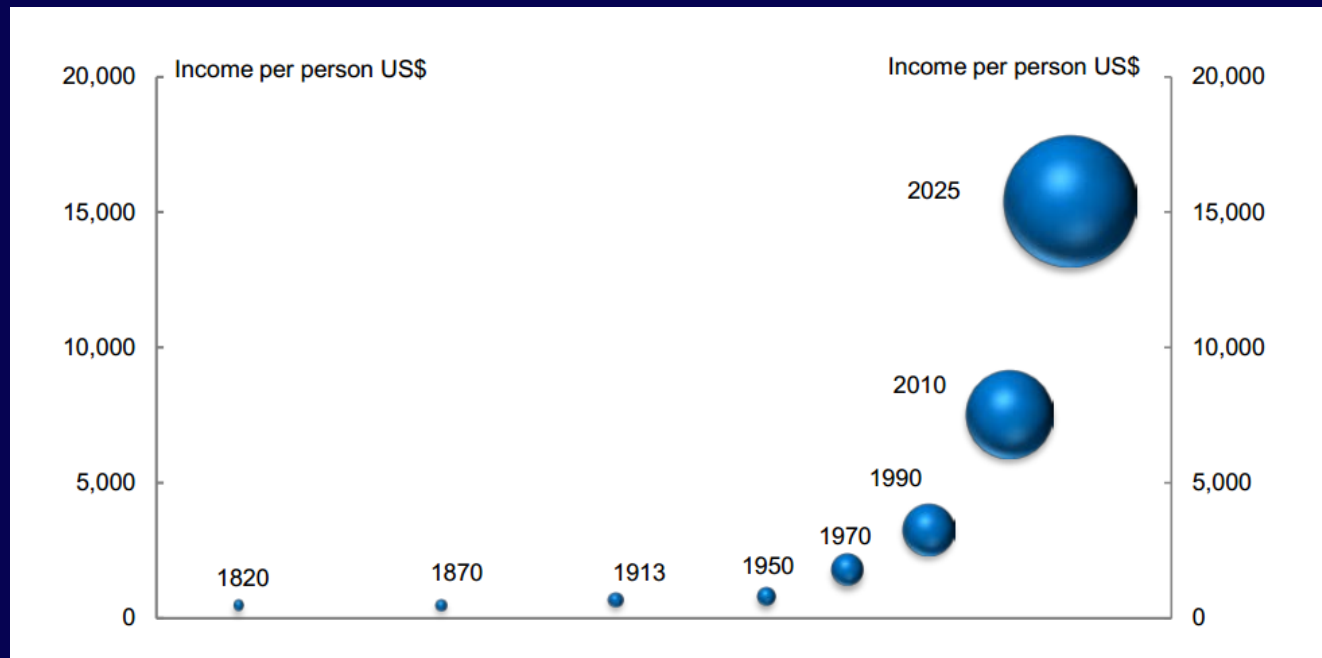






# Major Events and the Rise of Asia

- *Asia's Economic Resurgence* (income per person/time)



Source: 'Australia in  
The Asian Century'  
White Paper – Oct 2012



# Major Events and the Rise of Asia

- *The Result of Asia's Growth*
  - 1/3 of the world's population are re-engaging the global economy
  - > Rising middle class
    - By 2022, 500 million people in China will enter the middle class
  - > Rising demand for new goods and services

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**Thank You**

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