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July 28, 2010

## News Release

### Individuals invited to serve on Industry Working Groups

*Toronto, ON* – Are you a person committed to the horse racing industry and interested in serving on working groups to provide input on industry programs, such as the Ontario Sires Stakes, the Ontario Resident Mare Program, and the Quarter Horse Program, to name a few?

The Ontario Racing Commission (ORC) is seeking individuals who can bring knowledge, connections and ideas relevant to the different Programs, to serve on Advisory Groups and Working Groups, to provide input and advice to the Program Administrator on Program elements. The ORC is the Program Administrator of the Horse Improvement Program (including the Thoroughbred Improvement Program and Standardbred Improvement Program) and the Quarter Horse Racing Industry Development Program.

Specifically, the ORC is looking for individuals interested in participating in the following groups:

- **STANDARD BRED IMPROVEMENT PROGRAM (SIP)**  
**SIP Advisory Group**  
Needed: "Industry-at-Large" Members
- **THOROUGHBRED IMPROVEMENT PROGRAM (TIP)**  
**TIP Advisory Group**  
Needed: "Industry-at-Large" Members  
**TIP Marketing Working Group**  
Needed: General members with marketing experience
- **QUARTER HORSE PROGRAM**  
**Racing Program Working Group**  
Needed: General members with understanding of racing programs and requirements for Quarter Horse racing, experience with other breeds is an asset.  
**Breeding Program Working Group**  
Needed: General members with understanding of breed programs and breed registry considerations; experience with other breeds is an asset.  
**Market and Industry Development Program Working Group**  
Needed: General members with knowledge of marketing in general, and industry support programs necessary to build a strong sector.

"The ORC is committed to developing programs that serve the needs of industry stakeholders, and this can best be done by having active stakeholder involvement in the planning and development of the different Program components," said Wendy Hoogeveen, ORC Director of Industry Development and Support.

Input and advice provided to the Program Administrator by the Advisory Groups and Working Groups are expected to be in-line with identified goals and objectives for the industry programs. "These programs are key economic drivers for the racing and breeding industry. The strength and sustainability of the Programs are built on the industry consultation process," said Hoogeveen.

A general outline of the responsibilities of the respective Groups together with the types of experience or knowledge base that would assist the Group is listed below. Individuals with an interest in serving on one or more of the Groups are asked to send their personal profiles to the Ontario Racing Commission by **August 15, 2010**. Please include a resume outlining your affiliations, experience with similar initiatives and a general profile of your role(s) within the industry.

Individual applicants will be considered based on their expertise in various different sectors of the industry, their applied knowledge, industry achievements and experience in Program development. Group members are expected to serve a term of one or two years.

"While each of these Programs looks at the specific needs of different breed-racing groups, we have found that industry knowledge can, and does, cross over between the different breeds," says Hoogeveen. "I would encourage stakeholders to consider their possible contribution to a Program in any of the three breeds -- Thoroughbred, Standardbred or Quarter Horse. The cross-pollination of ideas within the industry often brings a fresh view to the table, and helps build better Programs for all sectors."

Applicants are asked to send a profile to the Ontario Racing Commission by **August 15, 2010**, as follows:

By Fax: (416) 213-7827: Attention: Program Industry Working Groups  
By Email: [inquiry@ontarioracingcommission.ca](mailto:inquiry@ontarioracingcommission.ca)

We thank you in advance for your interest and look forward to receiving your nomination.

Contact: Sandy Anthony  
Program Coordinator  
[sandy.anthony@ontarioracingcommission.ca](mailto:sandy.anthony@ontarioracingcommission.ca)

## **Description of Groups – including requirements for new members**

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### **Standardbred Improvement Program (SIP) Advisory Group**

The *SIP Advisory Group* is tasked with reviewing Program performance on an annual basis and providing input and advice to the Program Administrator on revisions or changes to Program elements to meet the goals and objectives of the Program. Information on the Standardbred Improvement Program is available from the ORC website at:

<http://www.ontarioracingcommission.ca/industry.aspx?id=583>

The *SIP Advisory Group* is composed of representatives from the Standardbred Breeding sector (SBOA), horsepeople's associations (OHHA, COSA, NCRHHA, NHA), Standardbred Canada, racetrack operators and Industry Members-At-Large.

The term of the current Industry Members-at-Large is complete and the Program Administrator is seeking nominations for the next term, individuals will be selected based on a number of factors, including:

- Broad industry experience on multi levels
- Credibility within the industry
- Influence and recognition in the industry
- Outside expertise useful to the process
- Fit in the final make-up of the working group.

Members of the Advisory Group are expected to serve a two-year term. Generally meetings are held two to four times per year.

### **Thoroughbred Improvement Program (TIP) Advisory Group**

The *TIP Advisory Group* is tasked with reviewing Program performance on an annual basis and providing input and advice to the Program Administrator on revisions or changes to Program elements to meet the goals and objectives of the Program. Information on the Thoroughbred Improvement Program is available from the ORC website at:

<http://www.ontarioracingcommission.ca/industry.aspx?id=584>

The *TIP Advisory Group* is composed of representatives from CTHS (Ontario Division), HBPA, racetrack operators and Industry Members-At-Large.

The term of the current Industry Members-at-Large is complete and the Program Administrator is seeking nominations for the next term, individuals will be selected based on a number of factors, including:

- Broad industry experience on multi levels
- Credibility within the industry
- Influence and recognition in the industry
- Outside expertise useful to the process
- Fit in the final make-up of the working group.

Members of the Advisory Group are expected to serve a two-year term. Generally meetings are held two to four times per year.

### **Thoroughbred Improvement Program (TIP) Marketing Group**

This is a new committee which will meet on a regular basis in 2010 and 2011 to discuss and devise new marketing and market development initiatives for the Thoroughbred Improvement Program. The Program Administrator is seeking individuals to serve on the committee who are experts in the field of marketing and business development. This committee is being created upon the recommendation of the TIP Advisory Group, to expedite the development of marketing and business development programs for the sector.

While knowledge of Thoroughbred breeding and racing is desirable, there is value in experience from outside the industry.

If you are, or if you know of someone who is expert in marketing, who can bring fresh, outside-the-box thinking to this matter, please encourage these individuals to put their names forward.

### **QUARTER HORSE PROGRAM**

#### **Racing Program Working Group**

The *Racing Program Working Group* is responsible for reviewing the Quarter Horse Racing Program on an annual basis, and providing input and advice on revisions or additions to the Program in the context of the current and required horse supply, and the identified objectives for the Racing Program.

In addition, the *Racing Program Working Group* makes recommendations on the types of benchmarks and targets that should be established for measuring the success of the Racing Program. Generally, there will be two meetings a year.

Knowledge base/experience that would be an asset to the Group:

- Successful implementation of racing programs in other jurisdictions or other racing sectors (TB, SB)
- Experience as a Race Secretary from other jurisdictions or other racing sectors (TB, SB).

### **QUARTER HORSE PROGRAM**

#### **Breeding Program Working Group**

The *Breeding Program Working Group* is responsible for reviewing the Breeding Program criteria and Program elements on an annual basis, and for providing input and advice on revisions or additions to the Program and to the Program criteria including forms, process for registration, etc.

Additional responsibilities include providing input on additional breed improvement programs or restricted racing programs, as required, and recommendations on the types of

benchmarks and targets that should be established for measuring success of the Breeding Program. Generally, there will be two meetings a year.

Knowledge base/experience that would be an asset to the Group:

- Successful implementation of breeding incentive programs in other jurisdictions or other racing sectors (TB, SB)
- Experience with administrative processes relating to a horse registry and/or pedigree registry
- Accomplished industry breeder knowledgeable about breeding incentive programs in other jurisdictions and/or other racing sectors (TB, SB).

## **QUARTER HORSE PROGRAM**

### **Market and Industry Development Program Working Group**

The *Market and Industry Development Working Group* is responsible for input and advice on programs or initiatives that would encourage and increase investment and participation in Quarter Horse racing and breeding in Ontario. The Market Development Working Group's task is to identify programs that will attract new breeders, owners, trainers, jockeys, and grooms to invest in the Ontario Quarter Horse racing and breeding industry. Examples of existing programs include:

- Racing Quarterly magazine
- Wanna Bet at Quarter Horse Racing and handicapping seminars
- New owner seminars
- Pathway to Employment and Mentorship programs
- Program advertising in QH Trade Journals across North America
- Cooperative Marketing with racetrack to drive new fans
- Player Rewards Program
- Benefits for all licensed QH participants, Jockey's Insurance Program

The primary responsibility for the *Market and Industry Development Working Group* is to develop an annual plan for cooperative marketing with racetracks and industry associations, and industry support programs that meet the goals and objectives of the Program. Generally, there will be two meetings a year.

Knowledge base/experience that would be an asset to the Group:

- Marketing background
- Network to target audience
- Experience in event management
- Knowledge of industry support programs, necessary to sustain a growing sector (e.g. benefits, insurance, education, second career/adoption programs).