

Breeders' Bulletin



Summer 2011/2012

What's Involved in Marketing the Karaka Yearling Sales?

New Zealand Bloodstock is renowned in the thoroughbred industry for its world class marketing. The campaign to draw buyers to the National Yearling Sales Series at Karaka is comprehensive and involves promoting the Sales to a number of countries around the world, across multiple mediums.

The success of New Zealand thoroughbreds and New Zealand Bloodstock graduates on the track forms an integral part of how New Zealand Bloodstock markets the Sales.

Last season, New Zealand bred horses won 86 black-type races – 15% of Australia's stakes races – with 5.2% of the racing population, the best result in over a decade. In addition, New Zealand bred horses won almost 30% of Australia's Group 1 races last season with 14 Group 1 events claimed by the Kiwis.

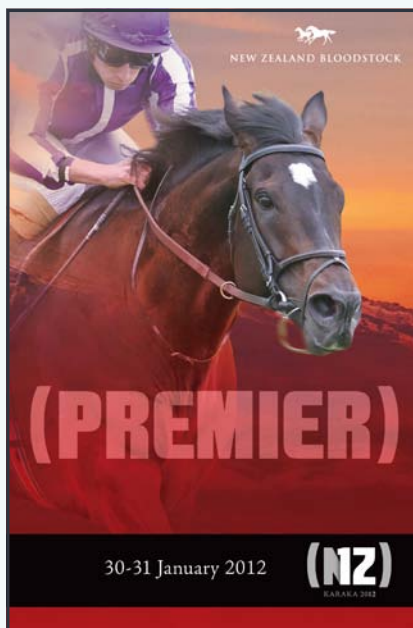
These results have been mirrored by New Zealand horses in Asia, particularly in Hong Kong where last season New Zealand claimed ten black-type races, more than any other country, and NZB was the leading auction house in the world for black-type wins.

The 2010/11 season also provided New Zealand and NZB with the unique and valuable opportunity in the form of the superstar So You Think. So You Think has proven a wonderful ambassador, carrying the NZ suffix to eight Group 1 victories to date and bringing the attention of Europe to New Zealand.

These sorts of results are all essential when it comes to attracting buyers to New Zealand.

"There's no doubt that the best advertisement for buying New Zealand horses is the racetrack success in our key buying regions," explains Co-Managing Director Petrea Vela. "A horse like So You Think is a dream for New Zealand because he is able to demonstrate the ability of the horses that we breed better than any brochure or advertisement ever can."

"So a lot of our focus is on connecting the horse to the country in people's minds – promoting those wins and winners around the world



that prove how successfully, and consistently, New Zealand horses perform, in the hope that that will prompt an owner or trainer to think that they must get to New Zealand and take advantage of those NZ qualities.

"That extends to promoting the individual stallions and female families that we have in New Zealand so prospective buyers are educated on the full extent of our breeding strength."

A comprehensive process, NZB begins marketing the Yearling Sales as early as March in preparation for the entry forms to be sent out to breeders and consigners in May.

"After the Yearling Sales Series ends we do a massive analysis of what worked, what didn't, what can be improved, and so on," comments Petrea.

"One of the keys to making the sale a success is ensuring that vendors are provided with the optimal selling opportunity and that buyers have the most compelling and rewarding buying experience. So that starts with making sure the selling platform – the format, structure, logistics of the sale – all work, and it's in March and April that that gets ironed out in order for it to be reflected in the Entry Forms and Conditions of Sale if need be."

After the rigorous process of finalising entries for the Premier, Select and Festival Sales has been completed, the Marketing Team - lead by Petrea and including Marketing Executive Jessie Gower, Hospitality Co-ordinator Victoria Vela and Marketing Assistant Michael Orton, and assisted by the Bloodstock Team of

Andrew Seabrook, John Cameron, Danny Rolston, Clint Donovan in New Zealand and Mike Kneebone, Brent Thomson and Richard Haynes overseas – sets about planning how to assemble the buying bench.

"Each member of the team in New Zealand, and our agents overseas, makes a vital contribution towards this effort. It covers everything from

"One of the keys to making the sale a success is ensuring that vendors are provided with the optimal selling opportunity."

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New Zealand Thoroughbred Breeders' Association



Derby Enclosure, Ellerslie Racecourse, Morrin Street, Auckland, New Zealand. Private Bag 99908, Newmarket 1149, Auckland.
Ph: (64 9) 525 2428 Fax: (64 9) 525 2434 Email: nztba@nzthoroughbred.co.nz Website: www.nzthoroughbred.co.nz



NZTBA CONTACTS:



National Office:

Derby Enclosure, Ellerslie Racecourse, Morrin St, Ellerslie,
Auckland, New Zealand
Private Bag 99908, Newmarket, Auckland. 1149
Phone: (64 9) 525 2428 Fax (64 9) 525 2434
Email: nztba@nzthoroughbred.co.nz
Website: www.nzthoroughbred.co.nz

Auckland:

President: David Moore
Secretary: Shannon Taylor
Haunui Farm, 113 Kidd Road, Karaka RD1, Papakura
Ph: 021 285 5513, Email: shannon@haunui.co.nz

Waikato:

President: Marc Devcich
Secretary/Treasurer: Lisa Dunbar
Timberlee Thoroughbreds
1502 B Morrinsville-Walton Road, Morrinsville 3371
Ph: 021 404 680 Email: nztbawaikatob@gmail.com

Taranaki/Wanganui:

President: Kerry Caldwell
Secretary/Treasurer: Janet Harden
148 State Highway 3, RD 4 Wanganui 4574
Ph: 06 347 6615, Email: taranaki.wanganui.breeders@gmail.com

Central Districts:

President: Duncan Fell
Secretary: Huw Taylor
250 Fagan Road, RD 9 Palmerston North 4479
Ph: 027 455 4999, Email: huw@wellfield.co.nz

Hawkes Bay Poverty Bay:

President: Graham Roddick
Secretary: Isabell Roddick
Montana Lodge, 360 Swamp Road, RD 3 Napier 4183
Ph: 06 879 8662, Email: montanalodge@actrix.co.nz

Wellington:

President: Darryl Burrow
Secretary: John Fokerd
34 Amesbury Drive, Churton Park, 6037
Ph: 04 477 9953, Email: jef.meb@xtra.co.nz

Canterbury / Marlborough / Westland:

President: Myles Gordon
Secretary: Kevin Prendergast
25 Dunrobin Place, Avonhead, Christchurch 8042
Ph: 03 358 7760, Email: kprendergast@xtra.co.nz

Southland:

President: Chris Dennis
Secretary: Russell Freeman
P O Box 8005, Glengarry, Invercargill 9845
Ph: 03 217 2700

Studmaster Branch:

President: Rodney Schick
Secretary: Michael Martin
C/- NZTBA National Office
michael@nzthoroughbred.co.nz

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advertising and editorial to travel and client hosting, and it's all hands on deck to spread the message as effectively as we can," explains Petrea.

One of the first pieces of marketing literature comes in the form of the Sire Preview Brochure which introduces the first season sires that will make their debut at the Premier Sale. The brochure sets the scene for the Sales, reviews the highlights of the past season, and gives buyers a preview of what is on offer in the upcoming Sales Series.

At the same time, the catalogues are being assembled and as soon as the results from the Melbourne Spring Carnival are incorporated into the pedigrees as necessary they are sent to print in time for a 1 December launch.

NZB staff, and a handful of vendors, then hit the road armed with the catalogues in the hope of getting them into the right hands and providing a compelling reason to come to Karaka.

"Ultimately what's in the catalogue is what gets buyers to Karaka, so we are totally reliant on our vendors to provide us with the necessary ammunition. But once the catalogue is complete it's a matter of pulling out all the stops to convey the merits of the selection we have to offer."

With NZB representatives Brent Thomson in Melbourne and Richard Haynes in Sydney, the opening of NZB's Singapore Office expanded the company's international reach which has been invaluable in the marketing mix.

"With our base now established in Singapore we have taken our clients' product to Asia's doorstep," said Singapore representative Mike Kneebone.

"Any enquiries regarding our business are handled quickly and efficiently and we are able to move around the markets of Hong Kong, Macau, Malaysia, Japan plus emerging markets like Korea in a matter of hours.

"New Zealand Bloodstock is a highly regarded member of the local industry in Asia and has developed into a global brand which has untold advantages for our vendors."

NZB's prolific sponsorship portfolio also assists the cause, acknowledging the support of trainers and owners by contributing to the prize money they earn. Last season NZB sponsored 43 races in New Zealand and Australia, in addition to sponsoring a number of organisations and events including the New Zealand Trainers Association, Regional Awards nights, and a host of others.

"A lot of people ask us what we do for New Zealand buyers and this is one of the ways," comments Petrea. "Where we think we can help most is by contributing to the viability of the domestic industry which is ultimately what the local buyers need to be able to participate at the sales."

Traditional forms of marketing, such as print advertising and editorial, happen year round for NZB but in the lead up to the National Yearling Sales there's naturally a dramatic increase in the extent of the exposure.

Karaka 2012

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Amongst the material are dedicated features in leading publications, both locally and internationally, plus an assortment of TV, radio and web campaigns.

"We want to cover off all angles of appeal – some of the content is focussed on the yearling selection, some on the history of performance, some on the vendors, some on

the hospitality and buyer incentives, some simply on the advantages of investing in the industry and the thrill of racing a horse. The aim is to address everything that could contribute to a buyer's decision about where to source their stock."

"We look to dovetail with NZTM's efforts to try to make the most impact so, for example, Andrew Birch's team oversees the production of the dedicated preview that Bluebloods generates, while we will provide advertising and editorial support, and vice versa on other publications.

"NZTM also hosts a number of stud tours for groups of prospective buyers, oversees the yearling filming, and hosts the Karaka Million race connections at the twilight meeting, which are all enormously valuable contributions to our plans."

In addition to industry media, NZB makes a concerted effort each year to get the wider public interested in the Sales. Now appearances on Close Up, TV One's Breakfast News and similar are not uncommon, and together with features in newspapers like the Herald on Sunday they are a valuable window into Sales world for the mainstream.

The television broadcast of the Karaka Premier Sale each year is also part of that. It has been a trail blazer, with the top quality production by the Trackside crew much admired around the world. The two-day Premier Sale, including previews and reviews before and after each day of selling, is broadcast live on Sky Sports in New Zealand and to Australian viewers on TVN.

One of the highlights of Sales Week is the Karaka Million Twilight Meeting at Ellerslie which plays an integral role in promoting the Sales to the legion of prospective buyers and racing enthusiasts.

The Karaka Million race meeting acts as an ideal platform for New Zealand Bloodstock to welcome international guests to New Zealand and is a brilliant showcase of New Zealand racing. Due to the race's success and the efforts of New Zealand Bloodstock, the Karaka Million



Karaka's magnificent outside parade ring

has become a powerful marketing tool and is now broadcast live in Australia, Singapore and Malaysia.

NZB is renowned for its hospitality and with hundreds of international guests coming to New Zealand for the Yearling Sales, NZB tries to ensure that each one is well looked after.

This event is part of

the comprehensive hospitality that NZB provides to its buyers that also includes negotiating hotel rates and flights deals, booking accommodation, operating a transport system, providing complimentary catering, welcome packs, and more.

"We also become part-travel agency for the few months leading up to the Sales, taking care of a lot of travel admin for our clients. We booked over 1000 room nights in Auckland for the Sales Series last year, and managed a fleet of 26 courtesy vehicles, so horses aside, the actual event side of the Sale is a mammoth exercise."

It's a difficult task when it comes to analysing the effectiveness of any marketing campaign but the results attained at last year's National Yearling Sales suggest that New Zealand Bloodstock's efforts were successful.

The 2011 Sales Series saw buyers from nine countries feature in the results, with 70% of the Sale's total aggregate coming from the international buying bench.

The growing interest from across the Tasman was highlighted by Australian buyers spending over \$48 million – 55% of the Sale aggregate

– taking home 327 yearlings, more than at any other Karaka Sale in history.

"Marketing a Sale involves such an enormous combination of elements that it's almost impossible to identify which are the most effective activities and strategies," says Petrea.

"What we do know though is that we are extremely lucky that every person at NZB is thoroughly dedicated to making each Sale a success so there is a small army of devotees that are championing the cause.

"We're really proud of the contribution that we've made to raising the profile of the industry and the success that has flowed. We are extremely committed to making sure no stone is left unturned and we think that between the vendors and NZB, we put on a pretty awesome show."

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Blood Brotha's NZ Cup win gives the Anderton family much to celebrate

The winner of the Group Three Christchurch Casino New Zealand Cup Blood Brotha (Danzighill [AUS] – Laura Dee) stems from a family rich in strength and endurance. It is no surprise to his breeders Brian, Lorraine, Hec and Pat Anderton that he has achieved success in the ultimate staying distance of 3200 metres.

"We were thrilled to see him win and it certainly was great to see the old family get another Cup winner and staying success," said Brian Anderton, the proprietor of White Robe Lodge Stud where Blood Brotha was bred.

"He makes it three New Zealand Cups from that family after his third dam Princess Mellay won it twice in the early seventies. Descendants from this family have also won five Great Northern Steeplechases between them as well, so there is no doubt there is plenty of endurance there.

"Two of those jumpers, Our Jonty (Random Chance – Lal's Gift) and Hypnotize (Yanamin Vital – Auburn Rose), were owned by the Connors family who, of course, own and train Blood Brotha, and they also owned the Derby place-getter King Johnny who in recent years was probably the smartest member of this family."

"It's not surprising that Raymond has done well with Blood Brotha. He is a good stockman and he has a wonderful farm. His horses get every opportunity. You know if your horses don't go to a good stockman or horseman, when you sell them well there is no hope and it doesn't take long for a family to fail.

"We tried to sell Blood Brotha at the South Island sale in 2007 but he failed to reach his reserve. Knowing they had an affinity with this family my son-in-law Wayne Stewart, got on the phone to Raymond and negotiated a sale," he said.

The win in the New Zealand Cup was the sixth for the six-year-old son of Danzighill (AUS) (Danehill [USA] – Stater [AUS]). His previous best win was also at Riccarton at last year's New Zealand Cup carnival when he won the group three CJC Metropolitan Handicap.

Blood Brotha is one of a handful of stakes winners from the Danehill sire Danzighill who commenced his stud career at White Robe Lodge in 2003.

"He had one mare booked this season and she is in foal. He seems to have lost favour lately which is a bit of a shame as he has a great 'winners to runners' strike rate. We do have quite a few mares in our broodmare band by him and we are mating them with Raise The Flag (Sadler's Wells [USA]- Hasili [IRE]) as he is a half brother to three stakes winners by Danehill so that will be an interesting cross."

The Danzighill mares include Tiger Rose (ex Auburn Rose), a half sister to group three winner Ranger (Random Chance) and Hypnotize; and Flyby, a full sister to Blood Brotha and a winner of one race. Just to add to the celebrations at White Robe Lodge Flyby produced a filly to Raise The Flag a couple of hours after the New Zealand Cup.

Their dam Laura Dee (Personal Escort [USA] – Lal's Gift) was an unraced half sister to the stakes winners De Montfort (Random Chance [NZ]), King Johnny (Seasoned Star [AUS]) and Our Jonty. De Montfort, the winner of 10 races up to 2500 metres including the group three CJC Challenge Stakes, is in the

broodmare band at White Robe Lodge while King Johnny who was also owned by the Connors family dropped dead from a heart attack at four. As a three-year-old he won the Manawatu Classic and was placed in the New Zealand Derby, New Zealand Derby Trial and the AJC Derby.

Laura Dee has left one other winner, Mini King (Seasoned Star [AUS]) also owned by the Connors family and she has a two-year-old by White Robe's Montjeu stallion Gallant Guru owned by – you guessed it – the Connors family, and is due to foal to that stallion again at anytime.

Her dam Lal's Gift (Noble Bijou [USA]-Princess Mellay) was also unraced, and besides the aforementioned stakes winners, she has also left six other winners including the well performed Tomorrow's Party (8 wins) and more recently Notable (by Danzighill).

She in turn is out of Princess Mellay (Mellay [GB] – Princess Ermine) and is a full sister to the multiple group one winner Prince Majestic (19 wins) and the South Island Championship Stakes winner Bi Noble (9 wins). The Bandette (Noble Bijou – Princess Orchid) is a three-quarter sister. She won six races including at VATC Herbert Power Handicap and a Thompson Handicap. The Great Northern Steeplechase winner Rock Crystal (Native Turn[USA]) was also out of Princess Mellay.

As well as her two New Zealand Cups, Princess Mellay won 18 races in all including the New Zealand Oaks when it was still run at Canterbury. She was also second in the Wellington Oaks and the Wellington Cup before going on to produce a prolific family of top class performers.

Her dam Princess Ermine (Beaumaris) was a daughter of one of the Anderton's foundation mares White Robe (Sir Galloway – Pink Robe).



Brian & Lorraine Anderton

White Robe Lodge was established in 1956 by Hec Anderton senior and his wife Alice (nee Powell, another strong South Island racing family) and is situated on the Taieri Plains inland from Dunedin. Over the years it has developed from the original 300 acres to include a 175 acre agistment property Ardgown, west of White Robe and a further 180 acres further inland at Middlemarch. Training facilities are also situated on the main property.

In the past they have stood the champion stallions Mellay and Noble Bijou, and more recently the ill-fated stallion of stayers Yamanin Vital. At present

they stand Seasoned Star (Green Desert [USA] – Moon Circle [USA]), Danzighill, Gallant Guru (Montjeu [IRE] – Proud Halo [AUS]) and Raise The Flag.

Gallant Guru's progeny are only three and Raise The Flag has his first foals on the ground now.

"We are really chuffed with the results from Gallant Guru. We thought they would come into their own as autumn three-year-olds like the Montjeu's did, so this earlier success is a bonus. His two winners at Wingatui on Melbourne Cup day will both go on to be much better horses in the autumn. He has had some nice mares and has a full book again this season.

"Raise The Flag's first foals have been really exciting. They are mainly bays with either a star or a snip or both – a bit like Northern Dancer! We are really pleased that we were able to secure him for stud duties down here and he has a full book again this season. I am sure that when the Juddmonte Farms representatives see the foals when they come down this summer they will be pleased too," he added.

With confidence like that it would be a pretty safe bet to assume that the future of White Robe is secure and there could be plenty more good winners out of the old family yet to come.

www.nzthoroughbred.co.nz for weekly news stories.

Taylor family's generosity ensures Irish National Stud scholarship will continue

For the past twenty years, under the auspices of the New Zealand Thoroughbred Breeders' Association and funded for the first fifteen years by our Wellington Branch, a young person with a passion for a career in the thoroughbred breeding industry has been fully funded to travel to Ireland to study on the Diploma Course at the Irish National Stud.

Due to the overwhelming generosity of the Trustees of the K.I.A. Taylor Charitable Trust, a student will again be attending the Irish National Stud's 5 month Diploma Course, starting in February 2012. Five years ago the KIA Taylor Charitable Trust took up the sponsorship from the NZTBA Wellington branch as the future of the Scholarship was in jeopardy and the Trust continued to support the scholarship for the next five years on a year-by-year basis.

Subsequently, the Trustees have decided to provide assurance to the Scholarship by committing to another five years due mainly to Faith Taylor's desire to continue to provide ongoing educational opportunities for young New Zealanders which her husband Keith had supported for many years prior to his passing in 1998. Faith has continued to give assistance wherever possible. The industry is indebted to the Taylor family of Trelawney Stud, for their continued support of the scholarship.

The aim of the course is to educate young people for a career in the thoroughbred breeding industry. Unlike university-based programmes, this course combines theory and practical and is designed to provide students with a hands-on approach to every aspect of horse breeding. The course starts in February and involves yard work during the day and a lecture each evening, culminating in exams and prizegiving in July. Students rotate around the yards on a weekly basis and also spend time in the stallion barn, foaling unit and laboratory.

Lectures are given by the stud staff and invited specialists involved in the bloodstock industry. The syllabus covers all aspects of the science and art of horse breeding. In the latter part of the course there are visits to other stud farms, racing stables, sales companies, and students are encouraged to follow the progress of Irish and International racing and breeding during the season.

The course is full-time residential, and students are accommodated on the farm. Written, oral and practical exams are held at the end of the course and successful candidates receive the Irish National Stud certificate which is very well recognised throughout the

thoroughbred world.

There are only 25 positions available for the course and each year the stud receives more than 200 applications from prospective students from all around the world. New Zealand is very privileged to have a guaranteed placement, earned over the years by the excellent performance of our previous students.

NZTBA students have come home with Gold Medals, Silver Medals, as well as individual prizes for excellence. Our latest student, Erin Brett, returned home in July with the 1st Prize for Stable Management. This was another outstanding achievement for a New Zealand student and the industry commends her. As a condition of the scholarship, Erin is now working at Trelawney Stud for the current season and, according to Brent Taylor, she has settled in very well in her new environment.



Erin Brett, the 2011 Scholarship winner poses beside Trelawney Stud's new sculpture

STOP PRESS!

At the time of going to print the 2012 Irish National Stud winner was announced. Georgina Bolton (pictured), from Berkley Stud in Canterbury, will travel to Ireland in February 2012 to take up her place at the Irish National Stud.



Sunline International Management Scholarship winner announced



Jamie Richards (22) (pictured left) from Mosgiel has won the 2012 Sunline International Management Scholarship. Born into the industry, with his father a well-known Mosgiel trainer, and mother currently the President of the Otago Racing Club, he has worked and travelled throughout New Zealand and Australia gaining skills and

knowledge of thoroughbreds. Jamie has recently completed a Bachelor of Commerce degree at Otago University.

"I have a great passion for thoroughbreds and I will make the most of this opportunity through hard work, commitment and enthusiasm, taking every chance to learn and grow," Jamie said on receiving the news that he had won the scholarship.

Jamie leaves New Zealand in February 2012 to take up his scholarship, firstly in England at Cheveley Park Stud, then Coolmore in

Ireland and finally at Taylor Made Stud in Kentucky, USA. The Council and staff of the NZTBA congratulate Jamie and we look forward to reading of his experiences next year.

This scholarship is sponsored by the Sunline Education Trust which since 2002 has funded this wonderful opportunity for young New Zealanders to further their careers in the thoroughbred industry. Next year the NZTBA will be launching a fund-raising project to ensure the Sunline Trust is in a strong financial position so that it can continue to support the scholarships in future years.

For further information about the scholarship, the NZTBA's website (www.nzthoroughbred.co.nz) contains the blogs of the 2011 recipient Matthew Scown under News, and Bruce Slade's which can be viewed in the website's Archives section.

Both Matthew and Jamie are currently working at The Oaks Stud in Cambridge.



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NZ Thoroughbred Marketing's Busy Season

By Tara Hughes

The New Zealand Thoroughbred Marketing office in Te Rapa is a hive of activity, with this our busiest time of year and a host of projects on the go. It is an exciting time of year, with a plethora of fantastic racing both here and abroad, while the studs are welcoming the next generation of future champions and there is an air of anticipation as the sales season gets underway.

The NZTM team of Andrew Birch, Ebonie MacLeod and I have been actively promoting the New Zealand bred brand, with recent key sponsorships including the Australian Horse of the Year Awards and "The 2040 Club's" Cox Plate luncheon.

Andrew and Ebonie attended the Horse of the Year Function at Melbourne's Crown Casino in September, where they hosted a table of prominent Australian trainers and buyers and NZTM sponsored the award for the Champion Stayer, which was won by Americain (hopefully a future stallion which will be on the radar of several NZ Stud Masters).

Additionally they attended trackwork at Mornington and visited several trainers' properties.

I was fortunate to attend the 2040 Club's Cox Plate Luncheon the day before the famous race. Co-sponsored by NZTM, more than 800 tickets were sold for the event, providing us with terrific exposure for the NZ product.

NZTM hosted two tables of trainers, journalists and owners including the owners of our very own Jimmy Choux at the event. The focus was on 'The Great Race' of 25 years ago when Our Waverly Star and Bonecrusher 'The Two Kiwis' as they were famously declared, battled out the finish in a league of their own. The successful jockey on that occasion Gary Stewart and runner up Lance O'Sullivan were speakers during the day as were Miracle Malcolm Johnston, Francesca Cumani and Jimmy Choux's trainer, John Bary.

Andrew has visited several key owners and trainers in Sydney, Melbourne, Perth and Singapore in recent months and was pleased to report the New Zealand bred continues to be held in high regard throughout these important jurisdictions.

Back in New Zealand, we have been busy organising one of the most important activities NZTM completes; the Australian Trainers Tour. This year's tour is set to begin on November 21 with 27 Australian trainers at varying stages of their careers from Victoria, New South Wales, Queensland, Western Australia and South Australia taking part.

"We're excited to have 27 trainers coming this year, with household names such as Peter Moody and Mick Price amongst the visitors, in

addition to a number of promising young trainers from all over Australia," Andrew said.

"If you look back over the years, the trainers' tour has proved a great success. Guys like Danny O'Brien, Mark Kavanagh and John O'Shea were relatively unknown when they first came over as part of the tour, and the rapport they have developed with New Zealand breeders and vendors is invaluable."

"Obviously we can only visit a handful of farms in 3 – 4 days, but the whole industry derives benefit from the trainers being here and getting a sense of the outstanding environment we have in which to raise our horses and the calibre of thoroughbred being bred."

"This year we have Levi Kavanagh (son of Mark) and Edward Cummings (son of Anthony and grandson of Bart) visiting as part of the touring party, so hopefully

relationships will be fostered that will see them as regular visitors to New Zealand for the next forty or fifty years."

NZTM will also support the John O'Shea tour, which will see up to 16 key Australian owners visit from the 27th of November.

The 2011 New Zealand Thoroughbred Racing Annual has arrived at the NZTM office and Ebonie has been busy distributing them to bookstores across the country. Additionally, we will also be selling them directly from the office and via the website. www.nztm.co.nz

This Annual is the 40th edition and has been edited by David Bradford and Mike Dillon. It features the highlights of the 2010/11 season both

domestically and internationally and includes features on

Champion New Zealand-bred So You Think, star three-year-old Jimmy Choux, boom jockey James McDonald's record-breaking season, Champion juvenile Anabandana, Filly of the Year King's Rose and a celebration of the best stories from the past 40 years of publication. At \$40 plus \$5.50 postage and packaging it is the perfect read for all racing enthusiasts and the ideal Christmas gift!

NZTM is working alongside New Zealand Thoroughbred Racing and the New Zealand

Thoroughbred Breeders' Association to create a Thoroughbred Racing site at Equidays (November 18 – 20). This is the inaugural Equidays which will be held at Mystery Creek. It is a sort of Equine-focused Fieldays like that of Sydney's Equitana event.

"Equidays is an all-encompassing equine event that focuses on all aspects of the equine industry, business and recreation. There will be



A previous year's Australian Trainers' Tour



"We're excited to have 27 trainers coming this year, with household names such as Peter Moody and Mick Price amongst the visitors, in addition to a number of promising young trainers from all over Australia."

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Helpful Information from the Stud Book

2011 Mare Returns

2011 mare returns are due by 28 February 2012. A return must be lodged for a mare for each season to maintain her registration in the Stud Book. Breeders will be aware that a return can be lodged via the Breeders Service Centre (BSC) on our website www.nzracing.co.nz or by phoning the Stud Book on **(04) 576 6240**.

Here are a few tips and answers to "frequently asked questions" to help breeders with the 2011 returns process:

- **Fees and Payment**

The fees are \$70 annual entry for a mare, and \$110 DNA laboratory fee for a live foal. Online returns can only be paid by credit card and a 10% discount is applied to fees paid by credit card (this includes a return done over the phone). The discount reduces the fees to \$63.00 annual entry and \$99.00 for DNA.

A return completed over the phone can also be paid by cheque or internet banking, but these payment options are not eligible for a discount.

- **Access codes for the BSC/forgotten password**

A log-in code is required to access the online returns on the website. If you require a log-in or have forgotten your code, email studbook@nzracing.co.nz with your name and the name of one of your mares, and we will send log-in details. This log-in will also provide access to Stud Book records and race/trial replays.

- **Information needed**

Ensure that you have all the information required to complete the return, in particular the date of birth, colour, and gender of the foal. You also need to supply the name of the 2011 covering stallion, but not the service dates as this information is provided by the stud.

- **Register ownership/lease in advance**

If you have purchased or leased a mare, the transfer documentation needs to be registered with NZTR before the return can be completed. The registered owner/lessee of a mare at the time of foaling is recorded in the Stud Book as the breeder/owner of the foal.

Also, the tax invoice issued for the return will be made out to the registered owner, so this also needs to be correct if it is required for financial records.

- **Mare not appearing on your return**

If the ownership/lease of a mare has been registered but you cannot access the return, email the Stud Book to have the mare assigned to your log-in.

Access is linked to the administrator on the NZTR ownership database, and as this person may change during the breeding career of the mare, the database can be changed when requested.

- **Completing a return for someone else**

It is possible to make a return for a mare on behalf of a client or friend/relative. Email the request to the Stud Book to have the mare linked to your log-in code.

- **Maiden mares**

The BSC has been updated to include 2011 maiden mare registration.

As with annual fees, the initial fee is subject to a 10% discount if paid by credit card.

- **Complete the return early**

The BSC has been live since 1 September 2011 so a return can be made as soon as a mare foals and/or is covered.

Breeders are encouraged to make returns early to avoid overloading our server and phone lines on 28th February.

- **If you have a question**

If you have a question about lodging a return or would like to know more about Stud Book requirements, please contact the Stud Book **(04) 576 6240** or studbook@nzracing.co.nz

NZ Thoroughbred Marketing's Busy Season *continued from page 7*

an exhibition of all equipment, suppliers and elements of the equine world; demonstrations from each of the equine disciplines, competitions, clinics and training."

One of the key objectives of Equidays is to 'encourage future generations to consider the equine industry as an attractive career choice'. This is something that NZTM believes is particularly pertinent to the New Zealand Racing industry. We have therefore targeted the Thoroughbred Racing site towards a younger demographic.

Looking ahead towards the 2012 New Zealand Bloodstock Yearling Sales NZTM is working on the NZTM/Bluebloods Karaka Preview, Yearling Filming, the NZTM Karaka Million Function at Ellerslie and a NZTM/ NZTBA stand at the sale.

Last year's inaugural Karaka Bluebloods produced by NZTM in conjunction with Bluebloods was a great success. The magazine previewed the lots of a selection of vendors and provided a more in-depth look of who the people behind the horses are. The publication

was ready for distribution at the same time as the sale catalogue and complemented it greatly. The 2012 Karaka Yearling Sales Preview is currently under way and will be launched in the first week of December.

Also in the pipeline is the new NZTM website which is set to launch later this month along with up-to-date news items and information on the New Zealand Racing and Breeding Industry. The new website will include an Events Calendar, Racing Annual by online function, Photo Gallery, Video Gallery, Downloadable Brochures and an Online Directory with contact details of those in the industry.

In addition to these projects we continue to provide up-to-date news on our website and in our bi-weekly NZTM Update via email we have also entered the social networking world and we are getting a lot of mileage from it. You can now like us on Facebook (New Zealand Thoroughbreds) or follow us on Twitter (NZTM_Tweet) or subscribe to our YouTube channel (NZTMTube), or phone us on 07 849 7230.



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Early Exercise in thoroughbred yearlings

By Charlotte Bolwell

Over the last three years, Charlotte Bolwell, from Massey University, has given us updates on her PhD project looking at early exercise in Thoroughbred yearlings and future race training performance. Charlotte now updates us on her plans for the next twelve months.

Since I gave my last update, I have completed my PhD project and submitted my thesis for examination – all 200 pages of it! Now that the thesis is submitted I am collating the findings into a series of industry relevant articles, but in the meantime I would like to thank everyone involved in the industry who helped to make the project a success.

In September of this year, I started a new position as a Research Officer at the Institute of Veterinary, Animal and Biomedical Sciences, Massey University. This position will allow more questions on the relationship between early exercise and future injuries/performance to be investigated. I will also be involved in designing new research projects, assisting postgraduate students with their projects, teaching, and analysing research data.

Over the next twelve months, I will be starting an exciting new project looking at ways to make (research) information more available and accessible to the members of the Equine Industry in New Zealand, in

order to spread the results of research projects to those who would be interested and could benefit from the information. We are really keen to find out what information people would like to hear about from Massey Equine Research and the

best ways for delivering that information. Many industry organisations already do a good job of disseminating research information, and so I will be working closely with members of the industry and other industry organisations in order to keep people up to date on what we are doing here.

In the not too distant future I will be contacting people to hear their view on what information is important to them – so keep a look out for me!



Charlotte Bolwell, Research Officer, Massey University

For further information, visit our website:
<http://erc.massey.ac.nz/default.htm>.

Updating Equine Influenza Surveillance

Equine influenza last made headlines in 2007 with the Australia epizootic that affected approximately 50,000 horses. Since eradicated from Australia, equine flu viruses still circulate in much of the world, including the USA. Antigenic drift, which produces new virus strains and gradually undermines the effectiveness of vaccines, necessitates periodic vaccine updating to combat the new virus strains.

The vaccine manufacturers look to scientists to advise them on which vaccine virus strains need to be replaced and with what. In 1995 an ad-hoc working group of equine flu scientists was founded for just this purpose. Called the Expert Surveillance Panel, this group includes scientists from the OIE (World Organization for Animal Health) reference laboratories for equine influenza in England, Ireland, Germany, and the USA; other labs specialising in equine flu virus; and the World Health Organisation.

Each year the panel assembles and reviews the evidence of equine flu activity worldwide, looking especially for cases of infection in vaccinated horses. It also reviews the data comparing flu strains isolated from the past year's outbreaks with flu strains used in vaccines. The critical piece of evidence is how well the antibodies stimulated by vaccination will react with the circulating flu strain in the exposed horse. A new technique called "antigenic cartography" has been developed by researchers at Cambridge University that makes these analyses easier. Fortunately, in most years the Expert Surveillance Panel reports that the equine flu vaccines are still working effectively. However, constant surveillance is critical.

Scientists now recognise three surviving branches of the equine flu "family tree," one of which currently circulates in the USA: the Florida clade 1 branch typified by strains such as Ohio/03. The Florida clade 2

branch constitutes the majority of recent isolates from Europe and is typified by strains such as Richmond/07. Some older American strains like Kentucky/97 are antigenically similar to Richmond/07. The branch called the "Eurasian lineage" circulated mainly from 1990 to 2005.

Since many horses travel internationally, the latest recommendation is that equine flu vaccines should contain strains of both the clade 1 and clade 2 branches. The panel has stopped recommending the Eurasian branch. The original equine flu branch, the A1 subtype represented by Prague/56, has apparently died out.

It is vitally important to the process of updating vaccines that outbreaks of equine flu are properly diagnosed and virus specimens are collected, which is accomplished by taking nasal swabs from affected horses and submitting them to veterinary diagnostic laboratories. From

these swabs, virus strains can be isolated and compared for their antigenic drift and potentially used to make the next vaccine strain. Without virus isolates, the whole process of vaccine updating will break down from lack of information, putting even vaccinated horses at greater risk for equine flu.

The 2011 report of the Expert Surveillance Panel is online at OIE Bulletin, issue 2011 #2: www.oie.int/fileadmin/Home/eng/publications_&_Documentation/docs/pdf/Bull_2011-2-eng.pdf

CONTACT Dr Thomas Chambers, email: tmcham1@uky.edu
Maxwell H Gluck Equine Research Center
University of Kentucky, Lexington, Kentucky

The latest recommendation is that equine flu vaccines should contain strains of both the clade 1 and clade 2 branches



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➤ Keith Lunn 07 888 4659

➤ keith_lunn@bnz.co.nz

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NZTBA Executive Staff



Michael Martin Chief Executive
michael@nzthoroughbred.co.nz



Sally Cassels-Brown Office Manager
sally@nzthoroughbred.co.nz



Janine Wallace Membership Secretary
nztba@nzthoroughbred.co.nz



The Council and staff at the NZTBA wish all our members a very Merry Christmas and best wishes for 2012. Visit us in our Yearling Sales marquee at Karaka.



New Zealand Thoroughbred Breeders' Association



Derby Enclosure, Ellerslie Racecourse, Morrin Street, Auckland, New Zealand. Private Bag 99908, Newmarket 1149, Auckland.
Ph: (64 9) 525 2428 Fax: (64 9) 525 2434 Email: nztba@nzthoroughbred.co.nz Website: www.nzthoroughbred.co.nz

