



*Creating A Career Beyond Racing*



## **Information & Sponsorship Proposal**



## Who Are We?

The **Thoroughbred Sport Horse Association (TSHA)** was established to promote, advance, encourage and coordinate the thoroughbred sport horse industry, creating more second careers and more demand for racehorses.

**Working in conjunction with Equestrian Show Coordinators in city, regional and country areas of Australia**, we are initiating a series of thoroughbred only competitions in equestrian disciplines such as showjumping, hacking, eventing, dressage, polo, campdrafting and potentially much more in the future.

Despite being impacted by COVID, the number of shows offering TSHA classes has multiplied from 11 shows in 2019 to nearly 60 shows in 2022 and the total number of licenced horses has grown from 429 to over 1,300 licences as at March 2022. To date we have had Showjumping, Dressage and Show Horse classes held in NSW, QLD, ACT, WA and SA

In 2022 we will be adding inaugural TSHA Australian Titles on the 18<sup>th</sup> to 20<sup>th</sup> November to showcase the versatility of the thoroughbred.

**Initiating thoroughbred only classes with dedicated prize money** creates demand and a reason for the market to want to purchase a thoroughbred. Similar to the racing industry, equestrian competitors and owners dream of success and will spend whatever it takes in the hope of winning prizemoney.

By creating a competition destination, the **TSHA classes boost the number of thoroughbreds being re-trained and re-homed**.

## Objectives:

TSHA's main objectives are:

- To create a market for thoroughbreds in the Equestrian Industry by initiating dedicated thoroughbred classes in a wide range of disciplines thereby increasing the number of re-purposed horses.
- **Secure funding from various sectors of the Racing, Breeding and Equestrian Industries to support prizemoney** for these classes.
- Provide a way to track retired and unraced horses through our licencing system
- Complement and enhance the current welfare programs of industry bodies and trainers by providing a lifetime purpose beyond racing
- Create public awareness of these successful welfare strategies
- Bring the racing and sport horse worlds closer together and create a cross pollination of resources through great people and horses

**We aim to be a National body for the advancement of life after racing.**

*Life Beyond Racing can be just as rewarding*

## CONTACT US

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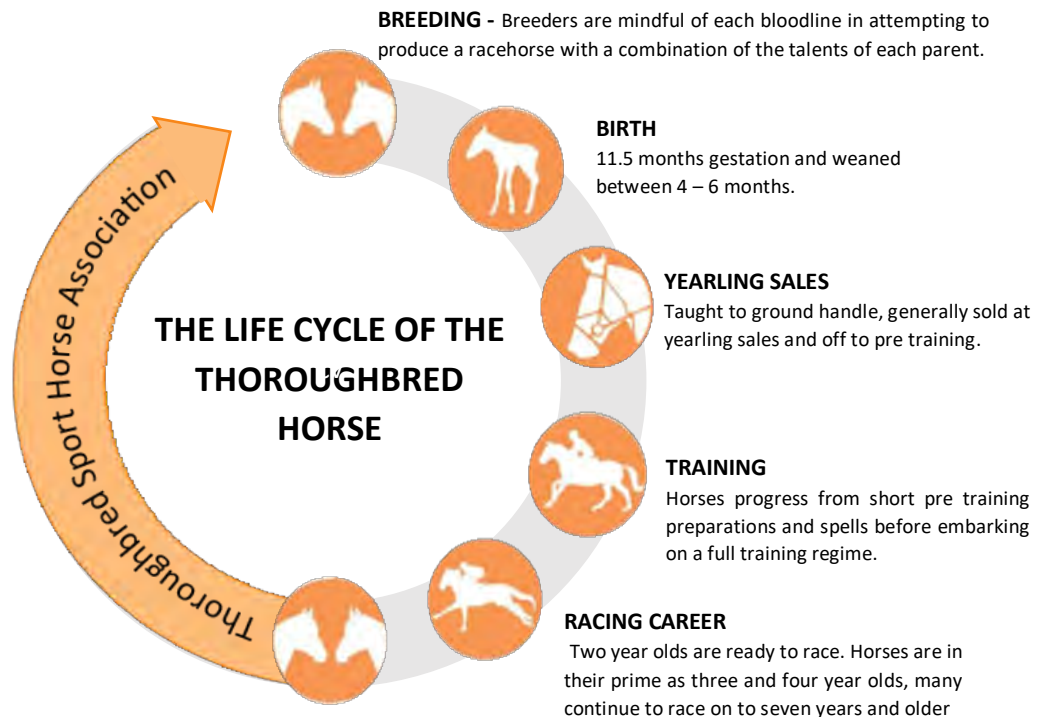
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## RETIREMENT / RETRAINING / NEW CAREER

Given a thoroughbred's natural talent for agility and speed, retired racehorse can be retrained to excel in various new careers such as pleasure riding, showjumping, hacking, eventing, polo and dressage. Thoroughbreds can live as long as 25 years and older. **TSHA is here to provide a second competition destination for retired thoroughbreds in the longest stage of their lives.**



## The Life Cycle of the Thoroughbred Horse And the Role of the TSHA

Most thoroughbreds are still relatively young when they finish racing and therefore have many more years left to pursue a second career in the sport horse industry.

This is why it is so important to create a competition destination for retired racehorses and why the **TSHA is in it for the long haul to achieve this outcome for as many thoroughbreds as possible.** We aim to have on-going competitions in each state focussing on city, regional and country areas.

**TSHA competitions will fill the gap between racing and retirement**



Little White Cloud (AKA Lloyd) & Katelyn Mallyon  
Making the transition together from racing to show jumping

## History Of Thoroughbred Showjumpers

In the 1970's, 80's and early 90's, most of our show jumping international representative horses were thoroughbreds. In the late 90's, a structured "Young Horse" series was created to further the careers of the warmblood horses.

Consequently, there was a big swing away from the thoroughbreds. As you can see from the data attached (Appendix A), the number of thoroughbreds representing Australia in international competition dwindled and has now disappeared.

### With your help, TSHA want to turn this around

We have a plan to produce quality jumping horses by starting height classes at 90cm to 1.20m in the first years and gradually adding higher heights as well as branching out in to other disciplines.

The dates have also been set for the **2022 TSHA Australian Titles** which will celebrate the diversity of the Thoroughbred incorporating the disciplines of showjumping, led and show horse, fashions on the field and dressage.

More events such as Arena Eventing, Polo, Trail competitions and Welfare and Assistance Horses will be added from 2023.

Although beginning at 'grass roots' level, we definitely need the higher heights as well. The higher heights create a taller pyramid and larger base and will therefore attract a greater number of horses. The media will also be naturally attracted to the pinnacle of the sport.

We are very mindful to make sure the thoroughbreds are treated with the same competition respect as other breeds.

In addition to riders, we are also trying to encourage owners to have thoroughbreds. **The dedicated prizemoney on the TSHA classes are a great way to encourage more owners** as well as riders.

We want to put thoroughbreds back on a level playing field with other sport horses and have riders and owners once again dream of representing Australia at the Olympics or World Championships on a retired racehorse.



'Odds On' & Michell Lang-McMahon at \*WEG 1994 The Hague



Smiky & Rod Brown Seoul 1988 Olympics



'November Rain' & Deon Williams, \*WEG 1998 Rome



'LL Zazu' & Jamie Coman Sydney Olympics 2000





## Business Model:

As the History Of Thoroughbreds Showjumpers demonstrates, the versatility of the thoroughbred is amazing – no other breed is as intelligent or athletic. Through the TSHA, we want to make thoroughbreds the mount of choice and put them back in to international competition.

We have modelled our competitions on the Thoroughbred Incentive Program (TIP) in the USA and are aiming to emulate their achievements with the backing and support of the racing, breeding and equestrian industries.

## Sponsorship & Prizemoney

Sponsorship money will go directly to prizemoney, trophy rugs and sashes.

Each state has separate events on the calendar (*see separate calendar attachment*). Your sponsorship funds will only be used at shows in the State/s of your choice.

Running a stand-alone show involves a great deal of expense such as venue hire, insurance, etc. Initial TSHA competitions will be included in existing shows to minimise these substantial costs.

Sponsorship funds will be utilised for:

- Prize Money 1st to 6th in each class
- Trophies/ribbons/rugs for class winners and placegetters
- Percentage to the show organisers for running TSHA classes (up to 20% on top of prizemoney)
- Any advertising, signage or equipment such as Showjumping fences requested.



### Licence fees & Expenses

Licence fees will cover the administration costs of the TSHA

Every horse will be required to pay an annual licence fee of \$55 to enable them to compete in the classes run by TSHA.

All thoroughbreds registered with the Australian Thoroughbred Studbook and bred for the purposes of racing, including those who have not trialled or raced, are eligible to obtain a TSHA licence.

The licence fees collected by the TSHA will cover administration and ancillary expenses associated with:

- Licencing of horses
- Formation and maintenance of database of licenced horses
- Liaison with show organisers to run TSHA classes
- Organise and distribute sponsorship monies, rugs, ribbons, etc
- Results distribution to website and social media

The yearly licence is also a **great way for the sport horse industry to contribute back to the thoroughbreds**

***The TSHA is making it prestigious and fashionable to own a thoroughbred sport horse again. We do not consider thoroughbreds as welfare recipients but competitors in their own right.***

The **total economic contribution of Equestrian** (excluding all codes of horse racing, polo/ polocrosse, rodeo, western & tent pegging) **is over \$1.143 Billion.**

The equestrian industry generates this amazing economic activity as they invest heavily in real estate, transport, equipment and the purchase and upkeep of the sport & leisure horses.

Most of their expense is due to a passion for horses and a love of the lifestyle. They very rarely expect monetary return for their efforts.

**The TSHA is successful because we are tapping into this enormous resource to create homes and second careers for thoroughbreds.**

TSHA, its high-profile sponsors and social media presence have created a buzz and a vibe around thoroughbred sport horses.

Please refer to Appendix B for all the statistics on the size of the Equestrian Industry, what drives the Equestrian Industry and how the TSHA is tapping into this enormous market to benefit the thoroughbred



## TSHA Australian Titles, 18<sup>th</sup> – 20<sup>th</sup> November 2022

The TSHA is a National Body and aims to hold the inaugural TSHA Australian Titles in 2022 which will showcase the disciplines of Showjumping, Dressage, Fashions on the field and Led and Ridden Show Horse classes.

A Racing Teams Competition in Showjumping will be held and Individual Australian Title winners will also be decided. The 2022 Titles will be the catalyst for establishing Australian Thoroughbred Records for the 6 Bar and the Puissance which will have a guaranteed purse of \$20,000 each.

More events such as Arena Eventing, Polo, Trail classes and Welfare and Assistance Horses will be added from 2023 onwards.

We are not affiliated with any one State and therefore are in the perfect position to run the Australian Titles

The Titles will celebrate the diversity of the thoroughbred at Stonewall Equestrian, a world class, spectator-friendly venue where the public can witness first-hand the successful welfare programs of industry bodies and the strategies in place to provide ex-racehorses with a lifetime purpose.

Your consideration to assist with funding to support the welfare of racehorses and prizemoney for our initiative is greatly appreciated.

***We look forward to having you join us  
packages available***



## What's in it for you?



We will actively promote those who join with TSHA to create a market and a demand for horses off the track. We want to **promote the ethical industry professionals who care holistically about race horses**, endorsing them and their businesses with the following measures:

- Branded trophy rugs
- Logo on programs
- Brand mention at event via PA announcements
- Social media sharing of results, photos, videos and stories through our Facebook & Instagram pages.
- Website updated after every show with photos and results.
- Our "Supporters Beyond Racing" page on our web site (linked back to your web site) will actively promote all sponsors
- Editorial for every sponsor published to our "Supporters Beyond Racing" page
- Create public awareness of the successful retraining and rehoming of racehorses and the suitability of thoroughbreds for non-racing careers.
- Promotion of your current welfare programs thereby further increasing the footprint of positivity for the racing industry
- Public awareness of the efforts to rehome and re-train racehorses for their second career is very transparent and accessible as most events are held at public showgrounds and arenas
- Cross pollination of people providing the racing industry with additional staff and resources
- Sponsoring Thoroughbred Classes reaches out to the competitors in the classes themselves, the other competitors, their teams of helpers, parents and friends, organisers and everyone that reads the program and attends the show.
- Free advertising for your off the track horses. Please note, advertised horses must be sound and of reasonable behaviour.

**TSHA is driven by people who love horses, especially thoroughbreds.  
We are here for the passion and to make it work.**



**The best return on your money is the knowledge in your heart that you have done the right thing in creating more opportunities for thoroughbreds to excel outside their racing career.**





We would love to have you join us and a growing number of racing and equestrian industry professionals

*'Creating a Career Beyond Racing'*



#### Directors & Founders

Krissy Harris  
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#### Committee

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## APPENDIX A

The data below shows the Australian Thoroughbred representing our country in the top 3 International Showjumping competitions for the last 24 years.

From 1994 to 2006 thoroughbreds outnumbered the other breeds 18 to 13.

From 2007 to 2018 there have been no thoroughbreds representing our country at either a World Cup Final, World Championships or Olympic Games.

Date	Showjumping Competition	Australian Representatives	Thoroughbred	Other Breeds
1994	World Equestrian Games – The Hague	Team of 4	2	2
1996	Olympics – Atlanta	Team of 4	1	3
1996	World Cup Final Geneva	Individuals	2	0
1997	World Cup Final Goteborg	Individuals	2	0
1998	World Cup Final Helsinki	Individual	1	0
1998	World Equestrian Games Rome	Team of 3	3	0
2000	Olympics – Sydney	Team of 4	3	1
2000	World Cup Final	Individual	0	1
2002	World Equestrian Games Jerez	Team of 3	1	2
2003	World Cup Final Las Vegas	Individual	1	0
2004	World Cup Final Milan	Individual	0	1
2004	Olympics Athens	Individual	0	1
2006	World Equestrian Games Aachen	Team of 4	2	2
		<b>TOTALS:</b>	<b>18</b>	<b>13</b>
<b>2007 - 2018</b>	<b>World Championships World Cup Final Olympic Games</b>		<b>No Thoroughbreds</b>	

Data sources: Equestrian Australia Olympic Games Record. Equestrian Australia World Equestrian Games Record. FEI World Cup Record



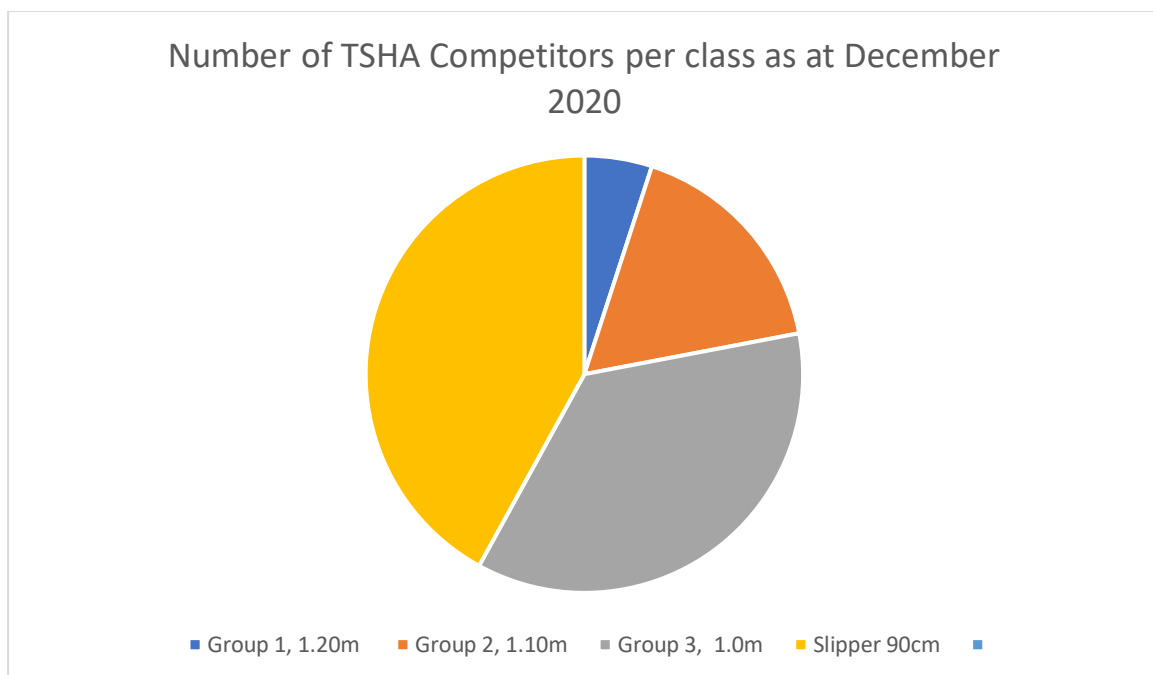
## APPENDIX B

### EQUESTRIAN INDUSTRY INFORMATON & TSHA GROWTH STATISTICS

When TSHA first started, the Slipper (lowest height entry point) was the most popular class.  
Please see below for the statistics from the end of 2020.

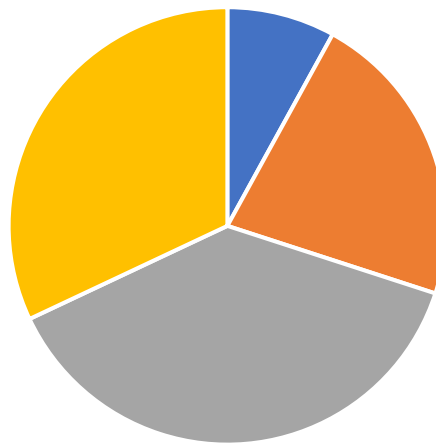
#### Competitors per height at the end of 2020

Group 1 (1.20m)	5%
Group 2 (1.10m)	17%
Group 3 (1.0m)	36%
Slipper (90cm)	42%



2 years down the track, these Slipper horses have progressed and the Group 3 (1.0m) class is the most popular. With more horses competing we will see the higher classes becoming more patronised. Since the TSHA inception, the number of licenced horses has grown to more than 1,200 registrations and we are now starting to see trends. Here is an approximate breakdown of competitors/classes as at the end of 2021.

Number of TSHA Competitors per class as at December 2021



■ Group 1, 1.20m ■ Group 2, 1.10m ■ Group 3, 1.0m ■ Slipper, 90cm ■

Competitors per height at the end of 2021

Group 1 (1.20m)	8%
Group 2 (1.10m)	22%
Group 3 (1.0m)	38%
Slipper (90cm)	32%

Horse & rider combinations are allowed to start in 2 divisions per show. Most horses that start in the Slipper will then advance to the higher Group 3 class. Competitors who use the Group 3 as their entry point then go on to compete in the Group 2 and the Group 2 is the stepping stone to Group 1 classes and so on.

## 2022 Forward Predictions

We envisage the following trends will emerge as the TSHA grows in numbers:

- Numbers will grow faster than the current horses are progressing up the heights.
- Greater numbers mean more horses will be starting out in the lower heights so the Slipper will once again represent the highest percentage of competitors
- Similarly, as more horses gain higher training and experience, there will be a greater percentage of horses that attain the Group 1 status
- Group 2 and Group 3 numbers will remain steady in the high 30's percentages.



## What are the statistics on the Equestrian Industry?

In October 2016, Equestrian Australia (EA) commissioned Sports Business Partners and Street Ryan to conduct a community impact study on Equestrian sport in Australia.

The main objective of this project was to determine the contribution of Equestrian to the broader community within Australia. The focus was to understand the community contribution generated across three key areas:

- Economic
- Social
- Health

The total economic contribution of Equestrian (excluding all codes of horse racing, polo/ polocrosse, rodeo, western & tent pegging) is **over \$1.143 Billion**. This is broken down as a **\$1.135 Billion** economic contribution whilst the annual contribution to physical and mental health is an additional **\$12.724 Million**.

Key findings were based on data from a wide range of sources to generate a holistic view of the contribution. These included the Australian Bureau of Statistics, Australian Sports Commission and Australian Government Department of Health. Additional, vital information was also collected from a broad cross-section of Equestrian stakeholders and participants including an online survey of more than 4,500 members from within the Australian Equestrian community.

The study determined that Equestrian sport has a range of unique social strengths not offered by other sports including lifelong participation opportunities and a structured, disciplined and selfless mindset.

The major point of difference Equestrian has from other sports is the responsibility that goes with the management and care of the horse. This selfless duty requires commitment, discipline and purpose.

76% of EA members say they are involved with the sport “for the love of the horse” and the community spends \$371 Million each year on the maintenance and transport of horses. With 75% of members involved in the sport more than four times per week and 78% have been involved for more than 10 years, this shows a significant level of commitment to the sport. Equestrian also offers a healthy outdoor lifestyle and is, for many people, a recreational outlet that leads to personal purpose and fulfilment.” (End of Equestrian Australia report).

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