



**National
Thoroughbred
Week**

Host Briefing Deck

National Thoroughbred Week
20–30 November 2026





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What is National Thoroughbred Week?

National Thoroughbred Week (NTW) is a coordinated, industry-led week where Thoroughbred businesses across Australia and New Zealand open their gates to the public.

It brings together stud farms, trainers, vets, sales companies, aftercare organisations and race clubs under one national banner, while allowing each host to participate in a way that suits their time, site and people.

NTW is free, family-friendly, and provides a distinctly unique experience.





Why be a host?

For most of the public, Thoroughbreds are only encountered for a few moments on race day, viewed at speed and from a distance or on television. National Thoroughbred Week creates space for closer, more meaningful experiences – meeting the horses, the people, and the places that make the industry work.

Strategically timed to follow Melbourne Cup week, National Thoroughbred Week builds on heightened public interest and channels it into real-world connection and understanding.

National Thoroughbred Week supports hosts in three key ways:

1

Collective presence

NTW connects individual farms, stables, and organisations into a visible national program that is stronger together than alone.

2

Create connection

The week creates space for conversation and understanding to adjust public perceptions through calm, firsthand experiences.

3

Supported participation

By hosting alongside others, participants benefit from national promotion, shared resources, and the confidence that comes from acting as part of something big.

Who this is for:

Ideal hosts include:

Trainers and racing stables

Aftercare and retraining organisations

Veterinary practices

Sales companies

Studs & Farms

Race clubs





What hosting involves

Hosting during National Thoroughbred Week is designed to be compatible with working operations.

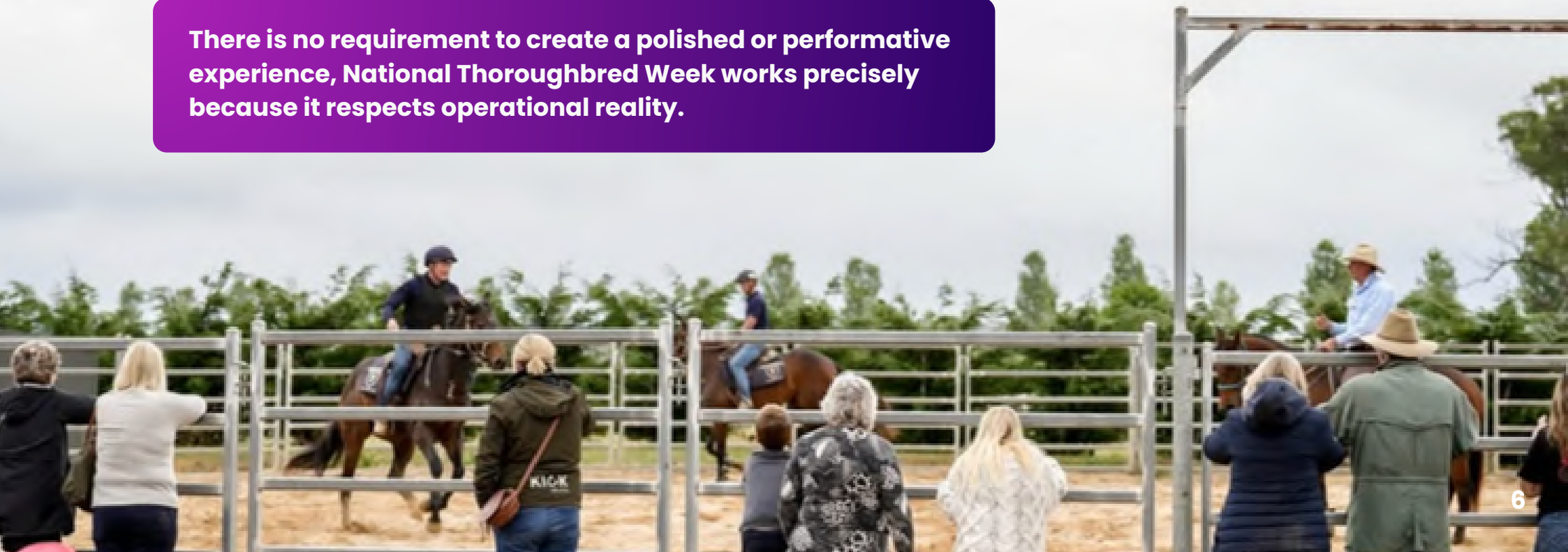
Hosts are asked to:

- Select the time that suits them best during the National Thoroughbred Week window (20–30 November)
- Choose an event format aligned with their site and capacity
- Define clear boundaries around access, movement, and interaction
- Nominate one responsible point of contact for coordination

Hosts retain full discretion over:

- Which horses are involved
- Which areas are accessible
- The size and pace of visitor flow

There is no requirement to create a polished or performative experience, National Thoroughbred Week works precisely because it respects operational reality.



Event type 1: Backstage Access



Attendance: Close-up, premium experiences with limited numbers <100

Examples:

- Guided stable or farm walkthrough
- Vet hospital or laboratory
- Trackwork viewing
- Barrier education
- Starting a young horse
- Horse ambulance or care demo

Success looks like: depth of understanding and personal experience rather than volume.

Option to expand access through a livestream of the event across a National Thoroughbred Week YouTube channel.

Case Study: Byerley Park

Byerley Park opened for a 2-hour tour, showing guests around the racing stables, on the track, and through the breeding barns. Guests met the NZ Equine Academy horses and viewed the state-of-the-art Horse Ambulance.



"I was unaware of how thoroughbreds are cared for so the Byerley tour was a wonderful way to witness it firsthand."

– **Mark, Attendee**

Event type 1: Backstage Access



Case Study: Thenford Farm

Over a 1.5-hour morning event, Thenford Farm showcased the process of how their young thoroughbreds are educated over a 6 week period, including early handling, rein, saddle and barrier work. The event was also livestreamed via the NTW Instagram account.



"The Thenford demonstrations were really informative for how a horse comes in from sale to its training before heading off to its trainer."

- **Diana, Attendee**

Case Study: Avenel Equine Hospital

Victoria's Avenel Equine Hospital opened its doors on two separate occasions to a small group of visitors, giving them a look at the day-to-day work and the facilities that support horses through all stages of care.



"I am a racehorse owner and my daughter is studying veterinary science, so it was fantastic to see the hospital in action. A credit to all involved!"

- **Glenn, Attendee**

Event type 2: Open House



Attendance: Moderate capacity with room to expand to 100+

Examples:

- Stud open day
- Retraining showcase
- Walkthrough
- Yard tours with set sessions

Success looks like: controlled visitor flow, engaged conversations, and staff able to operate comfortably throughout the day.

Case Study: Cambridge Stud

Cambridge Stud hosted a 1-hour open day across 3 days. Guests were walked through the displays and memorabilia in the Heritage Centre, viewed yearlings preparing for the Karaka Sales, and learnt breeding procedures in the Stallion division.



"The most enjoyable aspect of NTW was hosting enthusiastic guests who seemed to really value the opportunity to attend."

– **Scott Calder, Cambridge Stud**

Event type 2: Open House



Case Study: Liam Howley Racing

Liam Howley hosted a 3-hour open day at his Kyneton facilities. Over 120 guests watched a morning trackwork session before taking a short walk across the track to tour the stables and learn about feed, tack, Liam's processes and of course, to pat the horses.



"We were pleased to be a NTW Host. It was an easy process, improved our connection with the local community and we recommend others to get involved!"

– **Mike Callinan, Liam Howley Racing**

Case Study: Pear Tree Farm

NZ's Pear Tree Farm opened their gates to visitors keen to understand the workings of their purpose built agistment and sales preparation facility. The farm tour ended with Morning Tea, as plenty of questions were asked about the industry. Guests also learned about the local Foster Foal Service.



"I loved watching our horses lapping up the love from a group of strangers. The visitors just lit up when they were interacting with the horses."

– **Anna Miles, Pear Tree Farm**

Event type 3: Showpiece



Attendance: High-profile, high-throughput events designed as drawcards widely promoted nationally. Significant throughput venue/format: potential for 500+

Examples:

- Race-days, barrier trials
- Partners working together
- Aftercare facility with family friendly activations
- Farm open days with walkthroughs

Success looks like: strong turnout, positive atmosphere, and the event becoming the most talked-about local activation of the week.

Case Study: Ciaron Maher Racing, Bong Bong Farm

Running two daily sessions across two days, visitors explored the world-class facilities at Bong Bong Farm. They watched track work, walked through the stables, and enjoyed a behind-the-scenes experience on what is involved in preparing racehorses.



"A brilliant experience! The staff were enthusiastic and extremely knowledgeable, and the facilities are amazing."

– **Tony, Attendee**

Event type 3: Showpiece



Case Study: Jade Willis Equestrian

Victorian registered retrainer, Jade Willis, was one of a handful of OTT retrainers to open their doors. JWE hosted a Family Fun Day with over 1,000 guests attending, complete with pony rides, face painting, Off The Track Thoroughbreds demonstrations and take home educational books.



"It was a great event which gave people an opportunity to see what these horses go through to prepare for their life after racing."

– **Jade Willis, JW Equestrian**

Case Study: Chris Waller Racing & Australian Turf Club

Running an event in partnership, Chris Waller and the ATC treated over 60 guests at Rosehill Gardens to morning trackwork as well as feed, farrier and gear demonstrations and displays – all with free coffee and BBQ breakfast.



"I think people walked away feeling quite amazed at what it takes to have and run a racing stable. We look forward to participating again."

– **Darren Beadman, Chris Waller Racing**

Event type 4: Community Outreach



4. Community Outreach

Attendance: Small, targeted sessions delivered by invitation or partnership.

Best for: education, inclusion, reaching new audiences

Examples:

- School or pony club visit
- Community or charity group session
- Youth, disability or multicultural outreach
- Retirement village visit

Success looks like: meaningful engagement with new audiences, leaving a positive, lasting impression.

Case Study: Denman Public School at Coolmore Stud

Coolmore Stud in NSW's Hunter Valley entertained a private tour of students from Denman Public School. Students walked the stud facilities, learnt about job opportunities, and got up close and personal with foals.



"Being a NTW Host was a very positive experience for all involved. There was much joy from the kids being on the farm, seeing the facilities, and patting the foals."

– **Simon Johnson, Coolmore Stud**

Event type 4: Community Outreach



Case Study: Godolphin at Strathearn House

As part of the Godolphin Lifetime Care Program, flagbearer Osborne Bulls and his mate Rosie bought NTW to the residents of HammondCare's Strathearn House. Their visit ensured joy, laughter and a unique experience for the residents for a few hours.



"Lifetime Care is an important part of what we all do in the Thoroughbred industry, and it was a great opportunity to show our work."

– **John Sunderland, Godolphin**

Case Study: Thoroughbred Breeders Australia at Camden Careers Day

Thoroughbred Breeders Australia (TBA) participated as an exhibitor in the Camden Careers Day, showcasing the industry's career and training opportunities – both formal and informal pathways – to attendees.



"It was really interesting to learn about the career opportunities available in the industry, as I wasn't aware there were so many options."

– **Careers Day Attendee**



What NTW provides you

National Thoroughbred Week exists as an organising layer and drives national exposure, but you run the event. The national structure is deliberately setup to absorb complexity so hosts can remain focused on their core work.

NTW provides:

- A nationally recognised framework that legitimises local participation
- Defined event formats to support planning
- Host standards covering safety, visitor flow, and duty of care
- Centralised event listing via the NTW website
- National marketing assets, language guidance, and promotion cadence
- Media positioning and public relations
- Clear escalation pathways if issues arise before, during, or after an event

Hosts provide:

- The venue and experience
- Promotion via own platforms and databases

Hosts are not expected to carry reputational, promotional, or logistical weight without support.



Scale

A young girl with dark hair, wearing a pink fuzzy sweater and a white baseball cap with a logo, is smiling and gently touching the nose of a large brown horse. The horse is looking down at her. In the background, a man in a dark jacket with a logo is partially visible, and another person in a blue and white jacket is standing further back. The setting appears to be an indoor equestrian facility.

A young boy and girl are hugging a brown horse. The boy is in the foreground, wearing a blue shirt, and the girl is behind him, also in a blue shirt. The horse is brown with a black halter. In the background, there is a green building and a blue sky.

Who hosted $\rightarrow$

16



2025 National Thoroughbred Week Pilot: **The Hosts**

National Thoroughbred Week worked because the whole industry showed up.

“

“I loved watching our horses lapping up the love from a group of strangers.”

– **Pre-Trainer**

21

Race clubs

26

Broodmare
& stud farms

Hosts consistently told us the day was easier - and more rewarding - than they expected.

“

“The sense that we are addressing a threat to our industry in a positive and proactive manner.”

– **Stud Master**

33

Trainers

“

“Meeting genuine racing fans and seeing their excitement at meeting some of the horses.”

– **Stud Staff Member**

5

Vet clinics
& hospitals

9

Aftercare
facilities

“

“Having the opportunity to show a completely different side of the industry.”

– **Race Club**

Plus pre-training centres, auction houses, syndicators, associations and education providers who partnered to create events



2025 Inaugural Hosts

Australia

NSW

Thoroughbred Breeders Australia
Godolphin Woodlands
Thenford Farm
Silverdale Farm
Waterhouse Bott Racing
Chris Waller Racing
Australian Turf Club
Grow Southern Highlands
Wallaby Hill Farm
Milangall Park
Scone Race Club
Arrowfield Stud
Ciaron Maher Racing
Archibald Racing
Manning Valley Race Club
Newcastle Racecourse
Coolmore Australia
Cressfield
Gooree Park
Kia Ora Stud
Newgate Farm
North Bloodstock
Brad Widdup Racing
RA Equine Genetics Research Centre
DSB Thoroughbreds
Pilkington Racing
Scone Equine Hospital

QLD

Eagle Farm Racecourse
Gold Coast Turf Club
Ipswich Turf Club
Magic Millions
The Industry School
Racing Hearts
Rockhampton Jockey Club
Aquis Farm

VIC

Racing Victoria
Victorian Racing Club
Equine Pathways Australia
Melbourne Racing Club
Godolphin Northwood Park
Australian Chinese Jockey Club
Abey Performance Horses
JW Equestrian
Living Legends
Musk Creek Farm
Rosemont Stud
Swettenham Stud
Three Bridges Thoroughbreds
Yulong Stud
Liam Howley Racing
Ciaron Maher Racing
Avenel Equine Hospital

WA

Racing & Wagering WA
Julie Clements Racing
Aaron Mitchell Racing

NT

Thoroughbred Racing NT
Alice Springs Turf Club
NT Institute of Equestrian Sport
RDA Alice Springs

TAS

Armidale Stud

SA

Racing SA
Aaron Bain Racing
Cornerstone Stud
Gawler & Barossa Jockey Club
Morphettville Racecourse
Tzaferis Racing

ACT

Champion Thoroughbreds
Danielle Sieb
Thoroughbred Park

New Zealand

North Island

Matamata Racing Club
Pukekohe Park
Haunui Farm
Little Avondale Stud
NZ Equine Academy
Rich Hill Stud
Trelawney Stud
Westbury Stud
Cambridge Stud
Elsdon Park
Jamieson Park
Michelle Bradley Racing
Monacurragh Lodge
Ballymore Racing
Byerley Park
NZ Ambulance Trust

South Island

Jess Land Equestrian
Beaufort Downs
Pear Tree Farm
Champagne Racing
Kezia Murphy Racing

2025 National Thoroughbred Week Pilot: The Public

"We were on a high for days afterwards."
- **Visitor, VIC**

"The care and love the horses receive
was evident immediately."
- **Visitor, NSW**

"Beyond what we expected. Inspiring for
both me and my daughter."
- **Visitor, NZ**

What the public told us

97.6% said they would
attend again

73.3% ranked behind-the-scenes
access as their most
enjoyable moment

77.9% said they are more likely
to watch or attend racing
in the future

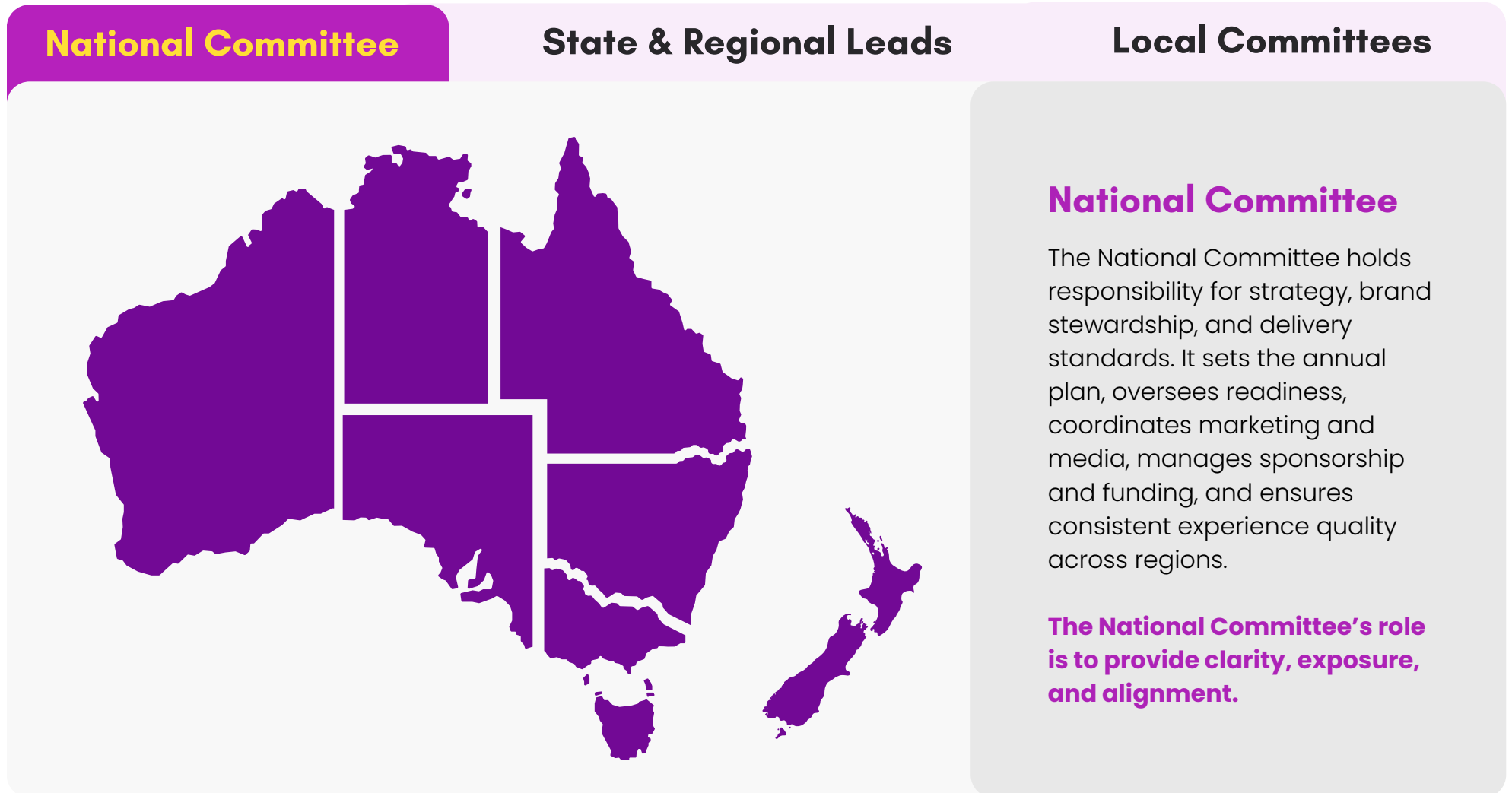
81.4% said attending had a
positive impact on their
mood and wellbeing





The host support structure

National Thoroughbred Week is delivered through a layered support model that balances national consistency with local control.





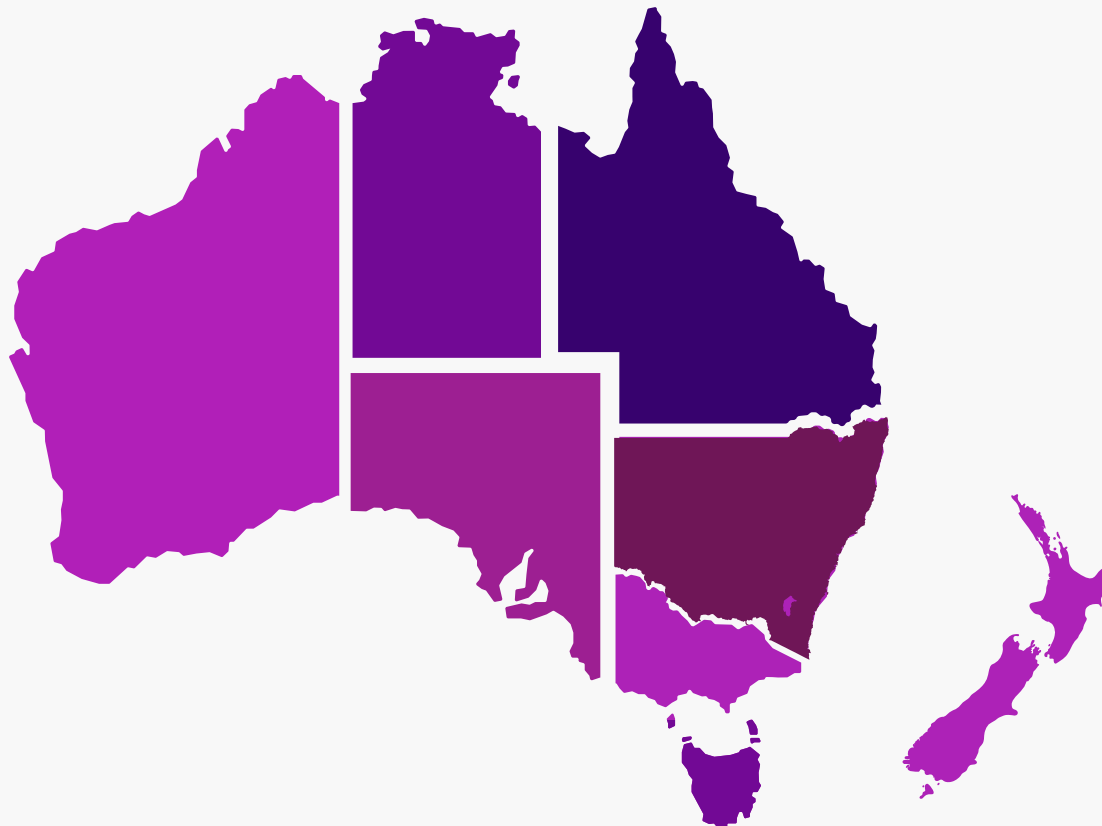
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National Committee

State & Regional Leads

Local Committees



State & Regional Leaders

State and Regional Leads act as the connective tissue between national planning and local delivery.

Their role includes:

- Supporting hosts and local captains
- Adapting national frameworks to state-specific realities
- Unlocking state-level partners, associations, and media
- Feeding local risks, opportunities, and capacity constraints into national decision-making

This layer ensures NTW remains flexible without becoming fragmented.



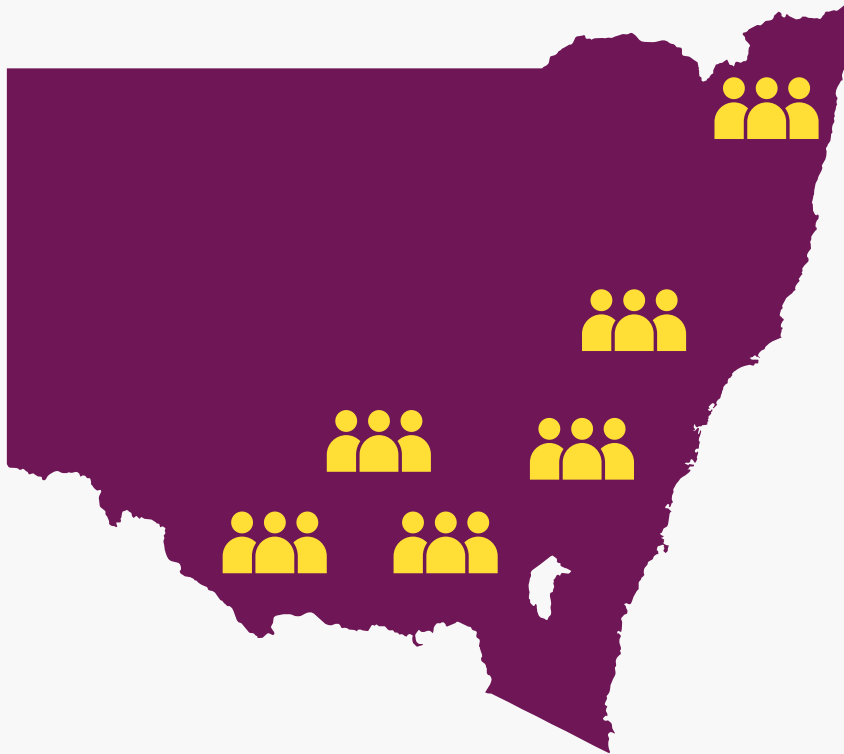
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National Committee

State & Regional Leads

Local Committees



Local Committees & Clusters

At ground level, events are organised into local clusters.

Local committees:

- Group nearby events into a coherent regional program
- Share volunteers, ideas, and promotion channels
- Apply local knowledge to audience targeting and outreach
- Troubleshoot attendance or logistical challenges

This structure ensures no host operates in isolation.



How success is measured (For Hosts)

Success is not defined by size or polish.

For hosts, success means:

- A manageable day
- Comfortable staff and horses
- Respectful visitors
- Better-informed people leaving than arrived

What we're asking

- Register your interest
- Have a short conversation with us
- Choose a format and a day

There is no obligation to repeat next year. Start with one event. That's enough.

Thank you

To express interest:

[Registration Form Link](#)

To learn more:

thoroughbredweek.com.au/host

or

thoroughbredweek.co.nz/host

We'll help you find the simplest way to be involved, and ensure you have support every step of the way.



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