



**Nor West Jockey Club Inc**

Po Box 723

Karratha WA 6714

Phone: 08 9185 1356

Email: [secretary@nwjcroebourne.com.au](mailto:secretary@nwjcroebourne.com.au)

Accounts: [treasurer@nwjcroebourne.com.au](mailto:treasurer@nwjcroebourne.com.au)

ABN: 15 404 908 869

10 October 2017

City of Karratha  
Welcome Road  
Karratha WA 6714

Dear Emily,

The Nor West Jockey Club have completed another racing season at Roebourne Racecourse and would like to thank the City of Karratha for their support. This season was an iconic event for our Club to celebrate our 150<sup>th</sup> Anniversary of Roebourne Races and we are proud to have reached this milestone.

We were excited to host the Emirates Melbourne Cup Tour this year. This additional event to our racing season gave us an opportunity to engage the local community and promote our Club, facilities and the 150<sup>th</sup> Anniversary of Roebourne Races. We commenced the day at the new Karratha lookout with Mayor Peter Long and Chantelle from the Karratha Visitors Centre. This was a great photo opportunity and gave us an opportunity to discuss the history of racing. We also visited empire6714, Roebourne Café and Cossack to give locals and tourists a photo opportunity with the iconic Cup.

The NWJC Committee hosted a BBQ event at the Club and it was great to see so many business sponsors and visitors attend. Our special guest Nana Pansy attended the Roebourne Racecourse to do a Welcome to Country and gave us a lot of advice about engaging the Roebourne community for future events. We completed the day with a Sponsors night at Onyx Events, which was a great opportunity to thank all the local businesses that have supported the Club. Overall this event was a wonderful addition to our season and we hope to host the Emirates Melbourne Cup Tour again in the future.

The committee ensured that funds were set aside for the 150<sup>th</sup> Anniversary. It was agreed that the funds would be used to increase our marketing and advertising budgets, create merchandise, increase stake money to attract additional jockeys, trainers and horse owners and also invite VIP guests to attend Roebourne Cup Day.

We engaged local businesses to help support our events and designed a range of cost effective sponsorship packages to suit all budgets. Open Day was a good start to the season. This was our first racing event to be held on a Sunday. There are lots of conflicting activities on a Saturday so the Club feels that having this event on a Sunday is actually beneficial to our event and we will be requesting this day next season with RWWA.

This year we held our first Kids Fashions on the Field on Family Day, which we were overwhelmed by the amount of children who entered the competition. This will become part of our event planning



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for future race seasons due to its popularity. The Club organised a variety of prizes which were donated and purchased by local retailers.

We are committed to engaging local businesses and organisations. This year the Roebourne Art Group displayed artwork for sale in the Nor West Jockey Club Members Area on Roebourne Cup Day. We look forward to working with them next season and providing an opportunity for them to raise funds at future race meetings.

Each year Community TAB provides funding to dollar match any fundraising efforts made by an organisation that is nominated by the Nor West Jockey Club. This year we elected Roebourne PCYC to receive the funding as they are a great organisation that assists local youth in Roebourne. Roebourne PCYC held a sausage sizzle fundraiser for the Emirates Melbourne Cup Tour and assisted us in promoting the event to their network throughout the Wickham and Roebourne Community.

Police, ambulance and racing officials were very pleased with the Club's overall performance and there were no major issues reported.

Most of our advertising/ marketing budget is allocated to local media providers. Our previous years of advertising has been mainly directed at Karratha residents but we are finding that locals will generally only attend one day at the races. Next season we will be looking at new marketing approaches to engage tourists visiting the Pilbara, engaging racing enthusiasts to attend our race season and cross promoting with other Pilbara racecourses to help increase attendance. We found that talking to visitors in Cossack and Roebourne that a lot had not seen or heard of our events. The Club will need to look at additional marketing in the Wickham, Roebourne, Cossack and Point Samson areas.

This years marketing included:

- GWN7 Television advertising
- Red FM Radio advertising
- ABC Radio interviews
- Ngaarda Radio interviews
- Emirates Melbourne Cup Tour including radio and social media posts
- Website and social media updates
- Pilbara News full page advertisements with Onyx Events
- Pilbara News editorials
- Season banner displayed at Leisureplex
- Messageboards with event information located in Karratha
- Event posters located at local stores and businesses
- Artwork supplied to RWWA for inclusion with e-newsletters

Attendance numbers were approximately:



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Open Day	450
Family Day	850
Ladies Day	1100
Cup Day	2500

Figures include adults, children (free of charge), racing officials, staff, sponsors and committee members.

The Club is interested in offering camping facilities next year and we would like the opportunity to discuss this with City of Karratha. We believe that attendance numbers would increase if we can provide the opportunity for guests to stay at the race course, similar to Marble Bar.

Bus transfers to and from Ladies Day and Roebourne Cup Day are a concern to the Club. Ladies Day the bookings were extremely low with only 9 tickets purchased. Karratha Visitor Centre setup the online booking system and we promoted bus tickets across all advertising. Loading buses at Karratha Visitor Centre on a Saturday is also a growing concern as the carpark is full of visiting campervans etc and makes it impossible for buses to enter and exit the existing carpark facilities. The Club may look at cancelling future bus services to all events as we do not have the facilities, volunteers or financial position to sustain this service.

The City of Karratha funds were allocated as follows:

**\$13,000 Sponsorship of the City of Karratha Harding Cup**

City of Karratha received naming rights to this feature race on Ladies Day, Saturday 15 July 2017. We offered complimentary passes and a reserved table to all councillors and were pleased that Fiona White-Hartig could attend on behalf of the City of Karratha. The City of Karratha logo was displayed on our new finishing post and also included on all advertising material as a Major Sponsor. A City of Karratha Harding Cup was also presented at the end of Ladies Day.

**\$5,000 Family Day Activities and Promotions**

Facepainting:	\$1035.00	
Lollies:	\$50.00	
Soft Drinks:	\$303.90	
FOTF Prizes:	\$352.50	
Jumping Castle:	\$100.00	
Showbags:	\$2031.00	
Pilbara News:	\$1403.80	
Red FM:	\$727.00	
Graphic Design:	\$550.00	
Website:	\$116.20	
Printing:	\$352.50	
Pony Club:	Did not attend	
Photographer:	FOC	
Social Media:	FOC	
Total:		\$7021.90



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The City of Karratha sponsorship funds are a valuable contribution that assists our Club in creating a fantastic family friendly day at the track. Unfortunately we have still not received our \$5500 funding from the 2014/2015 race season, which we would love to use these funds to build on promotional opportunities on Family Day 2018.

Attached is a Dropbox link to access photos from our race season.

We look forward to working with the City of Karratha next season to ensure that the Club can sustain itself for future racing seasons and continue to provide the community with four great racing events each year.

Regards,

Tara Staley  
Promotions & Marketing

**Nor West Jockey Club Inc**

P: 0410 008 325

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