



MEDIA RELEASE

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TOTE TASMANIA –SKY CHANNEL DISCUSSIONS POSITIVE

TOTE Tasmania Chief Executive, Craig Coleman said 'Improving the appeal of Tasmanian Thoroughbred Racing was the only way to maintain Sky Channel coverage of Sunday racing'. Mr. Coleman was reporting on a recent meeting between TOTE Tasmania and Sky Channel and said that "The key to being broadcast on Sky Channel is to maximise turnover.

Sky Channel advised that Sundays are now a competitive day for racing as other states and international racing clubs recognise its potential for generating wagering.

'Tasmania needs to provide a quality product that will appeal to punters Australia wide', Mr. Coleman said.

Mr. Coleman reported that Sky Channel has given its commitment to a minimum of 42 Tasmanian Sunday meetings, while the remaining meetings are subject to negotiation depending on the availability of product with greater appeal as well as its contractual obligations to other racing jurisdictions.

TOTE Tasmania's Chief Racing Officer, Gary Lottering said that TOTE Tasmania was committed to working with the Tasmanian Thoroughbred Racing Council and the Clubs to explore options to enhance the appeal of Tasmanian Thoroughbred Racing interstate.

TOTE Tasmania would continue to work with Sky Channel in developing the appeal of Tasmanian Racing, he said.

In light of opportunities for Sky Channel coverage the TOTE Tasmania Board has approved race dates for 2008/09 which are designed to maximise punter appeal interstate and generate turnover. Importantly the Board has approved the Tasmanian Turf Club Boxing Day meeting provided changes are made to ensure the listed races traditionally programmed for that day are broadcast on Sky.

Further, the TOTE Tasmania Board has approved the running of the Tasmanian Derby on Saturday 31 January 2009, nine days prior to the Hobart Cup which will be run on Monday 9 February 2009.

Mr. Coleman said that the TOTE Tasmania Board has carefully considered an application from the Tasmanian Racing Club that the Hobart Cup be moved to Sunday 8 February 2009. The Board's decision to reject the application was based on ensuring the Hobart Cup received maximum profile. Advice from Sky Channel is that this is best achieved on the Monday and this advice is supported by turnover figures.

TOTE Tasmania has called a meeting of representatives of the Tasmanian Thoroughbred Racing Council, the Tasmania Racing Club and the Tasmanian Turf Club to plan how the programming can be modified to accommodate the required changes and to ensure that the lead up races provide the best opportunity for trainers to participate in the AAMI TSRC.

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