

Ownership in Harness Racing

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Terry Henderson



The Corporate Comparison

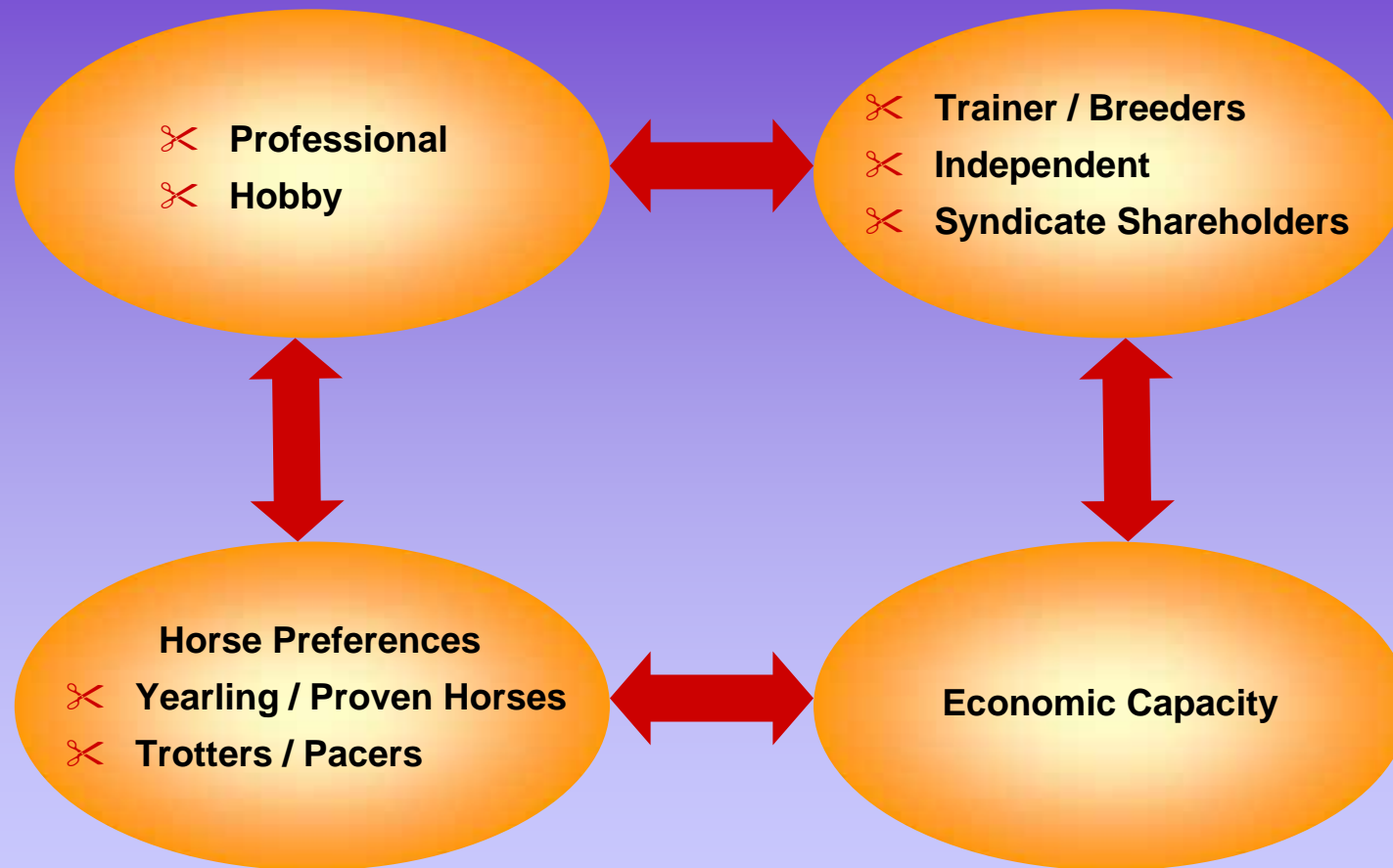
✂ Shareholders	-	The Owners
✂ Business Managers	-	The Trainers
✂ Produce	-	Horse Racing
✂ Customers	-	Punters
		Racetrack Attendees
		Sponsors

Is the comparison valid?

The Motivation to Own a Harness Horse

- ✂ Type of owner
- ✂ Attraction and retention of owners
- ✂ Success measurement
- ✂ Competitive pressures

Types of Owners



Key Influences

✂ Cultural Background

✂ Peer Influences

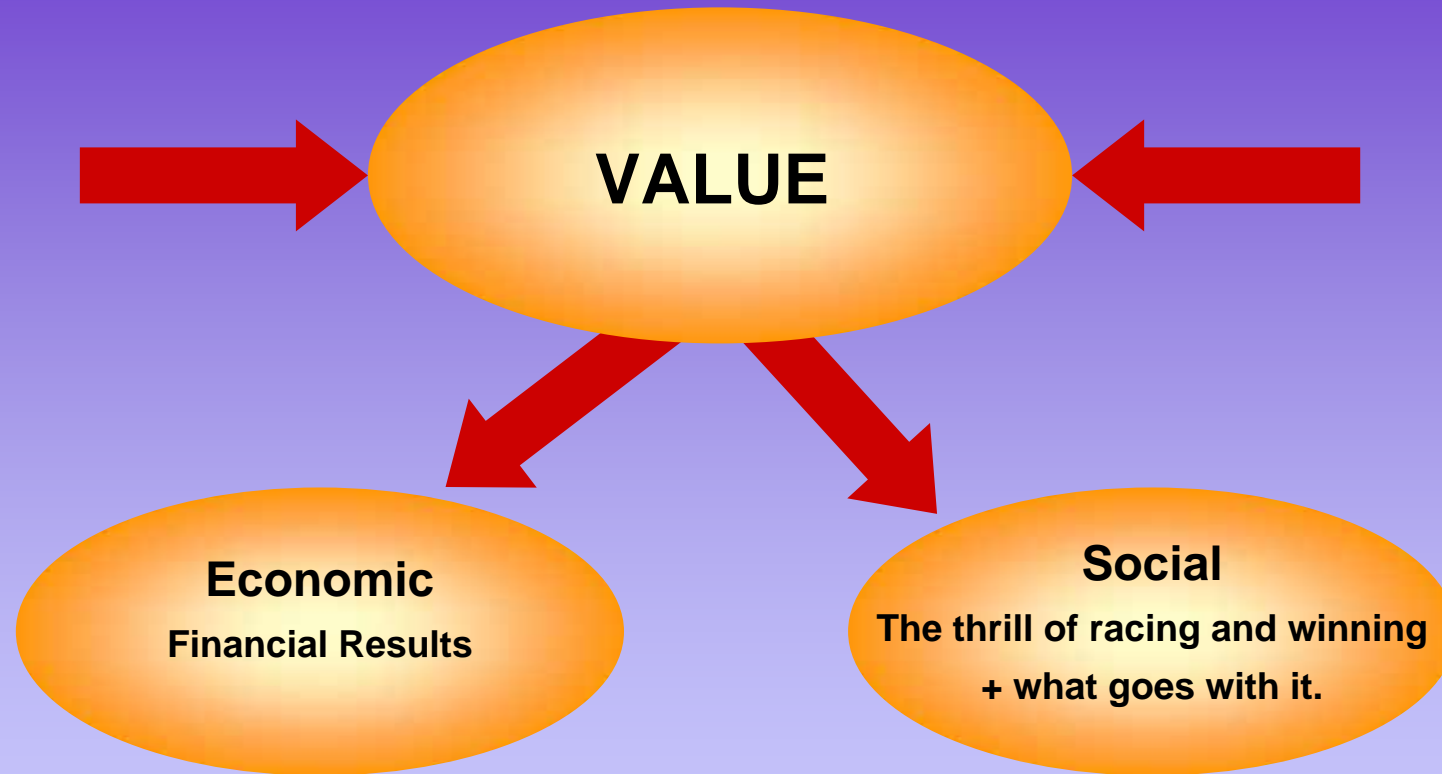
✂ Economic Capacity

✂ Social Pressures



**To what extent does
economic rationalism
influence owner behavior?**

What do owners seek?



The Owner Menu

Feeding the ego

- ✂ Social recognition
- ✂ Peer recognition
- ✂ Self esteem
- ✂ The love of the horse and the industry

Feeding Economic Necessities

- ✂ Costs v's Returns
- ✂ Betting

So.. How do we attract & keep owners?

- ✂ Understanding their needs
- ✂ Understanding alternatives - thoroughbreds
- ✂ Upgrading owners capacity to pay
- ✂ Improving appeal of product
- ✂ Servicing key influences
 - trainers
 - customers