

Harness Racing New Zealand Proudly Presents

ANTHONY MACDONALD

FREE NATIONAL SEMINARS, SEPTEMBER 2018

INTRODUCTION

Harness Racing New Zealand is thrilled to announce that Canadian harness racing trainer and driver, Anthony MacDonald, will visit New Zealand next month.

Best known as the founder of the fractional ownership operation 'The Stable', MacDonald has been a driving force in increasing ownership in Canada and introducing new blood into harness racing. MacDonald started 'The Stable' in September 2015, with the aim to make horse ownership easy for a whole new market, but also to break down the walls of communication and demystify harness racing to the outside world.

He would take on horses that hadn't sold at yearling sales for vendors, but also has been purchasing yearlings from sales too, and would market the horses to potential new owners as they were being broken in and worked. This allowed people to see the horse in action and follow its progress by way of video and live drone updates, before committing to purchasing a share.

MacDonald has ensured that the shares remain affordable, with shares as small as one percent available. With initial buy in costs varying, depending on the purchase price of the yearling, and then a set fee per month ensures the owners know what it will cost them. The Stable markets itself strongly on the fact that this is not a money making venture – but an affordable form of entertainment.

Each yearling is then listed on www.thestable.ca with its own profile, cost breakdown, monthly progress video reports and stunning live drone footage of the horse working in a set with other young horses. There is a strong focus on utilising social media as a communication tool also so you can watch the horse work from anywhere in the world. In fact, The Stable has owners all across the world now, including New Zealand.

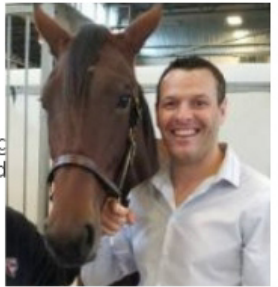
The results in just three years have been outstanding. In the first year The Stable had 65 owners join into 25 horses. The following year 140 owners went into 62 horses. And in 2017, 392 owners went into 106 horses.

But what is most impressive is the retention rate. 97 percent of those owners have now gone on to join into other horses, from year one to two to three with The Stable.

The Stable has been a huge success story in not only selling shares, but selling the industry of harness racing and the thrill it provides just by being an owner. Reaching a whole new market of owners who previously felt ownership was far out of their league financially.

"The future of our industry will rely heavily on its ability to provide the general public with a fresh option for their entertainment dollars. We are the only industry that offers participation at an affordable price and that alone has the power to tip the entertainment scales in our direction in the future," MacDonald said. "The Stable's pillars are: Communication; Customer Service; Professionalism and Hard Work. These are things that are very attainable and sustainable in any industry, especially ours."

This will also be a wonderful opportunity for cadets and junior drivers to learn more about self-promotion and communication, first hand from a harness racing trainer and driver who has forged a new path in the international industry. These are seminars not to be missed, so ensure you book your seat now!



BOOK NOW

Anthony will hold three free seminars around New Zealand. Whilst an RSVP is not necessary we encourage them for catering purposes as space is limited.

Friday 21
September

7pm Mararoa
Room - Ascot
Park Hotel,
Southland

Tuesday 25
September

7pm Twiggers -
Addington
Raceway,
Christchurch

Wednesday 26
September

7pm Parade Ring
- Karaka,
Auckland

To register your
interest please
email
jess@hrnz.co.nz or
call 027 261 4427

