

# Our Vision:

NSW greyhound racing is embraced as **socially responsible**, world leading racing entertainment.

## INITIAL DRAFT For stakeholder Engagement

Our mission is to champion world-class greyhound racing in NSW, and, with greyhound **welfare and integrity** as our priority, lead Australia in modernising the greyhound racing industry.

We will **drive change** into greyhound racing in NSW through three mutually reinforcing strategic pillars underpinned by two core enablers. Our goals are:



### 1 RESPONSIBLE



### 2 COMPETITIVE



### 3 SUSTAINABLE

<p>Greyhound racing industry participants are <b>leaders in modern greyhound husbandry and racing integrity</b></p>	<p>A <b>safe racing environment for greyhounds</b> that reduces injuries</p>	<p>A <b>larger prize money purse</b> that is seen as competitive for all grades of greyhound racing</p>	<p>GRNSW revenue growth and share of <b>wagering revenue reflects the popularity of wagering on GRNSW product</b></p>	<p>An <b>optimised race track portfolio</b></p>	<p>GRNSW and its registered clubs <b>operate efficiently to support the industry</b></p>
<p>A greyhound racing system that incentivises participants to focus on all aspects of a greyhound lifecycle with a <b>zero tolerance for unnecessary euthanasia</b></p>	<p>Greyhounds as Pets NSW LTD (GAP) is the <b>leading national rehoming charity</b>, at the centre of a network of greyhound and animal welfare organisations that ensures greyhounds have a suitable home</p>	<p>Our digital, media and information capabilities have <b>grown diversified revenue streams for GRNSW</b></p>	<p>GRNSW <b>delivers customers a digitally integrated experience</b> that generates continued racing engagement and loyalty</p>	<p>Greyhound racing creates social and economic benefits in communities throughout NSW</p>	

**A NEW INDUSTRY MODEL**  
CONTINUOUS STAKEHOLDER ENGAGEMENT

# Achieving our goals

## 1. RESPONSIBLE



GRNSW will create the ecosystem in which welfare flourishes across the greyhound lifecycle and integrity is a fundamental consideration in every aspect of racing

- Create industry integrity and welfare leaders through education and training
- Undertake research and innovation to improve welfare outcomes
- Set a safety standard for all tracks
- Investigate welfare driven race design
- Enhance our grading policy
- Improve accountability and transparency in reporting
- Expand rehoming capacity and demand
- Increase GAP funding and resources

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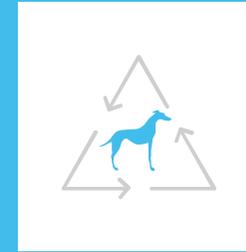
## 2. COMPETITIVE



We will drive commercial growth across the industry through championing a modern, engaging and exciting racing product that increases and diversifies revenue

- Increase and align prize money with racing and welfare outcomes
- Host Australia's largest Greyhound race
- Generate greater wagering product value
- Optimise racing schedule for wagering outcomes
- Promote syndicate greyhound ownership to expand participation and grow wagering
- Advocate for a fair share of wagering revenue
- Working in partnership to broaden vision
- Increase our digital capabilities and content
- Offer customers a digitally integrated experience
- Invest to grow club revenue

## 3. SUSTAINABLE



Greyhound racing in NSW operates efficiently to ensure the industry is vibrant, contributes to the community and is sustainable in the short and long term

- Optimise the industry's race track portfolio, investing in Centres of Excellence
- Establish our plan to transition to a new home of metropolitan racing
- Enhance club governance and operating standards
- Implement our community engagement plan

# A new industry model

## INITIAL DRAFT For stakeholder Engagement

