



Industry Profiles

Speaker:

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澳門賽馬會
MACAU JOCKEY CLUB

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What milestones have we achieved so far?

- The “Subscription Horse Program”
 - Purpose is to support new horse owners and act as a platform for them learn the basics of horse ownership.
 - Over 85% of horses have finished in top 3. Close to 75% of them have won races.
- 2006
 - Simulcast betting with Malaysia.
- 2008
 - Establishment of The Triple Crown (Macau Guineas, Macau Derby, Macau Gold Cup).
- 2010
 - Simulcast to Hong Kong and Singapore.
- 2011
 - International invitation race, the first ever international racing event staged by MJC. Participating horses from Europe, Hong Kong and Australia.
- 2012
 - “Asian Young Guns” for apprentice jockeys.



How does MJC operate?

- Operates similar to HKJC
- MJC Provides a World Class “One-stop” Total Thoroughbred Training and Management Service.
 - ✓ Staffs for trainers
 - ✓ Housing and accommodation of horses
 - ✓ Veterinary services
 - ✓ Stable hand, cleaners and general workers
 - ✓ Quality training facilities like swimming pools, tracks and mechanically assisted devices
 - ✓ Provision of feed, supplements and all related supplies



Horses and Stable Facilities





Challenges MJC is facing

- **Strong Competition**
- **Resources**



Competition

- **Rapid Development**
 - Entertainment industries in Macau
 - Racing communities globally
- **Atmosphere**
 - Pleasant environment in casinos
 - Racing as a “Outdoor sport”
- **Policies and Regulations**
 - Macau SAR government tightened gaming control
- **Too Many Choices for Patrons**
 - Owners
 - Fans/punters



Resources

- Difficulty in purchasing horses from Australia, NZ.
- Facilities
 - Racing complex
 - Stabling
 - Training
 - Operation
 - Energy conservation
 - Waste conservation
- Workforce





We need a Breakthrough !

- **New “Attractions”**
- **“Environmental Racing”**
- **Re opening of MJC Casino**



MJC Casino Reopened





New “Attractions” – 1

- **MJC in Racing Community**
 - Aligning with international standards
 - Successful exchanges
 - Interport races with HKJC
 - International invitation races
- **Reopening of Casino In MJC**
- **“The Hub”**
 - Currently connected to Hong Kong, Singapore, Malaysia, and South Africa
 - Additional simulcasting collaborations in the future



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New “Attractions” – 2

- **Horse Ownership Insights**
- **Owner Support and Service**
 - More choices for horse ownership
 - Seminar for owners
 - Introduction to MJC Owner Scheme, conformation, pedigree



New “Attractions” – 3

- **Innovative Technology**
 - Interactive mobile applications
 - Live streaming and real time sensors for race, track conditions
 - Helmet cams and aerial cameras
 - Online wagering
 - Self-betting Terminals



New Attractions – 4

- Advocate the “Play-smart” culture
 - Median stallion fee as \$10,000 USD among imported horses in past 5 years
 - Minimal Difference in average purse among horses from stallions costing

\geq \$10,000 USD Average purse: \$66,000 USD

and

\leq \$10,000 USD Average purse: \$62,000 USD



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“Environmental Racing”

- **Racing Facilities**
 - Over \$10 million spent on traditional bedding
 - Exploration of reusable material
 - Operation
 - LED lighting
 - Improvements on air flow/ventilation design to reduce air conditioning
 - Solid waste management
- **Tailor made Service**
 - Exploration of our patrons’ needs
 - Ensure minimal resource misallocation



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