

# Connecting Racing with Popular Culture

Speaker:

**Chris Luoni**

*Co-Founder & Chairman, New Zealand Racing Hall of Fame*

**Gerald Fell**

*Co-Founder & Inaugural Chairman, New Zealand Racing Hall of Fame*

# The NZ Racing Hall of Fame Story





# NZ Racing Hall of Fame





# Today's presentation will cover:

- 1 Our Humble Beginnings.....•
- 2 A Digital Media Organisation.....•
- 3 Our Public Displays/Exhibitions.....•
- 4 Our Future and Pending Projects.....•



# NZ Racing Hall of Fame

## Our Story

- We were founded in June 2003.
- We received considerable assistance from the Australian Racing Hall of Fame in setting up our organisation.
- We operate as a charitable company with an independent Board of eight directors.
- Our organisation is independent from the NZ racing industry.
- In March 2006 we held our inaugural induction event at Ellerslie in Auckland to an audience of 450 people including the Prime Minister.
- We now show a film clip from this event...



# NZ Racing Hall of - Inaugural Event







# NZ Racing Hall of Fame

## Our Story continues:

We have held five bi-annual induction dinners with the latest held in February 2014 in Hamilton.

To date we have inducted

- 25 elite racing and breeding horses; and
- 32 elite racing/breeding people.

Our inductees include elite horsemen and horses from all regions of NZ and all times including international champions from the 1800's - **Carbine (NZ)** and the **English Grand National** winner **Moifaa (NZ)**, **Phar Lap (NZ)** in the 1930's and in modern times – **Sunline (NZ)**.



# NZ Racing Hall of Fame

## Digital Media Strategy:

We have set out with a vision to take our country's rich racing history to the people in a form that was appealing to all generations with flair and innovation.

We deliberately followed an online digital media strategy with the production of:

- quality video stories for each inductee.
- a quality website – [www.racinghalloffame.co.nz](http://www.racinghalloffame.co.nz)
- display kiosks for viewing inductee video stories at key public locations.





# NZ Racing Hall of Fame

## Digital Media Strategy:

### Display kiosks

In order to connect with the public, our Hall of Fame needs to go where the public are and we wanted to display our inductee video stories to as wide an audience as possible so we decided to construct display kiosks and then place them in key public locations.

We have a kiosk on permanent display at Te Papa – NZ's national museum in Wellington where it forms part of the Phar Lap exhibition.

Te Papa has on average 1.25 million visitors each year and we are very proud of this site. We also have kiosks at Hamilton Airport, and the new Avanti Velodrome.



# Te Papa - Our Kiosk

MUSEUM OF NEW ZEALAND  
TE PAPA TONGAREWA

Cable Street  
PO Box 467  
Wellington  
New Zealand

Phone 64-4-381 7000  
Fax 64-4-381 7070  
mail@tepapa.govt.nz  
www.tepapa.govt.nz

26 July 2011

Chris Luoni  
Director  
New Zealand Racing Hall of Fame  
P.O. Box 24 216  
Hillcrest  
HAMILTON

## Re: Racing Hall of Fame Kiosk System

Dear Chris

On behalf of the Museum of New Zealand Te Papa Tongarewa, and the project team re-installing Phar Lap's skeleton, I would like to thank you, and the New Zealand Racing Hall of Fame, for your generous gift of the kiosk system and the associated Acer touchscreen computer.

The installation will occur at the beginning of February 2012. Along with some other enhancements that we have planned, the kiosk will reinforce the visitors' experience by providing them with up-to-date information about the horse breeding industry in New Zealand. We know that this information will be of great interest to many people, and the touchscreen interactive gives them ready access to this data.

Yours sincerely

Simon Garrett  
Project Manager





# Te Papa - Our National Museum





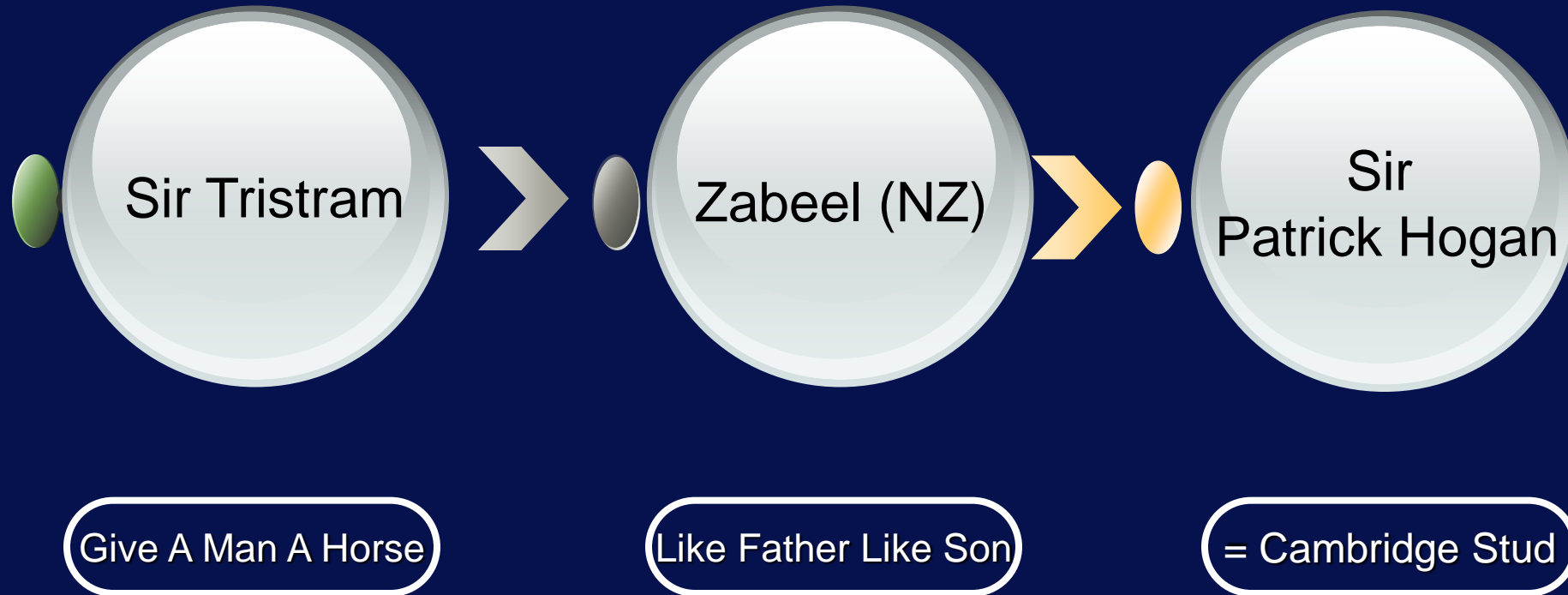
# The Phar Lap (NZ) Exhibition – Te Papa







# Our Trio of World Class Inductees - Cambridge Stud





# NZ Racing Hall of Fame – Zabeel (NZ) Story

## Video clip 04



# Our Website – [www.racinghalloffame.co.nz](http://www.racinghalloffame.co.nz)

An independent EVALUATION of our website by Rod Pollock ex CEO Australian Harness Racing Council reported:

“This is an excellent specialist website model of international quality.

Its Board has developed an on-line strategy to honour the achievements of its people and horses with distinction.

It highlights an audio-visual approach including professionally produced inductee videos etc...”





# NZ Racing Hall of Fame Gallery

We have commissioned quality paintings of our inductees consisting of:

- A collage of all inductees; and
- A painting of equine inductees



# Our 2006 Inductees







# Our 2008 Inductees







# Our 2010 Inductees







# Our 2012 Inductees







# 2014 Inductees





# Current Inductees – The O'Sullivan Family

- A large number of our inductees are still participating in our industry.
- Dave and Lance O'Sullivan were inaugural inductees in 2006.
- Horses they have trained and since been inducted:
  - Horlicks (NZ), winner of the Japan Cup
  - Mr Tiz





# Our World Class Racing Family - The O'Sullivans





# NZ Racing Hall of Fame – Dave O'Sullivan Story

## Video 05

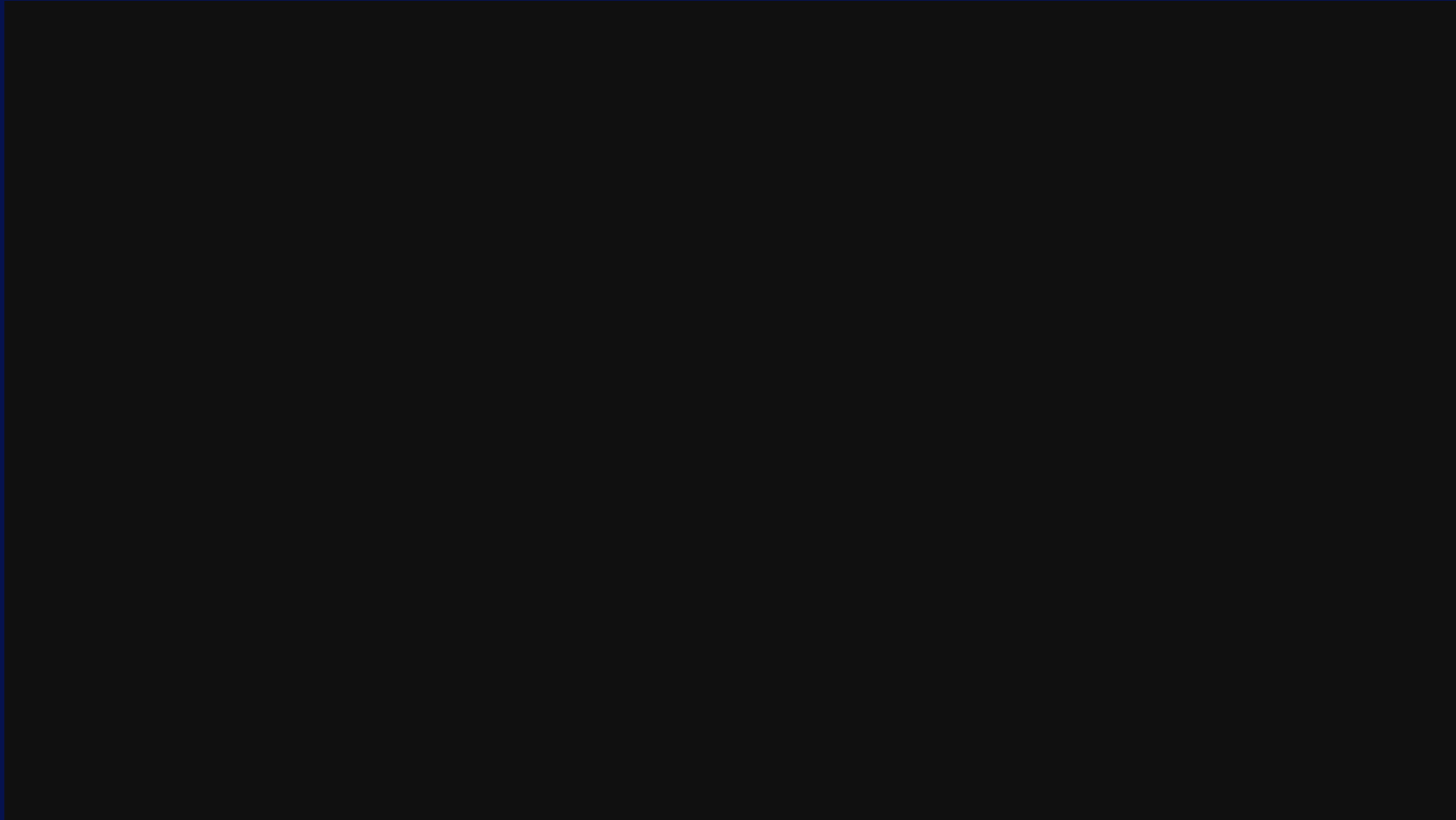


# A Special Inductee – An Honorary New Zealander, Bart Cummings

In January 2012, our Prime Minister John Key inducted the legendary Australian trainer Bart Cummings into the NZ Racing Hall of Fame at the Karaka Yearling Sales.



# NZ Racing Hall of Fame – Bart Cummings Induction





# NZ Racing Hall of Fame

## Current Activities:

This year we have set up a **Racing Awareness Media Award** to educate mainstream media people from television, radio and newspapers about the racing and breeding industries.



# NZ Racing Hall of Fame

## - Our Selection Process





# NZ Racing Hall of Fame - Our Selection Process

- We have a robust selection process with a mix of old and current horses and people considered.
- There is an independent selection committee consisting of experienced historians, journalists and sporting administrators who meet about 18 months before the next event.
- This time allows inductees to be notified on a confidential basis and our video producer to commence his research.



We have developed a successful model that is taking NZ racing's rich history to the people.

We would be happy to share our experience with other countries.

Please contact Chris at [woodbine@xtra.co.nz](mailto:woodbine@xtra.co.nz)



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