



NEW ZEALAND  
STANDARD BRED  
BREEDERS'  
ASSOCIATION INC

**BREEDERS' SURVEY**

1 March 2011

## SUMMARY

In total we had 395 responses to the Breeders Survey. 3500 were sent by post and we also marketed via HRNZ and NZSBA email databases. The most popular medium for replying was via post (we included a freepost envelope). Below is a snapshot of the results from the survey.

### Industry summary

- 77% male aged over 50 (76%)
- Nearly half own 1 – 2 broodmares (49%)
- A small proportion lease broodmares (8%)
- Majority are breeding 1-2 mares this season and did the same last season
- Mares are bred to race (34%) and for enjoyment (20%) compared to 19% to sell
- 34% of respondents are unsure or not breeding next season; three major reasons being; rising breeding association costs (29%); Reducing stakes (26%); Rising service fees (22%)
- The majority of respondents consider themselves hobby breeders (67%)
- Majority have their mares served at stud (54%) or broodmare farm (18%)
- Majority keep their mares at home during the season (72%)
- Respondents believe that the biggest challenge facing the industry is reducing stakes followed by breeding costs and harness racing governance

### NZSBA summary

Part of the survey was aimed at finding out what breeders think of the NZSBA, what are the limitations to joining and identifying areas of improvement.

- 52% would consider joining the association
- Barriers to joining are cost(26%); not interested(18%); not sure how to join & historical reasons (13%)
- Respondents would like to see more industry news featured in Breeding Matters along with stud/broodmare and breeder profiles.
- Advocacy was an area highlighted that respondents would like the NZSBA to do more of along with marketing of the breed and increasing breeder recognition
- 51% believed that the NZSBA has a higher industry and media profile compared with 3 years ago
- Overall the NZSBA services were rated satisfactory. The Sires Register, Breeding Matters, Website and customer service all scored high on overall satisfaction. Areas for improvement are advocacy, lease-a-filly/broodmare and breeder recognition as outlined earlier on in the survey.

### Hobby v Commercial breeders – drilldown

The statistics presented have been further analysed into two segments – hobby breeders (own up to 4 mares) and commercial breeders (own 5 mares and above). Below are the main differences between the two groups.

- Hobby breeders are the biggest group uncertain if they will breed next season (37.13%) versus commercial 23.19%

- Commercial breeders are jointly concerned about reducing stakes & breeding associated costs (32.81%) – hobby breeders more concerned about breeding associated costs (28.90%)
- Over 34% of commercial breeders consider themselves ‘hobby’ breeders
- 74% commercial breeders keep their mares at home – similar 70% of hobby breeders also keep at home

## **ACTIONS/IDEAS**

### Advocacy

- Circulate John Mooney’s analysis on wagering for further discussion amongst industry stakeholders. Lobby for further analysis work to be undertaken by the NZ Racing Board. (copy of this analysis available on request).
- Reduce costs
  - Enter into discussions with studs & vets on ways to educate breeders on all costs associated within the breeding industry
  - Promote leasing and/or breeding syndicates
  - Promote more effective relationships with breeders and studs, vets etc to ensure high level of communication and no ‘hidden surprises’ at time of invoice – this can be via Breeding Matters, website, email.
- Develop ‘best practice’ models in conjunction with studs, educate breeders on best way to prepare a mare for the breeding season
- Ensure monthly reporting back to breeders from NZSBA, Regions and HRNZ representative

### Marketing

- Continue and increase attendance at key events and sales
- Distribute flyers and posters at key events
- Develop a generic ‘race book’ advert promoting NZSBA and members
- Look at methods of effective low cost marketing for Australian market

### Increase Recognition

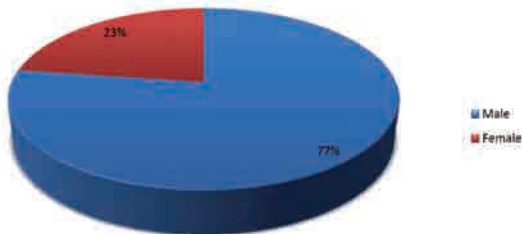
- Continue to lobby for breeders names in all race books
- Increase public relations and press releases
- Profile members and key results i.e million \$ horses, Group winners
- Develop a membership pin (NZSBA logo) to be given to members when joining

# NZSBA BREEDERS' SURVEY

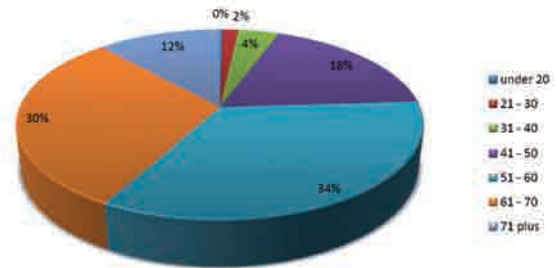
Number of responses - 395



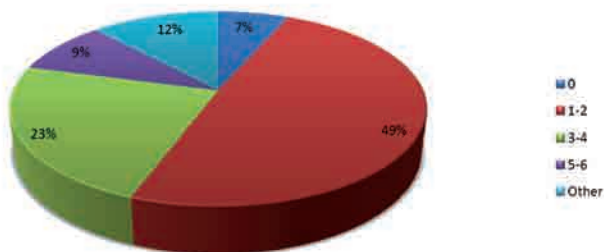
Q1: What is your gender?



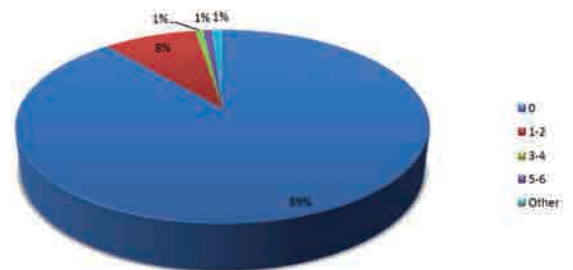
Q2: What is your age range?



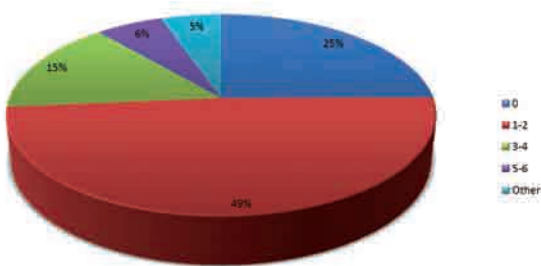
Q3: How many broodmares do you own?



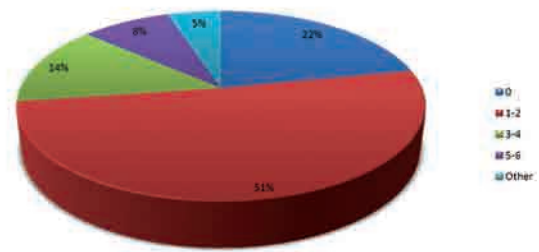
Q4: How many broodmares do you lease?



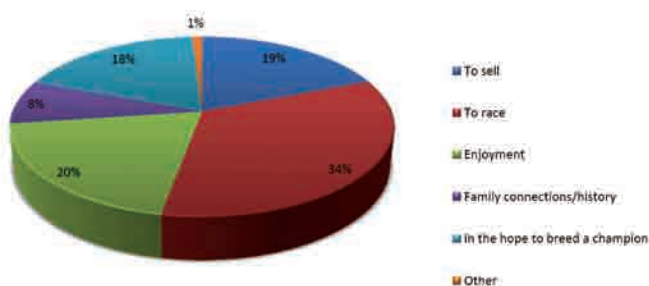
Q5: How many standardbreds are you breeding this season (2010/11)?



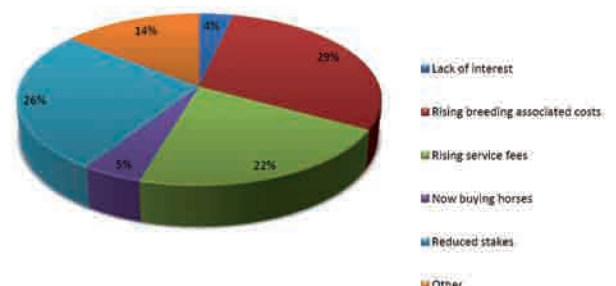
Q6: How many standardbreds did you breed from last season (2009/10)?



Q7: What are the reasons you currently breed standardbreds?



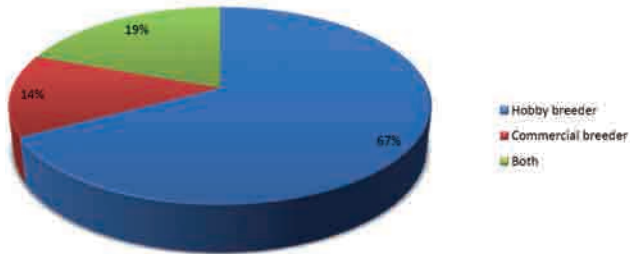
Q8: If not breeding next season, please tell us why?



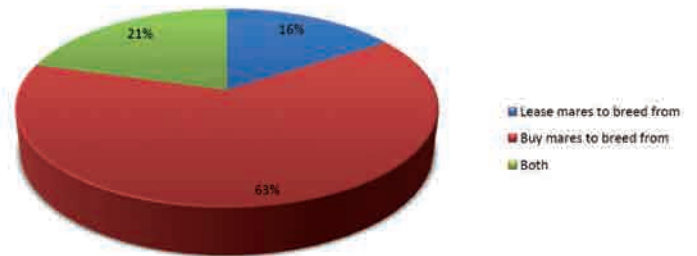
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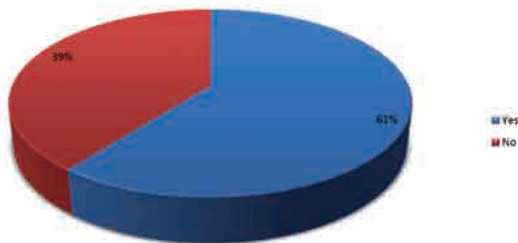
Q9: Are you a?



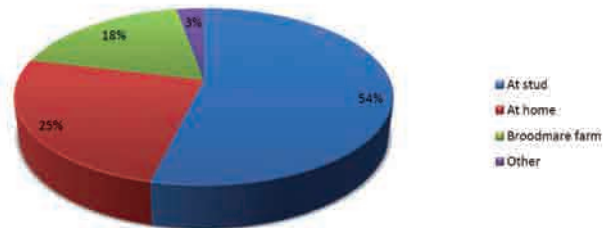
Q10: Do you?



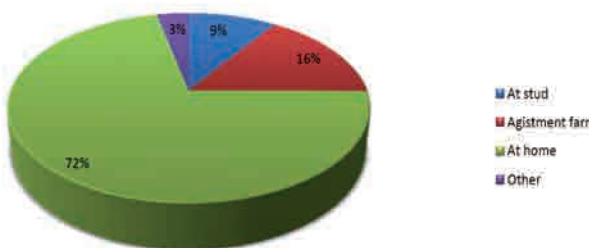
Q11. Have you or would you consider leasing mares out, if not being bred from?



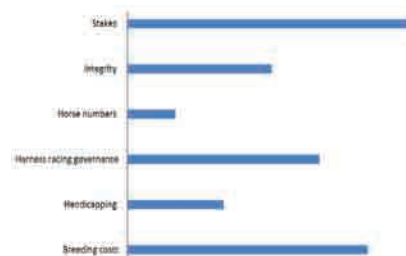
Q12. Where do you have your mares served?



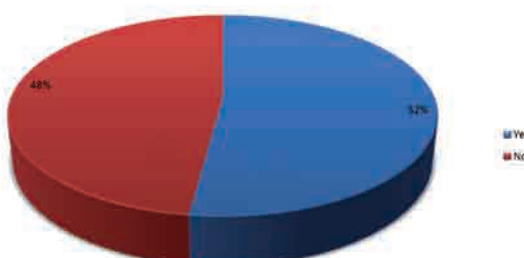
Q13. Where do you agist/keep your mares during the season?



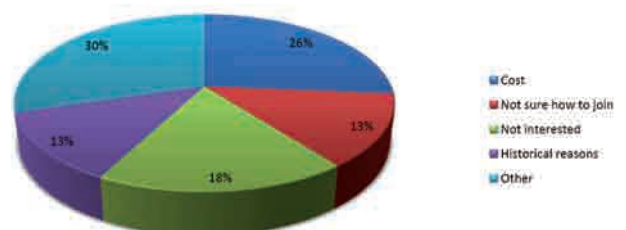
Q14. What is the biggest issue facing the harness sport and industry in NZ today?



Q15. If you are not a member of the NZSBA would you consider joining?



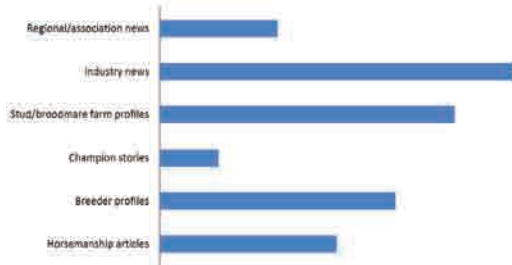
Q16. If you are not a member what is the reason why?



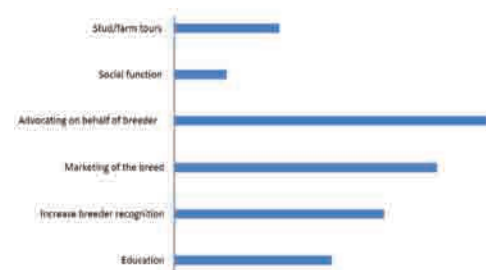
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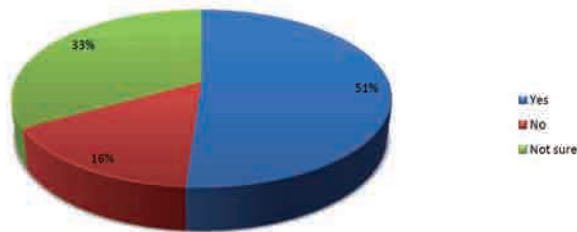
Q17: With relation to Breeding Matters, please rank the following:



Q19: What activities would you like the NZSBA to do more of?



Q20. Do you believe the NZSBA has a higher media and industry profile?



Q21. How satisfied are you with the following services?

