To revitalise the relevance of WA thoroughbred racing through significant investment in marketing, branding and content.

To improve the commercial competitiveness of WA Thoroughbred racing and grow revenue streams.

To maintain our right to exist by proactively meeting community expectations in animal welfare and integrity.

To facilitate viable race clubs with sound funding models, suitable facilities (infrastructure), sound business models and appropriate governance structures.

To reinvigorate Western Australia as an attractive jurisdiction to own and race thoroughbred racehorses.
**Wagering Investment**
Introducing a new business model which integrates programming, scheduling and handicapping and the internal business systems to support those processes.

**Club Sustainability**
Support Clubs in continuous development of their functions including having an open view to structures and management that may improve racing.

**Reinforcing to the community our absolute commitment to animal welfare and integrity within our sport.**

**Political**
Ensure that Harness considers its operations within the context of, and complementary to, RWWA’s Government relations strategy.

**Community**
Develop a Western Australian harness racing brand to increase relevance in the community.

**Participants**
Introduction of a new business model that re-positions racing and distribution of funding to give greater satisfaction to participants from hobby-based to elite level.

**WESTERN AUSTRALIAN HARNESS RACING STRATEGIC PLAN 2016—2021**
**A NEW BUSINESS MODEL FOR HARNESS**

**HIGH LEVEL OBJECTIVES**
## WESTERN AUSTRALIAN HARNESS RACING
### STRATEGIC PLAN 2016—2021
### A NEW BUSINESS MODEL FOR HARNESS

### HIGH LEVEL OBJECTIVES

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Our Right to Exist

Commercial Competitiveness

Revitalise the Relevance

To maintain our right to exist by meeting community expectations in animal welfare and integrity.

Improve the commercial competitiveness of WA harness racing.

To increase the relevance of WA harness racing.

WESTERN AUSTRALIAN HARNESS RACING
STRATEGIC PLAN 2016—2021
A NEW BUSINESS MODEL FOR HARNESS
WESTERN AUSTRALIAN GREYHOUND RACING
STRATEGIC PLAN 2016—2021
A SUSTAINABLE BALANCE

HIGH LEVEL OBJECTIVES

Commercial Competitiveness
To improve the commercial competitiveness of WA greyhound racing and grow revenue streams.

Our Right to Exist
To maintain our right to exist by meeting community expectations in animal welfare and integrity and by repositioning the brand of greyhound racing at a community level.

Racing Supply/Demand
To ensure the volume of racing and supply of product meets optimal wagering requirements and industry satisfaction whilst simultaneously meeting rehoming expectations.

Infrastructure
To ensure Western Australian greyhound racing remains financially strong through a sustainable club funding model and sound infrastructure footprint.