



COMMUNICATIONS DATABASE

1. INTRODUCTION

To assist in its own efforts of marketing the New Zealand thoroughbred both domestically and internationally, NZTM has developed an on-line communication database.

While primarily designed to allow NZTM to become more pro-active and provide better utilisation of its financial and physical resources, a major, but no less important, side benefit is the information the system is able to provide to other groups involved in the New Zealand thoroughbred industry.

These groups include:-

- i. Studs standing stallions
- ii. Studmasters
- iii. Breeders
- iv. Broodmare Owners
- v. Bloodstock Agents
- vi. Racehorse Owners
- vii. Trainers
- viii. Sales Preparation operators
- ix. Industry Associations

With the requirement that any person or group seeking access must be:-

- i. **a member of The New Zealand Thoroughbred Breeders Association,**

- and
- ii. **a New Zealand resident with no direct affiliations to any overseas thoroughbred breeding or sales operation.**

This document provides a description of the information contained in the NZTM communication database and a list of the pre-programmed queries available with their associated outputs.

2. DATABASE CONTENT

In essence, there are two databases, containing approximately 9,000 contacts registered to receive the thrice weekly NZTM update and the second, called Easyhorse, which is the main subject of this document. These two databases are linked but for the purpose of this exercise, how they are linked is immaterial.

EASYHORSE

The Easyhorse database is made up of three distinct parts:-

- i. 244,160 thoroughbreds either bred or registered in New Zealand
- ii. 60,820 current and/or previous owners of New Zealand bred or registered thoroughbreds
- iii. 1210 currently registered thoroughbred trainers – either holding a full licence, permit to train licence or owner/trainer licence.

2.1.1 Data held on thoroughbreds either bred or registered in New Zealand

- i. Registered name of the horse
- ii. Country of origin suffix e.g. (NZ), (AUS), (USA), (GB) etc
- iii. Sire of horse
- iv. Dam of horse
- v. Year of birth

- vi. Gender (male or female)
- vii. Name of Breeder
- viii. Current Status (broodmare, stallion, racehorse, unraced in NZ, inactive)
- ix. Race history – **see 2.2 below for full details**
- x. Current owner(s)
- xi. Current trainer(s)
- xii. List of full siblings and their date of birth
- xiii. List of half siblings, their breeding and date of birth
- xiv. Current residing country prefix if not NZ. e.g. (AUS), (HK), (SIN), etc
- xv. If a Broodmare, date of registration and/or date of de-registration in NZ
If a Stallion, the date of registration and/or date of de-registration in NZ

2.1.2 Data held on 60,820 current and/or previous owners of New Zealand bred or registered thoroughbreds

- i. Title
- ii. First names
- iii. Surname
- iv. Mailing Address
- v. Email address – (not complete for all owners)
- vi. List of thoroughbreds owned 100%
- vii. List of thoroughbreds part owned
- viii. Breeding of the thoroughbreds owned or part owned
- ix. Reference to other owners when not 100% owned
- x. Current status of each horse - racehorse, broodmare, unraced, inactive etc

2.1.3 Data held on 1210 currently registered thoroughbred trainers – either holding a full licence, permit to train licence or owner/trainer licence.

- i. Title
- ii. First Names
- iii. Surname
- iv. Mailing Address
- v. Email address –
- vi. List of thoroughbreds in the stable
- vii. Breeding of the horses in the stable
- viii. Reference to the owners of the horses in the stable
- ix. Current status of each horse – racehorse, unraced etc.

2.2 Race History

The race history for each thoroughbred contained within Easyhorse is:-

- i. The number of Black Type races entered
- ii. The number of Black Type races started in
- iii. The number of Black Type races won
- iv. The number of Black Type races placed
- v. The number of standard races entered
- vi. The number of standard races started in
- vii. The number of standard races won
- viii. The number of standard races placed
- ix. The date of the last race started in
- x. The name of the last race started in
- xi. For each race entered:-
 - a. The name of the race
 - b. The date of the race
 - c. The racecourse where the race was held
 - d. The weather on the day
 - e. The track rating (good, firm, soft, dead, heavy etc)
 - f. Class of race (Open Handicap, WFA, Maiden, 2YO, 3YO etc)
 - g. Type of race (Group I, II, III, Listed, Standard, Hurdle, Steeplechase)
 - h. The distance of the race
 - i. A list of the other horses in the field

- j. The breeding of each horse in the race
- k. The age of each horse in the race
- l. The finishing position of each horse
- m. The current status of each horse (e.g. broodmare, racehorse, inactive)

2.3 Breeding Record

For each Registered (and de-registered) Broodmare, the following information is held

- i. the live offspring the broodmare has produced
- ii. The sire of each of those offspring
- iii. If named, the name of each offspring
- iv. The current status of each offspring (racehorse, unraced NZ, etc)
- v. For the current breeding season, the stallion that served the mare.

Note. This cannot identify mares who have slipped or did not get into foal this season.

3. PRE-PROGRAMMED QUERIES AVAILABLE

To assist in good utilisation of the database information, a number of pre-programmed database queries have been developed.

These queries have the ability to provide an output list of contacts relevant to the result of the query. Some queries have subsets within them to allow specific results to be generated and are explained in detail below

These queries are named as follows:

- i. Horses
- ii. Owners – with subsets
- iii. Trainers – with subsets
- iv. Clicks Search – with subsets
- v. Horses on Sale Relatives – with subsets
- vi. Service Fees - with subsets
- vii. Declining Covers

3.1 Horse Query

This query allow a search on an individual thoroughbred included in the database. The query result is:-

- i. Horse Name
- ii. Breeding
- iii. Date of Birth
- iv. Race Record
- v. Breeding Record – if applicable
- vi. Owner (s) – with sub-sets
- vii. Trainer (s) – with sub-sets
- viii. Reference to other thoroughbreds owned by that owner in full or in part
- ix. Reference to other thoroughbreds trained by that trainer
- x. List of Siblings
- xi. List of Half-siblings

3.2 Owner Query

This query allows a search on the thoroughbred ownership of an individual owner included in the database. The query result is:-

- i. Name of Owner
- ii. Address of Owner
- iii. Email address (where present)
- iv. List of thoroughbreds owned in full or in part and where available the percentage owned

Owner Query Sub-sets

- i. the ability to select owners by a specified number of horses
- ii. the ability to query an individual owner
- iii. the ability to query every registered owners of a thoroughbred
- iv. the ability to select owners who have never had a horse which has either won or been placed in a Black Type race

- v. the ability to select owners who have horses which have won or been placed in Black Type races
- vi. the ability to select owners by a specific number of broodmares owned
- vii. the ability to select owners by a specific number of unraced horses owned
- viii. any combination of the above.

Each of these owner query subsets will produce an Excel file containing contact details and relevant information relating to the criteria used in the query.

3.3 Trainer Query

This query allows a search for registered Public, Permit to Train and Owner-Trainers. The query result is:-

- i. Name of Trainer
- ii. Address of Trainer
- iii. Email address (where present)
- iv. List of horses currently in the stable establishment or in full or part ownership.

Trainers Query Sub-sets

- i. the ability to select trainers with a specified number of horses
- ii. the ability to query an individual trainer
- iii. the ability to query all registered trainers
- iv. the ability to select trainers who have trained horses which have won or been placed in Black Type races
- v. the ability to identify trainers who have never trained a horse to win or be placed in a Black Type race
- vi. the ability to identify trainers by a specific number of unraced horses
- vii. any combination of the above

Each of these trainer query subsets will produce an Excel file containing contact details and relevant information relating to the criteria used in the query.

3.4 Clicks Search Query

This query provides a search for horses sired by a particular stallion. It allows three separate criteria options and in each option provides details of horses sired by the selected stallion and/or the dam of a horse sired by that stallion.

The three options are:

- i. Owners of registered broodmares sired by the selected stallion.
- ii. Owners of registered racehorses – raced or unraced - sired by the selected stallion
- iii. Trainers of registered horses sired by that stallion

Clicks Search - Broodmare Owners Sub-set

This query sub-set provides a list of owners of broodmares sired by a particular stallion that it is a known or suspected click with a current stallion.

The query has been designed to allow a stud master standing a stallion to promote that stallion to a specific group of broodmare owners.

Note 1: For broodmares owned in multiple ownership, each of the individual owners of that broodmare are provided.

Note 2: Broodmares owned in part or in full by the stud which also stands the stallion used in the query will also be included

The output produced from this query in an Excel file format is:-

- i. Each Owners name
- ii. Each Owners Address
- iii. Each Owners Country of residence

- iv. Each Owners Email address - where present
- v. Each Owners Home phone number – where present
- vi. Each Owners Mobile phone number - where present
- vii. Name of the Horse
- viii. Sire of the Horse
- ix. Dam of the Horse
- x. Date of Birth of the Horse

Clicks Search - Racehorse Owners Sub-set

This query sub-set provides a list of owners of racehorses sired by a particular stallion.

The query has been designed to allow a stud master to contact owners who currently have, or previously have had, an ownership interest in a thoroughbred sired by the subject stallion.

This contact could be for a number of reasons e.g.

- i. The stud master wishes to know if the horse is going to stud in the current season and wishes to promote his stallion to the owners as an stallion option
- ii. The stud master wishes to obtain comment from owners of racehorses sired by his stallion to use in his promotional material

Note 1: For racehorses owned in multiple ownership, each of the individual owners of that broodmare are provided.

Note 2: Racehorses owned in part or in full by the stud which also stands the stallion used in the query will also be included

The output produced from this query in an Excel file format is:-

- i. Each Owners name

- ii. Each Owners Address
- iii. Each Owners Country of residence
- iv. Each Owners Email address - where present
- v. Each Owners Home phone number – where present
- vi. Each Owners Mobile phone number - where present
- vii. Name of the Horse
- viii. Sire of the Horse
- ix. Dam of the Horse
- x. Date of Birth of the Horse

Clicks Search - Racehorse Trainers Sub-set

This query sub-set provides a list of trainers of racehorses sired by a particular stallion.

The query has been designed to allow a stud master to contact registered trainers who are currently training thoroughbreds sired by their stallion This contact could be to:

- i. advise the trainer of a horse available for training by the subject stallion
- ii. advise the trainer of horses by the subject stallion entered into upcoming sales
- iii. obtain comment on the conformation, traits and nature of the horses by the subject stallion for inclusion in the stallions promotional material

Note 1: For trainers with multiple racehorses in their stable sired by the subject stallion, each racehorse is included in the output

The output produced from this query in an Excel file format is:-

- i. Each Trainers name
- ii. Each Trainers Address
- iii. Each Trainers email address - where present
- iv. Each Trainers contact phone number – where present

- v. Each Trainers mobile phone number - where present
- vi. Name of the Horse
- vii. Sire of the Horse
- viii. Dam of the Horse
- ix. Date of Birth of the Horse

3.4 Horse on Sale Relatives Query

This query has been established to assist in the sale of thoroughbreds both pre and post sale time.

It applies to all thoroughbred sales conducted within New Zealand by New Zealand Bloodstock commencing from the 2008 National Yearling Sales.

It contains all lot numbers published in the full catalogue for each sale.

Pre-Sale Query Sub-set

When running this query prior to a sale it will provide a list of owners for any horse in the catalogue which is a close relative of the horse on sale – **provided there is at least one close relative in the family who has earned Black Type and is not in the same ownership as the horse on sale.**

An alternative option for this query is to just enter a particular Lot Number and obtain the owners of relatives to just that horse.

For the purposes of this query pre-sale, a close relative for which the owners details are provided are

- i. a sibling to the horse on sale
- ii. a half sibling to the horse on sale
- iii. the Grand-dam is a Black Type winning or placed mare
- iv. the Grand-dam has produced Black Type winning or placed offspring.

Thus it is possible for owners of a horse on sale to advise owners that a particular Lot Number in the sale is closely related to a horse that they have raced/are racing.

Post Sale Query Sub-set

Once the sale has been completed,, the sales results as published on the day are added to this query result.

Thus the output will show the purchaser and the fall of hammer price

From this point onwards, it is possible to run the query to just obtain details of a particular Lot Number or a list of relatives to the horses on sale which were either:-

- i. passed in with the reserve price shown
- ii. withdrawn prior to the sale
- iii. sold
- iv. any of the categories i. to iii; which only have relatives which either won or were placed in a standard race or were placed or won a Black Type race.

Each of these categories has a specific reason for being and any person who may wish to use this query are encouraged to contact New Zealand Thoroughbred Marketing in the first instance.

3.5 Service Fee Query

This query allows the selection of finding all broodmare owners who have sent their mares to a stallion standing in New Zealand in a particular year within a particular price range.

The service fee for any particular stallion contained in the database is the fee as published in the New Zealand Thoroughbred Stallions Register. It does not make any provision for any discounts or incentives offered by any Stud to any individual.

It is designed to allow Stud to send their promotional material to broodmare owners who can identified as being in a particular price range when choosing a stallion for their mare for the upcoming breeding season.

Consequentially, if the Stud so chooses, they can be selective on which broodmare owners receive their promotional material and thus save on production and delivery costs.

Note 1: For the breeding season prior to the current season, i.e. all mares that have been served will be extracted regardless or not if they have got into foal or maintained their pregnancy.

Note 2: For the previous breeding season, only mares that have delivered a living foal and, for which, a broodmare return has been completed will be extracted.

The query will produce an Excel file containing the following: information for each broodmare owner whose mare was served by a stallion within the price range selected for the particular year: -

- i. Title
- ii. First Name
- iii. Initials
- iv. Surname
- v. Address
- vi. Country of Residence
- vii. Contact Phone Number – where present
- viii. Mobile Phone Number – where present

- ix. Email address – where present
- x. Broodmare name
- xi. Covering Stallion's name
- xii. Published Service Fee

Note 1: **In those instances where a broodmare has multiple ownership, the details of each owner will be included.**

Note 2: **Any broodmares owned by the Stud standing the selected stallion will also be included in the output.**

3.6 Decline Cover Query

This query produces a list of all broodmare owners whose mare has not been successfully served by a Stallion for the past 2 years **and the mare is less than 20 years old.**

In an age of declining foal crops, it is designed to be used to encourage under utilised broodmares back into the serving barn by promoting the increased stakes now on offer and the other opportunities available apart from yearling sales for their offspring e.g. Ready-to Run Sales, sale after trials or race day wins.

PRICING

On application.

Please contact NZTM (07) 849 7230 or email

adrian.clark@xtra.co.nz

SUMMARY

The information included in this document is by no means an exhaustive list of how the NZTM Communication database can be utilised.

The queries described have been developed based on creating some early runs for stud masters and breeders alike. It is hoped that each person reading this document can see just how effective it can be in their position within the thoroughbred industry.

It is also hoped that in doing so that contact is made with NZTM at every opportunity to discuss ways in which the information can be tailored for a particular use and for the benefit of the industry at large.

NZTM has built the system. Whether or not any individual chooses to use the information which is available is up to them. We can only say that in this day of rising costs, any system that delivers a more cost effective means of targeting a specific audience has to be considered.