

Sam White 21-7-12

Good Afternoon I'd like to thank the commission for the opportunity to speak today. My name is Sam White and I work for Coolmore Stud in Marketing & Client Relations.

I'm originally from Victoria and worked as a Real Estate Agent in sales, auctioneering and marketing both in Victoria and overseas in London, St Petersburg and New York. Whilst there was great opportunity in that industry I never was really "in love" with it and ultimately pulled the pin for a bit of travel but also with one eye on doing something I really enjoyed. I'd never had a great amount of exposure to horses other than my family having a keen interest in following the racing scene, an interest that has been with me my entire life and continually grown stronger and for that reason I decided to hunt around for a few jobs in the thoroughbred breeding industry. It's hard to be a fan of racing and not know who Coolmore are - the progeny of their sires prop up a good majority of the strong racing fields around Australia and they are responsible for introducing an industry changer to our shores in Danehill. So in looking for jobs you always try and look towards the top, Coolmore and Darley sit pretty clearly up there so naturally I was drawn towards their brand. Neighbours of my family would each season have their best mares make the trek north to the Hunter to be covered by the top-class stallions these 2 organisations stand and then return home safely in-foal. Their brands are constantly re-enforced.

I jumped on seek.com.au and luckily for me there was a 6-month job being advertised at Coolmore as an Admin Assistant. I applied and again quite luckily was given the chance to interview via the phone - another conversation followed a few days later with the offer of the job, though only for 6 months I was told if you put the head down and work hard opportunities shall present. A bit of a punt to up and leave for a region I'd never been myself, with 6 months job security in an industry I'd never worked before. But I suppose that is what you do for a Coolmore or Darley, they're game changers....career definers so you take the chance. So far it's been a life changer - Housed on one of the prettiest farms in Australia, working with world-class horses and bloodlines, learning from industry legends and working with a young ambitious bunch - You sometimes need to pinch yourself. Good to their word at the end of the 6 months I was offered full-time employment and asked if I would like to go to Ireland to work for their main marketing agency to further understand the global nature of the industry as well as our business. I spent 3 months in Ireland - Again I was housed at no cost, provided with a car and given the chance to work closely with those industry legends, just this time in a different hemisphere. It's their role as an educator also that appeals to me as a young industry participant. You only need to look at the management of so many of the major farms in the Hunter Valley to see that the good majority of them are beneficiaries of the Coolmore & Darley educational system. Going back to the point of my neighbours sending mares up to the Hunter to be covered by Coolmore & Darley stallions I was able to further investigate that throughout my time at Coolmore especially over these past few months - at Coolmore's permanent inception into the Australian market in 1996 NSW the Hunter Valley could lay claim to 16% of the nationwide commercial coverings compared to Victoria's 13.5% that Hunter Valley's market share of nationwide coverings continued to grow annually and at Darley's entry into the marketplace standing 4 stallions in 2001 the market share figures were now at nearly 23% Hunter Valley 17.4% Victoria. As Darley grew the Hunter Valley's share increased further and in 2003 when they stood 10 stallions, including Winx's great sire Street Cry, the market share was now over 25% to the Hunter Valley and over 17% to Victoria. Darley's stallion numbers grew further in the following years and they stood the world's second best stallion Dubawi here for a few seasons and in 2006 the Hunter Valley possessed over 31% of the nationwide market share of commercial coverings compared to Victoria's nearly 18%. As it stands recently The Hunter Valley has a nationwide market share of commercial coverings of nearly 40% compared to that of Victoria at a tick over 18% -

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I'd like to speak of Coolmore + Darley's role as an educator + their importance to the industry - but the industry always offered a little.

as an admin ASS with the promise of opportunity via search

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They are afraid to educate with the knowledge they want go where best for the industry.

after Coolmore entry.

significant evidence at particular market entry points that highlight the importance of these two great studs to the region - no doubt the surrounding broodmare farms and suppliers would have been great beneficiaries of their ~~inception~~ *development*.

as you have already heard today.

I'm a pretty proud Victorian, love my footy, love Melbourne and everything to do with what was originally home for me so I also like to keep a pretty close eye on the industry down there. ⁱⁿ fairness it now seems as though the Victorian industry is aspiring to have its breeding operations match the heights of its Spring Carnival racing scene. The American Farm Spendthrift have chosen to start up their Southern Hemisphere operations there and the ~~Chinese~~ ^{Asian} based Yulong have similarly set up shop in Victoria. Domestic studs Swettenham and Rosemont have beefed up their operations and the ^{Indi's} Melbourne yearling sale is going from strength to strength - I suppose I keep a close enough eye on it all as the future here for Coolmore, for me, seems uncertain. Should our ability to retain our clients and raise champions, as our record clearly suggests, be compromised and Coolmore was forced to relocate then I'd go where they go and on evidence suggested earlier perhaps others ~~also~~ ^{would follow} ~~would~~ based on the outer-lying impact these two studs have on their immediate location. I hope it doesn't come to that as the Hunter is truly a special place to live but for us the health of our animals and the confidence of our clients must come first. Without that we have no business. Thank you.