

**Submission  
No 348**

## **INQUIRY INTO GREYHOUND RACING IN NSW**

**Name:** Mr John Davis

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I am the greyhound writer for the Daily Telegraph and have worked for News Limited for the past 28 years in the racing section of the paper. The purpose of my submission is to draw attention to the decline in publicity of the sport. The national coverage has fallen away to the extent some national papers no longer carry daily form guides for greyhound racing. This, I feel, has greatly diminished the industry's appeal to a wider audience. There seems to be a misconception by administrators to not acknowledge local community based papers, where a diverse cultural readership resides. Hardly ever is there a community-based promotion at a provincial or city track these days. Officials in all three codes have gravitated towards electronic media for their publicity purposes and while this has been an effective tool, it really is preaching to a converted audience. In my opinion, the current team of journalists working for the NSW dogs website have become internalised and there is a need to look outside the box for want of a better term. The industry is in a fortunate position to now have representatives on the Wentworth Park Trust that are only community minded but also have industry expertise. There should be a melding of ideas between the parties to maximise its strengths. From my past experience, Chinese New Year celebrations have always seen a doubling in attendances at race meetings, which publicised such events. Likewise, Events NSW could be used as a conjoint to bring parties together. Again Wentworth Park is in a unique, geographical position to capitalise on the melding of any such promotion. There are budgetary concessions in appealing to a community audience and then engaging with them as well. Spinoffs, which spring to mind, include advertising and potential participation at a later time. I have enclosed a copy of the community based newspaper titles at the Cumberland organisation to give delegates a feel for the wider audience.

To expand my publicity submission further, form-guides should be carried in a variety of languages to maximise their appeal. Having been to betting shops in Turkey and Greece this is common practice and there is no reason why it should not be replicated in Australia. All potential barriers must be removed if the industry is to appeal to a wider audience. While GRNSW and the GBOTA have done a wonderful job at Wentworth Park with the refurbishment work carried out there over the past four years, more progress can be made if targeting entry level ethnic participation is to be attainable. Translation, via a computer that punches out generic form in many languages would be a good starting point. Of course, all of this does come at a cost and deep at the core of this inquiry is achieving a better financial deal for greyhound racing, however we cannot ignore publicity of the sport if the sport is to evolve.

Thank you for taking the time to read my submission.

I will be available to attend the public hearings if required.

Regards.

John Davis.