

MEDIA RELEASE

Page 1 of 1

WA'S RACING INDUSTRY GETS SUPPORT FROM BELMONT SMALL BUSINESS CENTRE

Following the recent successful launch of the WA Racing Industry Business Development Project by Deputy Premier Eric Ripper at Burswood Entertainment Complex, we are calling on the support of industry associations and organisations associated with the WA Racing Industry.

The Business Development Project will cover a variety of small business topics, where participants can access business mentors to assist in the development of best practices in their business.

The project will not only be available to trainers, but also to anyone involved in the racing industry, including jockeys, breeders, farriers, horse breakers, float transport firms, vets and horse brokers to name just a few.

The project has been developed by Small Business Centre Belmont Manager Carol Hanlon, who has over 20 years 'hands on' experience within the Victorian horse racing industry.

Carol says she understands the day to day demands associated with working within the racing industry.

"This business development project has been developed to be as flexible as possible to fit in with the working schedules of those in the racing industry," says Carol.

The main components of the project will include business mentoring and seminars covering a range of topics including business and cash flow management, legal issues, PR and media skills, marketing and risk management.

Carol believes the threat Equine Influenza has brought to the livelihood of those involved in the racing industry means that the project will be a vital tool in ensuring the success of those in the industry.

"With the additional business pressures placed on the horse racing industry as a result of Equine Flu, it is anticipated that demand for the project will see it expand into a state and national project during 2008," Carol says.

Major supporters for the project include the Small Business Development Corporation, Race Breed Magazine, WA Trainers Association, City of Belmont, TCF WA Inc, Belmont BEC and the Small Business Centre Belmont.

If you are interested in receiving further information or joining the WA Racing Industry Business Development project contact Carol Hanlon or Gary Davidson at Small Business Centre Belmont 9479 3777 Email gary.davidson@belmontbec.com

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