

# Media Release

**The Hon Martin Pakula MP**

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Friday, 17 December 2021

## COUNTRY RACING BACK ON TRACK FOR THE WHOLE FAMILY

Country racing is off to a flying start this summer, backed by \$1.1 million in funding from the Andrews Labor Government to promote meetings and make sure patrons enjoy the action on offer.

The Government has allocated \$335,000 from the *Victorian Racing Industry Fund* to support Country Racing Victoria's Summer Kids Campaign, promoting country race meetings across the state.

The Summer Kids campaign will get behind 37 race meetings across Victoria, with the first meetings in the series to be held on Boxing Day in Geelong, Kerang, Drouin and Nhill.

A big part of the campaign is supporting children's activities at the meetings, encouraging families to make it a day out for everyone.

The Summer Kids campaign builds on Country Racing Victoria's Christmas campaign which has been supported with Government funding of \$210,000 to promote 27 meetings including Benalla, Colac, Sale and Horsham on the weekend before Christmas.

All meetings covered by the campaign will be held in COVIDSafe settings consistent with Victoria's roadmap, with a double vaccination requirement for all spectators and staff on course unless a medical exemption applies.

The good news continues for country racing fans, with the Labor Government allocating more than \$590,000 from the *Victorian Racing Industry Fund* to help Country Racing Victoria replace its giant mobile video screens.

The new screens are mounted on trucks and can be used at country thoroughbred clubs to provide improved live vision and on-course information. The new screens will be ready to hit the road in the autumn racing season.

The \$1.1 million investment from the Government in these projects is being matched by Country Racing Victoria and Racing Victoria.

The thoroughbred racing industry in regional Victoria generates more than \$715 million each year and helps sustain more than 6,100 full-time-equivalent jobs.

For information on upcoming country meetings go to [country.racing.com](https://country.racing.com).

### Quotes attributable to Minister for Racing Martin Pakula

*"A day at the country races is a great Victorian experience and we're making sure clubs can put on a fantastic show for the whole family this summer."*

*"Summer meetings attract racing fans from near and far, helping to put more money through the tills of local businesses."*

### Quote attributable to Country Racing Victoria Chair Chas Armytage

*"I'd encourage anyone who has never experienced a country meeting to grab your mates or family, get in the car and find out just what makes our meetings so special."*

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