



Prepared by the
Coalition for the Protection of Racehorses

10 Reasons Why Your Brand Should Not Be Associated With Horse Racing

This document highlights the main welfare issues associated with horse racing, issues that all those who support the industry should be made aware of.

It is intended to educate race day sponsors on the reality of what it is they are supporting and encourage them to consider the following:

- 1. Is the horse racing industry in line with the values of their company?**
- 2. Is supporting the horse racing industry in line with their company's corporate social responsibility?**
- 3. Does their company's sponsorship of horse racing make good business sense?**

10 Reasons why your brand should not be associated with horse racing are listed below and explained in greater detail throughout the document.

- 1 Horse racing is losing its social licence
- 2 Separation & isolation
- 3 Instruments of cruelty are common practice in training and racing regimes
- 4 Wastage
- 5 Missing foals
- 6 Horses are left to starve
- 7 Deathwatch
- 8 The racing industry advocates for killing unwanted horses
- 9 Breeding regimes are cruel and unnatural for both mares and stallions
- 10 Jumps racing

Horse racing is losing its social licence

The court of public opinion has demonstrated a slow but steady opposition to horse racing over the past decade.

The screenshot shows the BBC News website. The main headline is "Melbourne Cup: Will Australian racing overcome cruelty scandals?" by Phil Mercer, dated 4 November 2019. The article is categorized under "World" and "Australia". The URL is <https://www.bbc.com/news/world-australia-50257902>.

The screenshot shows an opinion piece from The Sydney Morning Herald. The headline is "Why the Melbourne Cup is actually one of the cruellest days on Australia's calendar" by Laura Weyman-Jones, published on November 6, 2017. The article is categorized under "COMMENT", "NATIONAL", and "OPINION". The URL is <https://www.smh.com.au/opinion/melbourne-cup-one-of-the-cruellest-days-in-citys-calendar-20171106-gzjf9m.html>.


Spring Carnival attendance has been in steady decline for the past 13 years. In fact, the 2019 Cup Carnival saw its lowest attendance since 1997

More here: <https://bit.ly/3b4pITh>

Growing opposition has gone into overdrive since the 2018 Melbourne Cup when Cliffsofmoher became the sixth horse to be killed at the event in as many years. His death kickstarted a public fury and media frenzy against the racing industry that has not let up. Barely a few weeks pass without another scandal, exposé or shocking revelation, forcing the racing industry into constant damage control.

Horse racing is increasingly coming under scrutiny by the general public, journalists, and even former and current industry participants, from commentator Bruce McAvaney **'We should act on horse racing cruelty says commentator Bruce McAvaney, but why hadn't we acted already?'**

Through to top trainer Chris Waller **'Winx trainer says racing's social licence at risk'**




ABC NEWS
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OPINION
'We' should act on horse racing cruelty, Bruce McAvaney says, but why hadn't 'we' acted already?
by Offenders columnist **Richard Hinds**
Updated 21 Oct 2019, 9:05am

'We' should act on horse racing cruelty, Bruce McAvaney says, but why hadn't 'we' acted already?
ABC NEWS
<https://www.abc.net.au/news/2019-10-21/horse-racing-the-teflon-sport-where-no-scandal-seems-to-stick/11621592?pfmredir=sm>



FINANCIAL REVIEW
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Companies Sport Horse racing

Winx trainer says racing's social licence at risk

Champion horse trainer Chris Waller says the Australian racing sector will lose its social licence to operate if it does not find an industry-wide solution to allegations that former race horses are being mistreated and slaughtered when their careers are over.

Mr Waller, who trained champion mare Winx and will have two strong chances in Saturday's Cox Plate, said allegations of mistreatment, aired in a confronting report on ABC television's 7.30 program, should be a turning point for the sector.

James Thomson
Columnist
Oct 22, 2019 - 11:55am

Winx trainer says racing's social licence at risk
FINANCIAL REVIEW
<https://www.afr.com/companies/sport/waller-says-racing-s-social-licence-at-risk-20191022-p5330d>

Associated brands are being called out and publicly shamed **'Myer faces social media backlash: shame on you'** and **'Melbourne Cup sponsors face social media backlash'**



ragtrader
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Myer faces social media backlash: "shame on you"
5 November 2019
0 Comments

Myer faces social media backlash: "shame on you"
RAGTRADER
<https://www.ragtrader.com.au/news/myer-faces-social-media-backlash-shame-on-you>



AdNews
News Opinions Campaigns Events

Melbourne Cup sponsors face social media backlash
By **Paige Murphy** | 5 November 2019

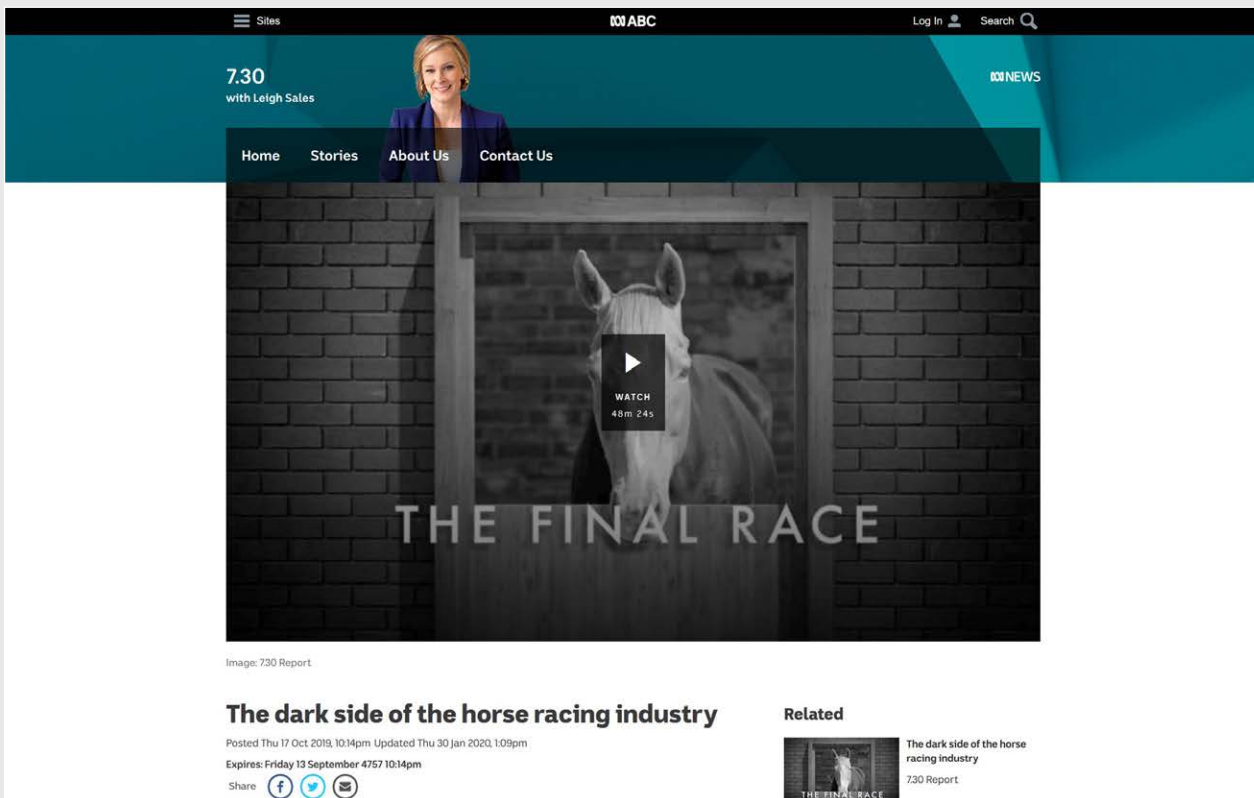
Melbourne Cup sponsors face social media backlash
ADNEWS
<https://www.adnews.com.au/news/melbourne-cup-sponsors-face-social-media-backlash>

One third of City of Melbourne Councillors voted for the City to end their support and facilitation of the Cup Eve Parade and all other horse racing industry events.

Social commentator Mark McCrindle has stated that **aside from the growing awareness of questionable animal welfare practices in the horse racing industry, the Melbourne Cup was becoming increasingly 'on the nose' for young people opposed to gambling or excessive alcohol consumption, and to others who simply find the event irrelevant.**

He added that more than half the workforce was now made up of Generations Y and Z - those born after 1980. "They don't have that same connection (to the Cup) or sense of tradition," he said. "They're the most culturally diverse generations we have ever had, and they also have their own social events - they don't need 'organised' social occasions."

2019 even saw high profile celebrities withdraw from attending the carnival. Although the biggest upset, it was not only **Taylor Swift** who pulled out of attending the Melbourne Cup. Celebrities **Lana Condor** and **Megan Gale** also cancelled their commitments.



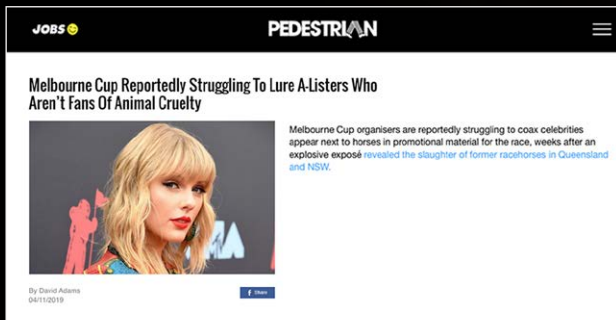
The Final Race

ABC 7:30 PROGRAM | WATCH HERE: <https://youtu.be/Zp-ALoBRW20>

After viewing brutal images of the routine slaughter of racehorses on the ABC's 7:30 program '**The Final Race**', Prof Paul McGreevy from the University of Sydney, who is a riding instructor and veterinarian, stated "The Australian public shall not forget the vision of the use of electric shocks to the genitals and horses receiving multiple captive bolt shots to the head."

A raft of other celebrities and individuals expressed their opposition to horse racing, taking to Twitter with the hashtag **#NupToTheCup** which once again trended all day. Marketing Mag revealed **#NupToTheCup** was the third most common hashtag to be associated with **#MelbourneCup**.

Celebrities say #NupToTheCup



Melbourne Cup Reportedly Struggling To Lure A-Listers Who Aren't Fans Of Animal Cruelty

PEDESTRIAN

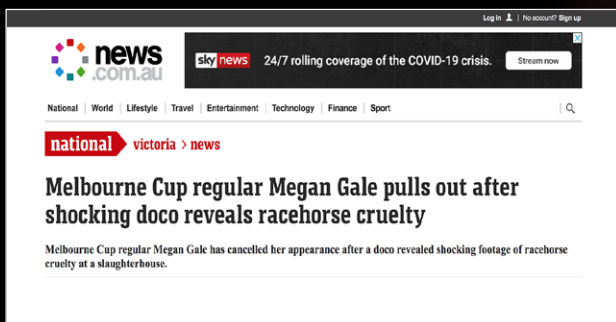
<https://www.pedestrian.tv/news/melbourne-cup-a-lister-animal-cruelty>



Celebrities shunning Melbourne Cup

THE CANBERRA TIMES

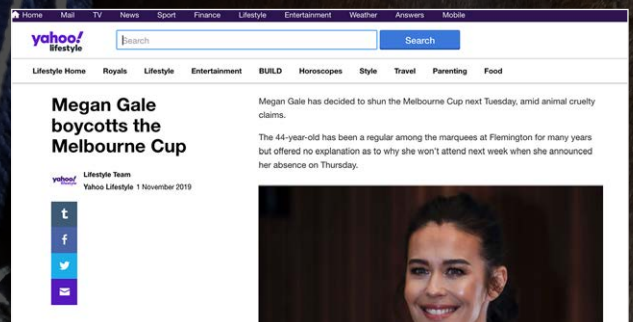
<https://www.canberratimes.com.au/story/6467748/celebrities-shunning-melbourne-cup/?cs=14231>



Melbourne Cup regular Megan Gale pulls out after shocking doco reveals racehorse cruelty

NEWS.COM.AU

<https://www.news.com.au/national/victoria/news/wed-love-them-melbourne-cup-carnival-protesters-invite-mining-conference-activists-to-join-in/news-story/055bab52312c48c5f7d71514b6828231>



Megan Gale boycotts the Melbourne Cup

YAHOO! LIFESTYLES

<https://au.lifestyle.yahoo.com/megan-gale-boycotts-melbourne-cup-along-with-taylor-swift-and-other-celebrities-205750144.html>



Taylor Swift cancels her controversial Melbourne Cup appearance

SBS NEWS

<https://www.sbs.com.au/news/taylor-swift-cancels-her-controversial-melbourne-cup-appearance>



Taylor Swift cancels Melbourne Cup appearance after criticism

THE NEW DAILY

<https://bit.ly/3fo3abp>



Taylor Swift Cancels Melbourne Cup Performance, Animal Rights Activists Applaud

FORBES

<https://www.forbes.com/sites/monicamercuri/2019/09/23/taylor-swift-cancels-melbourne-cup-performance-animal-rights-activists-applaud/#53eb8af6109c>



Taylor Swift pulls out of 2019 Melbourne Cup performance

ABC NEWS

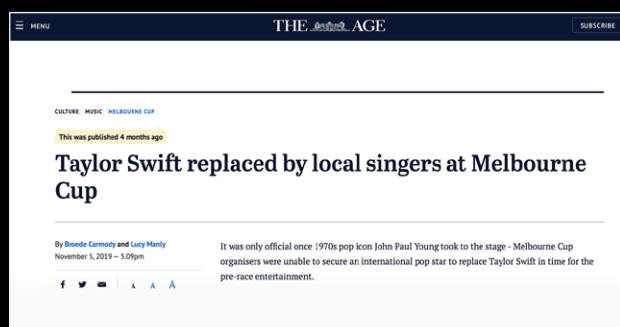
<https://www.abc.net.au/news/2019-09-21/taylor-swift-pulls-out-of-2019-melbourne-cup-performance/11535952>



Taylor Swift pulls out of Melbourne Cup - but what was the real reason?

7NEWS

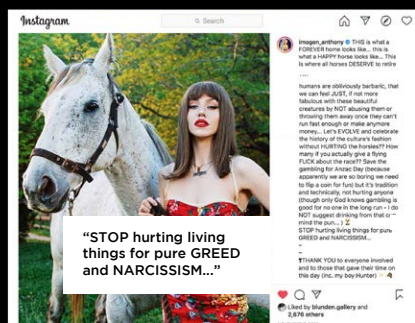
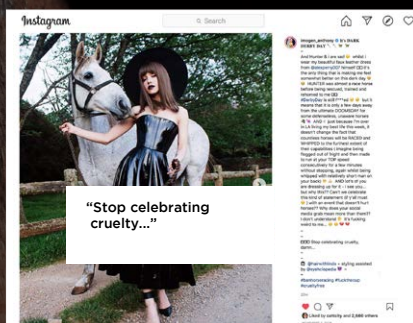
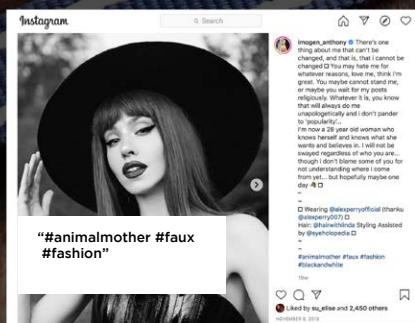
<https://7news.com.au/entertainment/taylor-swift-pulls-out-of-melbourne-cup-c-465782>



Taylor Swift replaced by local singer at Melbourne Cup

THE AGE

<https://www.theage.com.au/culture/music/taylor-swift-replaced-by-local-singers-at-melbourne-cup-20191105-p53716.html>



INSTAGRAM | Imogen Anthony | #NupToTheCup



Tweeted



#NupToTheCup on Twitter

Amanda Waters @rapidwaters87 · Nov 5, 2019
Said it so much better than I ever could @JacynthaKrakouer 🐾🐾
Happy to say I have never/will attend or place a bet..
As a clinician, I've seen how gambling impacts people's MH.
There's nothing glamorous about the suffering of horses.
#NupToTheCup

Jacyntha Krakouer @JacynthaKrakouer · Nov 4, 2019
#NupToTheCup is about more than horse racing. It's also about condemning shameful public drunkenness; it's about raising awareness that DV & assaults go thru the roof on #MelbourneCup Day; it's about retired horses being taken to the slaughterhouse @ the end of their career 🐾

9 Retweets 28 Likes

Larissa Waters @larissawaters · Nov 5, 2019
A sad update. This why @Greens are saying #NupToTheCup



'Sad story': Rostropovich stable after finishing Cup with cracked pe...
Rostropovich pulled up lame in the home straight and connections are desperately hoping the injury is not life-threatening.
@smh.com.au

2 Retweets 16 Likes 36 Likes

Mehreen Faruqi @MehreenFaruqi
This is just so tragically predictable. Year after year we see the needless suffering of horses, yet nothing changes #NupToTheCup

Nine News Melbourne @9NewsMelb · Nov 5, 2019
#BREAKING: Rostropovich who finished last in the #MelbourneCup, has been taken to Werribee equine clinic for an assessment on a suspected cracked pelvis. More to come. #9News



5:02 PM · Nov 5, 2019 · Twitter Web App

222 Retweets 496 Likes

Michael Springer @MichaelSpring17
I used to be a member of Qld Turf Club. I have not missed a Melbourne Cup since 1979. However, almost 3 weeks ago I watched that 730 report- the episode disturbed me, particularly knowing how gentle horses natured are. Today I ate my lunch and then said #NupToTheCup

3:05 PM · Nov 5, 2019 · Twitter for iPhone

70 Retweets 411 Likes

geekgirl @roslex · Nov 3, 2019
The race that stops the nation?
The nation should stop the race.
#SayNupToTheCup #horseracingkills #MelbourneCup



The race that stops the nation?
The nation should stop the race.
I'M SAYING NUP TO THE CUP!

7 Retweets 16 Likes

MelissaD @D_Melissa2 · Nov 4, 2019
Tried to retweet as many #NupToTheCup tweets tonight. So many good people with honourable ethics making a stand against faux confected 'sophistication' and cruelty dressed up as glamour. #horseracingkills

5 Retweets 42 Likes 118 Likes

Sarah Morton @sarahmortoncopy · Nov 6, 2018
Animal cruelty? Check. Problem Gambling? Check. Binge Drinking? Check. Spike in reports of domestic violence? Check. #saynuptothecup

3 Retweets 6 Likes

Rachel @Musichetta1832 · Nov 5, 2019
Quite honestly the fact we have a public holiday celebrating animal abuse and gambling is disgusting and I am ashamed to live in this state
#saynuptothecup #MelbourneCup2019

8 Retweets 11 Likes

Mehreen Faruqi @MehreenFaruqi · Nov 7, 2019
Attendance, viewers & gambling all down for the Melbourne Cup.
The horse racing industry is in overdrive belittling & personally attacking anyone who advocates for animal welfare, because they know the tide is turning #NupToTheCup



How the Melbourne Cup came crashing down
Disastrous story emerges from Race That Stops a Nation.
@wos.nine.com.au

27 Retweets 34 Likes 106 Likes

Eve @league_witheve · Nov 6, 2019
I grew up around horse racing & it's been a big part of my life, but this article makes me so incredibly sad.
It's all about winning & money, not one mention about what excessive whipping did to the horse.
Call me the fun police don't care. #NupToTheCup #MelbourneCup2019

7Sport @7Sport · Nov 6, 2019
Michael Walker finished the #MelbourneCup with a \$10,000 whipping fine, but says letting down his daughter "hit me the hardest".
7news.com.au/sport/horse-ra...

2 Retweets 6 Likes 26 Likes

Steve Williams @swillmedia · Oct 19, 2019
"Words cannot describe the horror of the whole appalling thing."
@Peter_Fitz on the treatment of racehorses. I simply couldn't watch the @abc730 report, but bravo for revealing these sick, cruel bastards.
bit.ly/2VWtM5e #horseracingkills #TheEverest #MelbourneCup



Racing gone to the dogs in appalling self-sustaining circle of cruelty
The nags? We never really thought about it and, if we did, we just assumed they were "put out to pasture" somewhere.
@smh.com.au

6 Retweets 45 Likes 117 Likes

Timothy D Looker OAM @TimLooker
The ABC has excelled itself tonight. #ABC
#AnimalCruelty
An outstanding piece of investigative journalism.
The shockwave have just begun.
I will now boycott the Melbourne Cup.
Such cruelty cannot have my support.

8:52 PM · Oct 17, 2019 · Twitter for iPad

9 Retweets 28 Likes

Patrick Marion @patrick_marion7 · Nov 2, 2019
Bogans in suits @FlemingtonVRC #DerbyDay regarded as one of the most prestigious days of the spring racing carnival. #bogansinsuits
#SpringCarnival #HorseRacing #horseracingkills



25 Retweets 33 Likes 43 Likes

Skye Mescall @zephemiah · Nov 5, 2019
The beautiful Cliffs of Moher who was killed in last year's #MelbourneCup #NupToTheCup



3 Retweets 9 Likes

Tom Simak @TomSimak · Nov 1, 2016
First time going to the races today, and it's to protest 🙏
#saynuptothecup #banhorseracing

2 Retweets 1 Like 8 Likes

Clover Moore @CloverMoore · Nov 5, 2019
Today, I said #NupToTheCup.
I have always been a strong advocate for the rights of animals to live a cruelty-free life.

25 Retweets 48 Likes 354 Likes

Anton Enus @AntonEnus · Nov 5, 2019
This afternoon I'm heading to the tennis court rather than watch animals being whipped for my supposed pleasure. Stop the cruelty.
#NupToTheCup

23 Retweets 42 Likes 506 Likes


Jo Frederiks @JoFrederiks · Oct 28, 2017
Horse racing equates exploitation & slavery - don't support it.
#HorseRacingKills #YouBetTheyDie #CoxPlate #AnimalRights #Art



1 Retweet 13 Likes 17 Likes

Andrew Einspruch @einspruch · Nov 7, 2017
Please feel free to join me in ignoring the nation's extravagant celebration of the enslavement and exploitation of horses. #saynuptothecup

1 Retweet 1 Like 3 Likes



The following nine reasons outline exactly why horse racing is 'on the nose', why the above social shift against horse racing is occurring and why your brand should not be in any way associated with the industry.

2

Separation & isolation

From the moment they are brought into the world, the life of a racehorse is one of use and abuse.

Thoroughbred foals are separated from their mothers at approximately six months of age and then commence training. To make them more attractive to bidders at yearling sales, and to prepare them for future racing, they are subjected to a regime of exercise and generally fed a high protein diet (and sometimes drugs) to increase their appeal and profitability.

The foal will be “broken” - meaning they will be taught to comply with human commands through learned helplessness techniques - which compels the horse to obey due to fear, pain or both. The horses that rebel against the oppressive training methods will be forced even more harshly into compliance. If they fail to comply, they will be deemed rogue horses and discarded.

Foals born with minor deformities can also render a horse worthless and may mean a very early death. Some cosmetic deformities may be operated on or treated but this risks further injury to the young horse.

It is also not uncommon for horses at thoroughbred sales to be bought for only a few hundred dollars and killed for meat, either for human consumption or pet food (more on this later).



Racehorses are mostly confined to a stable where they will spend up to 22 hours per day, unable to socialise with other horses, their only reprieve being training.

More here:

<https://horseracingkills.com/issues/confinement>

In this artificial environment, many horses will develop symptoms of neurotic behaviour like wind sucking (grasping an object by the teeth and sucking in air) and weaving (swaying the head, neck and forequarters from side to side). They will also suffer from many common illnesses like respiratory diseases and stomach ulcers. A study of racehorses at Randwick in NSW found that 86 per cent had stomach ulcers. Many had deep, bleeding ulcers within eight weeks of starting race preparation. The prevalence of gastric ulceration in thoroughbred racehorses is reported to be between 66 and 93 per cent, increasing to 80 to 100 per cent as training duration increases and racing commences.

More here:

<https://horseracingkills.com/issues/other-health-issues>

3

Instruments of cruelty are common practice in training and racing regimes

In preparation for their first race, the yearling will be forced into a training regime which will place enormous stress on the immature skeletal frame and make them prone to early breakdown. This causes many lower limb ailments and injuries including fractures, pulled ligaments and strained tendons. Many horses suffer injuries well before their first race.

As running at high speeds over long distances is not natural to horses, many show resistance to conventional training methods. As a result, pain and fear are used to force the horse into submission. Various devices and methods, some legal and some illegal, will give the horse no option but to comply to the demands of the trainer. Horses are not necessarily willing participants. Whips, bits, spurs and tongue ties are all commonplace and legal to use on horses in training and racing.

WHIPS

It is still perfectly legal and common practice in horse racing to beat a horse with a whip over the finish line. Whipping horses over and over again inflicts physical and psychological pain and increases the likelihood of injury.

Somehow, the racing industry has escaped accountability for this blatant act of animal cruelty. Under current animal cruelty legislation, the Prevention of Cruelty to Animals Act (POCTA), if the same routine treatment was inflicted on a horse outside a racetrack, the perpetrator would almost certainly be prosecuted.



More here:

<https://horseracingkills.com/campaigns/the-whip>

TONGUE TIES

72% of thoroughbred trainers use nylon stockings, leather straps or elastic bands (most common) to tie a horse's tongue down to the base of their mouth.

There are several reasons for doing this, one being to increase the jockey's control and domination over the horse. The tie is looped around the base of the horse's tongue and then tied around the lower jaw. Some trainers pull the tongue forward and sideways out of the mouth when tying. This is an unregulated practice. The trainers decide how tightly to tie the tongue and how long it remains tied. Ties are generally applied before leaving the stable and are reportedly left on for up to twenty



minutes during racing and thirty minutes during training. There is no veterinarian input either before or after use.

More here:

<https://horseracingkills.com/issues/tongue-ties>

JIGGERS

Electric shock devices, more commonly known as jiggers, are illegal. However, anecdotal evidence suggests they are frequently used by trainers.

Top trainer and 2015 Melbourne Cup winner Darren Weir was investigated in 2019 and charged with their use. He received a minor four-year ban from racing and is facing nine criminal charges including "engaging in the torturing, abusing, overworking and terrifying" of a horse. No jockeys associated with Weir are under investigation despite jockeys needing to be complicit in order for jiggers to work.



More here:

<https://horseracingkills.com/issues/jiggers>

Since the Darren Weir investigation, another top trainer is being investigated for tasing/jigging horses, along with doping, fraud and other offences.

Though illegal in Australia, some horses will have their injuries masked by drugs which will enable the horse to race a little longer until the injuries worsen and the horse inevitably breaks down.

Ultimately, the racehorse is seen as a commodity, existing to earn their connections an income. This results in them being pushed too far, too often, too young. The proof is the average racing career is less than three years and mostly ends due to injury.

The systematic widespread slaughter of racehorses was finally exposed in October 2019 by the ABC's 7:30 program 'The Final Race'

WATCH HERE

<https://youtu.be/Zp-ALoBRW20>



The world watched in horror as scenes of racehorses being punched, electrically prodded, repeatedly bolted in the head and hung to be slaughtered were splashed across our TV screens. The investigation proved beyond a doubt that every year at least 10,000 unwanted racehorses of all ages, and past “successes”, are being routinely sent to Australian slaughterhouses to be exported as meat for human consumption, or to knackeries to be killed for pet food.

The shocking exposé led to the 'Inquiry into Animal Cruelty in the Management of Retired Thoroughbred and Standardbred Horses in Queensland'.

Terry Martin SC who led the inquiry stated “The Final Race brutally educated the public that, on a large scale, retired racing horses are being treated as disposable commodities.”

This is just one of the many damning comments to come from the 94-page document which unsurprisingly reveals critical evidence of an industry and government, at both the state and national level, that is failing both horses used by the racing industry, and animal welfare in general, miserably.

More here:

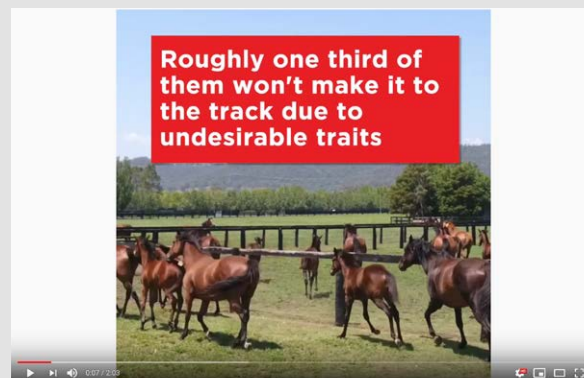
<https://horseracingkills.com/2020/02/24/qld-inquiry-into-racehorse-cruelty-reveals-damning-evidence/>

A horse's lifespan is thirty years, yet most racehorses are unlikely to compete beyond five years of age. With 13,500 foals being bred specifically for the racing industry each year, there are simply not enough homes to care for them once they are no longer wanted for racing. Nor is there a willingness by those in the industry to take the time and funds to rehabilitate them after racing.

At least one third of foals born into the Australian thoroughbred racing industry don't make it to the track. Many more are unaccounted for.

WATCH HERE

<https://youtu.be/izda4areWdA>



In addition to the thousands of foals who are registered for racing but never make it to the racetrack, current rules allow for foals unsuitable for racing due to poor conformation to be disposed of without being accounted for.

The studbook requires foals to be registered within thirty days of birth. However, this can be extended to 120 days, allowing plenty of time for owners to decide whether the foal is demonstrating the desired attributes for racing.

Anecdotal evidence from industry participants suggests it is common practice for many more foals, those who are not yet registered, to be discarded.



Horses are left to starve

There is an abundance of cases of neglected and starved horses slowly wasting away in paddocks across Australia and racehorses are not immune to this awful fate.

In January 2020, the Coalition for the Protection of Racehorses (CPR) investigated two different properties near Toowoomba in Queensland where a number of racehorses were discovered. Some were already deceased and rotting away, others alive and severely malnourished.

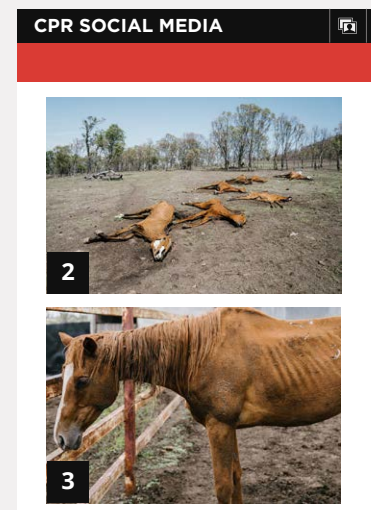


IMAGE 1 | Thirty-five horses found dead on property west of Toowoomba

ABC NEWS

<https://www.abc.net.au/news/2020-01-14/horses-found-dead-near-toowoomba/11865562>

IMAGE 2 | Five of many horses found starved to death at the Toowoomba property

COALITION FOR THE PROTECTION OF RACEHORSES

<https://bit.ly/3efjs1E>

IMAGE 3 | One of fourteen emaciated racehorses discovered at another Toowoomba property

COALITION FOR THE PROTECTION OF RACEHORSES

<https://bit.ly/2A4YTLj>

According to CPR's annual Deathwatch report, on average a horse is killed on Australian racetracks every three days.

WATCH HERE

<https://youtu.be/vNJhsl9HZMY>



The most common cause of death recorded by industry reports is catastrophic front limb injury followed by cardiac problems and bleeds.

More here:

<https://horseracingkills.com/issues/deathwatch>

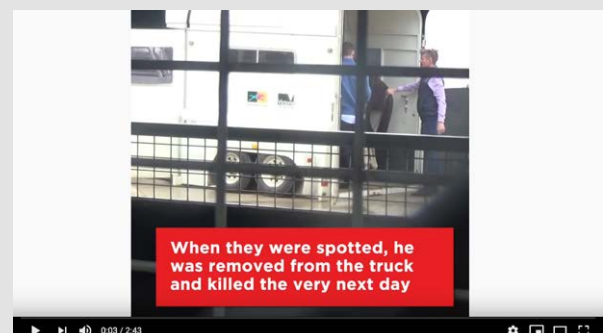
Thousands more horses disappear each year from racing as a result of injuries they have sustained.

Since CPR commenced investigating, recording and reporting on deaths on track, there has been a greater tendency to take injured horses away from the race track to kill them so that their death is not required to appear in official stewards reports and is therefore not accounted for.

Now and Zen unable to bear weight due to a catastrophic injury is loaded onto a float and taken off track to be killed.

WATCH HERE

<https://youtu.be/RDszj-4NJFw>



The racing industry advocates for killing unwanted racehorses

When the racing industry suggests that perhaps the best solution to dealing with unwanted horses is to **have an in-house knackery, or support killing on-farm, to try to ensure the horses they once profited from are killed “humanely”**, there is a fundamental problem.

**Former top trainer
Peter Moody tweeted:**

"Let's be realistic, not all horses can be rehomed or train to different disciplines. Why not have an industry knackery for want of a better description to manage and handle horses' welfare as humanely as possible."

More here:
<https://bit.ly/2zs5OOL>

**Racing Victoria joined in but instead
advocating for on-farm killing.
The ABC reported:**

"Veterinarians will be sent to Victorian farms to euthanase retired racehorses to save them from being killed in abattoirs and knackeries, as part of the Victorian racing industry's response to an ABC investigation that exposed cruel treatment of thoroughbreds."

More here:
<https://ab.co/3d7f60Y>

**There can be nothing humane about killing
any animal that is healthy and wants to live.**

Breeding regimes are cruel and unnatural for both mares and stallions

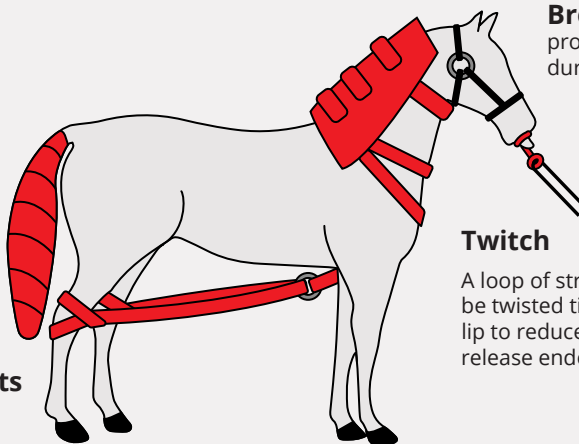
Rather than allow nature to take its course and let mares conceive naturally and give birth in the summer months when the weather is mild, foals are born as close to August 1st as possible as this is the date that thoroughbred horses' age is determined by. This allows maximum time for race training.

This unnatural cycle is achieved through adjusting temperatures, artificially lengthening days through the use of lighting and injecting drugs such as 'prostaglandins' into the female. When they reach fertility, often only weeks after giving birth, mares are forced to stand for a stallion in order to produce another foal for the following season. Under natural conditions, mares normally produce a foal once every two years. Restraints and even a 'teaser stallion' are part of this unnatural process.

Restraining mares for Thoroughbred breeding

Tail bandaged/shaved
to avoid injury to stallion's penis.

Breeding hobbles or boots
may be fitted to limit her ability to kick.



Breeding cape
protects neck from stallion bites during copulation.

Twitch

A loop of string or rope that may be twisted tightly over the upper lip to reduce heart rate and release endorphins.

Credit: The Conversation

Approximately 3,000 mares are sent to be used for breeding each year. However, the number of mares used for breeding does not grow, meaning approximately the same number of mares must be taken out of the breeding cycle each year. These mares are unaccounted for by the racing industry.

More information on this unnatural and cruel breeding technique here:

<https://bit.ly/30jDhoQ>

10

Jumps racing

To the disbelief of many, jumps racing persists in Victoria and South Australia even though it has been illegal in NSW since 1997. This cruel activity forces horses to jump obstacles at high speeds with the weight of a jockey on their back making it statistically 19 times more dangerous than flat racing. Every year jumps racing causes falls to horses resulting in horrific injuries and often death.

Every year jumps racing causes falls to horses resulting in horrific injuries and often death.



One example of this can be seen from jumps racing's most deadly track in Warrnambool, Victoria, last year where **Super Haze** suffered and died for gambling profits.

WATCH HERE

<https://bit.ly/2BUHKVM>



Though horse racing persists, propped up by gambling habits, there is clear evidence that the industry is morally bankrupt and increasingly becoming socially unacceptable. Like the circus and theme parks, the use of animals for entertainment is a tired and cruel concept and businesses who support such activities will increasingly come under scrutiny and be viewed as archaic and as not acting in accordance within their duty to adhere to corporate social responsibility.

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Melbourne

Melbourne Cup: how Australia's signature race lost its hold on the nation

Concern for the welfare of horses is slowly overtaking glossy glamour shots as Australians look at the racing industry with fresh eyes


Calla Wahlquist
@callapilla
Sat 2 Nov 2019 06.00 AEDT
1,520 313



▲ Racegoers make their way home through the rubbish left behind after the Melbourne Cup. The race has come under increased scrutiny after the deaths of horses on the track, and revelations about the treatment of retired racehorses. Photograph: Scott Barbour/Getty Images

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THANK YOU FOR READING

We appreciate the time you have taken to read this document and hope that you will consider the information provided.

We very much welcome further discussion with you and are available via email at enquiries@horseracingkills.com or phone on **03 9016 3277**



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