Greyhound Racing Victoria

STRATEGIC PLAN
2019-2024

Executive summary
Victorian Greyhound Racing is a vibrant, entertaining and thriving sport with animal welfare at its heart.

To professionally regulate, conduct and promote greyhound racing and welfare in Victoria with integrity and care, and to ensure an engaging, ethical and sustainable sport.

Integrity, Transparency, Collaboration, Respect, Safety, Responsiveness and Progressiveness

Sustainable revenue growth through product innovation, leveraging digital technology and deeper consumer engagement.

Evidence-based safer racing, breeding quality and sustainability, population optimisation training practices, participant support and rehoming.

Improved GRV capability and culture, Club Governance, Professionalism & Performance, Shared Industry Vision and National Approach
GRV STRATEGIC PLAN 2019-24

Our Strategic Pillars

1. Greyhound Welfare
   - Driving positive Greyhound Welfare outcomes throughout the lifecycle
   GRV will work to provide an environment in which the safety and physical and psychological welfare of greyhounds is our overriding priority, and where every greyhound will have the opportunity to live a full life with quality care.

2. Integrity
   - Driving an effective, fit for purpose regulated environment
   GRV will deliver an enhanced, contemporary, integrated, risk-based and ethically-driven regulatory regime, backed by effectively monitored and enforced animal welfare and integrity strategies. This will support, encourage and take actions that ensure greyhound welfare and integrity outcomes meet the highest possible standards.

3. Community Engagement
   - Recognising public expectations to achieve balanced racing, welfare, wagering and community outcomes
   GRV will develop a culture where the industry seeks to be self-compliant and understands the importance of community and participant attitudes towards greyhound racing, and GRV’s role as the sport’s regulator, so it follows contemporary rules, laws and ethical behaviours and meets its social responsibilities.

4. People, Culture & Financial Sustainability
   - Developing and sustaining core capabilities for effective regulation and promotion
   GRV will lead the industry by developing an enhanced organisational capability that delivers world class regulation and promotion of the sport and its Race Program. This will be achieved by creating an organisational culture based on respect, supporting and nurturing staff and effectively managing animal welfare, industry integrity and sustained wagering and commercial growth.

5. Club Development
   - Enabling Club growth, racing program delivery and community support
   Clubs are the sport’s primary interface with local communities. GRV will support clubs in being an indispensable part of their local communities through relevant and timely advice and corporate services to improve governance, management and strengthen their commercial and operational effectiveness.

6. Participant Engagement & Support
   - Enabling positive, effective and productive outcomes for participants
   GRV recognises the role and needs of participants and will support and facilitate participant growth and compliance to help build a viable future for greyhound racing.

7. Sports & Customer Development
   - Driving customer and wagering growth and sustainability
   GRV will position the industry for sustained wagering and commercial growth by expanding the sport’s customer base through promotion and marketing. This includes careful management of wagering and broadcasting partnerships, delivering strong industry relationships and developing sustainable business growth strategies.
Our Strategic Directions

Sustainable revenue growth through product innovation, leveraging digital technology and deeper consumer engagement.

➢ Engaged Customers
➢ Exciting, Entertaining & Compelling Racing
➢ New Markets
➢ New Customer Segments
➢ Targeted Event and Venue promotion
➢ Growth & Development of Sport
➢ Digitally Enabled Content

Evidence-based safer racing, breeding quality and sustainability, population optimisation training practices, participant support and rehoming.

➢ Greyhound & Participant Health & Wellbeing
➢ Safer Racing Environments
➢ Greyhound Welfare at the Centre
➢ Quality Greyhound Breeding
➢ Rehoming Racing Greyhounds
➢ Building Self Compliance
➢ Participant Education & Support
➢ Compliant Industry Culture


➢ Improved Economic Outcomes & Returns for Participants
➢ Club Growth & Development
➢ National Influence
➢ Shared Industry Vision
➢ GRV Culture & Capability Uplift
➢ Regional Support / Presence
➢ Syndication Programs

Desired Outcomes

❖ More customers engaged in sport
❖ Increased revenues
❖ New and Innovative Products
❖ Increased Digital Channels / Presence

Desired Outcomes

❖ Record levels of greyhound racing safety
❖ Getting more dogs to the track
❖ Rehoming of all dogs capable of being rehomed
❖ Improved Participant Compliance & Culture
❖ New Code of Practice implemented

Desired Outcomes

❖ Sustained increase in Prize Money for Participants
❖ Club Growth
❖ Supported, Engaged Participants
❖ Effective National Influence
❖ Regional Community Hub
❖ Employer of Choice
❖ Engaged, Satisfied Staff
❖ Community Acceptance
❖ Increased Ownership through Syndications