

HORSE RACING INDUSTRY

CAPABILITY STATEMENT
2500m Consulting



What is 2500m Consulting?

2500m is a consulting business launched in June 2023. The name signifies the Victoria Derby distance, which is a race I was fortunate enough to win in 2018 as a part owner of Extra Brut.

2500m Consulting allows me to combine my lifelong interest and genuine passion for horse racing with over 30 years of professional services and leadership experience. My bespoke services can be tailored to assist trainers, syndicators, bloodstock agents, breeders, race clubs, regulatory bodies, technology, media, and industry associations across the horse racing sector with any short, medium, or long-term assignments.

SPECIALTY SERVICES INCLUDE THE FOLLOWING:

BUSINESS OPERATIONS & STRATEGY

- Governance & Risk
- Organisational Change / Transformation
- Owner Relations, Attraction, and Retention
- Key Account / Supplier / Partnership Management
- Business Leadership Advice / Support
- Project Management / Special Projects
- Strategic / Business / Digital Planning
- Operational Efficiency / Maturity Reviews
- Stakeholder Engagement
- Infrastructure Advisory

PEOPLE & CULTURE

- Coaching & Mentoring
- Learning & Development
- Performance Management
- Recruitment & Retention
- Safety & Wellbeing
- Team Member Engagement

BESPOKE SERVICES

- Business Cases / Feasibility Studies
- Corporate Social Responsibility
- Event Management
- Master of Ceremonies
- Syndication
- Workshop Coordination / Facilitation

If your business or organisation needs assistance to achieve its goals, please do not hesitate to call me on **0411 405 865** or send an email to enquiries@2500m.com.au. I would love to chat, as I am passionate about the industry and what can be achieved. For details of my horse racing industry experience, please see the next page.



OWNERSHIP

Horse racing ownership since 2009 with trainers including Ciaron Maher Racing, Bjorn Baker, Leon & Troy Corstens, McEvoy Mitchell Racing, Annabel Neasham, Mike Moroney, Griffiths de Kock Racing, Wendy Kelly, William Haggas, Mick Price & Michael Kent Jnr, Paul Chow, Matt Cumani, Darren Weir, Will Clarken, Karen Fox, and Kris Lees.

BUYER

Regular attendee at the annual Inglis and Magic Millions yearling sales. Notable purchases to date include group race winners Royal Merchant (purchased at the Magic Millions Yearling sales in 2021) & Steel City (purchased at the Magic Millions Yearling sales in 2022).

INDUSTRY SPOKESPERSON

Increasingly recognised as an industry spokesperson on issues related to rehoming of retired racehorses and racing industry support for increasing awareness of men's health issues (see links below).

- [Racing.com Interview Link - 4th August 2023](#)
- [Racing.com Interview Link - 15th September 2023](#)
- [Ciaron Maher Racing Gala Ball Link - 7th October 2023](#)
- [RSN Racing & Sport Interview Link - 22nd March 2024](#)
- [Racing.com Interview Link - 22nd March 2024](#)
- [RSN Racing & Sport Interview Link - 1st May 2024](#)
- [Racing.com Interview Link - 7th May 2024](#)
- [Matt Hill Interview on RSN Link - 30th May 2024](#)
- [The Thoroughbred Report article - 10th June 2024](#)
- [Racing.com Interview Link - 19th September 2024](#)

CONSULTANT

Have been engaged by [Ciaron Maher Racing](#) and [Liam Howley Racing](#) to create and implement their strategic plans, including facilitating executive offsite sessions to agree the strategic priorities, key activities, and measures of success, as well as supporting [BTX Racing](#) in developing & implementing their customer growth strategies & creation of enhanced horse ownership experiences.

- [Ciaron Maher Racing Strategy Testimonial Link](#)
- [Liam Howley Racing Strategy Testimonial Link](#)

SYNDICATION

Creation and management of multiple horse racing syndicates since 2009. Co-founder and current manager of Brut Force Racing, a private racing club that races multiple horses around Australia.

RACING

Full member of the Victorian Racing Club since 2008 as well as a regular attendee at metropolitan and country race meetings in Australia. Have also attended race meetings at Ascot, Aintree, Newmarket, and Epsom Downs in the UK, The Curragh in Ireland, Sha Tin and Happy Valley in Hong Kong, Kranji in Singapore, Belmont Park and Santa Anita Park in the USA and The Garrison Savannah in Barbados.

BOARD DIRECTOR

Board Director at Rule Prostate Cancer since 2019, which includes leading the engagement with the horse racing industry nationally. Have established ongoing partnerships with racing bodies, race clubs, trainers, media outlets, jockeys, industry ambassadors, syndicators, industry sponsors and racing authorities / associations. Joint founder and architect of the [Race for Rule](#) horse racing syndicate, which is a collaboration between Griffiths de Kock Racing, Ross Holburt (Ex SlickPix), the Cranbourne Turf Club / Southside Racing, our ambassador Matt Hill, Racing.com, and BTX Racing.

