

JOIN US IN MELBOURNE

# 2025 ARMA CONFERENCE

12-16 AUGUST 2025





## Melbourne Showcase this August!

On behalf of ARMA Chairman Lindsay Murphy, the ARMA Committee invites you to attend and participate in the 2025 Australian Racecourse Managers Association Conference between 12 - 16 August 2025.

This year's event will be held in Melbourne, a city home to some of Australia's most iconic racing venues — and we're taking full advantage. With exclusive access to Moonee Valley, Flemington, and Caulfield, the 2025 ARMA Conference is set to be a landmark event for racecourse professionals.

Hosted by Moonee Valley Racing Club, with the support of Victoria Racing Club and Melbourne Racing Club, the conference offers a unique opportunity to explore three major metropolitan tracks, each at different stages of their development and evolution. From new infrastructure and masterplans to operational insights and turf management, these site visits will provide rare behind-the-scenes access and valuable learnings for every delegate.

We anticipate an engaged and influential audience of over 200 industry professionals, including racecourse managers, suppliers, and stakeholders from Australia, New Zealand, and Hong Kong.

Delegates can expect a program packed with engaging presentations, technical deep-dives, and dynamic panel discussions. Our Trade Exhibition will connect attendees directly with leading suppliers, showcasing the latest innovations, equipment, and solutions for modern racecourse operations.

The official social events, including the ARMA Awards Night, are a highlight of the conference experience — bringing the industry together to network, celebrate, and enjoy the best of Melbourne hospitality. Don't miss this opportunity to learn, share and connect while experiencing three of Australia's premier racing venues.



# The Association backbone

The Australian Racecourse Managers Association (ARMA) is excited to introduce an enhanced membership model for 2025, designed to grow our member community to better support our Members and the racing industry.

For the first time, we are introducing the Racing Club Membership, allowing clubs to register multiple Track Staff Members under one membership. All Members receive full membership benefits including discounts to events. This initiative strengthens industry connections, knowledge-sharing, and collaboration, ensuring more professionals benefit from ARMA's resources, events, and support network.

With ARMA, you're not just a member; you're part of a dynamic community that keeps you ahead of the curve. Be the first to hear about new employment opportunities and gain a competitive edge in advancing your career.

## 2025 ARMA MEMBERSHIP OPTIONS

**Single Membership:** \$100 + GST (Individual Membership)

**Racing Club Membership:** \$250 + GST (Up to four members per club)

**Corporate Membership:** \$250 + GST (Up to four members per organisation)

## WHY BECOME AN ARMA MEMBER?

**Support & Mentorship** – Access guidance, career development, and industry support during challenging times.

**Exclusive Event Access** – Priority ticketing and discounted rates for ARMA events, activities, and conferences.

**Networking & Industry Connections** – Engage with professionals, sponsors, and industry leaders through events and forums.

**Industry Insights & Updates** – Receive Courses for Horses, ARMA's quarterly magazine, featuring expert insights and industry news.

**Employment Opportunities** – Stay informed with exclusive job alerts for career opportunities across all levels of the racing industry.

## Discussion Points

# Conference Topics

The ARMA Conference Organising Committee is finalising an exciting lineup of guest speakers, technical presentations, and panel discussions for the 2025 ARMA Conference — covering a wide range of timely and relevant topics for today's racecourse professionals.

This year's program has been carefully curated to ensure delegates walk away with practical knowledge, industry insights, and fresh thinking to navigate the evolving landscape of racecourse and turf management.

Just as importantly, the Conference continues to prioritise connection and collaboration, creating opportunities for industry peers to share ideas, challenges, and innovations.

With a strong focus on future trends, operational excellence, and member wellbeing, this year's Conference will explore topics including:

- How data and technology are transforming turf management
  - Mental health and member support across the industry
  - Equine welfare from a turf and track management perspective
  - The future of battery-powered machinery and sustainable equipment
  - Environmental leadership and sustainable racecourse operations
  - The role of media in modern racecourse management
  - Updates on major racecourse infrastructure projects
  - Emerging products and technologies driving workplace safety and efficiency
- Panel sessions featuring expert insights and open Q&A with industry leaders

Whether you're seeking solutions, inspiration, or new connections — the 2025 ARMA Conference is designed to leave you better informed, more connected, and ready to lead.

ARMA is always welcoming new ideas!

If you would like to propose an appropriate subject idea or a specific guest speaker, please email Liam Smith on [events@racecoursemanagers.com.au](mailto:events@racecoursemanagers.com.au).



## UNPARALLELED ACCESS TO INDUSTRY SUPPLIERS

# Trade Exhibition Sessions

Discover the latest innovations, equipment, and technologies shaping the future of racecourse management. During our Trade Exhibition sessions, delegates will have the opportunity to explore a diverse range of products and solutions tailored to meet the evolving needs of the industry.

These sessions offer a valuable chance to connect directly with leading suppliers and service providers, gain insights into new tools and technologies, and discuss how they can support your operations on the ground.

Trade booths will be open during dedicated exhibition times as well as throughout all session breaks, providing ample opportunity to network, ask questions, and build relationships with key industry partners.

Whether you're exploring a new solution or simply looking to stay up to date, the Trade Exhibition is a must-visit feature of the Conference program.

The 2024 Conference was supported by 39 sponsors, showcasing products and services across all facets of racecourse management, with many offering Conference Special Offers and prizes.



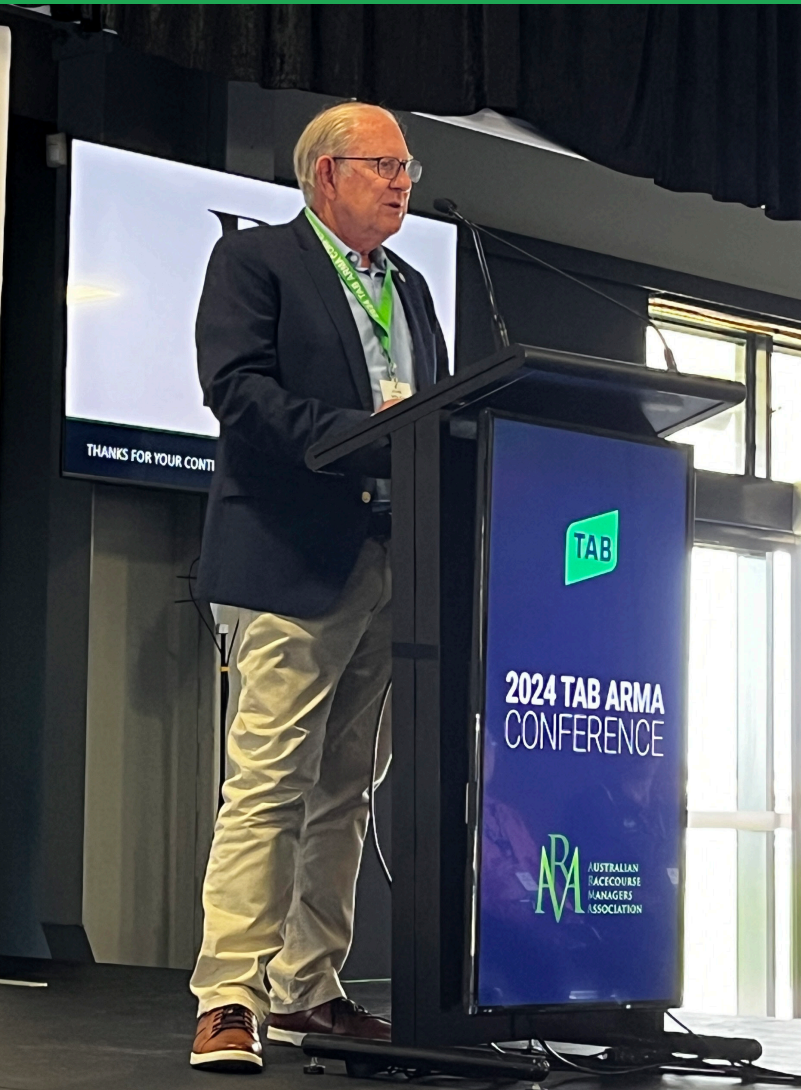
# Conference Events

**Wednesday Evening - Location TBC**

## Welcome Wednesday Drinks

Held the night before the conference officially begins, this informal gathering is the perfect opportunity to reconnect with familiar faces, meet new colleagues, and ease into the week ahead. Whether you're a first-time delegate or a long-time member, it's a great way to break the ice and start building meaningful connections in a casual setting.

Enjoy a selection of drinks while mingling with fellow delegates, sponsors, and industry leaders. With no formal agenda, it's all about great conversation, shared stories, and setting the tone for a memorable conference experience.



**Thursday & Friday @ Moonee Valley**

## Conference Sessions

Two full days of engaging presentations, showcasing industry suppliers and a comprehensive site tour of the recent racecourse works undertaken by the Moonee Valley Racing Club.

The objective is to arm delegates with vital knowledge to thrive in our dynamic industry and cultivate meaningful connections and collaborations among professionals.

We're thrilled to spotlight our sponsors during the Trade Exhibition sessions, offering delegates a chance to explore innovative technologies, tools, and solutions tailored to meet their organizational requirements.



## Thursday Evening @ Flemington

### ARMA Awards Dinner

Join us for the 2025 ARMA Awards Dinner in The Peak at Flemington, proudly hosted by Victoria Racing Club.

This year's dinner continues the relaxed and welcoming tone of past events, while placing a well-deserved spotlight on the achievements of our peers and the rising stars of our industry. During the evening, we'll honour outstanding contributions across the sector and announce the recipients of a number of industry awards and scholarships.

The evening promises to be a memorable celebration of the people and passion that make our industry thrive. Further details, including list of awards and scholarships to be presented, will be shared in the lead-up to the event.



## Saturday @ Caulfield

### PB Lawrance Race Day

Wrap up the 2025 ARMA Conference in style with a spectacular day of racing and hospitality in the PB Lawrence Suite at Caulfield.

Held on one of Melbourne's premier race days, delegates will enjoy amazing trackside views and a premium experience as the Group 1 PB Lawrence Stakes headlines a thrilling program of racing.

With food and beverages flowing in one of the best function spaces on course, it's the perfect way to celebrate the end of a successful conference week. Spirits will be available for purchase at the bar.

Coach transfers will be provided to and from the hotel, making it a relaxed and enjoyable day for all attendees.

Be sure to keep up to date with the latest event schedules on the ARMA website.





## Sponsorship

ARMA extends its heartfelt thanks to our dedicated sponsors — many of whom have stood with us since our inaugural conference in 1996. Your continued support plays a vital role in ensuring the Conference remains accessible, engaging, and beneficial for all racecourse managers and industry professionals.

For the 2025 ARMA Conference, the Committee has made some changes to our sponsorship model to better align with the evolving needs of our industry and conference format. This year, we will offer two streamlined sponsorship categories, ensuring clarity, value, and strong brand exposure for all our partners.

In a shift from previous years, sponsors will not be allocated individual presentation slots in the main conference program. This change reflects both time constraints and our improved ability to source local subject matter experts and technical presenters to address emerging issues and innovations relevant to the industry.

However, sponsors will continue to benefit from strong visibility and access to delegates through Trade Exhibition sessions, branding opportunities, and networking events, ensuring your involvement remains highly valuable and impactful.

We remain committed to providing a cost-effective and high-quality conference experience for all participants, while fostering lasting partnerships with organisations that share our commitment to the advancement of racecourse management.

If you're interested in supporting this year's event or would like to explore a tailored opportunity, please contact Liam Smith at [events@racecoursemanagers.com.au](mailto:events@racecoursemanagers.com.au)

We look forward to welcoming you to what promises to be an inspiring and collaborative 2025 ARMA Conference in Melbourne.





## Crown Promenade Melbourne

The ARMA Conference Organising Committee has secured a block of rooms at a discounted rate at Crown Promenade Melbourne for delegates attending the 2025 ARMA Conference.

Located in the heart of Melbourne's vibrant Southbank precinct, Crown Promenade offers modern comfort and is directly connected to the Crown Conference and Entertainment Complex — with restaurants, bars, shopping, and entertainment all just steps away. The hotel is only a short drive from Melbourne Airport and conveniently located for all conference-related transfers.

While delegates are welcome to stay elsewhere, please note that ARMA will provide daily bus transfers to and from official conference venues exclusively from Crown Promenade. No alternative pick-up or drop-off points will be available.

To avoid missing out on the reserved allocation, delegates are encouraged to book accommodation as soon as possible and no later than 1 July 2025.

All bookings and payments must be made directly with Crown Promenade.

For full details, including room rates and booking instructions, please visit the accommodation page on the ARMA website:

[www.racecoursemanagers.com.au/accommodation](http://www.racecoursemanagers.com.au/accommodation)



# Victorian Racecourse Tour

Get ready for an exclusive behind-the-scenes look at three of Victoria's most important racing and training centres as part of the 2025 ARMA Conference Racecourse Tour. This optional pre-conference activity is a fantastic opportunity to explore top-tier facilities, learn from local racecourse teams, and see firsthand how these venues continue to lead and evolve within the industry.

## **Flemington Racecourse**

We begin the day at the home of Australian racing, Flemington. World-renowned as the host of the Melbourne Cup, Flemington is a historic and prestigious venue with world-class turf and track management. Delegates will receive a guided tour of the racecourse and its facilities, gaining insight into what it takes to operate a venue of this scale and stature.

## **Cranbourne Turf Club & Cranbourne Training Centre**

Next stop is Cranbourne, home to the largest thoroughbred training facility in the Southern Hemisphere. With a multitude of training tracks and more than 1,000 horses trained daily, Cranbourne is a true powerhouse of Victorian racing. The precinct features state-of-the-art infrastructure and is home to some of the most successful trainers in the country.

Southside Racing will also host delegates for lunch, providing a relaxed setting to network and reflect on the morning's insights.

## **Pakenham Racecourse**

The final stop is Pakenham, a purpose-built venue that has now been in operation for 10 years. As one of the newest major racecourses in Victoria, Pakenham continues to expand with additional training facilities and tracks. Delegates will see how this modern facility is growing to meet the needs of a rapidly developing region and a thriving training population.

## **Tour Details**

Date: Wednesday 12 August 2025

Time: Pick Up 9:00am sharp from Crown Promenade, with a 4:00pm return.

Racecourses: Flemington, Cranbourne (lunch) and Pakenham

*Please note: This tour is optional and must be selected when registering for the Conference. Spaces are limited, so we encourage early registration to avoid missing out on this fantastic opportunity to visit some of Victoria's premier racing venues.*





## Partners Tour

ARMA extends an invitation to the partners of delegates and sponsors to attend the social events of the 2025 ARMA Conference.

These events include:

- Wednesday Evening - Welcome Drinks
- Thursday - Partners Day Tour
- Thursday Evening - ARMA Awards Dinner held at Flemington
- Saturday - Race Day in the PB Lawerance Suite at Caulfield

We are still finalising the details of the Partners Tour, which will likely entail of a guided half day Melbourne tour, including all transfers and lunch. This will provide ample time to return to the hotel to prepare for the ARMA Awards Dinner.

The cost to register a partner for these events is \$300 + GST and this can be completed by registering through the links on the ARMA website.

**REGISTER NOW**

# Delegate Registrations

## **ARMA Member - Full Delegate**

**\$850 + GST**

## **Non Member - Full Delegate**

**\$1,050 + GST**

Full Delegate Conference registration includes access to:

- Welcome Event on Wednesday evening
- All Conference Sessions and Exhibition Trade Shows on Thursday and Friday.
- ARMA Awards Dinner on Thursday Night
- Private ARMA Event at the Race Day on Saturday
- ARMA branded merchandise
- Delegate bag containing promotional materials of sponsors and suppliers.

## **Thursday only - Delegate**

**\$550 + GST**

Thursday Delegate Conference registration includes access to:

- Welcome Event on Wednesday evening
- All Conference Sessions and Exhibition Trade Shows on Thursday.
- ARMA Awards Dinner on Thursday Night
- ARMA branded merchandise
- Delegate bag containing promotional materials of sponsors and suppliers.

## **Friday only - Delegate**

**\$500 + GST**

Friday Delegate Conference registration includes access to:

- All Conference Sessions and Exhibition Trade Shows on Friday.
- ARMA branded merchandise
- Delegate bag containing promotional materials of sponsors and suppliers.

## **Wednesday Victorian Racecourse Tour**

**\$20 + GST**

- Bus tour of Flemington, Cranbourne and Pakenham with lunch provided.
- This aspect of the Conference is an optional extra.



LIMITED AVAILABILITY

# Sponsorship Packages

## Group 1 Sponsorship

**\$3,000 + GST**

- Conference registration for two (2) people, which includes all conference sessions, ARMA Conference Dinner and Saturday's Race Meeting.
- Static display booth within the Trade Exhibition venue, which includes a table, two chairs, signage, access to power and an overhead light.
- Distribution opportunity for sponsor advertising materials via delegates satchels
- Sponsor logo and acknowledgement through literature and on Conference monitors
- Sponsor logo with link to your website on the ARMA website.

## Group 2 Sponsorship

**\$1,500 + GST**

- Conference registration for one (1) person, which includes all conference sessions, ARMA Conference Dinner and Saturday's Race Meeting.
- Distribution opportunity for sponsor advertising materials via delegates satchels
- Sponsor logo and acknowledgement through literature and on Conference monitors
- Sponsor logo with link to your website on the ARMA website.

## Integrated Presentations & Trade Exhibition Space

For the 2025 ARMA Conference, all presentations and trade displays will be held together in the Celebrity Room at Moonee Valley Racing Club.

Trade booths will be set up around the perimeter of the room, with a central stage hosting keynote speakers, panels, and technical sessions — creating a more engaging and accessible experience for delegates and exhibitors alike.

To support meaningful conversations without disrupting presentations, a nearby breakout space will be available for exhibitors who need to talk or work throughout the day.

This consolidated setup is designed to maximise interaction, enhance visibility, and ensure a seamless flow between conference content and trade engagement.

## EASY AND QUICK

# Booking Online

All delegate and sponsor registrations are only available online in 2025. There are two options available to complete the transaction.

### 1. Pay online via credit card.

This is achieved by booking via ARMA's TryBooking event page.

Select the preferred registration option and complete all the fields within the form, which includes the events that you will attend. Complete the payment online and you will be issued a Tax Invoice to your nominated email address.

[www.trybooking.com/DAYGY](http://www.trybooking.com/DAYGY)

### 2. Generate a tax invoice to pay via direct debit

For those that require a tax invoice (or quote) for later payment, simply complete the online form via the ARMA Website. Select the preferred registration option and complete all the fields within the form, which includes the events that you will attend. Once completed, ARMA will issue you a tax invoice for payment, usually within 48-72 hours.

[www.racecoursemanagers.com.au/delegate-form](http://www.racecoursemanagers.com.au/delegate-form)

In the lead up to the Conference, ARMA will advise final event details, the bus booking process and any other updates as required. Should you require assistance to register, please contact Wendy or Liam and they will complete this with you. The TryBooking link is also available from the ARMA website.





## **CONTACT US**

Liam Smith - [events@racecoursemanagers.com.au](mailto:events@racecoursemanagers.com.au)

Wendy Synan - [admin@racecoursemanagers.com.au](mailto:admin@racecoursemanagers.com.au)

**[www.racecoursemanagers.com.au](http://www.racecoursemanagers.com.au)**