



#thisfillycan

TBA and BHA launch new campaign to support fillies and mares

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BRITISH
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TRENDS WE ARE SEEKING TO INFLUENCE

#thisfillycan campaign is seeking to influence

50/50

Foal crop

40/60

Horses in
training

277

More fillies
in training

(vs 1296 colts since 2005)

£11.8k

Median sales price
for a filly (2015)

“By highlighting the significant opportunities available to fillies, and their overall earning potential, we hope to close the gap between the proportion of fillies and colts in training by positively changing the perceptions of breeders, owners and trainers to realise that fillies can be an excellent prospect on the racetrack, which can only benefit all corners of the industry.” ~ Ruth Quinn, BHA

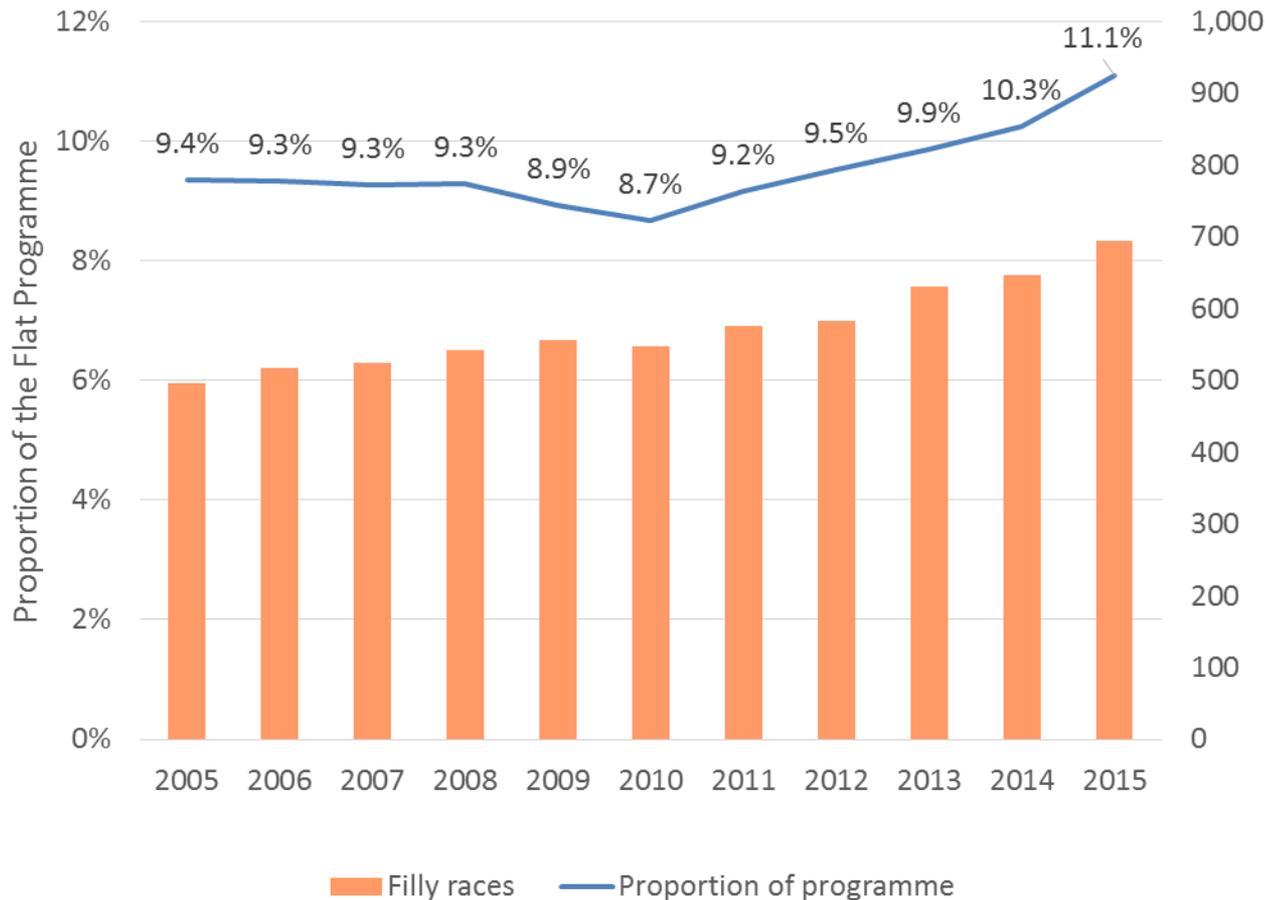


KEY MESSAGES

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Fillies' Opportunities

Fillies' races (by year)



694 ♀
Fillies' races in 2015

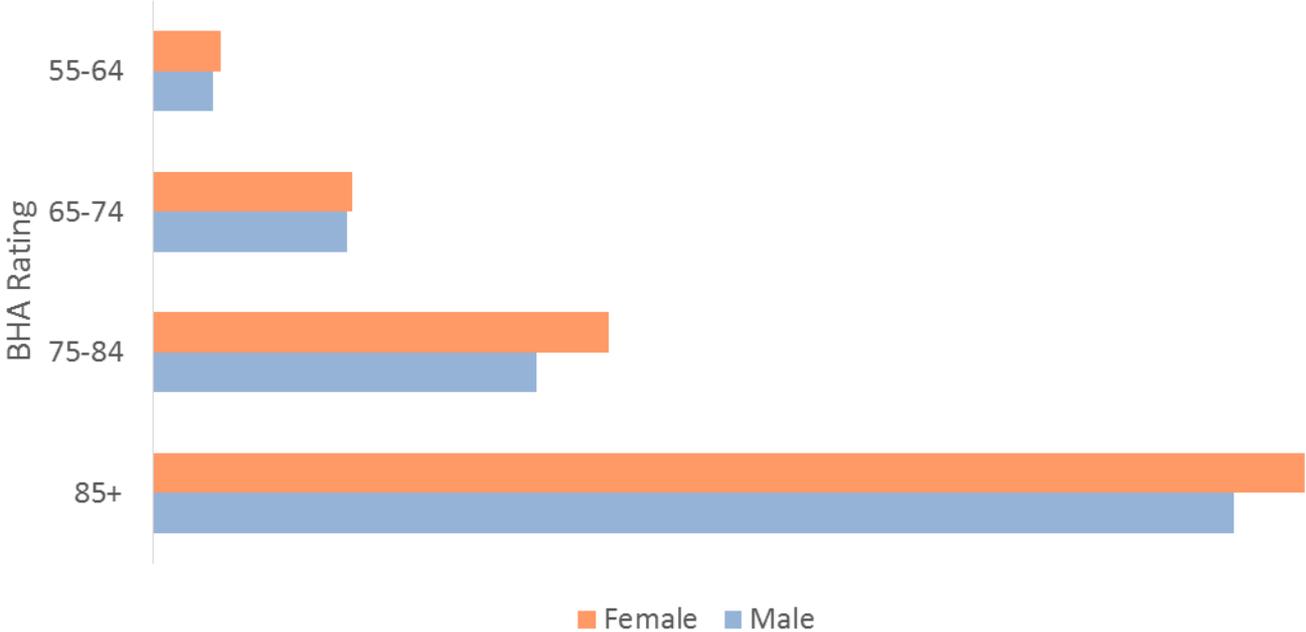
11.1%
of the Flat programme

↑ 40%
Over last 10yrs

Prize Money / Earning Potential

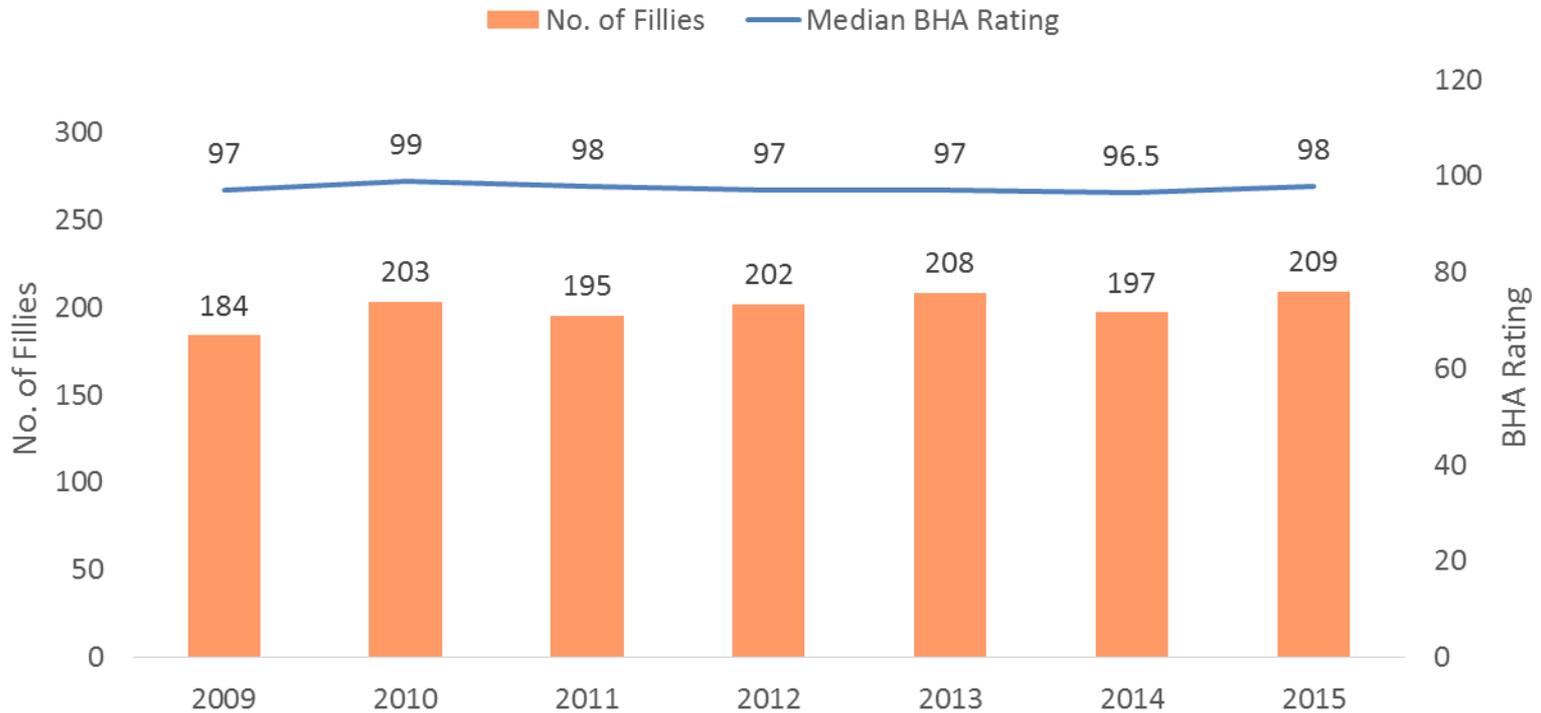
Median earnings per horse each season
(by BHA rating)

33% more
Median prize fund in fillies' races



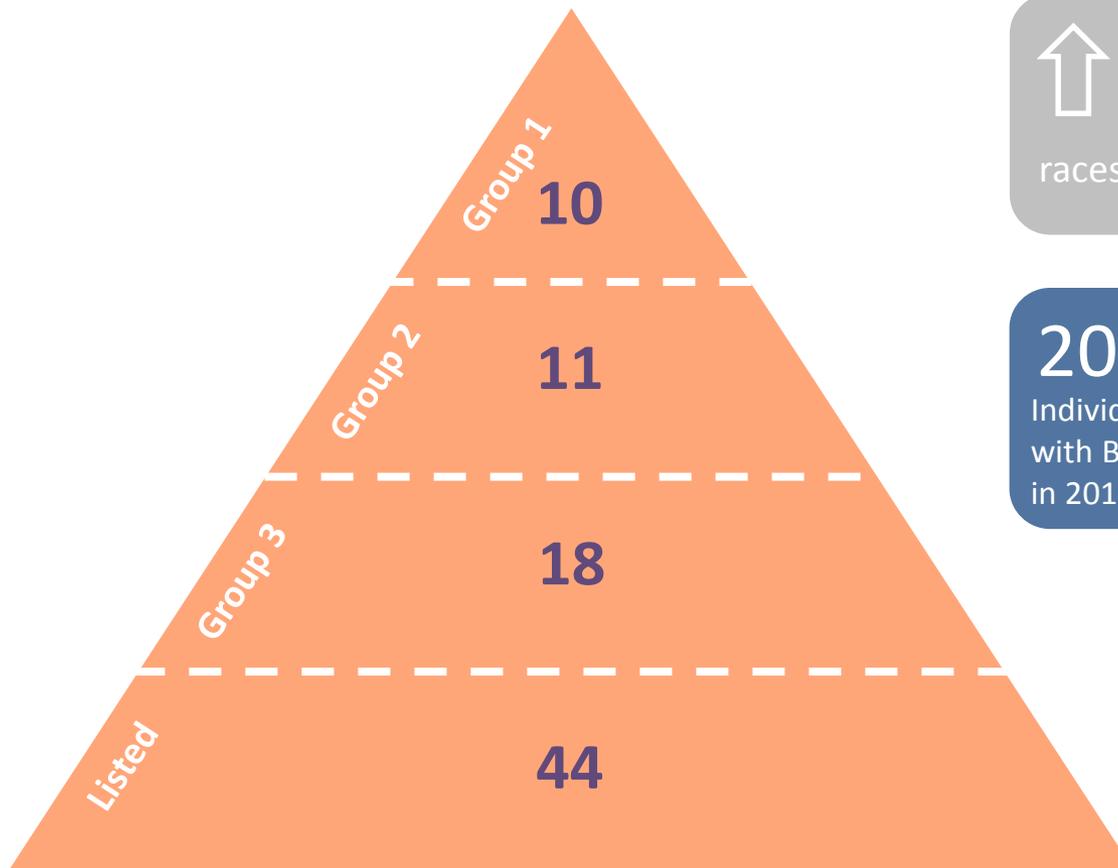
Once rated 75, the average filly earns more prize money each season than the average colt. Below 75, both sexes earn a similar amount.

Individual fillies picking up Black Type (by year)



More fillies are picking up Black Type, and yet the median handicap rating of those fillies remains constant at around 98

Black Type Opportunities for Fillies



 **15%**
Pattern
races for fillies
(since 2005)

83
Black Type
races for fillies

209
Individual fillies
with Black Type
in 2015

98 
Median
BHA Rating

Quality of Fillies in Training

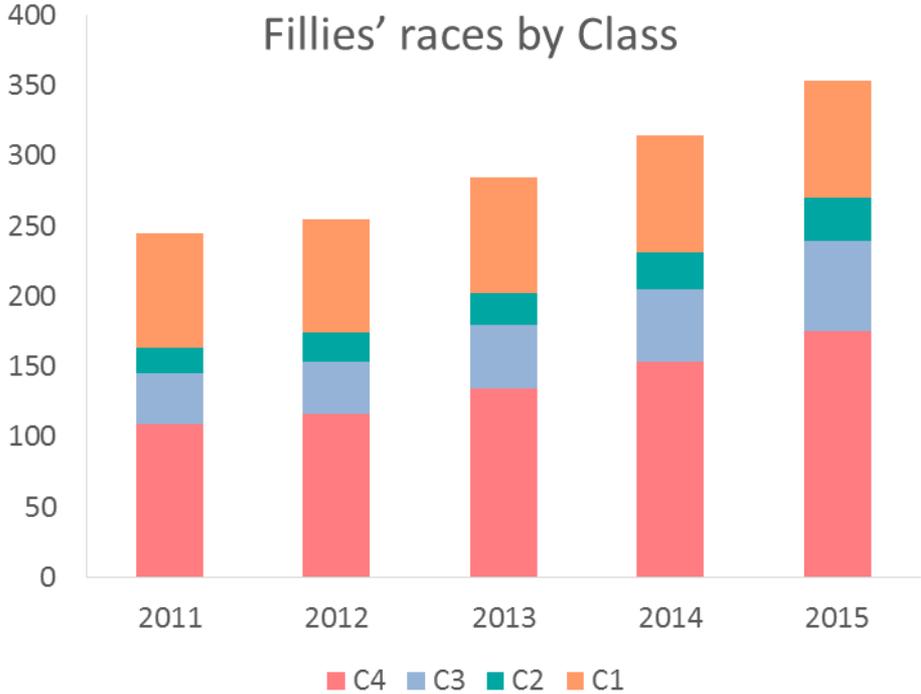
650
More fillies rated 85 and above

↑ 58%
Fillies rated 85 and above

(vs. 39% for colts)

353
Fillies' races at Classes 1-4

↑ 44%
Class 1-4 fillies' races from 2011



The quality of fillies racing has also improved. There are now 650 more fillies in training rated 85 and above than 10 years ago (an increase of 58%)



Other initiatives offering additional encouragement for the filly

Other initiatives offering additional encouragement for the filly



The Plus 10 bonus scheme which boosts prize money significantly through the application of £10,000 bonuses on top of prize money to more than 230 two and three-year-old fillies' races each year;



The £650,000 European Breeders' Fund Fillies' Series for 2016, which encompasses 20 handicap races for fillies aged three-years-old and above, all worth a minimum of £20,000. This race series is designed to provide opportunities to fillies that generally fall just below black type level, and culminates in a Finals Day at Newmarket on 1 October;



Two new fillies' Listed races programmed by the BHA in 2016, with the first being held at Ayr, and the second to be staged at Bath in October; the BHA has ambition to enhance and improve opportunities for fillies within the black type programme at a variety of distances, over the next few years.

“The review revealed several surprising findings. Firstly, that once rated 75 and above fillies earn more prize money on average each season than colts; and secondly, that the programme did not need a wholesale rebalance to even out opportunities for fillies and mares, more that it needed adjusting here and there. I think that the review has achieved its aim, and we can look forward to the result of its recommendations.”

RALPH BECKETT

“I believe there are now more opportunities for fillies and mares, and especially so for the fillies working their way towards Listed class. We won one of the new EBF fillies' handicaps with Sagaciously recently who is a four-year-old filly rated 90 and she picked up just short of £13,000 for winning.”

ED DUNLOP

“I’m in favour of an enhanced programme for fillies, and it is great to see multiple initiatives in place to support the earning potential of fillies, including the Plus 10 bonus scheme and the EBF Breeders’ Fillies Series.”

The findings of the review are very encouraging and this should not only convince owners and breeders to retain their fillies but it should also enhance the sales of fillies at all levels. The opportunities which will be available should be a boost for owners, breeders and trainers alike and I am, and will be, fully supportive of this welcome initiative.”

WILLIAM HAGGAS



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