

KICK UP

Take the lead on the horse racing conversation!



Scan to find out the truth behind some common misrepresentations.



Who are we?

We are an **independent group** of young, passionate racing enthusiasts - and most of us did not grow up in the industry. We found it ourselves and **fell in love with the thoroughbred** and all it represents.

Our Kick Up conversation began after sharing our experiences of Melbourne Cup Day 2021, sick of hearing the **misinformation unfairly influencing the public perception of our great industry.**

The team has quickly expanded to **incorporate a wide community** representing all aspects of the industry. If you would like to get involved with Kick Up, reach out to **hello@kickup.com.au.**

What are we doing?

Kick Up's mission is to **positively shift the public perception of horse racing.**

By distilling data and scientific sources into simple facts, we will equip the racing network with **accurate** and engaging content that **combats untruths.**

We aim to **shift the balance of dialogue** and present **accurate horse racing insights**, fostering **open-mindedness** and **informed perspectives.**



KICK UP

Have you heard about the Facebook community group "Kick Up for Racing" page?

Join us to hear all about current industry topics, our progression, exclusive content, new insights, what we are up to, and the latest discussions on relevant topics.



Scan to join

COMMON QUESTIONS

"How many horses die racing?"



A 2017 article in The Veterinary Journal showed a fatality rate of 0.59/1000 starts. **This means every time a horse starts a race in Australia there is a 0.059% chance it is fatally injured.** This places flat racing in Australia as the lowest fatality rate in the world from 2013-20 on overall measures. **In the 2021/22 season there were 178,612 starters Australia-wide which equates to 105 fatalities.**

"What's the crack with the whip?"



Today's whips are designed **not** to inflict pain but to make a 'popping' sound on impact with the rump. **They are made of padded foam** and have evolved significantly over the last 15 years.

Encouragement aside, the most important reason a jockey carries a whip is for **safety**. If a horse is veering violently or suddenly off course, the whip is used to turn the horse's attention to the rider.

Jockeys must conform to **tight regulations** on whip use, or they **face harsh fines and bans**. With public perception in mind, reform is ongoing and **regulations are getting stricter each year**.

How you can change the conversation with the facts:

"Over 10,000 racehorses a year are killed in slaughterhouses!"

Basic mathematics tells us this figure is sensationally false. On average, only 17% of the in-training population – **just under 6,000 thoroughbreds** – retire from racing in a year.

Of the 6,000 retired racehorses per year that are retired, data shows **45% of those go to equestrian/pleasure riding homes**, whilst **30% enter the breeding population**, **13% are companions** or live with their owner. 5.8% are unknown or unspecified (we're working on this) but **we know 94.2% make it to pasture.**

"Horses are forced to run."

Horses are literally born to run. They are herd animals that like to run similar to a race field and **cover great distances in the wild - up to 16km/day.**

During racing, if a horse loses a jockey at the start **they will almost always continue running with the field without any encouragement.** Chautauqua won six G1s before deciding he had done enough, refusing to leave the barriers numerous times and was retired to be a show horse.

A horse weighs **half a ton** and a **jockey weighs 10%** of that so if a horse doesn't want to do something, there's not much a human can do!

Read more about each topic here.



How can you help?

- 1.** If you see any untruths or unfair statements, tag us on socials @kickupforracing.
- 2.** Please sponsor. Whether it's a little or a lot, your contribution helps us **#kickupforracing**.
- 3.** Follow us/engage in our social media.
- 4.** Share our stuff and send your friends and family to the Kick Up website to correct misinformation.



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If you wish to sponsor, please scan the QR code.