



Victoria Racing Club (VRC) Case Study - Touring an Australian Icon

Challenge

The Emirates Melbourne Cup is Australia's biggest annual sporting and social event with a rich 147-year history. In 2003, the Victoria Racing Club (VRC) had a vision - to take the Emirates Melbourne Cup trophy to the people of Australia, creating a truly national event. With the aim to expand interest and participation from local communities, while increasing sponsor benefits, the VRC needed a bold plan, and engaged Wrights to produce the big idea.

Strategy and Action

Wrights developed the concept of a national Melbourne Cup Tour entitled 'The People's Cup-celebrating Australia's heroes', linking with the towns, communities, people and racing identities that have helped put the Melbourne Cup on the map. Following the unprecedented success of the 2003 event, the Tour has since broadened internationally to New Zealand, a country with a long, close and successful connection with the Melbourne Cup. Wrights manages the logistics, stakeholder and media relations.

Results

Now in its sixth year, Wrights has been responsible for touring the Emirates Melbourne Cup Tour more than 120,000 kilometres, visiting 140 metropolitan, regional or rural cities in Australia and New Zealand. More than \$15 million worth of media coverage has been secured. The annual event has sparked an invaluable amount of community spirit and goodwill for the VRC and its major sponsors. It has also developed as a stand alone brand, providing new commercial opportunities for the Club.

