



MEDIA RELEASE

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**Game Changer as BRC announces two new major partners**  
**\$3M Stradbroke to headline new era in Brisbane racing**

THE Brisbane Racing Club has joined forces with Star Entertainment Group and Ladbrokes in multi-year partnerships that rank among the most significant in the club's history.

The partnerships coincide with Racing Queensland's decision to elevate Queensland's flagship race, the Stradbroke Handicap, to \$3 Million from 2023, following the announcement of sweeping prizemoney reforms across the state by Racing Minister Grace Grace in State Parliament on Thursday.

The Star will become naming rights sponsor for both the \$3Million Stradbroke and Stradbroke Season, while also being the club's official entertainment partner at the magnificent Queen's Wharf, which is due for completion next year.

Managing Director and CEO Robbie Cooke said The Star Entertainment Group is proud to become a Principal Partner of the BRC and the club's official entertainment partner.

"The Stradbroke Season is Australia's premier winter racing carnival headlined by the prestige and history of The Stradbroke Handicap," Mr Cooke said.

"It continually attracts the finest horses, jockeys and trainers, as well as a large visitor economy and we are thrilled to expand our decades-long partnership with racing in Brisbane and play our part in further promoting the carnival as a drawcard for Queensland tourism and entertainment."

Thursday heralded a new era for wagering in Queensland, with updated legislation paving the way for global powerhouse Entain Group's flagship Australian brand Ladbrokes to become a major sponsor of the Brisbane Racing Club.

Ladbrokes have committed to a seven-year deal to become the BRC's primary wagering partner at both Eagle Farm and Doomben, where their revered 'Ladbrokes' Lounges' will be in prime positions at both tracks. Ladbrokes will also become naming rights sponsors for three Group 1 races from next year.

"We are thrilled Ladbrokes will become a major partner of the Brisbane Racing Club," Ladbrokes CEO Dean Shannon said.

"The Eagle Farm and Doomben circuits are iconic venues, and we look forward to partnering with the BRC for at least the next seven years.

"To have our name on time-honoured features such as the Group 1 Ladbrokes Queensland Derby, Ladbrokes Doomben 10,000 and Ladbrokes J.J. Atkins is a genuine thrill for a company that lives and breathes racing on a daily basis.

"We look forward to working with the BRC Committee and executive team to continue the growth of the industry through collaboration and innovation."



Brisbane Racing Club Chief Executive Tony Partridge said the club was both privileged and excited to be partnering with The Star and Ladbrokes, while also welcoming the Government and Racing Queensland's prizemoney reforms, which will see the Stradbroke double in prizemoney in 2023.

"The Stradbroke is Queensland's signature race, our iconic race, a race attainable by all Queensland trainers to compete with the best from around Australia," Partridge said.

"Every year there's a great story out of the Stradbroke and the form always holds up, highlighted this year by the subsequent deeds of Alligator Blood and Private Eye. It's only fitting that it should go to \$3 Million when the industry is doing so well following the industry reform announcements."

Racing Queensland Chair Steve Wilson AM said the Stradbroke, a time-honoured race, remains Queensland's most prestigious Group 1 event.

"As one of the nation's premier races, the iconic feature will increase from \$1.5million to \$3 million, doubling in prize money and providing a fitting crescendo for our sprinting stars throughout Winter," Wilson said.

"This stakes increase will ensure the Stradbroke continues to attract the nation's premier gallopers to the Sunshine State, and we look forward to seeing our local stars continuing to shine as we have seen through the likes of Alligator Blood and Tyzone in recent years."

Partridge noted The Star had a long association with racing in Brisbane through the Treasury brand, which had sponsored feature races at Eagle Farm and Doomben for 20 years, including Winx's 2015 Treasury Brisbane Queensland Oaks success.

"Star is building the transformational Queen's Wharf Brisbane precinct, which will attract locals and indeed the eyes of the world. It is only fitting that a growing Stradbroke Season in Brisbane, the Olympic City, should partner with such an iconic tourism development," Partridge said.

"It's a strategic partnership with people we have partnered with for a long time and we look forward to many years of The Star being the major sponsor of the Stradbroke, our signature race."

"BRC is excited to partner with Entain, a global wagering powerhouse with racing at their core and a strong affinity with Queensland. They have proven to be extremely innovative as they have showcased through their approach to content and product development. We look forward to working together in what will be a game changing new era for Brisbane racing."

Hall of Fame jockey and Ladbrokes ambassador Glen Boss said the partnership was a game changer for racing in Brisbane.

"This will reinforce the Brisbane Racing Club's position as one of the nation's premier racing club's with huge plans for the future," he said.

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