



Request for Proposal (RFP)

Marketing Partner – National Strategy for Stimulating Demand for Retired Thoroughbreds

Issued by:

Racing Australia in partnership with AgriFutures Australia

Date: 11th August 2025

1. Introduction

Racing Australia, in collaboration with AgriFutures Australia, invites proposals from experienced marketing professionals or agencies to collaborate on the development of a National Marketing Strategy for Retired Thoroughbreds aimed at increasing the demand and uptake of Thoroughbred's once they have left the Thoroughbred industry (racing and breeding).

The project will develop a national strategy based on extensive industry consultation and scientific research, that supports a future where every Thoroughbred has a valued off the track career. The marketing partner will develop a marketing and communications plan to promote this strategy.

2. Background

Evidence from national and international research has identified the need for a coordinated, evidence-based approach to improve post-racing outcomes for Thoroughbreds. A key pillar of this initiative is to stimulate national demand through targeted marketing, education, and engagement, culminating in the creation of a compelling national strategy including a marketing and communications approach that reflects the trainability, capability, value, and temperament of the Thoroughbred.

Drivers that currently influence the uptake and perception of retired Thoroughbreds include:

- A lack of consistent messaging about Thoroughbred capability
- Limited public awareness of their suitability in non-racing roles
- Insufficient scalable rehoming programs, particularly in regional areas and using community-based pathways that engage the cross section of cohorts such as veterans, people with disability (with a focus on young people) and women returning to work.
- Lack of breed-specific marketing describing the careers available to Thoroughbreds post racing, and resources to support owners when transitioning into alternative careers

Despite their athleticism, trainability, and success in diverse disciplines, retired Thoroughbreds currently lack the brand identity and unified marketing support that underpins the popularity of other performance breeds. By contrast, breeds such as the Australian Stock Horse and American Quarter Horse have well-established, community-driven ecosystems that support their popularity. These ecosystems

significantly influence buyer preferences, grassroots participation, and public perception. These models can be emulated and evolved to drive demand for retired Thoroughbreds.

3. Objectives

The successful marketing partner will be collaborative and provide the strategic and design direction required to develop a compelling national marketing strategy informed by research to increase demand for retired Thoroughbreds.

Examples of deliverables that the partner might include (but are not limited to) in the strategy are:

- Design a unifying brand identity for the Thoroughbred
- Contribute to creating scalable programs that open more doors to Thoroughbred homes
- Support and grow a community of Thoroughbred owners and ambassadors
- Produce high-quality breed-specific marketing and education materials
- Provide practical tools to support retrainers, industry groups, and buyers
- Position the Thoroughbred as a desirable breed choice across equestrian sectors through strong brand engagement—comparable to successful models seen in the Stock Horse and Quarter Horse communities
- Foster long-term community belonging among Thoroughbred owners, with similar structures and emotional investment that have made other breeds iconic and preferred.

4. Timeline

Milestone	Date
RFP Released	11 th of August 2025
Closing Date for Submissions	29 th of August 2025
Evaluation & Interviews	5 th of September 2025
Contract Awarded	10 th of September 2025
Strategy & Brand Development	1 st November – 15 th February 2026
Project Completion	20 th March 2026

5. Budget

A budget of \$35,000 - \$40,000 (AUD) has been allocated for this project. Tenderers are required to provide a detailed cost breakdown.

6. Evaluation Criteria

Submissions will be evaluated based on:

- Relevant experience and track record (30%)
- Proposed methodology and creative approach (30%)
- Value for money (20%)
- Team capability and availability (10%)
- Demonstrated understanding of the equine sector (10%)


7. Submission Requirements

Tenderers must submit:

- Company profile and relevant experience
- A proposed approach and methodology
- Work plan and timeline
- Budget and pricing schedule
- Three referees with contact details
- Examples of similar campaigns (optional: include a portfolio)

8. Submission Instructions


Proposals must be submitted in PDF format to:

 tbsurvey@racingaustralia.horse

Closing Date: Midnight (AEST) on the 29th of August 2025]

Contact for Queries:

Karen Day or Natasha Hamilton

 Email: tbsurvey@racingaustralia.horse

For scope of work [click here](#)