

2007 SPRING RACING CARNIVAL CARNIVAL GUIDE



SPRING RACING CARNIVAL
A 50 DAY SPECTACULAR



IT'S BIGGER THAN YOU THINK

3 OCTOBER – 21 NOVEMBER 2007
springracingcarnival.com.au



50 fabulous days and nights of racing, fashion, parties and A-list celebrity events.



SPRING RACING CARNIVAL – IT'S BIGGER THAN YOU THINK

For 50 fabulous days and nights during spring, Victoria turns on the biggest and most spectacular racing, fashion and social event in Australia. The Spring Racing Carnival attracts the world's best horses and jockeys, the hottest fashion designers and milliners, A-list celebrities and hundreds of thousands of visitors who want to experience the thrill of racing at its very best.

From the first thunder of hooves on 3 October to the last race on 21 November, Victoria simply revels in racing. And why not, with 13 metropolitan and 69 country race days to enjoy! On-course, champagne corks pop as race wins are celebrated. Fashions on the Field define spring's new style and corporate marquees rise to new levels of opulence. Off-course, barely a day goes by without a racing breakfast, lunch or dinner; a ball, a fashion event or a celebrity-studded soiree.

BIGGER CROWDS

How big can it get? In 2006, a record crowd of more than three quarters of a million (772,719 people, to be exact) attended more than 80 spring race days. And in between races, these visitors from around the world quickly discovered that Melbourne has a peerless pedigree in shopping, dining, celebrating and sight-seeing.

BIGGER BUSINESS

The Spring Racing Carnival proves that unbridled fun can be very good for the economy. Last year it generated \$628.8 million for Victoria, including \$49 million spent on corporate packages at race days and nearly \$26 million on fashion items. Accommodation, wine and dining, entertainment and transport all accounted for many more millions of dollars.

BIGGER FASHION STATEMENTS

Melbourne is seriously devoted to style, and during the Spring Racing Carnival you'll see sheer elegance rubbing shoulders with fabulously funky fashion from Melbourne's newest young designers. In the lead up to the 50 day spectacular, the Motorola Spring Fashion Week (3 to 9 September) inspires many race goers, who invest serious money in their race wear. Last year, more than 330,000 fashion items were purchased - hats led the stakes at 57,722, followed by race day outfits (48,748), shoes (44,316) and handbags (33,016).

A BIGGER SPRING RACING CARNIVAL GUIDE

This year's Spring Racing Carnival Guide is bigger than ever – and it's filled with everything you need to know about the races, how to get there, where to buy tickets, where to shop for race day fashions and where to celebrate your wins. Enjoy it all!

RACE-SPEAK: WHAT'S A HANDICAP RACE?

This is a race where weights are assigned to each horse by the handicapper; to equalise their chances of winning. The Emirates Melbourne Cup is Australia's richest handicap race.