



MELBOURNE CUP
CARNIVAL 2025

THE UNDER 40 EFFECT!



VRC PURPOSE

To celebrate the connection between human and horse.



VRC VISION

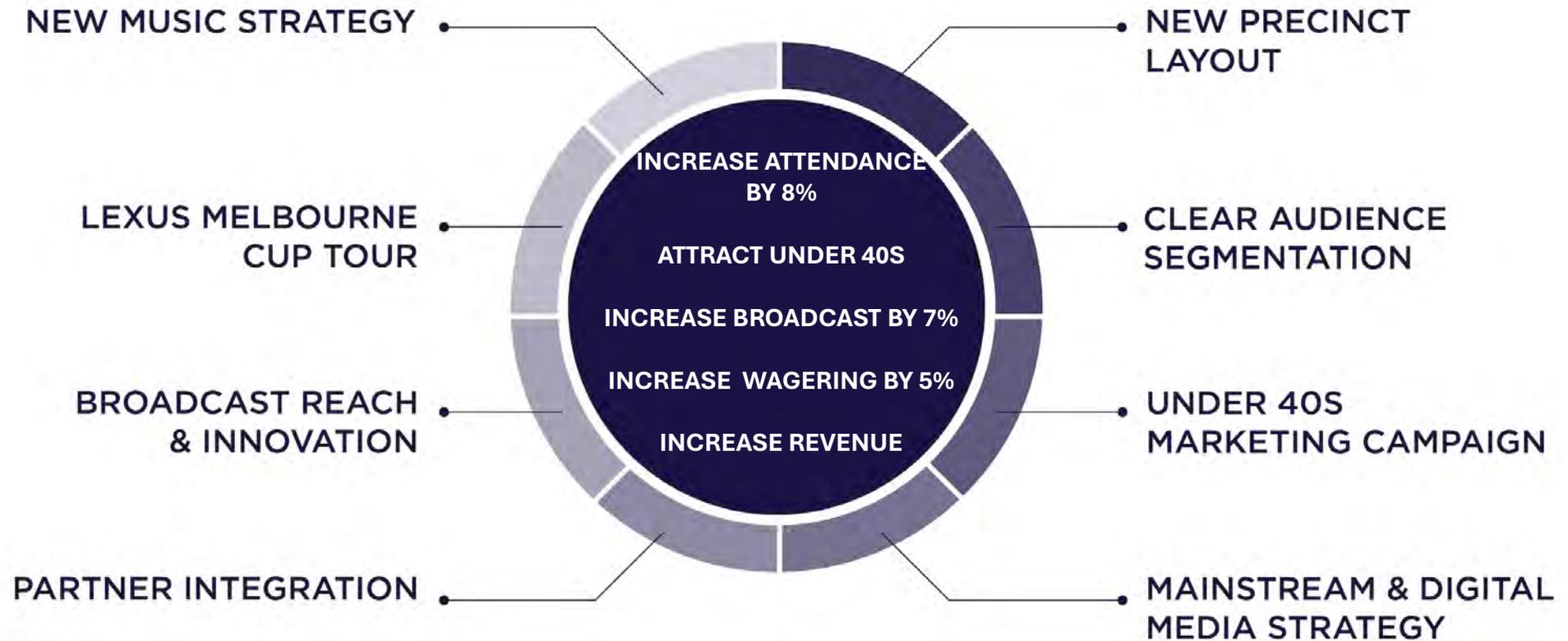
To be a leader in world-class racing and experiences.







OVERALL EXPERIENCE & MARKETING STRATEGY



KEY AUDIENCE SEGMENTS

SPORT & RACING FANS



BIG EVENTERS



LIFESTYLE FASHIONISTAS



FAMILIES



MEMBERS



CHANNEL OVERVIEW – 7X DIGITAL INVESTMENT YOY

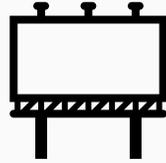
TV & VIDEO



RADIO & DIGITAL AUDIO



OOH



Large Format Sites



Small format panels



Tram Wrap

DIGITAL



SOCIAL



SEARCH



NEW PRODUCT COLLABORATION
WITH TAB BRINGS IN YOUNGER
RACING FANS.









THE RESULTS



286,000

RACE GOERS ACROSS 4 DAYS
LARGEST CROWD SINCE 2018



49.5%

INCREASE IN ATTENDANCE
OF 18-29 SINCE 2019



53%

OF PUBLIC TICKET SALES
UNDER 35 YRS
LARGEST CROWD SINCE 2018



THE RESULTS



6%

INCREASE BENEFIT DELIVERED
TO THE NATIONAL ECONOMY
AT \$848M



59%

OF ADULT AUSTRALIANS
(11.7M) ENGAGED WITH
THE MELBOURNE CUP



6%

ECONOMIC BENEFIT TO
THE STATE OF VICTORIA
AT \$533M



THE RESULTS



9%
INCREASE IN
BROADCAST AUDIENCES
LARGEST CROWD SINCE 2018



63%
INCREASE IN VIDEO VIEWS
REACHING 36M



11.6%
INCREASE IN WAGERING
ON CUP DAY,
UP \$40.2M TO \$383.9M



THANK YOU