

2026-2029

# OUR STRATEGY



BRISBANE  
RACING CLUB



# ACHIEVING THE VISION

## MEASURING SUCCESS



01

**QUEENSLAND'S  
BEST RACEDAY  
EXPERIENCE**

Enhance our venues and service to optimise patron and participation satisfaction

Delivery of BRC Masterplan at Eagle Farm and Doomben including replacement of decommissioned John Power Stand

02

**GROW & DIVERSIFY  
REVENUE**

Expand racing and non-racing commercial opportunities through partnerships & investment

Growing returns from all three BRC divisions, racing, property and community clubs

03

**INDUSTRY  
ENGAGEMENT**

Work collaboratively and proactively with our networks in government, the community and the racing industry

A sustainable racing funding model which underpins and aligns with BRC's vision

04

**WELFARE &  
COMMUNITY**

Care and contribute every moment of every day

Demonstrated commitment to the safety and welfare of racehorses, participants and patrons

05

**PERFORMANCE  
THROUGH PEOPLE**

Create a workforce that is future ready, high performing and proud to deliver on our strategic ambitions

Demonstrated commitment to development and growth

HOW

SUCCESS

# PURPOSE & AMBITION

THE BRISBANE RACING CLUB



**A CLUB BORN FROM  
PASSION, BUILT ON  
HISTORY, FOCUSED  
ON THE FUTURE**

## PURPOSE

To deliver world-class racing and venue experiences that strengthen Queensland's racing industry, connect our community, and create long-term value for members and stakeholders.

## AMBITION

To be Queensland's foremost racing club, driving innovation, financial sustainability and leadership to secure the long-term future of the thoroughbred racing industry.



# CORE VALUES





BRISBANE  
RACING CLUB