

MATRIX of Road Map PHILRACOM 4Q 2011 and Beyond

	Transparency	Responsive	Innovation	Policy Driven
Human Resource	11P	1H	7R	2P
		13P		8P
				9P
Marketing	3R		2R	3P
	5P		6P	10P
				4J
Quality	1R	6R	3B	3H
	4R	2H		4H
	6P	4B		
		7P		
		2B		
Technical	9R	3J		4P
	1J	2J		4H
	1B			10R
Financial	5R	1H	12P	8R
	5J	5H		1P
		6H		

Immediate (3 Mos)

Short Term (6 Mos)

Medium Term (12 Mos)

Long Term (24 +Mos)

BETTING PUBLIC

- 1B. Transparency in Officiating and Decisions by Action point 9R
- 2B. Better and Exciting Racing Fields with Balanced Handicapping
- 3B. Convenient and Institutionalized OTBs
- 4B. Dynamic Race Callers Thru Training

TRAINERS

- 1H. Trainers Fund Issue Harmonization
- 2H. Empower the Trainers' Association by supporting their noble projects and nurturing the Trainers Academy's programs (9P)
- 3H. Seminars and Workshops for skills enhancement

JOCKEYS

- 1J. Continuous Replenishment of "Professionally Enhanced" Jockeys
- 2J. Protective Gear Enhancement Updates
- 3J. Track Condition Body & Representation
- 4J. International Meets
- 5J. Review and Implementation of Riding Fees System

PHILRACOM

- 1P. Target Revenue of P2.5B (Annual) by year 2014 from P1.35B of year 2010
- 2P. To Generate 50% more of Jobs related to Horse Racing by year 2014 compared to 2010
- 3P. Conversion from Commission to Authority
- 4P. PHILRACOM Employees Enhancement and Training Programs
- 5P. Enhancement of Website as a Tool for Communication, Feed back system and Marketing use
- 6P. Re-imaging Program of the Sports
- 7P. Environmental Program for Horse Racing Industry Debris/Wastes
- 8P. Establish Grooms'/Farriers' Academy
- 9P. Support and Enhance the existing Trainers Academy
- 10P. Tourism Attraction by Linking and Coordinating With DOT
- 11P. Yearly Recognition / Awards Night
- 12P. Exit Program to Horse Athletes
- 13P. Regular Meetings with Industry Representations

RACING CLUBS

- 1R. Track Conditions Quality Refurbish Program
- 2R. Explore New Frontiers for Market Expansion to Increase Prize Moneys
- 3R. Tweak the Image of Gambling to Sport Facet of Horse Racing
- 4R. Ensure Third Track Features are Improved Version of Current with current mimicking the safety features of each other by 2013
- 5R. Support Legislative Efforts to Relax Tax Structure for Race Clubs and Key Players
- 6R. Relax Ownership Requisites Continuously
- 7R. Form Committees to apply 'KAIZEN' or Continuous Improvement Programs in all Aspects of Racing Operations
- 8R. Make PAGCOR Outlets as Entry Points for Repulsive Cities
- 9R. Install CCTV & Audio System to Monitor Investigation Proceedings by Board of Stewards.
- 10R. Seamless and uniform OTB machine operations

HORSE OWNERS/BREEDERS

- 1H. Provide Better and Institutional Source of Grooms and Trainers From Academy
- 2H. Data Supported Program and Calibrated Time lines for Import/Local Breed Runner. REPOPULATE and PRODUCE PROGRAM
- 3H. Higher Breeds/Groups / Better Prizes
- 4H. Quarantine Facilities to Encourage International Meet and Export Potentials
- 5H. International Breeding Recognition by 2014
- 6H. Revisit the Handicapping System for a constructive change focusing on Fair Investment Return