# 2019 YEARLING SALE SERIES

NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018



### CONTENTS

Welcome Message
Gold Coast Yearling Sale 4-13
Tasmanian Yearling Sale14-17
Perth Yearling Sale18-21
Adelaide Yearling Sale22-25
Gold Coast March Yearling Sale26-29
Gold Coast National Yearling Sale30-33
Enter Online34
Nomination Fees
Contacts36



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1



# MESSAGE FROM BARRY BOWDITCH

MANAGING DIRECTOR, MAGIC MILLIONS



WE ARE PROUD TO INVITE
YOU TO PARTICIPATE IN THE
2019 EDITION OF THE MAGIC
MILLIONS YEARLING SALE SERIES.

Following an exceptional selling season in 2018 – which saw Magic Millions achieve the largest percentage increase in yearling sales gross of any thoroughbred auctioneer in Australasia – we are delighted to present you with real opportunities for 2019.

Change is an exciting part of the Magic Millions story. Personally it is a real privilege to lead a dynamic Magic Millions team as we plan towards another milestone year in our history.

Nationally we have significant developments currently underway, including a major upgrade to our sale auditorium on the Gold Coast, and our new purpose built auction facility in the Swan Valley will hold February's Perth Yearling Sale and be our new WA home base.

All enhancements have been designed with one key aim – to assist you, our valued clients in realising the best sale ring potential for your stock.

We recognise how important yearling sales are to breeders annually and our bloodstock team is available at all times to discuss every aspect of our sale series and selection processes.

We also recognise the need to embrace and enjoy this hectic period. Our focus is to keep it real and keep it fun as we dedicate ourselves to best possible service to you, and recruit the most extensive domestic and international buying bench available to purchase your yearlings.

We take great pride in not only our cataloguing process but also our ability to market your stock to all corners of the globe. Innovations such as the world's first and best Race Series featuring an annual \$10 million Raceday and the Racing Women's Bonus, are priceless marketing tools to prospective buyers.

We invite you to join us in 2019 on the Gold Coast, Launceston, Perth or Adelaide.

Be part of the next exciting chapter in our evolution and share in the success and rewards we are dedicated to achieving on your behalf.

The team at Magic Millions looks forward to the opportunity of receiving your entries for our 2019 Yearling Sale Series.



JOIN US IN JANUARY
FOR A UNIQUELY GOLD
COAST EXPERIENCE
- AT NO OTHER TIME
OR PLACE CAN YOU
WORK AND HOLIDAY SO
EFFORTLESSLY.

Within minutes of our sales complex are endless beaches, hinterland adventures, golf courses, amusement parks and world-class dining and entertainment options.

Magic Millions prides itself on real innovation, and the development and progression of our flagship Gold Coast Yearling Sale is the perfect example. Through the years we have honed in on the winning formula to get the highest bid for your stock and we continue to inspire buyers through events like the ever growing Magic Millions Carnival. We understand the auction necessity of a large and diverse buying bench so we call upon long and trusting relationships with our buyers to ensure they are exposed to your stock.

This sale isn't an overnight success story, the Magic Millions team treats the promotion of the Gold Coast Yearling Sale as a 365 day per year perpetual mission and in recent years we've really seen the results go from strength to strength – now is the time for you to join the magic!





# GOLD COAST YEARLING SALE

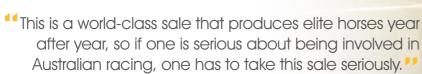
9-15 JANUARY 2019

GOLD COAST SALES COMPLEX, QUEENSLAND

NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018

# REAL GROWTH **ON THE GOLD COAST**







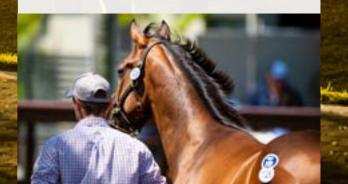
"It's a sexy sort of event. People love it, they really do! It's proven itself, you only have to walk past the barns and see how each barn is named after a champion, not just a good horse, a champion.

## GROSS MORE THAN **DOUBLED OVER LAST 5YRS**

2018 DOMESTIC SPEND

BY MORE THAN 20%

AVERAGE
INCREASED FROM
\$141,437 IN 2013 \$225,878 IN 2018





Probably the one indicator for me was that a lot of sales you might have two or three people bidding. Every horse here had five or six people bidding and all 19 exceeded our expectations on price, which has never happened to me.

It's a testament to Magic Millions for bringing the people here.

Peter O'Brien, Segenhoe Stud featured (with Ciaron Maher)



To give you an idea of the popularity (of our draft), one of our colts has been paraded 217 times in the past few days.

Bruce Slade, Newgate Farm

IN 2018

**152** 

YEARLINGS SOLD FOR

\$300,000+
THE MOST OF ANY

THE MOST OF ANY AUSTRALASIAN SALE!

TOP PRICE OF

\$2,000,000

BOOK 1 CLEARANCE OF

90.14%

94

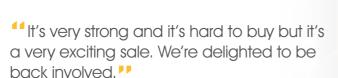
YEARLINGS SOLD FOR

\$400,000+



# REAL MARKET FOR YOUR STOCK





Jason Walsh, Godolphin who resumed purchasing at Australian yearling sales in 2018.

"I've heard for a long time what a great sale it is – the razamataz! I don't think you can own horses and not come to this sale. John Warren was here last year and bought two lovely fillies so this year it was in the diary and it's absolutely fantastic!"

Harry Herbert, Highclere Stud



We were delighted, obviously it's more than we thought! You've got all the buyers here – we're thrilled to bits with our sale – all my owners are delighted. A very strong sale – onwards and upwards!

Arthur Mitchell of Yarraman Park – leading vendor with the top lot and 100% clearance.



### LARGEST BUYING BENCH

FOR PREMIUM 2018 YEARLINGS

**IN AUSTRALASIA** 

NSW & VIC SPEND OF

\$102 MILLION+

IN 2018



# **REAL BUYER INCENTIVES GIVING YOU** THAT EXTRA BID



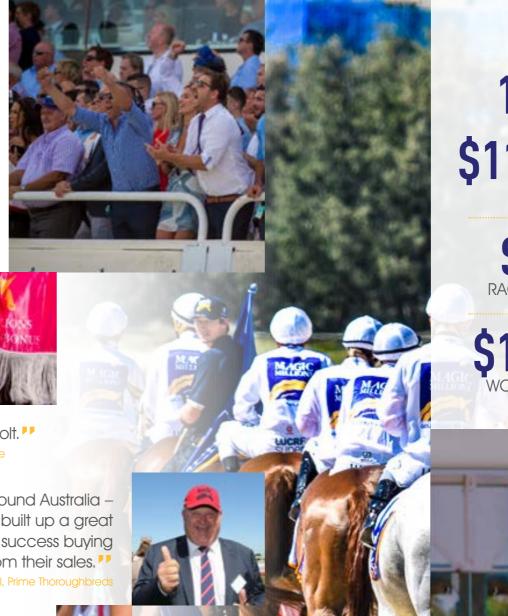
"It's the highest price I've ever paid for a colt." James Harron who extended the budget to \$1.9m to secure the

11 This is the seventh Magic Millions feature race I've won around Australia – I have been buying from Magic Millions since 1997 and have built up a great relationship with the team - it's fantastic and I've had so much success buying from their sales.



"It's fantastic, everyone is up here having a good time, it's a relaxed atmosphere and it's a huge sale – the women's incentives are unbelievable!

Michelle Payne, purchased yearlings for women only syndicates.



19 RACES
ACROSS 6 STATES \$11 MILLION+

\$500,000
RACING WOMEN'S BONUS

\$10,000,000 WORLD FAMOUS RACEDAY



With horses like Palentino, The Cleaner & Kenjorwood all coming from this sale ring, buyers know that they can confidently source a tough racehorse in Tasmania. Complementing the sale is the Magic Millions Launceston Racenight held on the evening prior to the sale – an event which sets the fun vibe and positivity for the auction on the following day.

Both of the Magic Millions races are always highly contested and for the first time in 2018 a Racing Women's Bonus was introduced to the 2YO race – an effort to help trainers gain new owners which in turn creates competition on your stock!





NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018

14

# THE GRASS IS GREENER IN TASSIE







We have seen real growth in our buying bench over the last couple of years and are now seeing new repeat buyers from NSW, Victoria and South Australia which is excellent. Although the Tasmanian market is currently lulled, with the introduction of the new \$20,000 TasBred Bonus scheme we are sure to see confidence grow in the local market and those that invested this year will reap the rewards on the racetrack.

David & Rhiannon Whishaw, Armidale Stud



The Tasmanian Magic Millions Yearling Sale continues to grow in popularity especially with mainland buyers who have found outstanding value within the sale.

Blayne Hudson, Tasracing

IN 2018

RECORD GROSS

\$2,806,500

\$29,729

AVERAGE - UP

24%

ON PREVIOUS YEAR

48% OF FARMS EXPERIENCED

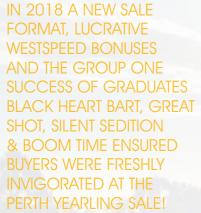
100%
CLEARANCE

# TASBRED

INCENTIVE SCHEME
TO INSPIRE LOCAL BUYERS



NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018



To further amplify this enthusiasm, the 2019 edition of the Perth sale will be the first auction to be held at the new Magic Millions Swan Valley Sales Complex – a location which is very much in line with the proven formula of other Magic Millions complexes. A melting pot of history, culture and personality, the Swan Valley is home to the finest artisans and host to some of the most stunning locales in WA. The state's oldest wine growing region and Australia's first Humane Food Region provides an abundance of chefs, winemakers and brewers – a proven recipe for a good time!

We are confident that our new complex will showcase your stock in the best light, and are truly excited for this new chapter!



# **REAL RESULTS** HIGHEST CLEARANCE RATE **IN AUSTRALASIA**

We took 24 yearlings to the Perth Magic Millions sale and sold all of them in the ring - many for well above anticipated prices.

Jeremy Smith, Scenic Lodge

Mungrup Stud. Fantastic.



We thought he would go well over here (compared to the Eastern states) and we have got a better than I expected result!



RECORD CLEARANCE 97%

MARKET GROWTH

## 28 YEARLINGS

\$100,000+ IN 2018, COMPARED

TO 18 IN 2017

\$2 MILLION

GROSS INCREASED

24% IN 2018



Year after year, Adelaide achieves real results for breeders and weanling to yearling pinhookers. At Adelaide, vendors can trust there to be serious competition on their stock!

With dependable results, you can sell at the Adelaide Yearling Sale with confidence, and enjoy yourself in the process!





MORPHETTVILLE SALES COMPLEX, SOUTH AUSTRALIA

NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018

## REAL CONFIDENCE IN A CONSISTENT **MARKET**

2018 TOP PRICE OF \$300,000



"It's a great result for good clients of ours Crown Park Thoroughbreds, who do a bit of dabbling on low end weanlings – trying to pinhook a few for a profit and they've done a great job here!

purchased as a weanling for \$10,000

To be honest, I wasn't expecting that much, but I think Magic Millions did an amazing job in getting the amount of buyers that they did there. There were buyers from Adelaide, interstate and Asia.

Adam Palmer, Princess Park Thoroughbreds who targeted this sale for their inaugural draft as a



11 It was a good sale at all levels of the market from \$300,000 to \$10,000. There were buyers at all levels.

Sam Hayes, Cornerstone Stud





### 85% CLEARANCE

IN BOOK 1 FOR THE PAST 3YRS

**GROSS MORE THAN** 

### **DOUBLED**

IN THE LAST 10 YEARS

2018's DIVERSE BUYING BENCH

6 STATES & **7 COUNTRIES** 

NEW RECORD AVERAGE

\$43,763 FOR BOOK 1 ACHIEVED IN 2018

RECORD PINHOOKER RESULTS

3000% ROI

IN 2018

37 FARMS ACHIEVED A

100%

CLEARANCE IN 2018



THE 2018 RESULTS
FOR THIS SALE WERE
INCREDIBLE, AND THE
VAST BUYING BENCH IN
ATTENDANCE SHOWS
THAT IF YOU BRING THE
QUALITY, MAGIC MILLIONS
CAN DELIVER THE
MARKET!

By enforcing a tight selection criteria over the last few years, our Bloodstock Team have been creating a reputation for the Gold Coast March Yearling Sale - one where buyers have confidence that they can attend and be spoilt for choice with lovely movers and well-conformed yearlings!

Whilst a horse must be Queensland bred to be nominated for this sale, there are buyers who come from all over the country so yearlings that qualify for dual schemes are very well sort after. The Spirit of Boom mania encouraged many buyers to attend the auction for the first time in 2018 and after being impressed by the types on the ground, they're sure to be back in 2019. Confidence in the Queensland product has never been higher so now is the time for you to capitalise!



# REAL QUALITY BRINGS REAL PLAYERS



We are a very small breeder, it is awesome for the little people to get such success.

Ben Spoelder, Tullyard (featured with Helen Hough and buyer Duncan Grimley)

You need to be a little bit crazy to be in this game but it's worth every bit of it. The highs.... It's just amazing.

Helen Hough, breeder of lot 199 from Thank You Darling who sold for \$360,000

13
INDIVIDUAL BUYERS SPENT
\$250,000+

The crowd was super on both days and people stayed right to the end.

Jeff Kruger, Lyndhurst St



This QTIS sale in Queensland has been quite remarkable, unbelievable. It was quite unexpected to be honest. Now this sale is being recognised across Australia.

Scott McAlpine, Eureka Stud



IN 2018

GROSS INCREASED BY

61%

FROM \$8.674,000 TO

\$13,946,000

**AVERAGE GREW BY** 

58%

\$44,842

CLEARANCE OF

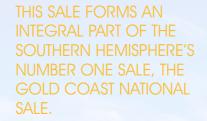
86%

**NEW TOP PRICES** 

\$430,000 \$400,000 \$360,000

31 LOTS SOLD FOR \$100,000+





Drawing buyers from all over the globe, yearlings offered in this sale are exposed to a very powerful buying bench and with a more strict selection criteria for Book 1 in 2019, this sale is expected to leap forward!

The timing of the auction allows for your later maturing types to be presented in their best light and Magic Millions team is confident that the right stock can reap handsome rewards.



# GOLD COAST NATIONAL YEARLING SALE

4-6 JUNE 2019

GOLD COAST SALES COMPLEX, QUEENSLAND

NOMINATIONS CLOSE FRIDAY 15 MARCH 2019

# NEW FORMAT IN 2019





There's always plenty of nice horses at the sale and I enjoy buying quality lots for my clients. So many good horses have come out of the sale and it's always on my calendar each year.



I always love getting to the Gold Coast with the beautiful beaches and restaurants so close to the sales. I enjoy sourcing quality horses and for me this sale is on my must attend list each year.

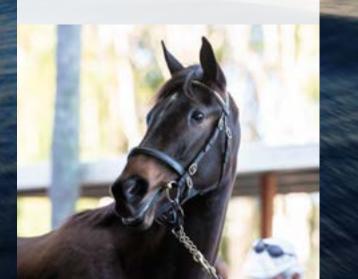
George Moore

IN 2018

22 LOTS SOLD FOR \$100,000+

\$250,000 \$245,000 \$230,000

\$43,000 FOR BOOK 1



# ENTER ONLINE, IT'S EASY

### SAVES YOU TIME!

No unnecessary repeating of data entry by retaining details such as the catalogued vendor, inspection location and supplier information from the previous entry completed.

If you start an entry but don't have time to complete it, our facility will retain those details completed and allow you to log back in and edit the entry without losing any information.

### HORSE SEARCH!

Provided the information is returned to the Australian Stud Book, our horse search function will pre-populate your entry with the sire, dam, dam sire, foaling date, microchip number and brand index number – again reducing data entry and the chance of errors.

### **MULTIPLE & SAVED SUPPLIERS!**

Our online facility has the capacity for you to enter multiple suppliers/owners for each horse as well as create 'saved suppliers' so you only have to enter contact details, GST and proceeds instructions for you and your clients once.

A one-stop-shop to allow accurate invoicing of entry fees and payment of proceeds for your draft.

### **RECORD OF SUBMITTED ENTRIES!**

Reduce the paperwork on your desk and the risk of missing valuable nominations. When online entries are submitted successfully you will receive a confirmation email from Magic Millions Bloodstock containing the submitted information for each horse. You can also log back into Magic Millions Online Entries to view your 'submitted entries', making it easy for you to check at any time all your entries are completed.

### COMPLETING YOUR SALE ENTRIES ONLINE IS AS EASY AS FIVE STEPS!

Go to 'Enter Online' on the relevant sale page at magicmillions.com.au. Log in or register as a new user – You're ready to start!

If you require any assistance with completing your sale entries online, please contact:

T 07 5504 1200

E bloodstock@magicmillions.com.au



Provided the information is returned to the Australian Stud Book, our horse search function will pre-populate your entry with the sire, dam, dam sire, foaling date, microchip number and brand index number.

### MAGIC MILLIONS 2019 YEARLING SALES

NOMINATIONS CLOSE FRIDAY 10 AUGUST 2018

#### GOLD COAST YEARLING SALE

BOOK 1

Wednesday 9 – Saturday 12 January Nomination Fee: \$2,750 BOOK 2

Sunday 13 January | Nomination Fee: \$1,925

**Tuesday 15 January** | Nomination Fee: \$550

#### TASMANIAN YEARLING SALE

**Thursday 14 February** | Nomination Fee: \$660

### PERTH YEARLING SALE

BOOK 1

Monday 18 February Nomination Fee: \$1,430

**Tuesday 19 February** | Nomination Fee: \$990

### ADELAIDE YEARLING SALE

BOOK 1

Tuesday 12 March | Nomination Fee: \$1,320

Wednesday 13 March | Nomination Fee: \$990

### GOLD COAST MARCH YEARLING SALE

Monday 18 – Tuesday 19 March | Nomination Fee: \$1,100

### GOLD COAST NATIONAL YEARLING SALE

BOOK

**Tuesday 4 – Wednesday 5 June** Nomination Fee: \$1,650

**Thursday 6 June** | Nomination Fee: \$550

All nomination fees are inclusive of GST. Entry Fees will be invoiced prior to the Sale.

Dates are correct at the time of print, but are subject to change.

### YOUR DEDICATED TEAM

### FOR FURTHER INFORMATION OR ASSISTANCE, PLEASE CONTACT:

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**NEW SOUTH WALES** 

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