

MORE BUYERS MORE RETURN

More Magic



2023 MAGIC MILLIONS NATIONAL SALE SERIES

NOMINATIONS CLOSE FRIDAY 17 MARCH 2023

TRANSPARENT COMMISSIONS

A simple & consistent structure

National Weanling & Broodmare Sale has 3.5%* sales commission
No promotional fee. No passed in commission

A sales approach

YOU CAN TRUST

With a successful worldwide marketing strategy & a dedicated sales team, this sale consistently delivers the best buying bench

Message from

GERRY HARVEY, KATIE PAGE-HARVEY & BARRY BOWDITCH



We are proud to announce entries are now open for the 2023 edition of our Magic Millions National Sale series, globally recognised at the forefront of breeding stock sales.

As we prepare for the next breeding season, we understand the personal and financial value placed on the horses you breed, raise, race and breed with. They are a special part of your family and your livelihood as

they transition to different phases of thoroughbred life.

The Magic Millions National Sale can play an integral role in that journey.

The Magic Millions National Sale is positioned to provide opportunity for breeders to trade bloodstock at all levels with complete confidence. It is the established must attend sale to annually advance your thoroughbred portfolio.

This industry leading auction has the most trusted and transparent structure for selling your stock. It is also the best place to present your past, current or future champions in the flesh at a live sale.

We offer the most proven sales and marketing strategy to promote your stock to a worldwide audience – at the same time offering more buyers and more return.

There's no better place in the world to spend winter than the glorious Gold Coast alongside a time honoured Group One racing carnival – more sun, more fun and more magic!

If you are looking for a dedicated team who care about your horses and your long term success in the industry – we've got you covered.

On behalf of the team at Magic Millions, we invite you to entrust us with your entries for the 2023 National Sale Series.

Our commitment is to deliver you with the best possible commercial opportunity to present your bloodstock for auction across all sectors of the market.

Join us for more magic on the Gold Coast this coming May.

*excluding GST

The only place for
A DISPERSAL SALE

“I’ve been around the world for many years, and I’ve seen big markets in America, and this is as strong a sale as you’d see, all the way through. It wasn’t just the Shadwell dispersal ... and **it’s not just Australians buying, it’s people from across the world** and this seems a very buoyant market to play in at the moment. It’s wonderful to see all these different people investing in these mares.”

Arthur Mitchell, Yarraman Park (Shadwell Dispersal) 2021

“Magic Millions did a **first-class job of conducting and marketing the sale. There were buyers from all round the world**, and although not all of them were successful, they certainly under-pinned the prices.”

Jon Freyer, Arrowfield Stud (Teeley Reduction) 2014



2022
SPENDTHRIFT AUSTRALIA
 Grossed \$8,441,500

2021
SHADWELL AUSTRALIA
 Grossed \$30,570,000

2020
ESTATE OF EDUARDO COJUANGCO
 Grossed \$2,299,500

2015
ESTATE OF HENRY COJUANGCO
 Average for 8 Lots
 \$446,875

2015
WOOD NOOK FARM
 Grossed \$5,851,000

2014
TEELEY ASSETS
 Grossed \$26,025,00

2014
PATINACK FARM
 Grossed \$34,378,510

Gold Coast
**NATIONAL
WEANLING
SALE**

18-19 MAY 2023

GOLD COAST SALES COMPLEX, QUEENSLAND

NOMINATIONS CLOSE FRIDAY 17 MARCH 2023



WEANLINGS

More
BUYERS



"I thought I'd be very lucky to get to the \$200,000 but there were a lot of big players there who were interested in him, there were 50-something xray hits. **Not in my wildest dreams did I think I'd get \$325,000! I'm so stoked,** for a 74yr old man, it's unbelievable!"

Norm Bazeley, Elswick Park on selling the Lot 184 Russian Revolution-Calzini Bianchi colt.



"Amazing, I'm a bit numb sorry... we've only been in the game 5-6 yrs, **to get this result so quickly is just amazing.** Certainly didn't expect her to make \$350,000 - \$200,000 we would have been rapt with."

Doug Walker, Elmo Stud breeder of Lot 322 Extreme Choice-Majestueux filly



"It's the premier weanling sale in the country, **so we always bring a quality draft here because we get the results.** Simple as that. From \$6,000 to \$750,000, **there's an amazing thirst for weanlings across the market on the Coast.** The fact we he haven't passed in a single lot in the last five years, tells the story."

Peter O'Brien, Segenhoe Stud



"It's the **atmosphere** - the National sale attracts the **buyers.** It's the right sale at the **right time of year,** and in the **best location."**

Damien Gleeson, Phoenix Broodmare Farm

Spend	Number of Individual Buyers	
	Magic Millions Weanling Sale	Nearest Competitor
\$50,000 - \$100,000	38	37
\$100,000+	64	36
\$200,000	34	14

GRADUATE SUCCESS

TO KEEP BUYERS RETURNING: Stay Inside, Zoustar, Pierro, Quick Thinker, The Inferno & Ellsberg

IN 2022

ACHIEVE YEARLING PRICES, 12 MONTHS EARLIER
TOP LOT

\$750,000

\$89,178

BOOK 1 AVERAGE
ALMOST DOUBLE THE NEAREST COMPETITOR AND SECOND ONLY TO JANUARY WHEN PLACED WITHIN **MM YEARLING MARKET!**

TOP 30 AVERAGED

\$315,000

\$22.3M GROSS & 81% CLEARANCE
MARKET LEADER





“We love this sale. Whether you’re selling the Sunlights, or buying the Bonny O’Reillys of the world. There’s so much quality on offer and **you just know all the major players are going to be here.**”

Antony Thompson, Widden Stud

Gold Coast NATIONAL BROODMARE SALE

23-25 MAY 2023

GOLD COAST SALES COMPLEX, QUEENSLAND

NOMINATIONS CLOSE FRIDAY 17 MARCH 2023



SELL WHERE
YOUR STOCK
MAKES THE
MOST

IN 2022

18 OF THE 23
\$1M+ MARES SOLD IN
AUSTRALIA WERE
**SOLD ON THE
GOLD COAST**

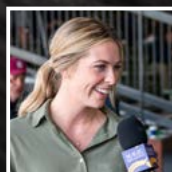
72.5%
OF AUSTRALIA'S
\$500,000+ MARES
WERE
**SOLD ON THE
GOLD COAST**

Spend	#Individual Buyers
\$250,000+	157
\$500,000+	52
\$1,000,000+	29

*at live auction in Australia in 2022

RACEFILLIES

More
EXCITEMENT



“Incredible. We knew she would sell well and we were hoping for the best but **\$4 million is nothing we could have imagined.**”

Hannah Jennings on the sale of Away Game



“The welcome you get when you come to Magic Millions is second to none, it’s absolutely fantastic! We love it. We love being on the Gold Coast. **I’m absolutely flabbergasted by the strength of the market.** Genuinely I came here yesterday, I had eight horses on my shortlist, I bid my best on every single one of them and was only the real underbidder on one. So hard to get one. I finally got one this morning – hallelujah!”

John McKeever, Bloodstock Agent



“The Racefillies day on Tuesday is as good a sale atmosphere as you’d find anywhere in the world. **There’s nothing quite like it and the results reflect that.**”

Brian Nutt, Attunga Stud



“You know this sale delivers year in, year out. **There’s a buying bench at all levels, who seem to save their budgets for this sale** knowing the best is on offer and they just love coming to the Gold Coast in May.”

Dean Harvey, Baystone Farm

HUGE MARKET
OVER \$43M
GROSS IN 2021 & AGAIN
IN 2022

IN 2022
\$1.12M
TOP 20 AVERAGE
DOUBLE
THE NEAREST
COMPETITOR

8 OF THE 10
OF AUSTRALIA’S \$1M+
LOTS
**SOLD ON THE
GOLD COAST***

100
INDIVIDUAL
BUYERS
FOR 185 LOTS



*at live auction in Australia in 2022

BROODMARES

More
MONEY



“The Magic Millions Broodmare Sale is one of **the preeminent breeding stock sales in the world** and is a must to attend for all leading international bloodstock investors. We support the sale heavily knowing we get the results, and we’ll be back bigger and better this year.”

Henry Field, Newgate Farm



“Magic Millions Broodmare Sale is the biggest sale of its kind in the Southern Hemisphere for a reason. All the buyers turn up every year and the results reflect that. **Anyone who is serious about the game is here, you can’t afford to not be.**”

Harry Mitchell, Yarraman Park Stud



“People who have sold yearlings well through the year come here to reinvest their profits, buy more mares, sell mares and trade – it’s **a very vibrant, healthy market.**”

John Ferguson, Bloodstock Agent



“It’s unbelievable, it’s gone to another level. **I’ve never seen anything like this and I’ve been in it 36yrs.** Anything you put through the ring is basically selling and I would say a lot is making **double what everyone thought** so it’s an extraordinary sale.”

Duncan Grimley for Strawberry Hill Stud



“We have full confidence in the sale which **consistently brings the biggest and best buying bench from around the world.** You know you get what you deserve to make, and more, **across all levels of the market** on the Coast.”

Mike Fleming, Bhima Thoroughbreds

IN 2022

104 LOTS
AVERAGED
\$500,000+

3 TIMES MORE SEVEN FIGURE SELLERS
THAN NEAREST COMPETITOR

TOP 50 IN FOAL MARES AVERAGED
\$715,100
MORE THAN
1.6X
THE NEAREST COMPETITOR



*at live auction in Australia in 2022

YEARLINGS

More
REWARDS



“We love getting up to the Gold Coast in May. It’s a great sale for those yearlings who need the time and is a **sale where you can stand a good yearling** out amongst the crowd. We sold everything in 2022 and couldn’t have been happier with the results.”

Mick Malone, Kitchwin Hills



“We’ve always had a bit of luck at the National Yearling Sale. Barry and the team **always do a great job of supplying a strong buying bench for the sale** which is evident in our 100% clearance rate last year. We look forward to bringing back a nice draft in 2023.”

John Kelly, Newhaven Park



“I **never underestimate this sale**, there are always nice horses hidden amongst them. I bought Tarzino out of this sale, and our purchases from last year are showing plenty of promise already as early two-year-olds.”

Mick Price



“You can always find quality amongst this catalogue and **we’ll be back buying again knowing these yearlings will be eligible for the new \$20m Magic Millions Raceday** which our owners love being a part of every year.”

Jamie Lovett, Australian Bloodstock

LUCRATIVE RACE SERIES
SELLING YOUR STOCK

IN 2022

21 LOTS
SOLD FOR
\$150,000+

TOP 50 AVERAGED
\$158,000

TOP PRICE OF
\$575,000

TOP 10 AVERAGED
\$308,500

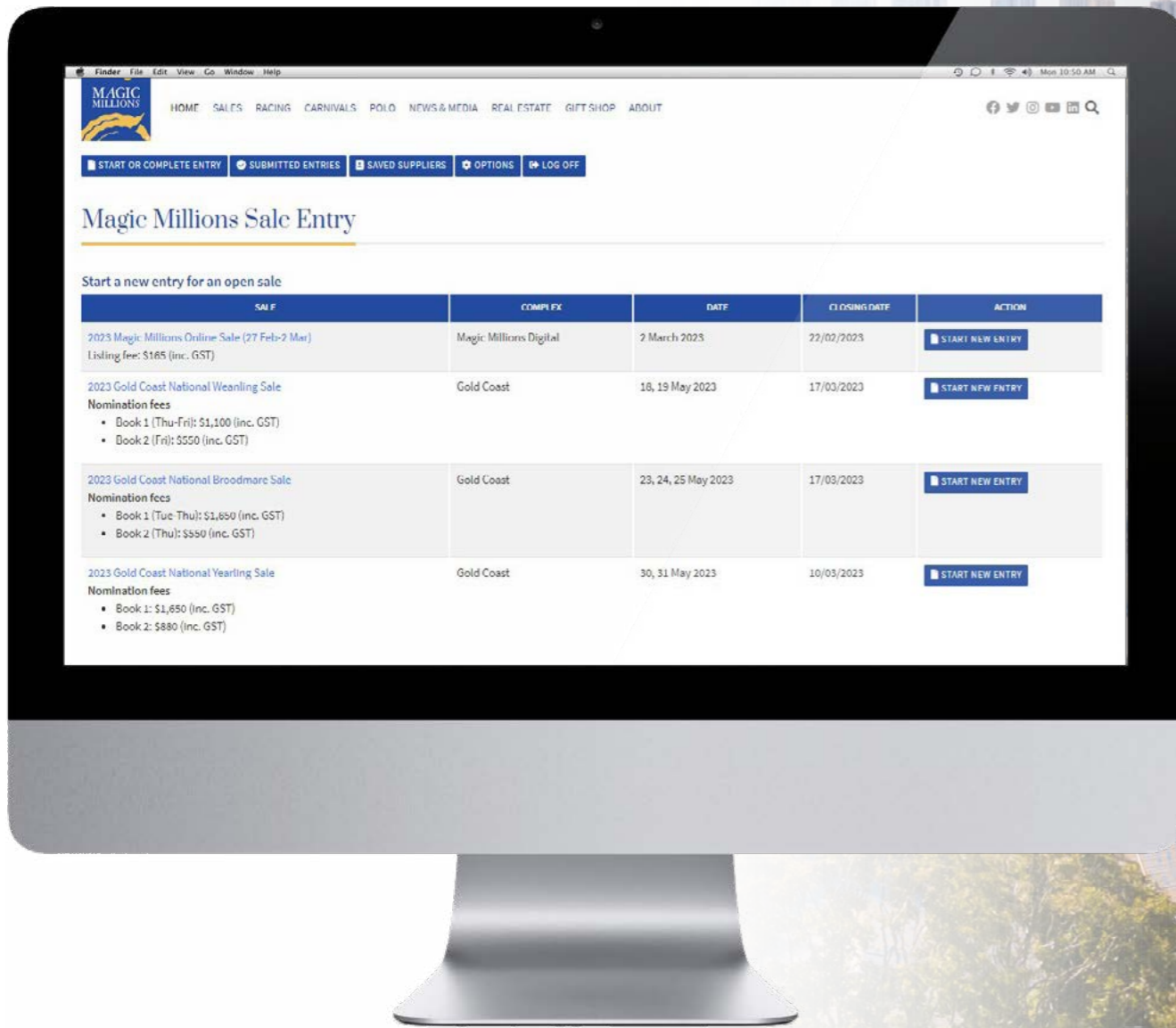
203 BUYERS
FOR 326 LOTS

L 1765 P \$7,000	L 1764 P \$200,000	L 1763 P \$42,500	L 1760 P \$30,000	L 1759 P \$22,500
1767 \$AU	575,000	Exceed and Excel (AUS)		
\$US 412,700	\$HK 3,238,400	Nomothej (AUS)		
		Silverstream Consignment		
		BOBS Eligible		
		Broken In		
		Has been vaccinated against the Hendra Virus		
		B.	C.	1:54 PM



Use the best
ONLINE ENTRIES FACILITY

entries.magicmillions.com.au



**MAGIC MILLIONS
 2023 NATIONAL SALE SERIES**

NOMINATIONS CLOSE FRIDAY 17 MARCH 2023

GOLD COAST NATIONAL WEANLING SALE

BOOK 1
 Thursday 18 May – Friday 19 May
 Nomination Fee: \$1,100

BOOK 2
 Friday 19 May
 Nomination Fee: \$550

GOLD COAST NATIONAL BROODMARE SALE

BOOK 1
 Tuesday 23 May – Thursday 25 May
 Nomination Fee: \$1,650

BOOK 2
 Thursday 25 May
 Nomination Fee: \$550

GOLD COAST NATIONAL YEARLING SALE

BOOK 1 (subject to selection)
 Tuesday 30 May – Friday 31 May
 Nomination Fee: \$1,650

BOOK 2
 Friday 31 May
 Nomination Fee: \$770

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

Use this facility to not only lodge your entries but log back in closer to sale time and add photos, parade videos, disclosures, documents (eg vet reports) and more!

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

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