



*Greyhound*  
**RACING SA**

## **Our Vision Statement**

In 2012 greyhound racing in South Australia is a vibrant, colourful, fast and interactive sport of the highest integrity. We:

- Are the envy of all other sports having enjoyed a colossal increase in the number of participants, customers and sponsors
- Invoke the confidence and participation of wagering and other customers
- Listen, and are open to the views of participants and customers
- Are a leader in animal welfare
- Have the best relationships with State Government and other strategic partners delivering highly sought after major events at our state-of-the-art facilities

### **Our Purpose**

Greyhound Racing SA exists to drive an outstandingly successful greyhound racing industry, with integrity; providing attractive returns and enjoyment to everyone involved.

### **Key Objectives**

1. Drive all revenue growth
2. Maximise participation in the industry
3. Implement the optimal racing structure
4. Invest in the industry
5. Champion animal welfare
6. Make greyhound racing highly visible and accessible
7. Ensure sound corporate governance across the industry