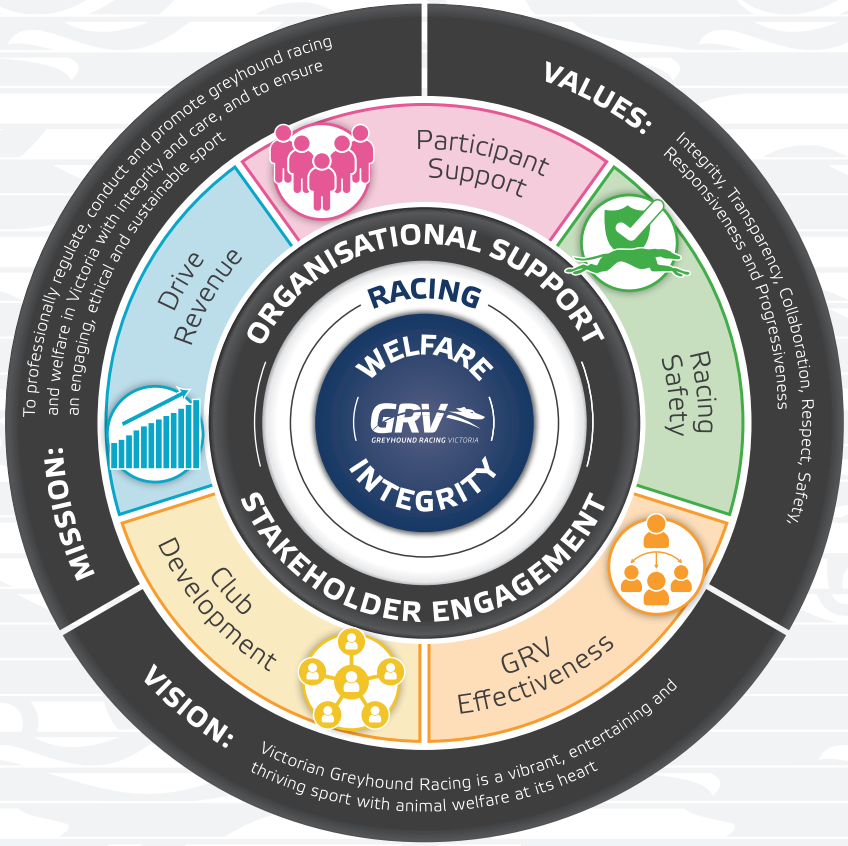
Greyhound Racing Victoria

STRATEGIC PLAN 2019 - 2024



Strategic Priorities

Participant Support
Working with our Participants in aligning interests for long-term sustainability of the sport

Racing Safety
Evidence-based approach with focus on racing asset optimisation, best practice maintenance and providing a **safe greyhound working environment**

Drive Revenue
Driving growth in audience, engagement and racing program to enhance future commercial outcomes **for re-investment**

Club Development
Clubs, individually and collectively, are successful and sustainable

GRV Effectiveness
Fit for purpose, efficient organisational capability and workplace culture

MEASURED BY

Strategic Outcomes

Greyhound
Greyhound care and safety

Participant
Attractive participant returns

Commercial
Wagering and customer growth

Regulatory
Integrity of the sport

Financial
Industry sustainability

Community
Community confidence

Refresh October 2021. Endorsed by Board.