

152nd
melbourne cup
carnival 2012

MEDIA GUIDE

THE CELEBRATION THAT STOPS A NATION™



Saturday 3 Nov
AAMI Victoria Derby Day

Tuesday 6 Nov
Emirates Melbourne Cup Day

Thursday 8 Nov
Crown Oaks Day

Saturday 10 Nov
Emirates Stakes Day


Emirates
Principal Partner

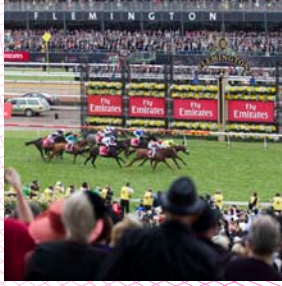
AAMI



MYER

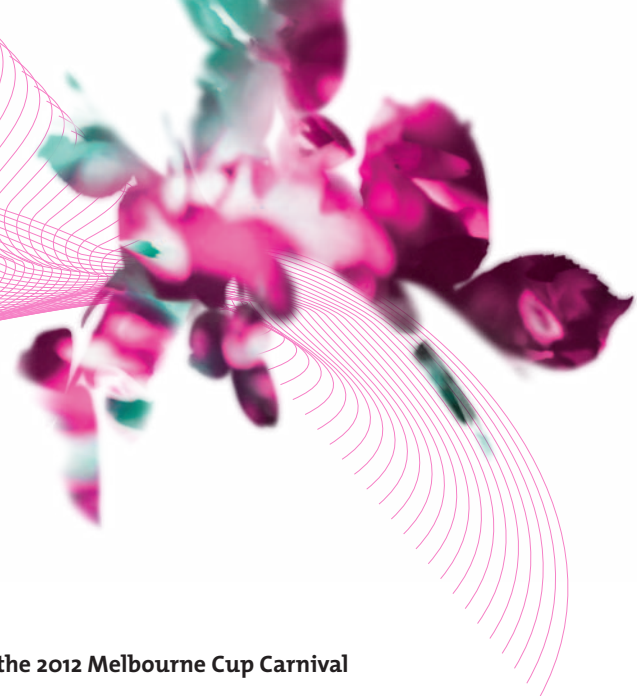


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Media Accreditation

2012 Melbourne Cup Carnival Raceday Accreditation

Personalised Media Accreditation is required to grant you access to the 2012 Melbourne Cup Carnival at Flemington and consists of:

- Personalised accreditation pass • Media lanyard • Photographer/videographers vest (as appropriate)

Media access is 'restricted' to certain areas of the racecourse. This is determined by media status and work priority, and is also affected by security and Occupational Health & Safety procedures.

Please note that the administration of Media Accreditation is managed by Wrights PR.

For all Media Accreditation enquiries please contact Wrights on +61 (0)3 8378 0770 or mediaaccred@vrc.net.au

The areas of access for media are:

- General Public Areas - provides access to Hill Stand, Lawn Stand, Undercroft, Hill Square and the Banks Enclosure
- Members Grandstand
- Birdcage Enclosure
- Fashions on the Field Enclosure
- Mounting Yard
- General Press Room
- Media Centre Press Room
- Racing Press Room
- Birdcage Press Room

For media working off-site or internationally, the VRC offers 'virtual accreditation', providing accredited media with access to an image gallery and real time SMS and email updates.

Media not attending the MELBOURNE CUP CARNIVAL, but wishing to receive this information through 'virtual accreditation', should apply via the online accreditation system as per attending media accreditation.

It is compulsory for all accredited (virtual and attending) media to supply a mobile phone number and email address.

Backing Cards

Type of Access

General (G)
All Areas (A)

Backing Card

Green
Purple

Explanation of Access

Access into the racecourse and to all General Public Areas
Access to all areas excluding the Mounting Yard & Horse Areas

Pass Add-ons

Area of Access

General Public Areas

Birdcage Enclosure

General Press Room
Racing Press Room
Birdcage Press Room
Media Centre

Icon

G

BCE

GPR
RPR
BPR
G

FF

MY
MG

Explanation of Access

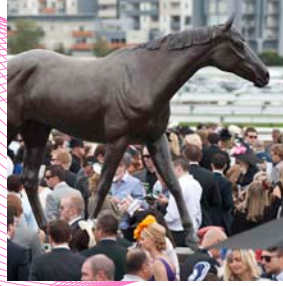
Provides access to Hill Stand, Lawn Stand, Undercroft, Hill Square and the Banks Enclosure

Allows pedestrian access only through this Members' Enclosure located external to the racecourse at east end of horse stalls and racetrack side of the Members' Reserved Carpark

Located on the first level of the Hill Stand
Located in the Members' Enclosure, adjacent to the Mounting Yard
The Birdcage Press Room is located in the Birdcage Enclosure
Located on ground level under The Grandstand, the Media Centre is adjacent to the Raceday & Ticketing Office.

This enclosure is located on the public lawn, directly in front of the horse stalls

Located in front of the Members' Grandstand
Allows access to Members' areas excluding Long Bar and Island Bar



Media Accreditation

Additional identification of media accreditation includes

All accredited photographers, film crew camera operators and videographers will be required to wear a vest supplied by the Media Accreditation Unit.

The colour of the vest is dependent on the media outlet the accredited photographer, film crew camera operator or videographer represents; their role and areas of access.

In 2012, vests are race day specific with a different vest to be worn on each of the four MELBOURNE CUP CARNIVAL days.

With the exception of vests for Mounting Yard personnel, all vests will be distributed when media passes are collected prior to raceday from the Event Operations Office.

Vests for personnel accredited to the Mounting Yard will need to be collected from the Media Centre on each race day.

In 2012, vests are disposable. Once photographers, film crew camera operators and videographers have completed their duties on each raceday, the vest can be disposed of and do not need to be returned. Lost vests will not be replaced.

Vest Colours

Ancillary Accreditation Explanation

Purple Vest	To be worn by all non-Mounting Yard TV/Film Staff and Photographer personnel, excluding Host Carnival Broadcaster (Seven Network) and on-course broadcaster (TRP)
Pink Vest	To be worn by all TRP and Flemington TV Staff personnel
Red Vest	To be worn by Host Carnival Broadcaster personnel (Seven Network)
Blue Vest	To be worn by all official VRC photographer personnel
Orange Vest	To be worn by all photographers accredited to the Mounting Yard
Green Vest	To be worn by all official race finish photographers
Camera Sticker	All TV/Film cameras must display a 2012 Melbourne Cup Carnival sticker specific to their operation e.g. Host Broadcaster (Ch7); On-course Broadcaster (TRP); Domestic TV (Ch9/10/ABC/SBS); International TV
Radio Microphone Tag	All radio microphones on-course must be registered and display an official 2012 Melbourne Cup Carnival approved tag

Vehicle Accreditation

Type of Access Explanation

Non Raceday (NR)	Only allows access on non-racedays during the lock down period of Monday, 29 October to Wednesday, 14 November, 2012
Restricted Raceday (RR)	Allows Raceday access during the MELBOURNE CUP CARNIVAL. Vehicle with this pass can only access the course before 9:30am and after 7:30pm. There is strictly NO vehicle movement between these times. If these accredited vehicles have been granted a parking pass, they must park in the designated areas between these times. However, if no parking has been granted then the vehicle must be completely off-site during these times
Service Vehicle (SV)	Allocated to emergency service vehicles which may access the course only when required



Media Accreditation

Non-Raceday Accreditation

Flemington will be secured and in lockdown from Monday, 29 October to Wednesday, 14 November 2012 (inclusive).

Any media wishing to access Flemington on a Non-Raceday must be accompanied by a member of the VRC Media Unit. Prior to your intended visit, media must contact VRC Senior PR Communications and Media Manager, Emily Morris on +61(0) 3 8378 0616 or +61(0) 438 700 297 or PR Manager Marcus Williams on +61(0) 3 8378 0729 or +61(0) 401 000 987.

While the VRC will endeavour to facilitate media access, requests made in advance are more likely to be accommodated. Please note, not all areas of Flemington will be accessible.

On a Non-Raceday, media will need to display accreditation at all times.

Alternatively the VRC can provide a 'Day' pass to non-accredited media who will be required to show identification.

If media need to enter the racecourse with a vehicle, they must visit the Flemington Event Operations Office to complete the appropriate paperwork prior to admitting their vehicle.

IMPORTANT: MEDIA MUST WEAR LANYARD AND PERSONALISED ACCREDITATION PASS TO GAIN ENTRY TO THE RACECOURSE ON A RACEDAY.



Media Accreditation Rules

In applying for and receiving media accreditation you have accepted the media rules, which will be enforced on ALL media at Flemington Racecourse during the 2012 Melbourne Cup Carnival.

Please note that administration of media accreditation this year is being managed by Wrights PR.

All people attending Flemington Racecourse during the 2012 Melbourne Cup Carnival are bound by the Flemington Conditions of Entry available at www.melbournecup.com/conditions

Failure to abide by these rules will result in the removal of all privileges.

GENERAL

- Accreditation is personalised and non-transferable.
- Media access passes and lanyards are colour coded to indicate areas of access granted. Lanyards must be worn around the neck and not placed in pockets or handbags. Entrance to the site shall only be permitted upon presentation of a media access pass.
- Please observe pre-booked workstations and telephone lines in the Press Rooms.
- Access to Reserved Members' Areas is at the Victoria Racing Club's discretion.
- Access into the Mounting Yard is strictly limited and will only be granted to media wearing the appropriate media lanyard, pass and/or Mounting Yard Photographers Vest.
- Accreditation does not provide access to Corporate Marquee areas. These are invitation-only areas.
- Accreditation is given for the purpose of undertaking work resulting in media coverage and is not to be used as a 'ticket' into the event.
- A Media Outlet (excluding newswire service providers) must not cause or permit any Works (or any part thereof) to be broadcast, published or used other than in a program or publication which is an approved medium for the Accredited Party who created the Works. A newswire service provider must use all reasonable endeavours to ensure that its subscribers only use the Works for editorial purposes in a publication (print or online) or television program created, published or broadcast by that subscriber's media outlets.

TELEVISION

- Seven Network, as the Victoria Racing Club's exclusive free-to-air telecaster for the Melbourne Cup Carnival, has the exclusive right to broadcast the Carnival on free-to-air television in Australia, which includes the right of first access to the winning connections of all races.
- No other local TV network may film or broadcast any horse racing of the Melbourne Cup Carnival on any of the four race days at Flemington Racecourse (including filming inside the Mounting Yard), except as permitted by the guidelines set out below or as otherwise authorised by Victoria Racing Club as a pay television, internet or mobile rights-holder.
- Australian television networks are not permitted to telecast live from Flemington Racecourse (including live crosses) during the total Melbourne Cup Carnival, being the period from 12.01am (AEDT) on Saturday, 3 November 2012 until the completion of Seven Network's live telecast on Saturday, 10 November 2012, which is expected to be 7.00pm (AEDT). This includes non-racedays.
- The use of radio microphones and any equipment which would enable a live telecast to be made of the Melbourne Cup Carnival must be pre-approved by the Victoria Racing Club. The Victoria Racing Club has the right to confiscate any equipment that has not been given prior approval and to eject any persons possessing such equipment.
- Only one nominated Sports/News Reporter/Journalist per local free-to-air TV network and non-rights holder pay TV network will be granted access to the Mounting Yard. All other members of the TV crew, including film crews, and cameras must remain outside the Mounting Yard until Seven Network ceases its live telecast (which is expected to be approximately 7pm AEDT on Saturday, 10 November 2012). Please note that Thoroughbred Racing Productions (TRP) has priority over other networks (other than Seven Network).
- To pre-record an interview or stand-up during the day with trainers and jockeys, please contact VRC PR Manager, Marcus Williams, on land line +61 (0) 3 8378 0729, mobile +61 3 (0)401 000 987 or email m.williams@vrc.net.au. Every effort will be made to meet your request for an interview outside the Mounting Yard, subject to the first priority of Seven Network and TRP, and the availability of trainers and jockeys.



Media Accreditation Rules

- All Australian free-to-air and pay TV networks and channels will need to access ALL RACING COVERAGE from the Seven Network 'off-air' (and should make their own arrangements). "RACING COVERAGE" means sounds or images of horse racing during the Melbourne Cup Carnival and footage taken from within the Mounting Yard.
- RACING COVERAGE may only be used for news reporting purposes in regularly scheduled News Programs and must clearly display the Seven Network watermark, which must not be distorted or altered in any fashion. A "News Program" means a regularly scheduled daily news program of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news updates. News programs cannot be positioned or promoted as Melbourne Cup Carnival programs.
- The duration of RACING COVERAGE used in any one News Program shall not exceed a total of three minutes.
- No advertising or other message may appear at the same time (be it superimposed or on a split screen or otherwise) as RACING COVERAGE.
- RACING COVERAGE and NON-RACING COVERAGE may not be broadcast, transmitted or communicated over the internet, mobile or 3G (or via any other interactive media or electronic medium) without the prior written approval from the VRC.
- "NON-RACING COVERAGE" means all sounds or images and footage taken at Flemington Racecourse during the Melbourne Cup Carnival other than RACING COVERAGE (including, for example, 'Myer Fashions on the Field').
- NON-RACING COVERAGE may only be used for news reporting purposes in regularly scheduled News Programs or Public Affairs Programs, or for the purpose of promoting the Melbourne Cup Carnival.
- A "Public Affairs Program" means a regularly scheduled public affairs, 'news-talk' or 'news infotainment' program of which the actual news element constitutes one of the main features and which, for the avoidance of doubt, does not include news updates but includes the programs currently known as 'Today' and 'A Current Affair'. News Programs and Current Affairs Programs cannot be positioned or promoted as Melbourne Cup Carnival programs.
- **Local TV Network's link vans will not be permitted** inside Flemington Racecourse at any time during the total Melbourne Cup Carnival period from 12.01am (AEDT) on Saturday, 3 November 2012 to 7.00pm (AEDT) on Saturday, 10 November 2012 (with the exception of the Seven Network).
- Parking of TV link vans **will not be permitted** along Epsom Road, Smithfield Road, Fisher Parade or Leonard Crescent. Victoria Police will enforce these parking restrictions.
- These restrictions and guidelines apply to operators of digital channels including digital multi-channels as well as operators of "News Active" or "Sports Active" services on pay TV (i.e. where viewers may access moving images at any time on demand), so that such operators are prohibited from showing RACING COVERAGE on such services.
- All accredited TV/Film cameras on-course will be required to display an official VRC sticker to ensure easy identification. The sticker will form part of the approved accreditation.
- All accredited radio microphones will be required to display an official VRC tag to ensure easy identification. The tag will form part of the approved accreditation.
- Camera equipment must not be left on the ground – it will be removed and taken to Media Centre for collection.
- TV/Film Staff and Photographer personnel must wear a purple vest at all times throughout the racecourse to ensure easy identification, excluding Host Carnival Broadcaster (Seven Network) and on-course broadcaster (TRP).
- Although we understand that TV crews have equipment to carry, the Victoria Racing Club is not in a position to provide car parking as part of media accreditation.
- TV crews and camera personnel must adhere to the dress codes set out by the Victoria Racing Club.
- TV/film crews may only film general atmosphere shots of the betting ring. No filming of individuals transacting wagers is allowed.
- Access to Reserved Members' Areas is at the Victoria Racing Club's discretion.
- Filming is only permitted on the Members' Lawn (no filming or photography is permitted elsewhere within the Members' Stands or betting ring).



Media Accreditation Rules

PHOTOGRAPHERS – GENERAL

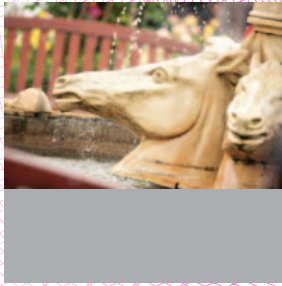
- Photographers seeking accreditation to access the Mounting Yard or areas adjacent to the track must contact Phil England, VRC Work, Health and Safety Manager on +61 (0)406 120 233, prior to raceday to organise to complete a Flemington Photographers Induction. Inductions can be completed on raceday mornings.
- Photographers may only film general atmosphere shots of the betting ring. Photography of individuals transacting wagers is **not** allowed.
- Photographic equipment must not be left on the ground – it will be removed and taken to the Media Centre for collection.
- Photography is only permitted on the Members' Lawn (no photography is permitted elsewhere within the Members' Stands).
- Photographers must be respectful of Members at all times. Any access to Reserved Enclosures needs to be approved by the VRC Media Unit and if approved, photographer/camera personnel must be escorted by member from the VRC Media Unit.
- Photographers must be considerate of all racegoers when gaining the best photographic position.
- Photographers must not obstruct the view of mobile and fixed Seven Network and TRP TV cameras.
- Photographers must only take images for editorial purposes unless authorised by the Victoria Racing Club.

PHOTOGRAPHERS – Commercial/ Non Editorial Use of Photography

Applicants who receive accreditation (Accredited Party) must not:

- Take or make any film, video recording, video broadcast, still picture or photograph or any other image in, or of, the Flemington Racecourse (including surrounding public and Members' Car Parks) or of the Melbourne Cup Carnival (Works) during the Melbourne Cup Carnival, except where such Works are created for the purpose of publication, broadcast or use for editorial purposes:
 - in a program or publication that is an Approved Medium for that Accredited Party; or
 - by media outlets who are print, broadcast or online subscribers to a newswire service provider;
- Cause or permit any Works (or any part thereof) to be broadcast, published, or used other than in a program or publication which is:
 - an Approved Medium for that Accredited Party and the Accredited Party's media outlet; or
 - for editorial purposes by a media outlet who is a subscriber to a newswire service provider who is an Accredited Party.
- A media outlet (excluding newswire service providers) must not cause or permit any Works (or any part thereof) to be broadcast, published or used other than in a program or publication which is an Approved Medium for the Accredited Party who created the Works. A newswire service provider must use all reasonable endeavours to ensure that its subscribers only use the Works for editorial purposes in a publication (print or online) or television program created, published or broadcast by that subscriber's media outlets.

For the purposes of this policy, **Approved Medium** means, in relation to an Accredited Party, a publication (print or online) or television program created, published or broadcast by that Accredited Party's corresponding Media Outlet (as specified on the Accredited Party's application form), and which publication or program is specified in the letter of authority from that media outlet which accompanied the Accredited Party's application form.



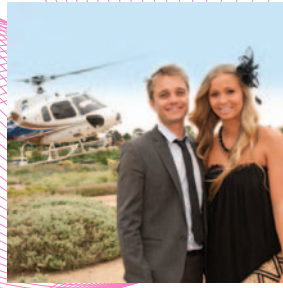
Media Accreditation Rules

MOUNTING YARD

The Mounting Yard at Flemington Racecourse is an area designed specifically for horses, trainers, jockeys, connections and Victoria Racing Club officials. Media are privileged to have access to this area and should abide by the rules accordingly. For the safety and security of all concerned, the number of people in the Mounting Yard is strictly limited.

- Photographers seeking accreditation to access the Mounting Yard or areas adjacent to the track must contact Phil England, VRC Work, Health and Safety Manager on +61 (0)406 120 233, prior to raceday to organise to complete a Flemington Photographers Induction. Inductions can be completed on raceday mornings.
- Seven Network, as the Victoria Racing Club's exclusive free-to-air telecaster for the Melbourne Cup Carnival has **first access** to the winning connections.
- Only one nominated Sports/News Reporter/Journalist per local free-to-air TV network and non-rights holder pay TV network will be granted access to the Mounting Yard. All other members of the TV crew, including film crews, and cameras must remain outside the Mounting Yard until Seven Network ceases its live telecast (which is expected to be approximately 7pm AEDT on Saturday, 10 November 2012). Please note that TRP has priority over other networks (other than Seven Network).
- All photographers approved with Mounting Yard access **must** wear an Orange Vest at all times while on course.
- Vests for Mounting Yard access must be collected from the Media Centre on each race day.
- Vests are race day specific and can be disposed of once duties on course are completed on each race day.

- Photographer's equipment **must** not be left on the ground otherwise it will be removed.
- All media **must** remain behind the designated barriers, pre and post-races, and follow the directions of Victoria Racing Club Officials and Security Guards.
- Mounting Yard access is only issued to approved **working** journalists and photographers. Proof of working status on any particular day may be required.
- Except with the permission of the Stewards, mobile telephones may not be turned on or used in the Mounting Yard or in the scales area.
- Media granted access to the Mounting Yard must dress neatly. Open shoes are not allowed.
- To limit congestion in the Mounting Yard, the VRC will stream all FTV and Channel 7 jockey and trainer Mounting Yard interviews into the press rooms.
- Racing Victoria will offer a post-race interview transcription service during the Melbourne Cup Carnival. The transcribed interviews will be available approximately 15–20 minutes after each race and will be published online at www.springracingcarnival.com.au (click on the 'Post Race Comments' link on the home page) and printed copies will be supplied to the press rooms.



Media Accreditation Rules

DRESS CODE

Media must adhere to the dress codes for the Mounting Yard and Members' Enclosures, set out by the Victoria Racing Club. Clothing will not be provided to meet these requirements.

Members' Dress Regulations

Gentlemen

Gentlemen are required to wear a suit, sports coat or blazer, tie and dress shoes*.

Not Acceptable – Gentlemen

*Any form of sports shoe such as joggers, track shoes, runners, sandals, thongs, dilapidated footwear, scuffs or slippers. Any shoes without socks. Jeans, jodhpurs, shorts or non-tailored slacks. Open-neck shirts or shirts without a collar. Parkas, windbreakers, tracksuit tops, golf and yachting weatherproofs, waist length jackets including bomber jackets, denim jackets, leather jackets, anoraks and driza bones. Safari suits, tracksuits, peaked caps and beanies. Pullovers or cardigans (without a jacket), rugby tops and football guernseys, even if wearing a tie.

Ladies

Ladies are expected to maintain a suitable standard in keeping with the dignity of the Members Enclosure*.

Not Acceptable – Ladies

*Any form of sports shoes such as joggers, track shoes and runners. Thongs, dilapidated footwear, scuffs or slippers. Jeans, jodhpurs or non-tailored slacks. Slacks tucked into socks and footwear. Leggings, shorts or tracksuits. Parkas, duffle coats, windbreakers, tracksuit tops, golf and yachting weatherproofs, denim jackets, leather jackets, anoraks and driza bones.

Dress regulations must be adhered to whilst in the Members Enclosure.

The Club reserves the right to refuse admission to any person not appropriately attired.

STRICTLY NO SHORTS OR DENIM.

TRACKWORK MEDIA ACCESS

All media who wish to access the racecourse for trackwork at any time of the year (excluding specific VRC media trackwork events), including all training facilities, grandstands, training tracks, course proper, grounds, gardens and the stables precinct, must have completed Flemington Media Induction training prior to their visit.

Media will then receive induction cards that will be valid for a period of two years.

To organise an induction, please contact Phil England, VRC Work, Health and Safety Manager, on +61 (0)406 120 233.

Any inducted media intending to visit Flemington for trackwork or the stables precinct area must email a completed media trackwork access form by 12pm the day prior to the intended visit (or on Friday for a Monday visit):

- Visit www.melbournecup.com/media to download, complete and submit a media trackwork access form.

While the VRC will endeavour to facilitate media access, requests received after this time may not be able to be accommodated.

All Other Non-Raceday Media Access

Any media wishing to access Flemington (excluding inducted media attending trackwork), including for photography, filming, interviews, research etc., must be accompanied by a member from the VRC Media Unit.

Prior to your intended visit, media must contact VRC Senior PR Communications and Media Manager, Emily Morris on +61(0) 3 8378 0616 or +61(0) 438 700 297 or PR Manager Marcus Williams on +61(0) 3 8378 0729 or +61(0) 401 000 987.

While the VRC will endeavour to facilitate media access, requests made in advance are more likely to be accommodated. Please note, not all areas of Flemington are always accessible.

BREACH OF MEDIA ACCREDITATION RULES

All accredited media must obey directions given to them by the Victoria Racing Club Officials and Security staff. A breach of the media accreditation rules will result in the removal of all privileges for the duration of the 2012 Melbourne Cup Carnival.



Media Facilities & Services

MEDIA CENTRE

- The Media Centre is located on ground level under The Grandstand. It's adjacent to the Raceday & Ticketing Office.
- The Media Services Desk can be found in the Media Centre inside the course. It is operational from 9.00am on AAMI Victoria Derby Day and Emirates Melbourne Cup Day and from 10.00am on Crown Oaks Day and Emirates Stakes Day.
- The Media Services Desk will be based in this area and all media related enquiries should be directed to this office.

VEST COLLECTION

- With the exception of vests for Mounting Yard personnel, all vests will be distributed when Media Accreditation passes are collected from the Event Operations Office in the lead up to the race day.
- Vests for Mounting Yard access must be collected from the Media Centre on each race day.
- In 2012, vests are race day specific and all photographers / TV and film staff personnel will be required to wear the vest specific to each day.
- In 2012, the vests are disposable. Once duties on course are complete, each vest can be disposed of and do not need to be returned.
- Lost vests will not be replaced.

MEDIA CONFERENCES

Access to the Emirates Melbourne Cup Barrier Draw and Emirates Melbourne Cup post-race media conference is limited and is by invitation only.

To request access to these events please contact PR Manager Marcus Williams on +61(0) 3 8378 0729, +61(0) 401 000 987 or m.williams@vrc.net.au from the VRC Media Unit.

A full list of Melbourne Cup Carnival Media Conferences is included in the Media and Social Events Calendar of this media guide.

STORAGE LOCKERS

Storage lockers are available to store equipment throughout the day. Please apply at the Media Services Desk in the Media Centre.

RACEDAY RESULTS AND STATISTICS

- The VRC website www.melbournecup.com/media will be updated throughout the day with race results and media releases.

RACING PRESS ROOM (RPR)

- The Racing Press Room is located in the Members' Enclosure, adjacent to the Mounting Yard. Phone lines and workstations must be applied for in advance, as part of the media accreditation process.
- A photocopier and fax machine is available for use by media. These facilities are strictly for authorised racing media working to breaking news deadlines.
- The Emirates Melbourne Cup Barrier Draw and Emirates Melbourne Cup post-race media conference (invitation only events) will be broadcast live on television screens in the Racing Press Room.

GENERAL PRESS ROOM (GPR)

- The General Press Room is located on the first level of the Lawn Stand. Phone lines and workstations must be booked in advance as part of the application for media accreditation.
- The Emirates Melbourne Cup Barrier Draw and Emirates Melbourne Cup post-race media conference (invitation only events) will be broadcast live on television screens in the General Press Room.

BIRDCAGE PRESS ROOM (BPR)

- The Birdcage Press Room is located in the Birdcage Enclosure. Workstations must be applied for in advance, as part of the media accreditation process.

TELSTRA SERVICES

- Phone lines and communications services must be booked and confirmed by 30 September 2012. Media should conduct their own checks prior to AAMI Victoria Derby Day on Saturday, 3 November 2012.

WIRELESS ADSL

- Password protected wireless ADSL facilities are available in the press rooms. Media will not be charged for this service. Please note wireless enabled computers are required to access the wireless network.

NON-MELBOURNE CUP CARNIVAL MEDIA ACCREDITATION, INCLUDING MELBOURNE CUP CARNIVAL PREVIEW DAY

All requests for Media Accreditation outside the Melbourne Cup Carnival should be made to PR Manager Marcus Williams on +61(0) 3 8378 0729, +61(0) 401 000 987 or m.williams@vrc.net.au from the VRC Media Unit.



Race Program

Race names and order are subject to change. Please refer to www.melbournecup.com for further details.

Saturday 8 September 2012 – Sofitel Girls' Day Out featuring Makybe Dive Stakes

Value	G/L	Race Name	Type	Dist
\$221,500	Gr. 2	Danehill Stakes		3yo sw&p (n/c) 1200m
\$121,000	LR	Henry Bucks Best Dressed		3yo sw&p (n/c) 1400m
\$121,000	LR	Dap D'Antibes Stakes		3yo fillies sw&p (n/c) 1100m
\$305,000	Gr. 2	Makybe Diva Stakes		(wfa) (n/c) 1600m
\$151,500	Gr. 3	Bobbie Lewis Quality		4yo&up (n/c) 1200m
\$121,000	LR	The Sofitel	hcp (n/c)	1400m
\$80,000		Sofitel Girls' Day Out Handicap		hcp (n/c) 2000m
\$221,500	Gr. 2	Let's Elope Stakes		mares sw&p (n/c) 1400m

Saturday 6 October 2012 – Melbourne Cup Carnival Preview Day featuring the Group 1 Turnbull Stakes

R#	Value	G/L	Race Name	Type	Dist
1	\$120,000	LR	Herald Sun Superstable Stakes	2yo sw (n/c)	1000m
2	\$121,000	LR	Yellowglen Vintage Stakes	3yo sw&p (n/c)	1400m
3	\$121,000	LR	UCI Stakes	3yo sw&p (n/c)	1800m
4	\$222,000	Gr. 2	Tabcorp Edward Manifold Stakes	3yo fillies sw (n/c)	1600m
5	\$221,500	Gr. 2	Gilgai Stakes	sw&p (n/c)	1200m
6	\$121,000	LR	Paris Lane Stakes	4yo&up hcp (n/c)	1400m
7	\$502,500	Gr. 1	Turnbull Stakes	4yo&up sw&p (n/c)	2000m
8	\$122,000	LR	The Bart Cummings	qly hcp (n/c)	2500m
9	\$221,500	Gr. 2	Blazer Stakes	mares sw&p (n/c)	1400m

Saturday 3 November 2012 – AAMI Victoria Derby Day

R#	Time	Value	G/L	Race Name	Type	Dist
1	11.20	\$251,500	Gr. 3	Inglis Carbine Club Stakes	3yo SW&P	1600m
2	12.00	\$251,500	Gr. 3	Lexus Stakes	quality hcp	2500m
3	12.40	\$302,000	Gr. 2	Wakeful Stakes	3yo fillies SW&P	2000m
4	1.20	\$502,500	Gr. 1	Coolmore Stud Stakes	3yo SW	1200m
5	2.15	\$1,002,500	Gr. 1	Longines Mackinnon Stakes	WFA	2000m
6	3.00	\$1,510,000	Gr. 1	AAMI Victoria Derby	3yo SW	2500m
7	3.45	\$502,500	Gr. 1	Myer Classic	F&M WFA	1600m
8	4.30	\$302,000	Gr. 2	Yellowglen Stakes	hcp	1200m
9	5.10	\$251,000	Gr. 3	tab.com.au Stakes	hcp	1400m



Race Program

Tuesday 6 November 2012 – Emirates Melbourne Cup Day

R#	Time	Value	G/L	Race Name	Type	Dist
1	10.20	\$121,500	LR	Ottawa Stakes	2yo fillies sw	1000m
2	11.00	\$101,500		TAB Sportsbet Handicap	Mares hcp	1700m
3	11.45	\$101,500		Lavazza Long Black	Hcp 0-95	2800m
4	12.30	\$201,500	Gr. 3	Herald Sun Stakes	Mares SW&P	1400m
5	1.15	\$101,500		Schweppes Tonic 1000	3yo SW&P	1000m
6	2.00	\$151,500	LR	Lexus Hybrid Plate	3yo Fillies SW&P	1400m
7	3.00	\$6,200,000	Gr. 1	Emirates Melbourne Cup	Hcp	3200m
8	3.55	\$151,500	LR	Melbourne Cup Day Plate	Hcp	1800m
9	4.35	\$151,500	LR	MSS Security Sprint	Hcp	1200m
10	5.15	\$101,500	Handicap	4&5yo hcp 0-89 (No greys)	1400m	

Thursday 8 November 2012 – Crown Oaks Day

R#	Time	Value	G/L	Race Name	Type	Dist
1	12.20	\$101,500		La Vie En Rose Vase	4&5yo hcp 0-89	1800m
2	1.00	\$101,500		Swisse Vitamins Trophy	3yo fillies hcp 0-72	1700m
3	1.40	\$151,500	LR	G.H. Mumm Stakes	Mares SW&P	1100m
4	2.20	\$151,500	LR	Gucci Icons of Heritage Stakes	3YO fillies SW&P	1200m
5	3.00	\$101,500		TCL 3D TV Plate	Greys hcp 0-89	1400m
6	3.40	\$1,005,000	Gr. 1	Crown Oaks	3yo fillies SW	2500m
7	4.25	\$151,500	LR	Myer Spring Fashion Stakes	3yo hcp	1800m
8	5.10	\$151,500	LR	Century Stakes	SW&P	1000m
9	5.50	\$101,500		Grazia Ultimate Style Guide	4 Prov. LY hcp	1600m

Saturday 10 November 2012 – Emirates Stakes Day

R#	Time	Value	G/L	Race Name	Type	Dist
1	11.30	\$151,500	Gr.3	The Hong Kong JC Maribyrnong Plate	2yo SW	1000m
2	12.10	\$101,500		Handicap	4yo&up hcp 0-95	1600m
3	12.50	\$101,500		Antler Luggage Handicap	4yo&up hcp 0-95	2000m
4	1.30	\$151,500	LR	Hilton Hotels Stakes	3yo hcp	1400m
5	2.15	\$1,002,500	Gr.1	Patinack Farm Classic	WFA	1200m
6	3.00	\$1,005,000	Gr.1	Emirates Stakes	Quality hcp	1600m
7	3.45	\$ 302,000	Gr.2	Matriarch Stakes	Mares SW&P	2000m
8	4.30	\$251,000	Gr.3	Queen Elizabeth Stakes	Quality hcp	2600m
9	5.10	\$01,500		Emirates Airline Handicap	4yo&up hcp	1400m



VRC Contacts

Media

Emily Morris
Senior PR, Communications and Media Manager

Ph: (03) 8378 0616
Mobile: 0438 700 297
Email: e.morris@vrc.net.au

Marcus Williams
PR Manager

Ph: (03) 8378 0729
Mobile: 0401 000 987
Email: m.williams@vrc.net.au

Sarah Peatling
PR Executive – Racing

Ph: (03) 8378 0654
Mobile: 0415 483 750
Email: s.peatling@vrc.net.au

Daniella Sorace
PR Co-ordinator - Fashion

Ph: (03) 8378 0621
Mobile: 0401 208 852
Email: d.sorace@vrc.net.au

Belinda Meyers
Corporate Social Responsibility Executive

Ph: (03) 8378 0651
Mobile: 0412 122 532
Email: b.meyers@vrc.net.au

Media Accreditation

Georgina Murphy
Senior Media Accreditation Executive – Wrights PR

Ph: (03) 9690 9911
Mobile: 0411 718 817
Email: gmurphy@wrights.com.au

Lauren Zammit
Senior Media Accreditation Manager – Wrights PR

Ph: (03) 9694 1190
Mobile: 0414 655 142
Email: lzammit@wrights.com.au



Management / Interview Subjects

Victoria Racing Club

Dale Monteith
Chief Executive

All of aspects of the VRC and Melbourne Cup Carnival including tourism and economic benefits, sponsorship, ticket sales, corporate social responsibility and event expectations.

Nick Addison
Acting Executive General Manager, Brand, Sponsorship and Marketing

Public and media events, entertainment, marketing behind the Carnival, fashion, VIP, celebrity guests, the Birdcage, corporate social responsibility, and sponsorship.

Julian Sullivan
Executive General Manager, Club Services

Members' events, Members' car parks, corporate hospitality, ticket sales and Chairman's Club.

Mark Davies
Executive General Manager, Flemington

Facilities and services, event management, environmental programs and accreditation.

Simon Love
Executive General Manager Corporate, Finance and Strategic Initiatives

Masterplan, Finance, IT and government relations.

Terry Freeman
Manager, Grounds and Gardens

Management of grounds and gardens, and spectacular rose features.

James Earls
Senior Manager, Racing

Horses, racing program, race order and race times.

Mick Goodie
Racecourse & Training Manager, Flemington

Track conditions, and weather.



Online and Social Media

Web

Melbournecup.com

YouTube



youtube.com/flemingtonracecourse

Facebook



Flemington and the Melbourne Cup Carnival:
facebook.com/flemingtonracecourse

VRC Members:

facebook.com/victoriaracingclub

Instagram



[Flemington_Fashion](https://www.instagram.com/Flemington_Fashion)

Twitter



Flemington and the Melbourne Cup Carnival:
[@MelbCupCarnival](https://twitter.com/MelbCupCarnival)

VRC Members:

[@VRC_Members](https://twitter.com/VRC_Members)

Hashtags

Flemington: #Flemington

Horseracing: #horseracing

VRC Members: #VRC_Members

Emirates Melbourne Cup Tour: #EMCT

50 years Myer Fashions on the Field: #50yrsMFOTF

Spring Fashion Lunch: #SpringFashion

Sofitel Girls Day Out: #SGDO

Melbourne Cup Carnival Preview Day: #MCCPreviewDay

Melbourne Cup Carnival Launch: #MelbCupCarnival

AAMI Victoria Derby Day: #DerbyDay

Emirates Melbourne Cup Parade: #ParadeOfChampions

Emirates Melbourne Cup Day: #MelbCup

VRC Oaks Club Lunch: #OaksLunch

Crown Oaks Day: #OaksDay

Emirates Stakes Day: #StakesDay

Emirates Stakes Day Fashions on the Field: #ESDFOTF



Melbourne Cup Carnival Sponsors

Principal Partner



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Race Sponsors



Event & Program Partners



Media Partners



Sustainability Partners





Media and Social Events Calendar

Celebrating 50 years of FOTF Launch (Media/Invitation Only)

Date Tuesday 28 August 2012
Time 10.30am-1pm
Venue Myer Mural Hall

Emirates Melbourne Cup Nominations Announcement

Date Tuesday 4 September 2012
Time 2.30pm-3pm
Venue Flemington Racecourse

Spring Fashion Lunch

Date Thursday, 6 September 2012
Time 12 noon-3pm
Venue Flemington Racecourse

Sofitel Girls Day Out

Date Saturday, 8 September 2012
Time 10.30am-6pm
Venue Flemington Racecourse

Hats and High Tea presented by Sofitel Melbourne on Collins

Date Saturday, 8 September 2012
Time 12 noon-6pm
Venue The Skyline, Flemington Racecourse

Emirates Melbourne Cup Weights Announcement

Date Tuesday 18 September 2012
Time 11am-12 noon
Venue VRC Committee Room,
Flemington Racecourse

Emirates Stakes Day Fashions on the Field – Ambassador Casting

Date Friday 21 September 2012
Time 9am-11am
Venue Chiquita Room, Flemington

Melbourne Cup Carnival Preview Day, presented by Yellowglen - featuring Turnbull Stakes

Date Saturday, 6 October 2012
Time TBC
Venue Flemington Racecourse

The Preview Lounge

Date Saturday, 6 October 2012
Time 10.30am-4.30pm
Venue Flemington Racecourse
(east end above the horse stalls)

Racing Style Exhibition – 50 Years of Fashions on the Field

Date 15 October 2012 - 30 June 2013
Venue National Sports Museum,
Melbourne Cricket Ground

Melbourne Cup Carnival Launch (Media/Invitation Only)

Date Monday, 29 October 2012
Time 11am
Venue The Atrium, Crown Towers

Emirates Melbourne Cup Tour – Homecoming of the Emirates Melbourne Cup Trophy (Media/Invitation Only)

Date Monday, 29 October 2012
Time 6pm
Venue Sofitel Hotel, Melbourne on Collins

AAMI Victoria Derby Barrier Draw

Date Wednesday, 31 October 2012
Time 12 noon
Venue Breezes, Level 3, Crown Towers

Myer Fashions on the Field Media Launch (Media/Invitation Only)

Date Thursday, 1 November 2012
Time 10.30am
Venue Myer Fashions on the Field Enclosure,
Flemington Racecourse

Melbourne Cup Carnival Birdcage – Sponsors Marquee Media Launch (Media/Invitation Only)

Date Thursday, 1 November 2012
Time 11.30am-2pm
Venue Birdcage Marquee Enclosure,
Flemington Racecourse



Media and Social Events Calendar

AAMI Victoria Derby Day Media Conference

Date Friday, 2 November 2012
Time 11am
Venue Breezes, Level 3, Crown Towers

AAMI Victoria Derby Day

Date Saturday, 3 November 2012
Time First of 9 races at 11.20am
Venue Flemington Racecourse

Emirates Melbourne Cup Barrier Draw (Media/Invitation Only)

Date Saturday, 3 November 2012
Time 6:30pm
Venue VRC Committee Room,
Flemington Racecourse

Emirates Melbourne Cup Parade

Date Monday, 5 November 2012
Time 12 noon
Venue Bourke Street Mall (in front of Myer)

Emirates Melbourne Cup Day Media Conference

Date Monday, 5 November 2012
Time 12:40pm
Venue Federation Square

Emirates Melbourne Cup Day

Date Tuesday, 6 November 2012
Time First of ten races at 10:20am
Venue Flemington Racecourse

Emirates Melbourne Cup Post-Race Media Conference (Media/Invitation Only)

Date Tuesday, 6 November 2012
Time 3:30pm approximately
Venue Media Centre, Flemington Racecourse

Emirates Melbourne Cup Winners Media Conference & Crown Oaks Day Media Conference

Date Wednesday, 7 November 2012
Time 11am
Venue Breezes, Level 3, Crown Towers

VRC Oaks Club Lunch

Date Wednesday, 7 November 2012
Time 12 noon red carpet arrival for 12.30pm
Venue Crown Palladium

Crown Oaks Day

Date Thursday, 8 November 2012
Time First of nine races at 12:20pm
Venue Flemington Racecourse

Emirates Stakes Day Media Conference

Date Friday, 9 November 2012
Time 11am
Venue Breezes, Level 3, Crown Towers

Emirates Stakes Day

Date Saturday, 10 November 2012
Time First of nine races at 11.30am
Venue Flemington Racecourse



Racedays

SOFITEL GIRLS' DAY OUT *Featuring the Group 2* *Makybe Diva Stakes*

Saturday 8 September 2012

Flemington will kick start the season in style with **Sofitel Girls' Day Out** featuring the Group 2 Makybe Diva Stakes on Saturday 8 September, marking the beginning of spring racing.

With the 2012 Melbourne Cup Carnival fast approaching, Sofitel Girls' Day Out provides the perfect opportunity for stylish racegoers to discover the spring fashion must-haves in the glamorous **Paris Lane** marquee – which proved the place to be in 2011.

Located above the horse stalls with fabulous views of the pre-parade ring and racecourse, **Paris Lane** is a free fashion precinct for everyone to enjoy. Open from 11am, fashion savvy racegoers can ring in the new season with impeccable hospitality, millinery presentations, VIP guests and live entertainment throughout the day.

Building on last year's success, **Hats and High Tea** presented by Sofitel Melbourne on Collins, will return to The Skyline, featuring a special presentation from leading Australian milliner and host for the day, **Kerrie Stanley**, sharing her styling secrets and tips to stay on-trend for the Melbourne Cup Carnival in 2012.

For the punters, Sofitel Girls' Day Out features four Group races, including the headline Group 2 Makybe Diva Stakes, regarded as one of the pivotal races of the spring. Many Emirates Melbourne Cup prospects will begin their preparations in 1600m weight for age feature, which regularly unearths a star of the spring.

Last year saw Littorio make a victorious return to racing, winning the Group 2 Makybe Diva Stakes. After spending nearly 18 months on the sidelines with a tendon injury, the Craig Williams-ridden Littorio enjoyed a terrific first-up win against Glass Harmonium by half a length in its final racing appearance.

MELBOURNE CUP CARNIVAL PREVIEW **DAY, PRESENTED BY YELLOWGLEN** *Featuring the Group 1 Turnbull Stakes*

Saturday 6 October 2012

The stars of spring step out to contest a high-quality day of thoroughbred racing in a full dress rehearsal for the Melbourne Cup Carnival. In 2012, every race on the card boasts Listed or Group status. This includes three Group 2 fixtures and the headlining A\$502,500 Group 1 Turnbull Stakes – a crucial indicator ahead the spring's biggest races.

In 2011, Turnbull Stakes favourite, December Draw, rewarded punters by winning the feature race for Flemington trainer Mark Kavanagh.

The White Freesia is the official flower of the Melbourne Cup Carnival Preview Day, presented by Yellowglen.

Preview Lounge

With stunning views of the racecourse and Melbourne city skyline, this marquee will boast the luxurious interior of Flemington's most exclusive Melbourne Cup Carnival cocktail facility.

Experience the ultimate preview to one of the most anticipated events on the social calendar and join in the celebrations as we countdown to the 2012 Melbourne Cup Carnival.



Racedays

AAMI VICTORIA DERBY DAY *A day for racing purists* **Saturday 3 November 2012**

AAMI Victoria Derby Day is the first day of the Melbourne Cup Carnival and is said to be the day for racing purists. AAMI Victoria Derby Day is considered one of the most prestigious days of racing in Australasia, featuring a card of nine group races, four at the elite Group 1 level.

In 2011, 92,336 race fans flocked to Flemington to witness Sangster, ridden by Hugh Bowman, take out the prestigious feature race. It was Bowman's second consecutive win in the Derby – having saluted on Lion Tamer in 2010 – holding out favourite, Induna.

The fashion stakes are equally high with the commencement of Myer Fashions on the Field, this year celebrating a remarkable 50 years of competition at Flemington. AAMI Victoria Derby Day attracts fashion enthusiasts in the glamorous two-storey Myer Fashions on The Field enclosure, which will host the commencement of the Women's Racewear competition and one-day only Men's Racewear category on AAMI Victoria Derby Day. The now 12 year old Men's Racewear category regularly attracts more than 200 well-dressed male racegoers – proving that Myer Fashions on the Field is not just for the ladies.

This is the day for classic elegance, which sets the pace for the entire week. It is the first opportunity for women to parade their new Melbourne Cup Carnival outfits. Traditionally, black and white has been the prominent colour scheme for women, while men often chose to wear a grey morning suit, peacock vest and pin-stripe pants. The official flower on AAMI Victoria Derby Day is the cornflower, which also celebrates 50 exciting years of racing, having been introduced to Flemington in 1962.

The feature Group 1 AAMI Victoria Derby – worth over AA\$1.5 million – is Australia's premier staying classic for three-year-olds.

THE EMIRATES MELBOURNE CUP BARRIER DRAW

The official barrier draw for the 2012 Emirates Melbourne Cup will take place in the VRC Committee Room after the last race at approximately 6.30pm and is for invited media only. The draw requires owners, or their representative, to randomly select a miniature Cup containing a concealed barrier number. As each barrier number is revealed, the horse's name and colours are placed on a life-size graphic of the 24 starting gates.

To request media access to this event, please email VRC PR Manager Marcus Williams (m.williams@vrc.net.au).

SCHEDULE OF EVENTS

8.30am	Turnstiles open
10.15am	Myer Fashions on the Field Registration – Women's Racewear (until 10.50am)
11.20am	First of nine races
12.10pm	Myer Fashions on the Field Daily Final – Women's Racewear
12.30pm	Myer Fashions on the Field registration – Men's Racewear
1.50pm	Myer Fashions on the Field Final – Men's Racewear
3.00pm	Group 1 AAMI Victoria Derby
5.10pm	Final race
6.30pm	Emirates Melbourne Cup Barrier Draw



Racedays

EMIRATES MELBOURNE CUP DAY *The race that stops a nation™* **Tuesday 6 November 2012**

The A\$6.2 million Emirates Melbourne Cup is a truly spectacular event and is the focal point of the Melbourne Cup Carnival. While most of Australia stops to watch or listen to the race, there's nothing like being there amongst the 100,000-plus crowd to experience this unique event.

The Group 1 Emirates Melbourne Cup is one of the world's most famous and best-regarded thoroughbred races. The 3200m race is run at 3pm on the first Tuesday of November each year and is the richest handicap in the world.

The Emirates Melbourne Cup is one of the most iconic trophies in world sport. Crafted by Hardy Brothers Jewellers, the trophy is valued at A\$175,000 and is created from 2,340 grams of solid 18ct yellow gold, which takes over 250 man hours to be produced.

Emirates Melbourne Cup Day has gained a reputation for fashion with a penchant for drama. It is the day to make your strongest fashion statement with an exotic or outrageous ensemble. The Myer Fashions on the Field invitation-only Design Award is contested on Emirates Melbourne Cup Day, providing an arena for both established and emerging designers to showcase their racewear creations. Hats are essential and so is a yellow rose on the lapel.

It is hard to convey the sheer scale of Emirates Melbourne Cup Day, a dedicated public holiday in Melbourne, to someone who has not witnessed it before. It is an exciting and exhilarating event where you can experience the pulse of Australia in just one day.

The Mikel Delzangles-trained Dunaden created history a second time around for the French in 2011. Following Americain's victory in 2010, Dunaden claimed the prestigious A\$6.2 million 'race that stops a nation'™. In the closest finish in the 151 year history of the Melbourne Cup, Dunaden, ridden by French jockey Christophe Lemaire, defeated English-trained Red Cadeux by a nose in a hair-raising finish.

Last year a record of 11 international runners contested the A\$6.2 million Emirates Melbourne Cup, which was again the world's highest rated staying race.

The Emirates Melbourne Cup promises yet another in-depth field this year with the French – including the previous two winners Dunaden and Americain - among the international invaders coming to Melbourne.

SCHEDULE OF EVENTS

8.30am	Turnstiles open
10.15am	Myer Fashions on the Field Registration – Women's Racewear (until 10.50am)
10.20am	First of ten races
11.45am	Myer Fashions on the Field Registration – Design Award (Invitation only)
11.55am	Myer Fashions on the Field Daily Final – Women's Racewear
1.25pm	Myer Fashions on the Field Grand Final – Design Award
2.20pm	Pre Cup Entertainment
3.00pm	Group 1 Emirates Melbourne Cup
5.15pm	Final race



Racedays

CROWN OAKS DAY

Ladies Day – The Ultimate Style Day Thursday 8 November 2012

Crown Oaks Day is all about style.

Crown Oaks Day is the day when women of all ages come together and celebrate feminine elegance and the heritage of Ladies Day at Flemington. Be it mothers and daughters, aunts and nieces, sisters, work colleagues or simply friends, Crown Oaks Day is truly a time for women to connect and enjoy the ultimate style day.

The racing highlight is the Group 1 Crown Oaks (2500m) for three-year-old fillies. In 2011, the Robert Smerdon-trained Mosheen delighted racegoers with an incredible nine length victory. Jockey Danny Nikolic rode the extraordinary win and secured the victory and was crowned with a kiss from international glamour Sarah Jessica Parker.

The Myer Fashions on the Field enclosure at Flemington will be a buzz on Crown Oaks Day – the ultimate style day. Hundreds of fashion hopefuls will compete for Australia's most prestigious outdoor fashion titles, including the Women's Racewear National Final and the Millinery Award.

Celebrating 50 years of Fashions on the Field at Flemington, the Crown Oaks Day fashion festivities will be hosted in the glamorous two-story enclosure at the east end of the public lawn. Here, the competition on the catwalk will take place throughout the day before a world-class line-up of expert judges from the fashion industry.

Visitors to Flemington on the Carnival's third day should remember to wear a pink rose, the official flower of Crown Oaks Day.

SCHEDULE OF EVENTS

10.15am	Turnstiles open
11.15am	Myer Fashions on the Field Registration – Women's Racewear (until 11.45am)
12.20pm	First of nine races
12.30pm	Myer Fashions on the Field Daily Final – Women's Racewear
12.30pm	Myer Fashions on the Field registration – Millinery Award (Invitation only)
12.50pm	Myer Fashions on the Field Victorian Final – Women's Racewear
1.50pm	Myer Fashions on the Field Grand Final – Millinery Award
2.30pm	Myer Fashions on the Field National Final – Women's Racewear
3.40pm	Group 1 Crown Oaks
5.50pm	Final Race



Racedays

EMIRATES STAKES DAY

Family Day

Saturday 10 November 2012

The Melbourne Cup Carnival concludes its festivities with Emirates Stakes Day, featuring Victoria's premier 1600m race, the A\$1,005,000 Group 1 Emirates Stakes, and the scorching A\$1,002,500 Group 1 Patinack Farm Classic (1200m) – a leg of the Golden Sprint Challenge.

Regarded as the most relaxed day of the Melbourne Cup Carnival, Emirates Stakes Day is also the week's fastest growing day with a record 85,112 racegoers attending in 2011. The meeting, which features Emirates Stakes Day Fashions on the Field for children and families, has a pleasant and relaxed atmosphere and is recognised as the Carnival's "Family Day".

This year will feature the second year of the Emirates Stakes Day Fashions on the Field Family Category, alongside the traditional Junior and Senior categories. The competition is for fun and fashionable racewear, where children and families will be given the unique opportunity to showcase their own fashion flair.

In 2011, the Chris Waller-trained Albert The Fat claimed the Emirates Stakes in a nail biting finish, shading King's Rose at the winning post. Jockey Mark Zahra claimed his first Group 1 winner in Melbourne after acclaimed jockey Damien Oliver was replaced only the day before.

However, it was super mare Black Caviar that stole the hearts of 2011's Emirates Stakes Day record crowd, securing her 16th consecutive victory.

The official flower for Emirates Stakes Day is the Red Rose.

FAMILY ENTERTAINMENT

The day will be full of free children's entertainment and activities including Camp Australia games, pony rides and craft at The Zone. Children, teenagers and families can also participate in the Emirates Stakes Day Fashions on the Field competition.

PIN & WIN

Pin & Win is drawn on Emirates Stakes Day, when four winners will share in over A\$157,000 in prizes. One lucky winner will take home a stunning Lexus RX 350 F Sport SUV, valued at up to A\$94,913 (including on road costs). Second prize winner receives 1 Million Skywards Miles from Emirates Airline, valued at A\$50,000. As part of the Melbourne Cup Community Program, which supports Australian charities that aim to deliver long-term health and social welfare outcomes, Pin & Win is the VRC's major annual fundraising activity. As the official Pin & Win charity this year, Vision Australia will raise crucial funds for its Seeing Eye Dogs Australia facility through the sale of miniature gold Melbourne Cup lapel pins.

For further information on Pin & Win or the Melbourne Cup Community Program, go to www.melbournecup.com/pinandwin

SCHEDULE OF EVENTS

9.30am	Turnstiles open
10.30am	Emirates Stakes Day Fashions on the Field registration
11.30am	First of nine races
3.00pm	Group 1 Emirates Stakes
4.00pm	Pin & Win Prize Draw
5.10pm	Last Race



50 Years of Fashions on the Field at Flemington

OVERVIEW

In 2012, the VRC and Myer are celebrating a remarkable 50 years of Fashions on the Field at Flemington, an esteemed institution of the Melbourne Cup Carnival.

The Myer Fashions on the Field enclosure at Flemington will again come alive with glamour, elegance and style when celebrities, VIP guests and enthusiastic fashionistas don their best racewear to contest the coveted Myer Fashions on the Field competition at Flemington.

Launched by the VRC in 1962 as an initiative to “woo more women to the races”, Myer Fashions on the Field’s colourful history has undergone many developments. While categories have been modified over the years and celebrity judges and sponsors have come and gone, the basic premise of the Myer Fashions on the Field at Flemington competition remains the same. It is an opportunity for the fashion industry to showcase its wares and for women, and more recently men, to indulge in their ‘passion for fashion’.

To mark 50 Years of Fashions on the Field, the VRC has commissioned a hand crafted sterling silver perpetual trophy, created by Peter Gertler of Melbourne, to be presented to the National Winner on Crown Oaks Day. The Myer Fashions on the Field National Winner will take home a matching limited edition, white gold pin set embellished with white diamonds valued at A\$2,255.

As part of the 50 year celebrations, an exciting new award will be introduced to 2012’s Melbourne Cup Carnival – the Myer Fashions on the Field Women’s Racewear Online People’s Choice Award. This inaugural award will provide women across Australia and the world the opportunity to fast track to the National Final on Crown Oaks Day to compete for the national title. Simply by uploading a photo to facebook.com/flemingtonracecourse, contestant’s photos will be displayed for public to vote on for the very first time.

Pre-registration for AAMI Victoria Derby, Emirates Melbourne Cup and Crown Oaks Day is now available online. Pre-registration opens Thursday 6th September and will be available until 10am Wednesday 31st October. For further information, please visit www.melbournecup.com/fashion-style/

PRIZES

Now in its 50th year, the Myer Fashions on the Field competition will be more glamorous and exciting than ever, with the plush prize pool valued at more than A\$400,000.

Prizes include a Lexus IS250C, a trip for two to Paris, Longines watches, weekends for two at the Sofitel on Collins, Antler luggage vouchers, TCL electronics, Yellowglen Sparkling, Myer Shopping Sprees, Terrace Dining experiences and more.

WOMEN’S RACEWEAR

Telecast on the Seven Network, the Women’s Racewear category is the jewel in the Myer Fashions on the Field crown, each year attracting more than 1200 entrants. The winner of the National Final on Crown Oaks Day will instantly become one of the most photographed faces of the Melbourne Cup Carnival.

Celebrating the ninth year of the National Competition, the iconic Women’s Racewear competition is hosted in six states. State finals are held in Tasmania, South Australia, New South Wales, Queensland and Western Australian between February and October, with each state winner flying to Melbourne to compete against the Victorian winner in the National Final. Victorian heats are held on AAMI Victoria Derby Day, Emirates Melbourne Cup Day and Crown Oaks Day, which also features the National Final.

New South Wales finalist, Angela Menz, took out the 2011 competition, embracing the block colour trend of the season with a stunning self-made outfit comprised of a hand-made and dyed chartreuse pencil draped skirt and pink silk sleeveless blouse. Her own millinery creation, an orange straw sculptured headpiece with diamante trim, completed the outfit along with pink and orange accessories.



50 Years of Fashions on the Field at Flemington

MEN'S RACEWEAR

Held on AAMI Victoria Derby Day, the one-day only Men's Racewear category is now in its twelfth year, and regularly attracts more than 200 well-dressed male racegoers. The competition continues to grow in popularity each year and has seen a high calibre of entrants sporting a variety of suiting, extravagant shirt and tie combinations, and the emergence of the hat in recent years – proving that Myer Fashions on the Field is not just for the ladies.

Stephen Genoglou, wearing a stylish Arthur Galan suit, checked shirt and dotted bow tie, won the Men's Racewear title in 2011.

DESIGN AWARD

Hosted on Emirates Melbourne Cup Day, the invitation-only Design Award provides both established and emerging designers with an arena to showcase their Cup Day racewear creations and victory could be the ultimate launching pad for aspiring new talent.

In 2011, Queensland designer Tia Carrigan wowed the judges with her abstract floral creation and was crowned the Design Award winner. Inspired by the flowers of the Melbourne Cup Carnival, Carrigan designed the winning silk dress with colours of the cornflower and yellow, pink and red roses. Model Aimee Lee wore blue and black feathered Leanne Goodwin Millinery to compliment the stylish outfit.

MILLINERY AWARD

Judged on Crown Oaks Day, the Millinery Award will again see Flemington become a sea of sinamay, feathers, flowers and fabric as Australia's best milliners show off their creations – whether they be hats, headpieces, fascinators or the hatinator. The VRC and Myer host the Millinery Award to acknowledge the crucial role milliners play in the glamour of the celebration that stops a nation.

Melbourne milliner Rebecca Share took the honours in the Millinery Award in 2011 with a stunning navy and white looped creation with deep red petal shaped detail. Rebecca will be on the judging panel for this year's event.

ONLINE PEOPLE'S CHOICE AWARD

A new initiative developed this year by the VRC, introducing a new element to the competition. The Online People's Choice Award will provide a nationwide opportunity open to all women within Australia and abroad to upload a racewear ensemble to facebook.com/flemingtonracecourse for a chance to win Myer Fashions on the Field National Competition.



50 Years of Fashions on the Field at Flemington

2012 MYER FASHIONS ON THE FIELD AMBASSADOR – ALISON SAVILLE

The Victoria Racing Club (VRC) and Myer have officially announced talented horse enthusiast and daughter of Black Caviar owner Pam Hawkes, Alison Saville, as the Myer Fashions on the Field Ambassador - in the year the competition celebrates its 50 year milestone.

In her role as Ambassador, Alison Saville will judge Myer Fashions on the Field, attend a number of Melbourne Cup Carnival official events and be available for media opportunities as spokesperson for the Myer Fashions on the Field competition.

Saville, who boasts a celebrated pedigree both on and off the racetrack, has a penchant for fashion and millinery having attended an endless number of racedays, including this year's Royal Ascot meeting to see world champion Black Caviar's breathtaking win. Saville, who has been by her mum's side to witness every one of the super mare's 22 victories, will now share the media spotlight as one of the most fashionable faces at Flemington this spring.

"Representing the VRC and Myer throughout the 50 year celebration of Fashions on the Field is an absolute honour and I look forward to seeing all the bright and colourful spring fashion trackside at Flemington this year.

"I love getting dressed up for the races, and I adore beautiful hats. My favourite Australian designers include Ellery, Nicola Finetti and Toni Maticevski, and I can't go past Kerrie Stanley and Philip Rhodes for millinery," said Mrs Saville.

The part-time consultant and mother of two boys, Lenny (five) and Harvey (three), discovered her passion for ponies as a child. An accomplished rider, Saville competed at Pony Club State Level, Royal Shows and Equestrian Federation of Australia events. As a teenager she began riding and strapping racehorses, and at 21 years of age Saville bought her first racehorse. Since then she has owned over 15 racehorses and dabbles in breeding.

"It was a natural progression for me to move from pony club to thoroughbred racing. I've always loved horses and had a deep passion for riding, racing and fashion," said Mrs Saville.

VRC Acting Executive General Manager of Marketing, Brand & Sponsorship Nick Addison said Alison Saville is the perfect candidate for the ambassador role.

"We are delighted to unveil Alison as this year's Myer Fashions on the Field Ambassador to represent the competition in this exciting milestone year for the VRC.

"Alison has been involved in racing her entire life, is very successful and with her combined love of fashion, she is the perfect fit for this important role during the Melbourne Cup Carnival," Mr Addison said.

Saville's first appearance as the 2012 Myer Fashions on the Field Ambassador was at the official 50 years of Fashions on the Field Celebration's launch at the Myer Mural Hall on Tuesday, 28 August.

During the Melbourne Cup Carnival, Alison will be in high demand in the Myer Fashions on the Field enclosure, where she will join a star studded judging panel to select the winning looks from hundreds of eager contestants. Alison will judge Women's Racewear on all three days of the competition, including the 2012 National Final on Crown Oaks Day.



Emirates Stakes Day Fashions on the Field

Supported by Myer, Emirates Stakes Day Fashions on the Field is an extraordinary phenomenon attracting more attention every year. The event takes centre stage on Emirates Stakes Day, which is recognised as the 'family day' of the Melbourne Cup Carnival. In 2011, 775 children paraded on the catwalk before a panel of industry and celebrity judges.

The competition offers a unique opportunity for children within various age categories to showcase their own fashion flair and be in the running for some fantastic prizes.

LOCATION

East End of the Public Lawn.

REGISTRATION

As a result of the growing popularity of the Emirates Stakes Day Fashions on the Field competition, entry into the competition is by pre-registration.

Pre-registration will open Monday 1st October and close Thursday 7th November at 10am.

Pre-registration can be found at:
www.melbournecup.com/fashion-style/

THE COMPETITION

Due to the overwhelming popularity of the event, and to keep the competition fair, contestants are judged in the following categories:

- Junior Boys (6–12 years old)
- Junior Girls (6–12 years old)
- Senior Boys (13–17 years old)
- Senior Girls (13–17 years old)
- Family (refer to terms and conditions)

The competition is for 'fun and fashionable racewear' and a panel of children's fashion industry representatives and celebrity judges select winners based on the following criteria:

- Grooming and deportment/demeanour
- Appropriateness of the outfit for the person's age, the climate and the raceday occasion
- Style and originality

IMPORTANT NOTES

- Contestants must enter on their own behalf and are not permitted to be dressed by a third party or have a commercial agenda
- Prize winners are not permitted to transfer their prizes to a third party
- During preliminary judging, contestants will have a chance to showcase their outfits on stage with the favourites being immediately announced. Then those chosen will progress into the final, where prizes for first, second and third will be awarded to a male and female in each category.



Background – the Melbourne Cup Carnival

FLEMINGTON

Flemington is renowned as Australia's premier racecourse. It is home to the world's richest handicap race – the A\$6.2 million Emirates Melbourne Cup – but also hosts seven other Group 1 races during the four-day Melbourne Cup Carnival.

Just six kilometres from the heart of Melbourne, Flemington is easily accessible by public transport with trains running from the city to the racecourse gates. Trams also run from the city and stop right outside the course.

Following the 2006 Melbourne Cup Carnival, the entire racing surface of the Flemington track was replaced for the first time in its history. The new track, a blend of kikuyu with ryegrass and bluegrass, consists of 124,000 square metres of turf which had been growing at Torquay for three years before being replanted at Flemington. A new drainage system comprising 47 kilometres of pipes was laid under the track as part of the VRC's water conservation strategy. Water drains run from the track to a retaining basin in the centre of the course from where it is pumped for re-use in other areas of the course.

A TOURIST ATTRACTION IN ITS OWN RIGHT

In 2011, as part of the VRC's program of events and initiatives to celebrate the 150th running of the Melbourne Cup, the Flemington Heritage Centre, Walk of Fame and Heritage Trail were launched at Flemington Racecourse in September 2010.

Home of the Melbourne Cup since 1861, the National Heritage listed Flemington Racecourse is one of Australia's most significant cultural and sporting venues, and is now a year-round, must-visit attraction for everyone from racing enthusiasts and history buffs, to rose experts and style gurus.

Modelled along the lines of the Hollywood stars walk, the Walk of Fame is a series of hand-crafted brass plaques depicting the Melbourne Cup trophy, in a permanent tribute to every Melbourne Cup winner.

Featuring priceless artefacts from the VRC's archives, along with interactive and emotional multimedia, the Flemington Heritage Centre is open 10.30am to 3.30pm Monday to Friday and is also open for tours on racedays excluding the Melbourne Cup Carnival.

Note: The Flemington Heritage Centre will be closed from the 22 October to 14 November 2012.

Visitors to the world-famous racetrack can get a behind the scenes glimpse of the renowned facility and be guided through the stunning rose gardens, explore the jockey and stewards rooms and visit the mounting yard and new horse stall complex.

The Heritage Trail program provides visitors with the opportunity see the horse stall area where Phar Lap was stabled before his 1930 Melbourne Cup win, and walk amongst the famous Flemington rose gardens.

In addition to the standard tour – featuring numerous stops including the Flemington Heritage Centre and the Walk of Fame – there are also additional variations available including the 'Art and Heritage Tour', and the seasonal 'Rose Tour' and 'Hat Making Workshop'.

The 'Art and Heritage Tour' takes in sites including Carbine's historic stall and the Carl Kahler paintings.

As part of the seasonal 'Rose Tour' visitors are provided with the ultimate in green-thumb tips from the "keeper of the roses" during the all-important pruning time, and the 'Hat Making Workshop' gives fashion-minded visitors the chance to create their own millinery masterpiece with guidance from one of Melbourne's well-known milliners.

Reaching out to an international audience, audio tours are available in English, Japanese, Mandarin and Korean, with tours departing at 10.30am and 2pm daily (Monday to Friday). Lasting approximately one hour, the tours can also be made by appointment and packaged with breakfast, morning tea, lunch or afternoon tea.



Background – the Melbourne Cup Carnival

FLEMINGTON'S FOUR UNMISSABLE DAYS

The A\$6.2 million Emirates Melbourne Cup is more than just a horse race – it is a social and cultural tradition over 150 years old that brings Australia to a standstill.

The race draws competitors from all over the world with the annual invasion of northern hemisphere-trained stayers making it a truly international event. Referred to in Australia as 'the race that stops a nation'[™] – and globally as the 'staying championship of the world' – hundreds of millions of people in 120 countries and territories view the Emirates Melbourne Cup worldwide each year, while millions more either view or listen to the event on radio and the internet.

In 2012, over A\$17.4million in prize money is to be presented to connections over the four-day Melbourne Cup Carnival and more than 350,000 people will attend Flemington racecourse.

The Emirates Melbourne Cup is the linchpin of the Melbourne Cup Carnival and has played a principal role in establishing Victoria's Spring Racing Carnival as Australia's major annual sporting, social and cultural event. Last year, 125,833 international and interstate visitors attended the Melbourne Cup Carnival, which generated a gross economic benefit of more than A\$746.1 million to the Australian economy. More than A\$28.5 million was spent on fashion items specifically to wear to the 2011 Melbourne Cup Carnival in Victoria alone. This figure is up A\$2.5 million on 2010's fashion spending, representing an average spend of A\$149.78 for each racegoer at Flemington during the 2011 Carnival.

THE FASHION

While the undisputed heroes of the Melbourne Cup Carnival are the stars of the turf, the accompanying fashion frenzy that seizes Melbourne in spring is truly spectacular. Fillies and fellows alike relish the opportunity to dress in their finest racewear and head to Flemington as the racecourse becomes the place to see and be seen.

Over the years some of the world's most fashionable people have graced the lawns of Flemington including Princess Diana, Sarah-Jessica Parker, Philip Treacy, Elizabeth Hurley, Carson Kressley, Stephen Jones, Kate Bosworth, Jerry Hall, Georgia May Jagger, Stevie Nicks, Eva Longoria, Chloe Sevigny, Paris Hilton and Dita Von Teese. However, it was Jean Shrimpton's appearance in 1965 that caused the greatest stir.

The Melbourne Cup Carnival's most famous fashion spectacle took place when English model Jean Shrimpton attended Victoria Derby Day wearing a one-piece shift four inches above the knee, with no hat, gloves or stockings. Despite causing outrage among fashion traditionalists, Shrimpton instantly turned the world fashion spotlight on Flemington and it has remained there ever since.

In 1962, the VRC Committee introduced a competition designed to 'woo more women to the races' during the Carnival. Today, Myer Fashions on the Field at Flemington is not only an institution of Melbourne Cup Carnival; it has established its place as Australia's largest and most prestigious outdoor fashion event. Myer Fashions on the Field - a Flemington icon that has been replicated the world over - is showing no sign of losing relevance as it celebrates its remarkable 50 year history in 2012.

Each year men and women with a passion for fashion vie for a lavish prize pool, worth more than A\$400,000 in 2012, and a place in the social pages. The only tougher competition is on the racetrack.

THE CELEBRATION

The Melbourne Cup Carnival creates a celebratory atmosphere unparalleled at any other Australian sporting event.

The huge crowds that flock to Flemington are there for a magnificent day of racing, friends and fashion. Whether it be socialising in one of the countless corporate marquees which span the racecourse, mingling in the Members' Reserved carparks, a picnic on the public lawn or fine dining in one of the racecourse's many excellent restaurants and marquee enclosures, there is a sense of fun and excitement that is unique to this iconic event.

People swarm to Flemington on foot, by car, train, tram, boat or helicopter as all roads, rails and rivers direct the crowds to the centre of the action for the four days of the Melbourne Cup Carnival.

It's an experience not to be missed.



Background – the Melbourne Cup Carnival

STATISTICS

The 2011 Melbourne Cup Carnival attracted 355,086 visitors to Flemington over four days, an increase of almost 2,000 visitors up on 2010's attendance.

Attendance on **AAMI Victoria Derby Day** was 92,336

Attendance on **Emirates Melbourne Cup Day** was 105,979

Attendance on **Crown Oaks Day** was 71,659

Attendance on **Emirates Stakes Day** was 85,112

Melbourne Cup Carnival Attendance

Year	Derby	Cup	Oaks	Stakes	Total
2011	92,336	105,979	71,659	85,112	355,086
2010	90,361	110,223	75,088	77,506	353,178
2009	108,178	102,161	80,112	78,478	368,929
2008	117,776	107,280	89,338	81,652	396,046
2007	115,705	102,411	95,230	84,067	397,413
2006	129,089	106,691	104,131	78,158	418,069
2005	115,660	106,479	100,263	61,382	383,784
2004	115,542	98,161	110,677	45,734	370,114
2003	97,059	122,736	101,179	55,793	376,767
2002	101,898	102,533	103,269	47,593	355,293
2001	93,029	92,477	101,201	42,760	329,467
2000	92,581	121,015	96,406	42,311	352,313
1999	76,514	104,028	83,870	31,728	296,140
1998	75,805	100,607	77,301	31,249	284,962



Background – the Melbourne Cup Carnival

ECONOMIC IMPACT

The 2011 Melbourne Cup Carnival again proved to be a key economic driver for Victoria, especially for the fashion, retail, hospitality and tourism sectors, which are all feeling the effects of a high Australian dollar and a difficult trading environment.

In a study compiled by IER Pty Ltd, the four days at Flemington were found to have generated a value added contribution to Victoria's gross state product of more than A\$164.5 million, a figure that quantifies the money injected into the Victorian economy from out of state visitors and a remarkable result for a fully self-funded event that did not benefit from government funding.

Victorian businesses also benefited from the A\$349.1 million in financial stimulus (gross economic benefit) generated by the Carnival. Nationally, the economic output generated by spending associated with the Carnival reached more than A\$746.1 million.

Fashion spending increased with racegoers spending A\$28.5 million (A\$26 million in 2010) in Victoria on fashion items to wear to the Melbourne Cup Carnival, representing an average spend of A\$149.78 for each racegoer at Flemington.

Racegoers spent more than A\$28.5 million (or A\$149.78 per person) on fashion items to wear to the four days of the 2011 Melbourne Cup Carnival. This represented a significant increase of 9.4% on the previous year.

The number of fashion items purchase in 2011 increased by 16.3%. Male racegoers indicated that on average they purchased 1.7 items each while females purchased 2.8 items each. Shoes were the largest growth items amongst men, while hats, shoes and handbags were the largest growth items amongst females.

In total, more than 63,000 hats and fascinators, 52,000 pairs of shoes, 34,000 dresses, 28,000 handbags, 25,000 thousand items of jewellery, 19,000 ties, 14,000 pairs of sunglasses, 13,000 items of underwear, 13,000 pairs of socks and pantihose and 12,000 suits were specifically purchased to wear to the four days at Flemington.

Attracting a total of 355,086 racegoers to Flemington over the four days (up from 353,178 in 2010), the Melbourne Cup Carnival attracted 125,833 out of state visitors (107,538 interstate and 18,295 international). Over A\$26.1 million was spent on commercial accommodation by event-motivated visitors and visitors who extended their stays to attend the Carnival. This represents 164,520 bed nights that would not have occurred without the Carnival and a significant boost to the hospitality industry.

The Emirates Melbourne Cup continues to stop a nation with coverage dominating television ratings ensuring over 95.9 per cent of all metropolitan in-home televisions switched on at 3pm tuned into the race. Those viewers and millions more around the world witnessed a record 11 international runners contest the A\$6.2 million Emirates Melbourne Cup, the richest handicap in the world and again the world's highest rated staying race.



Background – the Melbourne Cup Carnival

AT THEIR BLOOMING BEST

Flemington is the largest public rose garden in Australia, with more than 16,000 rose bushes over eight acres primed to be at their blooming best every spring for the Melbourne Cup Carnival.

It is often asked how Flemington's 16 gardeners manage to have the roses at their peak during Cup Week each year. Individual varieties are pruned systematically from the first week of June through to the first week of August, depending on their flowering habits. A constant watch on the weather and careful management of watering and feed supplements ensures the roses bloom virtually on cue. There has been only one hiccup to this ambitious plan – in 1994, when Melbourne experienced drought conditions during the winter, and as a result the rose blooms were late for Cup Day, flowering instead two weeks later when the racetrack was deserted. These days, if winter rainfall is below average, the plants receive compensatory watering.

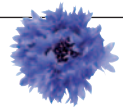
Flemington's Manager, Grounds and Gardens Terry Freeman, began work at Flemington in 1976 as a sixteen-year-old apprentice. In December 1988, he was appointed to his current position. He and his team are always happy to pass on a bit of advice – but they won't be giving away all their secrets! In 2002, Terry was awarded a President's Special Citation from the American Rose Society.

Attract Lady Luck by wearing the official raceday flowers:

White Freesia Melbourne Cup Carnival Preview Day



Cornflower AAMI Victoria Derby Day



Yellow Rose Emirates Melbourne Cup Day



Pink Rose Crown Oaks Day



Red Rose Emirates Stakes Day





Background – the Melbourne Cup Carnival

THE CELEBRATION THAT STOPS A NATION™

No other event more aptly encapsulates the Australian fondness of a good time than the Melbourne Cup Carnival – a two week celebration of high fashion, fine food and wine, glamour and celebrity. At the centre of it all is four days of world-class thoroughbred racing highlighted by the running of the A\$6.2 million Emirates Melbourne Cup.

The event not only stops Melbourne's thriving metropolis but captures the imagination of people nationwide and beyond. Visitors from all points of the globe converge on famous Flemington to experience the excitement first hand.

HOW IT STARTED

Melbourne has been gripped in its annual bout of 'Cup fever' since the Cup was first run in 1861. Within 20 years, Cup Day itself was attracting crowds estimated at 100,000 – a remarkable figure given the population at that time was 290,000. There is no doubt it left an indelible impression on all those who attended.

Most notably, American writer Mark Twain wrote of his visit to the 1895 Melbourne Cup in his book 'Following the equator'. He described how "every man and woman... who can afford the expense, put away their other duties and come. They begin to swarm in by ship and rail a fortnight before the day, and they swarm thicker and thicker day after day, until all the vehicles of transportation are taxed to their uttermost to meet the demands of the occasion, and all hotels and lodgings are bulging outward because of the pressure from within. They come a hundred thousand strong and they pack the spacious grounds and grandstands and make a spectacle such as is never to be seen ... elsewhere."

This fervour continues to grip the nation each November and more recently, the fever has spread across the globe. As the world shrinks due to globalisation and enhanced technology, word has spread of the huge prizemoney, world-class facilities and unique aura that Twain alluded to, and now visitors come to Flemington from all over the world.

THE INTERNATIONAL INVASION

In 1993 the Melbourne Cup Carnival changed forever. The Irish-trained Vintage Crop became the first northern hemisphere trained horse to win the Melbourne Cup. Charismatic trainer Dermot Weld had conquered racing's 'Everest' and prompted an annual invasion of the world's best staying horses looking to write their own chapter in racing folklore.

Weld now returns regularly to Flemington each November and in 2002 scored his second Cup win with Media Puzzle. In 2006, the international stamp on the Cup was affirmed when two Japanese owned and trained horses – Delta Blues and Pop Rock – scored a memorable quinella, while 2011 saw the French snare our beloved Cup for the second consecutive time with impressive stayer Dunaden.

As always, a host of international champion stayers are landing in Melbourne this spring to attempt to take one of the greatest crowns in international racing.

THE RICHEST PRIZE IN AUSTRALIAN SPORT

The 2012 Emirates Melbourne Cup offers an impressive A\$6 million in prize money, making it the richest prize in Australian sport and the richest Group 1 turf race in the world – although, depending on exchange rates, the latter title sometimes falls to the Japan Cup. The winning owners also receive a three-handled gold 'Loving Cup' hand-made from 18 carat gold by Hardy Brothers Jewellers, valued at A\$175,000.

There are also two A\$10,000 miniature gold Cup trophies presented to the winning trainer and jockey, the latter also receiving a trophy of the mounted gold-plated Wirth's Whip. The horse's strapper receives the Tommy Woodcock Trophy, valued at A\$2,500, named after the strapper to the legendary Phar Lap, winner of the 1930 Melbourne Cup. The breeder of the winner also receives a A\$2500 trophy.

STAR STUDED LINE-UP (AND WE'RE NOT TALKING HORSES!)

The place to see and be seen at Flemington is The Birdcage. The exclusive enclosure houses elaborate and lavish marquees, which become a haven for the rich and famous during the four days of racing at Flemington.

VRC sponsors including Emirates, Crown, Myer, AAMI, James Boag's, Lexus, Herald Sun, Tabcorp, Lavazza, G.H Mumm, Swisse and Sofitel, are amongst the many brands who create the bespoke marquees, offering unparalleled levels of sophistication, theming, design, catering and entertainment, which have become a hallmark of the Melbourne Cup Carnival.



Background – the Melbourne Cup Carnival

THE MELBOURNE CUP – HISTORY

Dubbed ‘Australia’s International Racecourse’, Flemington is home to the Emirates Melbourne Cup – the race that truly stops a nation.

The first ‘official’ racemeeting in Victoria took place not long after the settlement of Melbourne, at Batman Hill (now the site of Southern Cross railway station) on March 6 and 7, 1838. Two years later, beginning Tuesday March 3, racing was transferred to ‘Saltwater Flat’ on the banks of the Maribyrnong River, and the events were run over three days.

The move was surrounded by controversy; there was an outcry, suggesting Saltwater Flat was too far from Melbourne Town.

Flemington was first known as the Melbourne Racecourse. The original approach road from Melbourne crossed Moonee Ponds Creek at Mt Alexander Road and passed through the property called Flemington owned since 1840 by James Watson. He built his Flemington Hotel there in 1848 and a small township grew up around it. In 1840 he was married and his new-wife Elizabeth came from a place named Flemington in Morayshire, Scotland. It was not, as was long thought, named after early settler Robert Fleming, whose home was in Brunswick. The name Flemington for the racecourse was commonly used by the late 1850s.

The first racing club was the Port Phillip Turf Club, but the course was then leased to the Victoria Turf Club (VTC) in 1848 and it ran the first Melbourne Cup there in 1861. The Victorian Turf Club was soon dissolved because of massive debts and the Victoria Racing Club was formed in 1864, inheriting some of the VTC’s races including the Melbourne Cup.

In 1871, the “Victoria Racing Club Act” was passed, giving the VRC legal control over Flemington.

The first Melbourne Cup attracted 4,000 people, but within 20 years there were 100,000 people flocking to see the race. The biggest ever attendance was in 2003 when 122,736 people watched Makybe Diva win her first Melbourne Cup.

Flemington truly has the finest tradition of all Australia’s racing clubs. The influx of people and wealth that came with the 1850s gold rush, which helped establish the initial facilities at Flemington, also brought with it a strong philosophy of striving for excellence. The first VRC Secretary, the ‘indefatigable’ Mr R.C. Bagot, after whom the New Year’s Day Bagot Handicap is named, introduced training facilities and continually upgraded both public and administration facilities.

A spacious pear-shaped course with sweeping turns and long straights, Flemington also boasts an integrated 1200-metre straight course, often referred to as ‘the Straight Six’ (because of the old six-furlong measure).

The winner of the first two Melbourne Cups was Archer, a NSW horse. The only other horses to win consecutive Cups have been Rain Lover (1968 and 1969), Think Big (1974 and 1975) and most recently, Makybe Diva (2003, 2004 and 2005). Peter Pan also won two Melbourne Cups, but a year separated its 1932 and 1934 victories.

Makybe Diva, who won more than A\$14 million in prize money, wrote herself into racing history in November 2005 when she became the first horse to win three Melbourne Cups. She was immediately retired from racing as Australia’s greatest ever prizemoney earner and the highest stakes winning mare in world thoroughbred history.

The largest weight carried by a winner was Carbine in 1890, when he out-slugged 38 rivals, lugging an incredible 65.6 kilos (or 10 stone, 5lbs). The people’s champion, Phar Lap, who won the Cup in 1930, will always remain in most Australians’ minds alongside national sporting heroes such as Sir Donald Bradman.

The first Northern Hemisphere-trained horse to win was the Irish stayer Vintage Crop in 1993.

The four days of racing that make up the VRC’s Melbourne Cup Carnival are among the best in the world, and draw racegoers from all parts of Australia and the globe. Spanning eight days, the VRC’s Melbourne Cup Carnival, one of the largest annual events in Australia, last year attracted 355,086 people.



Background – the Melbourne Cup Carnival

CUP DAY BECOMES A HOLIDAY

Melbourne Cup Day was first declared a holiday for Victorian public servants and bank employees in 1865. The following year it was declared a public holiday for all other public and private sector employees. In 1875, the Cup was, for the first time, run on the first Tuesday in November instead of a Thursday. The four days that make up the Melbourne Cup Carnival, have followed this format ever since.

THE MELBOURNE CUP – FACTS AND FIGURES

For up to date information about the Melbourne Cup Carnival including exclusive news and content, facts and statistics, image galleries, racing information and results and history of the Melbourne Cup, visit www.melbourncup.com

Race Record – The Melbourne Cup race record is 3 minutes 16.3 seconds, set by Kingston Rule in 1990.

Fields – The smallest field to run in the Melbourne Cup was seven starters back in 1863, while the biggest field was 39 starters in 1890, the year the great Carbine won the Cup.

Weight Records – Back in 1863 (the smallest field ever) Banker won, carrying a mere 33.5kg, while Carbine outraced 38 rivals in 1890 lugging an incredible 65.6kg.

The Cups Double – Eleven horses have won the Caulfield/ Melbourne Cup Double in the same year. They are: Poseidon (1906), The Trump (1937), Rivette (1939), Rising Fast (1954), Even Stevens (1962), Galilee (1966), Gurner's Lane (1982), Let's Elope (1991), Doriemus (1995), Might and Power (1997) and Ethereal (2001).

The Melbourne Cup Treble – Makybe Diva is the only horse to have won three Melbourne Cups (2003, 2004 & 2005) and her jockey Glen Boss is the first jockey to have won the race three years in a row.

Winning Margins – Biggest winning margin is eight lengths – Archer in 1862 and Rain Lover in 1968.

Winning Barriers – Since 1958 when the barrier stalls were used in the Cup for the first time, more horses have won from the four outside barriers (21–24) than have won from the four inside barriers (1–4).

The most successful barriers in that period have been barriers 11 and 14 which have each produced five winners. Barrier 11 produced last year's winner, American. Barriers 12 and 18 have yet to produce a winner.

Winners by barrier*

Barrier	Wins	Year last won
1	1	1990
2	2	1997
3	3	2002
4	2	1987
5	3	1994
6	3	1965
7	1	2004
8	1	2008
9	2	2007
10	3	2001
11	6	2010
12	–	(1949)
13	1	1970
14	5	2005
15	1	1971
16	3	1998
17	2	1986
18	–	(Has never won)
19	2	1967
20	2	1988
21	4	2009
22	3	2000
23	1	1976
24	2	1973

* These figures date from 1958 when barrier stalls were first used in the Cup. (Figures in brackets indicate last win prior to introduction of barrier stalls)



Background – the Melbourne Cup Carnival

WINNING SADDLECLOTHS

The most successful saddlecloth number in the history of the Cup is number 1 with 12 wins while number 4 and number 12 have each provided eleven winners. The least successful saddlecloth numbers are 21 and 23. In 2009, Shocking made Melbourne Cup history by breaking an 86 year drought for saddle cloth number 21. The last horse to wear this number to victory was Bitalli in 1923. Currently, the longest drought is for number 20 – it was last carried by a Cup winner in 1897 (Gaulus) – that’s a losing streak of 114 years!

Winners by Saddlecloth Number*

No.	Wins	Year last won
1	12	2005
2	9	2006
3	5	2011
4	11	1986
5	7	2004
6	8	2007
7	4	1981
8	8	2010
9	7	1957
10	4	2008
11	7	1988
12	11	2003
13	7	2001
14	5	2002
15	5	1991
16	3	1972
17	7	1999
18	3	1932
19	6	1942
20	3	1897
21	2	2009
22	4	1998
23	2	1922
24	7	2000

* Since 1955 the field size has been limited to 24 runners. Prior to that, number 25 had provided two winners, number 26 one, number 28 one and number 39 one. Includes all winners (1861-1876 determined by weight order).

WINNERS BY AGE

Statistically, it is likely that this year’s winner of the Emirates Melbourne Cup will be aged either four or five. Between them, those age groups have provided more than 50 per cent of the winners.

It is 71 years since the last eight-year-old (Catalogue 1938) won the race while the last three-year-old to win was Skipton in 1941.

Winners by Age

Age	Wins	Year last won
3	23	1941
4	43	2009
5	43	2008
6	28	2010
7	10	2005
8	2	1938

THE CUP TRAINERS

Hall of Fame inductee Bart Cummings has trained an incredible 12 Melbourne Cup winners – the most recent being Viewed in 2008 and Rogan Josh in 1999. Perhaps even more impressively, he has supplied the Cup quinella five times. In 2001, Sheila Laxon, with Ethereal, became the first woman to train a Melbourne Cup winner. Irishman Dermot Weld became the first international trainer to have conquered the Cup with Vintage Crop (1993) and Media Puzzle (2002). In 2006 Japanese trainer Katsuhiko Sumii trained the winner, Delta Blues, and runner-up, Pop Rock. In 2010 Frenchman Alain de Royer Dupre became the 150th winner of the Emirates Melbourne Cup with Americain. Compatriot Mikel Dezanques followed in 2011 with Dunaden, giving the French their second consecutive win.

THE CUP JOCKEYS

Two jockeys – Bobby Lewis and Harry White share the riding record in the Cup. Both rode four winners of the race. Lewis won on The Victory (1902), Patrobas (1915), Artilleryman (1919) and Trivalve (1927). White’s winners were Think Big (1974-75), Arwon (1978) and Hyperno (1979). Remarkably, White rode his four winners within a five-year period while there were 25 years between Lewis’s first winner and his last. Present day jockey Glen Boss is hot on their heels thanks to his three consecutive victories on Makybe Diva (2003, 2004 & 2005).



Background – the Melbourne Cup Carnival

THE EMIRATES MELBOURNE CUP – TROPHY

The distinctive handmade gold three-handled loving cup awarded to the owner(s) of the Emirates Melbourne Cup winner is one of the most recognisable trophies in the world of sport.

It is a far cry from the first trophy awarded to a Cup winner when in 1865, the owner of Toryboy received an elaborate silver bowl which had been manufactured in England.

The familiar 'three-handled loving cup' was first awarded in 1919 (won by Artilleryman).

The Melbourne Cup was originally ordered through the jeweller Drummonds and manufactured by J W Steeth & Son. The original craftsman was James Steeth and later his son Morris assumed his role. Morris Steeth taught Lucky Rocha, who in 1970 took on the responsibility of creating the Melbourne Cup.

Since 1980 the VRC has commissioned Hardy Brothers Jewellers to create the Melbourne Cup each year.

To commemorate the 150th Melbourne Cup in 2010, the trophy was returned to the original design of the 1930 Cup won by legendary racehorse Phar Lap. After 1930 the size of the Cup was reduced due to the Great Depression. It is now valued at A\$175,000. The gross weight of the Emirates Melbourne Cup, including the base is just under 4kg, which includes 2,340 grams of solid 18ct Yellow Gold. It takes more than 250 man hours to produce the Emirates Melbourne Cup.

EVOLUTION OF THE MELBOURNE CUP TROPHY

The fascinating evolution of the Cup from the inception of the Melbourne Cup race in 1861 is reflective of a people determined to develop a symbol reflective of a developing nation. The following timeline charts the Cup history:

1861 A trophy was not awarded. Archer's owner received a hand-beaten gold watch.

1865 The first year a trophy was awarded. Manufactured in England it was an elaborate silver bowl on a stand with a narrow neck reinforced with two ornate handles and topped with a horse and rider.

1867 A silver trophy from England displays Alexander Taming the Horse, the engraved name of the winning horse and a figure of a winged female.

1876 The first gold cup trophy manufactured in Victoria. An Etruscan shape with two handles. One side depicted a picture of a horse race with the grandstand and hill of Flemington in the background. The opposite side, inscribed on a crimson enamelled garter, featured the words "Melbourne Cup 1876" and the name of the winning horse.

1888 Three silver horses on a silver plated base.

1889 Controversy surrounded the silver "tea and coffee service" reputed to have been unacceptable as a trophy.

1891 A trophy measuring two feet in length and 15 inches high of a draped figure of Victory, standing on a pedestal, holding out an olive wreath to a jockey upon his horse.

From 1894 to 1898 Trophies were not awarded as the economic depression engulfed the nation.

1908 Three feet long plaque of an embossed silver galloping horse, that some people thought resembled a greyhound.

1909 A silver centrepiece was awarded as a trophy.

1914 This was the last year the Melbourne Cup trophy was made in England. It had a long base with a horse on each end facing out and a chalice cup in the centre.

1915 A large rose bowl trophy that was made in Australia.

1919 The current trophy design was awarded for the first time.

2009 The 2009 Emirates Melbourne Cup trophy is valued at A\$125,000 and weighs 2.97 kgs.

2010 The trophy returns to its design zenith of the Cup won by the legendary Phar Lap. The Cup is now valued at A\$150,000 and weighs almost 4kg.

2011 The Emirates Melbourne Cup trophy is now valued at a record A\$175,000, due to the rising price of gold. The Cup is given a permanent home in the Flemington Heritage Centre, a year-round tourist attraction.



Background – the Melbourne Cup Carnival

THE EMIRATES MELBOURNE CUP TOUR

Since its inception in 2003, the Victoria Racing Club (VRC)'s annual Emirates Melbourne Cup Tour (EMCT) has provided rural, regional and metropolitan communities across Australasia with the opportunity to experience the magic of Australia's most iconic trophy first hand.

While celebrating the essence of 'being Australian', the Tour celebrates the heroes and highlights the cultural and social importance of the Emirates Melbourne Cup race both within Australia and the international racing community.

Now in its tenth year, the EMCT has travelled more than 285,000 kilometres, visited more than 210 different destinations throughout Australia and New Zealand, and engaged tens of thousands of people.

The Cup has visited more than 150 aged care and hospital facilities, 170 schools, and participated in more than 650 community events and celebrations – truly living up to its reputation as the 'People's Cup'.

Reflecting the VRC's support of grass roots racing, the Cup has also attended 115 race meetings across Australia and New Zealand.

In 2012, the Tour will visit 26 destinations, traversing from Northern Territory's Tennant Creek to Western Australia's coastal fishing town of Geraldton; from Gulgambone in regional New South Wales to Gympie in Queensland and also through Adelaide and Murray Bridge in South Australia.

It will travel across Bass Strait for a visit to Launceston, and cross The Tasman for stops in New Auckland and Dargaville in New Zealand.

Then, as we round the turn for home, heading towards the VRC's prized four-day Melbourne Cup Carnival, the Tour will look to honour its home state of Victoria with visits to Bairnsdale, Echuca, Skipton, Winchelsea and Healesville, before crossing the finish line at Flemington on the first Tuesday in November, for the 152nd running of 'the race that stops a nation'[™].

Honouring the heroes and stories intrinsically linked to the 151-year history of the Melbourne Cup, the VRC appoints former Melbourne Cup champions and racing luminaries as Tour Ambassadors, who bring personal stories and an exciting presence to each and every destination

The 2012 Emirates Melbourne Cup Tour line up will include Melbourne Cup winning jockeys Roy Higgins (1965 and 1967); Jim Johnson (1963, 1968 and 1969); Midge Didham (1970); John Letts (1972 and 1980);

Bob Skelton (1976); Larry Olsen (1987); Greg Hall (1992); Wayne Harris (1994) and John Marshall (1999).

Mick Robbins, who trained back to back Cup winner Rain Lover (1968–69) and Sheila Laxon, the first woman trainer to win a Melbourne Cup (Ethereal – 2001) will also join the list of racing luminaries involved in the Tour.

Legendary race caller John Russell, a veteran of an impressive 20 Melbourne Cup calls, and former Racing Victoria Chief Steward Des Gleeson, who oversaw the Melbourne Cup from 1996 to 2008 in the industry's top role, will be a part of the Tour Ambassador team on the Cup's three-month journey across Australia and New Zealand.

For more information, please visit
www.melbournecuptour.com.au.

EMCT can also be found on Facebook:
www.facebook.com/flemingtonracecourse and
Twitter: www.twitter.com/melbcupcarnival #EMCT

WIRTH'S WHIP

One of the longest and most colourful traditions associated with the VRC's Melbourne Cup is the presentation of a golden whip, known as Wirth's Whip, to the Cup-winning jockey.

The custom began in 1888, Australia's centenary year. Pat Reynold then the lessee of the Royal Mail Hotel in Bourke Street, Melbourne presented Mick O'Brien with a gold mounted whip to mark his winning Cup ride on Mentor.

In 1889 the idea was picked up and continued by the Wirth brothers, whose permanent summer circus was located on the land now occupied by the Victorian Arts Centre. The Whip Presentation was made to the winning jockey in the circus centre ring on Cup night.

Even when Wirth's Circus closed its city site, the family continued presenting the Wirth's Whip on Cup night. Leading showbiz personalities of the time, such as Jean Shrimpton (during her much-publicised visit in 1965), Graham Kennedy, June Bronhill, Derek Nimmo and James Mason usually made the presentations.

The whip will be presented to the Cup-winning jockey at the Emirates Melbourne Cup Winners Media Conference at 11.00am on Wednesday 7 November.



Melbourne Cup Winners

Year	Attendance	Winner	Jockey	Trainer	2nd	3rd	Age	No	Bar
2011	105,979	Dunaden	Christophe Lemaire	Mikel Delzangles	Red Cadeaux	Lucas Cranach	6	3	13
2010	110,223	Americain	Gerald Mosse	Alain de Royer Dupre	Maluckday	So You Think	6	8	11
2009	102,161	Shocking	Corey Brown	Mark Kavanagh	Crime Scene	Mourilyan	4	21	21
2008	107,280	Viewed	Blake Shinn	Bart Cummings	Bauer	C'est La Guerre	5	10	8
2007	102,411	Efficient	Michael Rodd	Graeme Rogerson	Purple Moon	Mahler	4	6	9
2006	106,691	Delta Blues	Yasunari Iwata	Katsuhiko Sumii	Pop Rock	Maybe Better	6	2	10
2005	106,479	Makybe Diva	Glen Boss	Lee Freedman	On A Jeune	Xcellent	7	1	14
2004	98,161	Makybe Diva	Glen Boss	Lee Freedman	Vinnie Roe	Zazzman	6	5	7
2003	122,736(rec)	Makybe Diva	Glen Boss	David Hall	She's Archie	Jardine's Lookout	5	12	14
2002	102,533	Media Puzzle	Damien Oliver	Dermot Weld	Mr Prudent	Beekeeper	6	14	3
2001	92,477	Ethereal	Scott Seamer	Sheila Laxon	Give The Slip	Persian Punch	4	13	11
2000	121,015	Brew	Kerrin McEvoy	Michael Moroney	Yippyio	Second Coming	6	24	22
1999	104,028	Rogan Josh	John Marshall	Bart Cummings	Central Park	Lahar & Zazabelle (dead heat)	7	17	21
1998	100,607	Jezabeel	Chris Munce	Brian Jenkins	Champagne	Persian Punch	6	22	16
1997	94,143	Might And Power	Jim Cassidy	Jack Denham	Doriemus	Markham	4	3	2
1996	90,149	Saintly	Darren Beadman	Bart Cummings	Count Chivas	Skybeau	4	5	3
1995	74,843	Doriemus	Damien Oliver	Lee Freedman	Nothin' Leica Dane	Vintage Crop	5	6	21
1994	81,650	Jeune	Wayne Harris	David Hayes	Paris Lane	Oompala	6	6	9
1993	74,766	Vintage Crop	Michael Kinane	Dermot Weld	Te Akau Nick	Mercator	7	6	5
1992	86,206	Subzero	Greg Hall	Lee Freedman	Veandercross	Castletown	4	8	14
1991	94,632	* Let's Elope	S.R. King	Bart Cummings	Shiva's Revenge	Magnolia Hall	4	15	10
1990	92,536	Kingston Rule	D. Beadman	Bart Cummings	The Phantom	Mr Brooker	5	8	1
1989	96,722	Tawrrific	R.S. Dye	Lee Freedman	Super Impose	Kudz	5	6	11
1988	93,440	Empire Rose	T. Allan	Laurie Laxon	Natksi	Na Botto	6	11	20
1987	81,012	Kensei	L. Olsen	Les Bridge	Empire Rose	Rosedale	5	8	4
1986	87,129	At Talaq	M. Clarke	C.S. Hayes	Rising Fear	Sea Legend	6	4	17
1985	79,126	What A Nuisance	P. Hyland	John Meagher	Koiro Corrie May	Tripsacum	7	13	17
1984	82,740	Black Knight	P. Cook	George Hanlon	Chagemar	Mapperley Heights	5	17	11
1983	80,776	Kiwi	J. Cassidy	E.S. Lupton	Noble Comment	Mr Jazz	6	11	2
1982	91,152	Gurner's Lane	L. Dittman	G.T. Murphy	Kingston Town	Noble Comment	4	4	22
1981	87,641	Just A Dash	P. Cook	T.J. Smith	El Laurena	Flashing Light	4	7	9
1980	101,261	Beldale Ball	J. Letts	C.S. Hayes	My Blue Denim	Love Bandit	5	15	22
1979	96,433	Hyperno	H. White	Bart Cummings	Salamander	Red Nose	6	2	11
1978	80,903	Arwon	H. White	George Hanlon	Dandaleith	Karu	5	12	20
1977	88,352	Gold And Black	J. Duggan	Bart Cummings	Reckless	Hyperno	5	2	14
1976	81,118	Van Der Hum	R.J. Skelton	L.H. Robinson	Gold And Black	Kythera	5	6	23
1975	82,362	Think Big	H. White	Bart Cummings	Holiday Waggon	Medici	5	2	3
1974	97,445	Think Big	H. White	Bart Cummings	Leilani	Captain Peri	4	12	16
1973	103,877	Gala Supreme	F. Reys	R.J. Hutchins	Glengowan	Daneson	4	15	24
1972	102,906	Piping Lane	J. Letts	George Hanlon	Magnifique	Gunsynd	6	16	11
1971	94,486	Silver Knight	R.B. Marsh	E. Temperton	Igloo	Tails	4	8	15
1970	90,598	Baghdad Note	E.J. Didham	R. Heasley	Vansittart	Clear Prince	5	4	13
1969	85,631	Rain Lover	J. Johnson	M.L. Robins	Alsop	Ben Lomond	5	2	5
1968	82,261	Rain Lover	J. Johnson	M.L. Robins	Fileur	Fans	4	11	24
1967	84,193	Red Handed	R. Higgins	Bart Cummings	Red Crest	Floodbird	5	5	19
1966	82,567	Galilee	J. Miller	Bart Cummings	Light Fingers	Duo	4	4	14
1965	75,581	Light Fingers	R. Higgins	Bart Cummings	Ziema	Midlander	4	14	6
1964	85,306	Polo Prince	R. Taylor	J.P. Carter	Elkayel	Welltown	6	12	4
1963	84,630	Gatum Gatum	J. Johnson	H.G. Heagney	Illumquh	Grand Print	5	22	19
1962	91,293	Even Stevens	L. Coles	A. McGregor	Comiquita	Aquanita	5	6	21
1961	82,415	Lord Fury	R. Selkrig	F.B. Lewis	Grand Print	Dhaulagiri	4	17	6
1960	102,321	Hi Jinx	W.A. Smith	T.H. Knowles	Howsie	Illumquh	5	16a	6
1959	81,306	Maccdougall	P. Glennon	R.W. Roden	Nether Gold	White Hills	6	5	16
1958	80,985	Baystone	M. Schumacher	J. Green	Monte Carlo	Red Pine	6	7	10
1957	80,459	Straight Draw	N. McGrowdie	J.M. Mitchell	Prince Darius	Pandie Sun	5	9	8
1956	87,965	Evening Peal	G. Podmore	E.D. Lawson	Redcraze	Caranna	4	12	10



Melbourne Cup Winners

Year	Attendance	Winner	Jockey	Trainer	2nd	3rd	Age	No	Bar
1955	90,292	Toparoo	N. Sellwood	T.J. Smith	Rising Fast	Sir William	7	11	19
1954	89,944	Rising Fast	J. Purtell	I.J. Tucker	Hellion	Gay Helios	5	1	8
1953	88,468	Wodalla	J. Purtell	R. Sinclair	Most Regal	My Hero	4	9	5
1952	91,278	Dalray	W. Williamson	C.C. McCarthy	Welkin Sun	Reformed	4	1	1
1951	88,930	Delta	N. Sellwood	M. McCarten	Akbar	Double Blank	5	1	8
1950	81,023	Comic Court	P. Glennon	J. Cummings	Chicquita	Morse Code	5	1	14
1949	110,921	Foxzami	W. Fellows	D. Lewis	Hoyle	Benvolo	4	5	12
1948	109,077	Rimfire	R. Neville	S. Boyden	Dark Marne	Saxony	6	25	23
1947	87,140	Hiraji	J. Purtell	J.W. McCurley	Fresh Boy	Red Fury	4	12	11
1946	98,077	Russia	D. Munro	E. Hush	On Target	Carey	6	1	1
1945	92,776	Rainbird	W. Cook	S. Evans	Silver Link	Leonard	4	17	17
1944	89,047	Sirius	D. Munro	E. Fisher	Peter	Cellini	4	4	4
1943	89,179	Dark Felt	V. Hartney	R. Webster	Counsel	Claudette	6	5	9
1942	35,952	Colonus	H. McCloud	F. Manning	Phocion	Heart's Desire	4	19	24
1941	89,221	Skipton	W. Cook	J. Fryer	Son Of Aurous	Beau Vite	3	13	19
1940	82,280	Old Rowley	A. Knox	J.A. Scully	Maikai	Tidal Wave	7	11	5
1939	93,446	Rivette	E. Preston	H. Bamber	Maikai	Pantler	6	12	4
1938	95,681	Catalogue	F. Shean	A. McDonald	Bourbon	Ortelle's Star	8	5	17
1937	108,226	The Trump	A. Reed	S.W. Reid	Willie Win	Sarcherie	5	10	8
1936	109,856	Wotan	O. Phillips	J. Fryer	Silver Standard	Balkan Prince	4	15	6
1935	110,739	Marabou	K. Voitre	L. Robertson	Sarcherie	Sylvandale	4	12	10
1934	94,512	Peter Pan	D. Munro	F. McGrath	Sarcherie	La Trobe	5	1	25
1933	89,703	Hall Mark	J. O'Sullivan	J. Holt	Shadow King	Topical =3			
						Gainecarrington = 3	3	13	6
1932	84,482	Peter Pan	W. Duncan	F. McGrath	Yarramba	Shadow King	3	18	11
1931	82,352	White Nose	N. Percival	E.J. Hatwell	Shadow King	Concentrate	5	14	12
1930	72,358	Phar Lap	J.E. Pike	H.R. Telford	Second Wind	Shadow King	4	1	13
1929	89,078	Nightmarch	R. Reed	A. McAulay	Paquito	Phar Lap	4	3	5
1928	105,938	Statesman	J. Munro	W. Kelso	Strephon	Demost	4	8	19
1927	101,066	Trivalve	R. Lewis	J. Scobie	Silvius	Son 'O Mine	3	19	27
1926	118,877	Spearfelt	H. Cairns	V. O'Neill	Naos	Pantheon	5	4	1
1925	106,829	Windbag	J. Munro	G. Price	Manfred	Pilliewinkie	4	2	25
1924	105,773	Backwood	P. Brown	R. Bradfield	Stand By	Spearfelt	6	9	7
1923	93,762	Bitalli	A. Wilson	J. Scobie	Rivoli	Accarak	5	21	-
1922	103,254	King Ingoda	A. Wilson	J. Scobie	The Cypher	Mufti	4	23	-
1921	97,695	Sister Olive	E. O'Sullivan	J. Williams	The Rover	Amazonia	3	24	-
1920	109,701	Poitrel	K. Bracken	H.J. Robinson	Erasmus	Queen Comedy	6	1	-
1919	99,536	Artilleryman	R. Lewis	P.T. Heywood	Richmond Main	Two Blues	3	13	-
1918	88,673	Nightwatch	W. Duncan	R. Bradfield	Kennaquhair	Gadabout	5	24	-
1917	78,004	Westcourt	W. McLachlan	J. Burton	Lingle	Wallace Isinglass	5	12	-
1916	67,542	Sasanof	F. Foley	M. Hobbs	Shepherd King	St Sopasa	3	28	-
1915	87,859	Patrobas	R. Lewis	C. Wheeler	Westcourt	Carlita	3	19	-
1914	87,821	Kingsburgh	K.G. Meddick	I. Foulsham	Sir Alwynton	Moonbria	4	25	-
1913	91,709	Posinatus	A. Shanahan	J. Chambers	Belove	Ulva's Isle	5	8	-
1912	94,203	Piastre	A. Shanahan	R. O'Connor	Hallowmas	Uncle Sam	4	14	-
1911	104,993	The Parisian	R. Cameron	C. Wheeler	Flavian	Didus	6	4	-
1910	98,120	Comedy King	W. McLachlan	J. Lynch	Trafalgar	Apple Pie	4	16	-
1909	89,109	Prince Foote	W. McLachlan	F. McGrath	Alawa	Aberdeen	3	17	-
1908	84,365	Lord Nolan	J. Flynn	E. A. Mao	Tulkeroo	Delaware	3	24	-
1907	88,415	Apologue	W. Evans	I. Earnshaw	Mooltan	Mountain King	5	18	-
1906	82,388	Poseidon	T. Clayton	I. Earnshaw	Antonius	Proceed	3	15	-
1905	90,000	Blue Spec	F. Bullock	W. Hickenbotham	Scot Free	Tartan	6	12	-
1904	85,000	Acrasia	T. Clayton	A. E. Wills	Lord Cardigan	Blinker	7	19	-
1903	95,000	Lord Cardigan	N. Godby	A.E. Cornwell	Wakeful	Seaport	3	22	-
1902	75,000	The Victory	R. Lewis	R. Bradfield	Vanity Fair	Abundance	4	3	-
1901	95,000	Revenue	F. Dunn	H. Munro	San Fran	Khaki	5	10	-
1900	95,000	Clean Sweep	A. Richardson	James Scobie	Maltster	Alix	3	23	-



Melbourne Cup Winners

Year	Attendance	Winner	Jockey	Trainer	2nd	3rd	Age	No	Bar
1899	60,000	Merriwee	V. Turner	J. Wilson Jr.	Voyou	Dewey	3	22	-
1898	70,000	The Grafter	John Gough	W. Forrester	Wait-A-Bit	Cocos	5	4	-
1897	85,000	Gaulus	S. Callinan	W. Forrester	The Grafter	Aurum	6	20	-
1896	95,000	Newhaven	H.J. Gardiner	W. Hickenbotham	Bloodshot	The Skipper	3	11	-
1895	90,000	Auraria	J. Stevenson	J.H. Hill	Hova	Burrabari	3	26	-
1894	60,000	Patron	H.G. Dawes	R. Bradfield	Devon	Nada	4	4	-
1893	67,000	Tarcoola	H. Cripps	J. Cripps	Carnage	Jeweller	7	12	-
1892	67,000	Glenloth	G. Robson	M. Carmody	Ronda	Penance	5	13	-
1891	80,000	Malvolio	G. Redfearn	J. Redfearn	Sir William	Strathmore	4	9	-
1890	85,000	Carbine	R. Ramage	W. Hickenbotham	Highborn	Correze	5	1	-
1889	85,000	Bravo	J. Anwin	T. Wilson	Carbine	Melos	6	4	-
1888	100,000	Mentor	M. O'Brien	W. Hickenbotham	Tradition	The Yeoman	4	8	-
1887	83,000	Dunlop	T. Sanders	J. Nicholson	Silvermine	The Australian Peer	5	4	-
1886	82,000	Arsenal	W. English	H. Rayner	Trenton	Silvermine	4	20	-
1885	85,000	Sheet Anchor	M. O'Brien	T. Wilson	Grace Darling	Trenton	7	9	-
1884	90,000	Malua	A. Robertson	Isaac Foulsham	Commotion	Plausible	5	2	-
1883	100,000	Martini-Henri	J. Williamson	M. Fennelly	First Water	Commotion	3	19	-
1882	70,000	The Assyrian	C. Hutchens	J.E. Savill	Stockwell	Gudarz	5	10	-
1881	100,000	Zulu	Jim Gough	T. Lamond	The Czar	Sweetmeat	4	39	-
1880	100,000	Grand Flaneur	T. Hales	T. Brown	Progress	Lord Burghley	3	20	-
1879	80,000	Darriwell	S. Cracknell	W.E. Dakin	Sweetmeat	Suarrow	5	11	-
1878	80,000	Calamia	T. Brown	E. de Mestre	Tom Kirk	Waxy	5	6	-
1877	76,000	Chester	P. Pigott	E. de Mestre	Savanaka	The Vagabond	3	19	-
1876	75,000	Briseis	P. St. Albans	James Wilson	Sibyl	Timothy	3	-	-
1875	70,000	Wollomai	R. Batty	S. Moon	Richmond	Goldsbrough	6	-	-
1874	65,000	Haricot	P. Pigott	S. Harding	Protos	The Diver	4	-	-
1873	63,000	Don Juan	W. Wilson	James Wilson	Dagworth	Horatio	4	-	-
1872	40,000	The Quack	W. Enderson	John Tait	The Ace	Dagworth	6	-	-
1871	40,000	**The Pearl	J. Cavanagh	John Tait	Romula	Irish King	5	-	-
1870	30,000	Nimblefoot	J. Day	W. Lang	Lapdog	Valentine	7	-	-
1869	25,000	Warrior	J. Morrison	R. Sevoir	The Monk	Phoebe	6	-	-
1868	25,000	Glencoe	C. Stanley	John Tait	Strop	Shenandoah	4	-	-
1867	16,000	Tim Whiffler	J. Driscoll	E. de Mestre	Queen of Hearts	Exile	5	-	-
1866	18,000	The Barb	W. Davis	John Tait	Exile	Falcon	3	-	-
1865	13,000	Toryboy	E. Cavanagh	P. Miley	Panic	Riverina	8	-	-
1864	6,000	Lantern	S. Davis	S. Mahon	Poet	Rose of Denmark	3	-	-
1863	7,000	Banker	H. Chifney	Sam Waldock	Musidora	Rose of Denmark	3	-	-
1862	7,000	Archer	J. Cutts	E. de Mestre	Mormon	Camden	6	-	-
1861	4,000	Archer	J. Cutts	E. de Mestre	Mormon	Prince	5	-	-