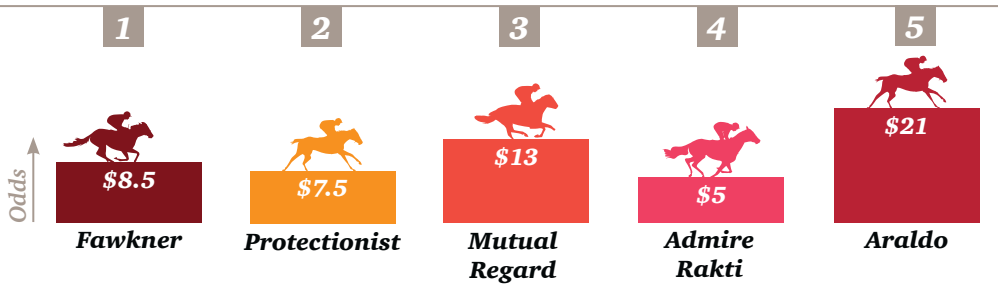


# Why does the Melbourne Cup stop the nation?

The Melbourne Cup horse race captures the attention of millions of people around the world. It is a race between the best horses, with the best jockeys, on a record length track of 3,200m. To add to the mix, the race is handicapped, meaning the top horses usually carry more weight to equalise the chances across the field. We are back for a third year to bring you analytics on the top performing horses from PwC's analysis of historic race data. For further insight, visit our page [www.melbournecup.pwc.com.au](http://www.melbournecup.pwc.com.au)

We take no responsibility if you lose

## Our 5 top performers



## Winning horse profile...

Here are the features of top performing Melbourne Cup horses, focussing on the latest patterns and trends.



Gender: **Stallion**

**100%** of winners were stallions over the past 5 years. The last female horse to win a race was **Makybe Diva** in 2005.

Age of winners in the last 5 years: **6 years old**

**60%** of winners have been **6 years old**. The last 3yo horse to win the Melbourne Cup was in 1941.

Weight: **54.5kg** Average winning horse weight (2011-2013)

Weight profile (2011-2013)

Min	45	Max	59
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Horse Nationality: **Irish**

Most top placing horses in the last 3 years have been **Irish!**

Aussie horses haven't placed in the last 3 years...could this be their lucky year?

Here are the top horses scored against the above winning horse profile  
**My Ambivalent and Mutual Regard**

## Instinct versus Analytics:

**Our horsey panel**

Tips from three of our veterans who have historically been good at horsing around.

<b>"Richy" Rick</b>	Protectionist	Who Shot the Barman	Araldo
<b>"In-the-know" Hadlow</b>	Mutual Regard	Who Shot Thebarman	My Ambivalent
<b>"Mac Attack"</b>	Fawkner	Signoff	Protectionist

## Horsing Around

It's the data that stops the nation

## Fun facts

### Top buzz

Last 5 days on Twitter

Protectionist

Admire Rakti

Red Cadeaux

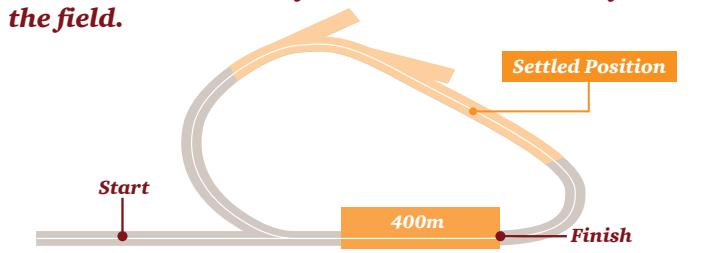
Last year the winner (Fiorente) was in our top 3 on Twitter

Last year Fiorente had a single \$50k bet placed for Melbourne Cup

The top 5 horses leading during the middle of the race never win (2007-2013)

## Settled position versus finishing position

The settled position of a horse (its position in the middle stages of a race) is vital when it comes to their winning chances. As the Melbourne Cup is a long distance race winners tend to come from the middle/back of the field.



**MC: 2013**  
Track: Good  
Speed: Fast

A fast tempo race resulted in the front 3 horses at settled position finishing in 23rd, 8th and 22nd respectively. Brown Panther was tipped to lead the race (settled 2nd) only to tire and finish in 8th position.

**MC: 2012**  
Track: Good  
Speed: Slow

A slow tempo race suited the front half of the field resulting in Green Moon winning.

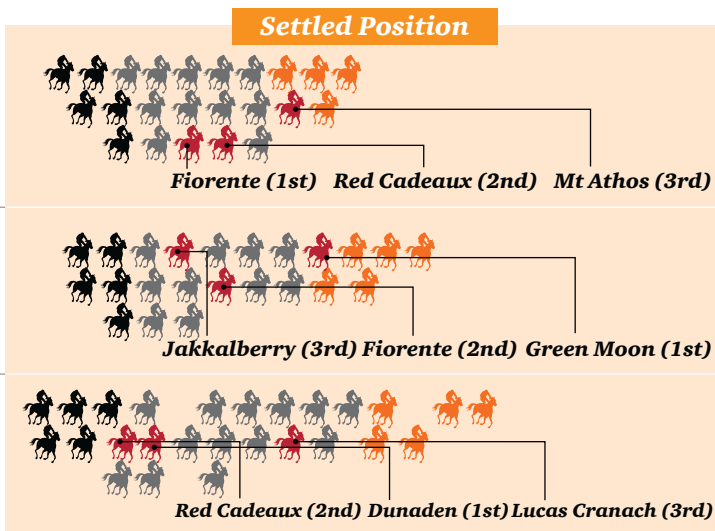
**MC: 2011**  
Track: Good  
Speed: Fast

A very fast paced race saw the back half of the field dominate. All placings came from the back of the field with Dunaden coming from the tail of the field to win.

**The ideal settled position depends on the speed of the race.**

**Fast tempo race: suits horses towards the back of the field as they conserve their energy by getting cover from the horses in front of them.**

**Slow tempo race: the front runners are suited as there is no real advantage in getting cover during the race and they have less ground to cover going into the final straight.**



### What does this mean for this year...?

Horses tend to have a preferred settled position that they try and stick to (e.g. Last year it was well known that Brown Panther loves to lead).

Based on our analysis, this year we believe the following horses are likely to lead during the race and have a lower chance of winning:

**Brambles and Signoff are likely to lead during the race**

Horses we believe will settle in the middle of the pack, have good turn of foot, and are therefore likely contenders to place are:

**Fawkner, Araldo, Mutual Regard, Admire Rakti, Protectionist, Lucia Valentina, Red Cadeaux**

For further details on the full field including key characteristics for all horses, please see our form guide (next page) or visit [www.melbournecup.pwc.com.au](http://www.melbournecup.pwc.com.au)

**Horses to watch out for**  
winners come from the middle of the pack. If your horse is not in the top 5 in the middle of the race .....don't panic!

Based on a given finish position, the % represents the proportion of horses that have come from a particular settled position.

Finish position	Settled Position		
	At the back	Mid-field	Up the front
Win	0%	100%	0%
Place	0%	83%	17%
Mid-Field	29%	46%	24%
Back	27%	27%	45%

### And finally... Predicting the unpredictable?

Analytics provides insight and value when making a decision, yet generally should be combined with more subjective elements like experience when making a final choice. If we (or any other predictors) could actually pick the winner of this race, we may very well be on a beach somewhere...with that in mind, best of luck!



### Guiding informed decisions by delivering insights through analysis

If you would like to discuss how you can use analytics to deliver powerful insights to your organisation, please contact:

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Gamble responsibly. For advice and help, visit Gambling Help Online ([www.gamblinghelponline.org.au](http://www.gamblinghelponline.org.au)) or phone 1800 858 858.

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Horse Name	Weight	Recent form in the last 2 years	Wins % in the last 2 years	Place % in the last 2 years	Preferred track condition	Preferred settled position	Horsey Panelist vote	Top 5 Our top 5
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1 <b>Admire Rakti</b> 7yo	58.5	14: 3-2-3	21%	57%				
2 <b>Fawkner</b> 7yo	57	14: 5-3-2	36%	71%			<b>M</b>	
3 <b>Red Cadeaux</b> 9yo	57	15: 1-3-1	7%	33%				
4 <b>Cavalryman</b> 6yo	57	13: 4-2-2	31%	62%				
5 <b>Protectionist</b> 5yo	56.5	9: 4-3-1	44%	89%			<b>R M</b>	
6 <b>Sea Moon</b> 7yo	56.5	9: 1-1-0	11%	22%				
7 <b>Seismos</b> 7yo	56	17: 5-1-1	29%	41%				
8 <b>Junoob</b> 7yo	55.5	18: 6-3-2	33%	61%				
9 <b>Royal Diamond</b> 9yo	55.5	9: 3-3-1	33%	78%				
10 <b>Gatewood</b> 7yo	55	17: 4-5-1	24%	59%				
11 <b>Mutual Regard</b> 6yo	55	12: 5-4-1	42%	83%			<b>H</b>	
12 <b>Who Shot Thebarman</b> 6yo	55	15: 8-2-0	53%	67%			<b>R H</b>	

#races: #1st - #2nd - #3rd				"Richy" Rick <b>R</b>
Form in the last 2 years	Front	Middle	Back	"In-the-know" Hadlow <b>H</b>
				"Mac Attack" <b>M</b>



## A little more detail...

Horse Name	Weight	Recent form in the last 2 years	Wins % in the last 2 years	Place % in the last 2 years	Preferred track condition	Preferred settled position	Horsey Panelist vote	Top 5 Our top 5
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<b>13 Willing Foe</b> 8yo	55	6: 2-1-2	33%	83%				
<b>14 My Ambivalent</b> 6yo	54.5	9: 2-2-2	22%	67%				
<b>15 Precedence</b> 9yo	54.5	23: 4-2-2	17%	35%				
<b>16 Brambles</b> 6yo	54	9: 1-1-1	11%	33%				
<b>17 Mr O'Ceirin</b> 7yo	54	21: 3-3-0	14%	29%				
<b>18 Au Revoir</b> 5yo	53.5	13: 3-1-2	23%	46%				
<b>19 Lidari</b> 6yo	53.5	14: 2-3-1	14%	43%				
<b>20 Opinion</b> 6yo	53.5	16: 2-4-1	13%	44%				
<b>21 Araldo</b> 7yo	53	8: 1-0-3	13%	50%				
<b>22 Lucia Valentina</b> 4yo	53	13: 5-1-3	38%	69%				
<b>23 Unchain My Heart</b> 8yo	51.5	26: 3-2-5	12%	38%				
<b>24 Signoff</b> 5yo	51	13: 7-1-2	54%	77%				

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