

The publisher's brief

18 October 2008

Eleanor Editor
100 Marks Street
Exam City

Dear Eleanor

Re: Horse racing in Australia (working title)

As you know, we are planning to publish a general interest book on Australian horse racing later this year. It's a large format hardback – about 60,000 words, in 384 pages on high quality matt art paper, with lots of colour illustrations. We want the book to be as colourful and action packed as the racing carnivals themselves. It's designed to appeal to all race goers – everyone from owners, industry staff and serious punters to the young men and women who just like the races for a chance to dress up and party in an exciting atmosphere. We expect it to retail for \$59.95.

I want to find just the right editor for the book, and so I am asking several editors to do a sample edit of part of the text from the introductory chapter. We think you would be perfect for this project.

Would you please provide a sample edit of the enclosed part of the text from the introductory chapter, to indicate how you would edit this book?

The author has a chatty, slightly quirky style that we want to keep, but of course we also want a thorough copy edit that will ensure the text is error-free, clear, consistent and easy to read. We definitely don't want a re-write! Don't worry about major structural issues at this stage, though you can of course draw attention to any problems you see.

The sample needs a hard copy edit, because the book itself will be a hard copy edit, so I'm also looking for someone who can do a neat, clear edit on paper. Please mark clearly all your corrections and any queries you might have for the author. Grade the headings, mark where you think the illustrations should appear and create a style sheet using the template I have provided.

I look forward to seeing your sample edit.

Penny Publisher
Lots of Pictures Publishing Company

PS Can you please list queries by number only in the margin, near where they fall, and write a separate list of short queries? The author says he finds it hard to read tiny writing squashed into the margins.

The extract for editing and mark-up

Horse Racing in Australia

Introduction

Horse racing — racing — is more popular in Australia than anywhere else in the world. In the seventies, Australia had more racetracks per head of population than anywhere else in the world.¹ While other countries preserve and revere the alledged actual physical remains or possessions of saints and religious figures, Australians worship a stuffed horse, whose heart is also persevered in Canberra. Even Phar Lap's skeleton is on display in New Zealand, the land where he was born.

A photo of PharLap's hide here? or maybe the heart?

[fact box]

Phar Lap was perhaps Australia's greatest race horse. From March 1 1930 to March 20 1932 ran in 35 races, winning 32 (14 in a row at one stage), coming 2nd twice, and unplaced only once, when he carried what would have been a record breaking weight in the 1931 Melbourne Cup

Origins

Somewhere out on the Mongol steppe, not long after man first managed to sit on a horse's back horseracing probably began — from the simple desire to see who could go the fastest and the sheer thrill of doing so. Racing in the form we would recognise it today was developed by those flamboyant monks, the Stewarts. Although that

¹ Australian Racing, 197?.

renowned spoilsport Cromwell held things up for a while. While racing has long, like so much of public life, been traditionally a male pastime, it is worth noting that it was a woman, Queen Ann, who developed Royal Ascot racecourse, where her modern successor, another devoted horseracing woman, Elizabeth II can be seen regularly today.

It was in the years before and after Queen Ann's rein that race horses as we know them today developed. Three stallions imported from the Arabian region were mated to English mares. All racehorses in the world today trace back these three foundation sires: the Godolphin Arabian, the Byerley Turk and the Darley Arabian. In a neat twist, two of the world's racing organisations today — the Godolphin and Darley stables — while named for the English aristocrats who owned these stallions are owned by Arab shiekhs. It is estimated that more than ninety percent of racehorses are descended from the Darley Arabian; the Godolphin Arabian does not have the numbers, but his direct descendants include two of the greatest racehorses ever to race in England and America respectively: Eclipse and Man o' War.

In Australia, the first Thoroughbred stallion arrived eleven years after the First Fleet². Others soon followed. Racing was underway at Flemington within two decades of John Batman's arrival in what would become Melbourne and on the very ground that would later become the home of the Melbourne Cup — the river flats beside the Maribyrnong river between known today as Flemington.

² Helen Thomas, *A Horse Called Mighty*, Random House, Sydney, p. XXX.

Racing toady

The size and scope of the modern racing industry surprises many not involved in it. In Victoria and NSW, race meetings are held every day of the year except Christmas Day and Good Friday. Race meetings are held at at least one or often two country, or ‘provincial’ tracks on weekdays (except Wednesdays) and Sundays. On Wednesdays and Saturdays, races move to the city or ‘metropolitan’ tracks, wi . In Melbourne, the city tracks are at Flemington, Moonee Valley, Caulfield and Sandown; in Sydney, Rosehill, Randwick, Canterbury and Warwick Farm make up the roster. Brisbane offers Doomben and Eagle Farm (although Doomben is about to be sold); Adelaide rotates between Morphettville, Cheltenham and Victoria Park (this latter also due now for closure). Most sizeable country towns also boast a racetrack (although there was extensive rationalisation of country tracks in the 70’s). Canberra is often said to be a world apart from the rest of the country; there is perhaps no more portent symbol of this than the fact that it has no racetrack of its own (Canberra fans of the sport of kings must go to beyond the ACT borders to Queanbeyan).

Love of the punt

The Melbourne Cup — the race that stops the nation- is an oddity in international terms.

Overseas, the revered races are classics, generally run over 2000metres or 2400m where horses either carry the same weight or set weights varied only by age or sex. The English Derby is the model on which such races as the Kentucky Derby and the Preakness stakes are based. Because of the set weights, favorites have a excellent winning rate: eg, in the Preakness the favorite has finished 1st or 2nd 15 times out of

the last 20 years and the favorite has won 67 times in the 130 times the race has been run. (See Table 1 for the price the winner has paid). The implication from this is that the best

horse will either win or go very close to winning — that translates into the most expensive horse, owned by multi-millionaires and sired by the world’s top sires. See Figure 2 on 2006 stud fees for Derby winners.

2006	Delta Blues		Dance in the DARK	\$90 000
2005	Makybe Diva		DESERT KING	13 200
2004	Makybe Diva	\$3.60	“ “	
2003	Maykbe Diva	7.00	“ “	
2002	Media Puzzle	5.50	Theatrical	US\$40 000
2001	Ethereal	9.00	Rhythm	\$10 000
2000	Brew	14.00	Sir Tristram	Dead
1999	Rogan Josh	5.00	Old Spice	8 800 (2002 price)
1998	Jezabeel	6.00fav	Zabeel	\$100 000
1998	Might and Power	3.50fav	Zabeel	\$100 000
1996	Saintly	8.00	Sky Chase	
1995	Doriemus	16.00	Norman Pentaquad	

3 Table of Melbourne Cup winners, breeding costs, starting price for comparison with other figures.

The Melbourne Cup is a handicap — where the handicapper gives each horse a different weight according to his assessment of its ability. A Darwin schoolteacher, like Wendy Green, owner and breeder of Rogan Josh, the 1999 winner- stands as good a chance of winning the race as the wealthiest of Arab princes and indeed one of the world's

wealthiest men, Sheik (get name from Internet), through his Godolphin Stable has tried and failed to win the Cup on many occasions — spending thousands of dollars on traveling horses and staff from Europe to Australia. Good horses don't necessarily win the Cup, but champion horses do. Tables 3 and 4 provide interesting comparisons on the strike rates of favourites and breeding costs of recent Cup winners. From a gambler's point of view, landing the winner of our handicap is a much more attractive option than ticking the boxes to come up with a classic winner.

Not only is our favourite race thoroughly democratic, giving the roughest underdog an equal chance with the most cossetted blueblood but even in the construction of our racetracks, this same egalitarian streak comes out. At Epsom, home of the English Derby the members' stand is opposite the winning post: at Flemington, it is the public stand that has this prime position, while the section reserved for the owners is 200 yards from the finish.

Picture of Flemington from the infield looking at stands. Arrows pointing to members stand and owners section.

G-H	I-J-K
L-M	N-O
P-Q	R
S	T
U-V-W	X-Y-Z

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