

# MARKET OVERVIEW PERTH YEARLING SALE

*BARRY BOWDITCH*



**01.** Perth Yearling Sale Overview

**02.** Market Landscape

**03** The Selection Process

**04.** Collaboration and transparency across the process



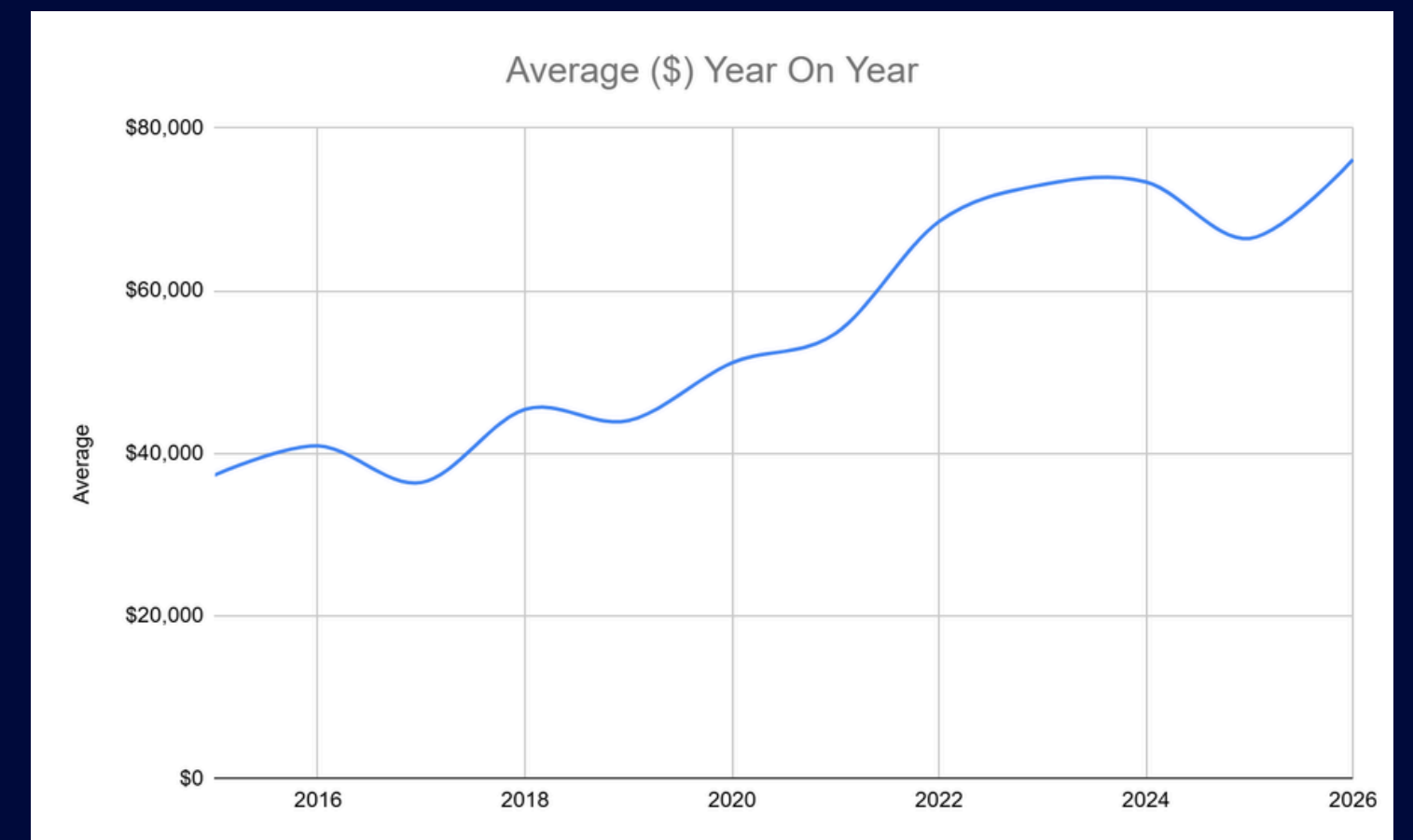
## THE PERTH YEARLING SALE

Over the past 10 years, the Magic Millions Perth Yearling Sale has shown consistent and meaningful commercial growth, reflected in steady increases in both gross turnover and average sale price. While year-to-year fluctuations are expected, the overall trend demonstrates a market that has strengthened in depth, confidence and buyer participation.

Over the past five years, the sale has also maintained a strong average clearance rate of 87.56%, highlighting consistent demand and effective alignment between catalogue composition and buyer requirements across varying market conditions.

### CLEARANCE RATE (LAST 5 YEARS)

	2022	2023	2024	2025	2026	Avg
<b>Clearance Rate</b>	88.39%	90.57%	85.93%	85.24%	87.69%	87.56%



## THE STALLIONS

The strength of the local breeding industry is reflected in the fact that the top six stallions represented at the Perth Yearling Sale over the past five years have all been Western Australian-based stallions. Collectively, these six stallions accounted for 31.54% of all lots offered and 35.92% of total gross revenue, highlighting continued buyer confidence in the WA product and the significant contribution local stallions make to the success of the sale.

Equally encouraging is the emergence of the next generation of WA stallions. In 2026, first-season sires Lightsaber, Aysar and Marine One generated a combined \$3,056,000 in revenue, representing 14% of total sale gross revenue. Their progeny accounted for 60 sold lots (21% of all lots sold), achieved an average price of \$50,346 and recorded prices ranging from \$7,500 to \$170,000. Significantly, these three first-season sires made up half of the top six sires by gross in 2026.

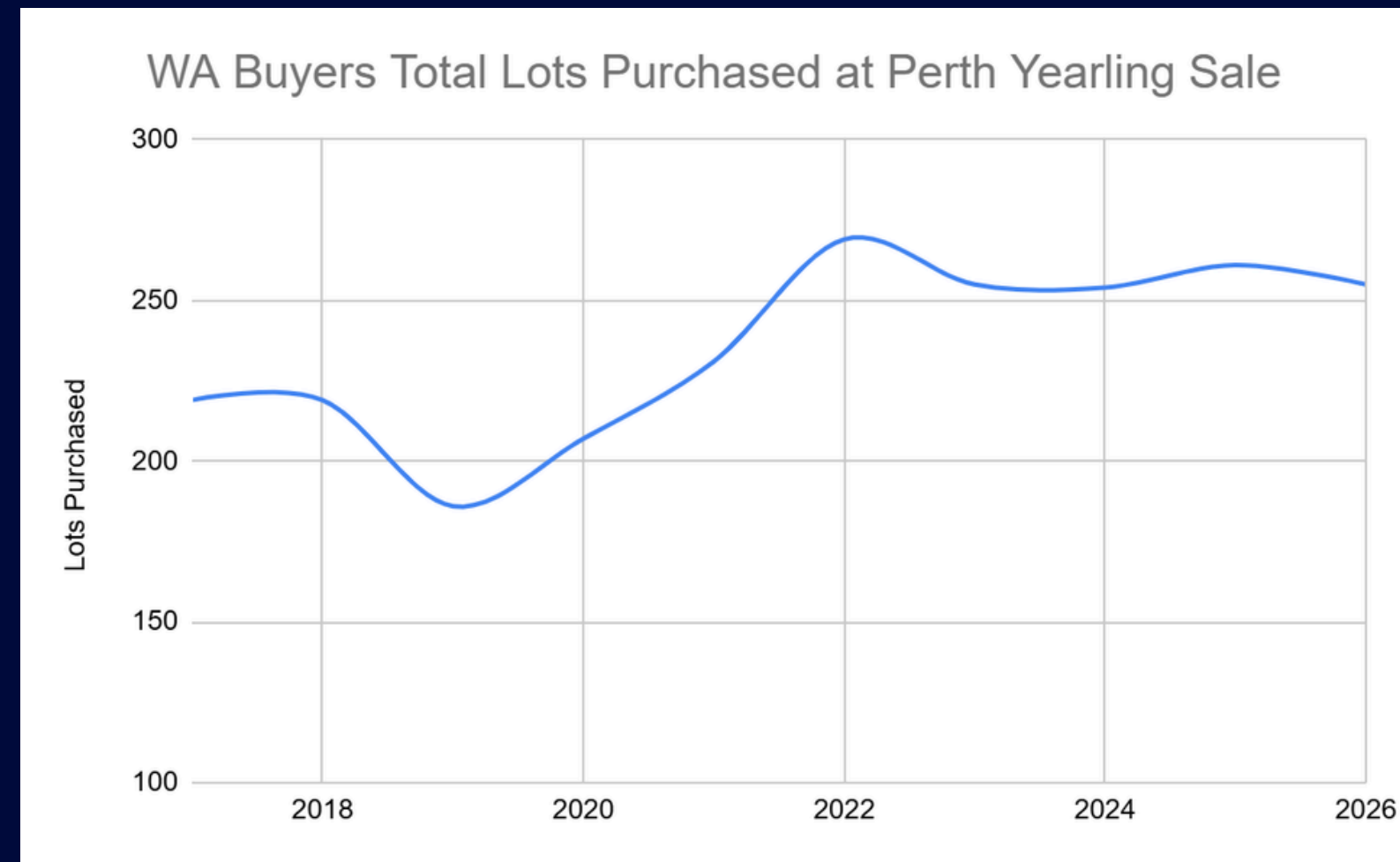
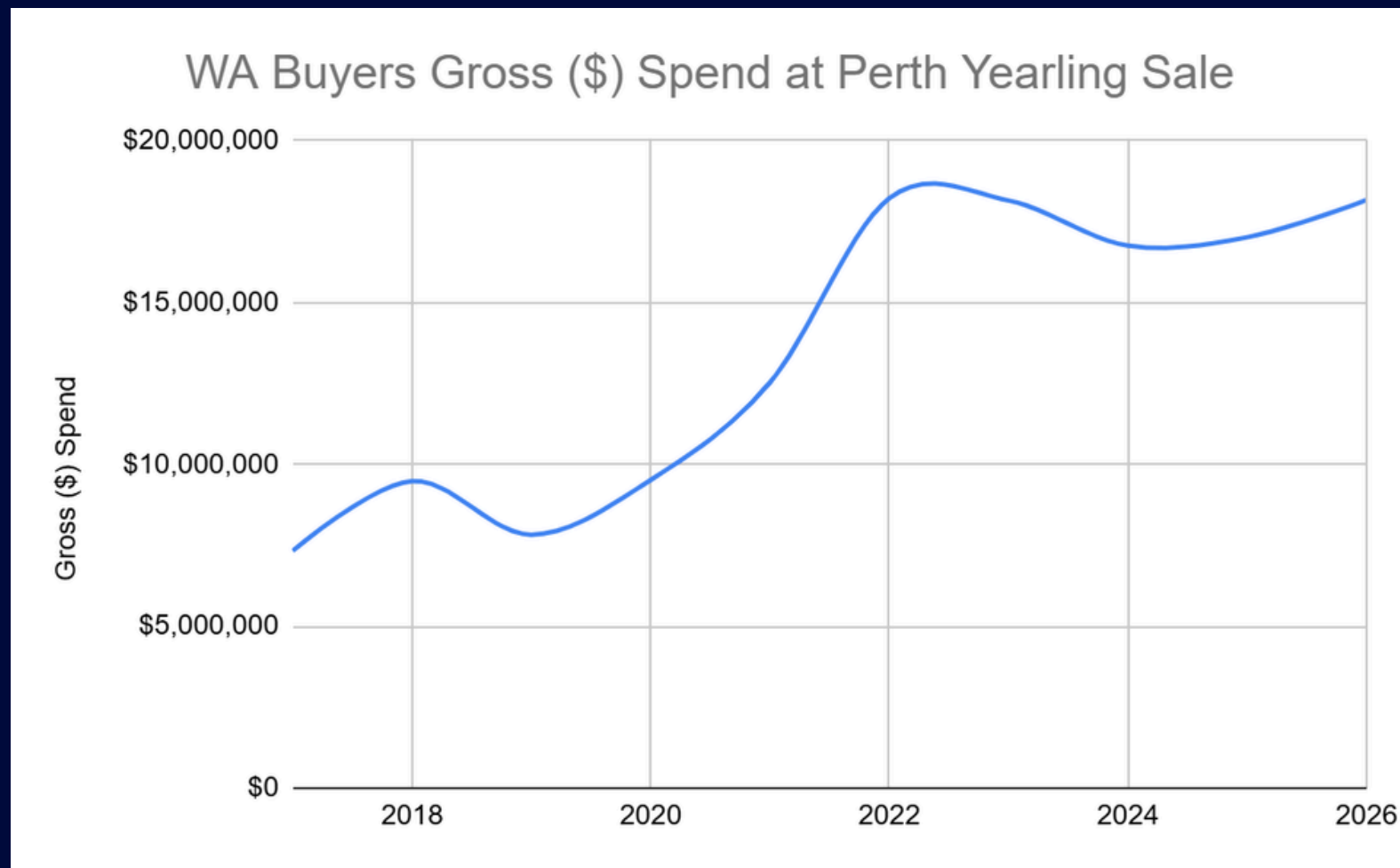
Of the 71 yearlings offered by these three stallions, 60 were sold, with only five passed in and six withdrawn. These results provide a strong indication of buyer support for emerging WA stallions and offer plenty of optimism for the future strength and sustainability of the local breeding industry.

### DAM INFORMATION FOR TOP 10 YEARLINGS (LAST 5 YEARS)

<b>Average Dam Age</b> (at time of sale)	13
<b>Average Amount of Previous Foals</b> (at time of sale)	3

Over the past five years, the average dam age of the Top 10 Yearlings at the Perth Yearling Sale has been 13 years, with an average of three foals at the time of sale. This highlights the prevalence of proven, productive mares that remain early enough in their breeding careers to offer ongoing commercial appeal.

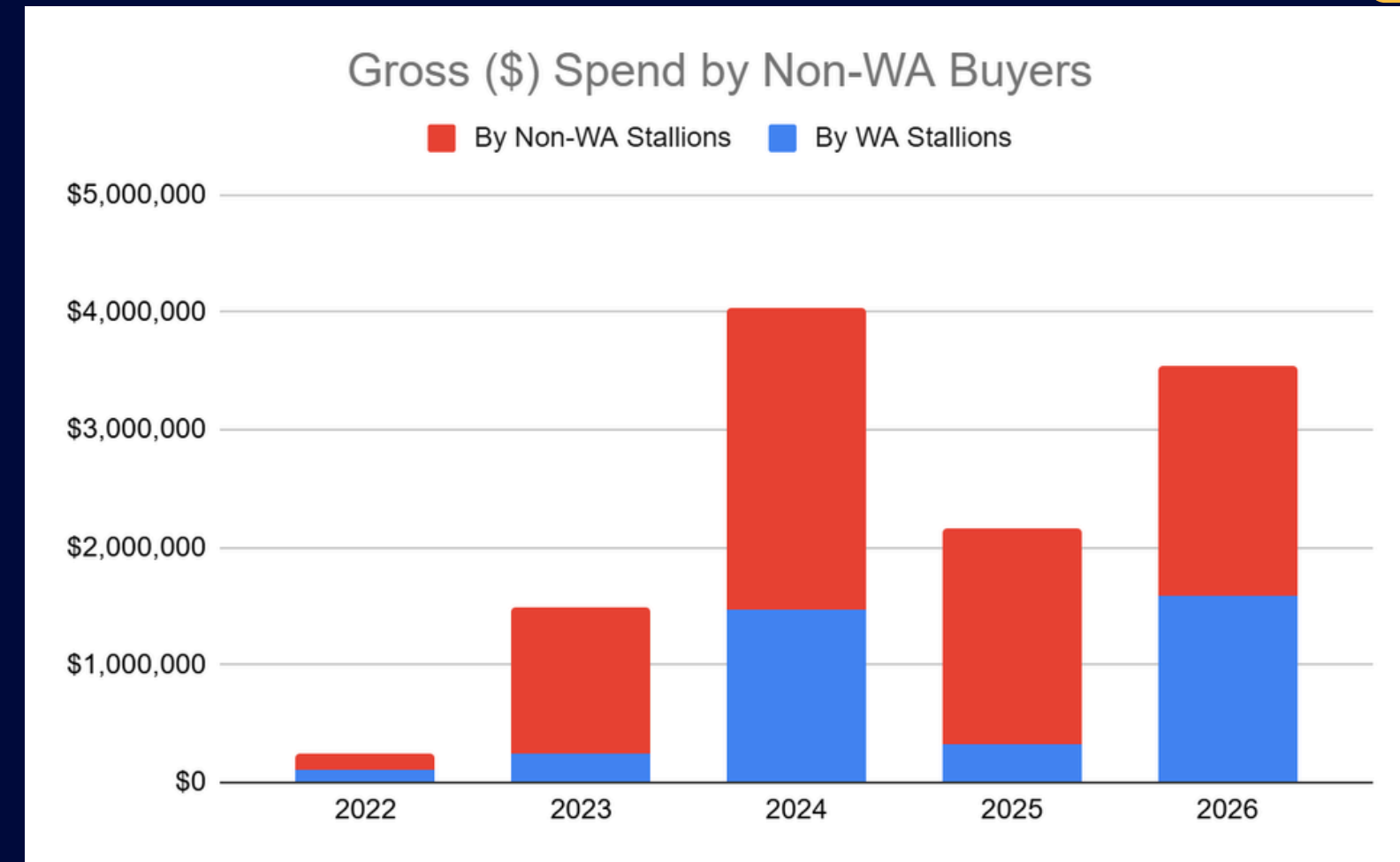
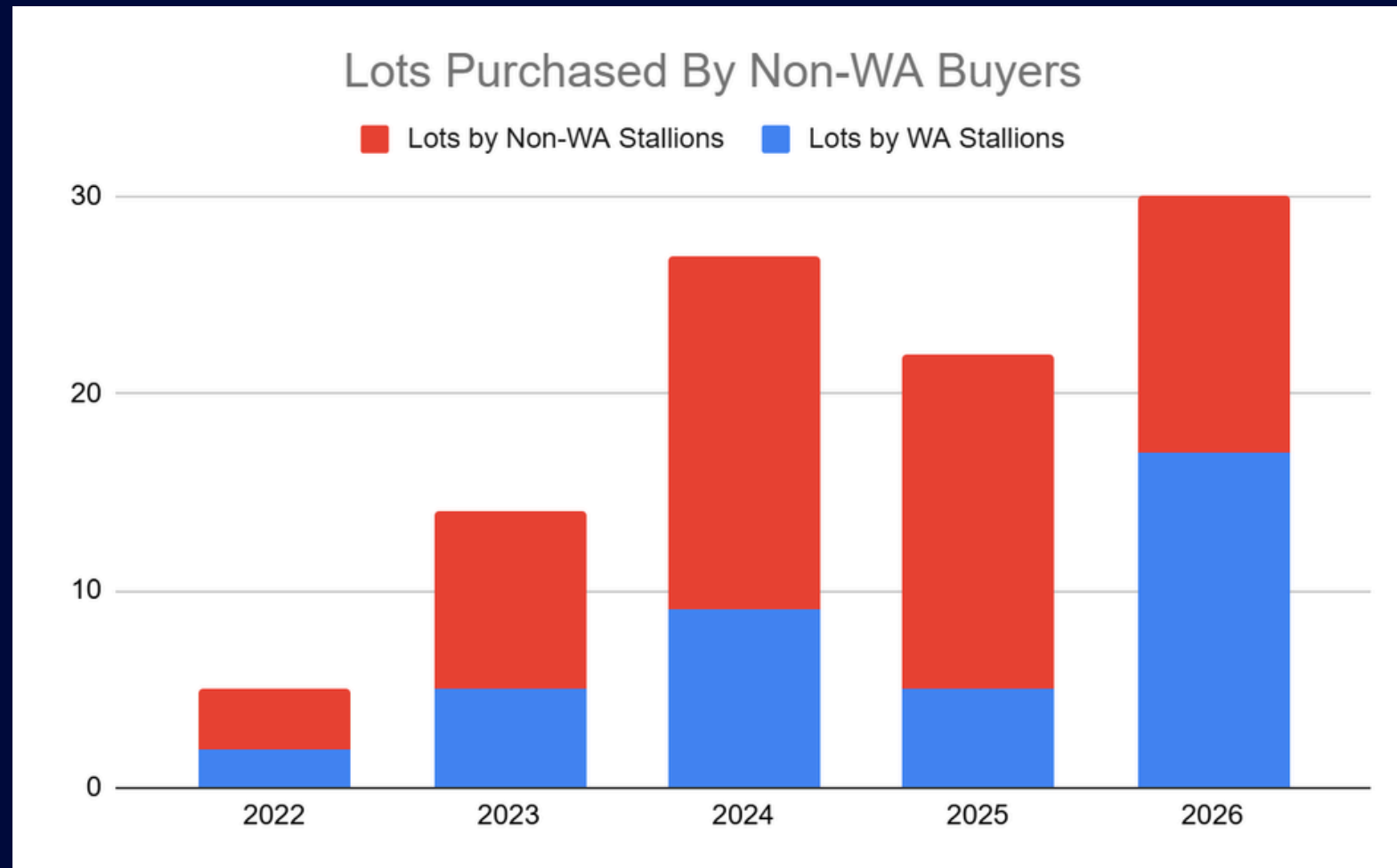
# THE WESTERN AUSTRALIAN BUYERS



WA buyers remain the foundation of the Perth Yearling Sale, providing consistent support across all levels of the market. Over the past decade, local buyers have purchased more than 2,300 yearlings and increased their annual spend from \$7.3 million in 2017 to over \$18.1 million in 2026. This ongoing investment has been instrumental in the sale's growth and continues to underpin confidence in the WA breeding industry.

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
<b>Lots Purchased</b>	219	219	186	207	231	269	255	254	261	255
<b>Gross (\$) Spend</b>	\$7,327,500	\$9,485,500	\$7,827,500	\$9,518,000	\$12,531,500	\$18,223,000	\$18,153,000	\$16,759,682	\$17,018,000	\$18,165,500

# WHAT INFLUENCE DO NON-WA BUYERS HAVE?



## ONLINE SALE INFLUENCE OVER WA

The increasing prevalence of online sales has not diminished demand for the Perth Yearling Sale. In contrast to a 16.10% decline across other state yearling sales, Perth recorded growth of 13.49%, highlighting the strength of the WA market and the ongoing confidence buyers have in the product on offer.

	5 Year Growth Rate %
Gold Coast Yearling + Premier + Classic + Easter Sale Growth (By Revenue)	-16.10%
Perth Yearling Sale Growth (By Revenue)	13.49%

## WHAT DOES THIS MEAN FOR BREEDERS?

- Understanding where your horse sits in the market is increasingly important
- Success at sale is no longer passive – it requires preparation, positioning and awareness of demand
- Breeders who align stock with buyer expectations are achieving stronger outcomes
- The market is more selective, making quality and relevance in the product essential

## POSITIONING YOUR STOCK

- Different horse profiles attract different buyer segments:
  - Young mares
  - Older mares
  - Local stallions
  - Interstate stallions
- Increasing importance of targeting the likely buying bench when breeding for sale
- Marketing and presentation of drafts has evolved significantly
- Multiple platforms now exist to promote stock – visibility is critical
- Ensuring your draft is positioned correctly in the market is key to maximising results
- Western Australia remains a strong and viable market for quality stock
- However, it is increasingly competitive, requiring continued focus on standards and presentation



# PEDIGREE

- Black type
- Younger mares
- Successful winning families
- Sires in favour of the market
- Family relations relevant to the jurisdiction
- Prior sale results of siblings

## ***Remember\****

***We can only select from what is bred. If you are new to the industry or would like guidance on breeding, we are here to help!***

# A COLLABORATIVE JOURNEY

Magic Millions Bloodstock Team members are available year-round to assist with stock assessment and provide feedback.

Increased access to inspect stock earlier in the year, particularly during April and May alongside Perth Winter Sale entries, would allow for more informed discussions and assessments ahead of selection.

Our objective is to work collaboratively with vendors throughout the process, providing support and guidance well before the September inspection period.

## SEPTEMBER - ON-FARM INSPECTIONS

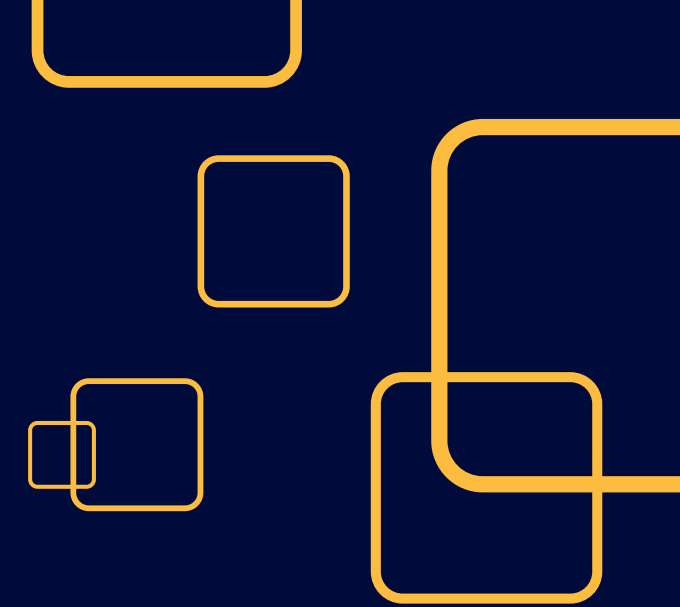
- Bloodstock team inspect stock in the paddocks and discuss with breeders

## OCTOBER - BREEDER FEEDBACK

- Preliminary feedback provided following inspections
- Greater transparency around assessment outcomes and sale placement considerations
- Feedback used to commence discussions with breeders ahead of official confirmation letters
- Opportunity to discuss recommendations, market suitability and potential options

## OFFICIAL CONFIRMATION

- Formal confirmation letters issued following completion of the selection process



***“We are here to help.”***

Barry Bowditch

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