

## ***MEDIA RELEASE***

*Thursday 5<sup>th</sup> August 2010*

### **Greyhound Racing South Australia Appoints New CEO**



After a national search Greyhound Racing SA Limited (GRSA) has appointed Mr Matthew Corby as its new Chief Executive Officer.

GRSA Chairman Ms Roseanne Healy said Mr Corby would use his extensive professional knowledge to further develop the local greyhound racing industry and build its market share.

She said Mr Corby's experience in capital works development, club operations, wagering and betting, programming, marketing and promotion would **optimize** the local racing industry's future growth and sustainability.

His racing industry career began at TABCORP in the mid-1990s where he progressed with successive positions of seniority and responsibility including Network Services Manager and Sportsbet Book Manager.

He served three years as Marketing Manager at Victoria's Sandown Greyhound Racing Club and has been the club's CEO since late 2004.

Ms Healy said Mr Corby's impressive industry expertise and leadership credentials made him highly equipped for the GRSA role.

"His skills and energy, combined with those of our committed management team will position the local greyhound racing industry strongly in the Australian racing calendar," Ms Healy said.

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“He will step into his role with the GRSA in excellent shape. The code lifted its average market share by nearly 0.5 per cent to more than 16 per cent in 2009/10 and our year end operating profit is expected to exceed \$500,000.

“This year we have also secured additional Sunday matinee, twilight, night Sky/TAB time slots, which is all good news for the local industry.”

Mr Corby said he was looking forward to assisting GRSA in the development of a viable and sustainable strategic framework for South Australian greyhound racing.

“These are challenging times for all three codes of racing,” he said.

“The organisations that will succeed are those that can best adapt to the many changes and opportunities that are arising at a national level.”

Mr Corby takes up his new role at GRSA on November 1.

Further Information:

**Roseanne Healy**

*Chairman, Greyhound Racing SA*