



MEDIA RELEASE

New CEO appointed to the Alice Springs Turf Club

THE Alice Springs Turf Club wishes to announce the appointment of highly experienced racing administrator Des Friedrich to the position of Chief Executive Officer of the country's most central racing club.

Friedrich brings a wealth of over 30 years experience to the role. His most recent major appointment was as CEO of both Thoroughbred Racing NT and the Darwin Turf Club between 2003-2010.

Prior to that, he held a number of senior administrative roles in New Zealand racing, including head of the Hawkes Bay Racing Club.

For the last two years, he has served as a member of the Board of New Zealand Thoroughbred Racing.

Friedrich will assume his new role on 27 January next year, taking over from the current CEO Terry Hooton, who is vacating the position after four years' service.

"I am delighted to be appointed to the role and am looking forward to being involved with NT racing once again. My first Alice Springs Cup Carnival will come around in no time and I am relishing the challenge," said Friedrich.

The Alice Springs Turf Club Committee extends its thanks to Terry and his wife Meg for the effort and dedication they brought to the club and local community, and wish them every success in the future.

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