



17th September 2019

Greyhounds Australia (GA) is delighted to announce the appointment of Cherie Nicholl as Chief Executive Officer. Cherie is a commercially astute management executive with over 25 years' experience leading strategy, marketing, commercialisation, partnerships and operational functions of agencies, media, events and not for profit organisations. Her career has been defined by two significant roles with News Corporation and also notably as General Manager of The Royal Easter Show in Sydney.

GA Chairman Anne Marie Harrison said "Cherie impressed during her interview with her emphasis on stakeholder engagement and developing relationships "that go the distance", along with being data driven to inform and validate decisions. She is engaging, high energy and very enthusiastic about the opportunities that greyhound racing and GA present. Cherie will take ownership of the implementation of our recently developed Strategic Plan and work with all parts of the industry to bring the initiatives to fruition, along with overseeing our important core services".

Upon accepting the role, Cherie commented: "I am looking forward to working closely with the greyhound community building on the great work that has been done in recent years. The Strategic Plan is a strong next step in the evolution of the industry and it will be terrific to engage with GA members, participants and broader industry partners to bring that to life. It is an exciting time for greyhound racing in Australia and New Zealand and I am thrilled to be part of it."

Cherie will take up her role on October 23rd.

(Marg Long will continue in the role as interim CEO and may be contacted at the GA office or on marg@galtd.org.au)

Greyhounds Australasia

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