



# MEDIA RELEASE

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Tuesday, 22 July 2008

## RACING VICTORIA APPOINTS NEW CHIEF EXECUTIVE

Racing Victoria Limited (RVL) today announced the appointment of Rob Hines to the position of Chief Executive Officer with effect from Monday 11 August.

The appointment follows the completion of an extensive recruitment process conducted by RVL in consultation with respected international executive search consultants, Fish & Nankivell (part of the worldwide Penrhyn group).

Rob Hines has wide experience internationally and in senior roles within Australia, including as the Chief Executive of AWA Limited and Jupiters Limited.

RVL Chairman, Michael Duffy, said:

“This appointment reflects the RVL board’s commitment to providing the Victorian thoroughbred industry with excellence in leadership.

“Rob Hines is a proven performer with demonstrated experience in organisational transformation, while at the same time achieving maximum outcomes for shareholders and stakeholders.

“He is the right man to take the Victorian industry forward, to meet our unique challenges and implement our new vision for the racing industry.

“His broad experience in the wagering and gaming space, his appreciation for the role of new technologies and recognised abilities as a highly effective negotiator will be a significant asset to Racing Victoria.”

Rob Hines said he was looking forward to his involvement in one of the world’s leading thoroughbred racing industries.

“I have had a life-long interest in thoroughbred racing and am a keen regular racegoer. I am privileged to have been selected to lead the Victorian industry, which I believe has enormous capacity to grow its enviable national and international position.

“I look forward to working with the RVL Board, stakeholders and participants to realise Victorian racing’s full potential. I believe that our future success will be founded on a strong team culture within RVL and the broader Victorian racing community.”

After holding senior international executive positions at *Unisys* and playing a key role in *Optus Vision's* formative years in Australia, Mr Hines was responsible for restructuring AWA and returning the company to profitability after a decade of decline.

Rob Hines was Managing Director of Queensland based wagering and gaming company *Jupiters Limited* from 2001 - 2004, negotiating a \$1.7 billion merger agreement with *TABCORP* that saw shareholders realise a 38% increase in value in just two years.

His most recent position has been as Chief Executive of *VeCommerce UK* (a subsidiary of the Australian based *Salmat Group*). *VeCommerce* develops speech recognition systems for many businesses including wagering operators around the globe such as *UNITAB* and *TABCORP* in Australia and *Ladbrokes* in the U.K

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***Attached: Professional Background of Rob Hines***

*Editors Note: Images of Rob Hines are available by contacting the Communications Manager*

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**Rob Hines – Recent Professional Background**

**Optus Vision**

1994 – 1997

- Director of Pay TV (Northern Region)

**Keycorp**

1997

- General Manager, Worldwide Business Development

**AWA**

1998 – 2000

- Managing Director

**Jupiters Limited**

2000 – 2004

- COO
- MD / CEO

**VeCommerce**

2000 – 2005 (Non-Executive Director)

2005 – 2008

- CEO (Europe)