



AUSTRALIA'S GREATEST DESERT RACE
QUEENS BIRTHDAY WEEKEND 10-13 JUNE 2016

A Message from the Finke President
Post Event 2016

"Can you believe it's been just 6 days since the completion of the 41st Finke and I must say I thoroughly enjoyed this year; coming off a huge 2015. The shift of Scrutineering to the start/finish line, the Ian Moss concert and the buzz around Toby Price were all factors that ensured this year was in my mind, a great success.

To all of those who visited Alice Springs and competed, spectated or volunteered, I congratulate you on your efforts to attend. Over 80% of our competitors come from interstate and with additional crew and supporters this equates to around 5000 visitors. The spend from this group is significant with \$5M expected to be injected into the local economy. Most of you will be home by now.

The Tatts Finke Desert Race is the biggest annual sporting event in Central Australia and with the support of volunteers and sponsors remains accessible and affordable to members of the public. Where else can you compete against both international competitors and the very best in the country.

As President of the Finke Desert Race Club, I am immensely proud of the work of my fellow committee members. All are volunteers and with the support of just one permanent part time employee, they turn out an event that is a benchmark for other events around the country. The new initiatives our IT volunteers (dubbed the A Team) have introduced over the last few years has lifted the professionalism of our resulting and messaging. Our social media content and reach is the envy of many and all credit to the handful that maintain this. Five NT Tourism awards in the past 11 years is testament to the outstanding success of this event.

My congratulations to our Kings of the Desert – Glen Owen and Mathew Ryan in the car division and Toby Price in the bikes division. All were very humble in acknowledging their respective wins and this only enhances their reputation as true champions.

Tonight (Sunday) 60 Minutes will feature a story on Toby Price competing this year and hopefully they will capture much of what makes this Australia's Greatest Desert Race. I encourage you to watch this and provide any feedback. This is the first time that 60 Minutes has covered our event.

New merchandisers were engaged this year and the quality of their product was the determining factor in an early sell out. The merchandisers were very impressed with the good nature of customers who missed out and have promised to do another run. I am pleased to announce that anyone can go online now and purchase a limited range of merchandise post event through our website. Orders for these items will close in a week and they guarantee fast delivery times. I frequently travel interstate and am very proud when I see our brand on clothing worn around the country.

This year was a significant challenge and others will judge our performance when a range of surveys are circulated in the next few weeks. Now the countdown begins for next year.

Stay safe and start planning – only 50 weeks until the circus is back in town"

- Antony "Yoff" Yoffa

