Board Nominations

Cheryl McCormack

RECENT EMPLOYMENT HISTORY

September 2014 - Present

Destination NSW — Project Director ICC Cricket World Cup 2015

February 2012 – October 2012

Repucom International — Senior Consultant

September 2010 – December 2011

Australian Turf Club — Head of Strategy and Product Development

February 2009 - August 2010

Australian Paralympic Committee — Director of Marketing and Communications

2003 – 2008

Sydney Olympic Park Authority — Manager Rugby World Cup/ Sport Consultant

1996 – 2003

Sydney Swans — Director of Marketing

Policy Statement:

My understanding of the business of sport is extensive – firstly as an elite athlete then as a senior commercial and marketing specialist. Having represented Australia at netball and held a scholarship at the Australian Institute of Sport I have a high level understanding of the structure and dynamics of Australian sport.
Currently I am the Project Director for the ICC Cricket World Cup 2015 for Destination NSW. I am responsible for managing, overseeing and executing all facets of the NSW Government's 2015 ICC Cricket World Cup Community Engagement program.

Having worked in the key professional sports of AFL, NRL, Rugby Union Cricket and Racing I have unparalleled insights and understanding of sport in Australia - this knowledge will enable me to make a valuable contribution to NSW Netball.
The next 2 years will be the most important in the history of Netball NSW. With the opening of Netball Central at Sydney Olympic Park and the hosting of the 2015 World Championships the opportunities for the growth of netball in NSW are significant
I believe with my commercial marketing experience and my understanding of netball I am well placed to make a significant contribution to NSW Netball during these exciting times.

Netball NSW
Netball Central
2 Olympic Boulevard, Sydney Olympic Park, NSW, 2127
PO Box 396 Lidcombe NSW 1825

www.netballnsw.com
Phone (02) 9951 5000
Fax (02) 9951 5099
netball@netballnsw.com