

# The Carbine Club of NSW



## Geoff Parmenter

**Born:** January 1968, Tokyo, Japan

**Carbine Club Member since:** 2011 (Member)

**Current employment:** Chief Executive Officer, Events NSW

After over twenty years working in marketing and events, Geoff Parmenter now holds one of the most prominent event roles in Australia as CEO of Events NSW. Geoff was appointed the inaugural Chief Executive Officer of Events NSW in February 2008.

Geoff has gained significant experience in the international events industry, accumulating experience working on three Olympic Games, three FIFA World Cups and four Rugby World Cups between 1990 and 2006. He worked for SOCOG running the Accreditation Programs for the 2000 Olympic and Paralympic Games. Following the success of the Sydney 2000 Games, Geoff joined the Australian Rugby Union (ARU), as General Manager for the Rugby World Cup in 2003, becoming head of the ARU's new marketing and strategy division following the World Cup.

In 2004 Geoff became the Head of Marketing, Communications and Strategy for the newly formed Football Federation Australia (FFA) responsible for developing and driving integrated corporate and brand strategies for the FFA, Socceroos, A-League, and Football.

Geoff is a member of the Brand Sydney Project Team and Director of the Business Events Sydney Board and the Sydney Business Chamber Regional Council.

It is not surprising that Geoff lists all football codes as part of his sporting interests, however, his passion for sport is far broader than that. He lists cricket and tennis amongst his favourites and enjoys keeping fit by skiing and ocean swimming.