



Gaye Scott

Title: Director
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Areas of Speciality:

- Market Research
- Community Engagement

Skills and Experience:

Gaye has a solid background in market research covering product improvements, new product development, comparison of reach and frequency of media options in Cairns market, customer satisfaction research in the shipping, aviation and legal fields, brand awareness and attitudes of customers in the education field. Her research experience covers design of research methodology, preparation of questionnaire, fieldwork, interpretation and analysis of data collected and provision of written reports.

Gaye's community engagement experience includes managing resident complaints regarding aircraft noise and other impacts from airport operations. Gaye has worked on community consultation regarding development projects in or adjacent to World Heritage Listed rainforest and on beachfront land and has managed the public consultation phase for two Council planning schemes. Her experience encompasses designing community engagement plans, chairing public meetings, identifying stakeholders and managing media.

Summary of Work History:

Gaye has been working in the marketing field for over 25 years. Her experience spans a diverse number of industries to include consumer products, the food service industry, media, finance, tourism, aviation and maritime. It also encompasses a number of roles including market research analyst, product manager and marketing manager.

After starting her career at Egg Farmers of Victoria as product manager, Gaye moved into a market research role and Bowater Scott. In mid 1980, Gaye moved to North Queensland and worked at The Cairns Post in the advertising department and then moved to take up a marketing position at Northern Building Society, now Bendigo Bank.

Gaye joined Cairns Port Authority's marketing department in 1990 – primarily assisting with the opening of the new International Terminal at Cairns Airport and in 1992 was appointed marketing manager, responsible for the marketing of both the airport and seaport. In 1998 the role was expanded to incorporate management of the retailers and concessions in both the international and domestic terminals at Cairns International Airport.

In the two years prior to co-founding The 20/20 Group, Gaye fulfilled the role of marketing manager at MacDonnells Solicitors (now MacDonnells Law), a statewide law firm.

Other:

Gaye has an Associate Diploma of Marketing, is secretary/treasurer of Northern Development Industry Association and is a member of Cairns SKAL.