



## Meet Cassandra Duffill – Candidate for Wright

- Dynamic Entrepreneur
- Pro-choice Advocate
- Loving Wife & Mum
- Passionate About Helping People

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Cassandra Duffill was born in Melbourne, relocating with her family as a young child to the Gold Coast. A Gold-Coast girl at heart, she completed primary school, high-school, and university locally, before relocating to Sydney in 1998 to start her marketing career. Spending several years in both Sydney and Melbourne, Cassandra worked in corporate marketing for some of the biggest brands in the country, including McDonald's head office & Melbourne Airport, before returning to the Gold Coast to raise a family.

Personal interest led Cassandra to natural therapies and she returned to tertiary studies in her 30's, winning a national scholarship to study a Bachelor of Health Science in Naturopathy. In 2014 she launched her naturopathic business and in 2020 added a business marketing consultancy.

Her love of helping and supporting people has always been evident. In her early career she was keen to take on client-facing roles in difficult situations, as she had a knack for supporting people in crisis. The last decade has seen her support clients with chronic health conditions and build a loyal client base, many of whom she has the honour to call friends.

Not from a privileged or political background, Cassandra's parents were hard-working, average Australians. Her father was a spray painter and her mother worked various roles, including a supermarket cashier, before being diagnosed with Multiple Sclerosis when Cassandra was young. A victim of medical negligence herself, Cassandra is one of many thousands of women nationwide injured by pelvic mesh.

Cassandra is a dynamic entrepreneur with a particular interest in supporting small business and the employment opportunities this offers the local community. She has a personal passion for the health and wellness industry and our tourism sector. Due to her personal and family experience, she is also a keen advocate for the disabled and those suffering due to medical negligence.

Cassandra loves home and family above all else and you'll often see her out and about in the area with her husband and two boys, taking walks and enjoying the outdoors. An avid gardener, you'll see pictures of her home veggie patch and pet chickens on her social media.

A unique voice in the political landscape, Cassandra offers both a fresh perspective and the passion of someone who is a pro-choice advocate, and who wants to see positive change in our country.

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