



COMMITTEE MEMBER PROFILE

LIZ CUNNINGHAM

Committees: ACADA Executive Committee & Executive Sub Committee

Role: Marketing Coordinator / Make & Take Coordinator / Steward

Q. How long have you been involved in the cake decorating industry?

I've been passionate about baking all my life, however only started my cake decorating business since retiring from my political career.

Q. What have you achieved in our industry that makes you feel super proud?

I'm super proud to belong to ACADA and to be part of a cake decorating community that embraces regional and country decorators regardless of whether they are hobbyists, home operators or professionals. I love that ACADA is passionate about encouraging others to take up cake decorating and that it's inclusive. I love being a voice for those from regional, country and remote areas on the committee.

Q. What do you love about our industry?

That it allows you to express your creativity. Cake decorating is definitely a form of art, however it has far more benefits than artistic expression alone. It has many therapeutic benefits. It's a place to escape for those who suffer anxiety, have special needs and even those suffering from domestic violence. ACADA provides an environment where you can compete or participate in workshops or demonstrations without concern, you'll be criticized if you aren't experienced or confident enough.

Q. What did you do before joining this industry?

I was the Independent Member for Gladstone within the Queensland Parliament for many years. I've always been actively involved within the community. I believe when you give back without

expecting anything in return, that you receive back naturally. That's why I named my cake decorating business "Give Sweetly" and why I joined and remain so committed to ACADA.

Q. Why did you join ACADA?

I've travelled from Central Queensland to attend most of ACADA's shows and attended many of their workshops. Each time I visited I was amazed at the dedication and commitment of the show and workshop teams. I joined ACADA because I believe in what they are trying to achieve. I love that they are a not-for-profit association that genuinely wants to give rather than receive. I also believe they offer their members great services. I've subscribed to their cake decorator's insurance for several years and believe it's one of the most comprehensive, economical policies on the market. It certainly covers the needs of my home-based business.

Q. What do you hope to achieve in your new role?

I look forward to working with the Executive team for my second year. I hope to continue to identify and recommend grant opportunities and to also offer ideas that represent everyone within our community.