



President Zoe's Message

I am incredibly honoured and absolutely thrilled to be the new National President of ACADA, leading an exceptional group into what is a very exciting time for the Association but also for the industry.

ACADA is a community of hobbyists, enthusiasts and professionals who support and encourage each other to be their best creative selves. We seek to empower and achieve whilst forming lasting networks and lifelong friendships. The sense of community that is formed from like-minded friends is powerful. It is much more than just throwing together flour and sugar, the sweetness runs deep in our veins, and is part of our lives, our families and our stories.

Although I no longer have the joy of working with cake, over the last 12 years I have had the privilege to work alongside the brilliance and passion of many and I have a deep appreciation for the experience I have gained working in various parts of the industry, from selling supplies, teaching classes to operating my own small business, not to mention the many competitions and collaborations I have had the privilege to participate in.

As an individual, I thrive on encouraging the development of others. I drive innovation and love to break the mould with future orientation. As a President I will seek to support, to inspire and facilitate growth in our members and our industry partners, to provide the leadership to propel ACADA to set the standards nationally but also on an international scale.

I must say a mammoth thank you to Past President Joan, Mary, our previous board members and Competition Team. Without their vision, passion and selfless devotion, ACADA would fail to exist. We, as the new board, have huge shoes to fill however I am confident that the new Executive Board and Committee possesses the leadership, innovation and dedication to guide ACADA into the future.

Thank you too to the unwavering support of our industry partners and sponsors. The alignment of vision, with industry leaders has resulted in our industry being recognised for not only the happiness it brings to people every single day, but also as a unique artform.

I look forward to working with the ACADA team to continue to provide world class workshops, and competitions such as the Ultimate Australian Cake Decorating Competition and the Australasian Cake Oscar Awards, social events and of course, the International Cake Show Australia, which has grown in expertise and interest each year.

I know from experience, that this industry can take you to places you have never imagined and that ACADA will take you there.

Thank you for your support. I look forward to working with and for all members in 2023.

President Zoe

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ACADA National President

