



COMMITTEE MEMBER PROFILE

DAN GREENSILL

Committees: ACADA Executive Sub Committee

Role: ACADA ICSA Competition Steward

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

I've been in the baking industry since 2000 when I started my baking / pastry chef apprenticeship, so coming up to 23 years. I became a qualified Baker / Pastry Chef in 2004 and spent the following years work in many baking environments I had always been interested in cake decorating, however didn't start my cake decorating business "Dan's Creative Cakes" until a few years back.

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

Some major achievements would be placing 1st in my 1st ever ACADA Cake Show with my Black Panther Bust entry. Also taking the massive challenge and entering my 1st major sugar feature in the "Battle of the Sugar Giants" category with my marvel hero's 3m x 3m display piece and winning. I'm also super proud of having the courage to enter this year's Battle of the Sugar Giants with my life-sized Bumble Bee Transformer Car Cake. It certainly was an enormous challenge, that tested me every step of the way. I was thrilled to see that visitor and the media loved it.

Q. What do you love about our industry?

For me in custom cake making, I love the opportunity to create realistic, unique and cakes that just blow people's minds. I love to do things differently and always trying to think of new ways or techniques to use.

Q. What did you do before joining this industry?

I left school in grade 11 and jumped straight into a full-time baking pastry chef apprenticeship and have been grinding away ever since. Always looking for new opportunities to improve and challenge myself within the industry.

Q. Why did you join ACADA?

I love how welcoming and supported I was made to feel when I joined the ACADA family and started to compete, it inspired me to believe in my ability, challenge myself and to just jump in and give it a go. The people and businesses associated are so supportive

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

I hope to continue to learn from the talented and knowledgeable judges and fellow cake artists that are involved within the show. And I hope that I can inspire more people to believe in themselves, challenge themselves and to have a crack and get involved within the show environment.