



COMMITTEE MEMBER PROFILE

DAX WILDING

Committees: ACADA Executive Sub Committee

Role: Workshop Assistant

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

After my 5th baby was born, I decided it was time to be a stay-at-home mum, but by then my love of baking turned into a business – Tasty Bakes & Wedding Cakes was established way back in Feb 2011

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

I'm proud that I've built a long-term sustainable business based on the code of conduct set by ACADA. I believe having strong industry standards will help our industry grow as well as everyone within it. I'm proudly South Australian based and proud that we source all ingredients locally, supporting local farmers and growers, and we bake everything from scratch. Our cakes and bakes are freshly made to order, or to buy directly from any of the events, fairs or markets we attend. We will never use wholesale, packet mix or ready-made cakes or other products. We use only free-range eggs and natural flavourings where possible, including our signature vanilla extract, home-made using the finest grade AAA Madagascan Vanilla Pods.

Q. What do you love about our industry?

Everything! However, my favourite part of my job is creating beautiful wedding cakes with sugar, wafer or buttercream flowers – the possibilities are endless!

Q. What did you do before joining this industry?

I worked for a construction company in the UK for many years before starting up my business back in 2011. I relocated to South Australia 9 years ago and carried on my caking.

Q. Why did you join ACADA?

I first joined ACADA in the year it first started, way back in 2017. I love the camaraderie of the Australian cake community – there's always someone to bounce ideas off and to get support from, which is exactly why I joined ACADA!

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

With regards my new role, I'm looking forward to helping wherever and whenever I'm needed, to bring support and encouragement to those wanting to learn the magic of sugar craft.