



## COMMITTEE MEMBER PROFILE

# SARAH MADDISON

**Committees:** ACADA Executive Advisory Committee

**Role:** Victorian & Tasmanian Ambassador & Members Representative

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

I began my journey in the baking industry as a self-taught baker 15 years ago producing fondant cakes for weddings and events from a home kitchen.

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

My passion for baking and design developed into a business that became Sarah Maddison Creative, where I manufacture tools for home and professional bakers so they can apply my hand drawn designs to their baked goods.

**Q. What do you love about our industry?**

I love the baking industry firstly because of the likeminded, kind and creatively passionate people that are in it, I also love the freedom and joy that comes with baking and to share in other people's joy that their work brings them.

**Q. What did you do before joining this industry?**

Before I joined the baking industry I worked in marketing and design, although I did start baking cakes as a hobby from a child, it has always remained passion.

**Q. Why did you join ACADA?**

I joined ACADA to stay informed about what is happening in the baking world, to meet like-minded people and am interested in what bakers are making.

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

I would love to help invite more members to ACADA, engage with current members about things they may need support with and be involved in the amazing show again and help to grow that and keep people passionate about baking because it really is a way to celebrate people and their talents, achievements and growth.