



## COMMITTEE MEMBER PROFILE

### ZOE BYRES

**Committees:** ACADA Executive Committee

**Roles:** National President & ACADA Chief Steward

**Q. How long did you been working in the cake decorating industry?**

I have worked in the industry in various forms for over 12 years. I started my own baking business as a part time thing but it quickly became an all-consuming hobby being my full time job and arguably forming part of my identity.

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

There are so many things I feel proud of achieving, having won many collaborations and prizes over the years. What truly makes me proud though is seeing individuals I have taught, encouraged or inspired join competitions, start businesses and be a part of the cake life. The impact I have been fortunate to have on others is, without doubt, the proudest thing I have achieved.

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

It is a privilege to bring happiness to people every day, with birthday cakes and small sweet gifts and awe to faces with giant cake installations and creating things a little outside the (cake) box. I love the challenge and creativity of my time in the industry, but I also adore the people I have met along the way. Some of my best friends are cake mates, they are the best.

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

Before joining the industry, I worked in law, having returned as a Solicitor in recent years after closing my cake studio. The black and white of the legal industry lacked the creativity and interaction I loved when working in cake. I now have a rewarding role for the Queensland Government but keep my hands in icing as a hobby.

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

I joined ACADA very early on seeking a sense of community I was struggling to find elsewhere in the industry. I found fresh thinking, unmatched opportunities and unrivalled networking connections.

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

I am honoured to continue to be a part of ACADA and am thrilled to be the new National President. I hope to provide a safe set of hands to take over from Joan's incredible vision and to provide leadership to continue to drive growth and innovation in the industry. I am also very excited to be able to assist with the Ultimate Cake and Cookie Decorating Competition at the International Cake Show Australia, encouraging and inspiring artists to exceed their own creative expectations.