



COMMITTEE MEMBER PROFILE

ZOE CLARK

Committees: ACADA Executive Committee & Advisory Committee

Role: Vice President / Bridal Industry Representative / ACADA Australasian Cake Oscar Awards Manager / Workshop Manager

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

My love and interest for food and design was from an early age. As a child I spent much of my time baking and decorating cakes with my mum and working on all kinds of exciting art and craft projects.

I've had more than 14 years' experience in both the wedding industry and cake world in Australia and overseas. I've been privileged to have my work featured in leading international bridal and sugar craft publications and many celebrities including Royals as clients. I've published eight cake decorating and sugar craft books and taught my favourite techniques to students around the world and also online.

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

Being recognised for having a unique style and having Zoë Clark Cakes frequently feature in international sugar craft and bridal titles. My main inspiration comes from fashion and beautiful fabrics with different textures and finishes. In 2011 I designed a range of wedding and celebration cakes for Fortnum and Mason, which also commissioned me to make a cake for Her Majesty the Queen to celebrate her Diamond Jubilee.

I'm super proud that I've developed my own style that's now recognised worldwide. I just love our industry and am so proud to have received many awards, especially those I've received from ACADA. I've competed in the ACADA Australasian Cake Oscar Awards Haute Couture Wedding Designer of the Year Awards and have won several times. This award is no mean feat but worth

the effort. I love that this award, makes every competitor stretch their boundaries outside their comfort zone. To have won several times makes me super proud.

Q. What do you love about our industry?

Absolutely everything. I love the cake and sugar craft world and everyone in it. It's a very special community and I can't wait to become even more involved through my new roles with ACADA.

Q. What did you do before joining this industry?

I initially followed the path of foreign languages, graduating from Bath University, however my true calling was more creative. I enrolled in cookery and patisserie classes while working at some of Australia's most illustrious restaurants.

It wasn't until returning to the UK in 2006, that I spent my first year learning the basics of cake decorating, taking classes and working in some of London's best bakeries. Soon after, I set up my own business from home. That was the beginning of this wonderful journey.

Q. Why did you join ACADA?

I've been involved with ACADA in one way or another through International Cake Show Australia and the ACADA Australasian Cake Oscar Awards for many years. I wanted to formalise my association and to become more involved. This in my opinion is the ideal way I can help give back to our industry on a local and global basis and to help it grow.

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

When the ACADA AGM nominations opened I got so excited. I love this association and what they stand for and just wanted to get more involved. I've taken up several roles and am super keen to help ACADA reach international levels and to be showcased even further on the world stage. If you'd like to support me in any of the areas I manage, please put your hand up. I'd love to hear from you.