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SOFITEL BROADBEACH
81 SURF PARADE,
BROADBEACH QLD 4218

AUSTRALIAN SOCIETY OF BAKING CONFERENCE



Wednesday 15th October 2025

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MESSAGE FROM OUR CHAIRMAN



What a busy year 2025 it's already been.

Your board and our amazing sub-committees have been working tirelessly to get ready for this year's conference, we had our amazing brunch on LA Judge day and have been busy preparing this year's scholarships.

We have decided to give the scholarships a revamp and now will be known as the Australian Baking Scholarships. The board would like to thank our Event Partner Peerless Foods/EOI for their ongoing support of the scholarships and their assistance with the renaming.

Moving forward in 2025 our focus is squarely on what more we can offer our members. As well as the conference, brunch and scholarships we are developing a series of informational videos and looking at technical papers and possibly courses that can be offered to members in the future.

If you have any thoughts or suggestions in this area please email our board and sub-committee members on austsbaking@gmail.com they would love to hear from you.

Stewart Baird

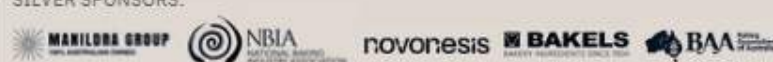
Chairman ASB Committee



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AGENDA

8:00am - 8:30am	Registration	
8:30am - 8:35am	Welcome & Apologies	Imran Ibrahim
8:35am - 8:45am	Reading Of Creed	Cherrie Wilson
8:45am - 8:50am	Introduction to Morning Session	Andrew Grace
8:50am - 9:25am	Artisan to Industrial: Streamlining Hygiene Across Bakery Operations	Karin Blacow - Commercial Food Sanitation
9:25am - 9:55am	Consumer trends, the 'major consumer' and 'influential consumers'	Victoria Clem - Allied Pinnacle
10:00am - 10:30am	Morning Tea - Lucky Door Prize	Andrew Grace
10:30am - 11:10am	Fibre & Protein	Mark Baczynski - Manildra
11:15am - 11:50am	Behind the Bake: A Real-World Approach to New Product Development (NPD)	Stewart Eddie - ASKAFOODTECH
11:50am - 12:00pm	Presentation New Members & Morning Wrap Up	Imran Ibrahim
12:00pm - 1:00pm	Lunch - Lucky Door Prize	Andrew Grace
1.00pm - 1.10pm	Introduction to Afternoon session	Jeff Fielke
1.10pm - 1:45pm	Australian Milling	Katherine Sherrie -FPM Cereal Milling Systems
1:45pm - 2:15pm	Beyond Taste: How Texture Shapes Bakery Innovation Across Asia Pacific	Kemilyn Ferraz - Ingredion
2:15pm - 2:30pm	Chair to Close Conference	Imran Ibrahim
3.00pm - 4.00pm	AGM & Board Meeting (Sorrento Room)	Committee & Members
6.30pm	Chairmans Dinner Pre-Dinner Drinks (Sorrento Room)	



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ASB CONFERENCE 2025

OUR GUEST SPEAKERS



Karin Blacow

Position: Senior Lead Food Safety Specialist

Company: Commercial Food Sanitation (CFS)

Keynote Topic: "Artisan to Industrial: Streamlining Hygiene Across Bakery Operations"

Bio: With over 20 years of experience, Karin Blacow is a seasoned expert in food safety, currently leading initiatives at CFS. She is dedicated to promoting a proactive food safety culture through training and strategic guidance. Karin's focus is on reducing food safety risks by integrating sanitation into every aspect of food production.

Victoria Clem

Position: Head of Cake, Muffin & Donut Innovation

Company: Allied Pinnacle

Keynote Topic: Consumer trends, the 'major consumer' and 'influential consumers' and how that inspires product development

Bio: Victoria Clem is renowned for her innovative approach to bakery product development. Leading the innovation team at Allied Pinnacle, she blends creativity with practical insights to drive new trends in cakes, muffins, and donuts. Her participation in global events like the IBA trade fair informs her forward-thinking strategies.



Stewart Eddie

Position: Food Technologist

Company: ASKAFOODTECH

Keynote Topic: "Behind the Bake: A Real-World Approach to New Product Development (NPD). Subtitle: How a robust NPD process helps bring bakery ideas to life — from concept to commercialisation."

Bio: Stewart Eddie offers over two decades of food manufacturing expertise. Through ASKAFOODTECH, he provides straightforward advice on navigating compliance, allergens, and regulations, helping businesses from concept to market.



ASB CONFERENCE 2025

OUR GUEST SPEAKERS



Katherine Sherrie

Position: Business Development Manager

Company: FPM Cereal Milling Systems

Keynote Topic: From Mill to Oven: Strengthening the Link Between Milling and Baking

Bio: Katherine Sherrie is instrumental in the growth of her family's milling business. Her background in marketing and her ongoing education in flour milling inform her strategic vision. Katherine is recognized for her leadership and contributions to both the milling and marketing industries.

Kemilyn Ferraz

Position: Marketing Executive, ANZ

Company: Ingredion

Keynote Topic: "Beyond Taste: How Texture Shapes Bakery Innovation Across Asia Pacific."

Bio: Kemilyn Ferraz leverages her diverse experience to drive marketing strategies for Ingredion. Her focus on texture innovation and clean label solutions enhances bakery and snack segments in the ANZ region, ensuring alignment with customer needs and industry trends. Join us at the Bakery Innovation Conference 2025 for inspiring insights and cutting-edge topics presented by industry leaders.



Mark Baczynski

Position: Group Technical Manager

Company: Manildra

Keynote Topic: Fibre & Protein

Bio: Mark started his career at Defiance in the R&D department developing and designing fermentation systems for bakery application. Whilst there, he also completed a Churchill Fellowship on bakery waste reduction. Mark then worked at Bunge and Goodman Fielder in a variety of technical roles encompassing quality and process optimisation before joining Manildra in 2000.

Mark worked in the Manildra USA office for 4 years where he developed a range of proteins to be used in low carbohydrate formulas before returning to Australia where he currently serves as Group Technical Manager. In addition, he sits on the advisory board at the University of Queensland, St Lucia and has written numerous articles in journals such as Baking and Snack, Cereal Foods World and Food Product Design.

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AUSTRALIAN SOCIETY OF BAKING



ASB BRUNCH MAY 2026

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