



2011 Australian Packaging Design Awards

Packaging is important! And these awards recognise and reward innovation, talent, effort and execution!

For us as consumers, packaging fulfils its primary role of preserving, protecting and providing information about the product. In saying this, however, over the years, the role of packaging has moved forward significantly.

Consumers have become much more demanding and more knowledgeable. They want packaged products to fit in with their busy lifestyles and ways. Companies are being required to do more, but with less packaging.

Competition has increased, and labelling requirements have become more demanding as consumers and governments want more information on the pack about its contents.

Freshness, convenience and product sizes that meet their particular needs are now demanded. The design of packaging has advanced both graphically and functionally. Society demands are being met,

an example being easy opening packs for those with physical disabilities (ie, arthritis sufferers).

Tamper-evidence devices have improved and are now in widespread use, new packaging requirements have been introduced to assist with the preparation of quick and easy meals and consumers also want their packaged products to take into account the environment and sustainability.

The Australian Packaging Design Awards (APDA) is an annually run competition for brand owners, designers, retailers, manufacturers and raw material suppliers to enter their packaging creations in a wide variety of categories.

Companies are urged to submit creations that are reflective of our world, our demands and our needs as we see them today.

About these awards

The APDA provide an opportunity for companies that

produce and use packaging to showcase their packaging designs on a national stage. There is a range of categories that include:

- Innovation
- Accessibility
- Beverage packaging
- Sustainability
- Brand design
- Labelling
- Family of packages
- Fresh food and table ready
- Packaging for industry

The judges are a team of knowledgeable industry professionals with a wealth of experience amongst them. Their areas of expertise cover all facets of the packaging and design industries.

The benefits

Participating in the awards has helped companies launch new products into the market, improve their corporate positioning as an industry leader,

2011 key dates – Mark your diary!

Friday, June 17	Registration closes
Friday, July 15	Packages to be received for judging
Mon, July 25 – Wed, July 27	Judging
Mid-August	Finalists advised
Thursday, October 13	Awards Presentation Dinner (winners announced)

For more information on the awards, visit www.pca.org.au/awards2011/apda or contact:

Jen Salem
 Awards Manager
 Telephone: 03 9690 1955
 Email: jennifer@pca.org.au



increase their business profile and build media and brand awareness on national and international scales.

These awards recognise and celebrate companies that are imaginative, innovative and creative in producing packaging of a high standard.

Any company can enter the awards, but the package submitted must have a significant Australian contribution in design and/or manufacturing and/or intellectual property.

Who organises the

awards?

The Packaging Council of Australia (PCA) conducts these awards annually. The PCA is the leading national packaging association representing companies throughout the entire packaging supply chain – raw material suppliers, manufacturers, brand owners, designers and retailers. For more information on the PCA, visit www.pca.org.au.

The PCA Awards Dinner

The 2011 PCA Awards Presentation Dinner is being held on Thursday, October

13, at Peninsula, Docklands in Melbourne. This event is a highlight on the industry calendar attracting over 450 people. Winners in the Australian Packaging Design Awards are announced as well as winners in the Southern Cross Packaging Design Awards, for tertiary students, and the National Schools Packaging Design Challenge, for primary and secondary school pupils. The evening is entertaining and provides a fantastic chance to network with the industry. ■

