

PACKAGING COUNCIL OF AUSTRALIA

- TEACHER SUBSCRIBER BENEFITS -

The PCA is the peak national association for companies in the packaging supply chain. Our office is located in South Melbourne, Victoria. Our staff of five is focused on the national and international issues of direct interest and concern to our members.

There are numerous, important issues facing companies in the packaging supply chain – environmental (recycling, litter, producer responsibility etc.), sustainability (greenhouse, energy and water usage etc.), supply chain, retailers, standards - to mention just a few. It is essential that the views of packaging companies be clearly and explicitly stated in the formation of government policy and in the public debate on these and other relevant issues.

Following are the benefits of our teacher subscriber status:

PUBLICATIONS

Our regular member publications are:

- **Media Glance** is e-mailed weekly to the nominated recipient(s) of PCA member companies. It provides details of articles on packaging and packaging related matters that have appeared in the previous week's Australian mainstream newspapers and major weekly magazines. Copies of the full articles can be faxed to members or e-mailed on request.
- **Packaging News** is an electronic media monitoring service. It comprises a concise daily overview of any packaging related information gained from international and Australian newspapers, websites and other sources. There is no cost to members for access to Packaging News electronic media articles.
- **Packaging Exposé** is e-mailed regularly to members and keeps them informed on major issues facing the packaging supply chain and the PCA.
- The PCA half-yearly **Bulletin** provides details of divisional functions - past and future, what's happening at the PCA, educational issues as well as other major issues within the packaging industry.

EVENTS

The PCA conducts regular **dinner meetings** in Sydney and Melbourne and have commenced quarterly meetings in Brisbane. Subscriber Status Teachers receive a significantly discounted rate to attend the dinner meetings.

These dinners provide members and their guests with the opportunity to hear from speakers addressing topical issues of interest to the packaging supply chains. They also provide useful networking opportunities. The speakers at these functions continue to provide interesting and controversial perspectives.

The presentations given by speakers can only be viewed by members and subscriber status teachers on the PCA website.

Examples of presentations from 2008 available on our website include:

"Fonterra - Brands & Packaging"

Presentations by:

David Hughes, GM Innovation, **Fonterra**

"Packaging - Retail & Design Perspectives"

- **Perfection Fresh**

Presentations by:

Michael Simonetta, Chief Executive Officer, **Perfection Fresh**

"Mars and PricewaterhouseCoopers"

- **Insights into Brandowners, Retailers and Consumers**

Presentations by:

Craig Jackson, Commercial Director, **Mars Petcare Australia**
Brendan Gibbs, Director, Retail and Consumer Practice,
PricewaterhouseCoopers Australia

"Haymes Paint, National Foods & Go Natural"

- **Packaging, Consumers, Suppliers and Future Trends**

Presentations by:

Jamie Freeman, National Sales & Marketing Manager, **Haymes Paint**
Wendy Gregson, Manager - Consumer Innovation & Insights, **National Foods Lt**
Kate Worth, Director, **Go Natural**

"Supermarket Trends - Global & International"

Presentations by:

Andrew Seth (International Supermarket Guru),
Co-Author of the highly acclaimed book "Supermarket Wars"
Former Chairman of Lever Brothers, UK and the Added Value Group.

Rod Evenden, Senior Business Manager Grocery, **Woolworths Limited**

Caroline Lloyd, Senior Manager Retailer Services, **The Nielsen Company**

"A Brandowner & An Innovator: Chocolates & Bioplastics"

Presentations by:

Emma Barnett, Marketing Manager, **Hillier's Chocolates (Ernest Hillier)**

Brendan Morris, CEO, **Plantic Technologies**

"Brand Owners Forum: Coca-Cola & Nestle Australia"

Presentations by:

Mr Jeremie Bohan, Packaging Innovation Manager, Coca-Cola South Pacific

Mr Paul Haberland, Packaging Specialist - Oceania, Nestle Australia

"Packaging Change & Innovation - Sustainable Packaging in AUS"

Presentations by:

Mr Matthew Anelli, R&D Packaging/Specification Management, Kraft Foods Australia

Mr Peter Anstice, Manager, Perseco Australia (representing McDonald's)

Mr Wes Bray, National Agri Business Market Manager, Amcor Fibre Packaging

"The Influence of Sustainability"

Presentations by:

Ms Armineh Mardirossian, Group Sustainability Manager, Woolworths Limited

Mr Les Amy, General Manager, Australian Inhibitor

AWARDS PROGRAMS

In order to broaden the public's understanding of packaging and to encourage excellence and innovation, the PCA conducts a **series of Awards which are run annually**.

Sponsorship of these Awards is restricted to PCA members.

These include:

- * **National Schools Packaging Design Challenge (senior primary & secondary students);**
- * **Southern Cross Package Design Awards (tertiary students);**
- * **Australian Packaging Awards (industry)**

These Awards are conducted throughout the year, with winners announced at the Presentation Dinner held at the Grand Hyatt Hotel in Melbourne in October. This night is a highlight of the packaging industry calendar and the event is a sell-out. Attendance is limited to members and their guests and the Award winners. Winners and photos from the 2008 Dinner can be viewed on our website: www.pca.org.au/?id=13#AWARDS08

EDUCATIONAL ACTIVITIES

* An **Industry Brochure** was produced at the beginning of 2007 to provide the public with general knowledge on packaging. To date, they have been sent out to all Federal and State parliamentarians, local councils (a number of whom requested multiple copies) as well as being handed out at presentations conducted by the PCA at schools and expos and provided to member companies for their own use. The brochure is funded by member contributions.

* **The Pack pack® - Packaging Unwrapped** (a primary school resource guide for teachers) has become a success in educating students and teachers about the roles, functions, benefits and future possibilities of packaging. In schools, packaging is often perceived as purely a waste issue. The Pack pack®, produced with member contributions, combats this limited understanding. The Pack pack® was published in Victoria in July 2006 and was launched nationally in February 2007. Nearly 400 schools are already working with The Pack pack®. The current cost to teachers for this resource is \$55.

* **Text Books for Secondary Schools;**

* **Packaging and Marketing Case Studies for Schools: 2.6 seconds to beat your competition –** Published in late 2007 in conjunction with PKN magazine, this text provides 18 case studies with activities aimed at educating senior secondary business and design students on the importance of packaging in company marketing strategies. The current cost to teachers for this resource is \$20.

* **Packaging Unwrapped** is a series of four titles for the following secondary school disciplines: Geography, Art, Design & Technology, English as a Second Language and Values Education. These titles cover all the tricky issues in packaging such as labelling, marketing, laws, consumerism, food miles, societal needs and wants and the changing demographics of Australia. The current cost to teachers to \$10 per title.

ENVIRONMENTAL ISSUES

Environmental issues, in particular, sustainability and the National Packaging Covenant are a major focus of our activities. It is important to ensure that the Covenant produces real environmental benefits.

- **Australian Packaging – Real Examples of Change and Innovation** – This booklet, produced by the PCA, promotes environmentally conscious packaging designs and processes. Targeting Ministers, media and the general public, this booklet helps to communicate the role companies in the packaging supply chain are playing to minimise their environmental footprint. The second edition was published earlier this year.

- **Sustainable Packaging** – The PCA Board has commissioned a report on “The Status of Sustainable Packaging in Australia”. This Report, prepared by independent consultants based in Australia and the United Kingdom has now been finalised. The Report is a major landmark document. It benchmarks the performance of Australian packaging on sustainability, documents the progress made, and makes recommendations for future action.

COMMITTEES

The PCA is represented on a number of organisations of importance to the packaging industry, including GS1 Australia Limited (formally EAN Australia), as well as various Committees of Standards Australia which consider issues such as biodegradability, tamper evidence, recyclability, dangerous goods and metal containers.



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TEACHER SUBSCRIPTION RATES 2009

FREE TEXT TITLE	PRIMARY & SECONDARY TEACHERS	SUBSCRIPTION RATE \$	+ GST \$	TOTAL \$
Packaging and Marketing Case Studies for Teachers: 2.6 Seconds to Beat Your Competition	Secondary	50	5	55
Packaging Unwrapped: An Art, Design and Technology Perspective	Secondary	50	5	55
Packaging Unwrapped: An ESL Perspective	Secondary	50	5	55
Packaging Unwrapped: A Values Perspective	Secondary	50	5	55
Packaging Unwrapped: A Geography Perspective	Secondary	50	5	55
The Pack pack® - Packaging Unwrapped	Primary & Lower Secondary	68	7	75
No free text	Primary & Secondary	50	5	55



TEACHER SUBSCRIPTION APPLICATION FORM

Please write clearly.

Name:

School Name:

Address for Correspondence:

Telephone:

HEREBY APPLIES FOR TEACHER SUBSCRIPTION STATUS OF THE PACKAGING COUNCIL OF AUSTRALIA INC.

Teaching Area (please circle):

Primary Teacher

Secondary Teacher

Student/Pre service Teacher

Other (please specify below)

Brief description of teaching areas e.g. generalist, Food and Technology Teacher etc.

If insufficient space, please attach additional information separately.

Proof of Teacher Status:

Registration Number (this will not be kept on record, for identification purposes only):

Email Address at School (compulsory for identification purposes):

School Stamp if registration number not available:

Alternative Email Address if you prefer to receive communication not at your school email address:

Choose Your Free Resource Title (circle one – Subscriber rate for that title in brackets):

The Pack pack® (\$75)

Packaging and Marketing Case Studies for Schools: 2.6 Seconds to Beat Your Competition (\$55)

Packaging Unwrapped: An Art, Design and Technology Perspective (\$55)

Packaging Unwrapped: An ESL Perspective (\$55)

Packaging Unwrapped: A Geography Perspective (\$55)

Packaging Unwrapped: An ESL Perspective (\$55)

Regular Correspondence by email (Please circle what you would like to receive):

Media Glance (Weekly on a Monday)

Expose Newsletter (Monthly)

N.B.: Subscriber rate FEES MUST ACCOMPANY THIS APPLICATION FORM.

Signature of Applicant _____

Date: _____