



# PIDA

AUSTRALASIAN  
PACKAGING  
INNOVATION & DESIGN  
AWARDS 2025

## AWARD CATEGORIES

### PIDA AWARD CATEGORIES

Food • Beverage • Health, Beauty & Wellness • Domestic & Household • Labelling & Decoration  
Outside of the Box • Sustainable Packaging Design • Save Food Packaging Design  
Accessible & Inclusive Packaging Design • Marketing • Young Packaging Professional of the Year  
Industry Packaging Professional of the Year • Packaging Technologist of the Year - NEW  
ABA Diploma in Packaging Scholarship • ABA Certificate in Packaging Scholarship

## APPLICATIONS CLOSE 24 JANUARY 2025

### ANZ EXCLUSIVE ENTRY POINT: WORLDSTAR PACKAGING AWARDS

MEDIA PARTNERS



SCHOLARSHIP PARTNER



COORDINATED BY



ENDORSED BY



ANZ EXCLUSIVE ENTRY TO



**WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS**

# 2025 AUSTRALASIAN PACKAGING INNOVATION & DESIGN AWARDS CATEGORIES



Coordinated by the Australasian Institute of Packaging (AIP), the 2025 Australasian Packaging Innovation & Design (PIDA) Awards are designed to recognise companies and individuals who are making a significant difference in their field in Australia and New Zealand. The PIDA Awards are the exclusive award program for all Australia and New Zealand entries into the prestigious WorldStar Packaging Awards, which are coordinated by the World Packaging Organisation (WPO).

NB: Should you wish to enter the same product in multiple categories the first entry will cost \$500 + GST with additional category entries costing \$150 + GST per entry.

The Design Innovation of the Year company awards will recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

1. Food Packaging Design
2. Beverage Packaging Design
3. Health, Beauty & Wellness Packaging Design
4. Domestic & Household Packaging Design
5. Labelling & Decoration Design
6. Outside of the Box Design

There are four special awards available:

1. Sustainable Packaging Design
2. Save Food Packaging Design
3. Accessible & Inclusive Packaging Design
4. Marketing Design

In addition there are three awards designed for people who have made specific contributions to the packaging industry.

These Individual Awards will include:

1. Young Packaging Professional of the Year
2. Industry Packaging Professional of the Year
3. Packaging Technologist of the Year - NEW

There are two scholarships available:

1. ABA Diploma in Packaging Scholarship
2. ABA Certificate in Packaging Scholarship

## 1. FOOD PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Food Packaging Design Award will recognise organisations that have designed innovative packaging materials, packaging within food packaging including fresh, frozen or other.

It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and/or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging. This is a WorldStar Packaging Awards category.

## 2. BEVERAGE PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Beverage Packaging Design Award will recognise organisations have designed innovative packaging materials, packaging within packaging for liquid or dry tea, coffee, water and soft drinks including wine, beer and spirits.

Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and/or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging. It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. This is a WorldStar Packaging Award category.

### 3. HEALTH, BEAUTY & WELLNESS PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Health, Beauty & Wellness Packaging Design Award will recognise organisations that have designed innovative packaging materials, packaging within cosmetics, toiletries, personal hygiene, supplements, vitamins, perfumes, hair body and oralcare.

This award will also cover packaging of all medicines including over the counter medicines, medical equipment packaging. It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and/or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging. This is a WorldStar Packaging Award category.

### 4. DOMESTIC & HOUSEHOLD PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Domestic & Household Packaging Design Award will recognise organisations that have designed innovative packaging materials, packaging within domestic and household items, toys, stationary, gifts, clothing, garden equipment, decorating. Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and/or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging.

This category will also cover packaging of all electrical items. It is recommended that the submissions showcase an innovative solution designed either in collaboration for an existing customer or market. This is a WorldStar Packaging Award category.

### 5. LABELLING & DECORATION PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Labelling & Decoration Packaging Design Award is designed to recognise the addition of content to a pack which creates a unique or innovative appearance, function or communication. This may include labels, sleeves, tags, coding/markings, etching, directly applied inks or by any other similar process. This is a WorldStar Packaging Award Category.

### 6. OUTSIDE OF THE BOX PACKAGING DESIGN (ACCESS CRITERIA AND ENTRY FORM)

The Outside of the Box Packaging Design Award has been established for miscellaneous packs and materials that are not included in any other category. This category is also eligible for the WorldStar Packaging Awards.

Judges will look for entries that display innovative – design and thinking, technology and/or material use; benefit to consumers; functional and/or convenient elements. They will also take into account design and cost elements between standard packaging and premium/promotional packaging. This is a WorldStar Packaging Award category.

*NB: All six company awards and the four special awards will also be eligible to enter THE SAME category within the WorldStar Packaging Awards in October the same year. The WorldStar Packaging Awards will incur an entry fee from the WPO.*



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## SPECIAL AWARDS

### 1. SAVE FOOD PACKAGING DESIGN

#### (ACCESS CRITERIA AND ENTRY FORM)

The Save Food Packaging Design Special Award is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Special Award Category.

### 2. SUSTAINABLE PACKAGING DESIGN

#### (ACCESS CRITERIA AND ENTRY FORM)

The Sustainable Packaging Design Special Award is designed to recognise companies that have developed innovative packaging solutions that incorporates sustainability considerations. Elements would include Social, Material, Source Reduction, Energy and Recovery. This is a WorldStar Packaging Special Award Category.

### 3. ACCESSIBLE & INCLUSIVE PACKAGING DESIGN

#### (ACCESS CRITERIA AND ENTRY FORM)

The Accessible & Inclusive Packaging Design Special Award is designed to recognise packaging that is accessible, intuitive, easy-to-open and innovative. Accessible & Inclusive Packaging Design needs to include measuring techniques, understanding injuries caused by packaging and consumer satisfaction levels with packaging accessibility. This is a WorldStar Packaging Special Award Category.

### 4. MARKETING

#### (ACCESS CRITERIA AND ENTRY FORM)

Packaging can elicit emotional responses in consumers and should be seen as your best form of marketing. The right packaging design and eye-catching aesthetics can create emotional stimuli that ensures a brand is purchased.

Luxury packaging has the ability to be designed to create a memorable experience, link to the brand and it's story. Emotional connection to packaging becomes a key asset of the brand to communicate, surprise, enchant and engage with the consumer, creating a different experience of usability. This can incorporate the functionality of the pack, the aesthetic design and the outstanding visual appearance that makes the pack stand out on shelf, the premium and gifting style design, and/or unique and interactive communication tools on the pack. The Marketing Award considers not only primary packaging but also secondary and tertiary packaging designs. This is a WorldStar Packaging Special Award Category.

*NB: All four special awards are eligible to enter the WorldStar Packaging Awards in October the same year. The WorldStar Packaging Awards will incur an entry fee from the WPO.*



## INDIVIDUAL AWARDS

### 1. YOUNG PACKAGING PROFESSIONAL OF THE YEAR

#### (ACCESS CRITERIA AND ENTRY FORM)

The purpose of the Young Packaging Professional of the Year Award is to provide incentive and recognition to young professionals who are both currently working in and wish to continue their career path within the Packaging industry in both Australia and New Zealand. This can be within any industries such as Food, Beverage, Health, Beauty & Wellness, Domestic & Household. This is a wonderful opportunity to showcase young professionals within our great industry. The applicant must be 35 years of age or under to be eligible.



### 2. INDUSTRY PACKAGING PROFESSIONAL OF THE YEAR

#### (ACCESS CRITERIA AND ENTRY FORM)

The Industry Packaging Professional of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging in both Australia and New Zealand. The judges will be looking for individuals who have demonstrated vision and leadership, shows innovation and not afraid to take risks. For significant and continued contribution of an Individual to the packaging industry over a minimum period of 20 years.



### 3. PACKAGING TECHNOLOGIST OF THE YEAR

#### (ACCESS CRITERIA AND ENTRY FORM)

The Packaging Technologist of the Year Award is designed to recognise and acknowledge the outstanding achievements and contribution by an individual currently working within the Packaging industry across Australia, New Zealand & Asia.

The judges will be looking for packaging technologists, engineers, specialists, designers who have demonstrated advanced technical packaging skills and competencies through projects, initiatives and unique packaging designs. The individual must be an AIP Member, have been working in the industry for a minimum of 5 years and be working in a technical packaging role. The individual needs to have proven results within the business they work in through their packaging designs. The judges will be wanting to also hear about the packaging education that the individual has undertaken, the education and training undertaken to elevate their core competencies in the fundamentals of packaging and future goals for advancing their training and knowledge. The judges will be looking for examples of projects led and driven by the individual and supporting documentation from the business.



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## SCHOLARSHIPS

The Australasian Bioplastics Association (ABA), in partnership with the AIP, is pleased to run the annual Scholarship program for Australia and New Zealand.



IN CONJUNCTION WITH



The Scholarship program will enable one eligible candidate from either Australia or New Zealand the opportunity to undertake a Diploma in Packaging Technology and a second person the opportunity to undertake a Certificate in Packaging.

Eligible Candidates will come from across the entire Packaging Industry in Australia and New Zealand.

### 1. ABA Diploma in Packaging Technology Scholarship (ACCESS CRITERIA AND ENTRY FORM)

**Diploma in Packaging Technology: Internationally recognised as the premier qualification in the packaging industry.**



The Diploma in Packaging Technology is a Level 5 PIABC, 51-credit foundation degree-level qualification that prepares students to take responsibility for packaging operations at any level through the supply chain and can also lead to higher level study. Completion of the Diploma in Packaging Technology demonstrates your commitment to your career and to the industry. Students who successfully complete the Diploma in Packaging Technology are equipping themselves for progression within the packaging industry to a position where they can assume responsibility for packaging in a company at any point in the supply chain.

### 2. ABA Certificate in Packaging Technology Scholarship (ACCESS CRITERIA AND ENTRY FORM)

**Certificate in Packaging: The ideal first qualification for those working in the packaging industry.**



The Certificate in Packaging Technology is an introduction to the industry for those starting out on an exciting career in packaging. The Certificate in Packaging is a Level 3 PIABC course that is recognised as giving an excellent foundation in, and introduction to, the packaging industry. The Certificate in Packaging provides a level of insight and understanding of the packaging industry that adds real and measurable value to careers and businesses. This qualification provides you with the detailed overview of packaging materials and processes that broadens your knowledge and equips you for progression within the packaging industry.