

## Australian University Students take 3rd in the world at the 2025 WorldStar Student Awards



**WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS  
STUDENT**

Beating over 300 other entries from across the globe 42 University students from RMIT, the University of New South Wales and Monash University have elevated the region by taking out the third highest amount of WorldStar Student awards in the late round of the prestigious competition.

The global recognition saw the students receive one Bronze overall best in show, two Silver category awards (household and food packaging) and nineteen Certificates of Merit. This is a record year for Australian students and a testament to the effort that the Australasian Institute of Packaging (AIP) puts into the next generation of packaging professionals. The projects and packaging designs created came from AIP led projects on beverage packaging for carbonated products, save food packaging design and sustainable packaging design.

The AIP education team works with the students on their projects and their design work throughout the semester and then they are encouraged to enter the Australasian Packaging Innovation & Design (PIDA) Student Awards. Only winners from the PIDA student awards are then eligible to exclusively enter the WorldStar Student awards for Australia and New Zealand.

**WORLDSTAR  
GLOBAL  
PACKAGING  
AWARDS  
STUDENT**

International  
Packaging Design  
Student Competition  
**2025**

**WINNERS  
BROCHURE**



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Student  
Winners Guide  
here



## 42 STUDENTS, 20 ENTRIES, 3 UNIVERSITIES

### FRESH HERBS, FRESHER PACKAGING

CAMERON CAMPBELL, NADIA DE FAZIO  
& CYNTHIA MULLALY

**BRONZE AWARD WINNER  
(3RD OVERALL)  
& FOOD SILVER AWARD**



### BIO-SOUL REUSABLE SHOE BOX

CHRISTOPHER LEONG

**HOUSEHOLD  
SILVER AWARD**



## 19X CERTIFICATES OF MERIT



## FRESH HERBS, FRESHER PACKAGING - CAMERON CAMPBELL, NADIA DE FAZIO & CYNTHIA MULLALY

**BRONZE AWARD WINNER (3RD OVERALL) + FOOD SILVER AWARD**



### Fresh Herbs, Fresher Packaging receives overall Bronze and Silver for food packaging

In an Australian-first a team of Industrial Design students from the Royal Melbourne Institute of technology (RMIT), Cameron Campbell, Nadia De Fazio and Cynthia Mullaly, entered a Save Food Packaging design into the WorldStar Student awards that went on to take out a **Bronze Overall** and a **Silver** in the Food Packaging category.

The team identified that while the current packaging of fresh herbs is lightweight and effective for transporting from farm to store, once it enters the home it is ineffective at keeping the herbs from deteriorating. The Fresh Herbs, Fresher Packaging was designed to meet the AIP Save Food Packaging design principles. Full size fresh herbs are chosen by both professional chefs and home cooks alike for their aroma, flavour and texture which they add to any dish.

But according to End Food Waste Australia, fresh herbs are among the second most wasted food in the country.

Chefs often use a 'wet-paper-towel' method for preserving the quality of numerous herbs, which one of our group members was exposed to during their career in hospitality.

The team identified a few key objectives when approaching the design of packaging for fresh herbs:

- Mimic the effectiveness of the 'wet-paper-towel' method.
- Have herb quality viewable from outside package as with current bouquet.
- Fit a full-size herb bunch with stem intact.
- Not be too different from current offerings that it will scare off consumers from trying it.

The final package achieves the above with a few added features:

- Rigid pack eliminated crushing during transit and in fridge.
- Plantable seed tab encourages the consumer to grow own herbs.
- On pack communication teaches recipes and methods for using herbs since they are lasting so long.
- Paper pulp packaging aesthetically appeals to the eco conscious and is completely recyclable.
- Packaging is stackable for secondary packing.

During design development the wet paper towel method was imitated using a similar environment to the proposed design solution and the herb quality was indistinguishable from fresh store-bought herbs after being stored in the fridge for 5 weeks.

“Working on packaging to preserve the life of herbs using techniques that are taught and preserved by chefs and cooks all over the world was a super engaging project - how might we integrate expert procedures into convenient consumer packaging? Winning a Bronze Overall entry and a Food Packaging Silver is not only incredibly rewarding but also speaks to the powerful impact that deep, lived experience can have when it informs design outcomes. By combining the tacit knowledge of chefs with material innovations, the outcome reflects the best of both tradition and innovation, creating solutions that feel intuitive, effective, and meaningful. I am so grateful for the recognition of this award and thankful to all who supported us along the way.”

**Cameron Campbell, RMIT**



**Cameron Campbell**

“As someone for whom protecting the environment is a priority, the recognition of this project as an effective strategy to reduce food waste is both satisfying and encouraging. This project has been the culmination of months of work and a diverse community of minds. I am grateful for the support and knowledge we received throughout this project and for the dedicated efforts of my teammates. Designing herb packaging has taught me much about the food industry and its many facets; it has been such an enlightening journey and I'll never be able to look at a supermarket the same way. The recognition of our efforts through the Silver Award in Food Packaging and the Overall Bronze has been heart-warming. It acknowledges the role that sustainable packaging will need to play in our future globally.”

**Cynthia Mullaly, RMIT**



**Cynthia Mullaly**

“Winning a Bronze Overall entry and a Food Packaging Silver in the 2025 WorldStar Student Awards for Food Packaging has given me a significant confidence boost. I often feel imposter syndrome in my industrial design degree, questioning if I belong among other highly talented students. This award feels like a reassuring pat on the back, affirming that I do belong, even if I don't fit the conventional mould of an industrial designer. As I am studying for a double degree in sustainable systems engineering and industrial design, sustainable packaging design truly aligns with my interests. Designing this pack allowed me to consider the entire herb production system, identifying leverage points where we can intervene to make the process more sustainable. Overall, the weight of this award is significant, and it inspires me to keep striving toward impactful, sustainable design in the future.”

**Nadia De Fazio, RMIT**



**Nadia De Fazio**

“By embedding academic research and industry expert insights from the Australasian Institute of Packaging (AIP) into the RMIT Industrial Design Studio, we successfully trialled our design criteria resources. Our Industrial Design students developed sustainable packaging solutions that significantly reduce food waste, earning recognition through national and international awards. These industry-embedded engagements, guided by award-winning research, are a true testament to the positive impact on our future people and places.”

**Dr Caroline Francis, Interim Associate Dean of Industrial Design and Senior Lecturer, RMIT University**



## BIO-SOUL REUSABLE SHOE BOX - CHRISTOPHER LEONG

### SILVER AWARD WINNER - FOR THE HOUSEHOLD CATEGORY



#### Bio-Soul Reusable Shoe Box receives Silver award for the Household category

The Bio-Soul Reusable shoe box was created by a single student Christopher Leong, who is undertaking a Bachelor of Design at the Industrial Design school at the University of New South Wales (UNSW).

Christopher designed the shoe box after working with the AIP Education Team on how to embed the 10 Sustainable Packaging Design guidelines into new product development.

Christopher tried to meet the 2025 National Packaging Targets and as many of the 10x Sustainable Packaging Design principles: while focusing on sustainable package design. He carefully considered the 10 SPG principles for improving sustainability, as was the 11th SPG that the AIP promote – the REUSE feature. The package selected was designed to improve the simple shoe box. Christopher's reason for redesigning a sustainable shoe box was that when an individual purchases a pair of shoes, they have no use for the box and throw it away, increasing the amount of packaging and material waste. He wanted to create a shoe box that not only contained the shoes but could also be used afterwards for convenient storage and reuse.

The focus was twofold - the aesthetics and the functionality of the shoebox so that consumers will want to keep it as long as their shoes remain functional. A drawer was created that slides in and out of a casing, providing easy access to the shoes they would like to wear. The slots on the bottom, and tabs that can be popped up on the side, can be used for stacking multiple shoe boxes at home after purchasing a collection.

In its retail state, the tabs are folded down and the outer casing encloses the drawer with a hole so that the boxes can be pulled off shelves when handing them to customers to try. The windows on the side and front allow the user to see what's inside the box without having to take the shoe out.

After purchasing, a perforated line on the front of the box can be torn leaving the front of the drawer exposed. This allows the user to pull out the drawer, and the top half of the window will lift up in an aesthetically pleasing mechanism which provides easy access and a storage area for the shoe.

The minimal informative prints, use of only cardboard rather than virgin materials, and absence of glue ensures that users are more likely to recycle the box after the shoes have been worn out rather than toss it in the landfill.

“Getting recognised by the WorldStar Student Awards is something that I never would have expected. I wanted to design an aesthetically pleasing yet, functional shoe box that can be used in a retail context, as well as provide a simple storage solution for footwear in a home setting to minimise packaging waste. Having received not only a WorldStar Student Award Certificate, but then finding out I also won a SILVER Award in Household Packaging, means so much to me, as it proves that all my hard work and dedication had a purpose.”

**Christopher Leong, UNSW**

“Student participation in the Australasian Packaging Innovation & Design (PIDA) Student Awards, and then being able to exclusively enter the WorldStar Student Awards, allows our students to benchmark their skills and knowledge against their global peers. The University of New South Wales (UNSW) values such collaborations that nurture student professional growth and provide real-world experiences enabled through the industry expertise and insights provided by the Australasian Institute of Packaging.”



**UNSW**  
SYDNEY

**Miles Park, Senior Lecturer Industrial Design, UNSW**

## 19 CERTIFICATES OF MERIT FOR 42 STUDENTS

In addition to the bronze and two silvers 19 Certificate of Merit were attained from Monash University, RMIT and UNSW.

Monash University Students recognised were:



### DRINKGO

Aman Tajta, Diajeng Chairina Daneswari Asror,  
Jialin Jiang, Tongyao Zhu & Ziqiao Ding.



### CHAJUSU BY KOHJA

Odis Lau, Wen Soug Hii, Adeline Ang,  
Jemima Jerrica Chen & Katherine Maruia.



### TWIST n FIZZ

Sushmitha Dosapati, Rashmitha Sharma Tanugula,  
Shyam Sree Harshitha Nandipalli & Abhi Shantilal Balar



### ZENOR

Sharvari Solanki, Ninu Sandeeka, Abhishek  
Satoskar, Chinmaya Mahajan & Siddhant De.



“The PIDA Student award process offered students invaluable practical training, taking their ideas from conception to commercialisation. It encouraged them to think critically about their projects and assignments while preparing them for real-world challenges. Winning both PIDA & WorldStar Student awards significantly boosts their resumes and strengthens their career prospects in the food packaging industry.”



Shahnaz Mansouri, Course Coordinator, Master of Food Science and Agribusiness, Monash University

“The collaboration with the Australasian Institute of Packaging (AIP) gave students access to unparalleled expertise and inspired them to create solutions that are not only functional but also environmentally sustainable. These awards are a stepping stone for their careers and a testament to Monash University’s commitment to fostering the next generation of packaging innovators. It is about empowering students to envision and create a better future through thoughtful design.”

Rod Heath, General Manager, Master of Food Science and Agribusiness, Monash University

RMIT students recognised were:



## FRESH HERBS, FRESHER PACKAGING



Cameron Campbell, Nadia De Fazio & Cynthia Mullaly.



## WONKY BITES- EMBRACING IMPERFECTIONS

Vidhi Naik, Thikshani Theresa Anne Abayasekara & Xinwei (Tiffany) Chen.



## 4 YOUR FUTURE – MINCE MEAT PACKAGING

Zac Wijesinha, Jack Harman & Finlay Blakemore.



## BARILLA SINGLE SERVE MULTI PACK

Nathan Phillips, Gabe Wynn-Williams & Russell Wilson.



“It pleases me enormously to hear of this outstanding achievement by those students that performed so well in their submissions to the Global Student Packaging Awards 2025. Since learning that you each helped Australia & New Zealand achieve third place globally is quite phenomenal and has never before been achieved by our students. Bear in mind that you are up against large dominating countries such as China, India, USA, Brazil, Indonesia, Pakistan, South Africa, UK, Turkey and leading countries in the EU. This certainly bodes well for the future as you have all raised the bar for those students that follow your footsteps. No such achievement just simply happens. It takes tireless work, endless hours, frustrating at times, but yet you all put in the enormous effort to achieve such success.

Thank you for your effort in making the sacrifice to achieve global success, as this accolade and achievement I am sure will be included in your resume for many years to come. I wish you all success in future such endeavours.”

Prof Pierre Pienaar MSc FAIP, FIPSA, CPPL, Education Director - AIP, Immediate Past President - WPO



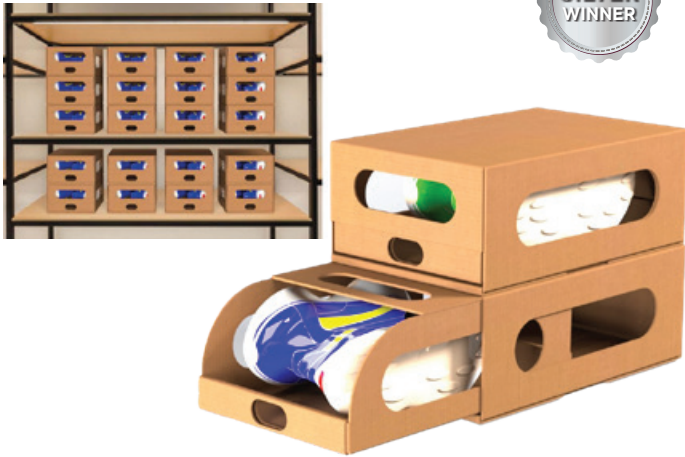


UNSW students recognised were:



## BIO-SOUL REUSABLE SHOE BOX

Christopher Leong



## KLEENEX POCKET PACK SET OF SIX TO GO | REDESIGN

Dave Harrison Calvo Chua.



## SANITARY PAD PACKAGING DESIGN

Celine Wong.



## ECOSTAND HEADPHONES

Liujing Yu.



## PARACETOL – PARACETAMOL PACKAGING

William Kirchen.



## SPLIT INSTANT NOODLE PACKAGING

Haotong Wong.



UNSW students recognised were:



## ECO-REFILL - DISH WASHING LIQUID

Siyun Wang.



## WRIGLEY'S EXTRA RECYCLABLE CHECKING GUM

Arpad Bogdan.



## SHAMPOO REFILLABLE MONO MATERIAL POUCHES

Bowen Sze.



## HIVE BATTERY PACK

Quince So.



## ENERGIZER 2025 BUTTON BATTERY PACK V.2

Hao Zeng.



Australasian  
Institute  
of Packaging

The AIP would like to take this opportunity to congratulate all of the 42 students from RMIT, UNSW and Monash for their outstanding work. Should any TAFEs, colleges, design schools of Universities across Australia and New Zealand wish to become involved in the 2025 round of Australasian Packaging Innovation & design (PIDA) Student awards please contact the AIP.