

## Information Sheets

Technologies and issues can change the content of printed information and facts sheets are prone to become inaccurate and out of date. There is also a tendency for a ready single source to be seen as 'the only' information, or the most appropriate. The PCA is committed to providing information that is up-to-date, pedagogically relevant and within an Australian context.

For these reasons information and facts sheets on a range of themes and topics, together with an active FAQs archive will be maintained on The Packaging Council of Australia website.

A range of topics will include:

Convenience packaging	Cans
Packaging and the environment	Paper and cardboard
Litter	Information
Plastics	etc

## Curriculum Links and Outcomes

The Pack pack resources will be valuable across a range of subject domains. Specific activities have been written for English, mathematics and science. In addition, the theme of packaging offers teachers considerable scope in values education and the associated area of sustainability. More detailed mapping of the resources can be found on pages 14 and 28 for the Big Cards and Innovation Cards.

## Values Education

The advent of the National Framework for Values Education in Australian Schools and revised state curriculum structures have resulted in a renewed focus on values education in schools and the wider education community. The materials and resources in this kit provide an excellent context for the exploration of values-related issues.

The ways in which we understand our world (the beliefs we hold, our worldview/s) shape the values we use to navigate our lives. The values we live by affect how we relate to others and how we conduct ourselves. Every day we make hundreds of decisions, often unconsciously, that are informed and driven by our beliefs and values. The way we understand our relationships to others will be played out in our response to the knock on the door from, for example, the Red Cross representative appealing for donations to help refugees.

Similarly, our views about the physical world we inhabit – whether it is ours to plunder or whether our role is one of stewardship – shapes our behaviour as consumers. We choose certain products because they match up with what we're looking for. Packaging is a vital element in this process. We may buy one brand over another because one comes in recyclable packaging while the other doesn't and we are committed to sustainability of resources. The producers of one brand may decide to risk producing a slightly more expensive product in recyclable packaging because of their own environmental values, but also because market research suggests there is a group of consumers whose values align with theirs and for whom price is not the top priority. In this example both consumer choice and the production process are values based.