

Introduction

The Packaging Council of Australia Inc is the national industry association for the Australian packaging industry, which includes manufacturers, retailers, raw material suppliers and designers. It produces a number of publications to keep the public abreast of current issues and is represented on a number of committees relevant to packaging, such as Standards Australia.

In 2005 the Packaging Council of Australia, recognising the need for increased community awareness about packaging-related issues, began focusing its attention and resources towards community education. In order to improve understanding and recognition of the wider purposes of packaging the Packaging Council supported the development of an education program to cover packaging related issues such as the protection and preservation of food, the provision of consumer information, advancing public health and minimising waste.

The Pack pack was developed after extensive consultations with industry and academic experts on packaging. It complements the education activities of the Packaging Council of Australia and has been designed to allow for regular and easy updates and the inclusion of further activities. It is a resource that will encourage students to develop the skills and knowledge needed to make informed decisions about packaging.

The Pack pack fills the gap in knowledge and activities apparent in many primary school resources in the field of 'waste education'. Topics covered include the packaging for food preservation, the technology of packaging, packaging design as a marketing tool and waste. Understanding that packaging is a response to human behaviour and being well informed when purchasing packaged products and disposing of packaging will in turn empower students to take responsibility for their future.

The Pack pack has been written and presented in such a way as to make it both student and teacher friendly. It can be used to meet a variety of curriculum needs in its entirety or it can be integrated into other units of study. Teachers will be able to explore the world of packaging with students through real-life activities in maths, science, English and technology. The Pack pack will also support a whole planning approach to sustainability education within the new Essential Learning standards and frameworks being adopted by most Australian education jurisdictions.

In addition to this program and other resources found on the Packaging Council of Australia website, the council aims to further assist schools and to support their learning goals. For example, it can provide links to industry and maintains an up-to-date education corner on its website. For more information call (03) 9690 1955 or log on to <http://www.packcoun.com.au> and follow the links to the Education Corner.

