



2025

women  
IN PACKAGING  
awards

POWERED BY **PKN**  
PACKAGING NEWS

Celebrating  
leadership  
excellence in  
the Australian  
packaging industry



Entries open:  
Monday 3 March

Entries close:  
4pm, Friday 11 April 2025

# 2025 CALL FOR ENTRIES

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[pknwomeninpack.com.au](http://pknwomeninpack.com.au)

# ABOUT THE AWARDS

The *PKN* Women in Packaging Awards program enters its second year in 2025 and continues to enjoy strong industry support.

As the leading source of news and information in the Australian packaging industry, *PKN* is dedicated to recognising and celebrating the exceptional achievements of women in our sector. The *PKN* Women in Packaging program aims to foster diversity, promote innovation, and inspire future leaders in the Australian packaging industry.

Traditionally, the packaging industry has been male dominated, with women often underrepresented in key leadership roles and decision-making positions. This lack of diversity has hindered innovation and limited the industry's ability to address critical sustainability challenges effectively. It's time to change this narrative and empower women in packaging to take centre stage. It starts with recognising high achievers.

- **Celebrating Excellence:** The *PKN* Women in Packaging Awards program will recognise and honour women who have made significant contributions to the Australian packaging industry. From product design and materials innovation to production management and sustainability initiatives, these awards will cover a broad spectrum of achievements.
- **Empowering Leadership:** By showcasing the accomplishments of women in packaging, we aim to inspire future generations of women to pursue careers in this dynamic industry. Through mentorship and networking opportunities, we will foster leadership development and create a supportive community for women in packaging.
- **Promoting Sustainability:** Sustainability is at the core of the packaging industry's future. The *PKN* Women in Packaging Awards will highlight and celebrate the contributions of women who have demonstrated a strong commitment to sustainable packaging practices, promoting eco-friendly solutions and reducing the industry's environmental footprint.
- **Enhancing Innovation:** Diverse perspectives lead to greater innovation. By acknowledging the achievements of women in packaging, we encourage a more inclusive approach to problem-solving and innovation, which can drive the industry forward and address complex challenges more effectively.
- **Industry Recognition:** The *PKN* Women in Packaging Awards will serve as a prestigious industry event, attracting attention from professionals, organisations, and stakeholders. It will also highlight the positive impact of gender diversity on the Australian packaging industry's reputation and growth.

## TO ENTER

**Visit:** [www.pknwomeninpack.com.au](http://www.pknwomeninpack.com.au)

**Entries can be submitted by a colleague or self-nominated**

**Entries Close:** 4pm, Friday 11 April 2025

**Event:** Sydney, 27 June 2025

Call for Entries

# AWARDS CATEGORIES

While the criteria and focus may differ between categories, all entrants will show how they embody the *PKN Women in Packaging* values of leadership and excellence.

## Innovation Champion

Recognising a woman who has made a significant impact on the Australian packaging industry through bringing innovative solutions to market. This could include the development of novel packaging materials, designs, or technologies that have improved functionality, sustainability, or consumer experience.

## Sustainability Leader

Honouring a woman who has demonstrated outstanding commitment to sustainability in the Australian packaging industry. This award recognises initiatives such as reducing packaging waste, promoting recyclability, advocating for eco-friendly materials, or implementing circular packaging practices.

## Packaging Technology Leader

Recognising a woman who has demonstrated exceptional expertise and contributions as a packaging technologist in the Australian context. This award celebrates achievements in developing, driving and implementing advanced packaging technologies, processes, and solutions that have had a significant impact on the Australian packaging industry.

## Design and Branding Excellence

Acknowledging a woman whose creative prowess has contributed to reshaping packaging design and branding in the Australian context. This category recognises excellence in creating visually appealing, impactful packaging that resonates with consumers and boosts brand identity.

## Manufacturing Leader

Recognising a woman who has demonstrated outstanding leadership and excellence in an Australian packaging manufacturing operation. This award honours achievements such as optimising production processes, improving quality control, enhancing efficiency, increasing sustainability and fostering a culture of innovation and safety within the manufacturing environment.

## STEM Explorer

Recognising a woman who has demonstrated outstanding expertise and leadership in Science, Technology, Engineering, or Mathematics (STEM) within the Australian packaging industry. This award celebrates individuals who have applied STEM knowledge to drive innovation, improve packaging technologies, enhance sustainability, or solve industry challenges.

## Communications & Marketing Excellence

Recognising a woman who has demonstrated exceptional skills and achievements in marketing and communications within the Australian packaging industry. This award acknowledges outstanding efforts in promoting packaging products, brands, and sustainability initiatives, as well as effective communication strategies that have made a significant impact on industry.

# INNOVATION CHAMPION AWARD

Recognising a woman who has made a significant impact on the Australian packaging industry through bringing innovative solutions to market. This could include the development of novel packaging materials, designs, or technologies that have improved functionality, sustainability, or consumer experience.

## **Describe a specific innovation or initiative the nominee has led in the packaging industry (40%)**

Provide details of a significant innovative project, technology, or design they have introduced that improved functionality, sustainability, or the consumer experience in the Australian packaging industry. (300 words or less)

## **How has the nominee's innovation positively impacted the industry? (40%)**

Explain the outcomes and benefits of the innovation. How has it contributed to the advancement of the packaging sector in Australia? (300 words or less)

## **What challenges did the nominee face during the implementation of the innovation, and how did they overcome them? (20%)**

Describe any obstacles they encountered and the strategies employed to successfully bring the innovation to market. (300 words or less)

The entry period for this category is three years. For this award, any innovation initiatives must have started since 1 January 2022. The launch date and development time should be clearly stated.

# SUSTAINABILITY LEADER AWARD



Honouring a woman who has demonstrated outstanding commitment to sustainability in the Australian packaging industry. This award recognises initiatives such as reducing packaging waste, promoting recyclability, advocating for eco-friendly materials, or implementing circular packaging practices.

## **Describe a specific sustainability initiative the nominee has championed in the packaging industry (40%)**

Provide details of an initiative aimed at reducing packaging waste, promoting recyclability, advocating for eco-friendly materials, or implementing circular packaging practices in the Australian packaging industry. (300 words or less)

## **How has the nominee's sustainability initiative made a significant impact on the industry's environmental footprint? (40%)**

Explain the quantifiable results and the overall positive effect the sustainability efforts have had on the Australian packaging sector.

(300 words or less)

## **What challenges did the nominee encounter, and how did they address them? (20%)**

Describe any obstacles they faced during the implementation of the sustainability initiatives and the strategies employed to overcome them. (300 words or less)

**Call for Entries**

# PACKAGING TECHNOLOGY LEADER AWARD



Recognising a woman who has demonstrated exceptional expertise and contributions as a packaging technologist in the Australian context. This award celebrates achievements in developing, driving and implementing advanced packaging technologies, processes, and solutions that have had a significant impact on the Australian packaging industry.

## **Describe a specific packaging technology, process, or solution the nominee has developed or implemented (40%)**

Provide details of an advanced packaging technology, process, or solution they have worked on that had a significant impact on the Australian packaging industry. (300 words or less)

## **How has the nominee's work as a packaging technologist positively influenced the industry? (40%)**

Explain the specific outcomes and advancements their work has brought to the Australian packaging sector. (300 words or less)

## **What challenges did the nominee face during the development or implementation of the packaging technology, and how did they overcome them? (20%)**

Describe any technical or logistical challenges they encountered, and the strategies employed to successfully contribute to the industry. (300 words or less)

**Call for Entries**

# DESIGN & BRANDING EXCELLENCE AWARD



Acknowledging a woman whose creative prowess has reshaped packaging design and branding in the Australian context. This category recognises excellence in creating visually appealing, impactful packaging that resonates with consumers and boosts brand identity.

## **Describe a packaging design or branding project the nominee has led (40%)**

Provide details of a packaging design or branding project they were involved in that had a significant impact on visual appeal, consumer resonance, and brand identity in the Australian context. (300 words or less)

## **How did the nominee's design or branding project contribute to the success of the associated brand or product? (40%)**

Explain the key outcomes and the ways in which their design or branding strategy positively influenced the Australian packaging industry and/or the brand owner's objectives. (300 words or less)

## **What creative challenges did the nominee face during the project, and how did they address them? (20%)**

Describe any creative hurdles or considerations they encountered during the design or branding project and the strategies employed to overcome them. (300 words or less)

**Call for Entries**

# MANUFACTURING LEADER AWARD



Recognising a woman who has demonstrated outstanding leadership and excellence in an Australian packaging manufacturing operation. This award honours achievements such as optimising production processes, improving quality control, enhancing efficiency, increasing sustainability, and fostering a culture of innovation, safety and diversity within the manufacturing environment.

## **Describe a specific achievement or initiative the nominee has led in an Australian packaging manufacturing operation (40%)**

Provide details of an achievement related to optimising production processes, improving quality control, enhancing efficiency, increasing sustainability or fostering a culture of innovation and safety within the manufacturing environment. (300 words or less)

## **How did the nominee's leadership contribute to the success of the manufacturing operation? (40%)**

Explain the outcomes and benefits of their leadership and achievements in the Australian packaging manufacturing sector. (300 words or less)

## **What leadership challenges did the nominee encounter during the role, and how did they address them? (20%)**

Describe any leadership or operational challenges they faced, and the strategies employed to drive success and excellence in the manufacturing environment. (300 words or less)

**Call for Entries**



# STEM EXPLORER AWARD

Recognising a woman who has demonstrated outstanding expertise and leadership in Science, Technology, Engineering, or Mathematics (STEM) within the Australian packaging industry. This award celebrates individuals who have applied STEM knowledge to drive innovation, improve packaging technologies, enhance sustainability, or solve industry challenges.

## **Describe a specific STEM-driven initiative or technological advancement the nominee has led in the packaging industry (40%)**

Provide details of a significant project, research, or technological development the nominee has contributed to, demonstrating the application of Science, Technology, Engineering, or Mathematics (STEM) in packaging. Explain how this initiative has advanced materials, processes, or sustainability within the Australian packaging industry. (300 words or less)

## **How has the nominee's STEM expertise positively impacted the industry? (40%)**

Explain the measurable outcomes and benefits of the nominee's work. How has their application of STEM principles improved packaging innovation, efficiency, safety, or sustainability? Provide specific examples of how their contributions have influenced the Australian packaging sector. (300 words or less)

## **How has the nominee demonstrated leadership and advocacy in STEM within the packaging sector? (20%)**

Describe the nominee's efforts in mentoring, educating, or advocating for STEM careers in packaging. Highlight their role in promoting diversity, supporting emerging talent, or influencing policy and industry standards. (300 words or less)

# COMMUNICATIONS & MARKETING EXCELLENCE AWARD



Recognising a woman who has demonstrated exceptional skills and achievements in communications and/or marketing within the Australian packaging industry. This award acknowledges outstanding efforts in promoting packaging products, brands, and sustainability initiatives, as well as effective communication strategies that have made a significant impact on industry.

## **Describe a specific communication and/or marketing initiative the nominee has led in the Australian packaging industry (40%)**

Provide details of an initiative related to promoting packaging products, brands, sustainability initiatives, or effective communication strategies that made a significant impact on the industry. (300 words or less)

## **How did the nominee's communication and/or marketing efforts positively influence the packaging industry in Australia? (40%)**

Explain the outcomes and results of the initiatives and their contribution to enhancing the brand, company and/or industry's reputation and growth. (300 words or less)

## **What challenges did the nominee face in executing their initiative, and how did they address them? (20%)**

Describe any obstacles that had to be overcome to bring this initiative to market and the strategies employed to do so. (300 words or less)

**Call for Entries**

# SUPPORTING MATERIALS

Entrants are encouraged to provide relevant supporting material if it helps to explain the individual's achievements.

Please limit supporting materials to 3 examples. These can include a CV/resume, reference letters or case studies.

A high-resolution head-shot photo of the individual being nominated is required for all entries (minimum 300 DPI).

The supporting materials may be used should the individual be selected as a finalist. Please ensure you have gained the relevant approvals before submitting any materials.

## TERMS & CONDITIONS

The Awards are open to Australian & NZ based individuals where the company they work for has operations in both countries. All entries must be submitted via the online survey. Note the entry deadline 4pm, Friday 11 April 2025. This date is final and there will be no extensions provided. The relevant eligibility period is between 1 January 2024 – 31 March 2025 unless otherwise stated.

You can enter more than one category but only if the entries are deemed by the organisers as significantly different and tailored to the specific category. Entries cannot be edited after submitting, if you notice an error in your entry, please contact [events@twodefence.com.au](mailto:events@twodefence.com.au). Please note: no changes will be permitted after the entry deadline. Please make sure all entry details are entered accurately, including grammar. Details collected through the online entry portal will be used in the Awards presentation and in print if selected as a finalist.

The decision of the judges will be final, and no correspondence will be entered into. All entries are treated as confidential. Judges reserve the right to move an entry to another category if deemed more suitable. Judges reserve the right to disqualify entries that do not follow the entry requirements. The entrant grants *PKN Packaging News* permission to show the entries at the *PKN Women in Packaging Presentation* and in the magazine in print and online at such times as deemed appropriate. Finalists and winners will be

covered in the *PKN Packaging News* winners supplement using information from the entry.

The entrant agrees that *PKN Packaging News* and Two de Force will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances.