



## PIABC Level 5 Diploma in Packaging Technology Best Packaging Related Research Project Award 2018/19



### **Alexandra Brayshaw Dip.Pkg.Tech. MAIP**

#### **What is your current role and areas of responsibility?**

My current role is the Senior Technical & Design Lead, in Arthritis Australia's Accessible Design Division. My role is to educate and provide decision making tools to industry and government at a design and procurement level to understand the consumer experience of products and packaging. I also coordinate the newly formed Accessible Design Alliance, which is formed from not-for-profit consumer health organisations that represent people with chronic conditions who are significantly impacted by inaccessible products and packaging.

This role is varied but rewarding as I work to assist the packaging industry with developing packaging that all consumers can easily open, including consumers with reduce strength and dexterity. I enjoy working with clients to find the right kind of service to assist their redevelopment process, as well as being involved in the testing process.

**Why did you undertake the PIABC Level 5 Diploma in Packaging Technology?**

I undertook this qualification to further inform my work to develop accessible packaging as part of Arthritis Australia's Accessible Design Division. Accessible Design is about understanding the consumers experience of packaging, including those with dexterity and hand strength issues such as the arthritis community and ageing population. I had studied Industrial Design at University, which included subjects on packaging design and manufacturing, but I knew the more detailed knowledge I gained from the course would inform my work with companies to create practical packaging solutions that met both the consumer needs and manufacturing line capabilities.

**What does graduating from the Diploma in Packaging technology mean to you?**

I found that studying while working full-time had its challenges but achieving good results and graduating has been particularly rewarding. The course has also given me greater confidence in my work and assisted me in achieving better outcomes with our clients.

**How will you apply this knowledge moving forward?**

The PIABC Level 5 Diploma in Packaging Technology has given me both a broader understanding of the industry as a whole and a deeper knowledge of several key topics. It has been particularly satisfying applying what I have learnt to my work to improve packaging accessibility and I know it will continue to inform many aspects of my role.

**Do you have any advice on why other people should complete the PIABC Level 5 Diploma in Packaging Technology?**

I think when you are beginning your career, it is important to try and gain as much knowledge as possible of the industry as a whole. This might include aspects that are broader than your current role, but it will allow you to see how your position fits in the bigger picture. The packaging industry is also constantly evolving with new technologies and trends, so I think it's vital that the fundamentals of packaging are understood, and the PIABC Level 5 Diploma in Packaging Technology can provide this knowledge set.

**So where to from here for your career?**

After completing the PIABC Level 5 Diploma in Packaging Technology, I feel I have a strong packaging foundation to build my career from and that the opportunities are endless. But for now, I want to continue applying the knowledge I have gained to my accessibility field and help industry make further improvements in the area.

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**Other Awards and recognition**

I have previously won:

- 2017 Young Packaging & Processing Professional of the Year Award
- Enabled by Design-a-thon, winning group project 2016
- APPMA Scholarship 2015
- Finalist Premier's Public Sector Award 2014 - Delivering Quality Customer Service- 'Packaging Accessibility Project: Enabling Better Nutrition' conducted in partnership with HealthShare NSW
- 2014 NSW Minister for Health and Minister for Medical Research Award for Innovation
- Enabled by Design-a-thon, winning group project 2014