



2023

ANNUAL REVIEW

Transforming Australian Industry



Table of Contents

FROM OUR LEADERS	3	DIGITAL TRANSFORMATION	
About GS1 Australia	4	Navigating Digital Transformation in Retail	25
Corporate Governance	6	2D Barcodes: <i>Revolutionising Labelling and Packaging</i>	26
INDUSTRY COLLABORATION & PARTNERSHIPS		Leading the way: <i>Radio Frequency Identification (RFID)</i>	28
Working with Industry and Government to Make a Difference	8	Revolutionising Healthcare: <i>Digital Transformation in Hospitals</i>	29
GS1 Alliance Partner Program	9	Reshaping Freight and Logistics: <i>Scan4Transport, 2D Barcodes and National Location Registry</i>	31
Standards Australia: <i>Adoption of ISO and GS1 Standards</i>	10	Project i-TRACE: <i>Transformation in Rail</i>	33
STANDARDS SUPPORTING DIGITAL TRADE		DATA & DIGITAL CONTENT	
Advocating for Simplified Trade Systems and Policy Excellence	12	Branded Food Database: Partnering with FSANZ	35
GS1 Standards: <i>Trust in National Product Conformity Infrastructure</i>	13	Product Photography: <i>Elevating Brands in a Crowded Marketplace</i>	36
Shaping the Future of Australian Meat Supply Chains	14	Barcode Check: <i>Ensuring Barcodes Scan First Time, Every Time</i>	38
Simplified Trade Systems with Global Business Identifier (GBI)	15	GS1 Australia's Healthcare Projects	39
STANDARDS SUPPORTING INDUSTRY		SUSTAINABILITY & CIRCULAR ECONOMY	
Shaping the Future of Traceability	17	GS1 Australia's Collaboration with APCO	41
Traceability in Agriculture: <i>Working with Government</i>	18	An Industry Alliance: <i>National Building Products Coalition</i>	42
Improving Traceability in Australian Healthcare	19	Our Engagement with Government	43
Enhancing Traceability of Medical Devices	21	DEDICATED SUPPORT FOR SMES	
Helping Protect Indigenous Properties - <i>Aboriginal Art and Crafts</i>	22	Online Marketplaces: <i>Supporting SMEs</i>	45
Plant Property Identification: <i>Supporting Biosecurity</i>	23	SMEs and PPE Manufacturers COVID-19	46
		Improving Member Access: <i>MyGS1 and GS1 Services</i>	47
		GS1 STAFF & PHILANTHROPY	
		Charity Initiatives and Ethical Stance	49
		Recognised in AFR Boss Magazine's Best Places to Work	50

Copyright Notice
© GS1 Australia Limited (ABN 67 005 529 920) 2023. All rights reserved.

The content and layout of this report are protected by copyright in Australia and, under international treaty, other countries in the world. Neither the whole nor any part of this report (nor any adaptation of them) may be reproduced, published, performed, communicated to the public or adapted without the prior written consent of GS1 Australia Limited.

From Our Leaders



Message from CEO

Maria Palazzolo
Executive Director and Chief
Executive Officer, GS1 Australia

Reflecting on the last 12 months, I am immensely proud of the work we have accomplished together, and excited to share some of our key achievements.

One of the most notable advancements this year has been the widespread adoption of 2D barcodes; representing a significant leap forward in data capacity and accessibility, enabling businesses to share more information than ever before. This has not only improved product traceability and transparency but also paved the way for more personalised and engaging consumer experiences.

Our focus on data and digital content has also been a key driver of our success. By harnessing the power of data, we have been able to provide businesses with meaningful insights, enabling them to make informed decisions and drive strategic growth.

In the rail industry, our collaborative efforts with operators and stakeholders have resulted in the successful implementation of GS1 standards in key areas such as asset management, maintenance, and inventory control.

Sustainability and the circular economy have also been at the forefront of our agenda. We firmly believe that our role extends beyond facilitating trade; we also have a responsibility to promote sustainable practices and contribute to a more circular economy.

Together, we have achieved great things, and I am confident that we will continue to do so in years to come.

A handwritten signature in white ink, appearing to read 'Maria Palazzolo'.

Maria Palazzolo



Message from Chair

Ian Dunn
Chairman of the Board,
GS1 Australia
Head of Trade Relations,
Woolworths Ltd

Welcome to this year's Annual Review 'Transforming Australian Industry', where we find ourselves at a significant milestone – the 50th anniversary of the barcode. This simple, yet revolutionary technology has transformed the way we trade, communicate, and interact with the world around us.

The barcode's journey began as a solution to speed up the supermarket checkout process. Today, it has evolved into a universal language of business, used by millions of companies worldwide to identify, capture, and share information. It is a testament to the power of innovation and standardisation, and a symbol of our commitment to making business easier.

Over the past five decades, GS1 Australia has been at the forefront of this evolution. We have worked tirelessly to promote the adoption of barcodes and Global Trade Item Numbers (GTINs), driving efficiency, accuracy, and transparency across the supply chain.

As we celebrate this milestone, we also look to the future. The rise of digital technology presents new opportunities for us to innovate and evolve. From 2D barcodes to digital twins, we are exploring new ways to harness the power of data to deliver even greater value to businesses and consumers alike.

On behalf of the Board, I would like to express my deepest gratitude to GS1 staff, GS1 members and all those who have contributed to our shared mission.

A handwritten signature in white ink, appearing to read 'Ian Dunn'.

Ian Dunn

About GS1 Australia

GS1 Australia is the leading provider of standards and solutions for over 25 industry sectors. We introduced barcoding to Australia in 1979 and today we enable more than 22,000 member companies, of all sizes, to become more efficient by implementing the GS1 system.

We bring businesses, associations, and industries together: this blended community comes to GS1 Australia for advice, networking and solutions to their supply chain challenges. We partner with, and help showcase, members, solution providers and industry leaders to demonstrate and encourage supply chain best practice.

GS1 is part of a worldwide network of GS1 organisations in over 116 countries and a global office based in Brussels, Belgium. As a member-based, not-for-profit organisation, our charter is to supply and manage barcode numbers, operate, and manage supply chain standards in accordance with our global GS1 system and to provide related solutions and services to our members. We are driven and governed by our members, and all our services are provided on a cost-recovery basis.

Our Mission and Vision

We strive to be the trusted partner for industry and government, guiding their journey in digital transformation, traceability, sustainability and circularity, and trade in Australia and offshore.

Our Purpose

We support Australian business and government in the adoption and implementation GS1 standards and services.

Our Goal for the Future

Looking towards the future, our objective is to:

- Increase the adoption of GS1 standards across a range of sectors with particular focus on Retail, Rail, Primary Industry, Construction and Healthcare.
- Expand GS1 services and enhance programs for our Advisory service, Education and Training and MyGS1 online member portal.
- Engage government, regulatory bodies, and associations to increase awareness of GS1 standards and services.
- Support our members and partners through new programs and initiatives in education and training and customer support.
- Continue building a sustainable and resilient organisation enabled by relevant systems and technologies and supported by robust governance frameworks.



The Global Language of Business

116

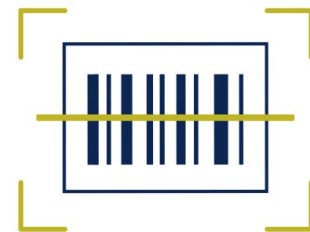
Member Organisations



More than

1 billion products

carry GS1 barcode



10 billion

GS1 barcodes scanned daily



More than

2 million companies

globally use GS1 standards

Corporate Governance

GS1 Australia is governed by an independent Board and Council, consisting of 15 representatives from various trade and industry associations, including major retailers and manufacturers.

Our board members' diverse experiences and skills are invaluable when it comes to determining and reviewing strategy, annual operational plans, and budgets, and

ensuring proper audit functions and legal compliance. Their hands-on, current industry experience is vital.

Our board includes executives from several Australian and international companies, from a large cross-section of Australian industry associations. solutions and services to our members.

Board of Directors



Chairman
Ian Dunn
Head of Trade Relations
Woolworths Limited



Special Director
James Hulse
Head of Supply Chain Operations
Coles
Representing: Australian Retailers
Association



Special Director
David McNeil
Customer Service and Fulfilment Manager
InfraBuild Steel
Representing: Australian Logistics Council



Executive Director
Maria Palazzolo
Executive Director and Chief Executive
Officer
GS1 Australia



Jeff Maguire
Group Head of CDS Development &
Implementation
Australia, Pacific & Indonesia
Coca-Cola Europacific Partners
Representing: Australia Food & Grocery
Council



Tim Piper
Head Victoria
Australian Industry Group
Representing: Australian Industry Group



Paris Golden
Managing Director
McCormick Foods Australia
Representing: Australian Food & Grocery
Council



Georgia Lennon
Chief Executive Officer
The Drinks Association
Representing: The Drinks Association



Gary Stones
General Manager, Retail Operations
Myer
Representing: Australian Retailers
Association



Andrew Leakey
General Manager
Mars Wrigley Australia
Representing: Australian Industry Group



Richard Plunkett
Director & Practice Lead - Group Business
Enablement Team
Woolworths Limited
Board appointed

Council Members



Dr John Langbridge
General Manager
Corporate and Industry Affairs
Tey's Group
Representing: Australian Meat and
Livestock Industry



Jason Robertson
Director - Policy, Sustainability and
Impact
Australian Retailers Association
Representing: Australian Retailers
Association



Maria Palazzolo
Executive Director and
Chief Executive Officer

Maria joined GS1 Australia in 1983, not long after it was founded. During her time with the organisation, Maria has been responsible for successfully implementing global standards for eCommerce applications within many companies in different industry sectors throughout Australia.

Maria has also been responsible for producing many industry specifications as well as collaborating on the introduction of eCommerce strategies in a range of industry sectors including defence and government.

Her extensive work with organisations such as the Australian Retailers Association, Australian Industry Group, National Association of Retail Grocers Australia, Australian Food and Grocery Council, Logistics Association of Australia and the Australian Industry Information Association gives her a wealth of experience in all aspects of supply chain management and technology development.

Maria has held the position of CEO since 2002.

GS1 Staff Leadership



John Hearn
Chief Services Officer



Tavita Maanaima
Chief Information Officer



Karen Littlepage
Chief People & Culture Officer



Tony Morganti
Chief Financial and Compliance Officer
& Company Secretary



Marcel Sieira
Chief Operating Officer



Industry Collaboration & Partnerships

Working with Industry and Government
to Make a Difference

We believe that building meaningful alliances is essential for driving innovation, generating awareness, and discovering new opportunities; this is why we take immense pride in our robust network of partners and alliances that have been instrumental in helping business across many different sectors, make their supply chains more efficient.

Our Valued Partners and Alliances



National Association of Testing Authorities (NATA): Our partnership with NATA underscores our dedication to quality and compliance; together, we strive to uphold the highest standards and promote best practices.



Joint Accreditation System of Australia and New Zealand (JAS-ANZ): JAS-ANZ's support has been instrumental in ensuring wide-spread acceptance of GS1 standards, and our collaboration enhances the trust and confidence stakeholders place in GS1 Australia.



Standards Australia: Our alignment with Standards Australia reflects our commitment to the development and adoption of industry standards. Through this partnership, we contribute to the implementation of standards for the benefit of all.



United Nations Economic Commission for Europe (UN/ECE): Our involvement with UN/ECE underpins our global outlook while working towards harmonising trade facilitation and driving international interoperability.



Australian Food & Grocery Council (AFGC): The peak body for Australia's food and grocery manufacturing industry, the AFGC and GS1 Australia work together to meet the growing challenges of an ever-changing sector, consumer expectations, retailer requirements and new ways of working as companies undergo digital transformation.



Food Standards Australia New Zealand (FSANZ): FSANZ partnered with GS1 Australia to support the development and implementation of the Branded Food Database – a central source of food product information for food and beverages sold in Australia.



Drinks Association: Our longstanding partnership with the Drinks Association is testament to supporting the Australian liquor industry in adopting best practice in supply chain and data management. GS1 Australia also sponsors the Supply Chain Management Award at the annual Drinks Awards event.



Australasian Rail Association (ARA): We partnered with the ARA on Project i-TRACE to realise the benefits of working with the rail industry and government to support the rapid adoption and implementation of GS1 standards for asset management and lifecycle tracking.

GS1 Alliance Partner Program

At GS1 Australia, we understand that no organisation operates in isolation and that success often hinges on the strength of alliances.

The benefits of our Alliance Partner Program are as diverse as the partners who join us, opening the door to over 22,000 member companies looking for help building robust and effective supply chains.

When partners join the program, they have access to:

- GS1 system training including the Learn and Knowledge training course
- The latest supply chain news, innovation and technologies
- Marketing and networking opportunities
- A rich array of GS1 resources
- Access to GS1 members with a listing in our lead generating directory

Our network of experts, thought leaders, and industry innovators provide valuable insights and guidance to our members.

We leverage these partnerships to align our standards with industry needs and drive innovation in specific sectors. Through these partnerships and alliances, we foster awareness, share insights, and provide opportunities for our members.



Matthews Australasia forged a strategic partnership in 2003. Being part of GS1 gives us credibility in the industry and also gives us an opportunity to give back to industry.

Mark Dingley
CEO Matthews Australasia

Standards Australia: *Adoption of ISO and GS1 Standards*

One of the highlights of the past year has been the adoption of International Organisation for Standardisation (ISO) and GS1 standards by Standards Australia. This significant development is a testament to our collective efforts to drive standardisation and interoperability in various industries across the nation.

Standards Australia, the nation's peak non-government standards organisation, has long been instrumental in the development and adoption of internationally recognised standards. Their decision to adopt ISO and GS1 standards marks a significant milestone in our shared mission to facilitate seamless trade and improve efficiency across all sectors.

The ISO standards, known for their high-quality, safety, and efficiency, have been widely accepted and implemented globally. Adoption by Standards Australia will significantly enhance the compatibility and interoperability of Australian businesses in the international market.

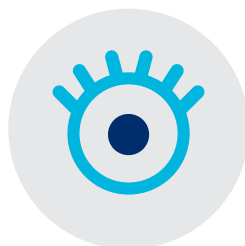
Similarly, the adoption of GS1 standards, will play a critical role in ensuring unique identification, accurate capture, and seamless sharing of information, to streamline operations, reduce costs, and improve customer satisfaction across various industries. This will be particularly transformative for sectors such as retail, healthcare, and freight and logistics, where accurate and efficient data exchange is paramount.

This decision by Standards Australia is expected to deliver numerous benefits, not only enhancing the international competitiveness of Australian businesses but also driving innovation, improving product traceability while promoting sustainability.

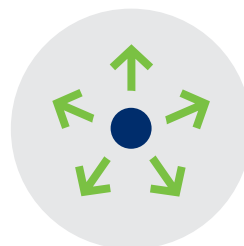
As we celebrate this milestone, we reaffirm our commitment to working with Standards Australia and other stakeholders to facilitate the effective implementation of these standards.



CAPTURE



IDENTIFY



SHARE



USE

Standards Supporting Digital Trade



Advocating for Simplified Trade Systems and Policy Excellence

Global trade systems are constantly evolving and GS1 standards play a key role in simplifying the way products are identified and classified for trade reporting. GS1 registries deliver productivity gains for customs and border agencies, automating clearance processes, better managing risk, and improving revenue and tax collection processes.

GS1 Australia is dedicated to amplifying our members' interests and ensuring that their voice is heard through advisory input, policy development, and increased engagement with the Australian Government.

Championing Trade Facilitation: A Shared Vision

We understand that a thriving business environment requires forward-thinking policies that support innovation, growth, and operational excellence. GS1 Australia is committed to championing trade facilitation through the digitalisation of trade processes and Simplification of Trade Systems—an endeavour that aligns seamlessly with shared objectives and in-step with Australia's Digital Trade Strategy.

Ministerial and Department Engagements: Trusted Advisors to Government

Our partnerships with prominent government bodies like Austrade, the Australian Border Force, and the Department of Agriculture, Fisheries, and Forestry are integral to our mission of promoting industry interests. Through these engagements, we aim to bridge the gap between our members' needs and policy formulation, fostering an ecosystem that nurtures business success.

An Influential Appointment: Maria Palazzolo's Role

We are immensely proud that Maria Palazzolo, our visionary CEO, has been appointed to the Simplified Trade Systems Taskforce Industry Advisory Group; this prestigious appointment underscores her dedication to ensuring industry concerns resonate within policy discussions.

GS1 Australia's Role in Trade: Supporting Policy Development

Our participation in the National Committee for Trade Facilitation – Trade Technology Working Group reflects our commitment to supporting policy development. By actively engaging in discussions surrounding trade technology, we are working together to help streamline business operations and trade in Australia.

We have also had significant input at the inaugural Simplified Trade System (STS) Summit together with numerous submissions to government and regulatory agencies including an STS submission and discussion papers with Australian Border Force.

We are continuously working towards creating a simpler, more effective, inclusive, and sustainable cross-border trade environment using GS1 standards; collaborating with government agencies to discuss opportunities and challenges to reform Australia's cross-border trade landscape.

GS1 Standards: *Trust in National Product Conformity Infrastructure*

GS1 standards support a transformative era of trade modernisation, product conformity, and certification. Our collaborative efforts, exemplified by partnerships with the Department of Industry, Science and Resources, NATA, and JAS-ANZ, are propelling industries towards new horizons.

GS1 Standards: A Foundation for Progress

We believe standards are more than just guidelines—they are the building blocks of a robust, efficient, and interconnected business ecosystem. Our commitment to innovation and collaboration has strengthened ties with key national standards agencies and, also redefined how businesses operate and trade.

Digital Trade and Strengthening Brand Trust: Delivering Efficiencies

Our ongoing work with government, such as the Department of Industry, Science and Resources has been instrumental in driving trade modernisation. By aligning our efforts with government and standards-based organisations, we are facilitating seamless data exchange, reducing barriers, and fostering a climate of efficiency and collaboration, with GS1 standards acting as the common business language across the global supply chain.

Product Conformity, Claims and Credentials: A Standards-Based Framework

The National Association of Testing Authorities (NATA) and Joint Accreditation System of Australia and New Zealand (JAS-ANZ) are integral components of our journey towards product conformity and certification. These linkages provide a clearer understanding of how to actively improve future digitisation of national conformity systems within a standards-based framework.

Collaboration with these reputable standards organisations, ensures that products meet stringent quality and safety standards; elevating consumer trust and cementing GS1 Australia's position in the global supply chain arena.

Our partnerships underscore our commitment to creating an ecosystem where innovation, transparency, and quality thrive. Through GS1 standards, we are creating a landscape where businesses flourish, and consumers are empowered, now and in the future.



JAS-ANZ



Shaping the Future of Australian Meat Supply Chains

The Red Meat Messaging program, administered by AUS-MEAT on behalf of industry and driven by collaborative efforts of the Red Meat Supply Chain Committee, exemplifies our commitment to efficiency, collaboration, and excellence.

A Collaborative Vision for Success

We understand that industry transformation is achieved through partnerships and shared goals. The Meat Messaging program is testament to this belief, bringing together industry leaders from Australian Meat Industry Council (AMIC), Australian Meat Processor Corporation (AMPC), Meat & Livestock Australia (MLA), AUS-MEAT, Department of Agriculture, Fisheries and Forestry (DAFF), GS1 Australia, and other industry members to shape the future of industry operations.

Meat Messaging refers to a simple secure 'cloud' industry portal where export establishments upload consignment information including all carton GS1 serialised GTINs – carton barcodes. Once consignments are received, authorised users such as importers, inspection houses and end-users, access details about consignment and individual cartons for verification and validation to meet regulatory compliance.



GS1 Registries: Unleashing the Power of Standards

The Meat Messaging program is built on the foundation of GS1 barcode standards and GS1 EANCOM electronic message standards; a common language facilitating seamless communication, enabling businesses to exchange information accurately, efficiently, and transparently.

Commercial Benefits of Meat Messaging

The commercial benefits of adopting the Meat Messaging program are far-reaching:

Operational Efficiency: By aligning processes and communication with standardised codes and electronic messages, organisations can streamline operations, reduce errors, and minimise manual efforts.

Enhanced Collaboration: The program fosters collaboration among stakeholders, creating a harmonious ecosystem where data exchange is swift, accurate, and consistent.

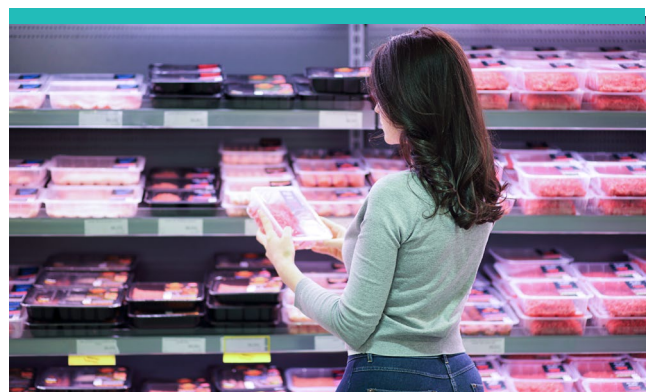
Supply Chain Visibility: Transparency is a cornerstone of the program, allowing businesses to track and trace products throughout the supply chain, leading to improved visibility and trust.

Verification and Traceability: These messages assist regulatory authorities with authenticity, verification, and traceability of meat products.

Cost Savings: With optimised operations, reduced errors, and improved communication, businesses realise improved productivity and resource efficiency.

Consumer Confidence: Accurate labelling and transparent information empower consumers to make informed choices, bolstering trust in the products they purchase.

By embracing the Meat Messaging program, leveraging industry standards, and collaborating with industry, we are helping transform the future of the meat industry.



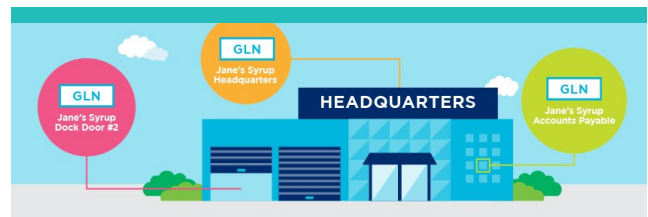
Simplified Trade Systems with Global Business Identifier (GBI)

GS1 Australia is at the forefront of trade modernisation efforts, driving innovation that strives to streamline import processes and enhance risk management. Our collaboration with US Customs and Border Protection (CBP) underscores our commitment to leveraging technology for operational excellence and industry growth.

Revolutionising Trade Identification: The Global Business Identifier (GBI)

Our partnership with CBP is focused on addressing a crucial need—improving the data quality, richness, and uniqueness of manufacturer/shipper identification. CBP is seeking a new identifier solution, and we are proud to introduce the Global Business Identifier (GBI).

US Customs and Border Protection
Global Business Identifier (GBI) Initiative CBP 2021 Virtual Trade Week Briefing
July 22, 2021



The Power of GS1 Global Location Number (GLN)

Under the GBI framework, the Global Location Number (GLN) emerges as a pivotal component which sets-up industry participants to benefit significantly in several ways:

Leveraging Existing Identifiers: Utilising identifiers that industry is already familiar with and promoting a seamless transition to minimise disruptions and improve productivity in the global trading arena.

Streamlined Import Data Collection: The GLN simplifies import data collection, leading to more efficient processes and reduced manual administrative burden.

Enhanced Importation Process: With a smoother flow of data and accurate identifiers, the importation process is poised to become quicker, resulting in improved operational outcomes.

Operational Efficiencies: Businesses can look forward to more streamlined operations, reduced delays, and improved resourcing.

Counterfeiting Protection: The GLN offers increased protection from counterfeiting, providing an added layer of security to safeguard products and supply chains, while also greatly improving customer confidence.

GS1 Australia continues to embrace the Global Business Identifier (GBI), leveraging the power of GS1 Global Location Numbers (GLNs), to pioneer a new future in trade modernisation and risk management.

GBI Core Competencies



Globally Unique



Separate Legal Entities



Location & Function Specific



Tracks Supply Chain Roles



Managed for Accuracy



Oversight & Governance

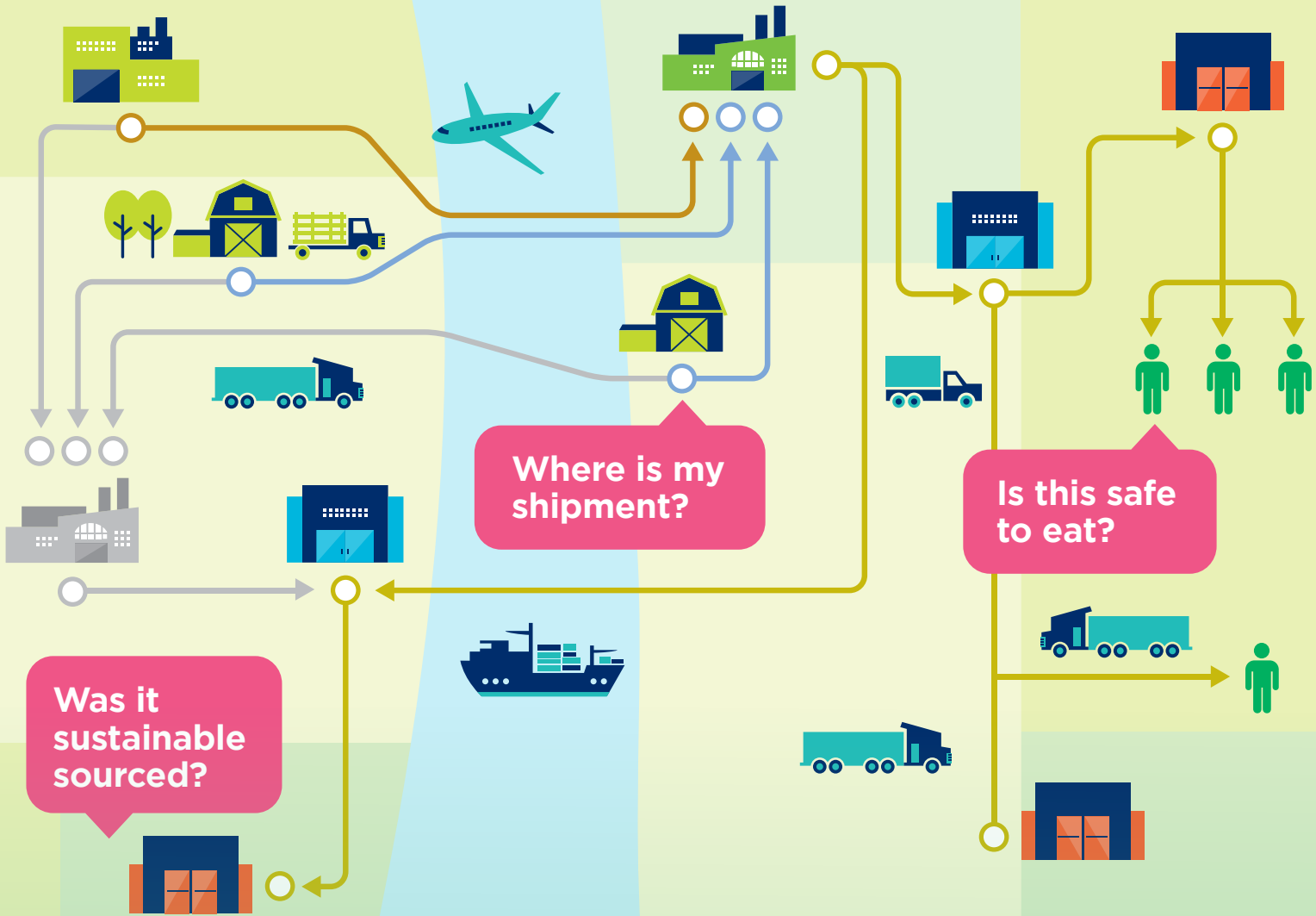


Data Sharing



Internationally Recognized





Standards Supporting Industry

Shaping the Future of Traceability

In the era of interconnected supply chains and heightened consumer expectations, traceability has become an imperative – this is why GS1 Australia is committed to leading the way in traceability standards, with the National GS1 Traceability Advisory Group (NGTAG) being a vital part of the journey.

A Nexus of Expertise: The National Traceability Advisory Group

Our Advisory Group is a collective of industry leaders, experts, and visionaries who come together to guide the development of traceability across supply chains. Chaired by nominated industry representatives with GS1 Australia supporting operational functions, members provide input, support, and guidance on the adoption of global data standards.

Priorities that Drive Progress

Dedicated to addressing key priorities, the group is paving the way for a robust and effective traceability framework:

Multi-Sector Representation: We recognise the importance of cross-sector collaboration to address traceability linkages across supply chains in a detailed and comprehensive way.

Government Engagement: Our engagement with state and federal governments is two-fold, to provide valuable insights into regulatory aspects of supply chain traceability and to stay informed in a constantly evolving landscape.

Risk and Opportunity Management: We actively manage and communicate both opportunities and risks to Australian industry, ensuring that businesses are well-informed and prepared for future developments.

Direct Reporting and Advice: Serving as a direct line of communication between industry experts and the GS1 Australia Executive Team, the Advisory Group ensures strategies align with the evolving needs of industry.



Supporting Australian industry and government to enhance supply chain traceability and trade

National GS1
Traceability
Advisory Group



Today full traceability across the supply chain is no longer a 'nice to have', it's actually a must-have.

Maria Palazzolo
Chief Executive Officer
GS1 Australia

Traceability in Agriculture: *Working with Government*

We are excited to share a journey of collaboration that is shaping the future of traceability in the agriculture industry; our partnership with the Department of Agriculture, Forestry, and Fisheries underscores our commitment to fostering innovation, transparency, and excellence.

Empowering Traceability: Our Shared Vision

Traceability is the cornerstone of a resilient and sustainable food supply chain and our work with the Department of Agriculture, Forestry, and Fisheries stands as a testament to our shared commitment, reinforcing the important role GS1 standards play to improving traceability standards and practices across the agricultural landscape.

Driving Change Through Industry Pilots

Our participation in the Victorian and New South Wales Agriculture Industry Pilots demonstrates our dedication to real-world impact in sectors like Table Grapes, Potatoes, Cherries, and Citrus. Working in tandem with industry stakeholders, we are helping refine traceability strategies, enhance visibility, and ensure the safety and quality of fresh produce.

NGTAG and TSP-SIG: A Platform for Collective Progress

Our commitment to driving traceability doesn't stop at the field; it extends to the formation of the National Traceability Advisory Group (NGTAG) and the Traceability Solution Provider - Special Interest Group (TSP-SIG).

NGTAG comprises senior-level members from industry and government, addressing traceability linkages across supply chains to ensure Australia maintains and builds global competitiveness, sustainable economic growth and positive socio-economic outcomes and opportunities.

TSP-SIG welcomes industries and solution providers interested in supporting enhanced product traceability; bringing combined expertise, technology and experience to the forefront and collectively shaping an ecosystem which supports transparency, accountability, and the well-being of consumers.

Both these working groups provide a platform for industry leaders, innovators, and experts to shape best practices, develop technical standards, and drive the evolution of traceability solutions.



Improving Traceability in Australian Healthcare

In the realm of healthcare, the pursuit of efficiency and patient safety are paramount. We are deeply committed to improving traceability across the medical landscape.

We are excited to share our achievements and key milestones.

Partnering for Traceability: A Collaborative Endeavour

Our partnerships with government agencies and industry leaders show our dedication to building a future where GS1 standards support traceability for patient safety and operational efficiency. Together, we are laying solid foundations for enhanced traceability of medical devices and medicines—a critical step towards a safer, more transparent healthcare value chain.

Benefits that Resonate: Elevating Patient Safety and Beyond

The benefits of enhanced traceability are far-reaching, touching every point in the healthcare value chain:

Safety for Patients and Consumers: With clear traceability, patients, consumers, and suppliers can trust that the medicines and devices they rely on are genuine and safe.

National Product Catalogue (NPC): The NPC developed for the Australian healthcare sector, as part of the National eHealth Transition Authority (NeHTA) Supply Chain program, addresses the need for improvements in managing data quality.

An industry initiative, the platform is hosted on behalf of Australian healthcare by GS1 Australia, with ongoing governance provided via an industry Advisory Group comprising stakeholders from across the sector including government, public and private health, manufacturers, sponsors, distributors, and wholesalers of regulated healthcare products.

The need for accurate and consistent data for all products is a recognised imperative within healthcare; quality data from the validated, expert source – the manufacturer or their distribution agent, the Australian product sponsor, is critical to data accuracy.

Digital exchange of quality data and increased use of GS1 standards via a single source, enables consistency and interoperability across multiple systems. By ensuring that all systems are speaking the same language, duplicated effort and data errors are minimised across the end-to-end healthcare supply chain.





Enhancing Traceability of Medical Devices

GS1 Australia has been working closely with the Therapeutic Goods Administration (TGA) on a collaborative project, aiming to enhance the transparency and traceability of medical devices in Australia and New Zealand.

With over 2.8 million devices implanted and funded by private health insurance alone – with many more implanted in the public system, the ability to accurately identify medical devices is challenging.

Implementation of a Unique Device Identifier (UDI) system has been helping improve patient safety and providing quicker response times in relation to contacting patients identified as having issues with medical implants and devices.

In partnership with GS1 Australia, the TGA has been testing the viability of leveraging the National Product Catalogue (NPC), as part of the Global Data Synchronisation Network (GDSN) data pool for Australia and New Zealand.

The project's primary objective is to enable sponsors to provide data to the Australian Unique Device Identification Database (AusUDID). With testing successfully completed, sponsors will now be able to share medical device information with the AusUDID – in a similar way data is currently shared with state and territory health departments and other healthcare data recipients.

The NPC provides a reliable and standardised source of product data, streamlining the exchange of information between suppliers and healthcare providers, and helping sponsors provide consistent and accurate product data.

This initiative marks a significant step forward in our efforts to enhance the traceability and transparency of medical devices across the healthcare supply chain; it also underscores the value of GS1 standards in improving the efficiency and accuracy of data exchange.

In adopting the NPC, the TGA has recognised the value of having a standardised, centralised source of product data, enabling them to streamline regulatory processes, improve accuracy of product information, and enhance the ability to track and trace therapeutic goods.

This development not only strengthens the relationship between GS1 Australia and the TGA but also reinforces the importance of standardisation in the healthcare sector.



Helping Protect Indigenous Properties – *Aboriginal Art and Crafts*

GS1 Australia is actively engaged in programs to support the protection of indigenous intellectual properties via the use of product identifiers to track and trace indigenous art and craft. Working with indigenous art councils to implement GS1 standards, we aim to provide transparency and enhanced traceability of artworks and designs from indigenous communities through to retail outlets – and helping ensure that royalties and cultural interests are recognised and protected.

Combatting Counterfeit and Unauthorised Use of Cultural Properties

In 2019-20, total sales of Aboriginal and Torres Strait Islander art and crafts reached about \$250 million, including sales of artwork through Art Centres and souvenirs and other products with Aboriginal and Torres Strait Islander art and designs through other channels.

GS1 standards are used to track and trace artworks by:

Creating Unique Identifiers: Each artwork can be assigned a unique identifier, such as a Global Trade Item Number (GTIN), which is encoded in a barcode or other machine-readable format. For mass produced items, e.g. coffee cup, a separate unique GTIN can be assigned to the coffee cups.

Capturing Data: Along with the unique identifier, data is captured about the artwork, including information about its creator, materials used, and cultural significance; some of this information may be ‘inside the barcode’ and other data linked via websites.

Sharing Information: The information about the artwork is shared among all stakeholders in the supply chain, including artists, galleries, museums, and collectors, enabling greater transparency and accountability in the art market.

Benefits of using GS1 standards in the supply chain include:

Promoting Ethical Sourcing: By tracking the artwork from creation to sale, GS1 standards help ensure that artworks are ethically sourced and sold.

Preventing Counterfeiting: The unique identifier and associated data can be used to prevent the sale of counterfeit or illegally obtained artworks.

Enhancing Transparency: GS1 Standards promote greater transparency and accountability in the art market and enable stakeholders to make more informed decisions about the artworks they buy or sell.

Preserving Cultural Heritage: GS1 standards help towards ensuring that First Nations artworks are ethically sourced and sold, with the aim of preserving cultural heritage and promoting the rights of First Nations peoples.

The ability to track and trace artworks is an important development in the art world, which promotes ethical sourcing and helps prevent the sale of counterfeit or illegally obtained artworks.

Plant Property Identification: *Supporting Biosecurity*

In the ever-evolving landscape of horticulture and agriculture, unique identification is the driving force behind growth and efficiency. We are thrilled to share an inspiring initiative that showcases the power of collaboration, standardisation, and commitment to streamlining processes while supporting Government's aims to further improve Australia's biosecurity response readiness based on building digital capabilities.

A Vision for Consistency: Plant Property Identification

Currently, there is no national identification system for properties in horticulture or agriculture, resulting in a fragmented ecosystem and missed opportunities to improve Australia's biosecurity posture and, respond quickly to incidents. Governments do not have access to accurate data about what properties are located where, what they grow and how, where they are located and contact information for growers and farm managers to support rapid biosecurity responses.

A Model of Standardisation: GS1 Data Standards

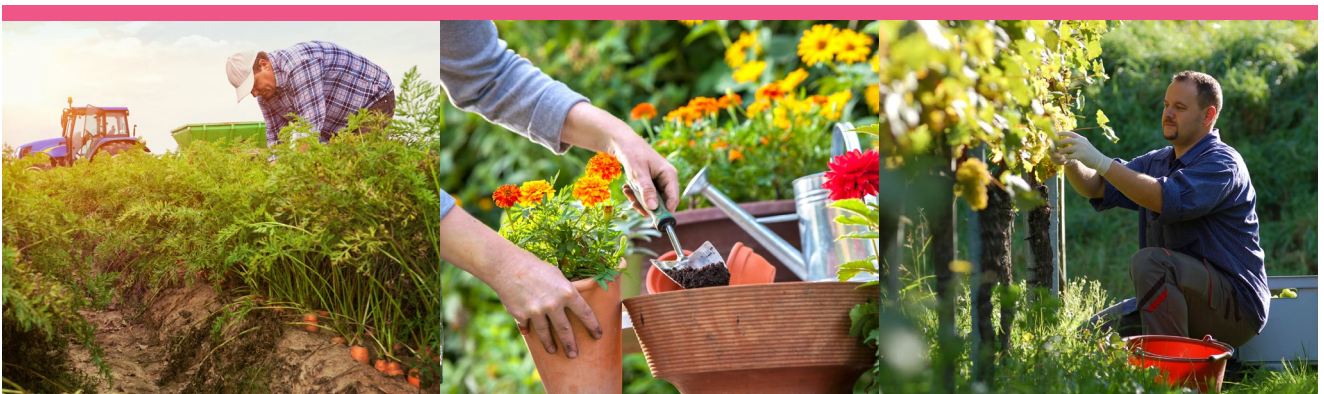
To achieve a national system for Plant Property Identification and provide the foundation for digital transformation, a data framework based on GS1 data standards has been developed in close partnership with Australian governments.

The Pilot Model: Global Location Numbers (GLNs) and National Location Registry (NLR)

A data framework that leverages Global Location Numbers (GLNs) as the plant property identifier was developed and supported by the National Locations Registry (NLR) as a central national repository for plant property data, further enhancing information management and accessibility.

A Greener Future for Industry

The results of the project included a range of recommendations to Australian governments on how to implement and roll-out a GS1 standards based Plant Property Identification system in Australia - groundwork has been laid, and Australian governments are considering their next steps.



A hand in a blue suit sleeve points towards a complex digital network of glowing blue nodes and lines. The background is dark with a bokeh effect of light spots.

Digital Transformation



Navigating Digital Transformation in Retail

As we witness, AI, online fulfillment, and the rise of automated distribution, GS1 Australia stands at the forefront of this transformation, leading the charge towards a future that is interconnected, efficient, and consumer focused.

Harnessing the Power of Consumer Data: A Strategic Imperative

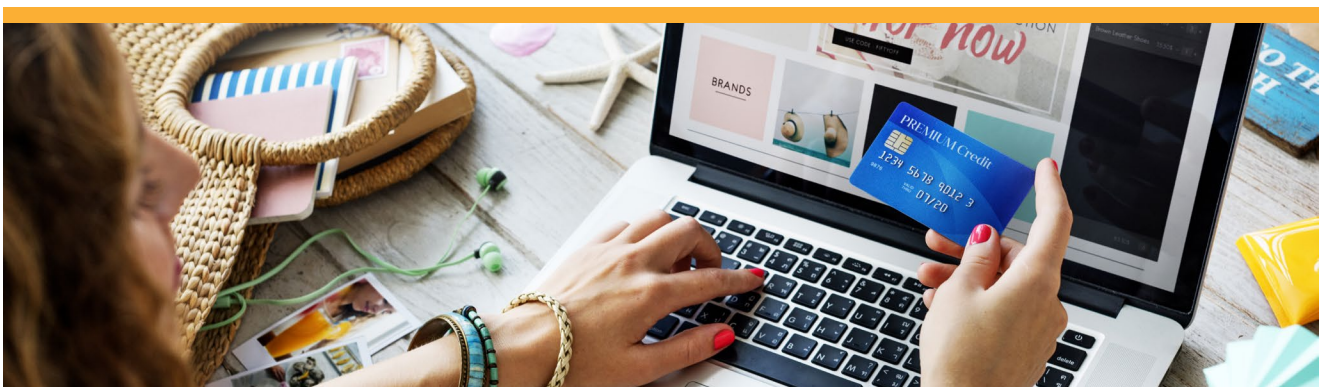
In an era where data is often referred to as the “new oil,” the value of consumer data cannot be overstated. With the explosion of e-commerce and digital technologies, businesses are presented with an unprecedented opportunity to tap into a treasure trove of insights derived from transactions, consumer interactions, and social media.

Unveiling the Potential of 2D Barcodes and GS1 Powered QR Codes

Central to this transformation is the use of 2D barcodes, with a particular focus on GS1 powered QR codes. These codes are much more than mere identifiers; they are gateways to a more connected, data-rich future and by embedding these codes in products, we enable businesses to gather real-time insights, streamline processes, and enhance consumer experiences.

A Catalyst for Progress: GS1 Australia’s Commitment to Digital Transformation

GS1 Australia understands that embracing the digital wave is not just an option; it’s an imperative for success. We are fully committed to supporting industry as they undergo the digital transformation required to cater for today’s hyperconnected consumer and the intricate web of omnichannel retailing.





2D Barcodes: *Revolutionising Labelling and Packaging*

The next dimension in barcodes is transforming the way we do business, carrying substantially more information than a traditional linear barcode, scanning everywhere across the value chain and opening new doors to business-to-business, business-to-consumer, and business-to-government.

An inspiring achievement that highlights the power of collaboration, innovation, and industry leadership, GS1 Australia's groundbreaking 2D barcodes, developed in partnership with major retailers like Woolworths, have not only transformed packaging design but also garnered prestigious awards.

Scanning more than 9 million 2D barcodes at point-of-sale every week, Woolworths is one of the key participants reaping enormous benefits from this barcode and achieving significant results in productivity and efficiency.

Elevating Packaging Design: A Vision Realised

We believe in pushing boundaries and reshaping industries through change and invention. Our partnership with industry leaders has led to the creation of revolutionary 2D barcodes, redefining packaging design and functionality in ways that were once unimaginable.

Awards that Reflect Excellence

Our journey in the realm of packaging innovation has been recognised and celebrated by esteemed institutions; the 2022 Australian Packaging and Processing Machinery Association (APPMA) award for Packaging Design Innovation speaks volumes about our commitment to pushing the envelope and bringing visionary concepts to fruition.

Silver Award for Packaging Innovation

The accolades don't stop there! 2D barcodes powered by GS1, in collaboration with Woolworths, clinched the silver award in the Australia Institute of Packaging (AIP) Australasian Packaging Innovation and Design Awards 2022. This honour, specifically in the Save Food Packaging Design of the Year category, underlines the real-world impact of our response to critical challenges in the food and beverage industry.



“ We’re proud to be the first Australian supermarket to invest in this technology and hope it can help us further reduce food waste. 2D Barcodes have immense potential and we’re excited to see how they will improve traceability and stock management.

Richard Plunkett
 Director & Practice Lead - Group Business Enablement,
 Woolworths

Collaborating with Industry

We work closely with industry, hosting regular 2D Retail Advisory Group webinars which bring together more than 100 retailers, suppliers, and solution providers to delve into the next generation of barcodes, transforming retail in Australia and offshore.

A new era in barcodes, we continue to collaborate and explore further opportunities to unleash the potential of 2D barcodes, harnessing the power of innovation and technology while paving the way towards a more sustainable and efficient business landscape.

Barcode choice:

- GS1 DataMatrix with element string syntax

Data encoded:

- Global Trade Item Number® (GTIN®)
- Batch number
- Best-before date
- Net weight
- Price to pay



Leading the way: *Radio Frequency Identification (RFID)*

We are committed to driving innovation and fostering collaboration across industry sectors. Significant advances have been made in supporting Radio Frequency Identification (RFID) implementation based on Electronic Product Code (EPC) global standards, along with the establishment of the RFID Coalition—a dynamic forum for stakeholders to converge and shape the future of this technology.

RFID Implementation: Leading the Way

As a visionary organisation, we recognise the transformative potential of RFID technology in streamlining operations, enhancing supply chain visibility, and elevating overall business performance. We are proud to be at the forefront of advocating for the adoption of EPC global standards in RFID implementation, which in addition to enabling interoperability, also facilitates seamless communication across the entire supply chain.

RFID Coalition: A Collaborative Vision

Recognising the importance of collaboration in advancing RFID technology, we formed the RFID Coalition together with industry. This initiative serves as a gathering ground for industry stakeholders, technology experts, businesses, and innovators who share a common goal—to harness the potential of RFID for business growth.

Retailers, suppliers, solution providers and industry associations come together in pursuit of improved business processes, supply chain automation and authoritative product traceability, both in-store and online trading environments.

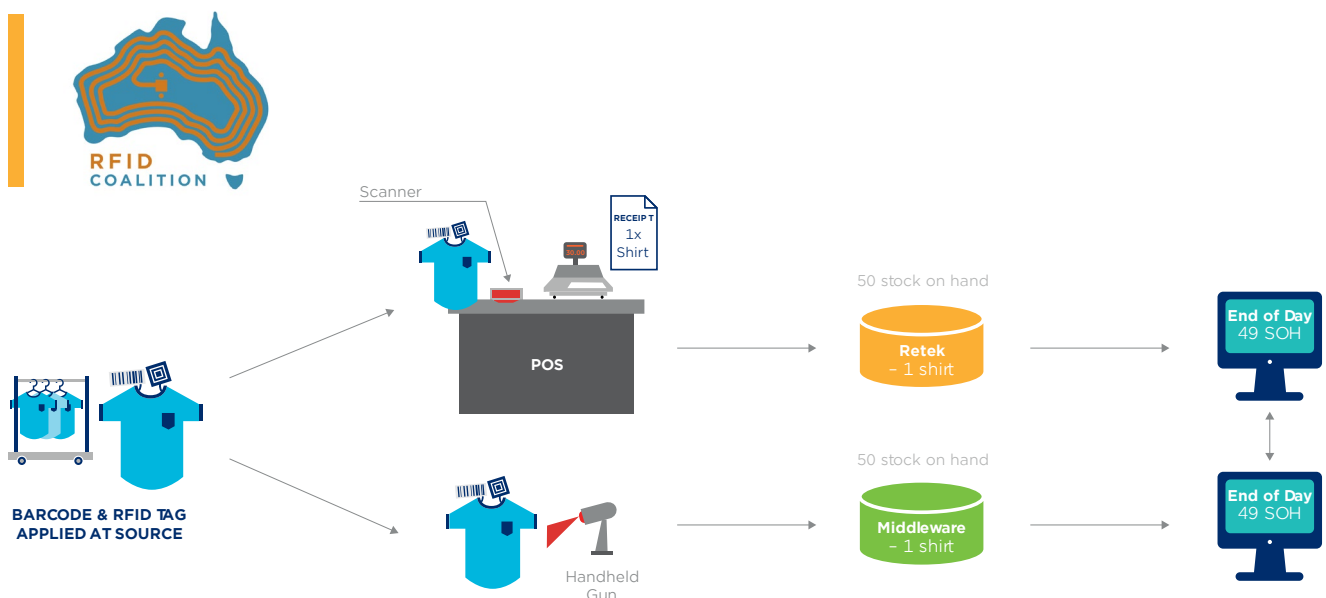
GS1 Australia has a supportive and neutral position within the RFID Coalition which meets three times a year, twice online and once a year face-to-face, together with a solution provider expo once a year. Meetings are supported by informal online café style sessions for stakeholders to network and share successes and opportunities.

The RFID Coalition provides a dynamic platform for:

Knowledge Exchange: Engage in insightful discussions, share best practices, and learn from peers who are leading the charge in RFID adoption and implementation.

Collaboration Opportunities: Discover avenues for collaborative projects, partnerships, and initiatives that accelerate RFID innovation across multiple industry sectors.

Participation in the RFID Coalition, supported by GS1 standards, ensures businesses are not only staying ahead of industry trends but are also actively involved in shaping the future of this transformational technology.





Revolutionising Healthcare: *Digital Transformation in Hospitals*

In the dynamic setting of healthcare, digital transformation has emerged as a positive force, redefining patient care, operational efficiency, and safety. GS1 Australia takes immense pride in having contributed to digital transformation within hospital environments across the country.

Achievements that Resonate with Excellence

Our commitment to patient safety has led to GS1 identification becoming an integral part of hospital operations, enabling critical processes such as Positive Patient Identification (PPID), Electronic Medication Management (EMM), and Asset Management. These achievements reflect our dedication to enhancing patient care and operational efficiency, through the implementation of standards and technology.

Benefits that Drive Progress

Our initiatives support healthcare systems and value chains across the country:

Enhanced Patient Safety: With GS1 identification, hospitals can ensure accurate patient identification, medication administration, and asset management, significantly improving outcomes for patient safety.

Improved Efficiency: The integration of GS1 identifiers streamlines processes, reduces errors, and optimises hospital operations, leading to improved efficiency and resource utilisation.



Milestones that Define Our Journey

Our journey towards digital transformation within hospital settings is marked by notable milestones:

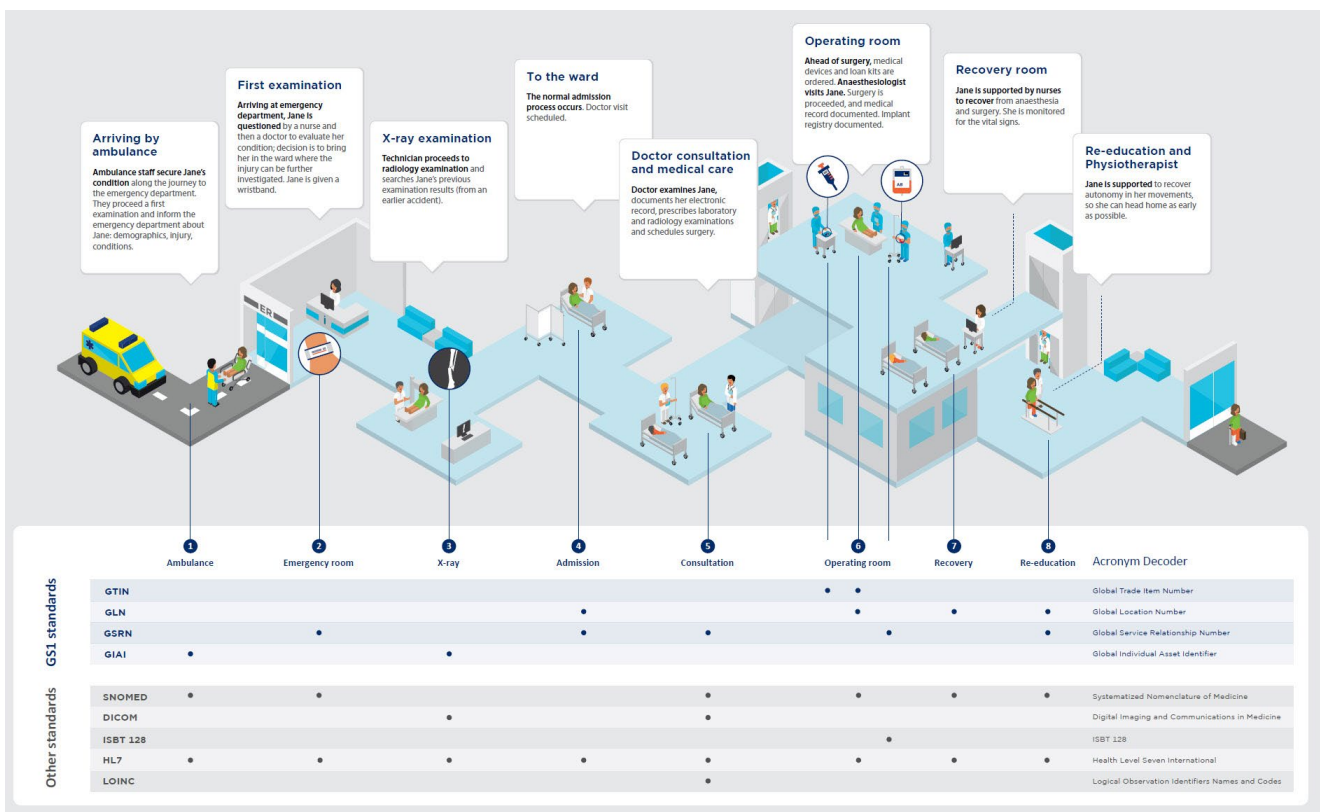
Inclusion of GS1 Identifiers in ACT Health Digital Health Record:

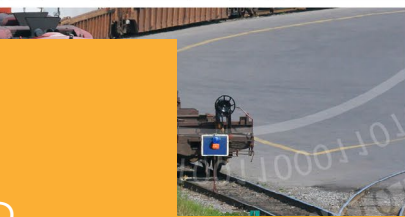
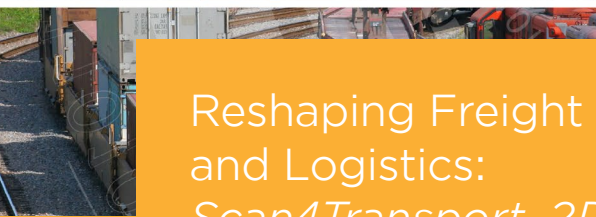
The incorporation of GS1 identifiers for people, places, products, assets, and documents within ACT Health's new Digital Health Record architecture underscores our commitment to shaping solutions that encompass all facets of healthcare operations.

GS1 Identification within EMM Solutions: GS1 identifiers play an important role within Electronic Medication Management (EMM) solutions across multiple hospitals, including Alfred Health. This integration ensures accuracy and safety in pharmacy and administration processes, significantly reducing errors.

Joining the Digital Transformation Narrative

By collaborating with GS1 Australia, and embracing our standards, hospitals across Australia can integrate GS1 identification within their processes and actively contribute to a healthcare landscape where patient safety is paramount.





Reshaping Freight and Logistics: Scan4Transport, 2D Barcodes and National Location Registry

GS1 Australia is excited to share an incredible journey of transformation that is reshaping the freight and logistics industry as we know it. A groundbreaking initiative – Scan4Transport powered by 2D barcodes and National Location Registry (NLR)—has not only created a new consistent and interoperable approach to freight but also sparked a revolution in the end-to-end process of how freight companies conduct business. Through leveraging the Global Location Number (GLN) within a Scan4Transport 2D barcode, parties involved in the transport process can look-up additional data about the locations they deliver to (e.g. site constraints, operating hours, etc) within the National Location Registry (NLR).

Scan4Transport continues to grow in Australia and New Zealand, enabling all parties involved in the freight transport process to capture key data and adhere to the same label standard across the entire transport supply chain – Scan4Transport makes freight talk the same language.

Scan4Transport: The Future of Freight Labelling

We've always been committed to driving change to create tangible value for business and industry and our Scan4Transport initiative reflects this commitment. By leveraging cutting-edge technology and GS1 standards, Scan4Transport has brought forth a revolution in the way freight and logistics companies manage their labelling processes.

A global standard which encodes transport data on a logistics label, Scan4Transport supports companies across the transport supply chain including first mile, sortation and last mile activities while enabling them to keep pace with the growing needs of customers. GS1 standards enable interoperability between multiple providers, improving efficiency, freight visibility and resilience across the supply chain.

“ Scan4Transport makes freight talk.

Mark Chaston
National Innovation Manager
Border Express



S4T
Scan4Transport

Delivering digital capability in the transport process

2D Barcodes: A Catalyst for Digital Transformation

Central to this transformation is the adoption of 2D barcodes, which has improved data capture and communication; the dynamic capabilities of this barcode offer a quantum leap in efficiency, enabling the inclusion of extensive information within a compact code. This transformational shift has unlocked a world of possibilities in terms of streamlined operations, minimised errors, and enhanced data visibility across supply chains.

Improving Location of Goods: National Location Registry (NLR)

An initiative poised to transform the landscape of location-based data management—the National Location Registry (NLR) is more than just a digital database; it’s a dynamic platform designed to streamline and enhance the accuracy of location information across industries.

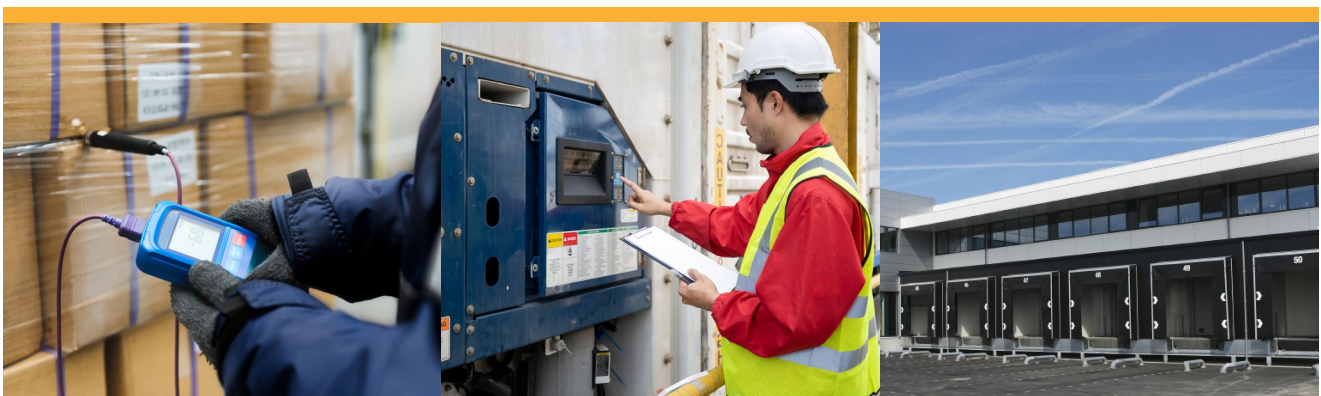
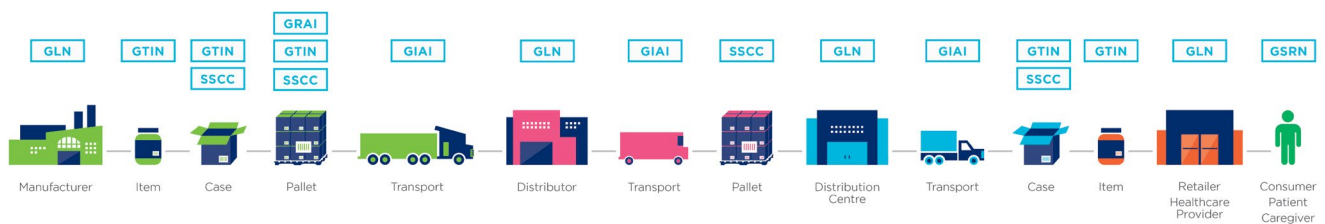
NLR, an initiative by the Commonwealth Government, supported by industry and managed by GS1 Australia, provides access to location data to improve freight pick-up and delivery processes. Sharing accurate and up-to-date location information contributes to improving traceability, freight management and more efficient business processes.

Empowering the Community: Certified Solution Providers

We are proud to promote the Certified Solution Provider community—a collective of industry experts and technology partners dedicated to delivering innovative solutions for freight and logistics. These experts possess an in-depth understanding of Scan4Transport (Freight Transport Labelling standards), Project i-TRACE (Rail part, component and asset identification and barcoding standards) and 2D barcode technology, ensuring seamless integration and optimal results for business operations.

Towards the Future

The journey of Scan4Transport and National Location Registry is one of profound change, and those who choose to be a part of this transformative wave will no doubt, reap enormous benefits. By embracing these innovations and collaborating with our Certified Solution Provider community, business can position themselves to thrive in the digital age of freight and logistics.



Project i-TRACE: *Transformation in Rail*

A remarkable initiative has been reshaping the rail industry through digital transformation and new standards of efficiency, collaboration, and innovation in Australian rail operations. Project i-TRACE is not just a leap forward; it's a paradigm shift that's redefining how rail operators track and trace assets in their supply chains, centring around the identification and marking of parts, components and assets within the rail industry using GS1 global supply chain standards.

Unlocking Efficiency Through Data Exchange: National Product Catalogue

Central to Project i-TRACE's success is the National Product Catalogue—a data synchronisation platform facilitating the seamless exchange of material master data across the rail industry. This digital hub ensures that accurate and real-time information is readily accessible, fostering a culture of transparency and collaboration among stakeholders in the rail industry.

Collaboration with Australasian Rail Association (ARA): Power in Unity

Our longstanding partnership with the Australasian Rail Association (ARA) further amplifies the impact of Project i-TRACE – through pooling our expertise, knowledge, and resources, we are not only driving digital transformation, but also nurturing a community of rail industry leaders devoted to shaping the future.

Real-world Achievements: A Glimpse into Our Progress

We are proud to share our recent collaborations, including work with Sydney Rail, Queensland Rail and other forward-thinking organisations who have started to see real tangible benefits to their business. These collaborations highlight our dedication to turning vision into reality; through these partnerships, we are working hard to improve productivity, visibility, and traceability across the whole supply chain, increase efficiencies in business operations and ultimately, make the rail industry safer for everyone involved.

Transforming Today for a Smoother Tomorrow

Project i-TRACE isn't just about innovation; it's about reshaping the rail industry to create a more connected, efficient, and forward-thinking future; and laying digital foundations to support MRO and asset management. It is about creating a coherent and seamless ecosystem that empowers all stakeholder to make informed decisions and drive meaningful change in the rail industry.

Queensland Rail: A GS1 Success Story

The adoption of the National Product Catalogue by Queensland Rail is the first stride towards realising the objectives of Project i-TRACE – to track and trace parts and assets throughout their lifecycle.

Implementing GS1 standards has enabled Queensland Rail to manage and share accurate, standardised product data with their suppliers and partners, allowing them to streamline procurement processes, reduce data discrepancies, and enhance the overall efficiency of business operations.

This milestone serves as an inspiring example for other rail operators, demonstrating the transformative power of standardisation and benefits of synchronised and aligned master data.



Branded Food Database: *Partnering with FSANZ*

GS1 Australia has championed the cause of enhancing transparency, trust, and safety across the food and beverage industry for close to 20 years. An important partnership with Food Standards Australia New Zealand (FSANZ) exemplifies our commitment to fostering collaboration and innovation for the greater good.

The FSANZ Branded Food Database has become a critical platform for food and beverage products sold in Australia, ensuring that consumers and businesses alike have access to accurate and up-to-date information.

This partnership has significantly improved the landscape of food and beverages sold in Australia with a central source of truth for accurate and validated product information. The Branded Food Database, designed to support a range of activities undertaken by FSANZ, such as evidence-based policy development, dietary modelling, and food labelling, also supports public health initiatives including the Health Star Rating system and Healthy Food Partnership.

National Product Catalogue: Enabling Accurate Product Master Data

The National Product Catalogue (NPC) enables the exchange of accurate and aligned product data and digital images with all trading partners in the supply chain and has played a critical role in supporting the Branded Food Database. We have worked closely with suppliers, manufacturers, and brand owners to collect and validate product data and provide this information to FSANZ via NPC, or via a customised online portal.

GS1 Australia and FSANZ: Empowering Food Transparency

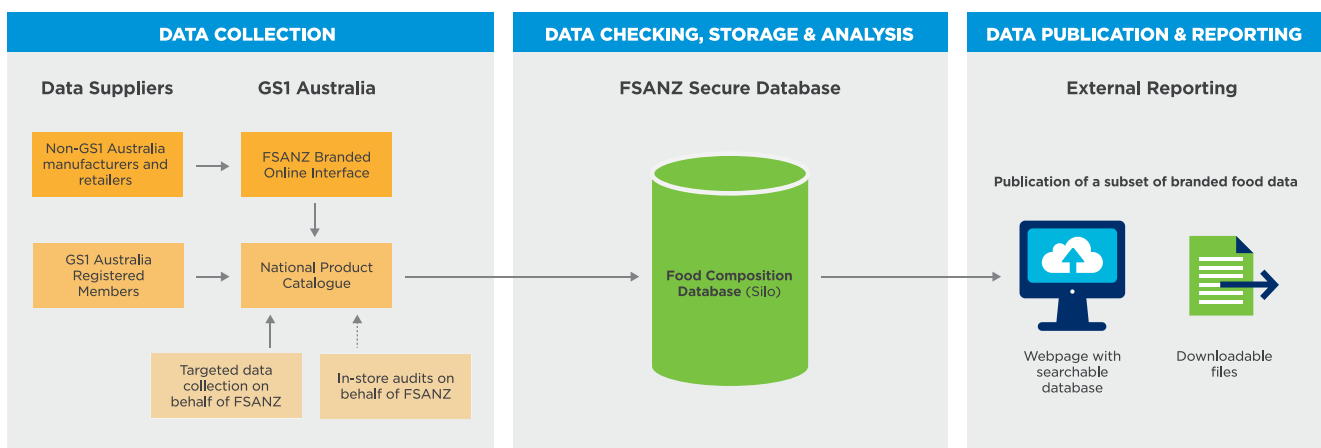
The FSANZ Branded Food Database is a stride forward in creating a standardised platform that empowers businesses to share consistent and reliable food product information. Leveraging GS1 standards, this database serves as a foundation for seamless communication throughout the food supply chain, with significant benefits to consumers, retailers, and manufacturers alike.

Enhanced Consumer Confidence: Equips consumers with the information they need to make informed choices about the food they consume, promoting health, safety, and wellbeing.

Streamlined Industry Operations: Simplifies data exchange among businesses, ensuring that accurate and consistent information is readily accessible, thereby optimising operations and improving efficiencies.

Innovation and Collaboration: Harnesses innovation by fostering collaboration between stakeholders in the food industry, ultimately driving the development of new and exciting products that resonate with evolving consumer preferences.

Together with FSANZ, GS1 Australia has played a pivotal role towards a safer, more transparent, and connected future of the food and beverage industry in Australia.





Product Photography: *Elevating Brands in a Crowded Marketplace*

In the dynamic world of e-commerce, where first impressions mean everything, presenting products with exceptional imagery is non-negotiable. Every development tells a story, and our Product Photography service ensures that story is told in the most captivating way; from intricate packaging details to stylised lifestyle shots, we bring products to life with exceptional visual clarity.

GS1 Australia's Product Photography service provides brand owners the spotlight they deserve:

Stand Out with a Visually Compelling Story

Say goodbye to bland and uninspiring product images with GS1 Product Photography. Showcasing products in stunning high-resolution 2D and 3D images, these are not just pictures, they are photographs with a visual narrative which take shoppers on an immersive journey, allowing them to explore every detail and product feature, in an increasingly competitive online environment.

Trusted by Major Retailers in Food and Grocery

Our photography solution has already earned the trust of major retailers in the food and grocery sector including Woolworths and Coles. The power of captivating product visuals has been harnessed by industry leaders to drive increased sales and create memorable shopping experiences.

Liquor - Innovative Photography

Our expertise shooting alcoholic and non-alcoholic products goes beyond conventional photography. We specialise in innovative techniques such as lighting, spritzing, concept, and stylised photography for both digital and print mediums; techniques that uniquely position products in the online marketplace.

Amazon Australia - Product Images and Barcodes

In the bustling realm of Amazon, standing out from the competition is a challenge worth embracing. High-quality images provide a clear advantage by captivating shoppers' attention with impeccable detail, allowing customers to virtually touch, feel, and experience products; this edge can be the difference between turning casual browsers into enthusiastic buyers.

We also proudly stand as the sole official licensed barcode provider authorised to supply Global Trade Item Numbers (GTINs) to Amazon in Australia. Seamlessly integrating product imagery with accurate, GS1-registered barcodes, ensures a smooth shopping experience for customers and adherence to Amazon's requirements.

Photography for Building and Construction and Rail

In the realm of building, construction, and rail, where precision, engineering and innovation converge, effective communication is paramount; from raw materials to finished structures, our photography service covers the entire supply chain.

Specialising in high quality photography for residential and commercial developments in building and construction, we also capture finer details of parts and components across the rail supply chain. Whether it's a complex rail system or raw construction materials, our high-resolution imagery focuses on the essence of products and parts. Photographs are taken in our high-end in-house photography studio or on-site at a specified chosen location.

Our service showcases the journey of digital assets, from inception to completion with images that provide a comprehensive lifecycle view. GS1 Australia's Product Photography service ensures that materials, components, and parts, are showcased with utmost precision and detail.

A Competitive Edge in a Crowded Market

In a marketplace flooded with options, capturing shoppers' attention is the first step towards standing out in a crowded marketplace; the need to differentiate a brand by presenting a product in the best light possible is critical, highlighting every unique attribute and feature while making offerings more compelling and irresistible to potential buyers.

“

The GS1 team have a clear understanding of what we require and always deliver quality images on time compliant with the needs of supermarket systems. They save our business a lot of time and stress, so we can concentrate on what we do best - making great quality chocolates!

Karin Maddison

The Ministry of Chocolate

“

I chose to use GS1 for my creative photography as they have an impressive studio with three different camera rigs. Not only was the shoot extremely efficient and cost effective but the photographer created some exceptional shots. I would highly recommend GS1 for creative food photography.

Roz Kaldor-Aroni

Elato Founder and Chief Executive



Barcode Check: *Ensuring Barcodes Scan First Time, Every Time*

At GS1 Australia, we understand the critical role that accurate barcodes play in supply chain operations. Without accurate and scannable barcodes, people can't sell their products, retailers can't stock them, and customers can't buy them.

Our Barcode Check service is designed to equip businesses with the tools they need to ensure that their barcodes meet industry standards, ultimately fostering transparency, accuracy, and operational efficiency.

We check for Country of Origin label (CoOL), scan rate, correct size, position, type of barcode and barcode number duplication. A verification report also provides advice on how to correct errors and improve barcode performance.

The advantages of utilising this service extend far beyond the initial scan:

Barcode Integrity: All over the world, manufacturers and retailers rely on the GS1 system and trust that GS1 barcode numbers are unique, accurate, and based on current global standards.

In Australia, GS1 Australia administers the GS1 system and is the only authorised source for GS1 barcode numbers and standards.

Accuracy: Our service verifies that barcodes are accurately formatted and aligned with GS1 standards, reducing the risk of errors and costly misinterpretations.

Quality Control: Preventing costly mistakes, barcode errors are identified, at design and stage, including packaging changes.

Industry Compliance: Ensuring adherence to industry standards, we enhance interoperability and enable seamless collaboration across the supply chain.

Operational Efficiency: By catching errors early in the process, brand owners prevent delays, disruptions, and potential revenue losses caused by barcode-related issues.

“ The electronic verification report saved us a lot of inconvenience, both in time and money, to cut cylinders, minimum print runs on inner and outer packaging, and courier costs. The Barcode Check service gave us a level of confidence that we had not previously had.

Tonya Katsiolis
Technical Coordinator Kallis Bros

“ I had to rush an urgent order to Woolworths and the Barcode Check service was fantastic. I've also called several times about barcodes and the GS1 team has always been very helpful – thank you for doing such a great job.

Mei
Turban Chopsticks

Lead Times: Brand owners can improve lead-times with products correctly identified, packed, and shipped.

Peace of Mind: Providing confidence that products are labelled accurately, boosting consumer trust and satisfaction; buyers may not tolerate products on range if they do not scan.

A barcode that scans first time, every time, allows products to be uniquely identified from carton level to the end customer. Having tested more than 1.5 million barcodes including compliance to global standards, size, colour, print quality and packaging, GS1 Australia ensures that products scan effortlessly, end-to-end throughout the supply chain.



GS1 Australia's Healthcare Projects

In the fast-paced world of healthcare, innovation is key to unlocking new frontiers of patient care, operational efficiency, and industry collaboration. At GS1 Australia, we are excited to share healthcare projects that are redefining the landscape of digital transformation and elevating healthcare to new heights.

Reimagining NPC in Healthcare: A Vision of Excellence

Our commitment to excellence is evident in our efforts to reimagine the National Product Catalogue (NPC) specifically for the healthcare sector. This project emphasises our dedication to shaping a future where the healthcare supply chain is streamlined, transparent, and more efficient.

Healthcare Item Data Lake: Empowering Suppliers and Recipients

We recently launched the Healthcare Item Data Lake—an innovative platform that empowers both suppliers and recipients in the healthcare ecosystem, leveraging data as a powerful tool, enhancing visibility, collaboration, and data-driven decision-making.

The Healthcare Item Data Lake has been specifically designed to improve access to product data published within the National Product Catalogue. Recipients can search and access all publicly available product records, removing the limitation of trading partners only having access to those products published directly to them.

National Location Registry (NLR): Accurate location information

The National Location Registry (NLR) provides accurate location information to support traceability and a safer, more efficient healthcare industry. Enabling health providers, distributors, and suppliers to store, share and manage third-party and location master data, this platform ensures that organisations are speaking the same language when referring to locations – whether they are physical or virtual – allowing greater ability to digitise processes and enable event-based traceability.

Unleashing the Power of Digital Transformation

These projects reflect our belief in the potential of digital transformation to revolutionise Australian healthcare:

Operational Efficiency: Our initiatives are designed to streamline processes, reduce errors, and optimise operations, leading to enhanced efficiency throughout the healthcare value chain.

Patient Focused Care: By leveraging technology, we're ensuring that patients receive the right products at the right time, fostering an environment where patient care remains at the heart of our endeavours.

Collaborative Excellence: Our projects bring suppliers and recipients closer, promoting collaboration, information sharing, and a unified approach to healthcare delivery.

Sustainability & Circular Economy

ESG



GS1 Australia's Collaboration with APCO

GS1 Australia is thrilled to share a partnership that reflects our collective commitment to sustainability, transparency, and the circular economy. We have teamed up with the Australian Packaging Covenant Organisation (APCO) to usher in a new era of responsible business practices contributing to a lighter footprint and more sustainable world.

Elevating Sustainability Through Shared Values

We have joined forces with APCO to enhance transparency in packaging material usage, simplify sustainability reporting, and contribute to the creation of a circular economy.

This partnership delivers efficiency in data collection and facilitates easy collation of packaging metrics to track progress in sustainable packaging relying on GS1 standards. While members provide live data through a simple APCO checkbox process, providing permission that information can be shared, data in the NPC can also be downloaded.

Empowering Sustainable Choices Through the National Product Catalogue (NPC)

Central to this partnership is the National Product Catalogue (NPC), our robust platform that transforms how businesses manage and share product information. The NPC serves as a powerful tool for implementing sustainable practices and enabling a circular economy.

This platform facilitates the completion of both the APCO Annual Report and the Australasian Recycling Label (ARL) Report with an on-pack labelling scheme to firstly, help consumers recycle correctly and secondly, to support brand owners and packaging manufacturers to design packaging that is recyclable at end-of-life.

Transparent Packaging Insights: Through the NPC, businesses can communicate the environmental attributes of their packaging materials, which will help consumers and stakeholders to make informed choices that align with their values.

Streamlined Reporting: Our collaboration streamlines the reporting of sustainability efforts, making it simpler for businesses to measure their progress and showcase their commitment in terms of responsible social practices.

Circular Economy Facilitation: By sharing data on packaging materials and their recyclability, the NPC contributes to the establishment of a circular economy, where resources are maximised and waste minimised.

Leadership in Sustainability: Businesses participating in this partnership showcase their leadership in sustainability, social and corporate responsibility, and their dedication to creating a positive impact on the planet.

An important milestone in this partnership is 55% of APCO's Annual reporting questions being incorporated into the NPC, providing a solution for APCO members to actively track progress towards 2025 National Packaging Targets.



CIRCULAR ECONOMY



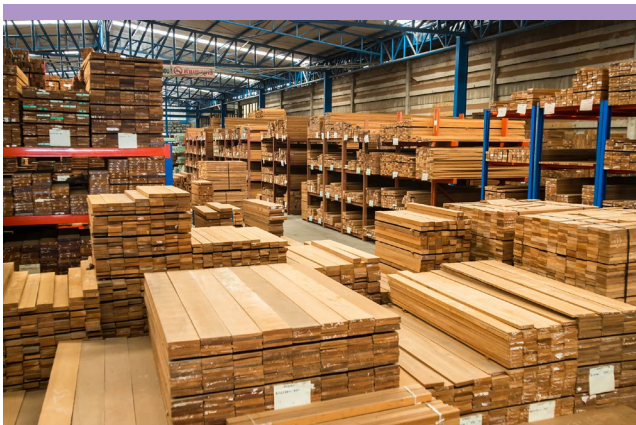


An Industry Alliance: *National Building Products Coalition*

A new initiative, the National Building Coalition is an industry alliance that has come together to support the implementation of the National Building Product Framework – bringing together key stakeholders committed to improving the efficiency, safety, and sustainability of the Australian building industry.

Over the past year, the coalition has been working tirelessly to promote the benefits of standards, engaging with manufacturers, wholesalers, retailers, and industry associations.

GS1 standards enable businesses involved in the building industry to identify, capture, and share information more effectively, leading to significant improvements in supply chain efficiency, product traceability, and regulatory compliance.



The Coalition is being led by the following stakeholders with vital input from Engineers Australia:

- Australian Industry Group
- Australian Institute of Building Surveyors
- Australian Sustainable Built Environment Council
- Building Designers Association of Australia
- Building Products Industry Council
- CSIRO
- GS1
- Master Builders
- Property Council of Australia
- Green Building Council of Australia.

Implementation of the Framework has potential benefits of contributing towards improved construction sector productivity, the verification of embodied carbon claims in building products, recycled material content in Australian buildings, circular economy and ending the use of products made under conditions of modern slavery.

We look forward to this new initiative and the important benefits it will provide the Australian building industry now and into the future.

Our Engagement with Government

We are excited to share our strategic collaboration with the Department of Industry, Science, Energy and Resources (DISER) and our active participation in the Digital Capability for the Circular Economy, Energy and Water (DCCEEW) project. Together, these initiatives have been instrumental in driving advancements in traceability and sustainability across a diverse spectrum of industry sectors.

Our work with DISER has focused on demonstrating the value of GS1 standards with the use of Global Trade Item Numbers (GTINs) and barcodes; businesses are able to capture and share product information more effectively, allowing them to improve the accuracy and efficiency of their operations.

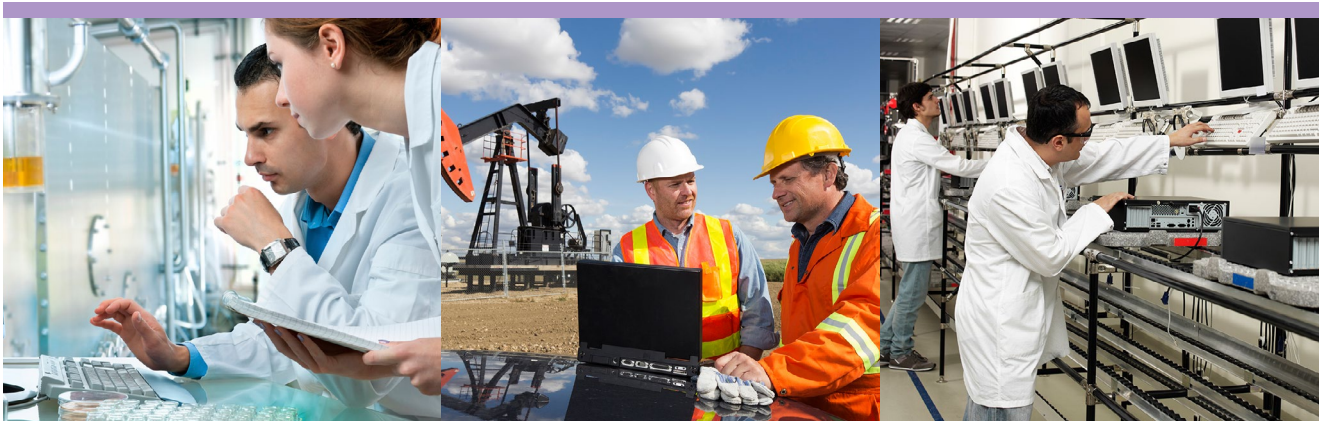
The results of our collaboration have been encouraging, with an increasing number of businesses recognising the benefits of enhanced traceability through the adoption of standards. This has not only improved their operational efficiency but has also contributed to improved resource management and sustainability.

Through these collaborations, we have positioned ourselves as leaders in traceability and sustainability. Our commitment to innovation and responsible business practices has not only garnered recognition but has also set a benchmark for others to follow.

As we look to the future, we remain committed to our partnership with DISER and the DCCEEW project and will continue to work towards enhancing traceability and promoting the adoption of GS1 standards, with the aim of driving further improvements in efficiency, sustainability, and the circular economy.

The DCCEEW project, an initiative of DISER, aims to enhance the digital capabilities of businesses in Australia, particularly in relation to traceability, the circular economy, energy, and water management. This project has been a testament to helping build a future where resources are used efficiently and sustainably.

Traceability, the ability to track the journey of a product through the supply chain, is also critical to ensuring product safety, quality, and authenticity. It also plays a key role in supporting sustainability and enabling the effective management of resources and waste.



A woman with dark curly hair and glasses, wearing a blue denim shirt, is sitting on a wooden table. She is holding a smartphone and a pen, looking at the phone. A man with grey hair and glasses, wearing a light blue button-down shirt, is sitting next to her. He is looking down at a box on the table, which contains several knitted items. The background is a warehouse with many cardboard boxes stacked on shelves. The text "Dedicated Support for SMEs" is overlaid on the image in white and green colors.

Dedicated
Support
for SMEs

Online Marketplaces: *Supporting SMEs*

In a world where e-commerce is reshaping the way consumers shop, it's crucial for small and medium-sized enterprises (SMEs) to carve out their space in online marketplaces. We understand the challenges business face and are dedicated to supporting our members in their journey every step of the way.

As a trusted industry partner, we help businesses elevate their presence in the ever-expanding realm of online marketplaces and work closely with Amazon, Catch, Google, Alibaba, and eBay, providing genuine product identifiers for selling online.

Our Partnership with Amazon

While we are the only official barcode provider authorised to supply barcodes to Amazon in Australia, we also support Amazon's product authentication process via the Global Data Sharing Programme.

GS1 Amazon Photography provides high quality product images compliant for selling on Amazon, so brand owners can upload images to Amazon with confidence they are meeting requirements.

Introducing the Power of National Product Catalogue and Verified by GS1

The National Product Catalogue (NPC) serves as a gateway to seamless integration with leading online marketplaces. By utilising the NPC, suppliers can effortlessly manage, enrich, and synchronise product master data across various digital platforms. Product information is stored in one central hub and exchanged across multiple trading partner platforms and channels, ensuring consistency and above all, data accuracy.

Verified by GS1 provides brand owners with a competitive edge by leveraging the Verified by GS1 platform. A single, neutral registry of basic product data and attributes, used globally by online marketplaces, brand owners and retailers, it helps solve challenges including product duplication, data errors and counterfeiting.

More reliable product information instils confidence and authenticity when consumers are making purchasing decisions, often resulting in fewer returns. For brand owners, increased accuracy, visibility, and simplified product listing processes also ensure faster time to market.

“Providing Google with the correct GTIN for a product in your feed can increase the conversion rate for that product by up to 20%.”

Matt Lawson, Director of Performance Ads Marketing, Google



Supporting our Members with Expert Advice and Training

GS1 standards underpin product verification and authentication processes driving consumer confidence in competitive online marketplaces.

Our experts guide members through the process of integrating their products into online marketplaces, from setting up and maintaining catalogues to optimising product listings, we provide tailored guidance and training to meet every unique journey.

Streamlined product master data saves time and eliminates errors by centralising product attributes in the NPC. We help members set-up product information, attributes, and images to ensure consistent and accurate listings across all trading platforms.

Digital channels present an unprecedented opportunity for SMEs to reach new customers, expand their horizons, and drive growth. By leveraging the National Product Catalogue and Verified by GS1, brand owners not only optimise their online presence but also strengthen their brand's credibility and visibility.

“ The EAN code is the main key we use to match products and ensure that we are presenting complete and detailed information to our customers - the EAN code is mandatory information that we ask for, it is essential.

Nicolli de Souza, Amazon



SMEs and PPE Manufacturers COVID-19

GS1 Australia stood by the side of small and medium-sized enterprises (SMEs), offering unwavering support through special membership initiatives and tailored offers. Our commitment to helping businesses adapt and thrive during these uncertain times was further exemplified by the assistance extended to companies engaged in producing essential Personal Protective Equipment (PPE).

Our dedication to fostering resilience within the business community was evident in the measures we undertook:

Special Membership Offers for Resilience: Recognising the financial pressures that SMEs faced, GS1 Australia introduced special membership offerings that were designed to alleviate the financial burden associated with our services. Through these initiatives, companies were able to respond to the pandemic without worrying about the costs traditionally associated with GS1 membership.

Empowering PPE Manufacturers: We took a proactive step to support companies that pivoted their manufacturing capabilities to produce crucial PPE products. Our tailor-made offerings provided the necessary tools and resources to efficiently re-engineer their production lines; this approach not only bolstered the supply of essential equipment but also underscored our commitment to collective wellbeing.

At GS1 Australia, we firmly believe in the power of unity and collaboration. The success of these initiatives is a testament to the resilience and determination displayed by our members and partners during trying times.

Improving Member Access: MyGS1 and GS1 Services

In our ongoing effort to provide members with the tools they need to thrive in today's dynamic business landscape, we have been hard at work developing and refining MyGS1 – an online portal which offers a fast, simple, and secure way to pay bills, view GS1 numbers, log in to services, and view company and contact information. Our aim is to empower users with an even more intuitive, efficient, and seamless platform that aligns with their evolving needs.

An Intuitive User Interface: Visually appealing and easy to navigate, we've focused on simplifying the user journey to ensure our members can effortlessly access all the tools and resources they need to do business.

A **duplicate detection** check for product descriptions of base units and higher levels was introduced in MyGS1 portal to systematically identify duplicate descriptions, allowing users to check products are entered correctly and that multiple GTINs are not used for the same product.

Enhanced Product Management: Managing product information is more efficient and easier for our members. Our revamped product management features allow users to update, edit, and maintain product data seamlessly, reducing time-consuming tasks and potential errors.

The **bulk status update feature** enables members to optimise their user experience and processing performance. Users update status of base units in bulk for up to 1000 products. In addition, **bulk delete drafts** is a feature displayed as a menu item for full members with product access. Users are then able to search and select multiple products while deleting some or all draft products (higher and base units).

We have developed functionality for full members to **create a copy** of existing base units (in any status), providing them with the flexibility to select a product and create product variants. This enhancement has expedited the user experience where users need to create variants of an existing product.

Streamlined Barcode Generation: We've refined our barcode generation tool to provide quick, accurate, and customisable barcode options, helping members get their products to market faster.

Robust Reporting and Analytics: Members can gain deeper insights into their business performance through advanced reporting and analytics features while being able to track key metrics, monitor trends, and make data-driven decisions to stay ahead in their industry.

Comprehensive Support Resources: We have a range of support services for our members including LiveChat, online resources and telephone support. User guides, FAQs and training material help our members continue to do business as usual while training webinars and interactive tutorials ensure they have up-to-date information at their fingertips.

We understand the critical role MyGS1 and our services play in business operations, and our dedicated staff strive to deliver an exceptional user experience. Enhancements and new functionality have been designed to empower our valued members, so that they can thrive in a rapidly evolving business arena.

The screenshot shows the MyGS1 user interface. At the top, there is a dark blue navigation bar with links for 'GS1 Australia home', 'Training and events', and 'Marian Smith'. Below this is a header section with the GS1 Australia logo, the user's name 'Marian's company', and account number '00101841'. A search bar contains the text 'I want to ...'. The main content area has a light blue background and includes a navigation menu with 'Dashboard', 'Numbers', 'Bills', and 'Membership', along with a 'Help information' link. A personalized greeting 'Hi Marian Smith' is displayed, followed by a red button labeled 'Assign number to new product'. Below this is a 'My summary' section with four cards: 'Draft products' (4, Edit), 'Private products' (3, View), 'Active products' (2, View), and 'Outstanding bills' (2, Pay).

GS1 Staff & Philanthropy



Charity Initiatives and Ethical Stance

Our commitment to making a positive impact goes beyond the realm of business; we take great pride in our philanthropic efforts, partnerships with charities, and our dedication to ethical and social practices.

Charity of Choice: St Vincent's Institute of Medical Research (SVI)

Our charity journey is anchored by a strong partnership with the St Vincent's Institute of Medical Research (SVI). We chose SVI as our preferred charity because of their groundbreaking research into diseases that affect many Australians, including Cancer, Type 1 Diabetes, and Alzheimer's disease, and through this support, we contribute to the advancement of medical research.

Workplace Giving Program

Our staff actively participate in our rewarding Workplace Giving Program, allowing them to directly contribute to SVI's vital research efforts and empowering our team members to be agents of positive change.

Philanthropy Through Education

Through the GS1 Australia Supply Chain Scholarship with RMIT, we contribute to nurturing future leaders of Australia's supply chain industry. Established in 2015, this scholarship supports students from disadvantaged backgrounds, enabling them to pursue their educational aspirations and contribute to their communities.

We also have a seat on the Deakin DISBA Advisory Board, and as part of this collaboration, we sponsor an award at the Deakin Business School Academic Excellence Prizes: Best Graduate in the Master of Information System.

Volunteering and Ethical Responsibility

Our commitment to community extends to volunteering, with our staff allotted one paid volunteer day each year to serve eligible community-based organisations, as we recognise the importance of giving back our time and resources to those in need.

Modern Slavery: A Shared Responsibility

In alignment with our commitment to ethical practices, we are dedicated to addressing modern slavery risks within our operations and supply chains. While not obligated by legislation, we support principles that combat slavery and human trafficking worldwide.

Joining Hands for a Better Tomorrow

Through philanthropy, academic partnerships, and charitable giving, GS1 Australia, champions education, and volunteering, advocating for ethical practices to create positive change and make a real difference.



FINANCIAL REVIEW **BOSS**
BEST PLACES
TO WORK

WE MADE THE 2022 AFR BOSS BEST PLACES TO WORK LIST



inventium

Recognised in AFR Boss Magazine's Best Places to Work

Our collective commitment to fostering a vibrant workplace culture was recognised in the esteemed AFR Boss Magazine's Best Places to Work list, securing the sixth position in the Government, Education, and Not-for-Profit section.

A Testimony to Our Values

This achievement reflects our unwavering dedication to creating an environment that not only nurtures professional growth but also prioritises the well-being and satisfaction of our diverse team members.

A Collaborative Journey

Our success in securing this position is testament to each, and every one of our staff who contribute their unique skills, perspectives, and positive energy to our organisation; it's the result of our collective efforts in building a workplace where innovation and inclusivity thrive.

Creating a Best Place to Work

This recognition underscores our commitment to fostering an environment where people can flourish and realise their full potential. Our culture of empowerment, support, and respect has paved the way for this achievement, and we remain committed to enhancing this experience for each member of our GS1 Australia family into the future.



