



ALLIANCE PARTNER PROGRAM

POWERING
THE FUTURE
OF INDUSTRY
TOGETHER



BENEFITS &
MEDIA KIT

APRIL 2025



In a world where efficiency, transparency, and innovation define success, **GS1 Australia** is the driving force behind industry-wide transformation. We don't just set the standards—we create opportunities for businesses like yours to lead, connect, and grow.

By partnering with **GS1 Australia**, you gain unmatched industry credibility, direct access to key decision-makers, and powerful marketing channels that put your business at the heart of Australia's most influential industries.

WHY PARTNER WITH **GS1** **AUSTRALIA?**

GS1 Australia is more than just a standards organisation. We bridge the gap between the physical and digital worlds—**empowering businesses to operate smarter, faster, and safer.**

GLOBAL TRUST & INDUSTRY INFLUENCE



As the Australian arm of GS1 Global, we are backed by a **network spanning 100+ countries**, influencing industries that account for trillions in economic activity.



With over **22,500 GS1 Australia members**, we provide the ultimate platform to amplify your brand and solutions.



POWERFUL INDUSTRY CONNECTIONS

Our members include leading brands across **food & beverage, healthcare, retail, construction, agriculture, logistics, personal care, rail, horticulture and government sectors**—making us the go-to hub for industry insights, best practices, and collaboration.



A TRUSTED ADVISOR TO INDUSTRY & GOVERNMENT

GS1 works closely with Australian industry leaders, policymakers, and regulatory bodies to shape the future of supply chain management, sustainability, traceability, and digital transformation.

UNRIVALED EXPOSURE & MARKET INFLUENCE

Joining our Alliance
Partner Program unlocks
direct access to influential
stakeholders across Australia's
biggest industries. Here's how
we put your brand
in the spotlight.

Feature in our
GS1 newsletters sent
to up to **50,000+**
industry contacts

Reach over
300,000
high-value **B2B**
professionals

Be seen by
250,000+
unique web
visitors
annually

Exclusive
advertising in our
**MyGS1 member
portal** (trusted
by thousands of
businesses)

Solus **EDM campaigns**—
directly reaching
decision-makers'
inboxes

Premium place-
ments on **GS1
website, events,**
and partner
showcases

Advanced
**Training &
Industry
Thought
Leadership**

Unlimited
barcode training
for your team—
stay ahead of
industry changes

Exclusive **data access**
to **GS1 Australia's**
verified product
information

**Co-branded
thought
leadership
opportunities**—
share your
expertise with
thousands

Invite-only
**networking &
partner events**—
connect with the
most influential
leaders

**Boost brand
trust** with verified
success stories
endorsed by GS1

Be **featured as an
innovation leader**
in GS1 Australia's
industry reports

**Video
case studies**
created and
shared across
GS1 platforms

We **create**
powerful
high-quality
case studies
& **success**
stories that
showcase your
expertise

Speaking
opportunities
at **GS1**
events

Industry-Leading
**Digital & Media
Exposure**

The exact benefits for each level are outlined
on page 9 of this document

WHAT OUR PARTNERS SAY

“Since forging a strategic partnership with GS1 Australia, we’ve gained incredible industry credibility and positioned ourselves as a leader in innovation.”

Mark Dingley

CEO, Matthews Australasia

“GS1 enables us to stay at the forefront of traceability and supply chain innovation. Their network, training, and support are second to none.”

Rufaro Mtuwa

General Manager, insignia

“We’ve been an Alliance Partner for 19 years, and the impact has been massive. This program keeps us ahead of the curve and ensures we’re always connected to the industry’s biggest players.”

Con Nicholas

Field Marketing Advisor,
Zebra Technologies

PARTNERSHIP PACKAGES DESIGNED FOR MAXIMUM IMPACT

We offer three partnership levels, each designed to amplify your brand, accelerate your business, and deepen industry relationships.


BENEFIT	STRATEGIC PARTNER	BUSINESS PARTNER	ASSOCIATE PARTNER
GS1 Newsletter Banner Ad	✓ 1 per year	X	X
GS1 Newsletter Advertorial	✓ 1 per year	X	X
GS1 Industry Newsletter Banner Ad	✓ 5 per year	✓ 3 per year	X
GS1 Industry Newsletter Advertorial	✓ 3 per year	✓ 2 per year	X
MyGS1 MREC	Available soon	X	X
Solus EDM	At discretion	At discretion	At discretion
Written Case Study	✓ 2 per year	✓ 1 per year	At discretion
Video Case Study	✓ 1 per year	X	X
Barcode Training	Unlimited	Unlimited	Unlimited
Alliance Partner Webinars	✓	✓	✓
Choose your topic training	✓	✓	✓
Intensive Training Day	✓ 1 per year	✓ 1 per year	50% off
GS1 Works Guided Tour	✓ 2 per year	✓ 1 per year	✓ 1 per year
Present to our members	✓ 1 per year	✓ 1 per year	At discretion
Access to GS1 Verified Data	✓	✓	✓
Use of GS1 Australia Logo and AP Seal	✓	✓	✓
Alliance Partner Certificate	✓	✓	✓
Discounted Rate on room hire	✓ 50% off with first day free	✓ 20% off with 50% off first day	✓ 20% off with 50% off first day
Your own Solution Provider Directory Listing	✓ Priority Listing	✓	✓
Regular SPD Reporting	✓	✓	✓
Member rates on GS1 Services	✓	✓	✓
Speaking Opportunities	✓	✓	At discretion
Co-exhibit at events/trade shows	✓	✓	At discretion
Invitations to exclusive GS1 and partner events	✓	✓	✓
Dedicated GS1 account manager	✓	✓	✓
TOTAL VALUE	\$65,000+	\$30,000+	\$8,000 VALUE

Recommended option

Benefit valuations are based on current market rates.

INDUSTRY NEWSLETTERS





Packaging without Packaging – what does that mean?

A new era of coding and marking that will undoubtedly take the industry by storm. Over the last few years, Result Group has worked hard to partner and collaborate with global companies in the coding and marking space, EcoMark and Macsa in order to bring the unique technology to the Australian market. Today, Result Group is excited to announce that Natural Branding, which has been rapidly gaining traction around the world, has now officially entered the Australian market.

[Watch video](#)

[Learn more](#)

\$163 billion worth of inventory is discarded each year due to expiry or overproduction. Is your supply chain safe from waste?

[Get the report](#)



NEWSLETTERS

Our industry newsletters are the perfect way to present your company and offerings to a high-value and influential audience. All industry newsletter mailing lists are developed through industry verticals and member opt-ins, so you can have confidence your message is hitting the right audience.

ADVERTORIAL

Position yourself as a thought leader in industry by sharing your insights, success stories and/or solutions. Advertorials need to be about thought leadership. They need to focus on topics such as;

- News on smarter supply chain techniques and emerging trends
- Solutions and best practice for critical supply chain issues
- Success stories about GS1 standards across multiple industries
- Implementation of GS1 solutions
- They must not be blatant ads.

DIMENSIONS AND COPY GUIDELINES

Article title	10 words max
Intro	25 words max
Body copy	250 words max
Image	600px (W) x 600px(H)

BANNER ADS

An eye-catching awareness piece with simple messaging promoting your business or offer.

DIMENSIONS AND COPY GUIDELINES

Advise the URL you wish the ad to click through to 1400px (W) x 300px (H)

Table on page 9 lists benefits available at each level of membership.

OUR NEWSLETTERS

	GS1 NEWSLETTER	RETAIL	HEALTHCARE	CONSTRUCTION	RAIL	FREIGHT & LOGISTICS	NEXT GEN BARCODES
Audience	55,000+	30,000+	8,000+	2,000+	5,000+	1,000+	4,000+
Open rate	N/A	37%	43%	29%	33%	40%	49%
Click rate	N/A	2%	8%	3%	6%	4%	5%
Editions per FY	2	7	6	2	7	1	6
Cost Banner Ad (AUD)	\$5,000	\$3,000	\$1,200	\$500	\$500	\$500	\$500
Cost Advertorial (AUD)	\$5,000	\$3,000	\$1,200	\$500	\$500	\$500	\$500
Performing above industry benchmarks in		Open rate	Open rate and click rate	Click rate	Click rate	Open rate and click rate	Open rate and click rate

GS1 Data based on FY24 performance
Industry benchmarks from MailChimp (<https://mailchimp.com/resources/email-marketing-benchmarks>)

PUBLICATION DATES FY25

INDUSTRY/SERVICE	NEWSLETTER ISSUE	BANNER ADS	ADVERTORIALS
GS1 Newsletter Circulation 55,000 +	11 December 2024	2	2
	12 June 2025	2	2
Retail* Circulation 30,000+	04 July 2024	2	2
	01 August 2024	2	2
	05 September 2024	2	2
	11 November 2024	2	2
	06 March 2025	2	2
	01 May 2025	2	2
Rail Circulation 1,000+	26 July 2024	2	1
	30 August 2024	2	1
	27 September 2024	2	1
	25 October 2024	2	1
	29 November 2024	2	1
	28 March 2025	2	1
	30 May 2025	2	1
Freight & Logistics Circulation 1,000+	20 March 2025	2	2
Healthcare Circulation 8,000+	17 July 2024	2	2
	14 August 2024	2	2
	18 September 2024	2	2
	16 October 2024	2	2
	13 November 2024	2	2
	12 February 2025	2	2
	16 April 2025	2	2
Building & Construction Circulation 2,000+	10 July 2024	2	1
	24 April 2025	2	1
Next Gen Barcodes	Feb 13 2025	1 of either	
	Apr 15 2025		
	June 12 2025		

* The Retail sector includes Apparel, Consumer and Electronics, Food and Grocery, Fresh Produce and Meat, General Merchandise, Printing and Packaging, Liquor, Office, Greenlife and Hardware.

Dates are correct at time of publication but are subject to change.

SOLUS EDM



A Solus EDM has your distinct message delivered directly to our members' inboxes! It's a dedicated email campaign, that ensures high visibility and engagement.

Reserved for webinars or events that add significant value to our members and where a GS1 staff member plays a part in delivering the content.

Like all GS1 content, the Solus EDM must be relevant to a proportion of our members and is subject to editorial discretion to maintain high quality and relevance.

CASE STUDIES

Discover the power of sharing your success! We'll craft a case study that showcases the remarkable achievements you've accomplished within your industry by leveraging GS1 standards.

Your story will serve as a beacon, guiding peers and inspiring innovation. By documenting your journey, challenges, and triumphs, you not only highlight your own expertise but also contribute to a collective knowledge base that propels industry forward.

But that's not all, once our expert team has completed your story, we'll share your case study with relevant GS1 Australia contacts, showcasing why your work could be their perfect solution!

Case study Written

Valued at \$3000



Case study Video

Valued at \$20,000



Table on page 9 lists benefits available at each level of membership. Benefit valuations are based on current market rates.

EDUCATION & TRAINING

As an Alliance Partner, your role is pivotal in providing knowledge and expertise to our members. Ensuring that your team is expert in standards and remains current with industry changes is crucial for the sectors you operate in.

This is a joint effort and we have worked with our standards and training teams to deliver you the below benefits.



Choose Your Topic

\$ VALUED AT \$500

Bi-yearly we will ask you what topics you'd like to learn more about. Our education and training team will then develop and deliver an exclusive webinar just for you, answering your questions and ensuring you're at the forefront of standards.



GS1 Works Guided Tour

\$ VALUED AT \$400

Have one of our supply-chain experts take you on a guided tour of our immersive GS1 Works experience. See how standards interweave through the supply chain from start to finish.



Barcode Training

\$ VALUED AT \$95 PER SESSION

Our regular barcode training sessions are free for all Alliance Partners to attend an unlimited amount of times per FY. These sessions are now also available on demand and accessible through MyGS1.



Intensive Training Day

\$ VALUED AT \$750

Bring up to 25 staff into our training rooms for a day and one of our trainers will teach you everything GS1 standards!



Present to Our Members

\$ VALUED AT \$7,500

Share your knowledge with a segment of our 22,500 + members! Suggest a topic relevant to our members, and if approved, run a webinar or live event for our members. We'll promote it on your behalf, and you run it on the day!

REACH AND INFLUENCE

The Australian arm of the global authority for standards and barcodes, we're a trusted advisor for our members and the Australian Industry.

GS1
Globally

2 million+
Members



10 billion+
Daily scans



1 billion+
Barcoded products

GS1
Australia

22,500+
Active members



3,500pa
Member growth



Relationships
with key stakeholders across Australian industry and government

OUR GS1 AUSTRALIA MEMBERS



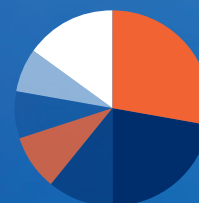
Over 100 Countries

■ Australia - 93%
■ Other - 7%
New Zealand 70%
USA 5%
UK 3%
Papua New Guinea 3%
China 2%



Business Size
(by turnover \$AUD)

■ < 1 Million - 75%
■ 1 Million - 1 Billion - 20%
■ > 1 Billion - 5%



Industry

■ Food & Beverage - 28%
■ General Merchandise - 22%
■ Agriculture & Horticulture - 11%
■ Healthcare - 9%
■ Construction - 8%
■ Personal Care - 7%
■ Government & Other - 15%

OUR COMMUNITY

As a pure business-to-business organisation, we have a unique and specialised audience for our EDM and web content.

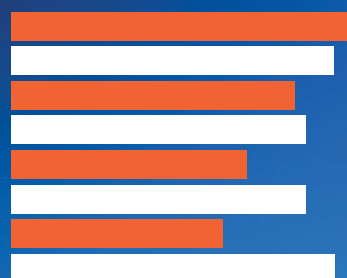
Our community

- › Key decision-makers
- › Experts in their field
- › Early adopters
- › Trusted advisors
- › Industry leaders
- › Future focused
- › Innovative
- › Supporters

50K+
Contacts with
interests in



Technology
Retail Trends
Finance
Shopping
Healthcare
Current Events
Construction
Education & Training



Web

1.3 million+
Visits
annually

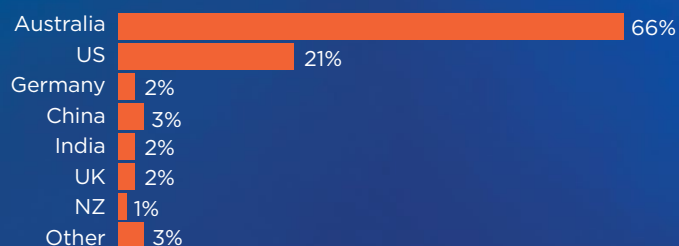


250K+
Unique visitors
annually

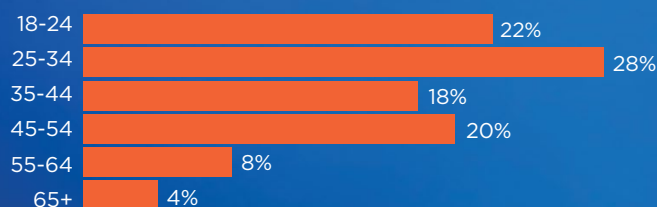


2 min
Average
engagement
time

Country



Age



**YOUR
EXCLUSIVE
BENEFITS**
THE TIME TO
ACT IS NOW!

Don't miss your chance to
become a leader in innovation.



Call us today at **1300 227 263**



Email us at **alliances@gs1au.org**



Find out more - **www.gs1au.org/partners/alliance-partner-program**



Where Business, technology and innovation converge.