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From Our Leaders



Message from CEO

Maria Palazzolo

Executive Director and Chief
Executive Officer, GS1 Australia

As we reflect on the past year, I'm extremely proud to present the 2024 Annual Review of GS1 Australia. The year was marked by many achievements in aligning GS1 standards and services across the multiple industries we serve.

The year's highlight was clearly the anniversary of 50 years of barcode scanning. We were able to reflect as an organisation and an industry on the massive change this simple piece of technology has made to the world.

We have now begun the global rollout of another massive transformation with the introduction of next-generation 2D barcodes. These will provide brand owners, retailers and consumers alike with more information than they have ever had before on which to base their buying and selling decisions.

Our efforts in improving asset management have also been noteworthy, particularly through our collaboration with the Australasian Rail Association and the continued success of Project i-TRACE.

In Healthcare, we continue to work on traceability and consumer safety. We have supported the integration of Unique Device Identification with Queensland Health and NSW Health driving enhanced patient safety and operational efficiencies.

Looking forward, the 2027 ambition date for Next Generation Barcodes in retail looms large, as do implementation programmes in rail, construction and primary industries, to name a few. We will look for more ways to innovate, strengthen our partnerships, and deliver standards and services to drive continuous improvement.

I extend my thanks to our valued partners, staff, and stakeholders for their continued support and collaboration. I look forward to the many opportunities that the future holds to serve our members.

Maria Palazzolo



Message from Chair

Ian Dunn

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

I am delighted to present the 2024 Annual Review of GS1 Australia. This year has been a remarkable journey of growth, innovation, and impactful collaboration. Our close industry partnerships continue to strengthen our position as a leader in the development and implementation of global standards.

I have been pleased to see our GS1 team take the initiative to drive programs that assist our members confront the ever-changing challenges of running a business. As an example the work we are supporting on the EU Digital Product Passport will bring enormous benefits to exporters and inform similar local programs in years to come.

We made substantial progress in areas such as recycled materials traceability and agricultural industry collaboration. We have supported industry with driving sustainable practices and enhancing industry standards.

I am encouraged by the early work with Next Generation barcodes and excited by the possibilities they bring. We have a massive task ahead in transitioning industry to the implementation of 2D barcodes, but I am confident the team at GS1 Australia are well equipped to support these significant changes to the way we use barcodes in the years to come.

I extend my sincere and deepest appreciation to our Board and Council members, our partners, staff, and stakeholders for their unwavering support and collaboration.

Ian Dunn

About GS1 Australia

GS1 Australia is the Australian entity for GS1, the most widely used supply chain standards in the world. 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 118 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 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

118

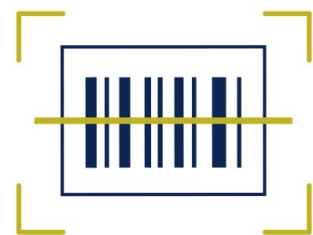
Member Organisations



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



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



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



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



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



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



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



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



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



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



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

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 Palazzolo, CEO and Executive Director, leads the organisation together with her executive team. Her leadership is based on the foundation that the

role of GS1 Australia is to serve and provide value to Australian industries, government and associations through the use of global GS1 standards and services.

GS1 Australia is a part of a global organisation of 118 countries, and Maria plays an important role in bringing to the table the voice of Australian industry to be heard and considered. As part of her global responsibilities, Maria also has a deep commitment to the GS1 countries in the Asia Pacific region.

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 Collabo ration & Partnerships

A circular inset image showing a group of five professionals in a modern office setting. A man in a dark suit is standing and pointing at a whiteboard, while four others (three women and one man) are seated or standing around him, looking at the whiteboard. The office has large windows and a white brick wall.

Working with Industry and Government
to Make a Difference

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.

Our Valued Industry Partners



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.



Australian Packaging Covenant Organisation (APCO): Promoting sustainable packaging practices to improve the environmental impact of packaging in Australia, this collaboration aims to help businesses meet their sustainability targets by providing tools, resources, and guidance on effective packaging design and waste reduction strategies.



Australasian Railway 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.



Australian Retailers Association (ARA): Our collaboration with the ARA supports the retail industry by providing standards and solutions that enhance supply chain efficiency and improve product traceability, benefiting both retailers and consumers through improved operational processes and customer experiences.



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.



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.



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.



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.



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.



Therapeutic Goods Administration (TGA): Together with the TGA, we enhance the traceability and safety of pharmaceutical and healthcare products through the implementation of global standards, enabling medical products to be accurately identified, efficiently tracked, and safely delivered.



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.



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.



insignia's long-established partnership with GS1 delivers tangible outcomes for the manufacturing industry and helps Australian manufacturers compete through standardised labelling, coding and marking solutions that enhance transparency and traceability in the supply chain.

Rufaro Mtuwa
General Manager, insignia

STRATEGIC ALLIANCES & PARTNERS



BUSINESS ALLIANCE PARTNERS



Government & Public Policy





Australian Government

Department of Climate Change, Energy,
the Environment and Water

A national framework for recycled content traceability

Recycled Materials Traceability

We worked with the Department of Climate Change, Energy, the Environment and Water (DCCEEW) to support their efforts on sustainability and innovation. This partnership focused on advancing the national framework for recycled materials traceability, a key initiative aimed at promoting transparency and enhancing the circular economy in Australia.

Release of National Framework

A key achievement was the release of the National Framework for Recycled Materials Traceability, which takes a standardised approach for tracking recycled materials throughout their lifecycle, from origin to final use. Designed to improve accountability and build trust within the supply chain, the framework helps ensure recycled materials are handled responsibly and efficiently.

Support for 'Getting Started' Guidelines

To assist businesses in adopting the national framework, GS1 Australia and DCCEEW developed comprehensive 'Getting Started' guidelines which included step-by-step instructions and best practices for integrating the framework into business operations.

Key areas included system requirements, data management, and reporting protocols. These guidelines help towards lowering the barriers to entry and encouraging widespread adoption of sustainable practices across various industries.



Recommendations for Labelling Recycled Material

We also played a crucial role in developing recommendations for the labelling of recycled materials; consistent and clear labelling is essential for effective traceability and consumer transparency. Recommendations focused on providing key information such as the percentage of recycled content, the type of recycled material, and origin.

Labelling standards are intended to be easily understood by consumers and supply chain partners, promoting informed decision-making and increasing confidence in recycled products.

The collaboration between GS1 Australia and DCCEEW represents a significant advancement in the pursuit of a sustainable future. The release of the national framework, the development of 'Getting Started' guidelines, and the establishment of labelling recommendations are all critical elements of a robust system for recycled materials traceability.

Working with the Agricultural Industry

We have continued to play an integral role in enhancing traceability within the Australian agricultural sector through our collaboration with the Department of Agriculture, Fisheries and Forestry (DAFF).

This partnership focused on the development and implementation of interoperability data standards and support for Project Agrace, leveraging GS1 standards as part of the Australian Agriculture Traceability Protocol, an extension of the United Nations Traceability Protocol (UNTP).

Australian Agriculture Interoperability Data Standards

A significant milestone this year was the development of the Australian Agriculture Interoperability Data Standards, designed to ensure seamless data exchange across various systems and platforms within the agricultural supply chain. Providing a common language and framework, the interoperability data standards facilitate efficient and accurate tracking of agricultural products from farm to fork.

Implementation of these standards enhances transparency, improves supply chain efficiency, and ensures compliance with both national and international traceability requirements in the agricultural sector.



Support for Project Agrace

Project Agrace integrates advanced traceability solutions to enhance the safety, quality, and authenticity of agricultural products.

Contributions by GS1 Australia included:

Technical Expertise: Providing guidance on the implementation of GS1 standards to ensure accurate and efficient traceability.

Training and Support: Offering training sessions and resources to help industry stakeholders understand and adopt the new traceability solutions.

Collaboration with Stakeholders: Working closely with farmers, processors, retailers, and regulatory bodies to ensure the successful deployment of traceability systems.

Australian Agriculture Traceability Protocol

As part of the Australian Agriculture Traceability Protocol, an extension of the UNTP, GS1 standards have been critical in establishing robust traceability practices within the agricultural sector. The protocol aims to provide a comprehensive framework for tracking agricultural products, ensuring that they meet stringent quality and safety standards.

The use of GS1 standards within this protocol included:

Unique Identification: Assigning unique identifiers to agricultural products to enable precise tracking throughout the supply chain.

Data Capture and Sharing: Implementing standardised methods for capturing and sharing data, ensuring consistency and accuracy.

Global Compatibility: Ensuring that traceability practices align with international standards, facilitating global trade and compliance.

Development of interoperability data standards, support for Project Agrace, and the integration of GS1 standards into the Australian Agriculture Traceability Protocol represent significant strides towards a more transparent, efficient, and sustainable agricultural supply chain.

Digital Product Passport EU Regulation

GS1 Australia is actively engaged in supporting the European Union's Digital Product Passport (DPP) regulation, part of the EU's broader strategy to enhance product transparency, traceability, and sustainability, aligning with the goals of the European Green Deal and the Circular Economy Action Plan.

Government and Industry Groups

GS1 Australia participated in various government working groups and industry advisory groups with the aim to drive innovation, improve traceability, and simplify trade processes across multiple sectors.

Benefits of the Digital Product Passport

Implementation of the Digital Product Passport offers numerous benefits for businesses, consumers, and the environment including:

Enhanced Transparency: The DPP provides consumers with detailed information about the products they purchase, enabling informed decision-making and fostering trust in brands.

Improved Traceability: By capturing and sharing comprehensive product data, the DPP enhances traceability across the supply chain, supporting regulatory compliance and risk management.

Sustainability: The DPP promotes sustainable practices by providing visibility into the environmental impact of products and encouraging the use of eco-friendly materials and processes.

Circular Economy: The DPP supports the transition to a circular economy by facilitating the reuse, recycling, and responsible disposal of products.

Moving Forward

As the EU moves forward with the implementation of the Digital Product Passport regulation, GS1 Australia will continue to play a critical role in supporting this initiative, aligning global GS1 standards with the DPP requirements and providing tools and guidance to businesses navigating this regulatory landscape.

Simplified Trade Systems Task Forces

We played a crucial role in the Simplified Trade Systems Task Forces, which helped streamline and modernise trade processes. By contributing expertise in data standardisation and interoperability, we contributed to developing solutions that reduce complexity and improve efficiency in trade operations.

Trade Tech Working Group — National Committee for Trade Facilitation

As part of the Trade Tech Working Group under the National Committee for Trade Facilitation, GS1 Australia focused on leveraging technology to facilitate smoother trade, including exploring innovative tech solutions and implementing digital standards to enhance transparency of trade transactions.

Australian Agriculture Data Standards and Interoperability Working Group

We contributed significantly to the Australian Agriculture Data Standards and Interoperability Working Group, dedicated to developing data standards that ensure seamless data exchange within the agricultural sector.

National GS1 Traceability Advisory Group

The National GS1 Traceability Advisory Group, led by GS1 Australia, continued to provide strategic guidance on traceability initiatives across various industries. The group's efforts focused on promoting the adoption of GS1 standards to improve product traceability, enhance supply chain transparency, and ensure compliance with regulatory requirements.

Participation in these government and industry groups underscores our commitment to fostering innovation, improving traceability, and simplifying trade processes.

Partnerships and Joint Policy Submissions

In 2024, we strengthened our commitment to industry collaboration and policy advocacy through strategic partnerships with key industry bodies. These alliances have been instrumental in driving standards development, promoting sustainability, and enhancing supply chain efficiency across various sectors.

Australian Packaging Covenant Organisation (APCO)

GS1 Australia continued its close collaboration with APCO to promote sustainable packaging practices, developing and implementing standards that support the circular economy. Joint policy submissions with APCO addressed critical issues such as packaging design, recycling, and waste reduction, ensuring that industry practices align with national sustainability goals.



Australian Food and Grocery Council (AFGC)

In partnership with the AFGC, GS1 Australia worked on initiatives to enhance efficiency and transparency in the food and grocery supply chain including joint policy submissions aimed at improving food safety, traceability, and regulatory compliance.

Australian Council of Recycling (ACOR)

We partnered with ACOR to advance recycling and resource recovery initiatives, developing standards and guidelines that facilitate the effective recycling of materials. Joint policy submissions with ACOR addressed key challenges in the recycling sector, promoting policies to support a sustainable and efficient recycling system.

Strategic Partnering with Product Stewardship Centre for Excellence

The Product Stewardship Centre for Excellence aimed to promote responsible product lifecycle management with this collaboration involved in developing and advocating for policies that encourage product stewardship and extended producer responsibility. The partnership's joint policy submissions focused on creating frameworks that ensure products are designed, used, and disposed of in environmentally responsible ways.

GS1 Australia's partnerships with peak industry bodies and its involvement in joint policy submissions have been pivotal in advancing industry standards, promoting sustainability, and enhancing supply chain efficiency.

Transforming Business in Food & Beverage



Next Generation — 2D Barcodes

The advent of 2D barcodes, such as QR codes and Data Matrix codes, has transformed the retail industry, particularly within the food and beverage sector.

These advanced barcodes provide endless opportunities over traditional linear barcodes, driving efficiency, enhancing consumer engagement, and improving supply chain traceability.

Enhanced Data Capacity and Versatility

Content rich, on-pack barcodes are transforming point-of-sale production identification. Unlike traditional barcodes, generally limited to a product identification number, 2D barcodes can encode several thousand characters, including URLs, product details, batch numbers, and expiration dates. Increased data capacity allows retailers, manufacturers and brand owners to provide comprehensive product information directly to consumers and supply chain partners.

Improved Traceability and Food Safety

Traceability is critical for ensuring food safety and managing recalls efficiently; these barcodes enable detailed tracking of products throughout the entire supply chain, from farm to fork. Scanning a 2D barcode enables stakeholders to access information about the product's origin, processing history, and distribution path. This level of traceability helps identify and isolate contaminated products, thereby minimising the impact of foodborne illnesses while building consumer trust.

Consumer Engagement, Transparency and Trust

These barcodes facilitate direct interaction between brands and consumers through scanning a QR code on a product's packaging; consumers can then access a wealth of information, including nutritional information, recipes, sourcing practices, and sustainability efforts. This transparency not only educates consumers but also builds brand loyalty by showcasing a commitment to quality, provenance, and ethical practices.

Operational Efficiency

In retail environments, the use of 2D barcodes can streamline various operational processes. For instance, during inventory management, 2D barcodes allow for faster and more accurate scanning, reducing human error and improving stock control. At checkout counters, they expedite the scanning process, leading to shorter wait times and enhanced customer satisfaction.

Marketing and Promotion

2D barcodes also present innovative opportunities for marketing and promotions. Retailers can use QR codes to drive traffic to their websites, social media pages, or exclusive online content. Special promotions, discounts, and loyalty programs can be easily integrated, providing consumers with instant access to offers and encouraging repeat purchases.

As technology rapidly evolves, 2D barcodes play a crucial role in revolutionising the industry and setting new standards for quality and safety. Retailers and manufacturers who embrace this technology will be well-positioned to meet the demands of modern consumers and navigate the complexities of global supply chains.

2D Barcode Migration

GS1 Australia made significant strides in advancing the migration to 2D barcodes, underscoring a commitment to driving innovation and enhancing industry standards.

Through a series of strategic initiatives and engagements, we have been raising awareness and preparing the retail sector for the transition to 2D barcodes by the globally agreed 2D Sunrise date of 2027.

One of the key milestones this year was our engagement with over 50 General Merchandise and Apparel retailers to raise awareness about the upcoming 2D Sunrise date and the importance of transitioning to 2D barcodes, such as QR codes, by 2027.

To further support retailers in this transition, GS1 Australia introduced the Retail 2D Test Kit, an innovative tool developed to assist retailers in understanding the scanning capabilities at Point-of-Sale (POS) for the globally agreed 2D and QR code formats. The Test Kit enables retailers to evaluate their current systems and identify any necessary upgrades to ensure seamless integration and functionality of these barcodes.

We also actively participated in the Inaugural NRF Conference in Singapore as part of the GS1 APAC team; an event that provided a platform to promote the migration to 2D barcodes and highlight benefits of this transition to a global audience.

Our initiatives in 2024 have been integral in building momentum towards the 2D Sunrise date of 2027; through targeted awareness campaigns, practical tools like the Retail 2D Test Kit, and active participation in international forums, GS1 Australia is ensuring that retailers are well-equipped to embrace the future of barcode technology.



A photograph of Roberto Olivares, a man in a light blue shirt, working at a Woolworths checkout counter. He is holding a yellow fruit and interacting with a green 'Card Only' payment terminal. In the background, a 'BAKERY' sign is visible above a counter with various products.

Woolworths – Roberto Olivares Wins Ken Traub Award

Roberto Olivares, Senior Project Manager at Woolworths Limited, was honoured with the prestigious Ken Traub Award for his outstanding contributions to the field of supply chain management and dedication to implementing GS1 standards within Woolworths.

Ken Traub Award: The Ken Traub Award is named in honour of Ken Traub, a visionary leader in Automatic Identification and Data Capture (AIDC) technologies. The award celebrates individuals who have demonstrated exceptional leadership, innovation, and commitment to advancing the use of GS1 standards in their organisations and broader industry.

Roberto's achievements included:

Leadership in GS1 Standards Implementation and Innovation: Instrumental in driving the adoption of 2D barcodes at Woolworths Limited, his efforts significantly improved the efficiency and accuracy of the company's supply chain operations, from inventory management to product traceability.

Advocacy and Education: Beyond his project management responsibilities, Roberto has been a passionate advocate for the benefits of GS1 standards; he regularly participated in industry forums, sharing insights and best practices to help other organisations realise the value of standardisation.

Roberto Olivares' receipt of the Ken Traub Award is testament to his exceptional contributions to the field of supply chain management and his unwavering commitment to excellence.



Standards Driving Positive Change



RFID Coalition Program

In 2024, GS1 Australia played a crucial role in the expansion and success of the RFID Coalition Program, which saw a wider focus with the presentation of diverse use cases highlighting RFID implementations across retail and healthcare supply chains.

This strategic initiative underscored the significant impact of RFID technology in enhancing operational efficiency, improving inventory accuracy, and enabling traceability across various sectors.

Throughout the year, the RFID Coalition Program showcased numerous successful implementations, demonstrating how this technology can transform business processes. In the retail sector, RFID has been integral in providing real-time inventory visibility, reducing stock discrepancies, and enhancing the overall shopping experience for consumers.

The healthcare sector benefited from RFID applications through improved patient safety, accurate tracking of medical equipment, and medications, supporting timely and precise healthcare delivery.

A major highlight of the year was the Annual RFID Expo, which garnered significant attention from key retailers including Coles, Amazon, Lowes, Myer, and House, exploring the latest advancements and practical applications of RFID technology.

Our involvement in the RFID Coalition Program and Annual RFID Expo has been instrumental in fostering the adoption of RFID technology across various industries.

Industry Engagement Initiatives

Industry engagement efforts included key partnerships and alliances in various sectors highlighting GS1 Australia's commitment to fostering innovation, enhancing industry standards, and driving best practices across multiple industries.

Australian Gifts & Homewares Association (AGHA):

A notable achievement this year was the establishment of a partnership with AGHA. This collaboration aims to provide AGHA members with access to global standards and solutions, helping them improve supply chain efficiency, enhance product traceability, and meet the evolving demands of consumers.

Australian Fashion Council (AFC):

GS1 Australia engaged with the AFC by joining the AFC Partnership Program; a strategic alliance underscoring our dedication to supporting the fashion industry to improve supply chain visibility, sustainability, and consumer trust.

Infant Product Association of Australia (INPAA):

Actively working with the INPAA has been a significant development with GS1 Australia and INPAA forging a partnership for the future 2025 INPAA Product Safety Week Conference, where 2D barcode use cases will be showcased across various infant product categories. This collaboration aims to highlight the importance of product safety and traceability in the infant products sector, ensuring that parents and caregivers can trust the products they purchase for their children.

These industry engagement initiatives reflect our ongoing commitment to supporting diverse sectors through the implementation of global standards and innovative solutions.





Seamless Stewardship Program

A demonstrated commitment to environmental sustainability and responsible business practices, we supported the Seamless Stewardship Program which focuses on the reduction of landfill and promotion of product circularity within the apparel and textile sectors.

The Seamless Stewardship Program aims to address environmental challenges in the fashion industry, known for its significant contribution to waste and resource consumption. Partnering with key stakeholders, we have been instrumental in promoting the adoption of sustainable practices to reduce waste and enhance the lifecycle management of products.

Advanced identification and data capture technologies such as 2D barcodes and RFID have been utilised to improve inventory accuracy, enhance supply chain transparency, and enable efficient recycling and reuse of materials. These technologies help businesses monitor the flow of products, ensuring that they are used efficiently and disposed of responsibly.



Improving Asset Management



Industry collaboration — Australasian Railway Association (ARA)

The Australasian Railway Association (ARA) has been at the forefront of harmonising the rail supply chain with GS1 standards, across Australia and New Zealand. This partnership has been integral to improving safety, reducing costs, and enhancing the overall performance of the rail industry.

Supply Chain and Logistics Management

The ARA has been involved in a range of projects aimed at supporting harmonisation of supply chain and asset management with key infrastructure managers. These initiatives have been instrumental in streamlining operations and improving interoperability across the entire supply chain.

National Product Catalogue (NPC)

The NPC helps rail operators, suppliers and manufacturers manage and share product data within the rail industry. By providing a single repository of material master data, the NPC enables all stakeholders to access accurate and up-to-date data, facilitating better decision-making and coordination.

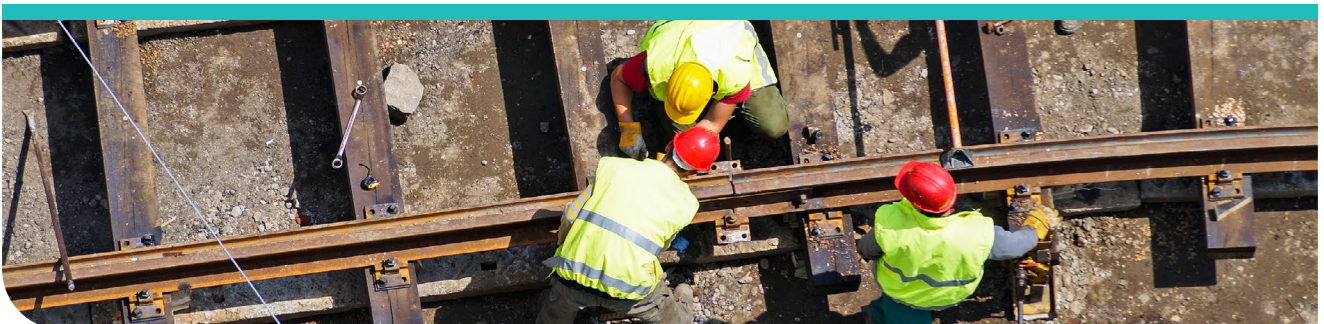
Supporting National Rail Manufacturing

The ARA has also been actively involved in supporting national rail manufacturing through:

Supply Chain Standards Expansion: Actively committed to expanding GS1 standards through Project i-TRACE supporting industry working groups, the ARA works with members to ensure processes are consistent, efficient, and of high quality.

Strategic Planning: With strategic plans focusing on driving awareness and adoption of GS1 standards usage in the rail sector, the ARA has rolled out programs such as Project i-TRACE and 2D barcodes, ensuring the industry remains competitive and forward-thinking.

Through strategic initiatives, government engagement, and a commitment to innovation and sustainability, the ARA and GS1 Australia together, continue to support the improvement of rail operations across Australia and New Zealand.





Working with Industry — Project i-TRACE

Project i-TRACE is a joint initiative of the ARA and the Australian Rail sector to improve traceability and visibility within the rail industry. The adoption of GS1 standards reduces costs, removes duplication and allows the exchange of information of rail components and parts across the asset lifecycle.

Master Data Pilots and Projects to Improve Rail Supply Chains

Master data pilots and projects are being conducted with industry leaders, including Queensland Rail, V/Line, Arc Infrastructure, ARTC and Siemens to enhance data quality and interoperability.

Queensland Rail

Implementation of GS1 standards ensured that supply chain data was accurate and maintained efficiently. With the implementation of barcode scanning, Queensland Rail could track and manage their rolling stock and infrastructure materials more effectively, streamlining processes leading to optimised maintenance schedules and reduced downtime.

Siemens

Siemens improved visibility across their supply chain, enabling better tracking of components and finished products. GS1 standards enabled products to meet industry compliance requirements and maintain high quality standards throughout the production cycle.

V/Line

V/Line's master data pilot is focused on standardising and improving the accuracy of material data across their network. By implementing GS1 standards, they will be able to significantly improve data consistency and reliability, facilitating better decision-making and operational efficiency.

Arc Infrastructure

Arc Infrastructure's pilot is underway, integrating GS1 standards focused on measuring the volume and value of complete material master data to within their wider data management systems. This pilot will enable them to evaluate current and future data sharing processes, improving overall network management and coordination.

ARTC

The Australian Rail Track Corporation (ARTC) has commenced a pilot to review GS1 standards for their material master data enhancement project. This pilot is in the very early stages of planning and will help management to measure opportunities enhance traceability of critical infrastructure assets and materials. Improved digital information will help optimise maintenance schedules.

All these initiatives combined, mark a significant milestone in our efforts to improve digitisation, harmonised data management, interoperability and supply chain visibility in the rail industry.



Showcasing GS1 Standards — AusRAIL 2024

We were proud to have participated in AusRAIL, the premier rail industry event in Australasia. Showcasing the power and versatility of standards in action, this event was also supported by GS1 solution providers.

Project i-TRACE in Action: One of the key highlights at AusRAIL was the hands-on demonstration of GS1 powered solutions showcasing the value of industry wide collaboration and innovative tools demonstrating interoperability and benefits of standards-based business processes. Attendees were able to trace the journey of products through a typical day from source to installation on the rail network, gaining valuable insights into supply chain visibility and traceability.

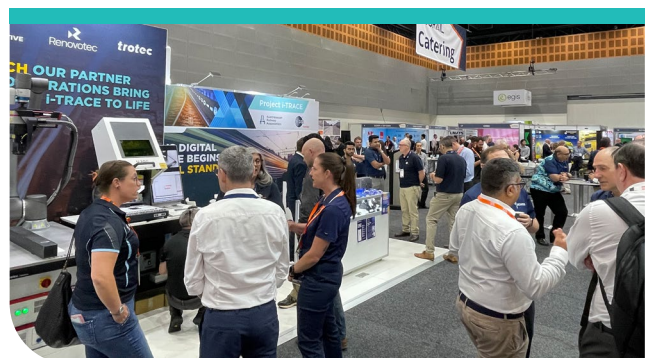
Interactive Demonstrations: Our booth featured interactive demonstrations of GS1 standards, including the use of 2D barcodes and other industry solutions. Attendees gained a practical understanding of how standards can be implemented to achieve seamless integration and improved performance in rail operations.

Solution Providers: Our participation at AusRAIL was supported by GS1 solutions providers, who play a crucial role bringing GS1 standards to life, implementing and championing standards across the industry by offering a range of services and solutions to support businesses.

AusRAIL was a significant milestone in our efforts to promote the adoption of GS1 standards, and we look forward to continuing our engagement with the rail industry and working towards greater efficiency and interoperability.

“ AusRAIL is an important opportunity to discuss how to best address challenges such as workforce shortages, decarbonisation, the urgent need to get more freight on rail and progressing a national approach to the harmonisation of standards.

Caroline Wilkie
Chief Executive Officer
Australasian Railway Association (ARA)



Rail Operator Awareness Program

GS1 Australia launched a Government and Rail Operator Awareness Program to engage key stakeholders and promote the benefits of GS1 standards in improving efficiency, safety, and visibility across the rail supply chain.

Program Highlights

The awareness program was marked by an extensive series of face-to-face meetings, with over 100 engagements conducted throughout the year. These meetings fostered strong relationships with government entities and rail operators, ensuring they were well-informed about the advantages of implementing GS1 standards.

The Government and Rail Operator Awareness Program achieved:

Increased Awareness: Extensive face-to-face meetings significantly increased awareness of GS1 standards among government entities and rail operators. This heightened awareness is expected to lead to greater adoption of our standards in the rail industry.

Strengthened Relationships: The program improved existing relationships with key stakeholders, positioning GS1 Australia as a trusted advisor and partner in the rail sector.

Policy Support: Our engagement with government laid the groundwork for potential policy support for the adoption of GS1 standards, driving further implementation across the industry.

This harmonisation program underscores our commitment to improving the efficiency, safety, and visibility of supply chains in rail, while also aligning with our strategic goal to engage with primary industry.



Interoperability in Building & Construction



National Building Products Coalition

The National Building Products Coalition (NBPC), is an initiative aimed at enhancing GS1 standards to improve identification, compliance and sustainability of building products within the construction industry. It brings together builders, suppliers, industry experts, and regulatory bodies to collaborate on best practices, innovation, and regulatory compliance.

Traceability Implementation Guideline

The construction industry has undergone a significant transformation with increasing emphasis on traceability and digitalisation. In response to this shift, the “Traceability and Digitalisation of Building Product Information – Implementation Guide” was developed to provide a comprehensive framework for the adoption of these critical practices.

Main objectives of the coalition included:

Standardisation: Establishing uniform standards for building products identification to ensure consistency, quality, and safety across the industry.

Sustainability: Promoting the use of eco-friendly materials and sustainable practices to reduce the environmental impact of construction activities.

Innovation: Encouraging the development and adoption of new technologies and materials that enhance the performance and efficiency of building products.

Compliance: Ensuring that all building products meet regulatory requirements and safety standards.

Education and Training: Providing resources and training programs for industry professionals to improve their knowledge in the latest advancements and regulatory requirements.

The NBPC plays a critical role in driving the construction industry towards a future that prioritises quality, safety, and sustainability. By fostering collaboration and innovation, the coalition aims to create a more resilient and responsible built environment.

A valuable resource for stakeholders across the construction supply chain, including builders, suppliers, contractors, and regulatory bodies, the guideline covers the steps necessary to ensure building products are traceable throughout their lifecycle.

Standardised Data Formats: Recommendations for standardised data formats to ensure consistency and interoperability across different systems.

Digital Tools and Technologies: Guidance on the selection and implementation of digital tools and technologies to support traceability and information management.

Best Practices for Data Collection: Strategies for effective data collection, including the use of barcodes, RFID tags, and other unique identification technologies.

Integration with Existing Systems: Advice on integrating new traceability and digitalisation practices with existing systems and workflows.

Case Studies and Examples: Practical examples and case studies demonstrating successful implementation of traceability and digitalisation practices.

The release of the “Traceability and Digitalisation of Building Product Information – Implementation Guide” marks a significant milestone in the construction industry’s journey towards greater transparency, efficiency, and sustainability.

Master Builders Victoria (MBV) Summit

GS1 Australia played a crucial role in promoting traceability, identification, and data standards at the Master Builders Victoria Product Assurance Summit.

Our participation included:

Key Presentations: GS1 representatives delivered presentations on the importance of product traceability and digitalisation in the construction industry.

Showcase Solutions: We showcased a range of solutions designed to support product assurance, including barcoding, RFID technology, and digital data exchange.

Engaging Industry Leaders: We engaged with industry leaders and stakeholders to discuss challenges and opportunities related to product assurance.

Expert Guidance: Our experts provided guidance and advice to attendees about product traceability, data standards, and digitalisation.

Participation in the Master Builders of Victoria Product Assurance Summit underscores our commitment to supporting the construction industry in achieving the highest standards of product quality and safety.

Building Products Registration Working Paper by the ABCB

The Australian Building Codes Board (ABCB) released its Building Products Registration Working Paper as part of an ongoing commitment to improve regulatory compliance governing building products.

GS1 Australia supported the development of the working paper, focusing on the implementation of global standards for product identification, traceability and data management.

Key contributions included:

Standards for Product Identification: Adoption of globally recognised identification standards, such as the Global Trade Item Number (GTIN), to uniquely identify building products. This ensures products can be accurately tracked and traced throughout their lifecycle.

Enhanced Traceability: By leveraging GS1's traceability solutions, the working paper proposes a system where building products are tracked from manufacturing to installation. This enhances transparency and accountability, ensuring that only compliant and safe products are used in construction.

Data Management and Sharing: GS1 Australia's expertise in data standards has been instrumental in shaping the proposed framework for digital data management. The working paper highlights the importance of a centralised database where product information is stored, accessed, and shared among stakeholders.

This important contribution to the Building Products Registration Working Paper reflects our ongoing support in helping the construction industry improve safety, quality, and compliance.



Traceability Consumer Safety in Healthcare



Unique Device Identification

GS1 Australia plays a pivotal role in the implementation and support of Unique Device Identification (UDI) within the healthcare sector; global standards enhance patient safety, improve device traceability, and streamline supply chain operations.

“GS1 Australia’s expertise in global standards has been a key factor in the successful implementation of the UDI system. Their proactive approach and collaborative spirit have made the process seamless and efficient. We are confident that the UDI system we have developed will set a benchmark for regulatory compliance and global alignment.

James Brown
Regulatory Specialist
TGA

Regulatory Requirements and Compliance

We have been working closely with the Therapeutic Goods Administration (TGA) to ensure UDI implementation meets regulatory requirements and aligns with global standards. The TGA’s mandate to enhance the traceability and safety of medical devices is supported by GS1’s expertise in global identification standards, a collaboration which ensures that the UDI system is robust, reliable, and compliant with international best practices.

Integration of Data Systems

A significant milestone has been the integration of the National Product Catalogue (NPC) and the Australian UDI Database (AusUDID), enabling manufacturers, healthcare providers and regulatory bodies to access accurate and up-to-date data.

Streamlining the process of entering, managing and accessing UDI data, this initiative has reduced administrative burdens and improved data quality while supporting traceability of medical devices, critical for managing recalls, adverse event reporting, and ensuring patient safety.

UDI Member Sessions

To further support the healthcare community, we conducted monthly member sessions to provide valuable insights, updates, and training on UDI requirements and best practices.

Covering a range of topics including regulatory updates, data management techniques, and technology integration, members were able to gain a deeper understanding of the benefits of UDI implementation.



Queensland Health and NSW Health: NPC Integration

Queensland Health took a significant step forward in enhancing their healthcare supply chain operations with the integration of the National Product Catalogue (NPC) into its SAP S4Hana system. Scheduled to go live in May 2025, this initiative is set to revolutionise the way Queensland Health manages its procurement and inventory processes.

NSW Health – NPC Integration

NSW Health also made notable advances in modernising its healthcare supply chain operations through the integration of the National Product Catalogue (NPC) directly into its Oracle Enterprise Resource Planning (ERP) system. This forward-thinking initiative not only aims to enhance data accuracy and operational efficiency but also prepares NSW Health for the impact of Unique Device Identification (UDI) on its supply chain processes.

Integration of the National Product Catalogue

Utilising a centralised repository that provides a single source of accurate and up-to-date product information for the healthcare sector, both Queensland Health and NSW Health aim to streamline their supply chain operations, improve data accuracy, and enhance overall efficiency.

Benefits of the integration included:

Data Accuracy and Consistency: The integration will ensure that both government departments have access to consistent and accurate product data across all systems, thereby reducing the risk of errors, discrepancies, and inefficiencies in procurement and inventory management.

Enhanced Supply Chain Efficiency: Leveraging comprehensive product information available in the NPC, they will optimise their supply chain processes, including improved demand forecasting, inventory management, and order processing, leading to reduced costs and improved service delivery.

Improved Compliance and Traceability: The integration supports compliance with regulatory requirements and enhances the traceability of medical products, critical for managing recalls, tracking product usage, and ensuring patient safety.

NSW Health – Preparedness for UDI

In addition to the NPC integration, NSW Health has been preparing for the impact of UDI on its supply chain. By aligning its systems and processes with UDI requirements, NSW Health is ensuring that it is well-equipped to handle regulatory and operational changes.



Queensland
Government

Queensland Health



Health



Digital Transformation Roundtable

In a significant step towards enhancing digital integration and efficiency, a Digital Transformation Roundtable was recently initiated, bringing together representatives from various jurisdictions. It provided a platform for all participating jurisdictions to share their digital transformation strategies, fostering a collaborative environment aimed at streamlining processes and improving outcomes.

A key focus of the roundtable was the alignment of the National Product Catalogue (NPC) strategy, which fostered a renewed commitment from the jurisdictions to leverage NPC data for supply chain and procurement purposes.

The strategic use of NPC data is expected to facilitate more efficient procurement processes, enhance supply chain transparency, and ultimately lead to better resource management across the healthcare value chain.

A draft letter, currently under review, is anticipated to be signed by all participating jurisdictions, formalising their commitment to using NPC data; this is significant milestone in the collective effort to modernise supply chain and procurement practices.

The roundtable also garnered renewed engagement from several jurisdictions, including Northern Territory Health, ACT Health (and Hospital), WA Health, and SA Health. Their participation highlights a growing recognition of the importance of digital transformation and benefits of a unified approach to data utilisation in the healthcare sector.

The Digital Transformation Roundtable represents a promising step towards a more integrated and efficient landscape, with jurisdictions working together to harness the power of digital data for the betterment of supply chain and procurement processes.

Strengthening Healthcare through Partnerships

GS1 Australia has been actively collaborating with the Australian Digital Health Agency (ADHA) to enhance the digital landscape in the healthcare industry, while demonstrating a shared commitment to improving healthcare standards and procurement processes.

We have supported ADHA in reviewing the Healthcare Standards Catalogue and Procurement Guidelines by providing detailed advice and recommendations to ensure guidelines are robust, comprehensive, and aligned with best practices.

This review has been crucial for standardising healthcare procurement processes, and leading to improved efficiency, cost savings, and better patient outcomes.

To further strengthen this partnership, GS1 Australia and ADHA have increased their engagement through a series of workshops to share insights, discuss challenges, and identify future opportunities.

Looking ahead, GS1 Australia and ADHA are undertaking a comprehensive workplan outlining the strategic initiatives and joint efforts aimed at advancing digital standards to improve healthcare delivery in Australia. Working together, both organisations are poised to drive meaningful change and innovation in the sector.

This collaboration is testament to the power of partnerships in achieving common goals; through ongoing support, advisory roles, and strategic planning, both organisations together are making significant strides towards a more efficient, standardised, and connected healthcare system in Australia.

Standards Supporting Primary Industry





Cherries Traceability Pilot — Cherry Growers Australia

GS1 Australia partnered with Cherry Growers Australia (CGA) to launch an innovative pilot, designed to integrate advanced traceability solutions into the cherry supply chain, ensuring that consumers and stakeholders can access accurate and reliable information about the origin and journey of their produce.

Led by Cherry Growers Australia (CGA) in collaboration with Agriculture Victoria at CherryHill Orchards, the project utilised RFID and QR code technologies to streamline tracking and enhance consumer engagement.

The Challenge

The Australian cherry industry, valued at \$190 million, with \$80 million in exports to over 30 countries, depends heavily on its reputation for quality and safety; responding to quality, safety or biosecurity issues becomes difficult without robust traceability systems to ensure product integrity. Growers and exporters face challenges in automating their processes, preventing counterfeits and increasing consumer engagement.

Main objectives of the project included:

- Reliable traceability system from orchard to market, based on global GS1 standards.
- Integrated RFID technology for traceability through harvest, packing and dispatch.
- Implementing QR codes for consumer engagement and individual item tracking across domestic and export supply chains.
- Real-time product visibility integrated with the Enterprise Resource Planning (ERP) system.
- Safeguarding against counterfeiting.

RFID and GS1 Digital Link

RFID technology was used to track products through harvest, packing and dispatch, while unique GS1 Digital Link QR codes allowed for individual product tracking in domestic and export supply chains. Consumers and supply chain partners were encouraged to scan these QR codes, offering an engaging way for consumers and supply chain partners to authenticate the product and access product information.

The project addressed counterfeiting by utilising traceability systems to identify and respond to counterfeit products quickly. Temperature loggers were also integrated to enable cool chain management. The integration of the ERP system ensured that data from the RFID and QR code systems provided real-time insights into the supply chain and enabled quick responses to incidents.



CherryHill
ORCHARDS

The Result

The pilot successfully demonstrated the effectiveness of combining RFID and QR codes in cherry traceability:

RFID Systems: Enhanced product tracking through harvest, packing and dispatch.

QR Code Engagement: GS1-powered QR codes enabled high consumer scan rates via interactive campaigns, fostering feedback through surveys for future product development.

Counterfeit Detection: The pilot identified and addressed 21 counterfeit incidents, protecting CherryHill's brand and consumer trust.

The Benefits

The traceability systems showcased these benefits to the cherry industry and the broader agricultural sector:

Increased Efficiency: Automated RFID systems reduced manual tracking, increasing operational efficiency and building capacity for future business growth.

Consumer Engagement: QR codes boosted brand loyalty by enabling product authentication, storytelling and campaign participation.

Product Integrity: Supply chain tracking combatted counterfeiting and supported regulatory compliance.

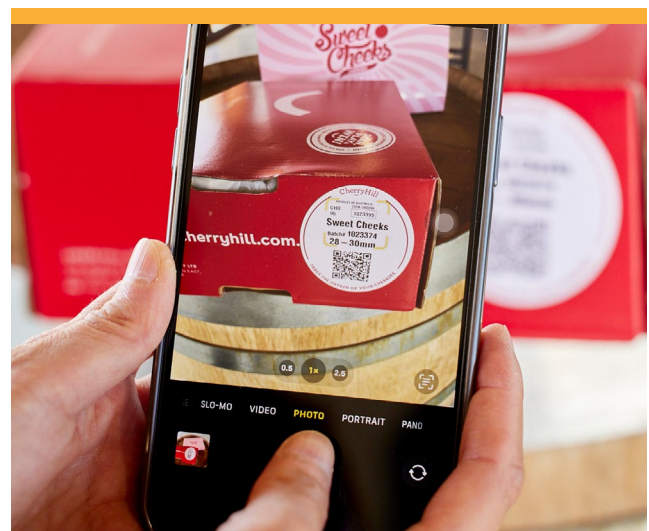
Data Management: RFID and QR integration with ERP provided real-time insights for informed decisions and swift issue resolution.

With global markets demanding higher levels of food safety, sustainability and transparency, this pilot project underscores the importance of adopting robust traceability systems in agriculture.



This project enhances our exports by developing full supply chain traceability, with the flexibility to be used with different varieties in multiple pack types and many different markets.

Stephen Riseborough
CherryHill Orchards





De Bortoli Wines Leverages GS1 Standards to Meet Rising Global Demands for Product Information

De Bortoli Wines, one of Australia's leading family-owned wine companies, recently leveraged GS1 standards to meet rising regulatory and consumer demands for detailed product information, enhance product traceability, and improve overall efficiency. This strategic move is set to position De Bortoli Wines at the forefront of innovation within the wine industry.

The Challenge

The global wine market has been under pressure, with sales plummeting by over \$1.2 billion in recent years. De Bortoli, Australian winemakers supplying global markets, faced several critical challenges, including:

- More complex labelling requirements across markets.
- Sharing more detailed information with customers and consumers via a GS1 Powered QR Code.
- Complying with evolving ESG data nutritional and energy context and provenance data.
- Navigating different data formats and market-specific regulations.
- Relabelling bottles to meet market conditions; a process that is impractical and expensive.

These issues compounded operational costs, risked market access, and decreased sector-wide resilience. To address these challenges, De Bortoli needed a scalable and future-proof solution that aligned with global standards.

The Solution

De Bortoli Wines partnered with Pyx Global on a pilot project to leverage GS1's global standards and implement a self-hosted Digital Link Resolver (DLR) service. This innovative solution capitalised on existing technologies and open-source tools, ensuring interoperability and long-term adaptability. Key elements of the solution included:

- Customising GS1's open-source software to meet business-specific requirements.
- Making DeBortoli product information discoverable, resolvable and verifiable via bottle labels.
- Hosting the DLR internally, enabling low-cost management and control over data-sharing protocols.
- Adopting open standards to future-proof the system against evolving global requirements.

The Result

The pilot result was a practical, scalable, and cost-effective solution that will enable De Bortoli to meet future diverse market needs while retaining control over data transparency.

The pilot implementation of the Digital Link Resolver (DLR) yielded significant outcomes:

Enhanced Information Sharing: De Bortoli can now provide detailed product information tailored to market-specific requirements.

Operational Efficiency: The in-house IT team successfully deployed and managed the open-source tools, streamlining data management processes.

Scalable Framework: The DLR was designed as a reference platform, based on the United Nations Transparency Protocol (UNTP), enabling scalability and alignment with digital product passports initiatives abroad.

Risk Mitigation: Challenges, risks, and benefits of a full-scale rollout were identified and addressed, ensuring robust future implementation.

The Benefits

The adoption of GS1 global standards and the DLR solution provided substantial benefits:

Regulatory Compliance: De Bortoli is now better equipped to meet current and future regulatory requirements, including EU digital product passports and expanded nutritional labelling.

Cost Reduction: More efficient audit and compliance processes reduced operational costs.

Sustainability Leadership: Enhanced traceability supports sustainability goals, including carbon footprint reporting and adherence to modern slavery prevention rules.

Traceability at Scale: A UNTP-based approach ensures interoperability and alignment with EPCIS and GS1 Digital Link Standards.

Industry Showcase: Public demonstrations of the implementation highlighted De Bortoli's leadership in innovation and traceability and provided a showcase example for industry and government.

Traceability at Scale

The experimental trial demonstrated how brand owners can leverage GS1 Powered QR codes and linked data to navigate new labelling regulations with minimal cost. Digital links to product information including vintage, product inputs, ESG credentials and more avoid the need for costly relabelling and complex software integrations with third-party service providers.

By continuing to build on the implementation of standards-based solutions, De Bortoli and similar organisations can achieve global adoption, commercial differentiation, and enhanced resilience.

The De Bortoli's Team benefitted from wide industry and government support, Australian Government funding, and technical guidance from a consortium led by Pyx Global.

The Glue between Buyers and Suppliers





Barcoding for Production Nurseries

We recently updated the barcoding guide for nurseries in 2024 in response to retailers increasingly wanting growers to barcode stock; scanning a plant enables price, size, and species to be displayed.

The Nursery production sector in Australia grows 2.3B billion 3 billion plants each year and over 40% of these are sold at a Retail Point-of-sale (POS); barcodes therefore need to scan first time, every time.

Supported by the Greenlife Industry Association of Australia, the new guide also provides information to the nursery sector on how to incorporate GS1 powered QR codes on the plant tags and labels in readiness for the Global 2D transition. GS1 powered QR Codes provide links to valuable information on plant care and maintenance. It can also link to information on the nursery's sustainability plant production practices, including plant protection and biosecurity systems. Barcoding stock benefits businesses through improved inventory control, propagation forecasting, market insights and budgeting, as well as extended information about the plant.

Improved Inventory Management

- **Accurate Identification:** GS1 barcodes allow each plant, seed packet, or gardening product to be uniquely identified, ensuring accurate tracking and inventory control.
- **Efficient Stock Management:** With barcodes, nurseries can quickly scan and update inventory levels, reducing the time spent on manual counts and minimising errors.

Enhanced Traceability

- **Product Traceability:** GS1 standards enabled nurseries to trace the origin and journey of their plants from the supplier to the end customer. This is particularly important for quality control and biosecurity in the event of a recall.
- **Batch and Lot Tracking:** By assigning unique identifiers to batches or lots, nurseries can monitor specific groups of plants, ensuring that any issues can be quickly identified and addressed.

Improved Customer Experience

- **Product Information:** Barcodes are linked to detailed product information, including care instructions, plant characteristics, and origin. This information can be easily accessed by customers, enhancing their buying experience.
- **Checkout Efficiency:** Using barcodes at the point-of-sale speeds up the checkout process, reducing waiting times for customers and improving overall satisfaction.

Plant nurseries, like many other sectors, can significantly benefit from the implementation of GS1 standards and barcodes. These global standards help improve inventory management, enhance traceability, and streamline supply chain processes, ensuring nurseries can operate more efficiently and meet the demands of their customers.

Leading the Way in Education & Standards





Working with Standards Australia

Standards Australia, the nation's peak non-government standards organisation, has long been instrumental in the development and adoption of internationally recognised standards.

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

Similarly, the adoption of GS1 standards has played a critical role in ensuring unique identification, accurate capture, and seamless sharing of information to streamline operations, reduce costs and improved customer satisfaction across various industries.

We remain committed to working with Standards Australia and over the past 12 months have continued to deliver identical adoptions of key standards supporting GS1 standards in the areas of identification, GS1 Digital Link, EPCIS and Core Business Vocabulary.

2D Barcodes at Retail POS Implementation Guideline

Traditional linear barcodes have been a cornerstone of retail operations for decades, enabling quick and accurate product identification at the Point-of-Sale (POS). However, as the retail landscape evolves, there is a growing need for more sophisticated data carriers that can hold more information and support a wider range of applications.

2D barcodes, such as QR and Data Matrix codes hold significantly more data than their linear counterparts, including product information, batch numbers, expiry dates, and more. This additional data capacity supports enhanced traceability, improved inventory management, and better consumer engagement.

2D Barcodes at Retail POS Implementation Guideline

GS1 released the 2D Barcodes at Retail Point-of-Sale (POS) Implementation Guideline, a comprehensive resource designed to support the deployment of 2D barcodes in retail environments. This guideline is a significant milestone in an ongoing 2027 Ambition Program, which aims to enhance supply chain efficiency, accuracy, and sustainability through the adoption of advanced standards and technologies. The newly released guide provides a detailed roadmap for retailers looking to support their transition to 2D barcodes.



The guideline covers:

Benefits of 2D Barcodes: An overview of the advantages of using 2D barcodes, including increased data capacity, improved traceability, and enhanced consumer interaction.

Implementation Steps: A step-by-step guide to implementing 2D barcodes at the POS, from initial planning and stakeholder engagement to technical deployment and staff training.

Technical Specifications: Detailed technical requirements and best practices for printing and scanning 2D barcodes, ensuring compatibility with existing POS systems.

Case Studies: Real-world examples of retailers who have successfully implemented 2D barcodes, highlighting the challenges faced and benefits realised.

Compliance and Standards: Guidance on ensuring compliance with GS1 standards and relevant regulatory requirements.

Looking Ahead

As the retail industry continues to evolve, the adoption of 2D barcodes represents a significant step forward. With the support of the guideline, retailers can confidently transition to this advanced technology, unlocking new opportunities for efficiency and innovation.



Learning Management System

GS1 Australia is thrilled to announce the deployment of its new Learning Management System (LMS), designed to provide members with round-the-clock access to a comprehensive suite of educational resources.

This innovative platform is part of our commitment to supporting the continuous learning and development of members, ensuring they have the knowledge and skills needed to thrive in today's dynamic supply chain environment leveraging the GS1 system.

Anytime, Anywhere Learning

The new LMS offers unparalleled convenience, allowing members to access GS1 learning materials 24/7 from any location via their MyGS1 member portal. Whether they are in the office, at home, or on the go, the LMS ensures that high-quality educational content is always accessible.

Comprehensive Learning Plans

We have developed a range of learning plans within the LMS. Two key offerings are the Barcode Basics and 2D Training:

Barcode Basics: This learning plan is designed for those new to GS1 standards or looking to refresh their knowledge. It covers the fundamental principles of barcoding, including different types of barcodes, applications, and best practices for implementation.

2D Training: The 2D Learning Plans focus on the implementation and benefits of 2D barcodes, such as QR codes and Data Matrix codes. These courses delve deeper into the technical specifications, use cases, and advantages of 2D barcodes, equipping members with the knowledge needed to adopt and utilise these advanced data carriers.

GS1 Australia will continue developing content for the LMS to support members with the implementation of GS1 standards.

Key Features of the LMS

The LMS offers a range of features including:

Interactive Content: Engaging multimedia content, including videos, quizzes, and interactive modules, to facilitate effective learning.

Progress Tracking: Tools to monitor progress and track completion of learning plans, ensuring members stay on course with their educational goals.

Support and Resources: Access to additional resources and support materials to complement the learning experience and provide further insights into GS1 standards and applications.

Delivering Innovative **Services** & Solutions



GS1 Services and Solutions

At GS1 Australia, we are unwavering in our commitment to delivering the latest and most innovative solutions and services to our members. By continuously investing in the latest technologies and staying ahead of industry trends, we ensure that our offerings are not only current but also future-ready, enabling businesses to thrive in a competitive marketplace.

Product Verification and Visualisation

Barcode Check

Our Barcode Check service ensures barcodes scan first time, every time; without accurate and scannable barcodes, businesses can't sell their products, retailers can't stock them, and customers can't buy them.

We check for the following:

- **Country of Origin Labelling (CoOL)**
- **Scan rate**
- **Correct barcode size**
- **Barcode position**
- **Type of barcode and barcode number duplication.**

A verification report also provides advice on how to correct errors and improve barcode performance. Interim reports can be issued at the mock-up stage to provide early feedback around packaging development; final reports are issued on actual product packaging or labels as they become available.

In 2024 we integrated advanced scanning and verification technologies to provide precise and reliable assessments of barcode quality, helping businesses avoid costly errors and ensuring seamless operations across supply chains.

Product Photography

High-quality product images are crucial in today's digital economy, and this is why our product photography service provides businesses in sectors such as e-commerce, food and beverage, and consumer goods with exceptional product images that meet industry standards. Additional photography options include in or out of packaging shots and staged lifestyle images.

Our state-of-the-art equipment and expert photography staff ensure that products are presented in the best possible light, enhancing market appeal and consumer trust.

Renders

To complement our product photography service, we offer 3D product renders that provide dynamic and interactive visualisations with photorealistic images created, even before a product is produced or manufactured. Our sophisticated rendering software helps businesses create engaging content for online stores, marketing materials, and more.



Smart Media

Smart Media is an innovative platform for managing digital assets and is particularly beneficial for sectors like marketing, retail, and manufacturing, where managing digital content is crucial. By implementing advanced digital asset management technologies, we provide businesses with a centralised solution for storing, organising, and distributing digital content.

In 2024, GS1 Australia made significant enhancements to the National Product Catalogue (NPC) by integrating all supplier-based Smart Media functionality into a single, cohesive user interface. This upgrade allows suppliers to manage product master data and digital image sharing seamlessly within one platform, effectively creating a one-stop shop for all their needs. This integration simplifies processes, reduces redundancy, and improves the efficiency of product data and digital image management.

Product Master Data

National Product Catalogue (NPC)

The NPC helps brand owners maintain and share product and item information with all trading partners in real-time. A pivotal tool for product data management, it allows brand owners in sectors such as retail and healthcare, to efficiently share accurate product information with trading partners and regulatory bodies.

Our continuous improvements to the NPC have focused on enhancing data quality, accessibility, and integration, making it easier for businesses to manage their product data and comply with industry standards.

The integration of images and photography into the NPC interface streamlines the process for suppliers, enabling efficient handling of visual assets alongside product master data.

Verified by GS1 (VbG)

Verified by GS1 is a single, neutral registry of basic product data and attributes, used globally by online marketplaces, brand owners and retailers to solve challenges including product duplication, incorrect data and counterfeiting.

This service is particularly valuable for sectors like pharmaceuticals, food, and consumer goods, where accurate product information is critical. By implementing rigorous verification processes, we ensure that product data in our databases is accurate and trustworthy, helping businesses build consumer trust and meet regulatory requirements.

National Location Registry (NLR)

The NLR is an initiative by the Commonwealth Government with support from industry and supported by GS1 Australia, designed to facilitate the aggregation and sharing of accurate and up-to-date information about locations. Access to location data supports improved freight pick-up and delivery processes, more informed policymaking, and a range of healthcare specific applications.

Our enhancements to the NLR have improved the accuracy and accessibility of location information, helping businesses optimise logistics, reduce errors, and enhance overall supply chain visibility.

Recalls and Withdrawals

Recall

GS1 Recall is an easy-to-use digital system designed for the food, beverage and general merchandise industries to minimise the impact and cost of product recalls and withdrawals. Enabling the fast and effective removal of products throughout the supply chain, this service is integrated with other services including NPC, Smart Media and NLR.

Providing a comprehensive recall management solution, we help businesses minimise risks, protect consumers, and maintain brand integrity.

Recall Health

GS1 Recall Health is an easy-to-use digital system, developed for the healthcare sector to minimise the impact of therapeutic goods recalls and withdrawals and follows the Uniform Recall Procedure for Therapeutic Goods (URPTG) guidelines. Recall Health helps streamline recalls and improve patient safety in the healthcare supply chain, communicating recall information quickly and accurately.

Developed in conjunction with industry bodies, suppliers, buyers, Australian Department of Health Therapeutic Goods Administration (TGA) and Australian Digital Health Agency (ADHA), this service is an integral part of the digital health value chain reform agenda.

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, including tireless fundraising efforts and donations 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 that forms the bedrock of disease prevention and treatment strategies.

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, creating a ripple effect of impact that extends far beyond the walls of our organisation.



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 meaningfully 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.

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.

GS1 Staff Initiatives

At GS1 Australia, we believe that our employees are our greatest asset. We are committed to fostering a supportive and dynamic work environment where everyone can thrive.

Professional Development Programs

We offer a variety of professional development opportunities to help our staff grow their skills and advance their careers including:

Training Workshops: Regular workshops on industry trends, technical skills, and leadership development.

Mentorship Programs: Pairing experienced professionals with newer employees to provide guidance and support.

Educational Assistance: Financial support for further education and certifications relevant to staff roles.

Health and Wellbeing Initiatives

We understand the importance of maintaining a healthy work-life balance and overall wellbeing. Our initiatives include:

Employee Assistance Program (EAP): Confidential counselling services for personal and professional issues.

Wellness Activities: Yoga sessions, fitness challenges, and mental health awareness campaigns.

Flexible Working Arrangements: Options for remote work, flexible hours, and part-time schedules to accommodate personal and family needs.

Diversity and Inclusion

We are committed to creating a diverse and inclusive workplace where everyone feels valued. Our initiatives include:

Diversity Training: Regular training sessions on unconscious bias, cultural competency, and inclusive practices.

Employee Resource Groups (ERGs): Support networks for various demographics, such as women in leadership, multicultural groups, and LGBTQ+ communities.

Inclusive Recruitment Practices: Ensuring our hiring processes are fair and attract a diverse pool of candidates.

Recognition and Rewards

We believe in recognising and rewarding the hard work and achievements of our employees. Our programs include:

Employee of the Month: Celebrating outstanding contributions and achievements.

Service Awards: Honouring long-term employees for their dedication and commitment.

Performance Bonuses: Financial incentives for achieving key performance indicators and exceptional performance.

These initiatives reflect our commitment to creating a positive and empowering work environment where employees can succeed and make a meaningful impact.

Community Engagement

We encourage our employees to give back to the community through various programs, including:

- **Volunteer Days:** Paid time off for employees to volunteer with local charities and community organisations.
- **Corporate Social Responsibility (CSR) Projects:** Initiatives that support environmental sustainability, education, and health in our communities.
- **Donation Matching:** Matching employee donations to charitable organisations to amplify their impact.





FIFTY BEEPING YEARS



**26 June, 1974.
The day the barcode
changed the world.**





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