



GS1 makes it happen

Global eBusiness & Supply Chain Standards



Speaking a Global Language



GS1 Australia is a Member Organisation and the local affiliate of GS1 Global a not-for-profit organisation that provides a common global language of trade: the GS1 Standard.

Today GS1 has a growing number of 104 Member Organisations spanning 145 countries globally.

These organisations, like GS1 Australia, provide full support and information to their local members of the GS1 System.

More than 1 million companies in virtually every sector of the global economy carry out billions of transactions every day using the GS1 System.

Serving Australian industry for more than 25 years, GS1 Australia is your connection to the globally agreed GS1 System built to lift efficiency and grow the profitability of your business.





Our Brand

GS1 is a fully integrated global organisation with more than 30 years experience in global standards. GS1 was formed in 2004 from the joining together of EAN International and the Uniform Code Council Inc (UCC).

GS1 manages the GS1 System of Standards - the most widely used standards system in the world. GS1 portfolio ranges from GS1 Bar Code Symbols to next generation technologies and solutions such as GDSN, EPCglobal and traceability solutions.



Our Vision

The GS1 System implemented by Australian industry for the benefit of all users.

Our Mission

To increase use of the GS1 System by promoting the value of membership and building a quality organisation to deliver effective education, implementation and support services in collaboration with our industry partners.

Our Values

We will:

- **Act Professionally** – always ethical, honest and with respect for others
- **Work Together** – build trust based partnerships by valuing open communication and collaborative decision making
- **Exceed Expectations** – pursue service excellence with enthusiasm
- **Value our People** – encourage development, expect commitment and acknowledge contribution.

Our Governance

Governing GS1 Australia is a 10 member Board and Council, which represent a number of trade and industry associations. The board members' diverse experiences and skills are invaluable in determining and reviewing strategy, annual operational plans and budgets, while ensuring proper audit functions and legal compliance.



Who GS1 Australia Represents

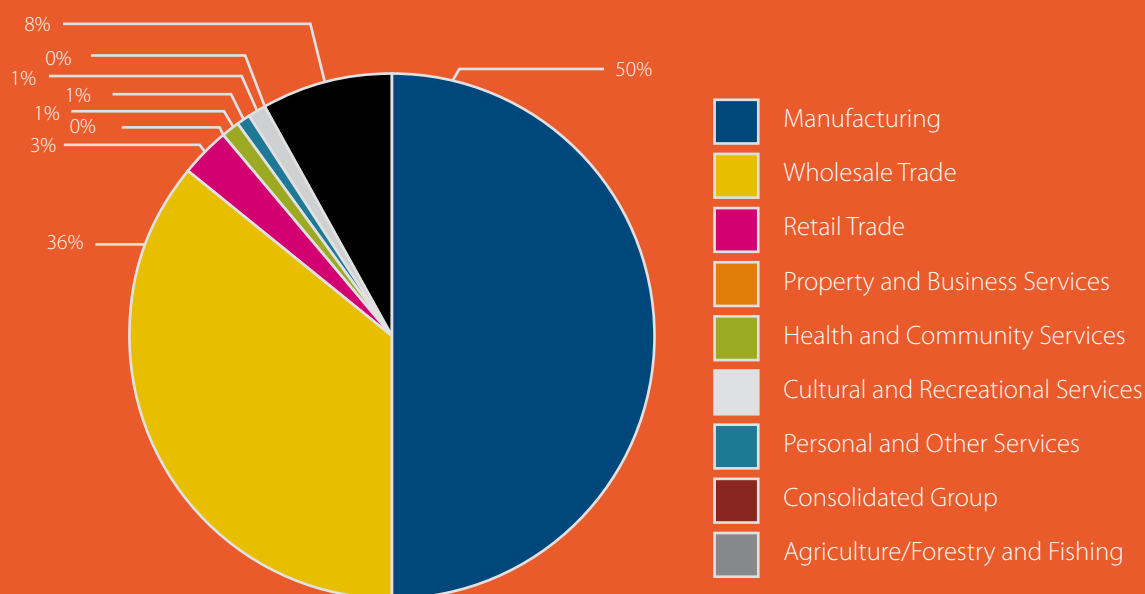


GS1 Australia services in excess of eighteen industry sectors, representing 52% of Australia's GDP which accounts for 55% of Australian companies, who employ over 70% of the country's workforce. Its 16,000 members range from small, medium and multi-national organisations and operate in both the public and private sectors.

Working with diverse industries such as:

- Automotive Aftermarket
- Communications/ICT
- Confectionary
- Defence
- Electrical Appliances and Consumer Electronics
- Food Service
- Fresh Produce
- Furniture
- General Merchandise
- Grocery
- Hardware
- Healthcare
- Liquor
- Mining and Resources
- Music and Entertainment
- Seafood
- Steel
- Textile, Clothing and Footwear
- Timber
- Transport and Logistics

Membership Industry Breakdown



Product & Service Offerings



GS1 Australia is dedicated to providing members with assistance and support to implement the global GS1 Standards for supply chain technology through a variety of products and services.

GS1 Australia is your link to the largest Supply Chain Industry Organisation in the World – GS1.

Products

When you join the GS1 community you'll enjoy access to the GS1 System: a series of standards designed to improve your supply chain efficiency.

The GS1 System makes possible the unique identification of all trade items, processes, services, shipments, assets, companies and locations to facilitate communication, data collection and exchanges of information in the interest of trading partners.



Founded on a common set of globally recognised GS1 Identification Keys (e.g. GTIN, GLN, SCCC, GRAI, GIAI, GSRN, GDTI, and EPC) and Attribute Data (e.g. Best Before Date, Serial Numbers, Batch Numbers, etc) the GS1 System is composed of four key product areas:

1. **Global data and application standards for bar codes**
2. **Global standards for electronic business messaging**
3. **Global Data Synchronisation Network™ (GDSN)** allowing all partners to have consistent item data in an automated, standards-based global environment
4. **EPCglobal** providing standards for the Electronic Product Code™ (EPC) to support the use of Radio Frequency Identification (RFID)

GS1 Australia is the only official GS1 organisation in Australia licenced to administer the GS1 System including GS1 Bar Code Symbols.



Above: GS1 Australia staff



The global language of business

OVERALL BENEFIT: Improving efficiency & visibility in supply and demand chains

GS1 SOLUTIONS & SERVICES USING GS1 STANDARDS
 Solutions: POS / Inventory Management / Asset Management / Collaborative Planning / Traceability
 Services: Global (GSMP, GEPIR, Global Registry, Training and Accreditation) & Local (e.g. Certification, Implementation, Training)

 **System** - Integrated system of standards

 <p>Global Standards for automatic identification</p> <p>Rapid and accurate, item, asset or location identification</p>	 <p>Global Standards for electronic business messaging</p> <p>Rapid, efficient & accurate business data exchange</p>	 <p>The environment for global data synchronisation</p> <p>Standardised, reliable data for effective business transactions</p>	 <p>Global Standards for RFID-based identification</p> <p>More accurate, immediate and cost-effective visibility of information</p>
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GS1 Identification Keys (e.g. GTIN, GLN, SSCC, GDTI, GRAI, GIAI, GSRN, EPC) & Attribute Data (e.g. Best Before Date)

GS1 Identification Keys:

GTIN Global Trade Item Number	GLN Global Location Number
GIAI Global Individual Asset Identifier	GSRN Global Service Relation Number
SSCC Serial Shipping Contain Code	GRAI Global Returnable Asset Identifier
GDTI Global Document Type Identifier	EPC Electronic Product Code



Service Offerings & Membership Benefits

GS1 Australia offers a wide range of services to support members, their industry associations and trading partners to implement the GS1 System. This support is delivered by specialist teams that are committed to resolving old and new supply chain management issues.

- **Member & Industry Support:**

Whether you are ready to take your warehouse to the next level with the GS1 System or simply want to know how to prepare the perfect bar code – help is at hand. Our dedicated team of GS1 System experts will assist you with everyday supply chain issues right through to industry-wide initiatives and pilot programs.

- **Education & Training:** Learning about the GS1 System couldn't be easier. Whether you need a basic overview of the GS1 System or an in-depth understanding of the latest technologies, there is a GS1 Australia course to suit your circumstances. Training is either available on-line for convenience and flexibility or in a classroom style that leverages the multi-award winning Supply Chain Knowledge Centre (SCKC). Visit www.gs1au.org/education to view our wide range of innovative courses.

- **Bar Code Verification:** ensures you achieve and maintain bar codes that consistently conform to international guidelines and specifications. Verification is mandatory for the bar code on any new product, promotional offer or repackaged product that is submitted to the grocery trade in Australia or New Zealand. GS1 Australia's verification reports are valid in both countries and valuable to all industries. Members receive 10 free verifications per year.

- **EANnet®:** an online Data Synchronisation and Product Registry, is the most efficient way to continuously and automatically synchronise item master data with your Australasian trading partners. Endorsed by the Australian retail

grocery industry, and federal and state health authorities, EANnet can be utilised by all industry sectors interested in eliminating data errors and introducing new products to market 24/7. In 2007 the EANnet user community will join the Global Data Synchronisation Network (GDSN) allowing products to be listed on a global registry to be synchronised with retailers and other purchasing hubs creating access to world wide markets.

- **Professional Services – Expert Implementation:** GS1 Australia can provide extra assistance to help you achieve maximum results from the GS1 standards and systems within your own business. Project management advice and implementation assistance is available on supply chain management and eCommerce initiatives including data synchronisation,

EAN | net®

Powered by GS1 Australia



eMessaging, warehouse/inventory management, RFID/EPC, traceability, business process redesign and GS1 accreditation. Our consultancy service is non-partisan, reflecting the non-commercial nature of GS1 Australia. Consultancy services are provided to members at discounted rates.

• **Accreditation Program:**

a voluntary quality assurance program recognised throughout Australasia that allows you to verify your own products' bar codes. Accreditation ensures manufacturers, packaging and print companies use the GS1 system accurately and reliably – guaranteeing that all bar codes complies with standards and that the data they contain is correct.

• **Community Management**

Tool (CMT): provides a web based tool for retailers and other hubs to enable their community of suppliers to perform pre-production testing, eMessage validation, business rules and process flow certification for the testing phase of new eMessaging programs.



• **RosettaNet® Australia:** is a subsidiary of GS1 Australia and responsible for administering the RosettaNet internet-based business standards to Australia's electronic components, semiconductor manufacturing and telecommunications industry sectors. RosettaNet works with these sectors to create and implement industry-wide, open eBusiness process standards on a global scale.

• **Global Location Number**

(GLN) Information Registry: facilitates improved supply chain management within industry and organisations by enabling superior management of Global Location Numbers (GLN) and associated data.

• **Helpdesk & national number:**

provide access to technical and industry specific experts. This service is free for all of our members to use.

• **On-site Visits:**

for one-to-one tailored advice or group presentations at your workplace on how the GS1 System can help your business move forward and cope better with trading partner requirements.

• **Digital Imaging:**

allows your product to be professionally photographed and placed on the EANnet data synchronisation catalogue. This service is available when your products are sent in for bar code verification testing.

GS1 Australia's proven methodology and high emphasis on standards and processes result in robust GS1 System implementations for members.



- **Dedicated Web Site:**

www.gs1au.org offers members access to on-line payment, industry news, information library, events, technical help desk, and much more.

- **'Supply Chain LINK' quarterly member magazine:** helps you stay informed about the use of the GS1 System nationally and internationally, including standards updates, supply chain issues, business practices and industry requirements, case studies and technology developments.

- **Topical & industry specific seminars:** provide you with valuable knowledge about industry related issues and specialised use of the GS1 System.

- **Solution Providers Directory:** is an easy, reliable and useful on-line directory of hardware/software equipment, service and solution providers.

- **On-line Check Digit Calculator:** helps calculate check digits for your bar code. Alternatively, a download service is available for easy access on your desktop.



Above: The GS1 Supply Chain Knowledge Centre

- **GS1 Australia Alliance Partners:** access over 80 plus accredited providers of supply chain products and services who can assist with the implementation of the GS1 System in your business.
- **Participation in member, industry and user groups:** both special interest and technical. For example, get involved and help influence the Global Standards Management Process (GSMP) to ensure standards are developed according to business-driven needs emerging from users around the world.
- **Supply Chain Knowledge Centre (SCKC):** Internationally recognised and awarded by the Supply Chain Council for academic excellence in innovation; the Supply Chain Knowledge Centre provides a unique learning environment that is only limited by the visitor's creativity. Built by industry experts, the interactive simulation modules are instructor-led and balance theory with interactive trading scenarios without the cost and risks associated with real-life experimentation.

The GS1 System and You



Every member is assigned a unique GS1 Company Prefix - a ticket to international trade. This set of numbers makes your company and each of its products instantly recognisable and unmistakable to traders around the globe, whether on products or cartons, in electronic messages such as orders, invoices and despatch advices.

In fact, all trade items, processes, services, shipments, assets and locations can be identified by the GS1 System to smooth the flow of information between trading partners.

Join the GS1 community and you'll enjoy a wealth of specialist, professional support services from your own industry body, GS1 Australia.

How your organisation will benefit

- More efficient business systems. GS1 enables the automation of key business processes and access to real-time information.
- Enhanced returns on investment with reduced inventory holdings and associated costs.
- Greater productivity. Improved tracking of stock and materials reduces administration time and costs.
- Increased sales as out-of-stock are avoided.
- Traceability. The life history of any item can be tracked back to its source for accurate and targeted product recalls.
- Better customer service, faster deliveries, continuous replenishment and predictable stock availability.



Subscriber Membership Types



Everyone is welcome to join the GS1 Australia community and different membership packages have been crafted to make sure there's a perfect fit with your organisation.

Fees match the size of your business and the quantity of Global Trade Identification Numbers (GTINs) needed by your organisation, based on categories established by the GS1 Australia Board.



Membership types include:

Suppliers, Distributors, Manufacturers, Logistics, Loyalty, Retailers, Buyers, Book Users

Organisations using the GS1 Identifiers and Bar Code Symbols to identify their products, services, locations, assets, logistics units or service relationships.

Alliance Partners

Consultancy and training providers and suppliers of hardware, software and services.

Please contact the GS1 Australia Helpdesk on 1300 366 033 and ask for the Alliances and Partnerships Manager.

Annual subscription:

Membership to GS1 Australia is based on an annual subscription to be paid each year. This amount is dependent on your company's published annual turnover (or in the case of new companies, expected turnover) and your membership type.

Membership types are explained in the GS1 Australia Member Licence Agreement Form downloadable at www.gs1au.org



Please contact our Administration Membership team on 1300 366 033 to request a GS1 Member Registration Pack.

Key Relationships



By building relationships with users, technology service and providers, trade associations, standards bodies, government agencies and consultants, GS1 Australia encourages the adoption of best practice supply chain processes in every corner of the Australian economy.

Among the organisations working with GS1 Australia are:

- Australian Automotive Aftermarket Association
- Australian Food and Grocery Council
- Australian Industry Group
- Australian Information Industry Association
- Australian Logistics Council
- Australian Retailers Association
- Commonwealth Department of Health and Ageing
- Deakin University
- ECR Australasia
- Horticulture Australia Limited
- Logistics Association Australia
- Meat and Livestock Australia
- National E-Health Transition Authority (NEHTA)
- Packaging Council of Australia
- RFID Action Australia Limited
- Standards Australia
- Swinburne University of Technology
- Victorian Government Department of Innovations, Industry and Regional Development
- Victorian Government Supply Chain Consultative Group



Alliance Partner Community

GS1 Australia works with companies that share its business-oriented vision of delivering real supply chain benefits to Australian business and industry associations.

The Alliance partnership program offers both small and large businesses a diverse range of supply chain tools and professional advice.

Benefits of the Alliance Partner Program include:

- Bringing together the world's best supply chain management tool providers, all with solid reputations for the quality of their services and products.
- Priority notification of new technologies and innovation initiatives to improve supply chain efficiency.
- Comprehensive best practice case studies.
- Support and assistance in making the GS1 System implementation smoother and easier.
- Security that Strategic, Business and Associate Alliance Partners are GS1 Accredited and trained in the GS1 System.



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Strategic Alliance Partners



Business Alliance Partners



Associate Alliance Partners



- Barcodes4u
- Barcode Print
- Barcoding & Data Collection Systems
- Bus-e Solutions
- Capgemini
- CIBER Novasoft
- Codeway
- Compass Labels
- Consulting Principles
- CrimsonLogic
- Datamax
- DENSO
- Exago
- Existco
- Extend Technologies
- Futura Retail Solution
- GAMMA Solutions
- IBS
- iCrystal
- Intermax
- Label Power
- Magellan Technology
- Manhattan Associates
- Mid-Comp International
- Mincom
- MYOB Australia
- Parcelhouse International
- Peacock Bros
- Printronix
- PULSE Logistics Systems
- Realtech
- RT Management
- SMS Management & Technology
- Sunshine Technologies
- Supply Chain Consulting
- Unique Micro Design
- VeriSign
- Worldsmart Retech



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