



# How GS1 Australia can give your industry a competitive advantage

- > From paddock to plate
- > From grapevine to bottle shop
- > From pharmaceutical supplier to hospital patient
- > From fabric design to retail outlet

# Introducing GS1's Industry Engagement Program



In order for organisations to function they need to manage information internally and exchange information with trading and logistics partners. While in the past this has largely been done by telephone, fax and paper-based systems, modern businesses, government departments and industries increasingly rely on information technology and computer networks.

The supply chain as a whole relies upon not only the efficient flow of goods, but also the accuracy and timeliness of the accompanying information. To use this information across internal systems, and to integrate with systems deployed by trading partners, it needs to be in a format that is recognisable by all parties. This is where standards come in. 'Standards', in this context, is a term used to describe the rules that dictate the identification and communication of business information.

The GS1 System of supply chain standards is an internationally accepted standards framework for electronically identifying and communicating business information. The system is administered by a global infrastructure of not-for-profit organisations around the world.

To really capture the value of the global GS1 System, an industry wide approach must be adopted. This brochure demonstrates how GS1 Australia's Industry Engagement

Program can assist industries achieve eCommerce and supply chain benefits including:

- > Scalability, portability and affordability to business processes and enabling business systems
- > Reduction of errors and improving supply chain efficiency
- > Improved industry collaboration by sharing business information
- > Cost reduction throughout the supply chain

## **SUPPORTING AUSTRALIAN INDUSTRIES**

As part of GS1 Australia's commitment to industry, the Industry Engagement Program is geared towards helping industries successfully implement a manageable approach to eCommerce based supply chain management strategies. Through the Industry Engagement Program, GS1 Australia will lead the development and execution of the use of the GS1 Standards in your industry.

GS1 Australia has developed key strategic and practical relationships with many industry sectors, including Grocery, Meat, Automotive After Market, Health, Liquor and Electrical Appliances. This focus on relationships ensures that the adoption of the GS1 Standards provides compatibility across industry groups.



# Successfully implementing GS1 Standards through GS1's Industry Engagement Program

The following steps outline the broad roadmap your industry should adopt v

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## Initiate

- > Contact is generally made through the industry association or leading industry hub
- > A generic Industry Engagement Program plan will be presented for consideration
- > Working closely with industry, GS1 Australia's industry experts will help you form a steering committee that will include critical stakeholders from your industry
- > The steering committee must be fully committed to working with GS1 Australia in establishing the most appropriate program for your industry

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## Research

- > Identify industry profile
- > Seek any related funding opportunities to assist with eCommerce strategy
- > Identify any related project initiatives
- > Clarify the level of use of current standards within industry sector

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## Plan

- > Scope project with steering committee members
- > Identify working group requirements, objectives and participants
- > Plan required meetings for development of guidelines
- > Identify current supply chain priorities for the industry
- > Define pilots and pilot participants
- > Educate committee and working group participants

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## Develop & Publish

The GS1 Standards that apply to your industry will be defined. These will be published to further educate other industry participants.

Based upon industry feedback and requirements, material covering numbering and bar coding, eMessaging and catalogue data sets will be developed with industry input. These guidelines will build the foundation for error-free, cost-effective and interconnected supply chain systems between trading partners.

## 9 Promote

Promotion will occur concurrently with all steps post 'Plan' in the Industry Engagement Program, specifically to meet the education and support needs of your industry. Items may include an 'Industry Call to Action', websites, road shows,

with the assistance of our GS1 System experts:

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## Pilot

- > Piloting your industry specific guidelines in a small scale "live environment" will achieve the following objectives:
  - Educate industry participants on required data content, structure, data flows and functionality
  - Ensure industry participant feedback and refinement of guidelines
  - Demonstrate that the guidelines provided are adequate during the pilot period and are sustainable for the future
- > GS1 Australia encourages that all industries seriously consider this stage of the Industry Engagement Program as a proof of concept
- > GS1 Australia will provide the steering committee with access to Alliance Partners for any assistance and any solution awareness that could be of help to improve eCommerce and supply chain management practices

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## Educate

- > GS1 Australia will assist the steering committee educate the broader industry with 'Road Shows' run on a state-by-state basis
- > Relevant kits will be developed to include information covering compliance, timelines, benefits, resources, next steps, and the services provided by GS1 Australia
- > Standard GS1 material will be provided
- > A dedicated website listing Alliance Partners that are fully trained in the principles of the GS1 System

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## Roll Out

In conjunction with the steering committee, GS1 Australia will develop a letter targeted to those trading partners within your industry. The personalised letter will reflect the benefits of the industry wide implementation of the GS1 System, and will refer those trading partners to either the steering committee, GS1 Australia and/or Alliance Partners for assistance.

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## Review

Your industry challenges and opportunities will be under constant review. Your feedback is crucial to your company's and industry's success. We will keep your Industry Engagement Program under constant observation, in conjunction with your industry steering committee.

Industry Engagement Program. Communication and messaging will be tailored to your industry. The steering committee will determine the resources and support required. Press editorial and case studies.

# GS1 Australia: Working for Australian Industry

With key industry representation on the GS1 Australia board, organisations such as the Australian Retailers Association (ARA), Australian Food and Grocery Council (AFGC), Australian Industry Group (AIG), Logistics Association of Australia (LAA), Australian Information Industry Association (AIIA) and Meat and Livestock Australia (MLA) have already engaged the services offered by GS1 Australia in the area of standards development in eCommerce and supply chain.

With a current membership base of approximately 13,000, and together with other industry groups, GS1 Australia currently services 18 industry sectors that deliver 52% of Australia's GDP, accounting for 55% of Australian companies that employ over 70% of Australia's workforce.

## Testimonials

"GS1 Australia has played a pivotal role in the development of standards for the identification of products, the introduction of bar-coding, electronic messaging and an industry electronic catalogue for the Australian automotive aftermarket Industry. Their expertise in working with industry will result in considerable improvements in Supply Chain efficiency across our industry".

**Kim Elliott, Executive Director**  
Australian Automotive Aftermarket Association Ltd

"GS1 Australia has played a crucial role in assisting Applie-com, the Electrical Home Appliance Community, develop an industry wide approach adopting global open standards of numbering, bar-coding and electronic data interchange. GS1 Australia's proficiency in facilitating the industry working group for messaging standards has ensured cooperation between retailers and suppliers raising awareness of the substantial benefits to be gained within the home appliance industry, by adopting one standard way of trading".

**Mike O'Neill**  
Chair of the the Applie-com Steering Group

"GS1 Australia were an important source of educational material, technical expertise and advice in engaging the red meat industry in Australia to adopt the global open GS1 numbering, bar-coding and electronic messaging standards".

**Matt Bishop**  
Program Manager, Supply Chain Management, Meat & Livestock Australia

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# Q&A

**Q. Why has the industry decided to invest in e-commerce and supply chain improvements?**

**A.** So your industry can compete against other industries globally who have adopted a shared vision for e-commerce and business-to-business trading. An effective supply chain strategy can save your industry millions in productivity gains.

**Q. Why must we communicate and trade with a common language?**

**A.** A common trading and communication framework saves business and your industry from the need to invest in different and disparate systems. A single, globally recognised approach ensures security, cost savings and a proven methodology for trading.

**Q. Why do we need to change now?**

**A.** Global trading is an everyday occurrence. For Australian industry to compete we must adopt leading technologies and systems to ensure our products can be traced through the supply chain for improved communication, reduced errors and traceability. Industries that work as a whole (single supply chain approach) benefit from improved competitiveness, reduced wastage, improved resource allocation and planning.

**Q. Why have an industry wide implementation approach?**

**A.** An industry wide implementation approach ensures trading partners have the opportunity to be aware of and observe any trading requirements stipulated by other trading partners, while ensuring the industry embraces global industry-specific trends of trading. Industry wide adoption of the GS1 System ensures that all trading parties jointly benefit from the cost-savings rather than a small or large percentage of industry players, deriving no direct benefit for themselves.

## Contact Details

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