













# GS1 Australia Alliances Program, Status Options & Benefits

The Alliances Community consists of companies that are part of the Information & Communication Technologies (ICT) industry. These companies are suppliers of products and services to the Australian Supply Chain Markets. For additional details and supporting collateral on the GS1 Australia Alliance Partner Program, please contact the Alliance Team (details in final page).

<b>GS1 Australia Alliance Partnership Benefits: FY2011-2012</b>	<b>Associate Alliance Partner</b> 	<b>Business Alliance Partner</b> 	<b>Strategic Alliance Partner</b> 
<b>12 month Partnership Fee</b> GS1 Australia Fiscal Year 2011/2012 is 1 <sup>st</sup> July 2011 to 30 <sup>th</sup> June 2012.	\$3,000+GST	\$10,000+GST	\$20,000+GST
<b>GS1 Credits#</b> #can be used to offset some GS1 fees e.g. advertising, subscriptions, GS1 Services (e.g. training, Professional Services). Ref: final page.	Nil	\$2,000	\$4,000
<b>GS1 Australia Subscription*</b> The GS1 Subscription Licence Agreement will need to be signed if you require allocation of/access to use GS1 Identification Keys. Listed below are enhanced Benefits for the Alliance Partners as subscribers: - Allocation and use of GS1 Company Prefix - Allocation & use of GS1 Company Prefix Range - Company Global Location Number (GLN) - Complimentary Bar Code verifications (per chargeable Company Prefix) - Complimentary Classroom Training for Numbering & Barcoding Tickets (each ticket is valued at \$85+GST) - Knowledge Series 101 (GS1 Standards Technical Training) - New Subscription introductory welcome call - Subscription Membership Kit - Complimentary Partners Service Representative call - Complimentary LINK magazine Subscription - Hardcopy - Electronic - Access to Standards Technical Manuals/Guidelines - Check Digit Calculator - Right to apply for UPC Company Prefix** - Right to apply for Variable Measure Numbers, 8 digit numbers** Note: * GS1 Subscription included is up to \$100M revenue turnover band. ** means GS1 numbers annual fees apply.	Yes Yes 1 5 reports 2 tickets 2 tickets Yes Yes Yes 1 Yes Yes Yes Yes Yes Yes	Yes Yes 1 5 reports 5 tickets 5 tickets Yes Yes Yes 2 Yes Yes Yes Yes Yes	Yes Yes 1 5 reports 15 tickets 10 tickets Yes Yes Yes Yes Yes Yes Yes Yes

<b>GS1 Australia Alliance Partnership Benefits: FY2011-2012</b>	<b>Associate Alliance Partner</b> 	<b>Business Alliance Partner</b> 	<b>Strategic Alliance Partner</b> 
<b>GS1 EPCglobal Subscription^</b> Note: ^your confirmation will be required to be included in register - Registration of subscription (and as Solution Partner, SP) - Registration of GS1 Company Prefix on the Object Naming Service, ONS** - Market Development & Partnership Recognition include: Involvement in Local & Global Workgroups, Secured Portal for EPCglobal Subscribers, Global Newsletter, EPCglobal SP Flyer - Participation in EPCglobal standards development work groups+ ( + subject to IP agreement being signed off )	Yes Yes Yes	Yes Yes Yes	Yes Yes Yes
<b>GS1net Australasia Service</b> - GS1net – Access to Search & Download facility  <b>GS1net Australasia Certified Product Partner (GS1net CPP) –</b> Note: –this is a GS1 Certification Program that is applicable for Alliance Partners that have Master Data Management product. Product Certification is a GS1 Professional Services project. Details in Proposal.  Benefits include: - Market Development events, GS1net User Group meetings, GS1net CPP Webinars, GS1net CPP Recognition (e.g. GS1net CPP Flyer). - GS1net Certification Program fees - GS1net (PS) Workshops	At member rates  Yes, note ~  Yes, when option available Nil Nil	At member rates  Yes, note ~  Yes, Priority 2 GS1 Credits Option –max \$100 disc/day# GS1 Credits Option: \$50 disc p/person	At member rates  Yes, note ~  Yes, Priority 1 GS1 Credits Option –max \$100 disc/day# GS1 Credits Option: \$50 disc p/person
<b>GS1 Partnership Recognition</b> - Alliance Partner Framed Certificate(s) with Status Recognition - Use of GS1 Alliance Partnership Seal - Supply of Partnership Seal Collateral and Branding - Framed Partner Company seal displayed at GS1 Offices (SCKC area) - Partnership Accreditation Training (Business Module & Webinars) - GS1 Training on Standards (as outlined in website e.g. Webinars, 101 etc.)	Yes Yes Yes No Yes At member price	Yes Yes Yes No Yes Yes, through use of GS1 Credits	Yes Yes Yes Yes Yes Yes, through use of GS1 Credits
<b>GS1 Alliance Partner Access to GS1 Australia Organisation</b> - Alliance Team Support - Quarterly e-newsletter (called Alliances eUpdate) - Opportunity to provide Briefing/Updates to GS1 staff - Invitation to the Alliance Partners Advisory Group - Alliances Webinars invitation: e.g. – Marketing & Events, Standards)	Yes Yes Yes, when option available No Yes	Yes Yes Yes, Priority 2 Yes Yes	Yes Yes Yes, Priority 1 Yes Yes

<b>GS1 Australia Alliance Partnership Benefits: FY2011-2012</b>	<b>Associate Alliance Partner</b> 	<b>Business Alliance Partner</b> 	<b>Strategic Alliance Partner</b> 
<b>Partnering with GS1 Australia Industry Engagement</b> <ul style="list-style-type: none"> <li>- Industry Engagement Quarterly Webinar</li> <li>- Alliance Partner Specific Briefings with GS1 Executives</li> <li>- Consideration for Pilots</li> <li>- Consideration for Industry Business Cases</li> </ul>	Yes No Limited Limited	Yes No Limited Limited	Yes Yes Yes Yes
<b>Partnering with GS1 Australia (Standards) Business Development</b> <ul style="list-style-type: none"> <li>- access to contract Professional Services consultants in fulfillment of your supply chain solution requirements</li> <li>- develop Joint GS1 Standards Solutions to take to markets</li> </ul>	At member discounted daily rates Yes	GS1 Credits Option –max 5% disc/day# Yes	GS1 Credits Option –max 10% disc/day# Yes
<b>GS1 Standards Development</b> <ul style="list-style-type: none"> <li>- Access to participate: Local Community Networks</li> <li>- Advisory Service on Standards Development</li> </ul>	Yes Yes, when option available	Yes Yes, Priority 2	Yes Yes, Priority 1
<b>GS1 Alliances Promotion to GS1 Membership 17,000+</b> <ul style="list-style-type: none"> <li>- Profiled on GS1 Australia website</li> <li>- Profiled on GS1 Australia special portals e.g. Barcodes Express</li> <li>- Inclusion in Solution Provider's Directory</li> <li>- Promotion of Alliance Partners in all major GS1 Australia collateral</li> <li>- Listing &amp; Profile in GS1 Annual Review (Annual Report)</li> <li>- GS1 Australia Alliance Partners Flyer</li> <li>- GS1 Australia EPCglobal Solution Partner Flyer^</li> <li>- GS1 Australia Certified Product Partner Flyer~</li> <li>- GS1 Australia Corporate collateral</li> </ul> <ul style="list-style-type: none"> <li>- GS1 Global Website Listing: Vendor Finder</li> </ul> Note: This provides Alliance Partners with International profile and visibility. Content loaded on Vendor Finder is sourced from Solution Providers Directory.	Yes Yes Yes Yes Yes Yes Yes Yes^ Yes~ Yes  Yes	Yes Yes Yes Yes Yes Yes, with Partner Company Seal Yes^ Yes~ Yes  Yes	Yes, Priority listing & more options Yes, Priority listing & more options Yes, Priority listing & more options Yes Yes Yes, with Partner Company Seal Yes^ Yes~ Yes  Yes
<b>GS1 Australia PR/Media Opportunities</b> <ul style="list-style-type: none"> <li>- Dual editorial submission</li> <li>- Quarterly submission on a joint solution (subject to approval)</li> <li>- Opportunity to develop dual Press Releases where GS1 will circulate</li> <li>- Webinar (GS1 invite): opportunity to submit a topic for discussion to niche markets within GS1 database (subject to approval)</li> <li>- Personalized Briefing (Marketing/Media) Manager &amp; Alliance Partner</li> </ul>	Yes, when option available	Yes, Priority 2	Yes, Priority 1

<b>GS1 Australia Alliance Partnership Benefits: FY2011-2012</b>	<b>Associate Alliance Partner</b> 	<b>Business Alliance Partner</b> 	<b>Strategic Alliance Partner</b> 
<p><b>GS1 Australia Newsletters</b>  <b>→ LiNK Magazine, Quarterly</b>  - Editorial Submission  - Advertorial submissions available in each issue  - Advertising (media kit available on request)  - Profile of an Alliance Partner per issue</p> <p><b>→ GS1net Australasia Update</b>  - on e-distribution list  - Promotion to GS1net subscribers (only if a GS1net CPP)</p> <p><b>→ Other GS1 Australia e-newsletters</b> (e.g. SME newsletter)</p> <p>Note: GS1 credits usage is outlined in the GS1 LiNK Advertising and Editorial Opportunities document.</p>	<p>Yes, when option available  At a fee  At a fee  Yes, when option available</p> <p>Yes  Yes~</p> <p>Yes</p>	<p>Yes, Priority 2  Yes, through use of GS1 Credits***  Yes, through use of GS1 Credits***  Yes, Priority 2</p> <p>Yes  Yes~</p> <p>Yes</p>	<p>Yes, Priority 1  Yes, through use of GS1 Credits***  Yes, through use of GS1 Credits***  Yes, Priority 1</p> <p>Yes  Yes~</p> <p>Yes</p>
<p><b>Events &amp; Campaigns: GS1 Australia Led</b>  - Access to be part of GS1 Stand/Area at Industries Exhibitions (e.g. CeBIT Sydney, SMART... ) via co-sponsorship or promotion  - GS1 LEARN (Classroom for Barcoding) Roadshow  - GS1 Industry Open Days (onsite at GS1 Sydney and Melbourne)  - Site Visits (joint customer or Alliance Partner site)  - GS1 Australia Golf Day  - GS1 Campaigns, where applicable incorporate Alliance Partner solutions, content, involvement. Therefore access to broad database.</p> <p><b>Events &amp; Campaigns: Alliance Partner Led</b>  - GS1 Australia support via content, branding &amp; resources (on agreed cases)  - Access to invite GS1 Australia Members (on agreed scenarios)  - Website cross promotion (on agreed scenarios)</p>	<p>Yes  Yes, when option available  Yes, when option available  Yes, when option available  No  Yes, when option available</p> <p>Yes  Yes, limited  Yes, limited</p>	<p>Yes, Priority 2  Yes, Priority 2  Yes, Priority 2  Yes, Priority 2  Yes, Priority 2  Yes, Priority 2</p> <p>Yes, Priority 2</p> <p>Yes  Yes, Priority 2  Yes, Priority 2</p>	<p>Yes, Priority 1  Yes, Priority 1  Yes, Priority 1  Yes, Priority 1  Yes, Priority 1  Yes, Priority 1</p> <p>Yes, Priority 1</p> <p>Yes  Yes, Priority 1  Yes, Priority 1</p>
<p><b>Australian Joint Customer References &amp; Case Studies</b>  - "GS1 Case Study" : opportunity to submit Case Study Brief to be part of joint case study that is cobranded, published &amp; promoted  - Promoting Alliance Partner Case Studies via different avenues with GS1 such as:    upload onto website   inclusion in LiNK magazine   promotional material for GS1 Industry Managers   promotional material for events.</p>	<p>Limited  Limited</p>	<p>Yes, Priority 2  Yes, Priority 2</p>	<p>Yes, Priority 1  Yes, Priority 1</p>

GS1 Australia Alliance Partnership Benefits: FY2011-2012	Associate Alliance Partner	Business Alliance Partner	Strategic Alliance Partner
<p><b>SCKC : Supply Chain Knowledge Center at Melbourne &amp; Sydney</b></p> <ul style="list-style-type: none"> <li>- use of the SCKC Theatres and Partner Room</li> <li>- use of training rooms (If GS1 Speaker or SCKC tour INCLUDED)</li> <li>- use of training rooms (where NO GS1 Speaker or SCKC tour)</li> <li>- Alliance Partner company seal framed and hung in the area</li> <li>- SCKC Chain Reaction Program (valued @\$2,200)</li> </ul>	<p>Yes, when option available  Yes – Subject to availability  Yes (Mel. x 1 /year &amp; Syd. x 1/year)  No  At Member Fee</p>	<p>Yes, Priority 2  Yes, Priority 2  Yes (Mel. x 2 /year &amp; Syd. x 2/year)  No  Yes, through use of GS1 Credits</p>	<p>Yes, Priority 1  Yes, Priority 1  Yes (Mel. x 4/year &amp; Syd. x 4/year)  Yes  Yes, through use of GS1 Credits</p>
<p><b>GS1 Partnership Review: Executive Review (Annual)</b></p>	<p>With GS1 Management level review</p>	<p>With GS1 Management level review</p>	<p>With GS1 Australia C level review</p>
<p><b>Use of GS1 Credits for GS1 Australia Services</b>  The GS1 Credits can be used to obtain most GS1 Australia Services, where fees are applicable. (Please note Alliance Partners get Member rate).  Note: exemption is **GS1 and EPC numbers usage</p> <ul style="list-style-type: none"> <li>- Training: 101 Series / LEARN online</li> <li>- GS1 Bar code Accreditation Program – Print Quality (for Print Shops)##</li> </ul> <p>## Please note:  GS1 Australia is developing a Print Industry Engagement Program.</p> <p># GS1 Australia Credits are to the maximum specified and are redeemed through a discount off the daily GS1 PS rate of \$1,400 per day (i.e. Alliance Partner charged at \$ 1300 a day up to max usage of credit)</p>	<p>Nil  Nil</p>	<p>GS1Credits Option  GS1 Credits Option – \$100/ project</p>	<p>GS1 Credits Option  GS1 Credits Option – \$200/ project</p>

**Footnotes:**

1. GS1 and GS1 Australia are interchangeable within this document given it is focused for the Australian Marketplace.
2. Where there is specific reference to GS1 Global Office, it would be stated as such.

**In case of any queries please contact the GS1 Australia Alliances team at GS1 Australia:**

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