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**Media release**

Mentions:

* Senator the Hon Don Farrell, Federal Minister for Trade & Tourism
* Maria Palazzolo, Executive Director & CEO, GS1 Australia

**GS1 Australia welcomes appointment to key trade group**

GS1 Australia has welcomed the Albanese Government’s commitment to simplifying Australia’s trade system and addressing challenges in supply chains. Senator the Hon Don Farrell, Minister for Trade and Tourism, recently announced the addition of four new members to the Simplified Trade System Industry Advisory Council, including GS1 Australia Executive Director and CEO, Maria Palazzolo.

As a not-for-profit organisation with over 45 years’ experience in improving supply chains in Australia, GS1 Australia is well positioned to provide valuable expertise to the Industry Advisory Council. With over 22,000 member organisations, it represents the interests of a diverse range of businesses and will help to shape the trade reform agenda.

The Simplified Trade System Industry Advisory Council brings together industry leaders from across the supply chain to provide strategic advice and engagement on the Government’s Simplified Trade System reform agenda. The Council aims to streamline and update the processes and systems that speed up trade at the border, enabling the flow of goods in and out of Australia.

Mrs Palazzolo said, “We are honoured to have been appointed to the Simplified Trade System Industry Advisory Council and look forward to collaborating with the Government, and other members of the Council, to make Australia’s trade system more efficient and effective. With our extensive experience in supply chain management and our broad network of member organisations, we believe we can contribute significantly to the Council’s work.”

The Government’s efforts to simplify trade processes will put downward pressure on costs, improve supply chain productivity and maintain vital border and biosecurity protections. The whole-of-government reform agenda is led and coordinated through the Simplified Trade System Implementation Taskforce, working closely with key government agencies.

The business community is encouraged by the Government’s commitment to making trade simpler and more sustainable and looks forward to working with the Government and other stakeholders to achieve this goal.

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About GS1 Australia

GS1 Australia is the Australian arm of the neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of ‘the 50 things that made the world economy’. GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 116 countries, 2 million user companies and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe.