



<b>Name</b>	<b>Meeting 12: 2D in Retail Advisory Group</b>	
<b>Purpose / Outcomes</b>	An industry advisory group with the objective of bringing together retailers, suppliers and solution providers to shape the next evolution of barcodes at retail point- of- sale.	
<b>Date</b>	<b>Time</b>	<b>Location</b>
15 <sup>th</sup> August 2023	10:00am – 12:00noon	Dial in via Zoom using your unique link
<b>Chairs</b>	Mark Dingley –APPMA/ Matthews Jenny Keegan – Woolworths	
<b>Secretariats</b>	Sue Schmid & Andrew Steele – GS1 Australia	
<b>Minute taker</b>	Aruna Ravikumar	

## Agenda

<b>ID#</b>	<b>Item</b>	<b>Details</b>	<b>Owner</b>
<b>1</b>	<b>10:00 – 10:10</b>	<b>Welcome &amp; Introductions</b> <ul style="list-style-type: none"> <li>GS1 Competition Law Caution</li> <li>Actions from previous meeting</li> </ul>	Mark Dingley Jenny Keegan
<b>2</b>	<b>10.10- 10.15</b>	<b>Global Update</b> <ul style="list-style-type: none"> <li>2D Program Update</li> </ul>	Lori Schrop
<b>3</b>	<b>10.15 – 11.00</b>	<b>Standards &amp; Technical Update</b> <ul style="list-style-type: none"> <li>Standards Work Group - Phase 1 &amp; Phase 2 Outcome Summary</li> <li>Solution Provider Focus Group Update</li> <li>X-dim pressure test – Tier 3.2 test results</li> <li>Update on 2D Implementation guideline</li> </ul>	Steven Keddie Aruna Ravikumar
<b>3</b>	<b>11.00 – 11.35</b>	<b>Local Update</b> <ul style="list-style-type: none"> <li>Endeavour Group Update</li> <li>Woolworths Update</li> <li>Drinks Association Supply Chain Forum</li> <li>Australian Retailers Association Update</li> <li>2D Market survey analysis and report</li> </ul>	Michael Callaway Roberto Olivares Andrew Steele John LaVacca
<b>4</b>	<b>11.35 – 11.50</b>	<b>Marketing Update</b> <ul style="list-style-type: none"> <li>2D Barcodes – Keys to success video launch</li> <li>Getting Started for Retailers</li> </ul>	Tracey Kelly-Jenkins
<b>5</b>	<b>11.50 - 12.00</b>	<b>General Business and Q&amp;A</b>	Mark Dingley Jenny Keegan Sue Schmid Andrew Steele