GS1 Australia

ALLIANCE PARTNER PROGRAM

POWERING THE FUTURE OF INDUSTRY **TOGETHER**



BENEFITS & MEDIA KIT 2026-27

MAY 2026

GLOBAL TRUST & INDUSTRY INFLUENCE

By partnering with **GS1 Australia**, you gain industry credibility, direct access to key decision-makers, and powerful marketing channels that put your business at the heart of Australia's most influential industries.



As the Australian arm of GS1 Global, we are backed by a **network spanning 100+ countries,** influencing industries that account for trillions in economic activity.

With over **24,000 GS1 Australia members,** we provide the ultimate platform to amplify your brand and solutions.



POWERFUL INDUSTRY CONNECTIONS

Our members include leading brands across **food & beverage, healthcare, retail, construction, agriculture, logistics, personal care, rail, horticulture and government sectors**, making us the go-to hub for industry insights, best practices, and collaboration.

A TRUSTED ADVISOR TO INDUSTRY & GOVERNMENT

GS1 works closely with Australian industry leaders, policymakers, and regulatory bodies to shape the future of supply chain management, sustainability, traceability, and digital transformation.



UNRIVALED EXPOSURE & MARKET INFLUENCE

Joining our Alliance Partner Program unlocks direct access to influential stakeholders across Australia's biggest industries. Here's how we put your brand in the spotlight.

Feature in our **GS1 newsletters sent to up to 50,000+ industry contacts**

Be seen by **250,000+ unique web visitors annually**

Solus **EDM campaigns** directly reaching decision-makers' inboxes

Barcode training for your team stay ahead of industry changes

Exclusive **data access to GS1 Australia's verified product** information

Co-branded thought leadership opportunities share your expertise with thousands

Invite-only **networking & partner events** connect with the most influential leaders

Video case studies created and shared across GS1 platforms

Powerful high-quality case studies & success stories that showcase your expertise

Speaking opportunities at **GS1 events**

Exclusive access to pilots and other GS1 opportunities

The exact benefits for each level are outlined on page 9 of this document

WHAT OUR PARTNERS SAY

Since forging a strategic partnership with GS1 Australia, we've gained incredible industry credibility and positioned ourselves as a leader in innovation.

Mark Dingley
CEO, Matthews Australasia

GS1 enables us to stay at the forefront of traceability and supply chain innovation. Their network, training, and support are second to none.

Rufaro Mtuwa
General Manager, insignia

We've been an Alliance Partner for 19 years, and the impact has been massive. This program keeps us ahead of the curve and ensures we're always connected to the industry's biggest players.

Con Nicholas
Field Marketing Advisor,
Zebra Technologies

PARTNERSHIP PACKAGES DESIGNED FOR MAXIMUM IMPACT

We offer three partnership levels, each designed to amplify your brand, accelerate your business, and deepen industry relationships.

BENEFIT	STRATEGIC PARTNER	BUSINESS PARTNER	ASSOCIATE PARTNER
GS1 Industry Newsletter Banner Ad	✓ 5 per year	✓ 3 per year	X
GS1 Industry Newsletter Advertorial	✓ 3 per year	✓ 2 per year	X
Opportunities to join pilots and events	✓	✓	✓
Written Case Study	✓	✓	✓
Video Case Study	✓	X	X
Barcode Training (live)	✓ Discounted	✓ Discounted	✓ Discounted
Barcode Training (through LMS)	✓ Unlimited	✓ Unlimited	✓ Unlimited
Industry Update Webinars	✓	✓	✓
Private Training Sessions	✓ 50% discount	✓ 25% discount	✓ 10% discount
GS1 Works Guided Tour	✓	✓	✓
Present to our members	✓	✓	✓
Access to GS1 Verified Data	✓	✓	✓
Use of GS1 Australia Logo and AP Seal	✓	✓	✓
Alliance Partner Certificate	✓	✓	✓
Discounted Rate on room hire	✓ 1 day free, 50% off thereafter	✓ 50% off day 1, 20% off thereafter	✓ 50% off day 1, 20% off thereafter
Solution Provider Directory Listing	✓ Priority Listing	✓	✓
Regular SPD Reporting	✓	✓	✓
Member rates on GS1 Services	✓	✓	✓
Speaking Opportunities	✓	✓	At discretion
Co-exhibit at events/trade shows	✓	✓	At discretion
Invitations to exclusive GS1 and partner events	✓	✓	✓
Dedicated GS1 account manager	✓	✓	✓
TOTAL VALUE	**$65,000+**	**$30,000+**	**$8,000 VALUE**
		Recommended option	

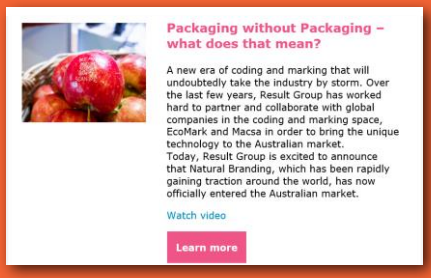
Benefit valuations are based on current market rates.

INDUSTRY NEWSLETTERS



NEWSLETTERS

Our industry newsletters are the perfect way to present your company and offerings to a high-value and influential audience. All industry newsletter mailing lists are developed through industry verticals and member opt-ins, so you can have confidence your message is hitting the right audience.



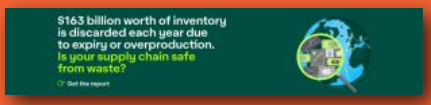
ADVERTORIAL

Position yourself as a thought leader in industry by sharing your insights, success stories and/or solutions.

Advertorials need to be about thought leadership. They need to focus on topics such as;

- News on smarter supply chain techniques and emerging trends
- Solutions and best practice for critical supply chain issues
- Success stories about GS1 standards across multiple industries
- Implementation of GS1 solutions
- They must not be blatant ads.

DIMENSIONS AND COPY GUIDELINES	
Article title	10 words max
Intro	25 words max
Body copy	Article to be housed on your web domain, recommended length 250 words max
Image	600px (W) x 600px(H)



BANNER ADS

An eye-catching awareness piece with simple messaging promoting your business or offer.

DIMENSIONS AND COPY GUIDELINES
Advise the URL you wish the ad to click through to 1400px (W) x 300px (H)

Table on page 6 lists benefits available at each level of membership.

PUBLICATION DATES FY27

INDUSTRY/SERVICE	NEWSLETTER ISSUE	BANNER ADS	ADVERTORIALS
Retail* Circulation 20,000+ Open Rate: 39%	August 2026	2	2
	October 2026	2	2
	November 2026	2	2
	February 2027	2	2
	April 2027	2	2
	June 2027	2	2
Next Gen 2D Barcodes 'The Beep' Circulation 5,000+ Open Rate: 49%	July 2026	1	1
	August 2026	1	1
	October 2026	1	1
	November 2026	1	1
	Feb 2027	1	1
	April 2027	1	1
Rail Circulation 4,000+ Open Rate: 34%	July 2026	2	2
	September 2026	2	2
	November 2026	2	2
	March 2027	2	2
	June 2027	2	2
Healthcare Circulation 8,000+ Open Rate: 41%	August 2026	2	2
	November 2026	2	2
	March 2027	2	2
Freight and Logistics Circulation 1,500+ Open Rate: 42%	April 2027	2	2
Building & Construction Circulation 2,000+ Open Rate: 28%	August 2026	2	2
	November 2026	2	2
	March 2027	2	2
Traceability (NGTAG NewsLink) Circulation 4,000+ Open Rate: 38%	November 2026	1	1
	May 2027	1	1

* The Retail sector includes Apparel, Consumer and Electronics, Food and Grocery, Fresh Produce and Meat, General Merchandise, Printing and Packaging, Liquor, Office, Greenlife and Hardware.

Dates are correct at time of publication but are subject to change.

ACCESS TO VERIFIED PRODUCT DATA

Access to verified product data is invaluable in the modern world. GS1 Australia and GS1 Global have access to verified local and global product data.

All Alliance Partners can apply for access to verified by GS1 data via an API for **FREE**. You can also get access to a data feed from GS1 Australia Trust Content for a **REDUCED FEE**.



Global Trade Item Number (GTIN)



Global Product Category (GPC)



Brand name



Net content and unit of measure



Product description



Country of sale



Product image URL

PRESENT TO OUR MEMBERS



Present a case study or thought-leadership piece to our members through a webinar or event.

When a GS1 staff member plays a part in delivering the content, we'll promote via a social media post and send a solus eDM.

Like all GS1 content, these communications must be relevant to a proportion of our members and is subject to editorial discretion to maintain high quality and relevance.

Table on page 6 lists benefits available at each level of membership.

PILOTS AND OPPORTUNITIES



As an Alliance Partner, you'll have access to exclusive opportunities to participate in pilot programs and share your innovative solutions.

GS1 Australia is frequently approached by members, industry associations, regulatory bodies, and other organisations seeking support for new initiatives. When these opportunities arise, we connect them with our Alliance Partners for potential collaboration.

These pilot programs span a wide range of industries, offering you the chance to demonstrate your expertise and make a real impact across multiple sectors. Get involved and help shape the future with your solutions!

CASE STUDIES

Discover the power of sharing your success! We'll craft a case study that showcases the remarkable achievements you've accomplished within your industry by leveraging GS1 standards.

Your story will serve as a beacon, guiding peers and inspiring innovation. By documenting your journey, challenges, and triumphs, you not only highlight your own expertise but also contribute to a collective knowledge base that propels industry forward.

But that's not all, once our expert team has completed your story, we'll share your case study with relevant GS1 Australia contacts, showcasing why your work could be their perfect solution!

Case study Written

Valued at $3000







Case study Video

Valued at $20,000



Project i-TRACE Marking and Barcoding - **Trotec**



Talking 2DBarcodes with Michael Dossor from **Result Group**

Table on page 6 lists benefits available at each level of membership.
Benefit valuations are based on current market rates.

EDUCATION & TRAINING

As an Alliance Partner, your role is pivotal in providing knowledge and expertise to our members. Ensuring that your team is expert in standards and remains current with industry changes is crucial for the sectors you operate in.

This is a joint effort and we have worked with our standards and training teams to deliver you the below benefits.



GS1 Works Guided Tour

VALUED AT $400

Have one of our supply-chain experts take you on a guided tour of our immersive GS1 Works experience. See how standards interweave through the supply chain from start to finish.



Barcode Training (on-demand)

VALUED AT $95 PER SESSION

Our on demand barcode training courses are free for all Alliance Partners to complete an unlimited amount of times per FY. These courses are available on our Leaning Management System (LMS) accessible through MyGS1.



Barcode Training (live)

VALUED UP TO $325

Our webinar-delivered and in-person training program offers a range of topics for partners as well as members. Our basic sessions are free for Alliance Partners to attend. The more in-depth sessions are charged at a discount.



Private Training Session

VALUED AT $2,065 PER FULL DAY

Our training team will develop an exclusive program just for you. Bring up to 20 staff into our training. Discounts apply for partners.

Table on page 6 lists benefits available at each level of membership.
Benefit valuations are based on current market rates.

REACH AND INFLUENCE

The Australian arm of the global authority for standards and barcodes, we're a trusted advisor for our members and the Australian Industry.

OUR GS1 AUSTRALIA MEMBERS

Over 100 Countries



- Australia - 94%
- Other - 6%
  - New Zealand 70%
  - USA 5%
  - UK 3%
  - Papua New Guinea 3%
  - China 2%

Business Size (by turnover $AUD)



- < 1 Million - 75%
- 1 Million - 1 Billion - 20%
- > 1 Billion - 5%

Industry



- Food & Beverage - 28%
- General Merchandise - 22%
- Agriculture & Horticulture - 11%
- Healthcare - 9%
- Construction - 8%
- Personal Care - 7%
- Government & Other - 15%

GS1 Globally

2 million+ Members

10 billion+ Daily scans

1 billion+ Barcoded products

GS1 Australia

23,000+ Active members

3,500pa New member growth

Relationships with key stakeholders across Australian industry and government

All data as at 01 July 2025
(Data source: Google analytics, GS1 Australia CRM system)

OUR COMMUNITY

As a pure business-to-business organisation, we have a unique and specialised audience for our EDM and web content.

Our community

- Key decision-makers
- Experts in their field
- Early adopters
- Trusted advisors
- Industry leaders
- Future focused
- Innovative
- Supporters

50K+
Contacts with interests in



Web

1 million+
Visits annually

290K+
Unique visitors annually

2 min
Average engagement time

All data as at 01 July 2025
(Data source: Google analytics, GS1 Australia CRM system)

YOUR EXCLUSIVE BENEFITS

THE TIME TO ACT IS NOW!

Don't miss your chance to become a leader in innovation.

- Call us today at **1300 227 263**
- Email us at **alliances@gs1au.org**
- Find out more - **www.gs1au.org/partners/alliance-partner-program**

GS1 Australia

GS1 Australia
Head Office, 8 Nexus Court, Mulgrave VIC 3170
Locked Bag 2, Mt Waverley VIC 3149
T 1300 227 263 | **F** +61 3 9558 9551 | **ABN** 67 005 529 920
www.gs1au.org

GS1 is a registered trademark of GS1 AISBL.
3483_1125

CONNECT WITH US