

# GS1 Australia Submission – NSW 26-27 Budget

## 1) Portfolio(s)

### Selected portfolios and focus areas:

- **Treasury** – productivity, regulatory efficiency, budget reprioritisation, procurement levers
  - **Customer Service** – digital government, interoperability, “collect once, use many times”
  - **Health** – product safety, traceability and digital information in regulated supply chains
  - **Primary Industries and Regional Development** – SME and regional capability uplift, traceability, biosecurity readiness
  - **Transport** – freight and logistics efficiency, interoperable supply-chain data
  - **Climate Change, Energy and the Environment** – circular economy verification and emissions data
  - **Planning** – construction and product data supporting housing and infrastructure delivery
  - **Education** – practical skills and capability uplift for digital adoption
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## 2) Policy area(s)

### Selected policy areas:

- Business and economy
  - Money and taxes
  - Grants and funding to support business and industry capability
  - Health and wellbeing
  - Environment, land and water
  - Education and training
  - Transport
  - **Other:** Digital government and interoperability
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### 3) Wellbeing theme(s)

#### Selected wellbeing themes:

- **Prosperous** – productivity growth, competitiveness, reduced compliance costs
  - **Skilled** – practical capability uplift for SMEs and regional businesses
  - **Connected** – interoperable data across supply chains and government
  - **Sustainable** – circular economy verification and reduced packaging rework
  - **Healthy** – improved product information and traceability in regulated sectors
  - **Secure** – supply-chain resilience and biosecurity readiness
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#### 4) What challenge(s) should NSW address in 2026–27, and why?

NSW's productivity and cost-of-living pressures increasingly reflect a **data and supply-chain coordination challenge**, not simply a need for higher spending. Businesses operating in NSW face fragmented and uncoordinated requirements for product labelling, traceability and data exchange across portfolios and jurisdictions. This fragmentation drives duplication, slows digital adoption and creates avoidable compliance costs, particularly for SMEs and regulated industries.

A specific issue is the incremental introduction of new labelling and information requirements without a consistent, standards-based approach. Each change can impose per-product compliance and packaging rework costs, while creating confusion where QR codes or digital tools are encouraged but not supported by a coherent interoperability framework.

This matters for NSW because the State's budget strategy emphasises **sequencing reforms to maximise growth**, improving enabling systems such as technology, manufacturing and infrastructure delivery, and maintaining responsible fiscal management. Solutions that reduce duplication and unlock productivity are therefore especially valuable.

NSW also delivers major service and infrastructure programs - health, schools, housing and transport - that depend on efficient supply chains and reliable product data. There is a clear opportunity to reduce cost and risk by making interoperable, verifiable product and location data a default across government-facing supply chains rather than allowing piecemeal approaches to persist.

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#### 5) What are your ideas to address those challenges?

NSW can address these challenges through **low-regret, standards-based reforms** that rely on reprioritisation and smarter market signals, consistent with responsible budget management.

First, NSW should adopt an “**interoperability by default**” position for supply-chain data in programs that interact with industry, including procurement, grants and compliance systems. This means aligning with globally recognised identifiers and data standards rather than bespoke NSW-only approaches.

Second, NSW should contribute to **digital labelling reform** by working with other jurisdictions to remove unintended regulatory barriers and support harmonised guidance that recognises standards-based digital labels where appropriate, particularly in high-value regulated sectors such as healthcare.

Third, NSW should support **targeted SME and regional capability uplift** through a practical digital supply-chain uplift stream, using grants and/or tax settings to help businesses invest in printers, scanners, digital labelling and traceability systems, tied to measurable adoption outcomes.

Finally, NSW should use **procurement as a market signal**, introducing guidance that preferences suppliers providing verifiable, standards-based digital product and supply-chain data. Much of this can be achieved procedurally while delivering productivity and circular-economy benefits.

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## 6) What work should NSW pause or deprioritise?

NSW should pause or deprioritise investment in **bespoke, NSW-only data standards and duplicated registries** where nationally or internationally recognised standards already exist and can be adopted at lower cost. Domestic-only approaches increase incompatibility and compliance burden for NSW businesses operating across borders.

NSW should also deprioritise portfolio-specific digital initiatives that reinforce fragmentation, such as new reporting formats, identifiers or one-off portals that do not support interoperability or a “collect once, use many times” design.

Finally, NSW should avoid standalone QR code or digital labelling pilots that lack a standards framework and do not scale. Where QR codes are used, the focus should be on multi-purpose, standards-based digital labels that reduce repeated packaging redesign and enable data reuse across regulators and supply-chain partners.

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## 7) Funding ideas (new or alternate ways)

Consistent with NSW's focus on reprioritisation and fiscal repair, these measures can be funded through a combination of **procedural reform, targeted co-investment and redirection of existing program funding**.

Procurement-led change can be implemented primarily through guidance and contract requirements, shifting market behaviour at low direct cost. Existing digital, compliance and industry programs can be refocused toward interoperability outcomes rather than bespoke system builds.

For capability uplift, NSW can pursue **co-investment with the Commonwealth, other states and industry**, reducing net budget impact while increasing scale. Any grants should be small, targeted and outcomes-based, potentially consolidating fragmented grant streams into a single digital supply-chain uplift program.

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## 8) Executive summary

NSW productivity and service delivery increasingly depend on **efficient, interoperable supply chains and reliable product and location data**. Fragmented labelling, traceability and data requirements are creating duplication, unnecessary compliance costs and slower digital adoption for NSW businesses.

This submission proposes a practical, fiscally responsible NSW approach aligned with Budget priorities, focused on:

- adopting **interoperability by default** for supply-chain data
- supporting **standards-based digital labelling reform**
- providing **targeted SME and regional capability uplift**
- using **NSW procurement** to create strong market signals at low cost

These measures support NSW wellbeing outcomes - Prosperous, Skilled, Connected, Sustainable, Healthy and Secure - and can be delivered largely through reprioritisation and procurement levers consistent with responsible budget management.