Working Group name	**2D in Retail Advisory Group**
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Access	**Advisory Group Participants & Industry Stakeholders**

Document purpose

This document presents a charter for the renamed 2D in Retail Advisory Group which defines the scope and objectives of the group. It also describes the assumptions and constraints and how the working group will be organised.

The document is intended for use by the advisory group participants and other industry stakeholders.

Document control

Document version and change history

Version	Date	Nature of change / comments	Contributors
1.0	31-07-2019	Document created	Andrew Steele
1.1	13-12-2019	Formatting Changes	Andrew Steele Sue Schmid
2.0	11 -6-2022	Revision to name and scope of advisory group	Andrew Steele Sue Schmid

Document authors

Name	Title
Andrew Steele	Director Retail
Sue Schmid	Chief Global Programs Officer

Document endorsement

Estimates at sign off	Working Group size ☐Large ☒Medium ☐ Small	Priority ☒High ☐Medium ☐ Low
Recommendations	☒Approval to proceed ☐Deferred ☐Not Approved	
Comments		

Document location

Microsoft Teams

Document validity

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Document status

This document is effective from date of endorsement.

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1.0 Working Group Overview

1.1 Background

Established in 2019, the Data Embedded Barcodes Working Group (DEB WG) led the charge to establish an industry position on the use of 2D barcodes at Retail Point of Sale based on existing projects emerging piloting the technology of 2D for specific use cases.

Since this time, the group has significantly contributed to the evolution of the use of 2D technology and contributed its expertise to the global program managed by GS1, referred to as the Global Migration to 2D.

The initiation of the DEB WG served the purpose to learn, communicate and engage industry in the conversation on 2D technology. Now the next evolution of this group is taking place where its role becomes critical in the advising of key industry engagement in the local domain of 2D to ensure that Australia meet a global ambition date to have 2D technology readily accepted as another "choice" for the marking of products sold at the retail Point of Sale (POS).

1.2 Advisory Group objectives / deliverables

The objective and deliverables of the advisory group is to:

- Implement the local strategy and roadmap for 2D barcodes (including the use of syntax management such as GS1 Application Identifier (element string syntax) and GS1 Digital Link syntax)) for use at retail point of sale by ambition 2027
- Reach local industry stakeholder consensus on what the common data strings should be included
- Act as a decision-making body with respect to support the successful implementation across the Australian retail industry
- To provide a working forum that can effectively discuss and exchange information and ideas around 2D barcodes
- To identify and action opportunities to support cross industry collaboration
- To provide subject matter expertise with respect to any technical developments and proposed changes to GS1 standards where necessary
- Represent the interests of the industry as a whole and make recommendations to GS1 Australia as required
- Liaise and co-ordinate with GS1 New Zealand to ensure alignment of industry adoption.

2.0 Advisory Group definition

2.1 In scope

The following items will be addressed in this advisory group:
- Analysis and review of the data embedded barcode types
- Identify and reach consensus regarding which data strings should be considered as minimum required and optional
- Participate where possible in any changes / amendments to GS1 Global Standards via Global Standards Management Process (GSMP)
- To be the conduit for dissemination of the Global 2D migration strategy

- Develop an industry communication plan including industry call-to-actions, press releases, testimonials, website and other related collateral. The working group is required to determine what the key message(s) need to be incorporated into a Communications plan moving forward
- Build a business case that includes the value proposition along with case studies for manufacturers and suppliers to support the adoption of data embedded barcodes
- Working group to identify any additional requirements in relation to the usability and functionality of data embedded barcodes to be included in the appropriate documents and collateral
- Key learnings from any pilots and implementations are to be captured and documented highlighting the "before" and "after" processes, issues and benefits.

2.2 Out of scope

The following items are out of scope (not included) as part of this working group:

- Any promotion of solutions or service providers and their respective collateral
- Systems Integration to back end business applications is out of scope for this working group
- Clarify sectors not in scope RHC that does not cross point of sale, T&L, MRO, Rail etc

2.3 Working group success criteria

The following success criteria have been identified:

- Communication plan created and released
- Implementation roadmap for industry signed off
- Case studies published
- Business benefits and value proposition collateral created
- Data Embedded webpage created to provide information and be a repository for documentation

2.4 Working group resources

Role	Name	Company / Title
Working Group Co-Chair	Jenny Keegan	Head of Support Portfolio Delivery Woolworths Group Ltd
Working Group Co-Chair	Mark Dingley	CEO Matthews Australasia Chairman Australian Packaging & Processing Machinery Association (APPMA)
Secretariat	Sue Schmid	Chief Global Programs Officer GS1 Australia
Secretariat	Andrew Steele	Director Retail GS1 Australia
Administrator	Aruna Ravikumar	Advisor Global Standards and Solutions

3.0 Risk Management

#	Risk Event	Impact	Probability	Mitigation Response	Who
1	Participant resources not available to meet working group minimum requirements	Very High	Low	Commitment by all participants to attend and commit to objectives as agreed	Co-Chairs & GS1
2	GS1 resources become not available ongoing	Very High	Very Low	Communication with GS1 Management	GS1
3	Working Group Agreed Timelines for outputs are not met	High	Med	Realign expectations with Participant Committee	Co-Chairs & GS1
4	Working Group does not achieve expected outcome / business benefits	Very High	Low	No mitigation required	Co-Chairs & GS1
5	Ambition of 2027 not met	Very High	Medium		
6	Non-compliance to industry determined standards	High	Medium		

4.0 Governance

The advisory group will operate under the standard GS1 Competition Law Caution guidance and will manage decision making on a consensus basis. The group will have two nominated chairs from industry and GS1 will administer and secretariat the operational functions of the group.

Members are asked to provide input, support and guidance to the industry adoption of 2D barcodes.

4.1 Scope Control Change

Any changes to the agreed scope will need to be approved in advance by the participants' steering committee.

4.2 Communication Plan & Meeting Schedule

- Working group will be managed using Microsoft TEAMS collaboration space

- Updates to be provided at scheduled working group meetings to be held on a quarterly basis unless otherwise determined

- Risk log updates to be provided at scheduled advisory group meetings

- Results and findings will be communicated in a formal report to be developed by GS1 Australia with input and approval from the advisory group

- Distribution and format of report content for external and broader industry communication to be outlined in the Communications plan to be established as a working group deliverable.

4.3 Reporting

- Reporting on progress and all governance documentation will be provided via communication workspace in TEAMS

- An action item log will be kept and used to monitor working group progress and activities

- The Working Group to ratify findings/recommendations and documentation produced and others to support or provide comment.