



## ALLIANCE PARTNER

# BENEFITS & MEDIA KIT

**2024/25**

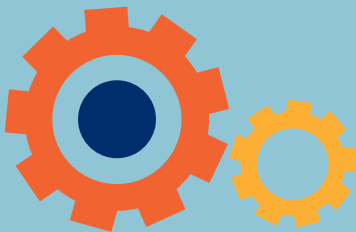
PUBLISHED: JANUARY 2025



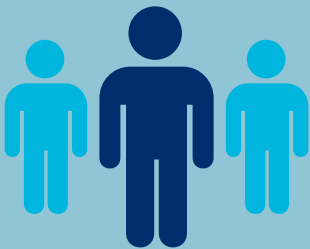
We empower organisations to grow efficiently, sustainably and safely – helping transform the way we work and live.



Bridging the physical and digital worlds to improve consumer experience



Making it possible to do business more efficiently and safely

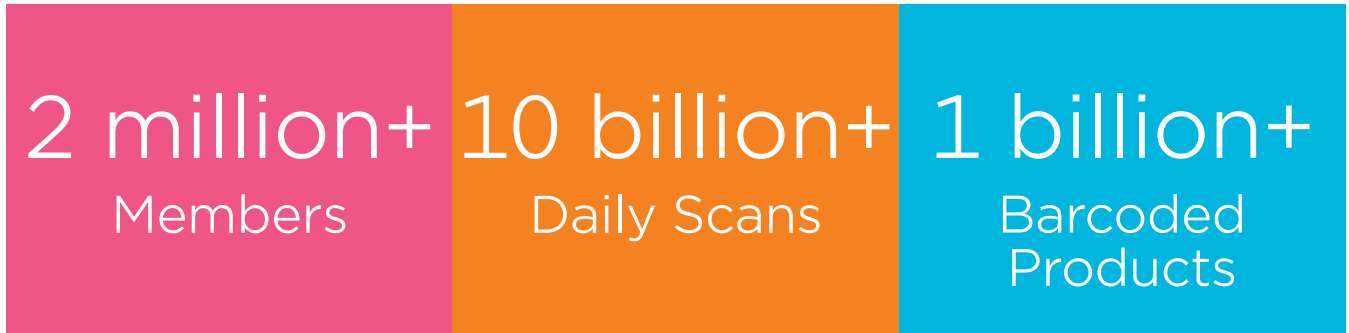


Bringing industry stakeholders together to move businesses forward

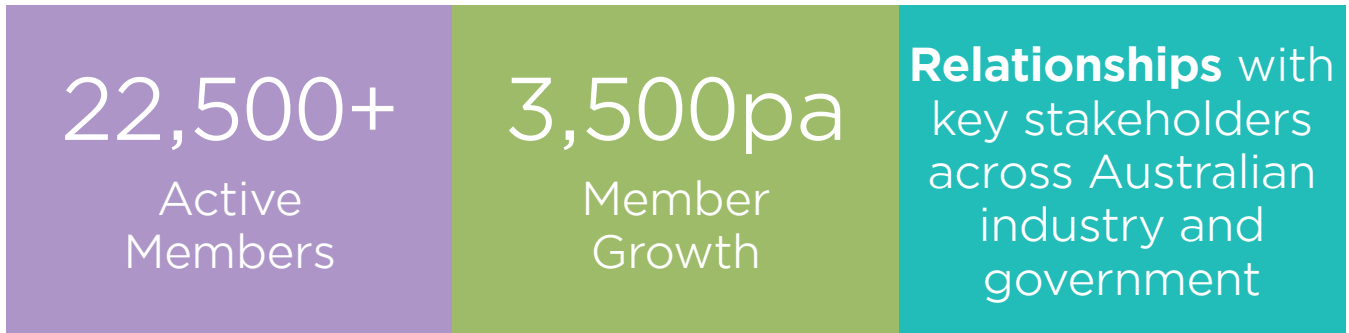
# Reach and Influence

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

## GS1 Globally

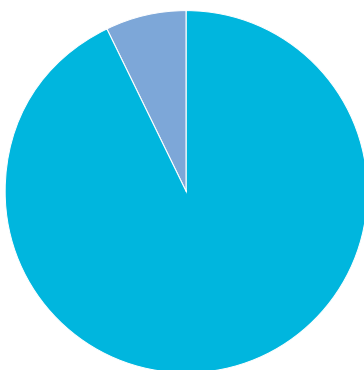


## GS1 Australia

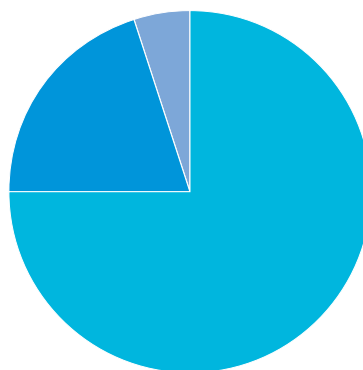


# Our GS1 Australia Members

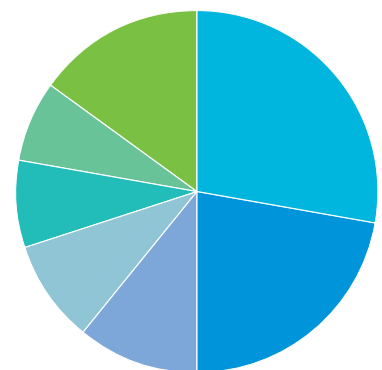
Over 100 Countries



Business Size (by turnover \$AUD)



Industry



All data as at 01 July 2024

# Our Community

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

## Our community

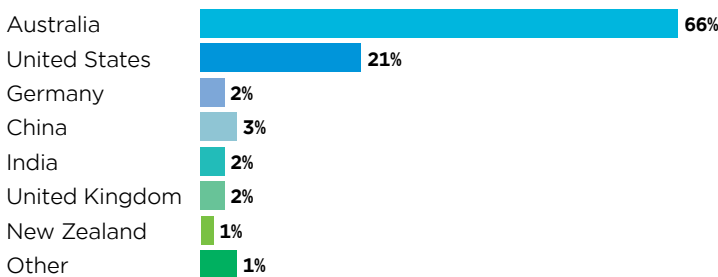
- Key decision-makers
- Experts in their field
- Early adopters
- Trusted advisors
- Industry leaders
- Future focused
- Innovative
- Supporters



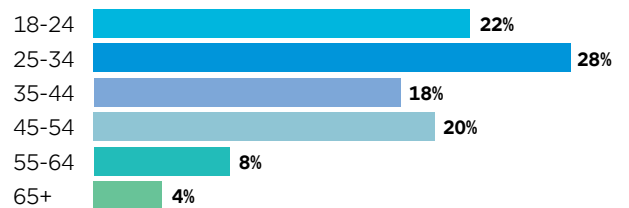
## Web



## Country



## Age



## Gender



All data as at 01 July 2024  
(Data source: Google analytics, GS1 Australia CRM system)

“

Since forging a strategic partnership in 2003, Matthews Australasia has gained industry credibility through our involvement with GS1. This partnership not only bolsters our reputation but also provides us with a platform to contribute to industry initiatives in collaboration with GS1.”

**Mark Dingley** - CEO, Matthews Australasia

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“

insignia’s long-established partnership with GS1 delivers tangible outcomes for the manufacturing industry and helps Australian manufacturers compete through standardised labelling, coding and marking solutions that enhance transparency and traceability in the supply chain.”

**Rufaro Mtuwa** - General Manager, insignia

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“

We’ve been an Alliance Partner now for over 19 years and found the program really rewarding because it helps keep our industry at the forefront.”



**Con Nicholas** - Field Marketing Advisor, ANZ Zebra Technologies

# Program Benefits



# Industry 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.

Ad type	Dimensions and copy guidelines
<p><b>Banner ad</b></p> <p>An eye-catching awareness piece with simple messaging promoting your business or offer</p>	<p>Advise the URL you wish the ad to click through to 1400px (W) x 300px (H)</p> 
<p><b>Advertorial</b></p> <p>Position yourself as a thought leader in industry by sharing your insights, success stories and/or solutions</p>	<p><b>Article title:</b> 10 words max  <b>Intro:</b> 25 words max  <b>Body copy:</b> 250 words max  <b>Image:</b> 600px (W) x 600px (H)</p> <p>Advertorials need to be about thought leadership. They need to focus on topics such as;</p> <ul style="list-style-type: none"> <li>• News on smarter supply chain techniques and emerging trends</li> <li>• Solutions and best practice for critical supply chain issues</li> <li>• Success stories about GS1 standards across multiple industries</li> <li>• Implementation of GS1 solutions</li> <li>• They must not be blatant ads.</li> </ul> <div data-bbox="587 1312 1158 1494"> <p><b>Alliance Partner News: Rhythm Snowsports is Carving Success With RFID</b></p> <p>Rhythm Snowsports, a ski lover's mecca for apparel and equipment, succeeds by leveraging RFID technology to maximise customer opportunities.</p> <p><a href="#">Full Story</a></p>  </div>

# Our Newsletters

	GS1 Newsletter Starting December 2024	Retail	Healthcare	Construction	Rail	Freight & Logistics	2D Barcodes Starting February 2025
<b>Audience</b>	55,000+	30,000+	8,000+	2,000+	5,000+	1,000+	TBC
<b>Open rate</b>	N/A	37%	43%	29%	33%	40%	N/A
<b>Click rate</b>	N/A	2%	8%	3%	6%	4%	N/A
<b>Editions per FY</b>	2	7	6	2	7	1	3
<b>Cost Banner Ad (AUD)</b>	\$5,000	\$3,000	\$1,200	\$500	\$500	\$500	TBC
<b>Cost Advertorial (AUD)</b>	\$5,000	\$3,000	\$1,200	\$500	\$500	\$500	TBC
<b>Performing above industry benchmarks in</b>		Open Rate	Open Rate and Click Rate	Click Rate	Click Rate	Open Rate and Click Rate	

GS1 Data based on FY24 performance

Industry benchmarks from MailChimp (<https://mailchimp.com/resources/email-marketing-benchmarks>)

## MyGS1 MREC

Promote your organisation far and wide in our dedicated member portal

The MyGS1 portal is a tried and trusted resource for GS1 Australia members. Having your messaging in the MyGS1 portal is a stamp of approval from us and a great opportunity to get in front of our members in a personalised environment. It's the perfect place for you to showcase your expertise to our members.

Valued at \$800 per month  
LIMITED to 1 per month



Table on page 15 lists benefits available at each level of membership. Benefit valuations are based on current market rates.



# Solus EDM

A Solus EDM has your distinct message delivered directly to our members' inboxes! It's a dedicated email campaign, that ensures high visibility and engagement.

Reserved for webinars or events that add significant value to our members and where a GS1 staff member plays a part in delivering the content.

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

**GS1**  
Australia

visual lab

Connect to Success

**You're Invited: Join us at Visual Lab's webinar**

**Setting The Industry Standard**  
Transforming FMCG with cutting-edge 3D Innovation

**You are Invited**

We are thrilled to invite you to the exclusive launch of Visual Lab on Wednesday 13th November.

Join us for an exciting event as we unveil our latest innovations and share our vision for the future.

# 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!



Valued at \$20,000  
Video Case Study

**KOOKAI boosts supply chain visibility and improves customer experience with RFID**

**Challenge**  
KOOKAI wanted to reduce any customer dissatisfaction from out-of-stock items or missed sales due to inventory inaccuracy in its stock file.

**Solution**  
KOOKAI has tagged all the garments it manufactures with an integrated RFID ProxPro Fabric Label (PFL) solution for in-store tagging. Any changes have been able to either be tracked or labeling solution that is able to capture and manage the item level data, from the brand to capture the correct product from production to quality control and then to finished goods. Stocktakes can now be done daily instead of quarterly, which enables KOOKAI to provide accurate stock updates to its customer's real time.

- Inventory counts out from days to 30 mins
- Can count 50,000 items in 30 mins

**Company implementing solution**  
KOOKAI is an Australian owned retail women's fashion brand with the majority of its collection produced out of its own manufacturing facilities in Asia and Sri Lanka, as part of KOOKAI's overall pursuit of an ethical and meaningful business.

KOOKAI decided to implement radio frequency identification (RFID) technology from Avery Dennison to improve stock all levels within its supply chain, speed up check-out times and provide customers with extra information about the products they enjoy on their interactive experiences.

**Identify + GTIN**  
**Capture + EPC/RFID**

**GS1 Digital Link provides brand protection and consumer engagement**

**Challenge**  
Timely report counterfeit issues and fraudulent behaviour in the segment that demand for assurance of authenticity, transparency and traceability are critical considerations underpinning a consumer's choice and access to safe products. There is also consumer demand around off-line supply chains for a brand's ability to have full product transparency.

**Solution**  
Implementing GS1 Digital Link on-pack provides verification of authenticity to consumers. This means increased transparency and greater safety and transparency of products and the supply chain. In the event of a recall, the ability to track and identify affected products is enhanced with the unique digital identifier, encoded into the QR code.

- Increased data interoperability
- Greater supply chain visibility and transparency
- Traceability and brand protection

**Company implementing solution**  
Natura Organic is a Melbourne based brand, producing early nutrition products. They exclusively use Australian certified organic milk. Locals they currently supply to Frazzini and Woolworths. Their export market is one, mainly China, Thailand and Korea. The early nutrition market is highly regulated and has high consumer expectations of authenticity and trust, as part of brand choice.

**Identify + GTIN**  
**Capture + QR Code with GS1 Digital Link**

**PetCulture retail vendor onboarding with SPS Commerce**

**Challenge**  
PetCulture identified the need to focus on their customers and provide a superior online customer experience where shoppers can find and buy the latest pet toys, accessories and food. Behind the scenes, this experience requires superior integration to ensure inventory is available and orders can be fulfilled quickly.

**Solution**  
PetCulture partnered with SPS Commerce to transform how they onboard and collaborate with new suppliers by integrating new processes and real-time data via EDI.

- Increased visibility
- Increased order management capabilities
- 85% initial compliance rate

**Company implementing solution**  
PetCulture is a joint venture start-up between Woolworths and Petlicious, whose vision is to create the most meaningful relationship between pets and their pet parents.

**Identify + GTIN, GLN, SSCC**  
**Share + EDI**

Valued at \$3,000  
PDF Case Study

Table on page 15 lists benefits available at each level of membership. Benefit valuations are based on current market rates.

# Education and 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.

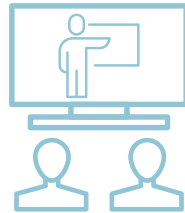
This is a joint effort and we have worked with our standards and training teams to deliver you the below benefits.



Valued at \$95

## Barcode Training

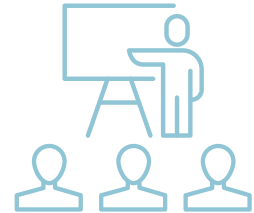
Our regular barcode training sessions are free for all Alliance Partners to attend an unlimited amount of times per FY. These sessions are now also available on demand and accessible through MyGS1.



Valued at \$500

## Choose Your Topic

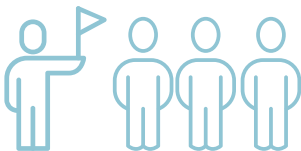
Bi-yearly we will ask you what topics you'd like to learn more about. Our education and training team will then develop and deliver an exclusive webinar just for you, answering your questions and ensuring you're at the forefront of standards.



Valued at \$750

## Intensive Training Day

Bring up to 25 staff into our training rooms for a day and one of our trainers will teach you everything GS1 standards!



Valued at \$400

## GS1 Works Guided Tour

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.



Valued at \$7,500

## Present to Our Members

Share your knowledge with a segment of our 22,500 + members! Suggest a topic relevant to our members, and if approved, run a webinar or live event for our members. We'll promote it on your behalf, and you run it on the day!

# Access to Verified 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**.

## Verified by GS1 Key Attributes



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



# Plus Value In-kind Including



# Publication Dates FY25

Industry/Service	Newsletter Issue	Banner Ads	Advertorials
<b>GS1 Newsletter</b> Circulation: 55,000 +	11 December 2024	2	2
	12 June 2025	2	2
<b>Retail*</b> Circulation: 30,000+	04 July 2024	2	2
	01 August 2024	2	2
	05 September 2024	2	2
	11 November 2024	2	2
	06 March 2025	2	2
	01 May 2025	2	2
<b>Rail</b> Circulation: 1,000+	26 July 2024	2	1
	30 August 2024	2	1
	27 September 2024	2	1
	25 October 2024	2	1
	29 November 2024	2	1
	28 March 2025	2	1
	30 May 2025	2	1
<b>Freight &amp; Logistics</b> Circulation: 1,000+	20 March 2025	2	2
<b>Healthcare</b> Circulation: 8,000+	17 July 2024	2	2
	14 August 2024	2	2
	18 September 2024	2	2
	16 October 2024	2	2
	13 November 2024	2	2
	12 February 2025	2	2
	16 April 2025	2	2
<b>Building &amp; Construction</b> Circulation: 2,000+	10 July 2024	2	1
	24 April 2025	2	1
<b>2D Barcodes</b>	Feb 13 2025	1 of either	
	Apr 15 2025		
	June 12 2025		

\* 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.

# Benefits Table

Benefit	Strategic Allowance	Business Allowance	Associate Allowance
GS1 Newsletter Banner Ad	1	0	0
GS1 Newsletter Advertorial	1	0	0
GS1 Industry Newsletter Banner Ad	5	3	0
GS1 Industry Newsletter Advertorial	3	2	0
MyGS1 MREC	Available soon	0	0
Solus EDM	At discretion	At discretion	At discretion
Written Case Study	2	1	At discretion
Video Case Study	1	0	0
Barcode Training	Unlimited	Unlimited	Unlimited
Alliance Partner Webinars	Yes	Yes	Yes
Choose your topic training	Yes	Yes	Yes
Intensive Training Day	1	1	50% off
GS1 Works Guided Tour	2	1	1
Present to our members	1	1	At discretion
Access to GS1 Verified Data	Yes	Yes	Yes
Use of GS1 Australia Logo and AP Seal	Yes	Yes	Yes
Alliance Partner Certificate	Yes	Yes	Yes
Discounted Rate on room hire	50% off with first day free	20% off with 50% off first day	20% off with 50% off first day
Your own Solution Provider Directory Listing	Priority Listing	Yes	Yes
Regular SPD Reporting	Yes	Yes	Yes
Member rates on GS1 Services	Yes	Yes	Yes
Co-exhibit at events/trade shows	Yes	Yes	At discretion
Invitations to exclusive GS1 and partner events	Yes	Yes	Yes
Dedicated account manager	Yes	Yes	Yes
<b>TOTAL VALUE</b>	<b>\$65,000+</b>	<b>\$30,000+</b>	<b>\$8,000</b>

**RECOMMENDED  
OPTION**



**GS1 Australia**

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**[www.gs1au.org](http://www.gs1au.org)**

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**CONNECT WITH US**

