

ADDING VALUE TO
AUSTRALIAN INDUSTRY
**CREATING
EFFICIENCIES**



2025 ANNUAL REVIEW

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FROM OUR LEADERS



Message from CEO

Maria Palazzolo

Executive Director and Chief
Executive Officer, GS1 Australia

As we look back on 2025, I am proud to present a year of remarkable progress and collaboration across the many industries GS1 Australia serves. This was a pivotal year for our work in rail, retail, healthcare, construction, primary industries, with each sector advancing through the power of global GS1 standards.

In rail, our strengthened partnership with the Australasian Railway Association and Project i-TRACE continued to drive interoperability, visibility, and data quality nationwide. We reached a milestone with Queensland Rail, Siemens and Vossloh, showcasing how standards enable a smarter, more connected freight future.

Retail took decisive steps towards Next Generation Barcodes, with more than 80 organisations guided by our Industry Advisory Group to prepare for richer product information, stronger supply chain control, and greater transparency. Online marketplaces also benefited from improved product data quality and operational accuracy.

Healthcare partnerships with NSW Health and Queensland Health advanced traceability and efficiency. While pilots in mango, seafood, and beef supply chains demonstrated the transformative potential of GS1 traceability standards in primary industry.

2025 also saw GS1 standards formally adopted as Australian National Standards, a landmark achievement underscoring their role in driving productivity, sustainability, and innovation.

I extend my thanks to our partners, members, staff, and stakeholders for their trust and collaboration. Together, we are building a more connected, competitive, and sustainable future for Australia's supply chains.

Maria Palazzolo



Message from Chair

Ian Dunn

Chairman of the Board, GS1 Australia
Head of Trade Relations,
Woolworths Ltd

2025 was a year of strategic consolidation and organisational strengthening for GS1 Australia. The Board maintained a clear focus on governance, risk management, and long-term resilience, ensuring the organisation is positioned to deliver sustained value to members and stakeholders.

We oversaw the implementation of structured leadership development programs, aligning capability building with strategic priorities. These initiatives are equipping our people to navigate change, foster innovation, and uphold the high standards expected of GS1 Australia.

Employee wellbeing remained a priority through the Employee Assistance Program and associated initiatives, while the establishment of the Diversity, Equity, Inclusion & Belonging Committee embedded inclusivity into our governance framework.

A landmark achievement was the formal adoption of GS1 standards as Australian National Standards by Standards Australia which reinforced our role in shaping national policy and ensuring alignment with global standards.

The Board also welcomed the independent economic analysis by the Centre for International Economics, which quantified GS1 standards' contribution to Australia's economy at up to \$27 billion annually, with potential to reach \$50 billion in the medium term.

On behalf of the Board, I thank our leadership team, staff, and members for their dedication. We remain committed to prudent governance, strategic foresight, and building an organisation ready for the future.

Ian Dunn

ABOUT GS1 AUSTRALIA

GS1 Australia is the Australian entity for GS1, the most widely used supply chain standards in the world. We introduced barcoding to Australia in 1979 and today we enable more than 24,000 member companies, of all sizes, to become more efficient by implementing the GS1 system.

We bring businesses, associations, and industries together: this blended community comes to GS1 Australia for advice, networking and solutions to their supply chain challenges. We partner with, and help showcase, members, solution providers and industry leaders to demonstrate and encourage supply chain best practice.

GS1 is part of a worldwide network of GS1 organisations in over 120 countries and a global office based in Brussels, Belgium. As a member-based, not-for-profit organisation, our charter is to supply and manage barcode numbers, operate, and manage supply chain standards in accordance with our global GS1 system and to provide related solutions and services to our members. We are driven and governed by our members, and all our services are provided on a cost-recovery basis.



OUR MISSION AND VISION

We strive to be the trusted partner for industry and government, guiding their journey in digital transformation, traceability, sustainability and circularity, and trade in Australia and offshore.

OUR GOAL FOR THE FUTURE

Looking towards the future, our objective is to:

- Increase the adoption of GS1 standards across a range of sectors with particular focus on Retail, Rail, Primary Industry, Construction and Healthcare.
- Expand GS1 services and enhance programs for our Advisory service, Education and Training and MyGS1 online member portal.
- Engage government, regulatory bodies, and associations to increase awareness of GS1 standards and services.
- Support our members and partners through new programs and initiatives in education and training and customer support.
- Continue building a sustainable and resilient organisation enabled by relevant systems and technologies and supported by robust governance frameworks.



CORPORATE GOVERNANCE

GS1 Australia is governed by an independent Board and Council, consisting of 15 representatives from various trade and industry associations, including major retailers and manufacturers.

Our board members' diverse experiences and skills are invaluable when it comes to determining and reviewing strategy, annual operational plans, and budgets, and

ensuring proper audit functions and legal compliance. Their hands-on, current industry experience is vital.

Our board includes executives from several Australian and international companies, from a large cross-section of Australian industry associations. solutions and services to our members.

Board of Directors



Chairman
Ian Dunn
Head of Trade Relations
Woolworths Limited



Executive Director
Maria Palazzolo
Executive Director and Chief Executive Officer
GS1 Australia



Special Director
James Hulse
Head of Supply Chain Operations
Coles
Representing: Australian Retail Council



Special Director
David McNeil
Customer Service and Fulfilment
Manager, InfraBuild Steel
Representing: Australian Logistics Council



Tim Piper
Head Victoria
Australian Industry Group
Representing: Australian Industry Group



Gary Stones
General Manager,
Retail Operations, Myer
Representing: Australian Retail Council



Georgia Lennon
Chief Executive Officer
The Drinks Association
Representing: The Drinks Association



Tony Domingo
Director of Supply Chain Oceania
Nestlé Australia Ltd
Representing: Australian Food &
Grocery Council



Paris Golden
Managing Director
McCormick Foods Australia
Representing: Australian Food &
Grocery Council



Julie Proctor
Chief Executive Officer & Managing
Director
Sunny Queen Australia
Representing: Australian Food &
Grocery Council



Colleen Callander
Board Appointed



Andrew Leakey
Board Appointed



Richard Plunkett
Board Appointed

GS1 STAFF LEADERSHIP



Maria Palazzolo
Executive Director and
Chief Executive Officer

Maria Palazzolo, CEO and Executive Director, leads the organisation together with her executive team. Her leadership is based on the foundation that the role of GS1 Australia is to serve and provide value to Australian industries, government and associations through the use of global GS1 standards and services.

GS1 Australia is a part of a global organisation of 118 countries, and Maria plays an important role in bringing to the table the voice of Australian industry to be heard and considered. As part of her global responsibilities, Maria also has a deep commitment to the GS1 countries in the Asia Pacific region.

John Hearn
Chief Services Officer



Karen Littlepage
Chief People & Culture Officer



Marcel Sieira
Chief Operating Officer



Tavita Maanaima
Chief Information Officer



Tony Morganti
Chief Financial and Compliance Officer
& Company Secretary



DIGITAL TRANSFORMATION



SUPPORTING RAIL SECTOR HARMONISATION WITH THE AUSTRALASIAN RAILWAY ASSOCIATION

2025 was a pivotal year for GS1 Australia and the rail industry as we continued to strengthen Project i TRACE in partnership with the Australasian Railway Association (ARA). The initiative remains central to advancing interoperability, visibility, and data quality across rail supply chains nationwide.

Our sponsorship of the Australian Rail Awards and joint exhibit at Aus Rail Plus 2025, together with solution partners Trotec and Peacock Bros, showcased the practical application of GS1 standards, including laser marking, barcode scanning, and advanced labelling systems that enhance component identification and long term asset traceability.

By engaging directly with operators, suppliers, and manufacturers, we demonstrated how harmonised data enables more accurate maintenance planning, improved operational decision making, and stronger compliance across increasingly complex rail environments.

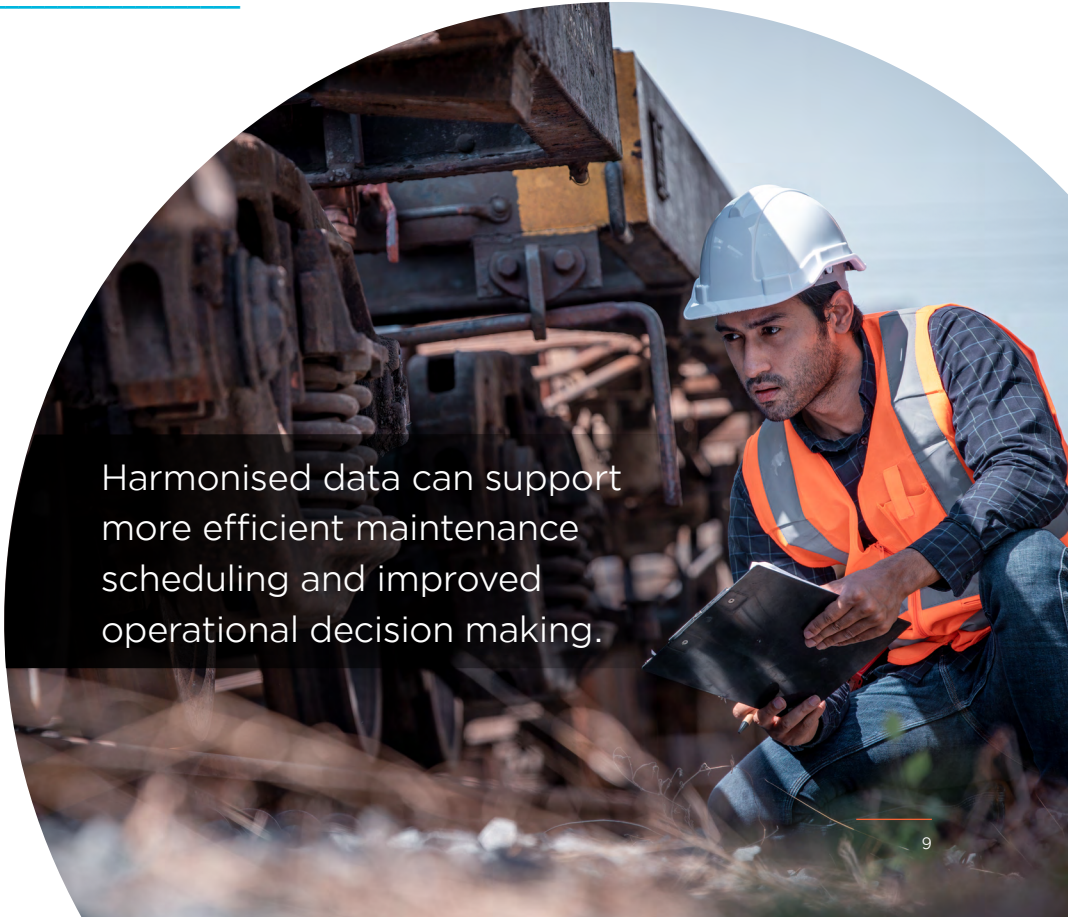
IMPROVING INTEROPERABILITY, VISIBILITY, AND DATA QUALITY ACROSS RAIL SUPPLY CHAINS.

ADVANCING AUSTRALIA'S FREIGHT FUTURE

Enabling a More Integrated, Competitive, and Connected National Network

Work across government, regulatory, and industry partners continues to reinforce the role of global GS1 data standards in shaping a more integrated and innovative freight system. The adoption of consistent, interoperable data frameworks is helping strengthen modal integration, lift the competitiveness of rail freight, and support a more efficient, sustainable, and digitally connected national transport network.

DRIVING GREATER INTEGRATION BETWEEN TRANSPORT MODES ACROSS AUSTRALIA'S FREIGHT NETWORK.



Harmonised data can support more efficient maintenance scheduling and improved operational decision making.

Data & Digital Content

During 2025, we advanced the rail sector's adoption of the National Product Catalogue (NPC) to enhance data accuracy, consistency, and interoperability across supply chains. Simultaneously, Queensland Rail continued integrating NPC into procurement and asset management systems, delivering improved data quality, operational efficiency, and enhanced traceability of materials and components.

The Australian Rail Track Corporation (ARTC) also completed a successful pilot, demonstrating streamlined procurement, seamless system integration, and better decision making through reliable product data.

These initiatives highlight NPC's role as a foundation for harmonised data management, reducing duplication and errors, and strengthening collaboration between operators, suppliers, and industry partners. By embedding NPC into rail supply chain processes, GS1 Australia is driving greater visibility, compliance, and operational performance, supporting the modernisation of Australia's rail infrastructure.

**DRIVING HARMONISED, ACCURATE
PRODUCT DATA TO IMPROVE RAIL
SUPPLY CHAIN EFFICIENCY AND
TRACEABILITY.**

PREPARING RETAIL FOR THE NEXT GENERATION

2025 marked a decisive shift for GS1 and the retail industry as we partnered with retailers, brand owners and technology providers to ready the industry for Next Gen Barcodes. The move from traditional linear codes to advanced barcode formats enables richer product information, stronger supply chain control and clearer transparency across the entire supply chain.

Throughout the year, our engagement program focused on practical preparation across the sector. Activities included targeted workshops, pilot programs and technical guidance supporting the priority areas of Education and Awareness, Technical Implementation Support and Standards Alignment.

Positioning Retail for the Future

By preparing the market for this technology shift, we are helping retailers adopt global best practice and unlock new opportunities for innovation, efficiency and digital engagement. www.gs1au.org/next-generation-barcodes

The shift to Next Gen barcodes is the most significant upgrade to retail product identification in fifty years.

**INDUSTRY READINESS IS NOT
THEORETICAL. IT IS OPERATIONAL,
MEASURABLE AND UNDERWAY.**

**WHAT ONCE REQUIRED MULTIPLE
SYSTEMS CAN NOW BE DELIVERED
THROUGH A SINGLE SCAN.**

NEXT GEN BARCODE INDUSTRY LEADERSHIP

Throughout 2025 the Next Gen Barcode Industry Advisory Group guided readiness for more than 80 organisations across retail, FMCG, healthcare, liquor, hardware and technology. Focussing on the areas of technical readiness, implementation timelines, consumer communication and pilot learnings. Companies across the supply chain are now preparing for global timelines and coordinated rollout. www.gs1au.org/standards/traceability/ngtag

THE SCALE OF PARTICIPATION CONFIRMS THE INDUSTRY IS READY TO MOVE.

SUPPORTING A CONNECTED RETAIL ECOSYSTEM

In 2025, we expanded collaboration with retailers, suppliers and technology partners to lift product data quality, enhance supply chain visibility and prepare the industry for emerging technologies, including Next Gen Barcodes and digital data sharing. Next Gen Barcode trials demonstrated richer product information and improved inventory performance while outcomes for retailers and brands included less duplication and manual rework, improved customer experience through reliable product information, stronger compliance and supply chain performance.

SMARTFACTS

During the month of May, GS1 Australia and Australian Food and Grocery Council (AFGC) introduced SmartFacts. A digital consumer transparency platform powered by GS1 standards. Establishing a strong foundation for the future of digital product transparency.

Find out more about Smartfacts and how they operate here - www.smartfacts.org.au/

MARKETPLACES

In 2025, online marketplaces remained a dominant retail channel. We expanded our engagement to support improved product data quality, seller onboarding and operational accuracy using GS1 standards.

Improving Product Identification and Data Flow

Our focus areas included the adoption of unique, standards compliant GTINs across all listings, consistent and validated product data shared between sellers, platforms and supply chain partners, and education programs designed to lift seller capability at scale.

Enhancing Customer Experience

Standardised data enables marketplaces to reduce errors and duplicates in product listings, improve search relevance and product discoverability, and strengthen transparency across sustainability, origin and ingredient information.

Commercial Outcomes for Sellers and Platforms

Businesses adopting GS1 standards benefit from faster onboarding processes, reduced manual data handling, and improved compliance with regulatory and platform requirements.

This work strengthens marketplace infrastructure and supports a more scalable, trusted ecommerce ecosystem.

Find out more about marketplaces we support here - www.gs1au.org/industries/online-marketplaces

BENEFITS FOR THE AUSTRALIAN HEALTHCARE SECTOR

We partnered with NSW Health and Queensland Health to advance the adoption of GS1 standards, improving data quality, traceability, and operational efficiency across public healthcare supply chains.

For NSW Health, the focus was on implementing the National Product Catalogue (NPC) as part of a broader digital transformation program.

NPC adoption benefits the healthcare sector by standardising product information for medical devices, pharmaceuticals, and consumables, reducing manual processes through automated data exchange, and enhancing traceability from supplier to point of care.

It's integration into ERP and clinical systems is delivering faster procurement cycles, improved patient safety, and stronger supplier collaboration.

Similarly, Queensland Health has progressed NPC adoption alongside their readiness for Unique Device Identification (UDI) to meet regulatory requirements. Embedding GS1 identifiers into medical device tracking and enhancing supply chain visibility has helped support patient safety, recall readiness, and interoperability.

Additionally, training, onboarding, and system integration have strengthened supplier relationships and built a more connected, resilient healthcare ecosystem.

ELEVATING HEALTHCARE SUPPLY CHAIN PERFORMANCE THROUGH GS1 STANDARDS FOR DATA ACCURACY, TRACEABILITY, AND INTEROPERABILITY.

TRACEABILITY



ADVANCING DIGITALISATION WITH QUEENSLAND RAIL, SIEMENS AND VOSSLOH

In 2025, a major milestone was reached with the release of a series of collaborative video case studies featuring Queensland Rail, Siemens and Vossloh. These case studies demonstrated how global GS1 standards are enabling a smarter, more connected and data driven rail sector.

For Queensland Rail, GS1 standards are improving asset traceability through accurate identification of rail components, enhanced data visibility for maintenance activities, and faster, more reliable capture of asset lifecycle information.

Similarly, Siemens showcased how GS1 standards support end to end supply chain visibility, strengthening compliance and quality assurance while enabling seamless digital integration across manufacturing, installation and operator platforms.

Meanwhile, Vossloh highlighted the digitisation of rail manufacturing, with improved material traceability from production to deployment, consistent data exchange across systems, and more responsive supply chain operations.

Collectively, these partnerships have delivered measurable, sector wide benefits, including greater interoperability between suppliers, manufacturers and operators, improved maintenance planning, stronger regulatory compliance, and progress towards a future ready digital rail network aligned with global best practice.

GREATER INTEROPERABILITY AMONG SUPPLIERS, MANUFACTURERS, AND OPERATORS.

GS1 STANDARDS ARE ENABLING ACCURATE IDENTIFICATION, IMPROVED VISIBILITY, AND FASTER CAPTURE OF LIFECYCLE DATA.

DRIVING INNOVATION IN CONSTRUCTION AND INFRASTRUCTURE

In 2025, our impact expanded beyond rail through a major partnership with VIDA and the Level Crossing Removal Project to pilot the digitisation of cement and steel supply chains within one of Australia's largest infrastructure programs. Working closely with GS1 Australia, the initiative applied global GS1 data standards to improve traceability, accuracy and visibility across complex, multi-party construction environments.

The LXR pilot, completed in November 2025, delivered strong results. Automated data capture reduced administrative effort and rework, generating measurable cost savings. Faster material verification improved productivity and reduced delays, while higher quality data enabled more accurate forecasting and planning. The initiative also strengthened collaboration across contractors, suppliers and project managers.

Together, these outcomes set a new benchmark for digital data standards in Australia's infrastructure sector and established a scalable, repeatable model for future projects.

DIGITISATION OF CEMENT AND STEEL SUPPLY CHAINS IS ENHANCING TRACEABILITY, ACCURACY, AND VISIBILITY ACROSS COMPLEX CONSTRUCTION ENVIRONMENTS.

THIS PILOT SETS A NEW BENCHMARK FOR DIGITAL DATA STANDARDS ACROSS AUSTRALIA'S INFRASTRUCTURE SECTOR.

THESE RESULTS SET A NEW BENCHMARK FOR DIGITAL DATA STANDARDS IN AUSTRALIA'S INFRASTRUCTURE SECTOR.

MODERNISING CONSTRUCTION WITH PREFABAUS AND RMIT

During 2025, our collaboration with prefabAUS, the peak body for modular construction, and RMIT University marked another significant milestone. The partnership piloted the use of GS1 standards to improve material traceability, productivity and digital interoperability across modular construction supply chains.

The pilot delivered improved visibility from manufacturing through to installation, enabled standardised data sharing across stakeholders, reduced manual handling and error rates, and strengthened compliance and quality assurance. RMIT's research and evaluation are building a robust evidence base to support wider industry adoption.

This initiative represents an important step in embedding harmonised data standards into Australia's emerging modular construction sector, supporting more efficient project delivery, improved sustainability outcomes, reduced waste, and a fully digitised, transparent and connected construction supply chain.

A SIGNIFICANT STEP FORWARD IN EMBEDDING HARMONISED DATA STANDARDS INTO AUSTRALIA'S MODULAR CONSTRUCTION SECTOR.

IMPROVED VISIBILITY FROM MANUFACTURING TO INSTALLATION SUPPORTS REDUCED ERRORS AND ENHANCED QUALITY ASSURANCE.

STANDARDISED GS1 DATA ENABLES SEAMLESS COLLABORATION ACROSS THE MODULAR CONSTRUCTION SUPPLY CHAIN.

NATIONAL TRANSPORT PARTNERSHIPS AND REGULATORY LEADERSHIP

Strengthening Data, Safety, and Capability Across Australia's Transport Network

Close engagement with the Department of Transport and Planning Victoria, Transport for NSW, and Queensland's Department of Transport and Main Roads continued to drive improvements in data quality, interoperability, and supply chain visibility across major transport programs.

In Victoria, enhanced asset traceability using GS1 standards is streamlining procurement and maintenance. In New South Wales, integrating GS1 standards within asset lifecycle systems is enabling real time visibility of critical materials and eliminating duplicated data. In Queensland, work focused on digitising end to end supply chain processes, improving forecasting accuracy, resource allocation, and material verification across road and rail projects

Supporting rail regulator and rail industry bodies such as the National Transport Commission, Office of the National Rail Safety Regulator and the National Rail Action Plan and local manufacturing.

IMPROVING DATA QUALITY, INTEROPERABILITY, AND VISIBILITY ACROSS TRANSPORT RELATED SUPPLY CHAINS.

STRENGTHENING TRACEABILITY OF CRITICAL ASSETS AND COMPONENTS.

ENHANCING RAIL SAFETY AND REGULATORY COMPLIANCE

Partnerships with the National Transport Commission, the Office of the National Rail Safety Regulator, and the National Rail Action Plan are embedding global data standards into Australia's rail safety and regulatory frameworks. This work is improving traceability of rail components, supporting earlier identification of risks, and strengthening compliance with safety legislation. Harmonised data practices across procurement, manufacturing, and maintenance are contributing to a safer, more efficient and resilient national rail network.

BUILDING AUSTRALIAN MANUFACTURING CAPABILITY

The alignment of standards across rail and transport sectors is helping strengthen local manufacturing capability. Enhanced traceability supports quality assurance, simplifies compliance requirements, and enables Australian manufacturers to compete more effectively in global supply chains.

REDUCING RISKS THROUGH BETTER IDENTIFICATION AND TRACKING OF SAFETY CRITICAL COMPONENTS.

ENHANCING INTEROPERABILITY ACROSS STATE AND TERRITORY RAIL NETWORKS CRITICAL COMPONENTS.

IMPROVED QUALITY ASSURANCE THROUGH ENHANCED MATERIAL TRACEABILITY.

UNIQUE DEVICE IDENTIFICATION IN HEALTHCARE

2025 represented a pivotal year for technological advancement and modernisation, as we worked with healthcare providers, medical device manufacturers, regulators, and industry associations to advance the adoption of Unique Device Identification (UDI) based on GS1 standards.

UDI enables accurate identification, tracking, and traceability of medical devices throughout their lifecycle, supporting patient safety, regulatory compliance, and supply chain efficiency.

Additionally, engagement efforts focused on aligning with regulatory agencies requirements, improving device data quality, and preparing hospitals, clinics, and suppliers to integrate UDI into procurement, inventory, and clinical systems.

Through workshops, pilots, and advisory groups, GS1 Australia promoted best practices, demonstrated recall readiness, and explored integration with emerging technologies like RFID and Next Generation Barcodes.

The adoption of GS1 based UDI's is delivering improved patient safety, enhanced traceability, and greater interoperability, building a safer and more efficient healthcare supply chain.

ADVANCING UDI TO STRENGTHEN PATIENT SAFETY, TRACEABILITY, AND HEALTHCARE SUPPLY CHAIN EFFICIENCY.

RAISING THE BAR IN MANGO TRACEABILITY

In 2025, Mangoes Australia partnered with GS1 Australia to deliver a complimentary traceability self-assessment for growers, based on the GS1 Global Traceability Standard. Eleven businesses participated and received tailored insights, while Mangoes Australia was provided with an anonymised industry benchmark.

The results demonstrated that the sector achieved an outstanding 94 percent compliance with global best practice traceability standards, with more than one third of respondents reaching full compliance. Key strengths included 100 percent compliance in internal and external audits, 97 percent established procedures for capturing and sharing traceability data, and 93 percent demonstrating a strong understanding of local and global traceability requirements.

The primary opportunity for improvement was identified in backward traceability, where clearer processes are needed to track incoming materials.

Strengthened traceability enhances food safety, supports customer and export requirements, and builds consumer trust.

When combined with GS1 powered QR codes, growers can combat counterfeiting, share provenance stories directly with consumers, and streamline compliance. GS1 Australia continues to support industry through tailored assessments and tools such as the GS1Traceway tool (<https://www.gs1.org/standards/traceability/traceway/tool>) a step-by-step resource for designing interoperable traceability systems.

THE MANGO INDUSTRY ACHIEVED 94% COMPLIANCE WITH GLOBAL BEST PRACTICE TRACEABILITY STANDARDS.

AUSTRALIA'S MANGO SECTOR IS NOW ONE OF THE HIGHEST PERFORMING INDUSTRIES GLOBALLY FOR TRACEABILITY READINESS.

SEAFOOD TRACEABILITY: A BIOSECURITY BREAKTHROUGH

In 2025, following the detection of white spot virus in New South Wales, Clarence River fishers faced strict biosecurity restrictions on the sale of raw prawns. To maintain market access, a proof-of-concept project trialled a secure, real-time sea to table traceability system.

Funded by the Fisheries Research and Development Corporation and led by Honey and Fox in partnership with Trust Provenance, the project successfully implemented GS1 powered QR codes, and digital monitoring to verify seafood integrity across the supply chain.

The trial recorded 46 critical tracking events, involved 12 users across the supply chain and three restaurants, and achieved zero lost cartons. This model demonstrates how global traceability standards can strengthen biosecurity, protect market access and enable continued trade under strict regulatory conditions, providing a blueprint for future collaboration between industry and government.

A SECURE 'SEA TO TABLE' TRACEABILITY SYSTEM PROVED TRADE CAN CONTINUE EVEN UNDER STRICT BIOSECURITY RESTRICTIONS.

THE TRIAL DELIVERED 46 CRITICAL TRACKING EVENTS AND ZERO LOST CARTONS, THUS DEMONSTRATING FULL SUPPLY CHAIN INTEGRITY.

BEEF SUSTAINABILITY TRACEABILITY PILOT

GS1 Australia is participating in a groundbreaking pilot with Macka's Australian Black Angus Beef and Meat & Livestock Australia to test a scalable digital sustainability reporting framework for the beef industry.

Running through June 2026, the project integrates multiple ag tech systems with GS1-powered QR codes and blockchain-backed sustainability credentials. The framework aligns with the ABSF, AASF, UN SDGs and emerging climate disclosure standards.

The system features:

- Streamlined sustainability reporting
- AI powered predictive analytics
- Interoperability with NLIS, eNVD and emissions tools

With global markets increasingly demanding traceable, low impact food production, this pilot will help more than 45,000 Australian beef enterprises demonstrate environmental performance and access premium markets.

AI, BLOCKCHAIN AND GS1 QR CODES ARE CREATING A FULLY VERIFIED SUSTAINABILITY STORY FROM FARM TO MARKET.

NATIONAL GS1 TRACEABILITY ADVISORY GROUP (NGTAG)

In 2025, NGTAG advanced national alignment on transparency, sustainability, and digital trade. Key achievements included progress on Next Gen Barcodes, GS1 Digital Link, Digital Product Passports, and cross-industry data standards.

Over 220 participants joined events on recall management and digital product passports, with 2026 set to focus on traceability roadmaps and innovation in certification.

NGTAG continues working with government, GS1, Standards Australia and UNECE to keep Australia globally aligned and competitive.

NGTAG IS DRIVING AUSTRALIA'S ALIGNMENT WITH GLOBAL TRACEABILITY AND DIGITAL TRADE STANDARDS.



More than 220 industry leaders engaged in NGTAG events as momentum builds toward next generation traceability.

SUSTAINABILITY & CIRCULARITY



ZERO EMISSION

ESG

Ecology

eco

75%

CO₂

TRANSFORMING FREIGHT THROUGH INTERMODAL INNOVATION AND DIGITAL CONNECTIVITY

Modernising Data, Visibility, and Sustainability Across the National Freight System

Growing Intermodal Freight with the ARA

Partnership efforts with the Australasian Railway Association (ARA) showcased how harmonised GS1 data standards enhance efficiency, visibility, and interoperability across intermodal freight operations. These activities demonstrate clear opportunities to improve asset utilisation, reduce turnaround times, and support a more sustainable and competitive freight sector.

Driving Digital Solutions for Freight Tracking

Adoption of digital tools for freight tracking and reporting continued to accelerate across the industry. A common data language built on GS1 standards now supports real time visibility of cargo movement, improved accuracy, and better coordination between logistics providers, terminal operators, and rail freight companies.

Strengthening Supply Chain Sustainability and Resilience

Improved intermodal efficiency and greater use of rail are contributing to reduced emissions and more resilient freight networks equipped to respond to fluctuating demand. Consistent GS1 data standards play a key role in unlocking these benefits across Australia's supply chain ecosystem.

HARMONISED DATA STANDARDS STREAMLINE INTERMODAL OPERATIONS AND IMPROVE EFFICIENCY.

REAL TIME VISIBILITY OF CARGO MOVEMENTS ACROSS MULTIPLE OPERATORS.

REDUCED CARBON EMISSIONS THROUGH INCREASED USE OF RAIL TRANSPORT.

COLLABORATION WITH STANDARDS AUSTRALIA AND ISO

During 2025, we continued our active engagement with Standards Australia and the International Organization for Standardization (ISO) to ensure global and national standards remained relevant, interoperable, and aligned with industry needs.

This collaboration helped reinforce GS1 standards as a trusted foundation for identification, data capture, and information sharing across sectors including retail, healthcare, transport, logistics, and manufacturing.

Our key contributions included participation in technical committees and ISO working groups, influencing supply chain, product identification, and traceability standards, and supporting the development of global standards for automatic identification and data capture (AIDC) technologies such as barcodes, RFID, and digital links.

We also worked on cross sector projects addressing sustainability, circular economy, and digital product passports. These efforts help Australian businesses operate efficiently in global markets, meet compliance requirements, and adopt innovative technologies. These efforts help Australian businesses operate efficiently in global markets, meet compliance requirements, and adopt innovative technologies.

DRIVING HARMONISED, FUTURE READY STANDARDS TO SUPPORT INTEROPERABILITY, COMPLIANCE, AND INNOVATION-READY STANDARDS TO SUPPORT INTEROPERABILITY, COMPLIANCE, AND INNOVATION.

TRAINING FOR STANDARDS

2025 marked a year of significant expansion, as we expanded our training and education programs to help industry stakeholders understand, implement, and maximise the benefits of GS1 standards across sectors including retail, healthcare, transport, and manufacturing.

Our training was delivered via interactive workshops, webinars, customised in house programs, online modules, and sessions integrated into industry events, where participants gained confidence in applying GS1 standards, reduced supply chain errors, improved compliance, and learned to integrate emerging technologies such as Next Generation Barcodes and RFID.

By investing in training, we are fostering a standards ready workforce, enhancing interoperability, collaboration, and readiness for global standards developments.

COMPOSTABLE PRODUCE LABELS & GS1 DATABAR

While South Australia has paused its 2025 ban on non-compostable produce stickers pending a national approach, GS1 Australia has already successfully tested GS1 Data Bar on certified compostable labels.

Across Australia and globally, regulators are moving toward compostable produce labelling. Brands like Zespri are already transitioning.

Benefits of GS1 DataBar + PLU labels:

- Accurate identification and pricing
- Faster checkout
- Improved food safety and recall readiness
- Reduced food waste
- Stronger stock management and brand recognition

GS1 continues to support growers and retailers preparing for compostable labelling at scale

GS1 DATA BAR HAS NOW BEEN SUCCESSFULLY TESTED ON CERTIFIED COMPOSTABLE LABELS, SUPPORTING THE INDUSTRY'S SHIFT TO SUSTAINABLE PRODUCE LABELLING.

COMPOSTABLE PLU LABELS WITH GS1 DATA BAR UNLOCK ACCURATE PRICING, SAFER RECALLS, AND REDUCED FOOD WASTE ACROSS THE SUPPLY CHAIN.

ESG PROGRAM

In late 2024, GS1 Australia established an ESG Program, under the oversight of an ESG Governance Committee. To design the ESG Program and determine priority areas for focus, a materiality assessment was conducted. One of the priority areas identified was Climate Change and Managing GHG Emissions. In November 2025, GS1 Australia transitioned its Melbourne Office to 100% certified green power for all purchased electricity.



EXPANDING STANDARDS



BECOMING A MEMBER OF STANDARDS AUSTRALIA

In 2025, GS1 Australia became a formal member of Standards Australia, strengthening its influence in shaping national standards and ensuring GS1 standards are embedded in frameworks impacting Australian industry.

This membership provides us with direct representation in governance and decision making, enhanced collaboration with member organisations, government agencies, and industry bodies, and strategic alignment with ISO and other international standards. making, enhanced collaboration with member organisations, government agencies, and industry bodies, and strategic alignment with ISO and other international standards.

Furthermore, this role enables us to contribute to standards addressing sustainability, digital transformation, and supply chain resilience, while advocating for interoperable, globally recognised identifiers and data standards.

STRENGTHENING GS1 AUSTRALIA'S VOICE IN NATIONAL STANDARDS DEVELOPMENT TO DRIVE GLOBAL ALIGNMENT AND INDUSTRY INNOVATION.

TRAINING FOR STANDARDS

2025 marked a year of significant expansion, as we expanded our training and education programs to help industry stakeholders understand, implement, and maximise the benefits of GS1 standards across sectors including retail, healthcare, transport, and manufacturing.

Our training was delivered via interactive workshops, webinars, customised in house programs, online modules, and sessions integrated into industry events, where participants gained confidence in applying GS1 standards, reduced supply chain errors, improved compliance, and learned to integrate emerging technologies such as Next Generation Barcodes and RFID.

By investing in training, we are fostering a standards ready workforce, enhancing interoperability, collaboration, and readiness for global standards developments

BY INVESTING IN TRAINING, WE ARE HELPING TO CREATE A WORKFORCE EQUIPPED TO IMPLEMENT AND LEVERAGE GLOBAL STANDARDS EFFECTIVELY.

STANDARDS AUSTRALIA'S ADOPTION OF GS1 STANDARDS AS NATIONAL STANDARDS

In 2025, we completed a landmark achievement in the Australian standards landscape. Standards Australia formally adopted GS1 standards and Australian National Standards, a move that placed globally harmonised identification and data standards at the very heart of the nation's economic framework.

For years, Australian industries navigated a jumble of standards, creating inefficiencies and barriers to global trade. This adoption reduced duplication, delivering a single, authoritative framework that works across retail, healthcare, manufacturing, freight, logistics and more.

And the impact is already being seen today. Businesses have gained confidence to invest in new technologies such as Next Generation Barcodes and Digital Product Passports, knowing they're backed by global recognition. This is a milestone not just about alignment, as it allows Australia to take a decisive step toward a future-ready, globally connected economy.

FORMAL ADOPTION OF GS1 STANDARDS AS AUSTRALIAN NATIONAL STANDARDS IN 2025.

ONE FRAMEWORK NOW APPLIES ACROSS RETAIL, HEALTHCARE, MANUFACTURING, FREIGHT, LOGISTICS AND MORE.

PARTNERSHIPS WITH PEAK INDUSTRY BODIES AND JOINT POLICY SUBMISSIONS

During 2025, we strengthened partnerships with peak industry bodies, including the Australian Food & Grocery Council, Australian Retailer Association (now Australian Retail Council), Australasian Rail Association and Drinks Australia, ensuring a stronger, unified voice in government consultations.

By collaborating on policy submissions, we presented evidence-based recommendations that reflected the needs of Australian industry as a united front. Together, we demonstrated how GS1 standards improve data quality, traceability, and compliance, showcasing why they are essential for resilience, sustainability, and competitiveness.

These partnerships amplified our influence and voice. Joint submissions carry weight in policy discussions, and real-world case studies provide compelling evidence of the benefits of standards adoption.

As a result, we've built a stronger bridge between industry priorities and government strategies. This creates a regulatory framework that is better equipped for the demands of a global, digital economy.

JOINT POLICY SUBMISSIONS WITH PEAK INDUSTRY BODIES IN 2025 KEY CALLOUT: UNIFIED POSITIONS ON INTEGRATING GS1 STANDARDS INTO NATIONAL PROGRAMS KEY CALLOUT: CASE STUDIES DEMONSTRATING OPERATIONAL EFFICIENCY AND COMPETITIVENESS GAINS.

GREATER ALIGNMENT BETWEEN INDUSTRY PRIORITIES AND GOVERNMENT STRATEGIES.

ENGAGING GOVERNMENT



AUSTRALIAN GOVERNMENT ADVOCACY OF GS1 STANDARDS IN POLICY

Throughout 2025, we successfully deepened our engagement with the Australian Government, ensuring GS1 standards were not just recognised but enshrined in national policies and frameworks.

The challenge is clear: without clear, consistent policy references, industries face fragmented compliance requirements and missed opportunities for interoperability. Through strategic advocacy and a lot of hard work, we've been able to collaborate with multiple government departments, integrating GS1 standards into legislation, regulatory guidance and procurement frameworks.

By year's end, government guidance documents referenced GS1 standards, pilot projects received official endorsement, and policymakers gained a clearer understanding of how these standards drive efficiency, traceability, and global alignment.

This is more than just a policy change; it's a step towards a unified approach to data capture and sharing. Despite the great achievements in this space during 2025, our efforts here will continue, if anything stronger, in 2026 and beyond.

**GS1 STANDARDS NOW
REFERENCED IN GOVERNMENT
GUIDANCE AND PROCUREMENT
FRAMEWORKS.**

**GOVERNMENT-ENDORSED PILOTS
SHOWCASING TRACEABILITY
AND COMPLIANCE BENEFITS.**

**ADVOCACY ALIGNED GS1
STANDARDS WITH NATIONAL
PRIORITIES LIKE SUPPLY CHAIN
RESILIENCE AND SUSTAINABILITY.**

PARTICIPATION IN GOVERNMENT WORKING GROUPS, TASKFORCES AND INDUSTRY ADVISORY GROUPS

In 2025, we were active participants in government-led working groups, taskforces and advisory bodies, ensuring GS1 standards were front and centre during relevant discussions on supply chain resilience, sustainability, digital transformation and more.

From critical infrastructure taskforces to product stewardship committees, we prided ourselves on bringing technical expertise and real-world insight to the table. We helped bridge the gap between policy ambition and operational reality, advocating for interoperable, scalable solutions that work across all Australian industries.

This collaboration delivered harmonised approaches to data capture and sharing, reduced duplication in compliance processes and ensured Australian frameworks aligned with international markets. By being a trusted voice at the table, we are helping to create a standards-enabled future that we're excited to play a role in.

**ACTIVE PARTICIPATION
IN FEDERAL AND STATE
GOVERNMENT TASKFORCES IN
2025.**

**INPUT PROVIDED ON
DATA INTEROPERABILITY,
TRACEABILITY, AND
IDENTIFICATION FRAMEWORKS
HARMONISED APPROACHES TO
DATA CAPTURE ACROSS SECTORS
AND JURISDICTIONS.**

**ALIGNMENT OF AUSTRALIAN
FRAMEWORKS WITH
INTERNATIONAL SUPPLY CHAINS.**

CIE REPORT



We're proud to present the findings of an independent economic analysis by the Centre for International Economics (CIE), highlighting the transformative impact of supply chain data standards on the nation's economy.

This landmark report estimates that industry-led adoption of GS1 standards delivers up to \$27 billion in annual GDP uplift, underscoring their critical role in driving productivity and innovation.

Furthermore, our modelling shows that in the medium term (around 10 years), the expanded use of GS1 standards could potentially contribute around \$36 billion to \$50 billion to annual GDP.

While often unseen, these standards underpin everyday operations, from barcodes on retail products to digital traceability in healthcare and agriculture, enabling efficient, transparent, and interoperable supply chains across Australia.

- **Liquor Sector** - The sector is already seeing strong GS1 engagement, with 11% of output linked to members. Compliant distribution centres can save around A\$69,000 annually in logistics, while GS1 QR codes help protect premium exports from counterfeiting.
- **Rail Sector** - Full GS1 adoption of GS1 standards can deliver a 1.24–7.41% productivity uplift, alongside 50% cost savings in stocktaking through cycle counting. Stock accuracy can rise from 70% to 90%, while GTINs enhance asset tracking and maintenance scheduling.
- **Retail Sector** - GS1 adoption has already delivered a 5–7% productivity uplift, with 2D barcodes having cut food waste by 40% in Woolworths' pilot, and barcode use driving up to 5.6% cost savings in retail sales. This sector boasts over 80% GS1 penetration, the highest among industries.
- **Health Sector** - GS1 adoption has already delivered \$695 million in annual savings, with significant potential still ahead. Additionally, recall management has delivered \$508 million in benefits. Expanding GS1 adoption could unlock a further \$343 million in future gains.
- **Primary Industries Sector** - GS1 adoption has already delivered a 0.75–1.22% productivity uplift, with 41.2% penetration in agriculture output. Meat exporters save \$200 million annually through GS1-enabled traceability, while an APEC pilot cut wine export costs to Hong Kong by 1%.

THIS LANDMARK REPORT ESTIMATES THAT INDUSTRY-LED ADOPTION OF GS1 STANDARDS DELIVERS UP TO \$27 BILLION IN ANNUAL GDP UPLIFT, WITH OUR MODELLING SHOWING THAT THE EXPANDED USE OF GS1 STANDARDS COULD POTENTIALLY CONTRIBUTE AROUND \$36 BILLION TO \$50 BILLION TO ANNUAL GDP.

PEOPLE, CAPABILITY & CULTURE



LEADERSHIP DEVELOPMENT PROGRAMS

This was a year of growth and development as we unveiled structured, formal learning programs aimed at developing leadership capabilities across the organisation.

Each individual program aligns with a distinct stage of the leadership journey and targets core behaviours such as growth mindset, trust building, communication and storytelling, resilience, and working style awareness.

Although the programs are still progressing through their delivery cycles, participants reported measurable gains in knowledge, skill application, and confidence, pointing to strong momentum and organisational value.

DIVERSITY & INCLUSION

GS1 Australia established a Diversity, Equity, Inclusion & Belonging Committee to drive strategic commitment to fostering a more inclusive workplace. The committee is developing initiatives that promote equity, celebrate diversity, and strengthen belonging; ensuring all employees feel valued, respected, and empowered to contribute to organisational success.

EMPLOYEE ASSISTANCE PROGRAM (EAP)

GS1 Australia's Employee Assistance Program (EAP) and wellbeing initiatives were fully utilised, reflecting strong employee engagement. These programs provide confidential support, resources, and activities that promote mental, physical, and emotional health, contributing to a positive workplace culture and enhancing overall staff wellbeing.

RECRUITMENT INITIATIVES

Our recruitment initiatives include hiring placement students through partnerships with universities, bringing fresh perspectives, innovation, and emerging skills into the organisation. These placements provide students with valuable industry experience while supporting GS1's talent pipeline, enhancing project delivery, and fostering future workforce readiness, benefiting both the students and the business.

GS1 AUSTRALIA'S EMPLOYEE ASSISTANCE PROGRAM (EAP) AND WELLBEING INITIATIVES WERE FULLY UTILISED, REFLECTING STRONG EMPLOYEE ENGAGEMENT.



Employees who participated in our structured leadership programs report measurable gains in knowledge, skill application, and confidence within the first six weeks, pointing to strong momentum and organisational value.



190
HEADCOUNT



47
AVERAGE AGE



11.5
AVERAGE EXPERIENCE



86/45%
MALE EMPLOYEES



104/55%
FEMALE EMPLOYEES



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