Alliance Partner benefits
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The GS1 Australia Alliance Partner Program opens the door to over 21,000 member companies looking for help in building strong and effective supply chains.

Why join?
Help your customers meet critical business needs by supporting GS1 standards. This will also give your business a competitive advantage. When you join the program, you will have access to:

- GS1 system training including the Learn and Knowledge training course
- The latest supply chain news, innovations and technologies
- Marketing and networking opportunities
- A rich array of GS1 resources
- Exposure for your business to GS1 members, a listing in our lead generating directory

Do you provide products, services and solutions that support GS1 global supply chain standards?
Partnership is designed for small, medium and large organisations that provide a wide range of support options. Contact us to discuss your suitability.

Partnership tiers
There are three levels of partnership options based on an annual subscription model. Each of the levels have a range of inclusions. Options are as follows:

- Strategic Alliance Partners: At this top tier, you provide a significant contribution to working with GS1 and the GS1 system. Strategic Alliance Partners have access to the full benefits of the partner program and are actively promoted to our members as being trained in the GS1 system.
- Business Alliance Partners: This tier offers a wide range of benefits as part of the GS1 Alliance Partner community and you are actively promoted to our members as being trained in the GS1 system.
- Associate Alliance Partners: The entry tier to the program introduces you to our active industry sectors and members and comes with a range of benefits.

Did you know?
GS1 standards provide a common language for identifying, capturing and sharing information automatically and accurately, so that anyone who wants that information can understand it – no matter who or where they are. With over 2 million users, GS1 standards are the most widely implemented supply chain standards in the world.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Distribution</th>
<th>Associate</th>
<th>Business</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Industry newsletters - banner ads</td>
<td>See Media Kit</td>
<td>$250 ex GST</td>
<td>3</td>
<td>5</td>
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<tr>
<td>Industry newsletters - advertorial</td>
<td>See Media Kit</td>
<td>$400 ex GST</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Articles shared on social media</td>
<td>Digital</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Joint Media Release on joining as a new Alliance Partner</td>
<td>National media/PR network, social media, corporate website</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>Written case study joint-implementation</td>
<td>Events, corporate website, social media</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Video case study joint-implementation</td>
<td>Events, corporate website, social media</td>
<td>-</td>
<td>-</td>
<td>1</td>
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<tr>
<td>Alliance Partner certificate</td>
<td>Printed and framed</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Submission for yearly case study book</td>
<td>Events, website, social media, newsletters</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Webinar promotion</td>
<td>Subject to availability</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td><strong>Discounted hire of theatre and training rooms</strong></td>
<td>GS1 offices Melbourne and Sydney</td>
<td>Member rates 50% off first day of first booking</td>
<td>Member rates 50% off first day of first booking</td>
<td>One free day Member rates 50% off first day of first booking</td>
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<tr>
<td></td>
<td>Subject to availability</td>
<td>20% off subsequent bookings</td>
<td>20% off subsequent bookings</td>
<td>20% off subsequent bookings</td>
</tr>
<tr>
<td>Use of GS1 Alliance Partner Seal and logo</td>
<td>Digital and printed</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Sponsorship opportunities at member industry events</td>
<td>Exhibiting/Presenting</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td><strong>Leads</strong></td>
<td></td>
<td></td>
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<tr>
<td>Solution Provider Directory listing</td>
<td>Online</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Breakfast seminars</td>
<td>-</td>
<td>-</td>
<td>Y (cost applies)</td>
<td>Y (cost applies)</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>GS1 CEO Briefing</td>
<td>Subject to availability</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Consult service discount</td>
<td>20% discount off standard rate*</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Education and Training</td>
<td></td>
<td></td>
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<tr>
<td>Free GS1 Getting Started with Your Barcodes training sessions</td>
<td>-</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Attendance at other fee-based GS1 training sessions</td>
<td>-</td>
<td>Member rates</td>
<td>Member rates</td>
<td>Member rates</td>
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<tr>
<td>Guided tours of GS1works</td>
<td>Melbourne only</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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</tbody>
</table>

*Conditions apply. Email consulting@gs1au.org for more information.
GS1 Australia Alliance Partner Program - Effective 1 September 2023

Strategic Alliances and Partners

Business Alliance Partners

Associate Alliance Partners

- 4Technology
- Aglive
- B2BE
- Barcode Australia
- Barcodes4u
- Barcode Print
- Barcoding & Data Collection Systems
- BCDS Group
- Buyerdock Ltd
- CFI Global - DENSO
- Datalogic
- Escavox
- Existo
- FHX
- FreshChain Systems
- Freshtrack Systems
- Fridge Insights
- GAP Solutions
- Gravotech
- Hitachi Energy
- iFood Decision Sciences
- Laava ID
- Leopard Systems
- Meat Messaging
- Metal Sign & Label
- Nichol Industries
- Omron
- Origins Trace
- Peacock Bros.
- printDATA
- Pulse Logistics
- Ramp
- SATO
- Scandit
- SICK
- Skywire
- Surgical Order
- Toshiba
- Trotec Laser
- Trust Codes
- Trust Provenance
- Unique Micro Design
- Wedderburn
- Zebra

For more information

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