

Alliance Partner benefits



“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

“Matthews Australasia forged a strategic partnership in 2003. Being part of GS1 gives us credibility in the industry and also gives us an opportunity to give back to industry.”

Mark Dingley

CEO
Matthews Australasia

Strategic Alliance Partner for 20 years

Alliance Partner benefits

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.



Benefit	Distribution	Associate	Business	Strategic
Marketing				
Industry newsletters - banner ads	See Media Kit	\$250 ex GST	3	5
Industry newsletters - advertorial	See Media Kit	\$400 ex GST	2	3
Articles shared on social media	Digital	Y	Y	Y
Joint Media Release on joining as a new Alliance Partner	National media/ PR network, social media, corporate website	-	-	1
Written case study joint-implementation	Events, corporate website, social media	1	2	3
Video case study joint-implementation	Events, corporate website, social media	-	-	1
Alliance Partner certificate	Printed and framed	Y	Y	Y
Submission for yearly case study book	Events, website, social media, newsletters	Y	Y	Y
Webinar promotion	Subject to availability	Y	Y	Y
Discounted hire of theatre and training rooms	GS1 offices Melbourne and Sydney Subject to availability	Member rates 50% off first day of first booking 20% off subsequent bookings	Member rates 50% off first day of first booking 20% off subsequent bookings	One free day Member rates 50% off first day of first booking 20% off subsequent bookings
Use of GS1 Alliance Partner Seal and logo	Digital and printed	Y	Y	Y
Sponsorship opportunities at member industry events	Exhibiting/ Presenting	Y	Y	Y
Leads				
Solution Provider Directory listing	Online	Y	Y	Y
Breakfast seminars	-	-	Y (cost applies)	Y (cost applies)
Other				
GS1 CEO Briefing	Subject to availability	Y	Y	Y
Consult service discount	20% discount off standard rate*	Y	Y	Y
Education and Training				
Free GS1 Getting Started with Your Barcodes training sessions	-	Y	Y	Y
Attendance at other fee-based GS1 training sessions	-	Member rates	Member rates	Member rates
Guided tours of GS1works	Melbourne only	Y	Y	Y

*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
- Datahash
- Datalogic
- Escavox
- Existco
- 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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