



## A moment etched in history for Australian traceability

*Strategy.  
Action.  
Results.*

GS1 Australia brought together more than 60 senior executives from government and industry to navigate the way forward for enhanced traceability in Australia.

The inaugural meeting of the National GS1 Traceability Advisory Group (NGTAG) saw members from across all sectors and supply chains including retail, liquor, agriculture and construction, converge to co-define a roadmap for implementing enhanced traceability and trade modernisation in Australia.

Opening remarks were heard from GS1 Australia's chief executive officer, Maria Palazzolo, setting the scene for the prestigious group.

Woolworths' Ram Akella, co-chair of the advisory group, in his introduction referred to the event as 'a moment etched in history for traceability in Australia'.

Akella continued to sum up the group's purpose as 'discussing what's important from a customer point of view, what's important from a regulation and government point of view and how changes can be made cost effectively at the same time'.

Over the next 12 months the group will lead the future of transformation and innovation for Australian traceability, communicating, educating and co-defining a strategic master plan for implementing end-to-end supply chain visibility for Australian trade.

Opening remarks and the introduction of the National GS1 Traceability Advisory Group inaugural meeting can be heard on the GS1 Australia website, [here](#).

GS1 Australia is a not-for-profit organisation that works with industry, for industry, providing global standards and technology-neutral services to help solve the business challenges of today and for the future.

About the National GS1 Traceability Advisory Group

This advisory group specifically provides recommendations on the need for supply chain traceability standards and priorities, including:

Multi-sector representation to address linkages across supply chains. State and federal government engagement - to inform and be informed of regulatory aspects of supply chain traceability. Active management and communication of opportunities as well as risks to Australian industry. Direct reporting and advice to the GS1 Australia executive team. The primary objective of the group is to inform GS1 Australia on the requirements of industry and government relating to traceability standards and communicate with industry and government on supply chain traceability priorities in Australia. The Group's objectives are aligned with the role of government to ensure Australian industry maintains and builds global competitiveness, sustainable economic growth and positive socio-economic outcomes and opportunity for all Australians.

The NGTAG meets quarterly and is chaired by nominated industry representatives. GS1 Australia administers and supports the operational functions of the group. Members provide input, support and guidance on the industry adoption of global data standards, including but not limited to standards for traceability.

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Photos available of:

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

Ram Akella, Co-Chair, National GS1 Traceability Advisory Group, Business Partner - Food Co. Metro & Product Traceability, Woolworths Group

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