



GS1 Australia named 2021 Zoomtopia Innovation Awards winner

GS1 Australia is honoured to have been named the Overall Winner of the 2021 Zoomtopia Innovation Awards, an annual global event. As well as the winner of the Defining the Hybrid Workspace category.

The citation stated that “as a non-profit that develops global standards for business communication with over 2 million user companies, GS1 Australia has been leveraging Zoom for seamless communication and collaboration since 2018. GS1 deployed Zoom to empower its remote workforce and continue serving its customers during the pandemic, and as the company has implemented its new hybrid working model, it has used the platform to transform its operations once again.

From converting its auditorium space into both a production studio and Zoom Room to using the Virtual Receptionist feature to protect the health and safety of their receptionists and visitors, GS1 Australia is leveraging a number of Zoom solutions to create a true ‘work-from-anywhere’ workforce.”

Watch the video that demonstrated GS1 Australia’s Hybrid Workspace model leading to the big win.

“We are incredibly proud of how quickly our expert team, inspired by Emile Sahhar was able to adapt the technology across the entire company, and how it enabled our staff to continue operating our business effortlessly, despite the changes that were brought about by COVID 19 restrictions.” said Maria Palazzolo, Executive Director and Chief Executive Officer, GS1 Australia, in acknowledging the awards.

The Zoomtopia Innovations Awards highlight inspiring and innovative ways that Zoom customers around the world are using the product. It is an annual contest that recognises organisations that embody innovation, inspiration, and creativity in their use of the Zoom platform.

About GS1 Australia

GS1 is a neutral, not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy”. GS1 standards and services improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. With local Member Organisations in 115 countries, 2 million user companies (over 22,000 in Australia) and 6 billion transactions every day, GS1 standards create a common language that supports systems and processes across the globe. For more information visit the GS1 Australia website or follow us on LinkedIn, Twitter and our YouTube channel.

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