Australian Retail RFID Alliance Workgroup Meeting #1, 2017

7th February 2017
Anti-trust

Participants on GS1 Boards, committees, task forces, work groups, or other similar bodies, must always remember the purpose of the Board, committee, task force, or work group is to enhance the ability of all industry members to compete more efficiently and effectively to provide better value to the consumer or end user. GS1 activity almost always involves the cooperation of competitors; therefore great care must be taken to assure compliance with trade practices laws in Australia and in other jurisdictions.

This means:

• Participation must be voluntary, and failure to participate shall not be used to penalise any company.
• There shall be no discussion of prices, allocation of customers or products, boycotts, refusals to deal, or market share. (For the avoidance of doubt, this does not preclude discussion of GS1 prices, customers or products.)
• If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of lawyer(s) with experience in trade practices law can be obtained.
• Where appropriate, meetings shall be governed by an agenda prepared in advance, and recorded by minutes prepared promptly after the meeting.
• Where appropriate, tests or data collection shall be governed by protocols developed by GS1.
• GS1 reserves the right to seek opinion of lawyer(s) with trade practices experience on any matter or document arising out of any GS1 activity.
• The recommendations coming out of a GS1 Board, Committee, Task Force, Work Group, or other similar body are just recommendations. Individual companies remain free to make independent, competitive decisions.
• Any GS1 standards developed must be voluntary standards.
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am</td>
<td>Welcome &amp; Introductions</td>
<td>All</td>
</tr>
<tr>
<td>9:10am</td>
<td>Myer Update</td>
<td>Gary Stones</td>
</tr>
<tr>
<td>9:30am</td>
<td>The Matrix</td>
<td>All</td>
</tr>
<tr>
<td>9:40am</td>
<td>Retailer update</td>
<td>Retailers</td>
</tr>
<tr>
<td>10:15am</td>
<td>EPC Guidelines</td>
<td></td>
</tr>
<tr>
<td>10:20am</td>
<td>Break</td>
<td>Sean Sloan</td>
</tr>
<tr>
<td>10:35am</td>
<td>Business Case Development</td>
<td>Kevin Cohen, RAMP RFID</td>
</tr>
<tr>
<td>11:00am</td>
<td>ROI Calculations (V2)</td>
<td>Sean Sloan</td>
</tr>
<tr>
<td>11:10am</td>
<td>Next Steps / Admin</td>
<td>All</td>
</tr>
<tr>
<td>11:30am</td>
<td>Close</td>
<td>All</td>
</tr>
</tbody>
</table>
Welcome

Sean Sloan, RFID & Omni Channel Manager
Purpose (reminder)

- Openly share best practice information
- Promote the benefits of Item Level RFID
- Grow knowledge
- Networking
Other key points

- Is the Purpose clear?
- Agenda structure (What is really needed?)
- Try not to leave with actions outside of the meeting
- Are you the right person for your business?
Myer Update

Mr Gary Stones, National Retail Operations Manager
The Matrix

Review of data provided by the group by retailer, by category
All Retailer update
Open Discussion

- Current Status?
- Readiness level?
- Being led by?
- Observations already?
EPC Guidelines
What are the EPC Guidelines?

- Implementation guidelines
- How to implement tag data
- What to encode
- Australia released these recently and they are free to download
GS1 standards — Apparel and General Merchandise

EPC-based RFID Item Level Tagging
Implementation Guideline for Companies in the Apparel, Fashion and Footwear sector
Why the EPC Guidelines?

- One approach across industry
- Reduced implementation costs
- Globally interoperable
What are we seeking?

• Broad, all retailer endorsement by end Q1, 2017
• Agreement to market accordingly
Business Case Development
A sample RFID ROI Tool
Next Steps
Next steps...

- Who’s missing: seek to grow group
- Agree on EPC Guidelines
- March / April meeting dates (Both in short weeks)
  - Alternate dates:
    - March
    - April
- Yammer: Did you know?
- Seek alternate meeting locations for both Syd / Melb
  - Volunteers?
# Upcoming Vendor presentations

<table>
<thead>
<tr>
<th>Topics</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Case Development / Discovery Phase</td>
<td>RAMP</td>
</tr>
<tr>
<td>The pilot process (internal costs)</td>
<td>Tyco</td>
</tr>
<tr>
<td>Tag selection by use case (EAS with RFID) inc Tagging - Local v Offshore software?</td>
<td>checkpoint</td>
</tr>
<tr>
<td>RAMP</td>
<td></td>
</tr>
<tr>
<td>Point of Sale</td>
<td>Tyco</td>
</tr>
<tr>
<td>Point of Exit use case Eg LP</td>
<td>checkpoint</td>
</tr>
<tr>
<td>IT Architecture; what's new to factor</td>
<td>RAMP</td>
</tr>
<tr>
<td>Hardware: What's needed (Inc instore handheld scanners)</td>
<td>Tyco</td>
</tr>
<tr>
<td>Supply Chain processes</td>
<td>checkpoint</td>
</tr>
<tr>
<td>Continuous reading / IoT</td>
<td>UMD</td>
</tr>
</tbody>
</table>
Event options

15th Annual Conference and Exhibition

RFID Journal Live!

MAY 9-11, 2017
PHOENIX CONVENTION CENTER
PHOENIX, ARIZ.

Enter your e-mail for event updates

Not sure if RFID is right for your needs?
Contact an editor for a free consultation.

Conference  Exhibition  Concierge

Register by Friday, Feb. 10 to save up to $500 off rates
SAVE THE DATE
Supply Chain Week 2017
SYDNEY SEPT 5-7 MELBOURNE SEPT 12-14

RAIL | Sydney  September 5
MINING | Sydney  September 5
HEALTHCARE | Sydney  September 6
FOOD AND BEVERAGE | Sydney September 5, Melbourne September 12
RETAIL | Sydney  September 6, Melbourne September 13
TRADE AND TRANSPORT | Sydney  September 7, Melbourne September 14
Study Tour option

- GS1 US can assist in getting a small group to talk directly to major US retailers who have adopted RFID leveraging the GS1 standards
- Anyone interested?
GS1 Contacts
Sean Sloan
RFID & Omni Channel Manger
sean.sloan@gs1au.org
0407 567 240