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, Anti trust &amp; Introductions</td>
<td>All</td>
</tr>
<tr>
<td>9:10am</td>
<td>Myer Update</td>
<td>Lee Ashton</td>
</tr>
<tr>
<td>9:30am</td>
<td>Retailer update</td>
<td>Retailers</td>
</tr>
<tr>
<td>10:00am</td>
<td>Break</td>
<td>Sean Sloan</td>
</tr>
<tr>
<td>10:15am</td>
<td>POC to Pilot</td>
<td>Steve Schenk, Tyco</td>
</tr>
<tr>
<td>10:45am</td>
<td>Supply Chain Week (September)</td>
<td>Sean Sloan</td>
</tr>
<tr>
<td>11:00am</td>
<td>Next Steps / EPC Guidelines / ROI Calculator / Matrix / New future speakers</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
Myer Update

Mr Gary Stones, National Retail Operations Manager
All Retailer update
Open Discussion

- Current Status?
- Readiness level?
- Being led by?
- Observations already?
Supply Chain Week
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
Getting this group involved in SCW ‘17

Aim:

• Create a greater awareness of the group to a wider audience
• Share some local experiences
• Get as many companies involved as possible
• Ensure it isn’t about GS1 but about companies involved
Getting this group involved in SCW ‘17

Structure:
• 2 x presentations inc keynote
• 1 presentation is already fully locked in
• 1 x panel session (4 panelists)
• Melbourne & Sydney
Getting this group involved in SCW ‘17

Content / topic (Presentations):
• RFID in Australian retail: no longer a myth
• Myer (Melbourne)
• Open slot
• Renee Giarusso (Influencing out load)
Getting this group involved in SCW ‘17

Content / topic (Panel):
• Open questions from audience
• Talking through local and global experiences
• Challenges faced already
• Thoughts on common roadblocks
• Etc..
Next Steps
Next steps...

- Agree on EPC Guidelines
- Yammer: Did you know?
- Seek alternate meeting locations for both Syd / Melb
  - Volunteers?
  - Google soon to confirm / PWC also might be keen
Learning Styles

- Sensory Learning Styles
  - Visual
  - Auditory
  - Kinesthetic
And?

- Gaining internal traction won’t always be done via email or a meeting
- Getting support will need to be done via multiple mediums to be successful
- Consider any / all of the following:
  - Videos
  - Testimonials (direct or indirect)
  - Case studies
  - Events
  - Live demonstrations (by vendor)
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
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
• Endorsement explanation sent to many already
• Agreement to market accordingly
A sample RFID ROI Tool

Microsoft Excel 97-2003 Worksheet
The Matrix

Review of data provided by the group by retailer, by category
The Matrix

Microsoft Excel Worksheet
## 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</td>
<td>Checkpoint</td>
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<tr>
<td>software?</td>
<td>RAMP</td>
</tr>
<tr>
<td>Point of Sale</td>
<td>Tyco</td>
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<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>
Recent publications / News of interest

- http://www.advancedmobilegroup.com/blog/rfid-doesnt-lie-claims-lululemon
- http://flipbooks.detego.com/Detego_Whitepaper_Omnichannel%20Fashion%20Retail_en/files/assets/basic-html/page-1.html#
- https://youtu.be/cZfx2naKYXo
GS1 Contacts

Sean Sloan
RFID & Omni Channel Manager
sean.sloan@gs1au.org
0407 567 240