



Launch of the RFID Association of Australia

RFID is continuing to attract world wide investment as an enabler in automating work processes. Testimonies and case studies are growing and we aim to use our web site and newsletters to keep you informed.

With such a variety of interest and information about RFID, the RFID Association of Australia has updated our Charter. This newsletter provides you the opportunity to understand how we expect to deliver to our members.

Highlights of our launch as RFIDAA include:

- Restructure as a National body with coverage through State Chapters across Australia
- Expanded membership to attract participation from industry, government, vendors and users
- A 3 year plan with performance measurements and deliverables
- Appointment of an Executive Director and secretariat
- Relocation to Port Melbourne in the newly established Centre of Expertise in co-habitation with Intelligent Transport Systems

New Look for RFIDAA

This newsletter is the first time RFIDAA's new logo has been published. The logo will help promote a recognisable and professional image for RFIDAA, in keeping with our charter.

The RFIDAA website is currently being enhanced to provide a comprehensive reference point for Australian RFID enquires. It will include 'members only' resources and promote members and sponsors to the broader community and export market.

Our focus has also been consolidated where National interests lie. RFID is playing an increasing role in international trade and commerce and therefore the RFIDAA Charter on page two reflects where we can truly make a difference.

Our Meat Industry is a strong example of global leadership. Use of RFID enables traceability of products from source to customer amongst other benefits.

We look forward to your continued support of our Association to ensure it delivers the benefits and outcomes required.

RFID Association of Australia Charter

“Communicate, Facilitate, Collaborate and Represent”

The RFID Association of Australia is an independent body representing and supporting Government interests, working for members and stakeholders.

1. Clarification of standards and related technical materials to provide sources of expert advice on an appropriate RFID Framework to help facilitate adoption.
2. Provide a “Stamp of Approval” for appropriate materials to meet member and stakeholder needs and requirements from local and overseas sources. This body of information helps to shape and approve government standards and policies.
3. Facilitate the establishment and availability of training material and courses in Australia for both RFID business and technical accreditation.
4. Promote Australian RFID solutions internationally through government programs and assistance and through our ties with global RFID associations.
5. To provide a forum for industry leaders and government departments interested in contributing to and progressing RFID adoption.
6. Coordinate a work plan, in conjunction with other Associations such as GS1 and AIIA, with the common interests of helping businesses and government become more efficient.
7. Create a forum for clarification, design and specification of RFID technical matters including information modeling, architecture, data management and processing capabilities.
8. Create a forum of business case discovery, validation and dissemination to the membership base of RFIDAA.
9. Create a forum for communicating international standards and progress regarding the use of RFID in Government, in particular Exports, Defence and Security matters.
10. Provide advice to industry councils, including the Manufacturing Council, ALC, LAA and other bodies, involved with RFID applications.
11. Create a resource directory to achieve the above tasks through networking with appropriate sources for short and long term benefit to Australia.



The new RFIDAA Centre of Expertise will be located at Fisherman's Bend near to the Port of Melbourne and Central Business District.

RFID Test Centre

Co-located with the new offices of Intelligent Transport Systems- Australia, the RFIDAA Centre of Expertise will be designed to provide business education of the practicalities and limitations of RFID based systems. The aim is to help companies test concepts and prove capabilities in practical applications.

Our belief is that RFID is here to stay and therefore companies need to invest in understanding how best to use it. Improving the learning curve will help companies improve their efficiencies and transaction accuracy.

We want to demonstrate how RFID can lower production costs, streamline processes and improve operational responsiveness.

A wide variety of businesses will benefit from working with the Test Centre and the services available from our membership base and our alliances. The Test Centre will be the forum for prospective companies to validate their plans for using RFID systems.

We look forward to the commitment of our members to support the Test Centre and help us develop a membership directory of your various services and solutions.

Industries & RFID applications

Logistics & Tracking

- Real Time Item Location/ Item Visibility & Status
- Anti Theft/Tamper evidence
- Authentication

Asset Tracking

- Hospital Equipment
- Laundry & Library systems
- Reusable Assets

Personal Identification

- Access Control
- Animal Tagging
- Car Immobilisers

Payment Systems

- Road Toll
- Electronic Tickets
- Mass Transit Ticketing

Workflow Processes

- Service/Maintenance Records
- Remote Management
- Mobile Data

Healthcare

- Patient Operations
- Drug Trials & Clinical Testing

Source: www.rfidc.com



Upcoming Events:

Richard Geasey (Austrade Seattle) Round table discussion for RFIDAA members: "**Selling high tech solutions into the US Market**"

Tuesday 18th October 3 - 4.30pm

RSVP: shelley.jackson@austrade.gov.au tel 03 9648 3261

RFIDAA Steering C'ee meeting

Monday 24th October 3 – 4pm

Technical Action Group meeting

Monday 24th October 4 – 5pm

RSVP: Secretariat

Meet with **Korean RFID** companies. Terrapinn, is facilitating meetings between Korean RFID manufacturers and Australian RFID businesses

Wednesday 26th October, Sydney

RSVP: Mike Clarke, email

mclarke@icrystal.com.au or 0413 610 514.

Taking your RFID business to Europe. Luncheon hosted by CeBIT Hannover, with Dr Bernhard Rohleder Director General of BITKOM & Mr Joerg Schomburg Managing Director, CeBIT Worldwide Events
Friday 4th November 12pm – 2pm
RSVP: Kelly McParlane of Hannover Fairs Australia by fax (02 9280 1977) or email (kelly.mcparlane@hannoverfairs.com.au).

RFIDAA Board meeting

Tuesday 6th December 4 –6pm

Contact: Secretariat

RFIDAA Directors

Chairman: Ian Watt

(Managing Director AEC)

Cal Anderson

(Datenet)

Mark Fuller

(Chief Operating Officer GS1)

Steve Bridges

(Managing Director Mid-Comp)

Mike Clarke

(Director iCrystal)

Secretariat: Fiona McDonald

Action Groups:

Technical standards

RFID education

RFID applications

Contact Details:

Secretariat: 0434 937 393

Email:

mcdonald.fiona@gmail.com

Web: www.rfidaa.org

Some useful RFID web sites:

www.rfidc.com – UK based Test Centre site

www.rfidjournal.com – extensive materials on line

www.rfidsolutionsonline.com – RFID resources

www.rfidproductnews.com – updates on user experiences

www.gs1au.org - The RFID Association of Australia is working collaboratively with EPC Global and recommends members talk with GS1 for information on EPC related topics.

