



STANDARDS IN ACTION

GROWTH
TRADE
INNOVATION





The business case for Australian Standards

GROWTH

Australian Standards create economies of scale. They cut production costs, increase efficiency, and drive productivity.

Australian Standards reduce the time it takes to get products and services to market.

Products that conform to Australian Standards have a competitive edge over products that don't conform.

Australian Standards can boost market share. Australian consumers expect products and services to meet Australian Standards.

Standards are an alternative to regulation. This enables economic growth through the adoption of best practice principles in quality and performance.

TRADE

Standards give exporters and manufacturers the confidence to reach global markets, safe in the knowledge their product performs globally.

Australian Standards are respected globally. Australian Standards are internationally aligned wherever possible. This supports interoperability, efficiency, and export opportunities.

Standards help companies compete on a level playing field, promoting greater competition among industry participants.

Standards reduce barriers-to-trade by establishing agreed international standards for product and service performance and reliability.

Standards increase confidence between trading partners. Standards accelerate economic development and expand world trade.

INNOVATION

Standards enable businesses to share information and use collective intelligence to support wider industry development.

Standards promote knowledge-sharing which drives innovation, without compromising commercial-in-confidence and intellectual property.

Standards can promote best practice environmental and social outcomes, which drives innovation in new fields of research and development.

Standards foster innovation by providing the building blocks for technical advancement and technological breakthroughs.

Standards diffuse technical and technological information throughout an economy, enabling innovation and growing productivity.

Standards Australia is an independent, not-for-profit organisation, recognised by the Australian Government as the peak non-government Standards body in Australia. Standards Australia develops internationally aligned Australian Standards® that deliver Net Benefit to Australia and is the Australian member of ISO and IEC.

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