STANDARDS IN ACTION

GROWTH
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.

**The business case for Australian Standards**

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**Australian Standards**

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- 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.
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Standards Australia Limited
Level 10, 20 Bridge Street
Sydney NSW 2000
Tel: 02 9237 6000
mail@standards.org.au

standards.org.au