P2P – National Supply-Chain Capability Overview

Who We Are

P2P is a national supply-chain enablement capability designed to reduce compliance friction, improve traceability, and support sustainable growth across Australia's food, beverage, and agrifood sectors. The platform provides the missing data-integrity layer required for efficient, transparent, and low-friction producer-to-venue operations.

The Problem We Solve

Australia's producer-to-venue supply chains are constrained by a structural gap: there is no unified, verifiable, infrastructure-grade layer that standardises compliance, sustainability reporting, and product information across producers, logistics, and venues.

Current systems operate in silos producers, distributors, venues, regulators with inconsistent data formats, limited real-time verification, and no shared traceability standard.

This results in:

- high compliance overhead
- duplicated manual processes
- limited sustainability reporting
- slow scaling for emerging producers
- fragmented supply-chain visibility

P2P directly addresses this gap.

The P2P Capability

P2P integrates structured data models, role-based access, and cross-sector interoperability into a deployable national capability. Key elements include:

Data & Traceability Layer

- Standardised product and batch information
- Verified producer-to-venue movement records
- Sustainability and compliance metadata
- Role-based access and privacy controls

Operational Intelligence

- Real-time supply-chain visibility
- Automated compliance pathways
- Cross-venue and cross-producer coordination
- Aggregated, anonymised market insights

Deployment Model

Designed for scalable rollout across:

- producers
- logistics providers
- venues
- regional supply-chain clusters
- national sustainability programs

P2P is not a venue-specific or producer-specific tool. It is a **national enabling capability**.

National Benefits

P2P delivers measurable uplift in:

- **efficiency** (reduced compliance load, fewer manual processes)
- **transparency** (verifiable traceability and sustainability data)
- **market access** (lower barriers for emerging producers)
- **sector resilience** (consistent, interoperable data standards)
- **sustainability reporting** (aligned with national and regional goals)