

31 July 2013

## AWEX Woolclasser Ambassador

AWEX is pleased to announce that the 2013 Woolclasser Ambassador: Mr Phillip Kennedy, Nyngan, NSW. The appointment follows a lengthy review of nearly 60 applicants for the newly created role and a series of intensive interviews for short listed applicants.

“Phillip is a worthy Woolclasser Ambassador, having 28 years woolclassing experience and a broad range of experience across the wool industry including wool growing.” said Mark Grave, AWEX, CEO “Phillip is also a natural communicator which is an important part of the role of Woolclasser Ambassador and he will represent his peers well”

“We were delighted with the response from woolclassers across Australia for this opportunity and the depth and quality of the applicants was extraordinary.” said Mark Grave AWEX, CEO “The final selection decision was extremely difficult as all applicants would be worthy representatives of their peers.”

Attributes such as woolclassing history, experience across all sheep breeds and importantly communication skills were considered. “What was encouraging was the passion, and commitment woolclassers have for their industry. The initiative and creativity used to enhance their application included the use of video and audio messages showing their communication skills in what is a key ingredient of this role.”

“The selection of Woolclasser Ambassador was never about which woolclasser classes the most wool, it is all about selecting the best applicant to represent the 18,500 woolclassers both overseas and here in Australia.” said Mark Grave “This is a unique professional development opportunity for woolclassers and for many it was the first position they had applied for in 20 years.”

“We want this opportunity to be successful and communicate to the wider industry the value of a woolclasser and the importance of having a well prepared wool clip by a trained and registered woolclasser – this is integral to buyers and processors having confidence in Australian wool.” said Mark Grave “AWEX will be working with Phillip to develop key messages and his presentation to be given in China in September”.

As Woolclasser Ambassador, Phillip Kennedy will travel with AWEX to China in September to attend the Nanjing Wool Conference and Training Seminar and meet with key wool processors to discuss quality issues in relation to wool preparation. Phillip will hear first hand about the issues facing wool processors and how woolclassers might be able to improve their performance. As Woolclasser Ambassador, Phillip will also travel to Woolclasser Forums throughout Australia to relay the messages and give a first hand account of his experience.

Mark Grave said “It is critical to the future direction of the industry that the relationship between the woolclasser and the wool processor is developed. The woolclasser puts their stencil on every bale of wool they prepare and they are accountable. The next time the bale is opened it is by the wool processor – therefore the role of the woolclasser matters.”

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Phillip Kennedy lives on his family property in Nyngan. He has been a woolclasser for 28 years and worked extensively throughout NSW and Southern Queensland. Phillip is a woolgrower and is currently working as part of a contract team.

The AWEX Woolclasser Ambassador is supported by the Nanjing Wool Market and the Nanjing Wool Conference.

end message

For further information please contact Mark Grave, CEO,AWEX  
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**Proud sponsor of the AWEX Woolclasser Ambassador**

