

3 July 2015

AWEX Buyer-Code Masking Trial

The AWEX Buyer-Code Masking Trial concluded on 30th June after the completion of sale week 52.

AWEX conducted the six-month trial in response to concerns raised by some AWEX Buyer Members regarding the ready availability of detailed auction information. The trial was conducted using the following AWEX services:

- AWEX Online "Gallery" folder (drill-down detail data)
- AWEX Online custom reports
- e2 auction viewer
- e2 LPB (Talman system online catalogue).

The purpose of the trial was to determine whether the suppression of the Buyer Code from AWEX services made a significant difference in the availability in detailed sale data beyond the immediate participants of the auction sale function.

AWEX Members and subscribers to AWEX Online, e2 and e2 LPB services were invited to complete a survey on the trial with the results tabled for the consideration of the AWEX Board.

The survey results indicated that:

1. 71.4% of respondents believe that the availability of detailed auction information to overseas clients had not changed during the Buyer-Code Masking Trial period,
2. 58.8% of respondents believe that their overseas clients do not have access to detailed lot data,
3. 69.1% of respondents believe that the detailed sales data is available through means other than themselves or via AWEX services,
4. 48.0% of respondents believe the trial was detrimental to their business, and
5. 60.0% of respondents do not support the continuation of the trial.

The AWEX Board reaffirmed their support for a fully informed market and after considering the survey results agreed to cease the trial effective July 1.

A summary of the Survey results is attached.

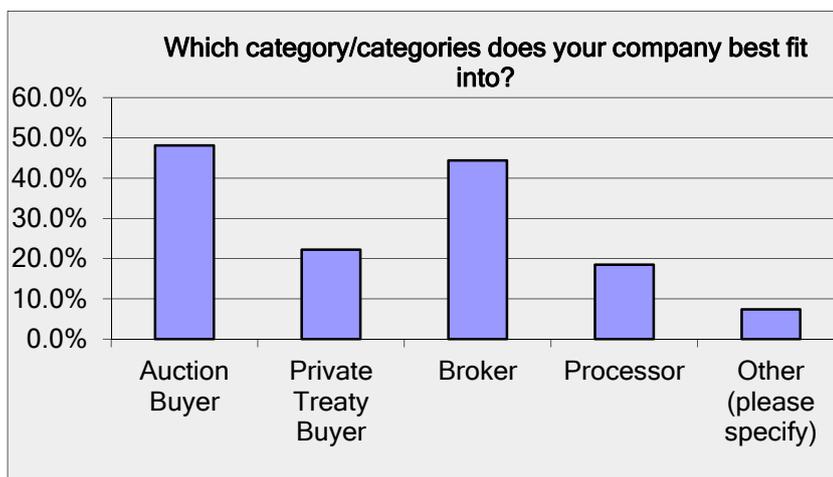
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Buyer Masking Survey Results – June 2015

Which category/categories does your company best fit into?

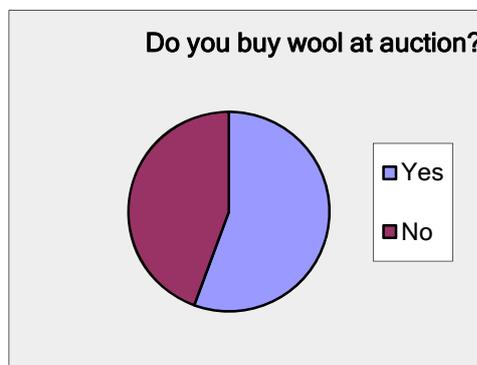
Answer Options	Response Percent
Auction Buyer	48.1%
Private Treaty Buyer	22.2%
Broker	44.4%
Processor	18.5%
Other (please specify)	7.4%



Note: percentages may not add to 100% as some respondents were eligible to answer under multiple categories.

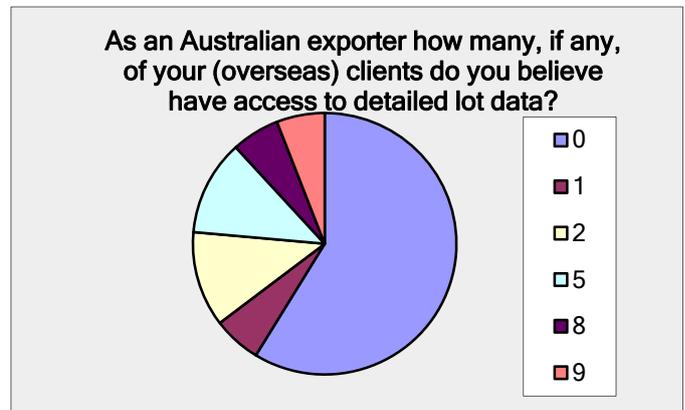
Do you buy wool at auction?

Answer Options	Response Percent
Yes	55.6%
No	44.4%



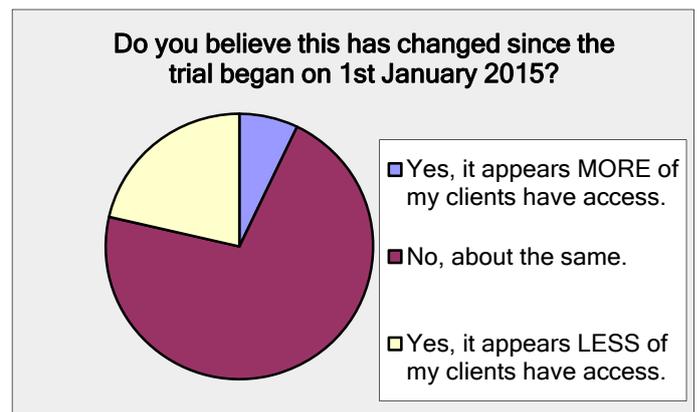
As an Australian exporter how many, if any, of your (overseas) clients do you believe have access to detailed lot data?

Answer Options	Response Percent
0	58.8%
1	5.9%
2	11.8%
5	11.8%
8	5.9%
9	5.9%



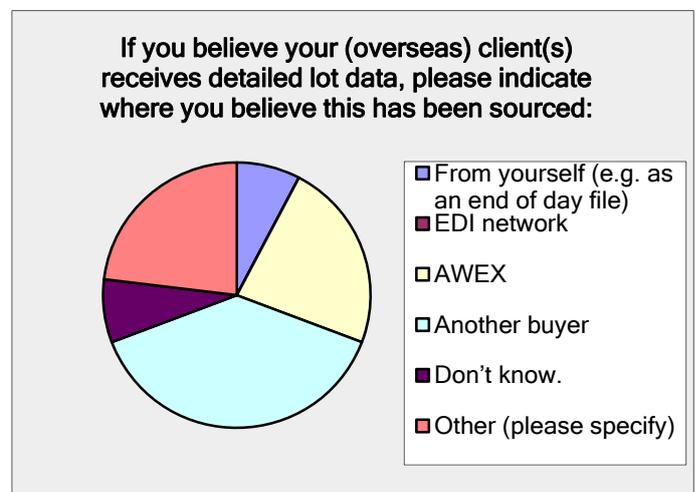
Do you believe this has changed since the trial began on 1st January 2015?

Answer Options	Response Percent
Yes, it appears MORE of my clients have access.	7.1%
No, about the same.	71.4%
Yes, it appears LESS of my clients have access.	21.4%



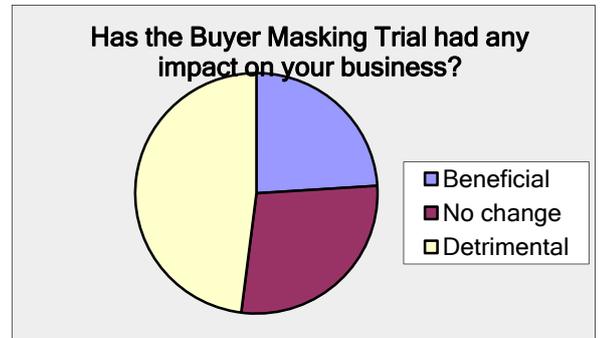
If you believe your (overseas) client(s) receives detailed lot data, please indicate where you believe this has been sourced:

Answer Options	Response Percent
From yourself	7.7%
EDI network	0.0%
AWEX	23.1%
Another buyer	38.5%
Don't know.	7.7%
Other	23.1%



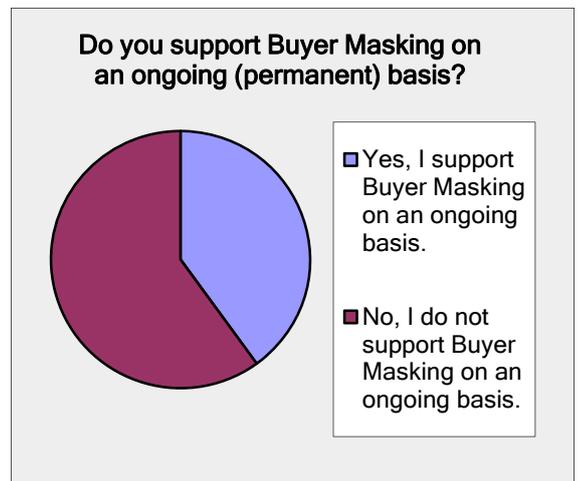
Has the Buyer Masking Trial had any impact on your business?

Answer Options	Response Percent
Beneficial	24.0%
No change	28.0%
Detrimental	48.0%
Comment	



Do you support Buyer Masking on an ongoing (permanent) basis?

Answer Options	Response Percent
Yes, I support Buyer Masking on an ongoing basis.	40.0%
No, I do not support Buyer Masking on an ongoing basis.	60.0%



Do you believe Buyer Masking impacts on the value of AWEX Market Information Services?

Answer Options	Response Percent
Yes - there is less information so therefore less value.	72.0%
No - seeing the buyer is of no value to me.	28.0%

