

WoolClip broker pack

Tips and tools for you to share the benefits of WoolClip with your team and clients.

Introducing WoolClip

Provenance, traceability, logistics. WoolClip ensures integrity through the wool value chain. It's setting the Australian wool industry up for the future.

Through the digital platform, growers and classers can create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs directly to the wool selling agent. It guarantees accurate, easy information transfer.

What are the benefits for brokers?

- Accurate information
- Easy-to-read specifications
- Broker Clip access
- Electronic data transfer
- Saves time and errors in data entry

How does it work in my business?

- Specification emailed to the owner/manager(s), and the nominated marketing organisation and wool reps
- Clip information provided in data format for broker systems use

Using this broker pack

This pack contains a range of resources developed to support you to understand WoolClip and how it is used through the chain. We encourage you to share these resources with your teams and clients.

Resource	How it can be used
Why WoolClip? Flyer (1 page)	<i>Can be distributed through your networks digitally or printed out.</i>
How-to flyer for growers (4 pages)	<i>Can be shared with clients digitally or printed out.</i>
How-to flyer for classers (4 pages)	<i>Can be shared with clients digitally or printed out.</i>
WoolClip poster	<i>You can print out the poster and share it with your team and growers.</i>
Social media tiles	<i>You can share via your channels. Suggested copy to accompany posts is included.</i>

Questions?

Contact us to find out more

John Cox: WoolClip program leader

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Why WoolClip? Flyer

Highlights the value of WoolClip and encourages clients to implement WoolClip in their business.
Can be distributed through your networks digitally or hard copy (1 page).

WoolClip

Why WoolClip?

PROVENANCE, TRACEABILITY, LOGISTICS.

Through accurate data transfer, WoolClip delivers integrity through the value chain. Growers and classers create and send wool clip documentation digitally. It's simple, accurate, and timely. It provides the assurance that customers are demanding.

Integrity through the value chain

Accurate, efficient, easy.

- ✓ Accurate information
- ✓ Easy to read specifications
- ✓ Web 3 linkage to mobile
- ✓ Simple clip access
- ✓ Electronic data transfer
- ✓ Single information transfer

Contact us to find out more

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E: woolclip@woolclip.com.au
W: www.woolclip.com.au

How-to guide for growers

Assists growers with using a Wool-ID and outlines the key features of WoolClip.
Can be shared with clients digitally or printed out (4 pages).

WoolClip

How-to guide for Wool Growers

PROVENANCE, TRACEABILITY, LOGISTICS.

Through accurate data transfer, WoolClip delivers integrity through the value chain. Wool growers and wool classers create and send wool clip documentation digitally. It's simple, accurate, and timely. It provides the assurance that customers are demanding.

Website or App?

Website
www.woolclip.com.au
Full functionality

APP
For wool classers
Offline access
Scan eBooks

Use your Wool-ID

- Once you've made a farm account, you will receive a six character Wool-ID via SMS/email.
- Use this as a linking code between your farm account and job specifications.
- Classers can add your Wool-ID to a job to link to farm results.

Do it now

- Create farm account
- Add farm members
- Add jobs to specbook
- Send management
- Finalise and save

Checklist:

- Checklist: Create farm account
- Checklist: Add farm members
- Checklist: Add jobs to specbook
- Checklist: Send management
- Checklist: Finalise and save

AWEX www.woolclip.com.au

How-to guide for classers

Instructs classers on how to get started, using the website or app and outlines the key features of WoolClip.

Can be shared with clients digitally or printed out (4 pages).

The document cover features the WoolClip logo at the top. Below it, the title "How-to guide for Wool Classers" is displayed. The main content area is divided into several sections: "PROVENANCE, TRACEABILITY, LOGISTICS" with a sub-heading "WoolClip ensures integrity through the value chain. Create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs, directly to the wool selling agent."; "Get started" with a 4-step numbered list: 1. Visit www.woolclip.com.au and use your AWEX login, 2. Collaborate with the grower to collect job details, 3. Create a job, 4. If the grower uses WoolClip, add the Wool-ID; "Website or App?" with icons for "WEBSITE" (www.woolclip.com.au) and "APP" (For wool direct use); "Do it now" with a circular flow diagram of 8 steps: 1. Create a job, 2. Add team members, 3. Add bulk to the workload, 4. Send notes to the job manager, 5. Send to the grower, 6. Upload and send, 7. Done! (with a checkmark icon), 8. Done! (with a checkmark icon); and the AWEX logo and website URL www.woolclip.com.au at the bottom.

WoolClip poster

Introduces WoolClip and its main benefits.

You can print out the poster and share it with your team and growers.

The poster features the WoolClip logo at the top. The main headline reads "Get WoolClip in your shed now." Below this, a photograph of a wool bale is shown with a white label that has a QR code and the text "Easy, accurate information transfer". To the right of the photo, the text says "Create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs, directly to the wool selling agent." Below this, two bullet points are listed: "Integrity through the value chain" and "Assurance for customers". At the bottom, there is a section titled "Contact us to find out more" with contact information: John Cox, WoolClip Project Manager, 0466260209, 02 84266170 (or 06 6950 4917 (vo)), john@woolclip.com.au, woolclip@awex.com.au, www.woolclip.com.au. The AWEX logo and a QR code are also present at the bottom.

Social media copy and tiles

Channel	Suggested copy
Facebook	<p>Through accurate data transfer, WoolClip delivers integrity and value through the supply chain.</p> <p>Create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs, directly to the wool selling agent.</p> <p>WoolClip provides the assurance customers are demanding.</p> <p>Visit www.woolclip.com.au to get started.</p>
Instagram	<p>Provenance, traceability, logistics.</p> <p>Create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs, directly to the wool selling agent.</p> <p>WoolClip provides the assurance customers are demanding.</p> <p>Visit the WoolClip website to find out more.</p>
LinkedIn	<p>WoolClip ensures integrity and value through wool’s supply chain. It’s setting the Australian wool industry up for the future.</p> <p>Through the digital platform, growers and classers can create and send wool clip documentation, including consignments, wool classer specifications and signed NWDs directly to the wool selling agent.</p> <p>It provides the assurance customers are demanding.</p> <p>Visit www.woolclip.com.au to get started now.</p>
Twitter	<p>Provenance, traceability, logistics. #WoolClip is setting up the Australian wool industry for the future. Find out more at www.woolclip.com.au</p>

 **WoolClip**

Making it easy. Let's do it now.



www.woolclip.com.au 

 **WoolClip**

Integrity. Traceability. Our customers demand it.



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 **WoolClip**

Integrity. Traceability. Quality. Know it's right.



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