

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

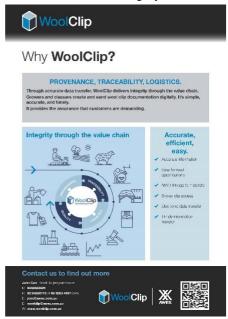
Questions?
Contact us to find out more
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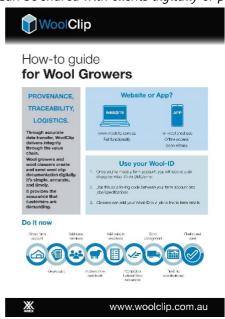
Why WoolClip? Flyer

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).



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).



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).



WoolClip poster

Introduces WoolClip and its main benefits.

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



Social media copy and tiles

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









