

14 January 2016

‘Declaring What the World’s Demanding’

AWEX has officially launched the 2016 National Wool Declaration (NWD) Campaign – ‘Declaring What the World’s Demanding’.

The 2016 NWD Campaign is proudly supported by Australian wool industry organisations and key stakeholders through the supply chain.

“The support of the Australian wool industry organisations is critical to increasing the awareness of the NWD.” said Mark Grave, AWEX CEO. “The message of the campaign is strong and having the additional support of customers, through the supply chain, adds weight to the campaign ‘Declaring What the World’s Demanding’.”

A first for this national campaign is the introduction of ‘customised e-flyers’ which have been produced for, and with, Wool Brokers to demonstrate their support of the NWD to their wool grower clients. “The ‘customised e-flyers’ are personalised and contain a message of support direct from each wool broker. The aim of the campaign is to create greater awareness and understanding of the NWD amongst wool growers.”

AWEX first introduced the NWD in 2008. The On-Farm Integrity Program, which underpins the NWD, commenced in 2010. Since the introduction of the NWD, over 50% of all wool is now declared. “The NWD has become one of the integral pieces of information in the wool pipeline that our customers are increasingly demanding. The NWD is relevant to all wool, from all breeds of sheep.” said Mark Grave.

The ‘NWD (version 6.2)’, ‘How to Complete the NWD Correctly’ and the ‘NWD Integrity Program Brochure’ are available from the AWEX web site: www.awex.com.au and all wool brokers and private treaty merchants.

Supporting Australian Industry Organisations - ‘Declaring What the World’s Demanding’

Australian Council of Wool Exporters & Processors Inc.
Australian Superfine Wool Growers Association Inc.
Australian Wool Exchange Limited
Australian Wool Innovation Limited
Australian Wool Testing Authority Ltd
Federation of Australian Wool Organisations
Inland Wool Brokers Association
Private Treaty Wool Merchants of Australia Inc.
The National Council of Wool Selling Brokers of Australia
WoolProducers Australia

For further information contact:

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Declaring what the world is demanding

Completing the National Wool Declaration (NWD) showcases and promotes your wool to the world. The NWD is an easy-to-use tool that gives consumers confidence about the integrity of our wool products and our industry.

Promotes our product



“Declaring what the world is demanding” supports the philosophy of Suedwollegroup. Our vision ‘fit for purpose’ means we buy to meet the needs of our customers, who demand increased transparency and a safer supply chain — the NWD helps us do that.”

Klaus Steger, *Managing Director*
Suedwolle GmbH & Co. KG

südwollgroup

Customer confidence



“The growing number of affluent and discerning consumers in the Northern hemisphere see wool as a luxury item. To be successful we must understand and meet their demands and aspirations.”

David Michell,
Managing Director
Michell Australia



“The NWD is vital to the integrity of our purchasing selections. It provides an opportunity for the woolgrower to promote their wool with pride and for us to buy with trust and confidence in order to supply our customers.”

Tim Marwedel,
Managing Director
G Schneider Australia
Pty Limited



Gathering momentum

Grower adoption rates are increasing.

24.8%

Increase in woolgrower adoption of the NWD from 2013 to 2015 (all breeds and wool types first-hand offered).



“VBC supports supply chain transparency and a commitment to trade relationships, so we provide our clients information to ensure the provenance of our fabrics. As the buyer, we want to know what we are buying and therefore the NWD is very important.”

Davide Fontaneto,
Raw Material Procurement
Vitale Barberis Canonico, Italy



“Provenance and traceability is fast becoming a strong requirement for Reda products. Our clients believe in and expect quality, along with a guarantee that our raw products have been procured from farms that respect the environment and their animals. We support the NWD Program 100%.”

Fabrizio Botto Poala,
Wool Purchasing & Processing Manager
Reda, Italy



“A compliant NWD helps us communicate openly with our clients, which in turn gives confidence along the supply chain and strongly promotes the benefits and use of Australian wool.”

Jo Dawson,
CEO
H. Dawson



“Providing information to the market, which allows the participants to be better informed on what they compete upon, is basic commonsense marketing. The NWD is one of the most important pillars on which we purchase our wool for our discerning Italian clients and shareholders.”

Andrew Blanch,
Managing Director
New England Wool



Industry supporters of the NWD



To learn more visit www.awex.com.au or call 02 9428 6100