

MEDIA RELEASE

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Industry supports 100% adoption of the NWD.

Following the conclusion of the National Wool Declaration (NWD) Review in October 2023, AWEX consulted with industry associations seeking feedback on whether there is support to investigate an application to the ACCC to make the NWD a condition of sale.

The Industry Consultative Committee met to consider the findings and discuss the next steps for the NWD.

The key questions considered by the industry associations were:

1. Is there support for 100% adoption and implementation of the NWD? and
2. Should the NWD be introduced as a condition of sale through each Seller's Terms of Sale?

All associations considered each of the questions with the result being that there is unanimous support to increase the adoption of the NWD to 100%, however, the mechanism to do so was less clear.

The feedback from the associations indicated that there are a number of issues to be addressed to achieve the desired outcome of 100% adoption of the NWD, including:

- Ensuring that the quality of the data is maintained and not impact the confidence and trust in the NWD,
- Addressing a potential increase in administration required to drive adoption, and
- A communication strategy and plan to create greater understanding of the benefits of completing the NWD.

“The NWD was introduced in 2008 and over the past 16 years we have gained immense support for the declaration demonstrated by the Grower declaration rate of 74%” said AWEX CEO, Mark Grave. “It is the next 26% we are looking to capture for Australia to maintain the confidence and trust of Brokers, Exporters, Processors and beyond.”

“Exporters, Processors and brands have clearly told us that they value and have confidence in the NWD and that 100% adoption of the NWD is critical. Wool growers need to be aware of this feedback from our customers.”

The ICC recognise that data fields within the NWD, specifically PIC and signature with each clip, are of the highest priority for not only the NWD-IP, but increasingly for wool traceability, especially in the event of an Exotic Animal Disease outbreak.

AWEX will meet with industry associations over the coming weeks to work through the issues raised and plan the next steps.

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Background:

Australian Wool Exchange (AWEX) manages and administers wool marketing arrangements in the Australian wool industry. This includes upholding transparency and integrity through the wool value chain. It oversees standards and compliance, information transfer and trading, from the farm to the retailer.

The NWD consists of two declaration schemes; the National Wool Declaration (Mulesing Status), and the Dark Medulated Fibre Risk Scheme (DMFR). The NWD & NWD-Integrity Program (IP) – developed/reviewed by AWEX, and DMFR – developed by WIA.