

## Q2 / 2024–2025

### Welcome to the AWEX Update

As we move through the 2024/25 year, AWEX remains committed to fostering innovation, quality and integrity, and in furthering the traceability capabilities and sustainability credentials of the Australian wool industry.

This update highlights our collective progress toward these goals, underscoring our efforts to enhance value for growers, selling agents, exporters, processors and the broader industry.

**Mark Grave, CEO**

### Strategy 2023–2027

*“Delivering services that strengthen, inform and increase confidence in the quality and integrity of Australian wool”*

AWEX’s Strategic Plan is our roadmap for delivering excellence in industry services. Each initiative underpins our mission to enhance Australian wool’s competitiveness, sustainability, and integrity. The milestones we’ve achieved this quarter demonstrate our unwavering focus on industry reputation and transformation.

### AWEX People News



We welcome **Mr Andrew Luxton** as a Director on the AWEX Board. Mr Luxton is the appointed AWEX Director elected by Processor Members. Andrew is the Managing Director of Michell Wool Pty Ltd.



We welcome **Mr Simon Riddle** as a Director on the AWEX Board. Mr Riddle has replaced Mr Steven Harrison as the appointed AWEX Director elected by Grower Members. Simon is the Vice President and Independent Director of Wool Producers Australia Ltd.



In November 2024, **Mr Steven Harrison** retired from the AWEX Board following two years of service. We thank Steven for his commitment in supporting AWEX delivering against its strategy.



## AWEX People News

Piper Blanch joined AWEX in November as Sustainability and Integrity Coordinator, focusing on the newly launched Australian Wool Sustainability Scheme.

With a degree in sustainability and strong interest in sustainable wool textiles, Piper brings valuable experience from recent work in Italy and Scotland. There, she gained insights into the wool supply chain beyond the greasy bale, honed her skills in auditing and certification, and deepened her understanding of EU and UK brand needs. Piper recently moved to Melbourne and will be based in the AWEX office at Tottenham.



## 2024 AWEX AGM Outcomes

The 2024 AWEX AGM was held virtually on November 22nd. Key Outcomes:

- 1 Members approved the 2023/24 Financial Report
- 2 Andrew Luxton appointed as Director representing Processor members.
- 3 Simon Riddle appointed as Director representing Grower members (Steven Harrison retired).
- 4 Marty Moses re-appointed as Director representing Broker (Small) members.
- 5 Peter King re-appointed as Director representing Exporter members.

For further information on the AGM Outcomes, please contact **Tony Checchia**, AWEX Company Secretary at [tchecchia@awex.com.au](mailto:tchecchia@awex.com.au)



### AWEX Key Dates



AWEX Board Meeting .....	February 21
AWEX Strategy Day .....	March 21
Wool Classing Competition, Sydney Royal Easter Show .....	April 14



# AWEX Awarded National Traceability Grant



Australian Government  
Department of Agriculture,  
Fisheries and Forestry

AWEX is proud to announce the receipt of a grant under the Federal Government’s Livestock and Animal Traceability Development, Implementation, and Improvement Grants program.

This grant helps drive adoption of AWEX’s WoolClip and eBale technologies – which have transformed traceability in the Australian wool industry. For over two decades, AWEX invested in developing these tools to address national priorities, meet global market demands, and enable supply chain integrity from farm to processor.

## Why Traceability Matters

Robust traceability is essential to maintaining market access, enhancing biosecurity, and meeting growing demands for transparency. WoolClip and eBale are positioned as foundational tools for the modern wool industry, improving the efficient flow of data from farm to warehouses and beyond.

## Accelerating Adoption

The grant funding will help boost WoolClip and eBale adoption through targeted marketing, training, and extension programs designed to:

- Reduce barriers to adopting traceability technology,
- Aid integration into existing systems,
- Provide resources to meet emerging compliance requirements.

## Industry-Wide Benefits

This investment supports AWEX’s mission to equip the wool industry with tools that maintain its position as a trusted global supplier of premium products. Enhanced traceability benefits wool growers, selling agents, exporters, and buyers by efficiently strengthening the data and integrity underpinning Australian wool.

***“Traceability is about preparing for the future. This funding assists AWEX to continue leading the wool industry into an era of digital assurance and efficiency.”***

Mark Grave AWEX CEO

***“These technologies are more than tools – they are the backbone of a system that strengthens market access opportunities for Australian wool, while showcasing our commitment to integrity and innovation.”***

Mark Grave AWEX CEO

## Acknowledgments

AWEX thanks the Australian Government and the Department of Agriculture, Fisheries and Forestry for their recognition and support. This achievement underscores the collective efforts of AWEX members and stakeholders who continue to champion advancements that help secure the future of Australian wool.





## More Than 1 in 4 Australian Wool Bales Captured in WoolClip

The uptake of WoolClip continues to grow in the 2024/25 selling season, with more than 25% of firsthand offered wool bales going through the platform on average so far this season.

Support from selling agents, growers and Classers, as well as the industry's growing awareness and support of traceability and biosecurity initiatives has contributed to this milestone. A strong driver of the interest in WoolClip is also coming from industry participants keen to improve accuracy of data captured on-farm and to leverage the many benefits of eBale.



## WoolClip Training & Events

As WoolClip continues to grow, AWEX continues its commitment to provide opportunities for industry participants to attend a WoolClip workshop throughout regional Australia. A WoolClip workshop is a great way to hear firsthand how going digital can assist with wool clip documentation.

Mt Barker WA*	Feb 22
Esperance WA	Feb 24
Lake Grace WA	Feb 25
Narembeen WA	Feb 26
Geraldton WA	Feb 27
Narrogin WA*	Mar 01
Dubbo NSW	Mar 08
Forbes NSW	Mar 12
Bathurst NSW	Mar 13
Wagga Wagga NSW*	Mar 15
Euroa VIC	Mar 29
Horsham VIC	Apr 01
Mortlake VIC	Apr 02
Geelong VIC	Apr 03
Albury VIC	Apr 04
Goulburn NSW*	Apr 06

\*Event is a Wool Forum focusing on Wool Classing, including Code of Practice.

## WoolClip Support & Resources

To access the current "How To" resources for Classers and for Growers, as well as broker posters and media and how to guides, please click go to: <https://www.awex.com.au/woolclip/support-and-resources>

If you, your staff or your clients would like to receive training in WoolClip, contact **John Cox** WoolClip Program Lead to arrange a suitable time/date.

**WoolClip support is available 7 days a week.**

For more information contact AWEX on (02) 9428 6170 or email [woolclip@awex.com.au](mailto:woolclip@awex.com.au)

# Wool Classing



## Wool Classing Reregistration 2025-27 triennium

Reregistration for 2025-27 triennium commenced in October and is open until the 31st of December 2024. After this date, any reregistrations will incur a late fee, and any remaining unpaid registrations will be cancelled.

The 2025-27 Code of Practice will be issued to all registering Wool Classers. Included in your registration pack is the Keep Your Clip Clean poster. Make good use of this by hanging in the wool shed for all the wool harvesting team to see.

Technical explanations for wool classing concepts, essential preparation standards and recommended work practices are included in the Wool Classer Code of Practice (COP).

## Code of Practice for the preparation of Australian wool clips 2025-2027



The Code of Practice has been updated to refine information and remove duplications. There are new and expanded sections on wool preparation and Classing, Bulk Class and completing documentation in WoolClip.

The Code uses quality assurance principles to define Australia's

wool preparation standard, where Wool Classers work collaboratively with owners/managers, wool marketing representatives, contractors, wool pressers, wool handlers and shearers, to meet the needs of carriers, warehouse operators, rehandle departments, wool buyers and their downstream customers.

## Registration Review Committee (RRC)

The registration review committee is established to meet on matters of breach of rules of the registration by Wool Classers. There have been matters brought to the Committee in relation to stencil use and the presence of the stencil holder on farm while wool is being prepared. In 2024, the RRC recommended lengthy suspensions of Wool classer registrations to the AWEX Board for four individuals for misuse of stencil.

## Wool Forums

AWEX will be conducting Wool Forums at major regional centres during 2025. All registered Australian Wool Classers, Owner Classers, Classer Associates, wool brokers, interested Industry personnel and Wool growers are welcome to attend these Forums.

Wool Forums cover topics such as The Wool Pipeline and Customers of the Wool Classer with Guest speakers from all sectors of industry, including wool growing, wool harvesting, AWEX, selling agents, warehouse and testing, wool logistics, and wool buyers/exporters.



Follow us on Facebook  
[www.facebook.com/woolexchange/](https://www.facebook.com/woolexchange/)  
for Classing tips and technical information.



## The AWSS Launch Continues

The Australian Wool Sustainability Scheme (AWSS) continues to build momentum as we focus on raising awareness and showcasing the benefits of AWSS certification. Our marketing activities this quarter have included targeted campaigns across rural media, engaging audio content, and informative resources for growers and selling agents.

### Building Awareness Through Advertising



A rural media advertising campaign ran across digital and print platforms, including Sheep Central and the ACM network covering The Land, Farm Weekly, Stock Journal, and Stock & Land.

Ads and sponsored articles highlighted the benefits of gaining sustainability Certification through AWSS,

the Australian made standard tailored to Australia's environmental and regulatory environments.

### AWSS Podcast Episode Launch



We are excited to announce the release of the first episode of *The Australian Wool Exchange Podcast*.

This episode delves into how AWSS certification supports wool growers, enhances market access, and enables seamless traceability from farm to first-stage processor - offering valuable insights into the role of sustainability in meeting evolving market needs and supporting quality.

The episode is accessible via major streaming platforms, making it easy for industry stakeholders to tune in and stay informed.

[Listen here](#)

or also available where you stream your podcasts.

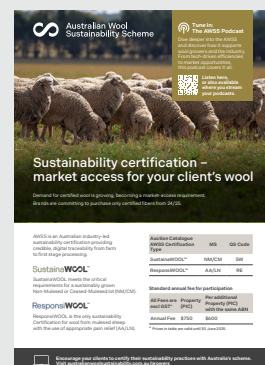
### AWSS Flyer Publication

To support selling agents, we've released an informative flyer which provides:

- A step-by-step guide on how growers can achieve AWSS Certification.
- How selling agents engage with AWSS Certification.
- Benefits of AWSS certification, including enhanced market recognition and alignment with sustainability goals.

The flyer has been distributed through selling agent networks, and can be found on the AWSS website.

[Download](#)

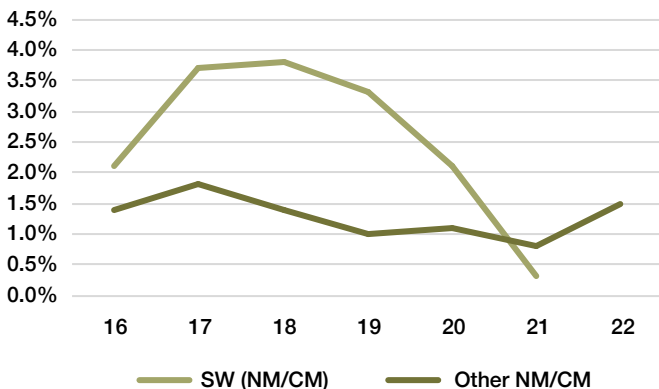




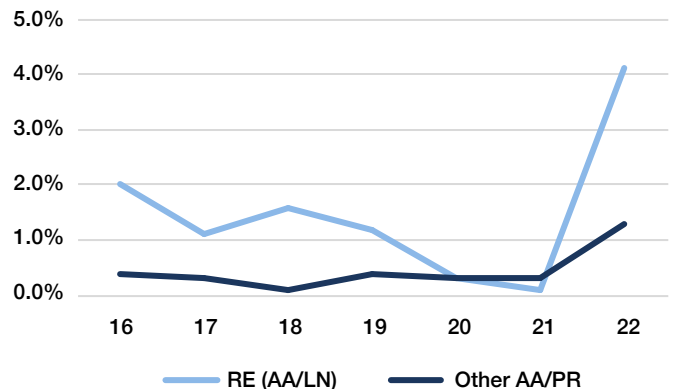
## Encouraging Early Market Results

Whilst market conditions have recently been challenged, since the launch of the Scheme at the start of the 24/25 selling season, we have started to see promising signals from the market in terms of premiums paid for AWSS Certified wool. This is evident both for SustainaWOOL and ResponsiWOOL, when compared to other NM/CM and AA/PR wool in similar micron ranges, reflecting the value buyers are placing on certified wool.

**SustainaWOOL Premium %**  
compared to other NM/CM wool  
(season 2024/25 to 29.11.24)



**ResponsiWOOL Premium %**  
compared to other AA/PR wool  
(season 2024/25 to 29.11.24)



## Looking Ahead

As momentum builds, we encourage all AWEX Members to continue supporting the AWSS by promoting its benefits within your networks. From sharing the podcast, to distributing flyers, your involvement is key to the success of this initiative. Together, we can enhance Australia's leadership in sustainable wool production.

For more information about AWSS Certification, contact the AWEX team or visit the AWSS website at [www.australianwoolsustainability.com.au](http://www.australianwoolsustainability.com.au)

## Anaesthetic / Analgesic (AA) Verification Audit Changes for Victoria

**We're changing the way we do AA Verification Audits for Victoria.**

In 2019 the State of Victoria introduced *Prevention of Cruelty to Animals regulation*, where all sheep mulesed from that date forward must be mulesed using a pain relief product. To improve the validation of AA declarations in Victoria, AWEX will align with these existing regulations to avoid duplication, and additional administrative burdens for wool growers.

To satisfy an audit of AA declared wool a grower can provide any one of the following most applicable to their farming operations:

- Where sheep were born on a Victorian property (since 2019), a National Vendor Declaration (NVD) for the relevant mob of sheep (if) purchased, and an invoice for the same relevant mob of sheep (if) purchased; or
- Proof of purchase (receipt) for the pain relief product; or
- Invoice from a mulesing contractor for the relevant mob of sheep; or
- Statutory declaration from a third party who was involved with the pain relief application at mulesing for the relevant mob of sheep.

If you have any questions on how this change may impact your completion of the National Wool Declaration, please reach out to the team at [integrityservices@awex.com.au](mailto:integrityservices@awex.com.au)





# Statistics

At the end of Quarter 2 the national declaration rate sits at 76.4%, with continued strong participation in Tasmania and Queensland. Declaration trends remain consistent with previous reporting, and analysis of premiums and discounts maintains a discount for Non-Declared (ND) wool.

**Declaration rates (%) by Mulesing Status and State for Seasons 2022/23 to 2024/25 (as at 18.12.24)**

SEASON	2023	2024
<b>National Decl. Rate</b>	75.6	<b>76.4</b>
<b>BY MULESING STATUS (%)</b>		
NM	21.5	<b>21.6</b>
CM	3.0	<b>2.5</b>
LN	0.1	<b>0.1</b>
AA	43.0	<b>45.0</b>
M	7.9	<b>7.2</b>
ND	24.5	<b>23.6</b>
<b>BY MULESING STATUS (%)</b>		
NSW	79.2	<b>81.5</b>
QLD	83.9	<b>86.6</b>
SA	80.6	<b>79.1</b>
TAS	85.2	<b>88.4</b>
VIC	78.2	<b>78.0</b>
WA	58.5	<b>53.1</b>

**NWD Declaration rates (%) and Mulesing Status by State for Season 2024/25 (as at 18.12.24)**

Mulesing Status	NSW	QLD	SA	TAS	VIC	WA	Total Bales
NM	26.8	45.0	10.7	52.5	20.9	7.1	<b>130,464</b>
CM	2.4	3.8	2.7	7.6	3.2	0.7	<b>15,393</b>
LN	0.0	0.0	0.1	0.0	0.4	0.0	<b>646</b>
AA	45.0	33.2	56.5	26.1	48.6	36.0	<b>271,597</b>
M	7.1	4.6	9.2	2.2	4.9	9.4	<b>43,365</b>
ND	18.5	13.4	20.9	11.6	22.0	46.9	<b>142,556</b>
<b>Total Bales</b>	<b>261,883</b>	<b>24,056</b>	<b>96,039</b>	<b>18,774</b>	<b>107,643</b>	<b>95,626</b>	<b>604,021</b>
<b>% Declared</b>	<b>81.5</b>	<b>86.6</b>	<b>79.1</b>	<b>88.4</b>	<b>78.0</b>	<b>53.1</b>	<b>76.4</b>

**Premiums and discounts (c/kg clean) for mulesing status as at 18.12.24**

		MERINO						NON-MERINO				
		16	17	18	19	20	21	22	27	28	29	30
<b>NON MULESED (NM)</b>												
Season	2022	25	36	15	17	19	6		0	-2	1	0
	2023	19	17	17	7	2			0	5	4	
	2024	<b>50</b>	<b>25</b>	<b>15</b>	<b>10</b>	<b>9</b>				<b>3</b>		
<b>CEASED MULESING (CM)</b>												
Season	2022		30	14	14	10	6					
	2023			9	5	2	1					
	2024		<b>22</b>	<b>8</b>								
<b>MULESED with ANALGESIC and/or ANAESTHETIC (AA)</b>												
Season	2022		19	5	9	6	4		0	0		
	2023			8	5	2	1		0	4	4	
	2024	<b>12</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>2</b>				<b>0</b>		
<b>NOT DECLARED (ND)</b>												
Season	2022	-39	-28	-24	-2	0	0		-4	-15	-13	
	2023	-15	15	-7	-5	-5	-1		-7	0	-1	
	2024		<b>-20</b>	<b>-15</b>						<b>-7</b>		

## Not Declaring (ND) continues to attract discounts

During the 2024/25 selling season we continue to see discounts for Non-Declared (ND) wool compared to wool declared as Mulesed (M).

# The Market

## Auction Statistics

**Table 1: Auction Offering (Australian) July to December**

Please note - 1 additional selling week in 2024

Measure	Season 24/25 Weeks 1-25	Change on Season 23/24 Weeks 1-24
Offered – Lots	130,365	-16.2%
Offered – Bales	736,180	-15.3%
Offered – Bales tested this season	623,142	-9.9%
Offered – Bales tested previous season(s)	113,038	-36.3%
Reoffers – Bales	41,664	-39.5%
Sold – Bales	680,154	-14.9%
Sold – Clearance %	92.4%	0.3%

**Table 2: Price (Quarterly Averages)**

AWEX Indicator	Season 24/25 Average (Oct-Dec)	Change on Season 23/24 Average (Oct-Dec)
AWEX-EMI	1134	-1.7%
17	1673	-4.7%
18	1513	-3.0%
19	1400	-1.5%
20	1332	-0.3%
21	1304	-0.9%
28	391	6.8%
30	347	1.5%
MC	677	-1.7%