

Q3 / 2024–2025

Welcome to the AWEX Update

As we enter the second half of 2024/25, AWEX remains focused on strengthening the integrity, quality, and competitiveness of Australian wool.

This quarter, we've seen continued progress in WoolClip adoption, growing recognition of the Australian Wool Sustainability Scheme (AWSS), and have built compelling plans to help drive the traceability of industry in line with the Government's *Australian Trade System Support – Cultivating Australia's Traceability – Promoting and Protecting Australian Premium Agriculture* measure.

With the recent announcement of AWEX's next CEO, Charlie McElhone, we look ahead to a leadership transition that will build on the organisation's strong foundation. In the meantime, we remain focused on delivering outcomes that support our members and the broader industry.

Mark Grave, CEO

Strategy 2025–2029

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

AWEX's Strategic Plan is our roadmap to delivering world-class industry services. Our initiatives are designed to enhance Australia's wool market position through:

- Strengthening Australian wool digital traceability
- Quality clip preparation via a skilled and future ready workforce of Wool Classers
- Driving innovation in wool sustainability certification and standards.

AWEX People News

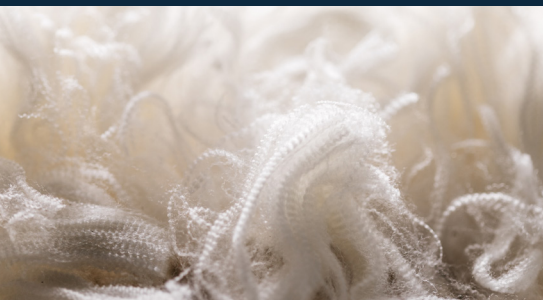
In February 2025, the AWEX Board announced the appointment of **Mr Charlie McElhone** as its next Chief Executive Officer. Charlie will assume the role on 30 June 2025, succeeding Mark Grave, who will retire after 31 years of dedicated service, including 21 years as AWEX CEO.



Charlie brings extensive experience to AWEX, having spent the past 13 years at Dairy Australia, where he most recently served as General Manager – Sustainable Dairy and previously as General Manager – Trade & Industry Strategy.



The Board extends its deepest gratitude to Mark for his outstanding leadership and contributions, which have significantly shaped AWEX and the broader Australian wool industry.



Driving Digital Traceability in the Wool Industry



AWEX is committed to enhancing wool traceability by driving industry-wide adoption of WoolClip and eBale, strengthening interoperability, and addressing barriers to digital traceability.

These efforts are supported by the Grant AWEX has received under the Federal Government's Livestock and Animal Traceability Development, Implementation, and Improvement Grants program, which supports the development and implementation of industry solutions that improve compliance, efficiency, and market confidence of Australian Premium Agriculture.

AWEX's Traceability Strategy focuses on:

- **Industry Adoption** – promoting WoolClip and eBale as the Australia's standard for digital wool traceability.
- **Technology Integration** – collaborating with software providers to improve system compatibility and develop solutions for end-of-life tracking.
- **Promoting Industry Compliance Benefits** – showcasing the advantages of digital traceability.
- **Stakeholder Engagement** – strengthening partnerships to enhance industry collaboration and visibility.
- **Scalable Training & Support Solutions** – expanding training programs, digital resources and support.

With these initiatives, AWEX is helping the industry to leverage and benefit from its traceability tools to meet evolving market needs efficiently.



AWEX thanks the Australian Government and the Department of Agriculture, Fisheries and Forestry for their recognition and support.



Australian Government
Department of Agriculture, Fisheries and Forestry

AWEX Key Dates



Wool Classing Competition, Sydney Royal Easter Show	April 14
Sydney Royal Easter Show Wool Auction	April 15–16
AWEX Board Meeting	April 30
IWTO Congress	May 19–22
AWEX Board Meeting	June 25

AWEX Appoints AUS-MEAT as On-Farm Auditors for its Sustainability and Integrity Programs

In January 2025, AWEX announced the appointment of AUS-MEAT as its new provider for on-farm audits across the Australian Wool Sustainability Scheme (AWSS) and the National Wool Declaration Integrity Program (NWD-IP). This landmark decision consolidates on-farm auditing under a trusted independent partner, ensuring consistency and efficiency for Australian wool growers.

Under this new arrangement, AUS-MEAT will conduct sustainability certification audits for the AWSS and verification audits for the NWD-IP. The partnership represents a pivotal shift in how AWEX delivers its on-farm programs, delivering these critical compliance functions through a highly respected third-party provider.

AUS-MEAT, a respected authority in agricultural certification and auditing, brings decades of expertise to this arrangement. Comprehensive on-farm assessments will ensure AWEX programs maintain the highest levels of credibility and accountability, reinforcing the global reputation of Australian wool.

This partnership paves the way for greater integration and collaboration across the wool, livestock, and broader agricultural industries, unlocking potential efficiencies and shared market access benefits.

The appointment of AUS-MEAT aligns with AWEX's ongoing efforts to strengthen the integrity and transparency of Australian wool, offering global markets the assurance they demand and supporting Australian growers in demonstrating their commitment to excellence.

“This appointment marks a new chapter for AWEX’s sustainability and integrity programs. By transferring AWSS and NWD audits to AUS-MEAT, we’re enhancing the experience for wool growers while upholding the rigorous standards that Australian wool is renowned for worldwide.”

Mark Grave AWEX CEO



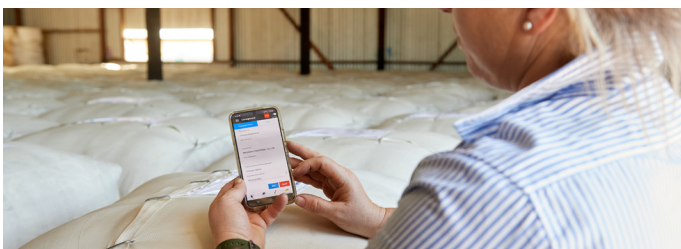


WoolClip: The Smarter Way to Manage Clip Documentation and Traceability

WoolClip continues to enhance efficiency in wool clip data capture and traceability, with 221,831 bales processed this season-to-date, reinforcing its role as a future industry standard.

Adoption remains strong, with consistent monthly usage as wool growers and selling agents increasingly recognise its benefits in improving data accuracy, streamlining documentation, and strengthening traceability. Over the latest rolling month period (Mar–Feb 2025) 286,936 bales were captured on WoolClip – a 21% increase on the same period in 2024.

As its adoption grows, WoolClip is proving to be an essential tool in delivering confidence, efficiency, and transparency across the wool supply chain.



WoolClip Training and Events

As WoolClip grows, AWEX remains dedicated to offering industry participants the opportunity to attend workshops across regional Australia. These workshops provide valuable insights into how transitioning to WoolClip can streamline wool clip documentation and improve efficiency.

Wool Forums

Dubbo NSW	May 3
Hamilton VIC	May 17
Mudgee NSW	June 21

WoolClip Workshops (NSW May dates)

Boorowa.....	May 1
Griffith	May 5
Wagga Wagga	May 6
Tumut	May 7
Young	May 8

WoolClip Workshops (NSW June dates)

Crookwell	June 6
Bathurst	June 17
Orange	June 18
Forbes	June 19

WoolClip Support and Resources

To access the current “How To” resources for Wool Classers and for Growers, as well as broker posters and media and how to guides, please go to: 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.

Wool Classing



AWEX released the first edition of the new Wool Classer Newsletter Quality Counts.

These quarterly newsletters keep Wool Classers up to date with key industry information.

Keeping Wool Classers informed is a key objective of these types of communication. The role of the Wool Classer is pivotal to quality preparation of the Australian wool clip. Quality Counts is an opportunity to look at specific classing objectives in greater depth.

Key Wool Classing Objectives:

- **Correctly package the clip** – clean, correct length, and no overweight bales.
- **Correctly document the clip** – complete the specification with all information, ensuring no missing or duplicate bales by using WoolClip.
- **Correctly prepare bulk class** – bales must be described as BC and never divided with anything other than newspaper.

The Master Classer Course will be held in Melbourne for four days 19–22 May. Thank you to those Wool Classers that have sent in an Expression of Interest for selection to attend the course. AWEX will work through these submissions as the number of attendees is limited.

QUALITY COUNTS

Issue 1 AUSTRALIA'S WOOL CLASSER NEWSLETTER Autumn 2025

Farm Bale Standards
Registration Review Committee

National Wool Classer Trainers Program 2024
FAQ Classer Comments

Bulk Class
Wool Mill Contamination Report



Master Classer Course May 2025

Location: Melbourne
Duration: 4 days

Content: A pipeline focused course to give participants a deeper look into meeting downstream customer requirements.

EOI or for more information contact: fraleigh@awex.com.au
Exact course dates to be confirmed in March 2025.

AWEX has reviewed the rules for Master Classer registration in the 2025-27 period. All potential participants should be aware of these rules. awex.com.au/media/2427/awx-cop-2024-rules-for-registration_web.pdf



Did you know you can access all your classing records through WoolClip?
[Log into woolclip.com.au](https://woolclip.com.au)



The Quality Counts Newsletter Autumn 2025 can be found on the AWEX website.

[Download](#)



The 2025 TAFE NSW/AWEX National Graduate Competition is being held on 14 April, hosted at the Sydney Royal Easter Show.

12 competitors from TAS, SA, VIC and NSW will be competing this year for the Golden Stencil. This will be the 13th year as a national competition. The DAS Campbell award goes to the highest achieving TAFE NSW student. This marks the 50th year of the award.



AWSS On-Farm Audit Pilots Commence

The appointment of AUS-MEAT as AWEX's third-party auditors has allowed for the AWSS auditing program to begin conducting pilot on-farm audits for AWSS Certified growers. These pilot audits play a crucial role in refining the audit approach, as well as developing the necessary materials and training for both auditors and growers.

The pilot phase will be completed in April, ensuring a robust and practical framework before the full auditing program officially commences.

From May, AUS-MEAT will begin rolling out the AWSS on-farm auditing program, providing certified growers with an independent verification process to demonstrate their commitment to sustainability.

We would like to offer our sincere thanks to the AWSS Certified producers that participated in the pilot audits.

Coming soon...

AWSS Supply Chain Partner Program

AWSS is getting ready to launch the AWSS Supply Chain Partner Program, which will provide all members of the wool supply chain the opportunity to engage with AWSS.

This program will be open to selling agents, buyers, exporters, processors, and brands, allowing them to:

- Access Wool Certificates of Compliance for AWSS Certified bales through industry digital traceability tools.
- Show their support for AWSS and sustainable wool production.

This initiative will further integrate AWSS into the broader wool industry, ensuring that sustainability efforts are recognised and supported at every stage of the supply chain.

More details will be announced soon.



AWSS Expert Panel: Expressions of Interest

AWSS is currently seeking Expressions of Interest for two positions on the AWSS Expert Panel.

The Expert Panel plays a vital role in advising AWSS on sustainability outcomes for wool growers, contributing to the development of the AWSS Grower Standards, and assessing how growers provide evidence to demonstrate compliance with AWSS requirements.

We are looking for individuals with expertise in the following areas:

- 1. Environmental Sustainability Expert** – a subject matter expert in environmental sustainability for on-farm wool and sheep production enterprises.
- 2. Wool Producer** – an experienced wool producer with a strong understanding of sustainable production practices.

If you are passionate about sustainability in the wool industry and would like to contribute your expertise to AWSS, we encourage you to submit an Expression of Interest. For more information on the application process, please contact the AWEX team at awss@awex.com.au

Questions? We're here to help

For more information about AWSS, contact the AWEX team at awss@awex.com.au or visit the AWSS website at australianwoolsustainability.com.au, where you can listen to our podcast and find other resources on AWSS Certification.

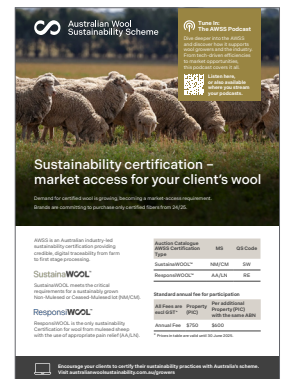
Learn More – AWSS Podcast



[Listen here](#)

or also available where you stream your podcasts

About AWSS Brochure



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Statistics

With the third quarter of the 2024/25 selling season at a close, the national declaration rate sits at 76.1%. Premiums and discounts for mulesing status continues to affirm a discount of 3-25 cents/kg for Non-Declared (ND) Merino wool.

Declaration rates (%) by Mulesing Status and State for Seasons 2023/24 to 2024/25 (as at 26.3.25)

SEASON	2023	2024
National Decl. Rate	75.6	76.1
BY MULESING STATUS (%)		
NM	21.5	22.5
CM	3.0	2.5
LN	0.1	0.2
AA	43.0	43.9
M	7.9	7.0
ND	24.5	23.9
BY MULESING STATUS (%)		
NSW	79.2	81.2
QLD	83.9	86.7
SA	80.6	79.7
TAS	85.2	87.0
VIC	78.2	78.2
WA	58.5	54.7

NWD Declaration rates (%) and Mulesing Status by State for Season 2024/25 (as at 26.03.25)

Mulesing Status	NSW	QLD	SA	TAS	VIC	WA	Total Bales
NM	27.7	43.1	12.9	51.1	25.1	7.0	217,786
CM	2.4	3.5	3.2	6.5	3	0.8	24,325
LN	0.0	0.0	0.1	0.0	0.8	0.0	1,690
AA	44.0	34.0	54.6	26.7	44.9	37.8	424,446
M	7.1	6.1	9	2.8	4.4	9.1	68,105
ND	18.8	13.3	20.3	13.0	21.8	45.3	231,076
Total Bales	339,476	30,173	150,690	29,955	188,651	168,495	967,440
% Declared	81.2	86.7	79.7	87.0	78.2	54.7	76.1

Premiums and Discounts for Mulesing Status as at EOM March 2025

		MERINO						NON-MERINO				
		16	17	18	19	20	21	22	27	28	29	30
NON MULESED (NM)												
Season	2022	25	36	15	17	19	6		0	-2	1	0
	2023	19	17	17	7	2			0	5	4	
	2024	32	25	12	8	5				3		
CEASED MULESING (CM)												
Season	2022		30	14	14	10	6					
	2023			9	5	2	1					
	2024		20	9	6	1				2		
MULESED with ANALGESIC and/or ANAESTHETIC (AA)												
Season	2022		19	5	9	6	4		0	0		
	2023			8	5	2	1		0	4	4	
	2024	8	7	7	6	0				0	2	
NOT DECLARED (ND)												
Season	2022	-39	-28	-24	-2	0	0			-15	-13	
	2023	-15	15	-7	-5	-5	-1			0	-1	
	2024		-25	-14	-3					-6	-4	

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 Wool): Weeks 1-39 Seasonal Comparison

Measure	Season 24/25 Weeks 1-39	Change on Season 23/24 Weeks 1-39
Selling Weeks	33	0
Offered – Lots	205,863	-15.0%
Offered – Bales	1,171,130	-13.8%
Offered – Bales tested this season	1,029,299	-10.7%
Offered – Bales tested previous season(s)	141,901	-31.2%
Reoffers – Bales	67,240	-32.5%
Sold – Bales	1,085,991	-13.1%
Sold – Clearance %	92.7%	0.7%

Table 2: Price (Quarterly Average Comparison)

AWEX Indicator	Season 24/25 Average (Jan-Mar)	Change on Last Quarter Average (Oct-Dec)	Change on Season 23/24 Average (Jan-Mar)
AWEX-EMI	1211	6.8%	3.3%
16.5	1795	1.8%	-6.3%
17	1706	2.0%	-5.1%
18	1588	5.0%	-0.1%
19	1497	6.9%	4.8%
20	1463	9.8%	9.1%
21	1442	10.6%	9.2%
28	420	7.4%	17.6%
30	373	7.5%	11.3%
MC	730	7.8%	0.0%