



24 September 2025

Introducing the AWSS Step-up Bonus

The Australian Wool Exchange (AWEX) is pleased to announce the launch of the AWSS Step-up Bonus; a guaranteed reward for wool growers who become certified with AWSS and sell their AWSS-certified wool through the auction system.

This initiative has been shaped through consultation with industry and reflects AWEX's ongoing commitment to supporting growers as the Australian Wool Sustainability Scheme (AWSS) continues to scale.

The AWSS was developed in response to industry feedback and the clear signals from global markets. AWSS is a purpose-built Australian certification that saves industry time and money, while building confidence in our fibre around the world. The Scheme provides a certification pathway that:

- Meets demand for sustainable, traceable, and high-quality wool;
- Reflects Australia's unique production systems, stringent regulatory standards, and industry best practices;
- Aligns with the Sheep Sustainability Framework and supports the Trust in Australian Wool campaign; and
- Leverages industry's on-farm digital traceability tools: PIC, WoolClip and eBale.

The Step-up Bonus provides growers with a clear, immediate return for participation in AWSS as market signals continue to evolve. It reinforces that AWSS is the Australian industry's sustainability standard for wool.

To qualify, growers must sell AWSS-certified wool (SW or RE) at auction during the campaign period and must supply through an AWSS Partner. The Campaign period will run from 1 July until all funds are exhausted, with a bonus of up to \$300 per certified PIC available.

The AWSS Step-up Bonus is another way AWEX is supporting growers and industry to build momentum around AWSS, reinforcing Australia's position as the world leader in sustainable and traceable wool.

For more information contact:

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AWSS Step-up Bonus

Thanking growers who help scale Australia's
certified wool supply

The AWSS Step-up Bonus is a guaranteed, modest reward for wool growers who sell AWSS-certified bales at auction through their AWSS Partner Selling Agent.

While AWSS market premiums are still emerging, this campaign offers a clear, immediate return for participation and reinforces that AWSS is Australia's wool sustainability standard.

Eligibility

- Growers must supply through an AWSS Partner Selling Agent.
- Wool must be AWSS-certified (RE or SW)
- Wool must be sold at auction during the campaign period.
- Bonus is capped at \$300 per certified PIC for the campaign period.

Timing & Structure

- Campaign period: 1 July 2025 until funds exhausted
- Bonus paid monthly via Selling Agents
- Capped per PIC to maximise participation
- First round funding: \$80,000 (capped)

The Step-up Bonus

Guaranteed \$5 per AWSS-certified
bale sold at auction



Capped at \$300 per certified PIC