

15 July 2016

## “Declaring What the World’s Demanding”

### AWEX National Wool Declaration Update

At the completion of the 2015/16 season the NWD declaration rate has reached 55%\*. That is 55% of all First Hand Offered (FHO) wool, P & D Certificates, have completed the NWD. This result, and the long term trend, is positive but it also identifies a challenge in that 45% remains Not Declared (ND).

**Table 1: \*Declaration Rates for FHO wool.**

| Bales              | 2008/09          | 2009/10          | 2010/11          | 2011/12          | 2012/13          | 2013/14          | 2014/15          | 2015/16          |
|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| % Clip Decl.       | 38               | 37               | 42               | 44               | 45               | 43               | 50               | 55               |
| % NM CM PR         | 9                | 12               | 17               | 20               | 22               | 22               | 29               | 35               |
| % NM               | 3                | 4                | 6                | 6                | 6                | 6                | 7                | 9                |
| % CM               | 3                | 3                | 3                | 2                | 2                | 2                | 3                | 3                |
| % PR               | 3                | 5                | 8                | 12               | 14               | 14               | 19               | 23               |
| % Mulesed          | 29               | 25               | 25               | 24               | 23               | 21               | 21               | 20               |
| % ND               | 62               | 63               | 58               | 56               | 55               | 57               | 50               | 45               |
| % Total            | 100              | 100              | 100              | 100              | 100              | 100              | 100              | 100              |
| <b>Total Bales</b> | <b>1,416,656</b> | <b>1,467,058</b> | <b>1,589,514</b> | <b>1,456,151</b> | <b>1,598,009</b> | <b>1,452,077</b> | <b>1,617,165</b> | <b>1,487,894</b> |

**REMINDER:** The NWD is applicable for all sheep and all sheep breeds.

In January 2016, AWEX relaunched the NWD e-Campaign: “Declaring What the World’s Demanding”. The highlight of the campaign are the testimonials from Exporters and Processors, all downstream users of Australian wool, explaining why the NWD is important to their clients and influential in their purchasing decisions. The campaign is supported by Australian industry stakeholders including key Grower, Broker, Exporter, Private Treaty Merchant, Processor and Industry Organisations.



The e-Campaign flyers can be customised to each seller or as an industry flyer for general distribution.

The e-Campaign flyer is available from AWEX.

The NWD data provided in the pre-sale catalogues and post-sale, via test certificates and/or AWEX's Certificate of Mulesing Status, have become increasingly important in influencing and supporting the buying decisions of wool exporters.

Australian Wool Exchange Ltd  
 postal: PO Box 651 North Ryde BC 2113 p: +61 2 9428 6100  
 address: Unit 12A, 2 Eden Park Drive, Macquarie Park, NSW 2113 f: +61 2 9428 6120  
[www.awex.com.au](http://www.awex.com.au)



# members' update

*we know wool*

In 2015 AWEX had identified that there was a higher than expected error rate occurring at the administration/data entry level. AWEX completed a 'one-on-one' extension campaign with Seller's administration staff to create greater understanding of the NWD and to reduce both data entry errors and misinterpretation of the NWD.

The extension campaign has been highly effective. Data entry errors have fallen significantly across all sellers and all regions.

| Region | Desk Audit Periods   | No. Audits | No. Incorrect | % Incorrect | No. Data Entry Incorrect | % Data Entry Incorrect |
|--------|----------------------|------------|---------------|-------------|--------------------------|------------------------|
| North  | 1 Jul 14 – 6 Feb 15  | 286        | 46            | 16          | 40                       | 14                     |
|        | 1 May 15 – 10 Jul 15 | 90         | 11            | 12          | 9                        | 10                     |
|        | 1 Nov 15 – 30 Jun 16 | 242        | 21            | 9           | 2                        | 1                      |
| South  | 2 Jul 14 – 6 Feb 15  | 298        | 80            | 27          | 70                       | 23                     |
|        | 1 May 15 – 10 Jul 15 | 85         | 15            | 18          | 9                        | 11                     |
|        | 1 Nov 15 – 3 Jun 16  | 301        | 33            | 11          | 5                        | 2                      |
| West   | 3 Jul 14 – 6 Feb 15  | 55         | 33            | 60          | 32                       | 58                     |
|        | 1 May 15 – 10 Jul 15 | 16         | 6             | 38          | 5                        | 31                     |
|        | 1 Nov 15 – 30 Jun 16 | 81         | 20            | 25          | 3                        | 4                      |
| Total  | 3 Jul 14 – 6 Feb 15  | 639        | 159           | 25          | 142                      | 22                     |
|        | 1 May 15 – 10 Jul 15 | 191        | 32            | 17          | 23                       | 12                     |
|        | 1 Nov 15 – 30 Jun 16 | 624        | 74            | 12          | 10                       | 2                      |

Over the coming weeks AWEX will distribute to Sellers their NWD Annual Progress Report which will provide benchmarking information of their individual NWD declaration rates compared to the National and Regional results. This will provide an opportunity for AWEX to engage with sellers and provide further support.

Finally, AWEX has posted education/extension videos regarding the NWD on the AWEX Facebook page (link below).

<https://www.facebook.com/woolexchange>

The latest video clip "*National Wool Declaration - Quick Tips*" is an easy-to-understand explanation of how to complete the NWD correctly.

AWEX will post a follow-up video on the AWEX Facebook page that will provide further 'Quick Tips', including answers to Frequently Asked Questions such as "What to do with mixed mobs of sheep?".

All industry stakeholders are encouraged to use/share these clips and use the AWEX Facebook page as an information source for your staff and clients.

For more information contact:

Mark Grave, AWEX CEO

e: [mgrave@awex.com.au](mailto:mgrave@awex.com.au) p: 02 9428 6100

or

Dr Kerry Hansford, Technical Projects Manager,

e: [khansford@awex.com.au](mailto:khansford@awex.com.au) p: 03 9318 0277