

National Wool Declaration- Integrity Program (NWD-IP): A Guide for Selling Agents

A partnership in transparency and market integrity.

Why the National Wool Declaration (NWD) matters

- ✓ **Building trust in the Australian wool clip**
The National Wool Declaration (NWD) and its Integrity Program (NWD-IP) provide assurance to buyers that the information they receive is accurate.
- ✓ **Strengthening your client relationships**
By guiding your clients through the NWD process, you are helping them meet market demands and potentially capture greater value for their clip.
- ✓ **Improving efficiency**
An accurate NWD streamlines the sales process, reducing the risk of issues and inquiries post-sale.
- ✓ **Maximising competition for your clients' wool**
A properly completed NWD gives buyers the information they need to confidently bid on a lot. Undeclared wool (Not Declared – ND) may receive less competition and can result in a discount.

Your Benefits as a Selling Agent

- **Attract a wider buyer base:** A comprehensive NWD attracts buyers with specific sourcing requirements, leading to greater competition for your clients' wool.
- **Reduce administrative burden:** Accurate declarations minimise the need for post-sale investigations and rectifications.
- **Increase client satisfaction:** Helping growers navigate market requirements demonstrates your commitment to their success.



Buyer Benefits

- **Informed purchasing decisions:** The NWD gives buyers the credible information they need to source wool that aligns with their clients' and consumers' ethical preferences and animal welfare expectations.
- **Access to specific products:** It allows buyers to identify and purchase wool from specific categories (e.g. Non Mulesed), fulfilling specific orders from processors and brands.
- **Confidence in the Australian Clip:** The NWD-IP builds buyer confidence in the integrity of the declarations. This assurance makes Australian wool a more reliable and attractive product on the global stage.





NWD Checklist for Selling Agents

Selling Agents Checklist – what to look for:

- **Trading Details & PIC:** Complete
- **Owner/Manager Details:** Complete, including all contact details
- **NWD:** Signed and dated



The NWD Integrity Program (NWD-IP)

To ensure the NWD is a trusted source of information, AWEX manages the NWD-IP. This program includes:

- **Desktop Audits:** Randomly selected audits verifying that the Mulesing Status in sale catalogues matches the NWD.
- **On-Farm Audits:** Randomly selected properties with a “Non Mulesed” or “Ceased Mulesing” declaration are inspected to verify the information.
- **AA Verifications (Anaesthetic and/or Analgesic):** Randomly selected desktop audits are conducted to verify the use of pain relief products when declared.

The NWD is a critical component of market transparency, and its integrity must be maintained.

If a declaration is found to be non-compliant, the buyers and the broker of the incorrectly declared wool will be advised.

How to support your clients

- ✓ **Educate on the importance**
Explain to your clients that completing the NWD is about providing transparency to the market.
- ✓ **Ensure accuracy**
Remind growers that the NWD must be completed by the Owner/Manager, who is ultimately responsible for the accuracy of the information.
- ✓ **Highlight the “why”**
Explain that the NWD allows buyers to source wool that meets the specific requirements of their processor and brand clients.
- ✓ **Promote the right Declaration**
Encourage growers to declare the appropriate status for each mob. If a mob has mixed mulesing statuses, the declaration must reflect the lowest applicable status according to this hierarchy: NM>LN>AA>M>ND.
- ✓ **Be prepared for audits**
Advise your clients that completing the NWD means participating in the NWD-IP, which includes random desktop audits and on-farm audits by AWEX. This is a normal and essential part of the program designed to build and maintain confidence in the NWD. The results of these audits may be shared with both the selling agent and the buyer.