

Dive deeper into the AWSS and discover how it supports wool growers and the industry. From tech-driven efficiencies to market opportunities, this podcast covers it all.



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# Sustainability certification – market access for your client's wool

Demand for certified wool is growing, becoming a market-access requirement.

Brands are committing to purchase only certified fibers from 24/25.

AWSS is an Australian industry-led sustainability certification providing credible, digital traceability from farm to first stage processing.

## SustainaWOOL™

SustainaWOOL meets the critical requirements for a sustainably grown Non-Mulesed or Ceased-Mulesed lot (NM/CM).

## ResponsiWOOL™

ResponsiWOOL is the only sustainability Certification for wool from mulesed sheep with the use of appropriate pain relief (AA/LN).

Auction Catalogue AWSS Certification Type	MS	QS Code Type
SustainaWOOL™	NM/CM	SW
ResponsiWOOL™	AA/LN	RE

### Standard annual fee for participation

All Fees are excl GST*	Property (PIC)	Per additional Property (PIC) with the same ABN
Annual Fee	\$750	\$600

\* Prices in table are valid until 30 June 2025.



Encourage your clients to certify their sustainability practices with Australia's scheme.  
Visit [australianwoolsustainability.com.au/growers](https://australianwoolsustainability.com.au/growers)

# How AWSS Certification works

## PIC certification



Meet the AWSS Grower Standards



Apply for annual PIC Certification



## Sell your wool as AWSS Certified Wool



Use eBales and scan into WoolClip



Wool prepared by registered Wool Classifier to Code of Practice



WoolClip

Use WoolClip for your job



Declare the NWD in WoolClip



## Benefits of AWSS certified wool



Seamless Traceability



Technological Integration



Tailored for Australian Conditions



Allows for Mulesing with Appropriate Pain Relief (only recognised by AWSS)



Reduced Certification Costs Downstream to Maximise Auction Value



Alignment with Australian Industry Initiatives



Enhancing Market Access Opportunities



For more information on individual benefits visit: [australianwoolsustainability.com.au/Growers/Getting-Certified/](https://australianwoolsustainability.com.au/Growers/Getting-Certified/)

# How Selling Agents Support AWSS Certification

As a selling agent, you can support a seamless certification process for your clients. Here's how you can assist:



## A Different Approach to Internal Audits

Unlike other Certifications where selling agents have a responsibility to complete internal audits of their clients, AWSS does not require selling agents to conduct audits on their growers.

Instead, under the AWSS Certification, growers review how they meet the AWSS Standards, allowing growers to stay close to their own sustainability plans and outcomes, and be better prepared in the case of an external audit.



## Supporting clients with AWSS requirements

Selling agents can offer support to their clients with AWSS Certification by reminding them of the requirements to AWSS wool certification:

1. PIC must be Certified by the AWSS, renewed annually
2. Wool must be prepared by a registered Wool Classer, and classed to the Code of Practice (receiving a P certificate)
3. The grower must declare the NWD in WoolClip
4. eBales must be used and scanned in WoolClip

These technologies improve the accuracy and efficiency of digital traceability, creating efficiencies for the broker transmitting data through the supply chain.



## Verifying AWSS lots in the Auction Catalogue

Accuracy of AWSS Certification declarations in the auction catalogue is critical for buyer confidence.

AWSS offers selling agents an option to audit lots prior to transmitting data to the catalogue.

By submitting early audit spreadsheets, selling agents can help ensure AWSS lots meet all requirements to be sold under AWSS Certification. This assists in improving the accuracy of the auction catalogue and reducing administration to correct declarations at the time of sale.

**To learn more about how to submit early audit spreadsheets, please contact the AWSS team at [awss@awex.com.au](mailto:awss@awex.com.au)**

**By supporting your clients with their AWSS Certification, you can support their success in sustainability Certification, and assist in maintaining the integrity and efficiency of the AWSS Certification for the supply chain.**



# The benefits of AWSS Certification

## PIC Certification

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**Cost Effective Annual PIC Certification.** Annual cost of \$750 per property (PIC) offers more affordable Certification for Australian wool growers compared to other schemes where individual property certification can be thousands of dollars annually, and charge additionally for audits or certificates.



**Tailored for Australian Conditions.** Designed specifically for Australian wool production, aligning with industry best practices across production systems and environments. Makes AWSS more relevant and practical compared to global standards that may not account for Australia's unique challenges and high standards.



**Recognising Care & Expertise of Wool Producers.** Designed to reflect and promote the professionalism, care and commitment of Australian wool growers. AWSS promotes the positive practices and high standards of Australian industry, supporting accurate and positive portrayal to global buyers.



**Science-based Standards.** AWSS Standards are grounded in scientific principles and practical realities, rather than ideology, respecting the expertise of Australian wool growers in high standards of animal wellbeing and environmental care.

Informed by the AWSS Expert Panel who provide ongoing advice on evolving sustainability science and certification regulations to meet domestic and global needs.



**Allows for Mulesing with Appropriate Pain Relief.** ResponsiWOOL Certification allows Australian wool growers employing mulesing or liquid nitrogen treatments, with appropriate pain relief, to achieve certification for whole-of-business sustainability. Opens potential opportunities to engage with markets seeking certified fibers that accept use of pain relief for painful husbandry practices.



**Reflecting Australia's Regulatory Environment.** AWSS Standards are developed with a strong foundation in Australia's high standards and guidelines, and ensuring certification requirements are rigorous and relevant. Alignment ensures growers are recognised for compliance with already stringent Australian regulations.

## Quality and integrity

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**Quality Clip Preparation.** Highly valued by customers of Australian wool due to assurance on consistency of wool being fit-for-purpose, minimising waste in the supply chain. This remains a key point of difference for AWSS. For wool to be sold as AWSS certified, it must:

- Be prepared by registered Wool Classer.
- Meet Code of Practice for preparation of Australian wool clips.
- Receive P Certificate through AWEX pre-sale stencil validation and clip inspection.



**Seamless Traceability.** Leverages WoolClip and eBale technologies to enable digital traceability from farm to first stage processing.



# The benefits of AWSS Certification (continued)

## Quality and integrity (continued)



**Technological Integration.** Enabled by technology to ensure credibility and efficiency.

**Today:** WoolClip and eBale technologies enable efficient traceability to support sustainability certification of Australian greasy wool and allows for seamless integration with industry data systems (e.g. selling agent systems, AWTH).

**Future:** AWSS is investing in a digital evidence platform, the AWSS Grower Gateway, allowing verification against key requirements of 100% of properties each year with industry digital tools wool growers are already using, to help:

- Reduce cost and emissions of on-farm inspections.
- Support wool growers to stay connected to sustainability plans and build skills.
- Reduce audit duplication and fatigue by integrating across industry.

## Market benefits



**Enhancing Market Access Opportunities.** AWSS is receiving strong support from global brands committing to 100% certified supply chains. AWSS traceability and integrity measures appeal to brands that previously had concerns purchasing wool from Australia due to perceived risk of receiving mulesed wool. Features of AWSS underpin this:

- PIC-level Certification.
- Bale level traceability through WoolClip and eBale.
- Catalogue compliance on auction catalogue pre-sale.



**Reduced Certification Costs Downstream to Maximise Auction Value.** Digital tools for traceability, and minimal requirements for downstream supply chain members, streamlines the certification process for AWSS wool as it moves through the supply chain. This creates significant advantage for AWSS compared to other Certifications that use complex chain of custody processes, which potentially add costs further down the value chain and reduce value realised by wool growers at sale.



**Alignment with Australian Industry Initiatives.** AWSS is closely aligned with key Australian frameworks – Australian Sheep Sustainability Framework, Australian Agricultural Sustainability Framework, and the Trust in Australian Wool campaign. In this way, AWSS contributes to the reputation of, and trust in, the Australian wool industry, and ensures AWSS supports its sustainability goals.



**Distinct Certifications for Non-Mulesed vs Mulesed with Pain Relief: Empowering Brand Choice.** AWSS offers distinct certifications for Non-Mulesed/Ceased-Mulesed wool (SustainaWOOL “SW”) and wool from sheep Mulesed with appropriate pain relief (ResponsiWOOL “RE”), providing clear differentiation for brands and buyers. These traceable certification options enable businesses to confidently align sourcing decisions with sustainability values and customer expectations.



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