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Australian Wool Industry Unveils the Australian Wool Traceability Hub (AWTH)

Today marks the official launch of the Australian Wool Traceability Hub (AWTH), a platform designed to enhance traceability across the Australian wool supply chain.

The Hub represents a significant industry collaboration, bringing together industry bodies including the Australian Council of Wool Exporters and Processors (ACWEP), Australian Wool Exchange (AWEX), Australian Wool Handlers (AWH), Australian Wool Innovation (AWI), Australian Wool Testing Authority (AWTA), National Council of Wool Brokers of Australia (NCWBA) and WoolProducers Australia (WPA).

This initiative underscores the industry's commitment to ensuring that Australian wool continues to set the global standard for quality, with the Hub working to match the world's best wool with trusted data.

"Through the Hub, we are reinforcing the industry's dedication to transparency and responsible practices," said AWI CEO John Roberts "The Hub will serve as a testament to our collective efforts to maintain the integrity and trust that Australian wool is known for worldwide."

The Hub will provide a digital platform to track the journey of wool from farm to processor, ensuring a chain of custody and provenance.

"The Hub will leverage Australia's world-leading wool identification and traceability technologies, WoolClip and eBale. WoolClip is the on-farm digital data capture tool for Australian wool growers which easily allows growers to scan eBales at the source of origin and record each bale's unique identifying number. With continued adoption and use of eBale and WoolClip, wool growers can be key contributors to Australian wool's traceability data that will enable the Hub." Mark Grave, AWEX CEO

The woolgrower's Property Identification Code (PIC) will be an essential requirement of the Hub. "The PIC is the starting point for the whole traceability pathway: where was this wool produced? The wool industry is competing for market share, and to be a viable competitor in that market, we must confidently be able to start the whole process by proudly declaring where the wool came from. The PIC does that," President of the NCWSBA, Rowan Woods.

The Hub aims to assist industry and government manage potential biosecurity threats in a quicker and more efficient manner. A vital part of managing any Emergency Animal Disease (EAD) outbreak is being able to track and locate wool, ranging from the farm to the wool store, wool dump or shipping containers and all the way to processing locations.

The Hub will aim to provide that data to statutory authorities and industry who can then make informed decisions to manage an EAD response. It is anticipated that more than 90% of bales will be able to be traced using the Hub by July 2025.

"Effective disease control relies on rapid traceability. The Hub will improve disease containment and response by enabling more streamlined tracing of wool," said WoolProducers CEO Jo Hall, "the quicker we can respond and eradicate a major disease, the quicker we can return to trade."

The launch of the Hub demonstrates the industry's bodies commitment to investing in areas where they can best offer support in a precompetitive, industry good, space. It is a clear signal that the Australian wool industry is not only collaborating to meet the challenges of today but is also paving

the way for a more sustainable and successful future. The Hub will be managed by Australian Wool Testing Authority.

Michael Jackson – AWTA Managing Director: “The Australian Wool Industry relies on test certificates and objective measurement in the marketing and processing of wool, both domestically and with overseas trading partners. Integrating that information within the Hub will strengthen the local supply chain and ensure Australia can respond quickly and effectively to an EAD outbreak. AWTA’s role in the ongoing management of the Hub will promote confidence and trust in the platform.”

Josh Lamb - ACWEP President: “No other wool producing country can boast a national independent data hub such as the Hub. This makes Australia market leaders in the digital space for product identification and traceability. The Hub coupled with existing technologies gives industry the ability to better meet international customers’ requirements and also negate some impacts of potential EAD outbreaks”

For more information on the Australian Wool Traceability Hub please visit awth.com.au.