



Australian Wool Sustainability Scheme

Responding to the market's demand for sustainable, traceable
and high-quality wool

Why AWSS? Addressing Industry Needs



Changing Compliance Needs



Cost, Admin, and Delays



Traceability



Quality Matters



Brand Commitments



Holistic Sustainability



Made for Australia's environmental, social
& regulatory conditions



Credibility & integrity to meet
regulatory requirements

Scalable & efficient
to meet modern
business demands





AUSTRALIAN SHEEP SUSTAINABILITY FRAMEWORK



Australian Agricultural Sustainability Framework

Unified vision



Australian
Wool
Sustainability
Scheme

Empowering choices

Sustaina**WOOL**TM

Responsi**WOOL**TM

SUSTAINABILITY



Caring for our
environment



Caring for our
sheep



Caring for our
people, our
customers and
our community



Caring for our
industry



Clip preparation and
integrity

QUALITY

Elevating standards

Raising the bar and shining a light
on the full picture of animal
wellbeing practices



Was the wool sustainably grown?



A large flock of sheep is gathered in a field during sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sheep are mostly white and are looking in various directions. In the background, there are trees and rolling hills under a sky with scattered clouds. The overall scene is peaceful and rural.

Embracing renewal:
is it regenerative?





Declare NWD (NM/CM or AA/LM)



Wool Classer (P Cert)

NEW CERTIFICATION REQUIREMENTS



Use WoolClip



Scan ePack

Assurance in every Bale

FARM BRAND		BIN CODE	
WOOL DESCRIPTION		CLASER STAMP	
BALE NUMBER		Maximum Bale Weight - 2045 kg	

Trusted verification



A glowing lightbulb is centered in the image, surrounded by a dense field of green, leafy plants. The lightbulb is illuminated from within, casting a soft glow. The text "Harvesting the benefits of technology" is overlaid on the lightbulb in white, sans-serif font.

Harvesting the benefits of
technology



The Challenges



Value Equation



Technology



Marketing vs Assurance



Australian Wool Sustainability Scheme



Tune In: The AWSS Podcast

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.



Listen here,
or also available
where you stream
your podcasts.