



## **INFORMATION & ACTIVITIES of ASWGA**

*The Australian Superfine Wool Growers Association, (ASWGA), was founded almost 40 years ago to represent the interests of Australia's superfine wool growers, together with the world's leading processors and users of superfine wool. Over this period it has built a strong international recognition as the peak body representing the Australian Superfine Wool Industry. ASWGA also relates closely with other peak industry bodies and research institutes.*

### **PRINCIPLE AIM**

***“To ensure a viable future for the Australian superfine wool industry”.***

Listed below are some of the key activities undertaken by ASWGA in seeking to maintain long term sustainability and profitability for ASWGA members.

#### **1. Communication Roles.**

Growers to Processors, apparel manufacturers, leading designers, brands and retailers (representing the interest of our members, and superfine woolgrowers in general).

Processors to growers, (regular two-way communication).

This communication includes receiving advice and information from all our customers through the value chain on ways to present their needs. The close liaison between ASWGA growers and their customers on a regular basis is of benefit to all concerned.

ASWGA to industry bodies, particularly AWI, AWEX, AWTA, IWTO, FAWO, WoolProducers, etc.

Monthly articles in the international textile publication, “TWIST”, (formerly “Wool Record”).

#### **2. Liason**

Regional committees throughout Australia; (New England, Mudgee, Goulburn/Yass, Albury, Ararat/Barunah, Hamilton, Tasmania.)

Individual consultation with grower members in remote areas; (Western Australia, South Australia, southern Queensland.)

Processor member committees in Japanese and Italian Regions.

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Individual consultation with processor members in England, Scotland, Japan, Italy, Germany, Turkey, South Korea and Australia.

Consultation with important non-member processors in other countries, especially China.

Consultation with key retailers and Bespoke Tailors in both Europe and Asia.

### **3. Quality Image**

ASWGA has 19 mill members across Asia, U.K., Europe and Australia, (including prestige mills such as Cheil, Toyobo, Toa Boshuko, Daidoh, Itochu, Miyuki, Carlo Barbera, Ermenegildo Zegna, Loro Piana, Tallia, Cerruti, Agnona, Zegna Baruffa, Stohr, Chargeur Superfine, John Foster, Taylor and Lodge, Holland and Sherry, and Altinyildiz.), with other possible members in discussion.

### **4. Working with industry bodies.**

- AWI - Regular discussion with various parts of AWI to influence issues concerning research and marketing.  
Part of an advisory group on animal welfare.
- AWTA - Working on improving testing and sampling of superfine wool.  
Collating superfine production statistics for processing members.
- AWEX - Regular meetings on issues such as sale rosters, ASF types, market reporting, classing code of practice, 1PP certification, woolpack standards, etc.
- CSIRO - Initiation and input into research including tensile strength importance in later stage processing.  
Involvement, together with DFAT, in a program in China to improve the handling and use of superfine wool.
- IWTO - Attendance and presentation to the international wool textile body on a regular basis, to forums such as Merino Users Group, Growers group, etc.  
Further two way transfer of information to and from the worlds processors of superfine wool on issues like testing, production trends, marketing, stock holding and market outlook.
- FAWO - Associate member of the Australian national committee of IWTO which represents the interests of all commercial wool bodies; - ACWE (exporters), Private Treaty Merchants, AWEX, Australian Processors, Wool Brokers, and growers.
- Woolproducers - WoolProducers Australia is the national body for the overall wool growing industry in Australia. ASWGA and WoolProducers have a reciprocal arrangement to attend each others meetings.
- Austrade - Provide assistance in market development internationally.

### **5. Government.**

Lobbying where appropriate on behalf of members on environmental and animal welfare issues.  
Trade issues and market access.

\*note:- ASWGA is strictly non party political.

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## **6. Market/Production Reports.**

Comprehensive market and production reports sent to our mill members each month.

ASWGA conducts biennial surveys of members production intentions, and requirements for future operations, providing valuable advice to industry on trends, thus helping industry decision making.

## **7. Promotion.**

Registered trade mark projecting a quality image available for use by members.

## **8. Education.**

Facilitation of courses for superfine classers and wool handlers run from time to time in regions.

Initiation and input into special superfine segment in classing code of practice.

Most regions run information days or training sessions on various superfine wool related topics. These are usually very good social days as well as being informative.

## **9. Competitions.**

Facilitation and support for both regional and national wool competitions, including Ermenegildo Zegna Fleece competitions, the Loro Piana World Wool Challenge, and the New England Wool Ultimate Clip Award.

## **10. Communication and Correspondence with Grower Members.**

Council Newsletter to all members after each Council meeting.

Annual Magazine distributed to all members, and throughout industry.

Regular meetings in each region to report after visiting overseas member mills.

ASWGA website with news, regional activities and connections.

Web site is [www.aswga.com](http://www.aswga.com)

## **11. International Liaison.**

Each year the President or Council representative visits overseas mill members, and other appropriate entities, and also attends the IWTO conference, and reports findings to grower members.

## **12. Member Overseas Mill Tours.**

From time to time tours to leading superfine mills in either Asia or Europe, or both, are conducted.

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### **13. Quality Assurance**

Only approved quality superfine clips under 19.5 microns are accepted for membership. Regional representative approves membership.

ASWGA ram's head trade mark used by members is an indication of quality.

Trade mark can be used on bales, and in sale catalogues.

Station brand including trade mark and grower number now allows identification of individual members.

Mill members are sent a list of farm brands of members wool sold in previous month to establish mill awareness of members wool identity.

Station brand of member's wool to be sold in the next month can be included in monthly production report sent to mills if the office is notified.

Newer users of superfine wool in overseas mills have been encouraged to look for members trade mark as an indication of better grown and better prepared wool.

### **14. Representation.**

The Australian Superfine Wool Growers' Association is the officially recognised peak industry body for superfine wool.

Grower members belong to one of the seven regions, and are represented at National Council level by a delegate from that region. Through this process, ASWGA members have a say in their industry. Members are always free to contact the office, or the president, direct.

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