



The National Council of Wool Selling Brokers of Australia Inc

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NCWSBA YOUNG WOOL BROKER DEVELOPMENT PROGRAM 2024

Supported by AUSTRALIAN WOOL EDUCATION TRUST

Final Report August 2024

The aim of this program is to provide a learning opportunity for young wool broker participants that will include industry & technical training, as well as personal development components. The intent is that this will lead to some of the participants electing to nominate for the Young Wool Broker of the Year Award this year or in the future.

Last year there were no applications for the Young Wool Broker of the Year Award. This year NCWSBA had four applications and it is expected there will be more next year based on the success of the young wool broker development program in 2024.

On behalf of NCWSBA I would like to thank AWET for their support in providing funding to develop this educational program for young wool brokers.

NCWSBA engaged Emma Doyle, UNE and Bianca Heaney to design and implement the development / training program. Based on previous feedback from the young wool brokers, the program focused on improving industry knowledge, developing presentation and communication skills, and preparing the young wool broker to apply for the Young Wool Broker of the Year Award.

Five young wool brokers were registered for this program, four from NSW and one from Victoria.

Part 1 Sydney, 22-23 April 2024

Day 1 in Sydney focused on “How to engage with wool growers”, the importance of knowledge of current wool industry issues and ensuring that the young wool broker understood the importance of being prepared when speaking with their clients. We tested their skills at preparing an “elevator pitch”. This was a new experience for the participants and pushed them out of their comfort zone. Some feedback since included:

“Favourite part of the program! Great skills to learn and practice. Have been used since.”

“At first I found it was a bit confronting but it was because I was out of my comfort zone, I found it really worthwhile.”

Day 2 tested their verbal presentation skills and what they had learned from the day before. Short videos were recorded so they could see firsthand their presentation and work on areas that could be improved.

We arranged a number of presentations from various industry representatives including:

Emma Reynolds & Robert Ryan. They spoke on the role of the wool broker, the history and latest changes.

Laura Ros Group CEO G. Schneider S.p.A. Italy provided an insight into the G. Schneider Group, the Italian wool industry and other worldwide facilities where wool is processed by G. Schneider. She was supported by Tim Marwedel Managing Director. G. Schneider Australia. Feedback was good and there were lots of questions. Feedback included the following:

“Great to get some more insight as to what happens beyond the sale room and what they are looking for”.

“Absolutely, worldwide market / processing info is what our clients always ask about, so good to hear! Also, different mills, RWS/organic wool certification and where different wools go”.

Brett Smith, previous Awardee called in via Zoom to share his experience and advice on being an Awardee.

At the end of day 1, John Roberts CEO AWI spent quite a bit of time going over all the activities that AWI focus on including an update on bio-harvesting and fly vaccine. There were lots of questions and another good session. John provided a number of AWI flyers after his presentation which have been passed onto the young wool broker.

Day 2 was mainly focused on getting the young wool broker ready with their presentation and their application to NCWSBA. Each were given an industry question which they had to address in front of the group. We provided information on judging criteria and process from application to being selected as finalists at the NCWSBA meeting at Wool Week on 18 July 2024.

Fiona Raleigh and Eleanor Santolin from AWEX spoke on the importance of clip preparation, wool codes, wool shed management, documentation, showfloor boxes, wool classer registrations and more. The young wool brokers found it was a good refresher for them.

Andrew Blanch, wool exporter came in at the end of the day to speak about the role of the Exporter and their challenges. Some feedback included;

"I found it really interesting to listen to a buyers/exporters point of view – it was interesting to hear his thoughts and I found it especially valuable to be able to take back to my work in regards to where we are headed with the likes of sustainability".

"Really enjoyed the presentation, we often forget the importance of a buyer. There's a lot more than just selling wool".

Overall, Emma and I thought the Sydney program was very successful. We received great feedback and the young wool broker felt more confident in making a presentation in front of their peers. All agreed they would recommend the "Development Program" to other young wool brokers.

A follow up session via Zoom on Tuesday 4 June assisted the young wool broker with any other issues and questions before preparing their application for the NCWSBA Young Wool Broker of the Year Award.

Emma and I have kept in contact with the young wool brokers and provided guidance where needed.

Part 2 in Melbourne – 17th to 19th July 2024.

Day 1. It was noted at the Sydney meeting that getting a better understanding of what happens in early stage and later stage processing through to spinning and product development was important especially when asked by growers where their wool gets processed.

A visit to ABMT Textiles in Melton was arranged along with a visit to the AWTA Wool Testing facility. Tim Steere at AWTA took the young wool brokers through the facility explain in detail each testing process. Some hadn't been there previously and didn't realise how much is involved in wool fibre testing and the importance of the final test certificate.

A fleece judging workshop was also arranged as the young wool brokers felt this is an important component when assessing wool in the growers shearing shed. Stewart Raine, Nutrien explained in detail how this is done. It was noted that there is an opportunity to expand this session next year.

Josh Lamb, President ACWEP explained what exporters look for when inspecting wool on the wool showfloor in preparation for the wool auctions and securing wool for their clients needs.

Bianca Heaney provided an overview of the various organisation in the wool industry and how they all work together. An organisation chart from WIA highlighted their members. Other industry members such as the various wool grower groups, PTWMA and Inland Wool Growers were also included in the discussions.

The day was wrapped up with further information on the AGM and presentations taking place the next day at the RACV Club.

Day 3 was spent at the Wool Selling Centre in Tottenham, Victoria. The program included a presentation from Jo Hall, CEO WoolProducers Australia and David Cother, AWEX.

The morning wrapped up with a review of the program with the young wool brokers noting it was very valuable for their career. They reinforced the success of the program and would certainly encourage other young wool brokers to attend next year.

Overall, the young wool brokers felt more confident and were grateful for being a part of this program.

Day 2 – AGM at RACV Club. Bianca Heaney provided a detailed report to members at the AGM held on Thursday 18 July at the RACV Club Melbourne. There was a lot of discussion on the benefits of the program and how members were kept up-to-date. Members agreed this was an excellent educational program which addressed the necessary skills required in the role of future wool brokers. They have given it full support to continue in the future noting there are many opportunities for the program to address other potential courses.

NCWSBA Members would like to thank AWET for their support and giving Emma Doyle and Bianca Heaney the opportunity to prepare and present the wool broker development program to NCWSBA young wool brokers. And mostly to all the presenters who gave up their time to support the five young wool brokers to build their confidence to become leaders in the wool industry.

NCWSBA YOUNG WOOL BROKER AWARD 2024

NCWSBA received four applications from the five young wool brokers who attended the “Development / training” program. The application included a two minute “elevator pitch” which we agreed would compliment the written application. This was introduced this year to assist the judges with the understanding on how the nominees present themselves both in a written format and verbally.

From the four nominees, three young wool brokers were chosen as the final three,

Andrew Holgate, Tamara Pabst both from AWN Rural and Veronike Hartmeier from Macdonald & Co Wool Brokers.

On Thursday 18 July 2024, each presented to , and then answered questions from the judges.

Thank you to judges Brendon van Rensburg, AWTA, James Kirkpatrick, WPA and Terry Sim Sheep Central. The generosity in providing their time and support of the program is greatly appreciated.

The winner in a very close result was Tamara Pabst from AWN Rural. She was presented with the Award at the Industry Dinner that evening at the RACV Club.

NCWSBA members again would like to thank Australian Wool Education Trust for their support and look forward to ongoing support in the future.

Bianca Heaney
Young Wool Broker Development Program
NCWSBA



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NCWSBA WOOL BROKER DEVELOPMENT PROGRAM – Final

Part 1 – Sydney 22-23 April 2024

Date/Location	Time	Activity	Presenter	Confirmed
Day 1 – Monday 22 nd April	9.00am	Welcome & registration	Emma Doyle & Bianca Heaney	YES
Yennora Wool Selling Centre, Sydney	9.30-10am	The role of the wool broker – “It requires a wide range of skills. Gerard Buchanan Discuss wool broker of the year RH & Rowan to join via Zoom	Emma Reynolds & Robert Ryan	YES
	10am -12.15pm Short break for morning tea included	Initial Survey & Elevator pitch Exercise – ‘Speed dating’ How to engage with wool growers <ul style="list-style-type: none"> - Invite previous winners to assist with speed dating and skills to engage clients. - Build rapport with clients - Knowledge of wool industry & growers - presentation from wool grower. Zoom or video - phone etiquette 	Emma Doyle & Bianca Heaney	YES
	12.15 to 1.00pm	Mentoring – what it means, who to look for, how to engage, etc. Match up previous winner mentors with participants	Emma to check on previous winners Brett Smith was available to join via Zoom	YES
	1.00 pm to 1.45pm	Lunch – NCWSBA to organise		
	1.45 to 3.15pm	WBotY judges to provide judging criteria (Sheep Central, AWTA) Intending WBotY entrants to nominate independently.	Bianca Heaney provided an overview of the application process and what to expect if chosen as the final three nominees	Yes
	3.30 to 5.00pm	“AWI presentation” Woolgrowers, Funding, Budget overview ie Marketing vs R&D, Outlook for wool	John Roberts	YES
	6pm	Dinner and fellowship	Arranged by NCWSBA	

Date/Location	Time	Activity	Presenter	Confirmed
Day 2 – Tuesday 23 rd April Yennora Wool Selling Centre, Sydney	9.00 am to 10.30 am	Presentation skills workshop – “Designing & delivering presentations”	Emma & Bianca	YES
	10.30 to 10.45am	Quick break and morning tea		
	10.45 am to 12 noon	Develop "Wool Broker of the Year" presentation with assistance (bring laptops)	Emma & Bianca	YES
	12 noon to 1.00pm	Lunch NCWSBA to organise	Arranged by NCWSBA	
	1.00 to 2.00pm	Clip preparation – best practice wool shed management and clip preparation. How to prepare wool for sale on the showfloor including paperwork etc	Fiona Raleigh online via Zoom and Eleanor Santolin from AWEX	YES
	2.00 to 3.00pm	Extra time to help with presentation. Video trials on presenting their elevator pitch in two minutes	Emma & Bianca	
	3.00 to 4.00pm	Exporter presentation- Andrew Blanch (after wool sales)	Andrew Blanch	YES

ITINERARY

22 April 2024

Young Brokers to arrive at Yennora Wool Selling Centre at 9am – own transport

Transport will be provided from Yennora to Parramatta - Accommodation – 1 night

23 April 2024

Transport will be provided from Parramatta to Yennora – early checkout from Hotel

Young Brokers to depart Yennora Wool Selling Centre at 4pm – own transport

ACCOMMODATION – PARRAMATTA – cost to be covered by Employer.

FOLLOW UP SESSIONS TO ASSIST YOUNG BROKERS

Tues 4th June – online Zoom session between Sydney and Melbourne workshops

Emma & Bianca to address any issues & questions prior to Melbourne visit.

NCWSBA WOOL BROKER DEVELOPMENT PROGRAM 2024

Part 2 Melbourne 17-19 July 2024



DATE / LOCATION	TIME	ACTIVITY	PRESENTER	CONFIRMED
Day 1 - Wed 17th July AWTA, Melbourne	9.00am -10.30am	AWTA wool testing tour	Tim Steere	YES
	10.30am to 10.45am	AWTA Judging – overview from AWTA,	Brendon van Rensburg	YES
	10.50 to 11.25am	Travel to Melton We will have cars		
ABMT Textiles Melton	11.30 to 12.30pm	ABMT textiles, Melton	Julian Collins, ABMT	YES
	12.45pm-1.50pm	Lunch – Urban35?		
AWH Tottenham woolstores	2pm to 3pm	Fleece judging workshop	Stewart Raine Nutrien	YES
	3pm to 4.00pm	Exporter view – walk around showfloor	Josh Lamb, President ACWEP	YES
	4.00 to 4.30pm	Overview of wool industry bodies	Bianca Heaney	YES
Day 2 - 18th July RACV Club Bourke St. Melbourne Wool Week meetings Luncheon /Forum Industry Dinner	All day 8.00am start	Attend Wool Week meetings - NCWSBA to provide support		
	10am	Judging of Young Broker of the Year Award	Brendon van Rensburg Terry Sim	YES YES
	6.30pm	Dinner – Presentation Young Broker of the year Award	James Kirkpatrick	YES
Day 3 - 19th July AWH Tottenham woolstores	9.00am to 10.00am	WoolProducers Australia presentation	Jo Hall CEO WPA	YES
	10.00am to 10.15am	Morning Tea		
	10.15am to 11.15	AWEX presentation - Market reporting, how are market reports compiled, how can we use them? What other information can we use from AWEX?	David Cother	YES
	11.15am -12pm. Lunch provided	Review program experience Provide on-going peer support opportunities ONLINE using survey monkey to follow by email Young Brokers Depart	Bianca, Robert, Rowan	YES

ITINERARY **MELBOURNE**

17 July 2024

Young Brokers to arrive at AWTA at 9am – own transport
Transport will be provided from AWTA to AWH Selling Centre and to Accommodation at Docklands - 2 nights
Free tram to NCWSBA dinner
Transport provided to attend ABMT Textiles tour

18 July 2024

Free tram to RACV Club and return to Hotel

19 July 2024

Transport will be provided from Hotel to AWH Selling Centre
Young Brokers to depart AWH after lunch
Bianca drop off young brokers at Melbourne airport

ACCOMMODATION **MELBOURNE**

17-18 July 2024 Accommodation – 2 nights to be at employers cost

19 July early morning check out.