



# Quality Assurance & Quality Management

CRC

for

Premium

Quality

Wool

Produced for the CRC for Premium Quality Wool undergraduate program by;  
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# Why is Quality Important?

- improved technology
- natural fibre
- inadequately specified
- variation not specified
- variable availability
- specification as certification for trade

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# What is Quality?

- **product (or service) features which meet the needs of customers and thereby provide customer satisfaction**
- **delivering what the customer wants at the price and specification agreed**
  - processors and consumers
- **no surprises!**
  - processors especially
- **predictable degree of uniformity suited to the market**
  - predictable variation

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# Total Quality Management

- serve the needs of customers better
- raise customer or buyer satisfaction
- all stages of production involved
- long-term perspective
  - needs of the customer
- “holistic” approach to management

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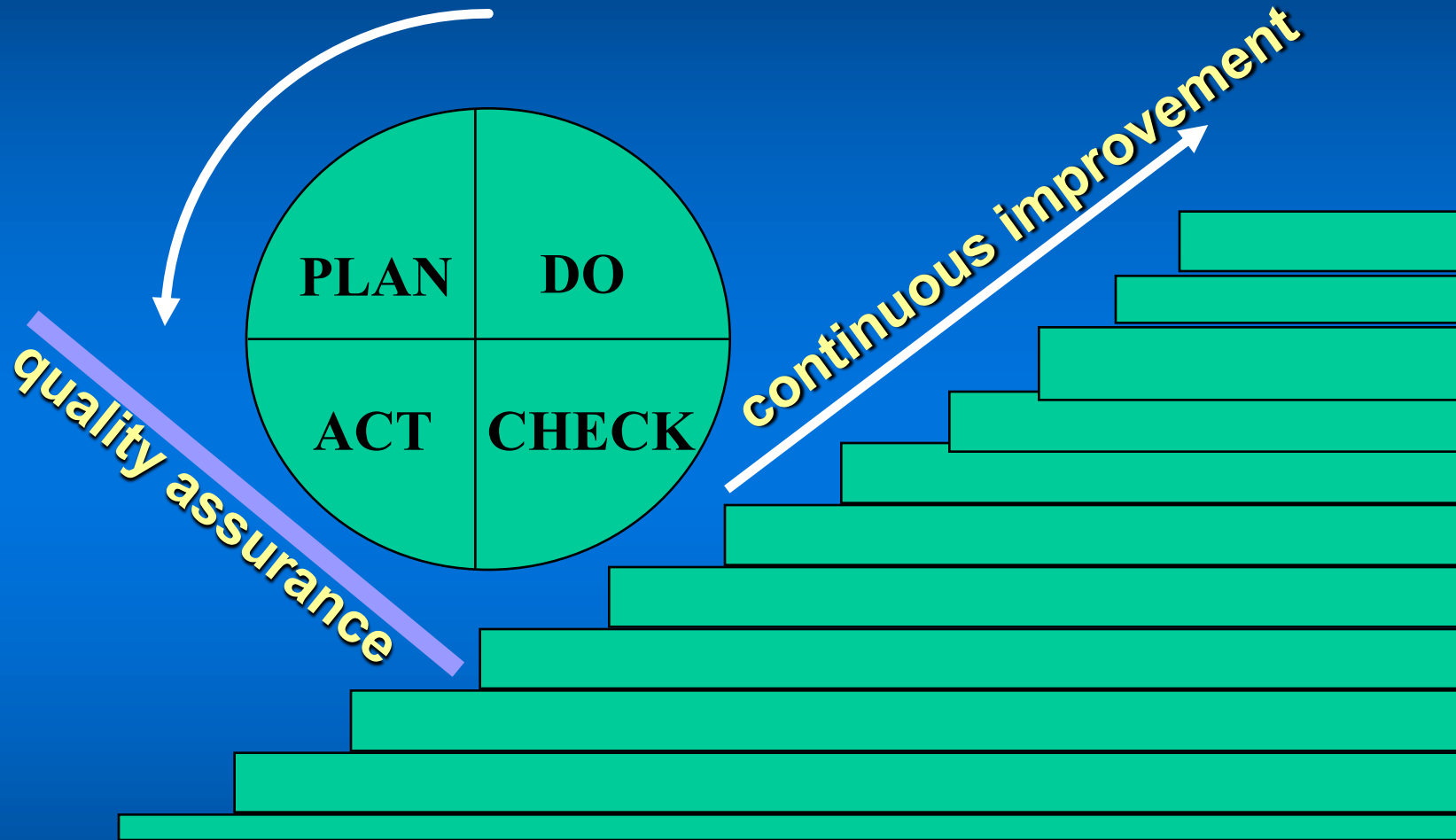
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# Continuous Improvement Cycle



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Peter Auer  
Source: IWS (1996)





# Quality Features

<b>Product</b>	<b>Service</b>
<b>clip preparation</b>	<b>availability</b>
<b>accurate description</b>	<b>delivery on time</b>
<b>foreign matter</b>	<b>product description</b>
<b>packaging</b>	<b>quality system</b>
<b>low variability</b>	<b>trace back</b>
	<b>meet specifications</b>
<b>repeatability</b>	

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# Benefits of Quality

- **marketing**
  - improved customer confidence
  - repeat business
  - better market access
- **costs**
  - less waste
  - less claims
- **there are also costs to the producer**
- **productivity**
  - better products
  - improved efficiency
  - better morale
  - increased capacity

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# Quality Systems

- **Common Features**

- credibility (assurance)
- continuous improvement
- wide adoption (volume)
- awareness
- holistic approach

- **eg. ISO 9000**

- may not be necessary

- **Components**

- customer focus
- Quality Policy
- education & training
- design & documentation
- auditing
  - internal
  - external

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# ISO 9000

- **International Standards Organisation (ISO), Geneva, Switzerland**
  - also AS3900 series
- **MINIMUM specified requirements**
- **5 production models eg.**
  - **AS/NZS ISO 9001**
    - Model for QA in design, development, production, installation and servicing
  - **AS/NZS ISO 9002**
    - Model for QA in production, installation and servicing

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# Quality in the Wool Industry

- 1996 figures
- **ISO**
  - Clipcare
  - FS Falkiner & Sons
  - Goddard Wool Marketing
  - Jemalong Wool Pty. Ltd.
- **AWEX**
  - Australian Quality Mark
- **AWTA**
  - ISO 9002
- **Other**
  - about 10 other grower / broker groups

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# Elders ClipCare

- Staff training to TAFE certificate level
- Briefing the grower on the operational requirements of ClipCare
- Pre shearing inspection of shed and surrounds
- Grower to prepare shed and sheep to required standard
- Sheep have to be crutched or rung within three months of shearing

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# Elders ClipCare

- Assessor attends the first day of shearing to brief the team, inspect the sheep and operation
- Signed declarations
  - ClipCare Accreditation Declaration Form
- Third party auditors
  - auditor may return unannounced at any time
- Grab sample is then inspected on the show floor

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# Elders ClipCare

- Impact of QA programs
  - raise awareness of production and classing issues
  - improve clip preparation standards
  - create loyalty to broker or other groups
  - improved the standards of packs used

however,

- no individual program has been able to achieve critical mass
- price premiums difficult to quantify

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# AWEX Objectives

- Maintain, administer, conduct and facilitate efficient, innovative and informed wool selling systems.
- Establish, monitor and administer the rules of wool selling of the Australian Wool Exchange.
- Establish and maintain facilities to gather and disseminate pre and post sale market information.
- Contribute to and maintain recognised quality assurance standards for wool sold in Australia.

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# AWEX & Quality

- **Obstacles**

- Industry culture change
- Sector interests
- Enforceability
- Who pays?
- Who gets the benefits?
- Can the industry afford quality?

- **Solutions**

- **Building blocks**
  - Codes of Practice
  - Registration Schemes
  - Quality Systems
- **Minimum Standards**
- **Greasy Wool Quality Mark**

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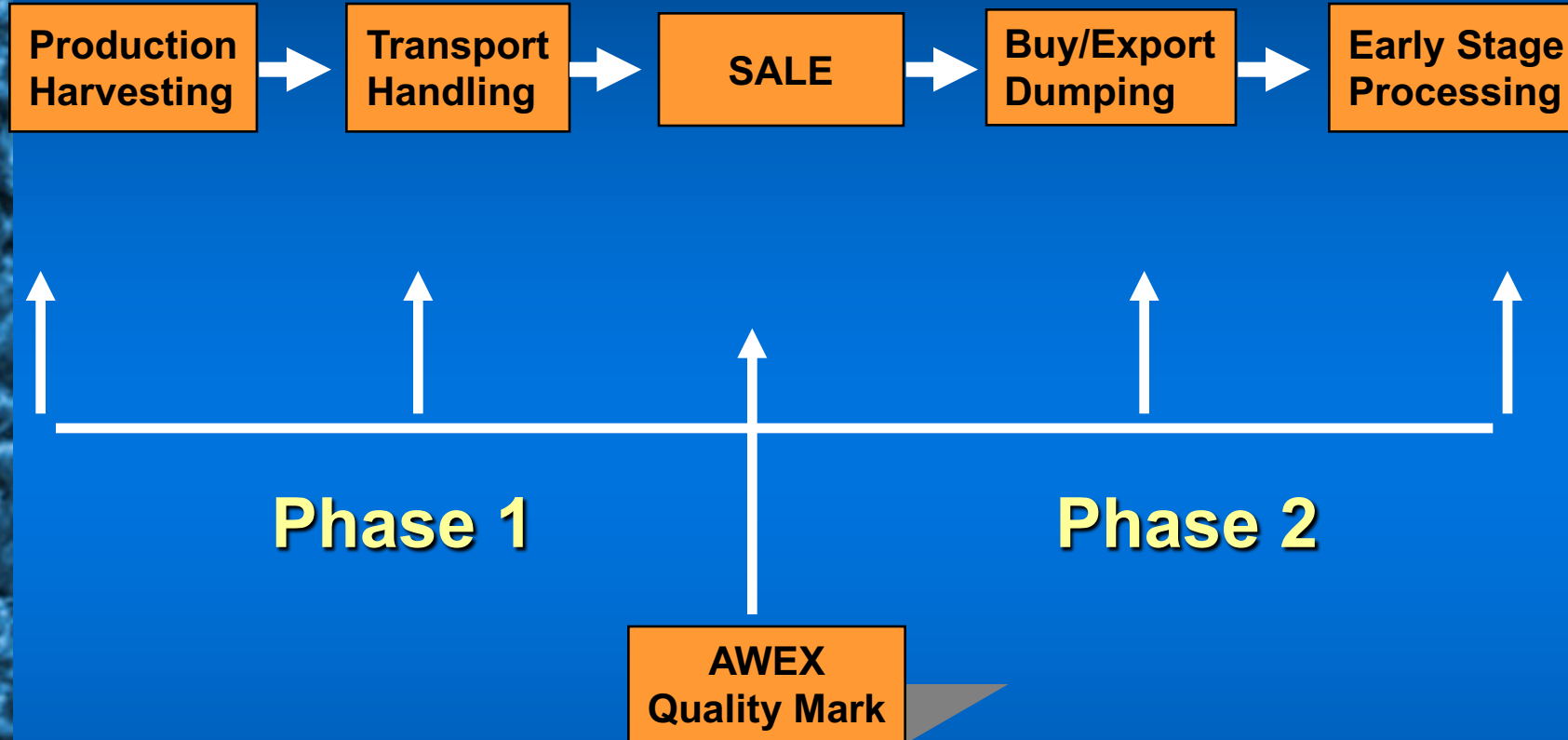
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# Structure of AWEX Quality Mark



Supported by Independent Auditing of each sector, including ISO Certification



# Producer Control Points

- **Working Environment**
  - Shearing Shed
  - Sheep Movement Areas
  - Wool Preparation Area
- **Chemicals On-Farm**
  - Obtaining and Storing Farm Chemicals
  - Safe and Responsible Chemical Use
- **Stain Management**
  - Sheep Free From Urine and Dung Stain
  - Inspection of Sheep Prior to Shearing
- **Contamination**
  - Dark or Pigmented Fibre (Genetic)
  - Non-wool Articles
  - Branding and Raddling
- **Wool Preparation**
  - Preparation and Classing
  - Removal of Fleeces
- **Baling and Storage**
  - Baling of Wool
  - Bale Identification and Traceability
  - Handling and Storage
- **Inspection and Transport**
  - Final Inspection
  - Transportation

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# Producer - Management Points

- **Management Responsibility**
  - decide to adopt Quality Mark
- **Occupational Health and Safety**
- **Animal Welfare**
- **Staff**
  - work agreements and Duty Sheets
  - staffing levels
  - training
- **Records and Documentation**
- **Audits**
  - corrective and preventive action
- **Wool Specification**

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# Sale Agent - Control Points

- Delivery Requirements
- Receival of Wool into Store
- Bale Handling Equipment and Machinery
- In-store Handling, Delivery and Storage
- Product Identification and Traceability
- Wool Specification and Measurement
- Preparation for Sale
- Sale

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# Sale Agent - Management Points

- Management Responsibility
- Working Conditions
- Training
- Occupational Health and Safety
- Inspection, Measuring and Sampling Equipment
- Records and Documentation
- Audits, Corrective and Preventive Action

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# Benefits & Costs of Quality

## BENEFITS

- **Woolgrower**
  - Product differentiation
- **Broker/Sale Agent**
  - Preferred supplier
- **Wool buyer/Exporter**
  - Risk management
- **Wool dump**
  - Process efficiency
- **Early Stage processor**
  - Processing prediction
- **Wool Industry**
  - Industry survival

## COSTS

- Compliance
- Auditing
- ISO certification
- Registration
- Training

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