MEDIA RELEASE

16 November, 2026

WoolProducers Australia (WoolProducers) is calling on the next generation of wool industry leaders to apply for its 2027 Youth Ambassador Program, offering a unique opportunity to gain firsthand experience in industry leadership, policy development and advocacy.

Applications open today for the 12-month program, which provides young people aged 18 to 35 with an opportunity to join the WoolProducers Board and Policy Advisory Committee as an observer and contribute to discussions on issues affecting Australian woolgrowers.

WoolProducers President Simon Riddle said the program was established to support leadership development and succession planning within the Australian wool industry.

“The future of our industry depends on having people who are willing to step forward, represent woolgrowers and contribute to the decisions that shape our industry.

“The Youth Ambassador Program is about encouraging the next generation to take an active role in industry leadership and ensuring their perspectives are heard,” Mr Riddle said.

The successful applicant will attend quarterly WoolProducers Board and Policy Advisory Committee meetings as an observer, gaining practical experience in industry representation, policy development and agricultural advocacy.

The program also provides opportunities to engage with experienced industry representatives and develop a broader understanding of issues facing the wool industry, including biosecurity, animal welfare, market access and sustainability.

Outgoing Youth Ambassador Toby Haylock said the program had been a valuable opportunity to learn about industry representation, build professional networks and gain exposure to the broader wool supply chain.

During his appointment, Mr Haylock attended the International Wool Textile Organisation Congress in China, where he engaged with representatives from across the global wool industry.

“There wasn't one meeting where I didn't learn something new,” Mr Haylock said.

His advice to anyone considering applying was simple: “Do it. Absolutely do it!”

Mr Riddle encouraged young people from across the Australian wool supply chain to consider applying, regardless of any previous experience with policy and advocacy.

“We encourage anyone with an interest in industry leadership to put their hand up. You don't need extensive experience in policy or advocacy, just a willingness to learn, contribute and get involved,” Mr Riddle said.

How to apply

For 2027, the Youth Ambassador Program will transition from a financial year to a calendar year appointment, running from January to December. This change will better align the program with key

industry activities and events, providing greater opportunities for professional development throughout the year.

Applications open on **16 November 2026** and close on **11 January 2027**.

The program is open to young people aged 18 to 35 who are actively involved in any sector of the Australian wool supply chain.

Applicants are invited to submit their curriculum vitae (CV) and a short statement of approximately 400 words outlining their interest in the position to **info@woolproducers.com.au**.

The successful applicant will be announced in late January 2027, with the appointment concluding in December 2027.

Selection will be merit based, with travel and accommodation expenses associated with WoolProducers meetings covered.

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