



Senator Susan McDonald
Chair
Senate Regional Affairs and Transport Legislation Committee
Parliament House
CANBERRA ACT 2600

Dear Senator McDonald

On 5 April 2022 I appeared as a witness before the Senate Rural and Regional Affairs and Transport Legislation Committee Estimates hearing.

During the hearing Senator Davey said in relation to the European Union Product Environmental Footprint methodology:

Can you give me an update on what progress you're making in your negotiations around the PEFs? Are you getting a fair sounding board from the powers that be in Europe who've dreamt up this scheme, which was developed for good intent but, in practicality, is having some unintended consequences?

In response I said:

We launched our campaign some time ago now. In the most recent campaign we did, the Meaning behind the Mark, we spoke about the sustainable characteristics of wool.

I wish to correct this answer.

The correct campaign name is 'Make the Label Count' and not 'Meaning behind the Mark'.

The remainder of my answer to the question, given at the hearing, is correct.

I apologise for the error in my answer and trust this further information will be of assistance to the Committee.

Yours sincerely

John Roberts
Chief Executive Officer

20 April 2022