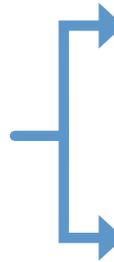




AWI invested **\$4.6m**, over five years from 2009 to 2014.



Estimated benefit to Australian growers of between **\$3m** and **\$22.4m** depending on wool sales.

A return of between **\$0.60** and **\$4.80** on every dollar invested.

ISSUE

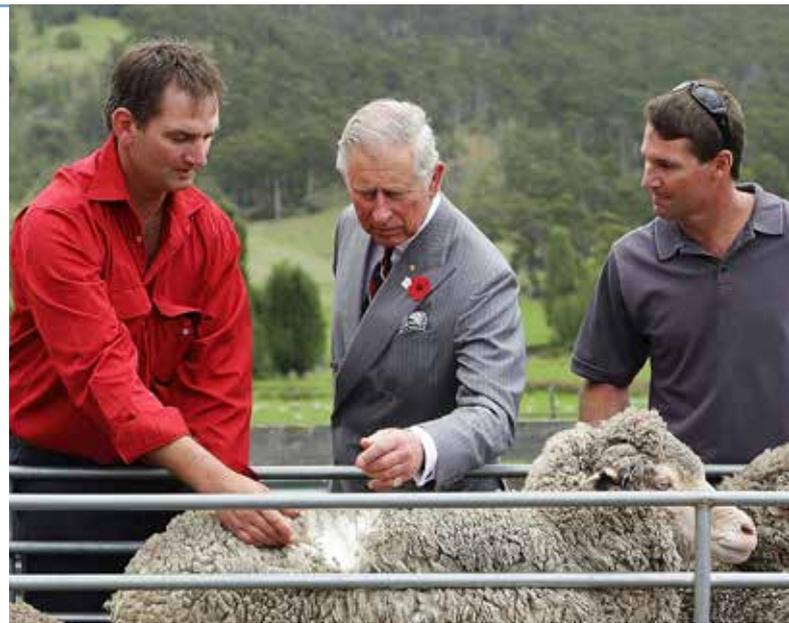
- Increasing the demand for wool at the consumer level through partnerships with key retailers, which in turn will increase the price Australian growers receive for their wool.
- Promoting a shift in consumer purchases away from competing fibres into wool based products.

PROMISED BY AWI

- To develop marketing programs with individual retailers around the world involving regular promotion activities.
- Media communications, trade and consumer events and the Campaign for Wool website to support changed consumer purchasing decisions in retail partner stores.
- Support the program with high-profile engagement by its patron HRH The Prince of Wales, and others including Colin Firth and Dame Vivienne Westwood.

DELIVERED BY AWI

- An increased participation of retail partners from 117 in 2010 to 333 in 2011.
- More than doubling of the editorial value of Campaign for Wool's exposure in printed media from £4.8m in 2010 and £11m in 2011.
- Widened the reach of consumer marketing to shift consumer attitudes.
- Sales growth by its retail partners. Two retail partners reported sales growth of 5% and 19% - based on 2009 versus 2010 seasonal sales, another reported sales growth of 8% from 2010 to 2013.



The Prince of Wales, Patron of the Campaign for Wool, inspecting Merino sheep.

BENEFIT TO WOOLGROWERS

- Benefits flow to Australian woolgrowers through higher prices for greasy wool. Prices have, to some extent, increased in response to higher demand for wool through the Campaign for Wool initiative.

PLANS FOR THE FUTURE

- The Campaign for Wool has recently secured the services of its patron HRH The Prince of Wales for a further five years and AWI will continue to work with an increasing number of retailers promote wool to consumers.

