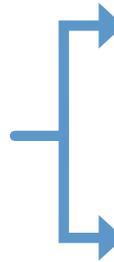




AWI funded **\$17.3m** over five years.



An estimated **\$47m** benefit to Australian growers.

This represents a return of **\$3.10** on every dollar invested 2011-2016.

ISSUE

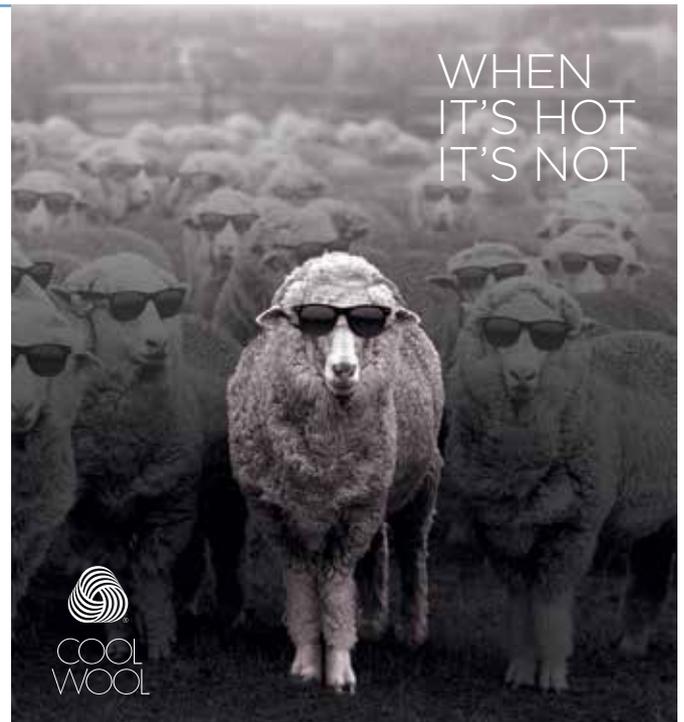
- Emphasise that wool is both cool to wear and 'cool' in a social sense.
- Increase the demand for Australian wool by consumers over summer and transitional seasonal periods.

PROMISED BY AWI

- To increase the demand for Australian wool by 730,000kgs by 2016.
- To support manufacturing partners in gaining accreditation for producing fabrics to the Cool Wool specification so that retailers can label their products with the Cool Wool brand.
- To roll out Cool Wool program materials and activities in eight key markets – UK, France, Germany, Spain, Japan, Korea, Turkey and India – then expand to other markets.
- To generate substantial media activities for consumers, including access to Cool Wool branded digital media, such as the AWI Cool Wool website.
- To assist retailers and brands to source Cool Wool fabrics and garments.

DELIVERED BY AWI

- The program successfully built new demand across nine markets worldwide.
- Program achieved or exceeded four out of eight targets, with two on track to be met by completion of 2014.



BENEFIT TO WOOLGROWERS

- Australian woolgrowers will benefit from higher prices for greasy wool, as a result of new demand for Australian wool generated through the Cool Wool Program.

PLANS FOR THE FUTURE

- The relaunch of the Cool Wool brand has been highly successful at a trade level and is beginning to see retail and consumer attention grow. AWI will continue to seek commercial support for this product and grow Spring/Summer demand through collaboration with brands and retailers.

