



ISSUE

- Demonstrate and promote the high quality of wool – a “fibre fit for a prince” to wear.
- Show the human face of wool growing.

PROMISED BY AWI

- To make a suit for HRH Prince William, from Australian wool to wear at his wedding.
- Australian Merino wool would be donated by 211 wool growers and wool fabric produced by Italian and UK partners.
- Leftover fabric would be auctioned with proceeds going to charity.

DELIVERED BY AWI

- A 94kg bale was put together by AWI staff and followed through various processing points to ultimately produce twelve suiting lengths totalling 100 metres of fabric.
- Two lengths of fabric were given to His Royal Highness Prince William to be made into a suit.
- \$54,000 was raised for the Royal Flying Doctor Service.

BENEFIT TO WOOLGROWERS

- Wool growers gained the knowledge of what was involved from taking a single bale through the supply chain.
- Media coverage increased awareness of Australian woolgrowers and Merino wool.



Bulmer & Lumb manager Edward Waterhouse with the finished cloth
PHOTO CREDIT: Ross Parry Agency

PLANS FOR THE FUTURE

- Fit for a Prince was a tactical program that took advantage of current events to build visibility and demand for wool in Australia. AWI will continue to work with promotional partners in the local market to grow the visibility of and demand for wool in our home market.



The figures represented were generated by an independent economic analysis of AWI's investment in this program. AWI undertakes this level of analysis prior to making investment decisions to verify the benefit to growers; during the program to ensure the investment is on track; and at the end of the program to report outcomes of the investment.