



ISSUE

- To position Merino wool as an established technical and high performance fibre in sports/active apparel, building demand for wool across the sportswear market.

PROMISED BY AWI

- The creation of a strategic plan to ensure future product development and marketing by leveraging off existing manufacturing partnerships.
- To develop partnerships with key brands and retailers to increase awareness of wool's uses in outdoor/hiking, hunting and fishing, and health and lifestyle products.
- To test and develop products with partners, especially new segments for wool in mid and outer layers and promote new products.

DELIVERED BY AWI

- Increased manufacturing partners total volumes of Merino Perform™ product by an estimated 21 million units with year-on-year growth of 10 per cent, or 2.1 million units (equivalent to more than 30,000kgs of wool per AWI partner).
- An increase in sales of 75,000 units a year, on average, for each manufacturing partner and an additional 50,000 units a year across non-AWI partners.

BENEFIT TO WOOLGROWERS

- The economic benefit to Australian woolgrowers associated with an increase in new demand was estimated at \$3.9m a year for every 1 mkg generated.



PLANS FOR THE FUTURE

- Sports and Active wear continues to be a high quality and high margin retail business, which is now expanding its influence into fashion apparel. AWI will expand its collaboration with a widening range of influential brand partners in this area.

