



AWI invested **\$225m**, on behalf of Australian woolgrowers



Generated **\$581m** benefit to Australian Woolgrowers.

This represents a return of **\$2.70** on every dollar invested over the strategic planning period.

## ISSUE

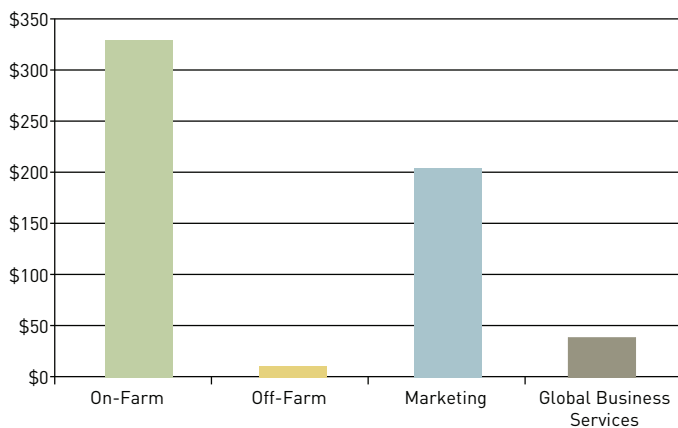
- AWI is accountable to Australian woolgrowers in delivering benefits to them as outlined in the 2013-2016 Strategic Plan.

## PROMISED BY AWI

- To invest woolgrower funds across 14 Strategies and 37 Programs in the On-Farm R&D, Off-Farm R&D, Marketing and Global Business portfolios to deliver a return to woolgrowers of \$3 on every dollar invested.

## DELIVERED BY AWI

- Through research, development, extension, marketing and provision of services for the industry, AWI has generated a positive net benefit for Australian woolgrowers.



## BENEFIT TO WOOLGROWERS

- Benefits to woolgrowers are generated from AWI investment through increased demand for wool, increased wool processing profitability and increased farm profitability, as well as Woolmark licence fees and royalties.

## PLANS FOR THE FUTURE

- AWI has developed its Strategic Plan for 2016/17 to 2018/19. AWI will be accountable to Australian woolgrowers in delivering against the stated targets as set out in that plan. The plan is available at [www.wool.com](http://www.wool.com)

