STUDENT EDUCATION
PRIMARY AND SECONDARY
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STRATEGIC PLAN 2019/20 TO 2021/22

- UK, ITALY, HONG KONG
- GROWTH IN EXISTING MARKETS
TERTIARY EDUCATION
STUDENT EDUCATION TERTIARY

Naturally Inspiring  – GERMANY, INDIA
Scholarships  – GERMANY, FRANCE
Wool Appreciation Course  – CONTINUE TO DELIVER ACROSS ALL OFFICES
Wool Science, Technology & Design Education Program  – USA, UK, ITALY
Wool Runway  – AUSTRALIA

STRATEGIC PLAN 2019/20 TO 2021/22
RETAIL EDUCATION

RETAIL TRAINING – FRANCE, TAIWAN
- Wool Appreciation Course
- The Wool Pocket Book
- Bespoke Training Materials
- Retail Training Visits

STRATEGIC PLAN 2019/20 TO 2021/22
WOOLMARK LEARNING CENTRE
EDUCATION EXTENSION
WOOLMARK LEARNING CENTRE - DIGITAL PLATFORM

- Platform being developed by Digital Team.
- Platform to house all of our educational programs: Primary, Secondary, Tertiary, Trade & Consumer.
- Continual refinement and build of educational content

Existing programs:
- Learn About Wool (LAW)
- Wool4School
- WAC Introductory
- WAC Essentials
- Resources
RESOURCE CENTRES

STRATEGIC PLAN 2019/20 TO 2021/22

- NEW YORK
- LONDON
- ITALY
- VIETNAM
- HONG KONG
- SYDNEY HQ
- CHINA (NANSHAN, XINAO, DONGHUA UNIVERSITY)

Resource Centres – NEW YORK, LONDON
Development Centres – VIETNAM, ITALY
TRADE SHOWS
TRADE SHOWS

Apparel/Fabrics
Yarn Knitwear
Sports/Outdoor

– A NEW APPROACH TO TRADE SHOWS
SEAMLESS, WARP KNIT SEAMLESS, FLATKNIT, FULLY FASHIONED & WARP KNIT TECHNOLOGY
MERINO FOOTWEAR
OPTIM TECHNOLOGY
MARKETING INNOVATIONS
THE FUTURE

- Clear product marketing plan that feeds into Resource Centers, Trade Shows, Trade Publications.

- Collaboration with leading International Designers to create inspirational products using our innovations.

- Inspirational imagery and video content to support the product innovation stories.

- Presentation toolkits for KAMs.
Thank you