WOOLGROWER SERVICES

STRATEGY CONSULTATION

30TH JANUARY 2019
Woolgrower Services: Grower-facing initiatives

Woolgrower Services – We recognise the need to have a more structured process of consulting with woolgrowers and stakeholders and for the delivery of effective training and technology adoption across the industry.
To be seen as a valuable contributor to the profitability and sustainability of Australian woolgrowers, through a broad range of grower-facing communication, engagement and training initiatives.
SHEEP & WOOL MANAGEMENT SKILLS
Investment Focus

- Practical Management Information
- National Merino Challenge
- Extension Networks
- Capacity Building & Technologies
SHEEP & WOOL MANAGEMENT SKILLS
Strategic Targets

• More than 10 practical sheep skills training events, reach more than 100 people
• Over 12 completed – more than 100 people
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• Delivery of NMC
  • 108 participants from 15 school/unis
  • Delivered to budget
# STRATEGIC PLAN
## 2016/17 TO 2018/19

## SHEEP & WOOL MANAGEMENT SKILLS

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Target age</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Woolgrowers Initiative (eg Hay Inc)</td>
<td>12 – 35</td>
<td>Allows for swift and ad hoc response to opportunities that arise to showcase the wool industry to young people. Examples of initiatives funded under this project include: SA Sheep Expo, Hay Inc., Corriedale Youth, National Merino Sheep &amp; Fleece Judging Finals, Farm Business Boot Camp.</td>
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<tr>
<td>HAYINC Rural Education</td>
<td>16 – 23</td>
<td>Promotes the range of career opportunities in the wool industry and show kids a bright future in wool, whilst hopefully learning something along the way. The competition side is secondary and is used as the hook.</td>
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<tr>
<td>Agrifutures Horizon Scholarship</td>
<td>18 – 23</td>
<td>Cross-industry project for people going into ag &amp; vet courses at uni. For two years, $5,000/yr towards tuition and $5,000/yr for out-of-pocket expenses incurred in undertaking work placement. Run by Agrifutures (formerly Rural Industries RDC)</td>
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<tr>
<td>Young Farming Champions</td>
<td>18 – 28</td>
<td>Gives young people in the industry skills in speaking positively about their industry to a consumer audience. Strong element of personal development, particularly in public speaking and presenting clearly and in an engaging way.</td>
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<tr>
<td>Breeding Leadership</td>
<td>12 – 35</td>
<td>Award of up to $22,000 for applicant to research or develop something to suit one of the supporting industries. Applications run from pure research to applied technology. Run by Department of Agriculture &amp; Water Resources</td>
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<tr>
<td>Nuffield Australia Farming Scholars</td>
<td>25 – 35</td>
<td>AWI-owned &amp; run 5-day course aimed at people across the wool industry to improve strategic and personal skills. Key areas are leadership, communication, time management, change management, personality typing and innovative thinking. Held every second year.</td>
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<tr>
<td>Australian Rural Leadership Foundation</td>
<td>28 – 45</td>
<td>Combination of personal and professional development. Scholars apply with a question they’d like to research on behalf of their industry and are then subjected to a rigorous interview process. Common for their research question to be massaged with the assistance of their industry sponsor. AWI supports 1 position annually.</td>
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<tr>
<td>AUSTRALIAN RURAL LEADERSHIP FOUNDATION</td>
<td>30 – 50</td>
<td>Cross-industry program focussed on existential learning. Places participants in a series of challenging situations to enhance their application of learned skills. AWI supports 1 position annually. Run by Australian Rural Leadership Foundation</td>
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- Average annual cost saving to growers participating in AWI supported networks exceeds $700, net of AWI & grower costs
  - Over 12,500 network participants
  - $2,918 avg cost saving indicated by participants
**SHEEP & WOOL MANAGEMENT SKILLS**

**Strategic Targets**

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  - Over 12,500 network participants
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- Achievement of a minimum of 8,000 page views for practical sheep management resources on AWI website
  - Over 50,000 views
WOOL HARVESTING & QUALITY PREPARATION
Investment Focus

• In-shed Training
• Workshops
• Innovative In-shed Technologies
WOOL HARVESTING & QUALITY PREPARATION

Strategic Targets

- Increase shed productivity by, on average, four sheep per day by 2019 across the whole industry
  - 2017/18 in-shed training evaluation – avg increase of 15 sheep per day (2017/18 participant survey)
- Cost per person trained remains constant
  - Same overall budget (6,657 coached/trained)
Increase shed productivity by, on average, four sheep per day by 2019 across the whole industry

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- Same overall budget (6,657 coached/trained)
Increase shed productivity by, on average, four sheep per day by 2019 across the whole industry

- 2017 in-shed training evaluation – avg increase of 15 sheep per day

Cost per person trained remains constant

- Same overall budget – more trained

Commercial availability of at least one technology, by 2019, to increase the efficiency of wool harvesting

- Shearer trainer input to UTS robotics
- Efficient blow patterns using UPSP
- Ongoing support for SLAMP
- ShearJitsu (health, wellbeing, fitness)
- Wool Enhancer (in-shed removal of VM)
- Shed Safety Assessment (WASIA)
Training & Technology Uptake:

To be seen as a valuable contributor to the profitability and sustainability of Australian woolgrowers, through the provision of a broad range of grower-facing communication, engagement and training initiatives.
Sheep & Wool Management Skills

*Engage and motivate young people*, thereby attracting and retaining the skills the wool industry needs to be competitive and innovative.

*Provide existing and future workers with a solid base of hands-on practical skills and development pathways*, through a suite of AWI programs and initiatives to train, encourage and motivate.

*Create information, tools and resources, linked to AWI on-farm research outcomes that helps woolgrowers improve profitability & sustainability.*

**Investment Focus**

• Tertiary student engagement through an integrated national education series, culminating in the National Merino Challenge.

• Continued development of integrated resources for research outcome adoption

• Support of Industry Capacity Building and Leadership initiatives

• Delivery of AWI priorities through AWI Extension Networks and other grower groups structures
Wool Harvesting and Quality Preparation

Attract and retain the best new entrants into the industry through effective communication and promotion of the career opportunities for shearing, wool handling and clip preparation.

Practical hands-on training for shearsers and wool handlers in the shed, aimed at increasing their skills, wellbeing and professional development. The training for harvesting staff will cover a wide range of experience – from novice to elite levels.

Develop innovative approaches to training and retention to exploit effective learning methods and build pathways between training and further employment.

Investment Focus

• In-shed training will continue to be a priority for AWI, with an increased emphasis on harvested wool quality and shearer well-being & professionalism.

• Support more workshops through recognised training institutions and shearing schools

• Promotion of elite shearing and woolhandling skills through ongoing funding support of Sportshears affiliated competitions at local, state and national levels.
THANKYOU