



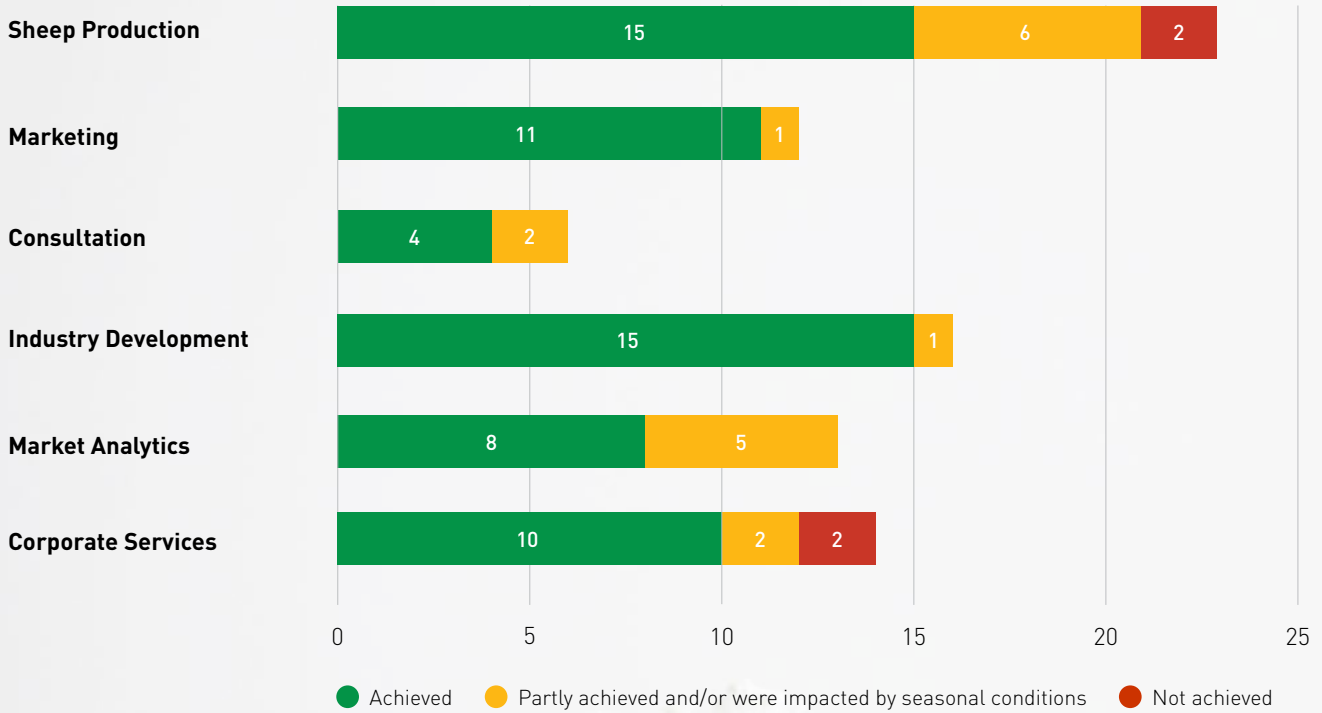
**Program
Achievement
Report**

2023-2024



Program Achievement Report 2023-2024

This document provides a summary of achievement against the 2023/24 Annual Operating Targets. The graph below shows the status of the programs under each portfolio as of 30/06/2024. The program statuses in green have been achieved, the ones in amber were close to being achieved but not fully met and/or were impacted by seasonal conditions, and the ones in red had progressed well and they were close to being achieved but due to certain factors their timelines were not met.



Program Achievement Report 2023-2024

- Achieved
- Partly achieved and/or were impacted by seasonal conditions
- Not achieved

SHEEP PRODUCTION				
Program	Investment Focus	Target	Status	Commentary
HEALTHY PRODUCTIVE SHEEP	Training growers and agriculture advisors in moving to a non-mulesed enterprise. This focus addresses the Wool 2030 target of growers having the confidence and tools to manage flystrike without mulesing	25 woolgrower extension events held in flystrike management and moving to a non-mulesed enterprise	●	12 workshops were held during the period. However, due to on-going dry conditions, on ground, demand for flystrike workshops continued to be weak, leading to postponement or cancellation of the remaining planned extension events.
		Growers that participate in workshops report: a. 70% increased awareness of tools to manage flystrike b. 80% increased confidence to make changes to the way they manage flystrike c. 80% increased confidence in managing flystrike without mulesing	●	Survey results from woolgrowers that attended StrateFly pilot workshops reported 94% confidence to move to a non-mulesed enterprise.
		15 advisors trained to assist growers to move to a non-mulesed enterprise	●	Unfortunately, advisor training in moving to a non-mulesed enterprise was postponed until July – September 2024, due to compounding delays with the implementation of the flystrike extension program.
	Commission projects in flystrike management tools targeting the viability of the fly	Sterile Insect Technique co-funded project scoped and resourced	●	New projects contracted and initiated within this period: <ul style="list-style-type: none"> – Novel Targets against Flystrike to investigate sheep blowfly genes involved in parasitism in order to identify new targets for flystrike control. – Nanotechnology and Tea Tree Oil (TTO) to develop an eco-friendly biopesticide using nano-encapsulated TTO.
	Support for co-ordination of a national wild dog program	Continue support for the National Wild Dog Management Co-ordinator project	●	National Wild Dog (NWD) Management Coordinator position contracted (co-funded) and active to 2026/27. NWD Action Plan Implementation Manager contract renewed, and Communications Manager services (company) engaged, funded by a Federal grant.
	Increase knowledge and tools available to growers to assist them in choosing feedbase options suited to their region and production system	Tools made available to growers to assist them in choosing pasture species suited to their region and production system	●	Tools and content to assist woolgrowers in choosing pasture species suited to their region and production system have been developed, for publication in the updated Pasture Picker website. However, the updated website was not completed for launching in time to be reported under this target.
		Improve the understanding on the use of hard-seeded legumes in low rainfall environments to give woolgrowers greater options to manage a variable climate	●	8 factsheets have been developed. However, further revisions to them are required before publication.
		Improve understanding of the productivity and management of saltbush shrubs	●	AWI, MLA and CSIRO have developed a grower-focused guide on 'Optimising establishment and utilisation of saltbush-based forage systems'. The guide details the benefits of shrub systems, particularly in filling feed gaps, describes how to design a shrub system and ensure successful establishment and outlines sheep nutrition considerations. It will be released for saltbush field walks that CSIRO are conducting in Hay and Tubbul in August.

Program Achievement Report 2023-2024 (continued)

SHEEP PRODUCTION				
Program	Investment Focus	Target	Status	Commentary
HEALTHY PRODUCTIVE SHEEP	Increase knowledge and tools available to growers to assist them in choosing feedbase options suited to their region and production system	Aim towards increasing national weaning rate by 5 percentage points from 2020 to 2030. This equates to an increase of 0.5 percentage points per year	●	Using the most recent complete drop data, there has been an increase in the weaning rate of 2.2 percentage points from the 2020 drop (10.02%) to the 2022 drop (12.26%) which is greater than the annual target of 0.5 percentage points. This is using the most recent MERINOSELECT (MLA) data analysis enhancements. There has been a noticeable improvement in the rate of gain in the Weaning Rate trait since its introduction in 2018, use of genomics in the analysis, growth of MLP reproduction data in the Merino reference flock and large increase in the adoption of genomics by MERINOSELECT users with over half of the recorded 2022 drop animals having a genotype measurement.
	Increase grower understanding and adoption of best practice management for reproduction efficiency	Collate and update information on management strategies for lamb survival	●	Further delays by the researchers to the Prioritising Lamb Survival Interventions project resulted in the removal of the final milestone, which included the development of extension materials. Instead, AWI will pull key messages and results from the final report in the latter half of 2024 and package them into extension materials that include a cost-benefit analysis.
		An increase of at least 3 index points for the MP+ index between last two fully recorded drops as at June 30th 2023, as reported by MERINOSELECT.	●	The last reported MP+ index for fully recorded drops from MERINOSELECT members shows the 2020 drop MP+ at 148.95 and 2021 drop at 152.20, an increase of 3.25 index points. In May 2024 MERINOSELECT updated its analysis methodology and created new indexes. It no longer reports on the MP+ index. The scale of the 4 new MERINOSELECT indexes has changed, and a new target will be required for 2024/25.
	Support woolgrowers to breed for increasing flystrike resistance	A trend for lower breech wrinkle and dags ASBVs	●	The MERINOSELECT genetic trends for wrinkle and dags shows a trend towards lower wrinkle and dags. The early breech wrinkle ASBV has fallen from -0.18 score for the 2018 drop, to -0.22 for the 2020 drop and to -0.28 for the 2022 drop. The late dag ASBV has fallen from -0.05 score for the 2018 drop, to -0.07 for the 2020 drop and to -0.09 for the 2022 drop. <i>Source MERINOSELECT (MLA) June 2024.</i> There has been an increasing trend in the phenotyping of wrinkle and dags with over 51% of 2022 drop animals having a wrinkle phenotype. Along with selection, this is leading to falling wrinkle and dag ASBVs.

Program Achievement Report 2023-2024 (continued)

SHEEP PRODUCTION				
Program	Investment Focus	Target	Status	Commentary
HEALTHY PRODUCTIVE SHEEP	Support woolgrowers to breed for increasing flystrike resistance	Increasing genotyping and phenotyping of Merino breech wrinkle, dags, cover and fleece rot. By 2030 50% of MERINOSELECT current drop will have a breech wrinkle phenotype	●	<p>MERINOSELECT ram breeder animals with a wrinkle phenotype compared to the total number of ram breeder recorded animals has increased from 33% for the 2020 drop, to 46% for the 2021 drop, to 51% for the 2022 drop.</p> <p>The recording of early breech cover has gone from 21% in the 2020 drop, to 34% of the 2021 drop to 37% of the 2022 drop.</p> <p>The recording of late dag has gone from 11% of the 2020 drop, to 13% for the 2021 drop, and 22% for the 2022 drop.</p> <p>The number of ram breeder fleece rot records has increased from 2,505 for the 2020 drop to 4,296 for the 2022 drop.</p> <p>Source MERINOSELECT (MLA).</p> <p>The recording by ram breeders of the indicator traits for breech and body strike continues to show solid increases.</p>
ENVIRONMENTAL SUSTAINABILITY	Assist woolgrowers to monitor, measure, and improve on-farm natural capital, increase drought resilience and enable new income streams such as carbon and biodiversity markets.	New projects facilitated or commissioned	●	<p>Credible and cost-effective metrics to enable farmers to report and promote their on farm natural capital and environmental performance over time are being developed in three projects.</p> <p>Eleven core metrics have been identified to monitor, measure, and improve on-farm natural capital and biodiversity, increase drought resilience and potentially enable new income streams for farmers. A strong focus has been on enabling these metrics to be cost-effectively measured and it seems probable that at least 6 of them will be able to be remotely assessed by satellite.</p>
AGRI TECHNOLOGY	Invest in innovative solutions targeting wool harvesting alternatives to improve shearer and/or animal welfare and increase shearing efficiency	Report on the success of an in-vitro investigation of the effect of compounds on wool strength to facilitate bioharvesting	●	<p>A new in vitro skin/follicle culture (skin from euthanised sheep) system was implemented to facilitate testing a large number of compounds for effective dose, time and interactions with other agents.</p> <p>In addition, some high-interest agents are also tested for in vivo effectiveness effects (live sheep) at the same time as the screening trials. This strategy maximises the speed of identifying the best agents.</p>
		New project(s) commissioned including solutions to harvest weakened wool	●	<p>Four projects have been commissioned to develop wool harvesting solutions for weakened wool ranging from a handpiece to a fully automated system with the University of Technology Sydney (UTS), University of Wollongong, Agricultural Technology Solutions and Brooke & Mackenzie.</p>
TRAINING AND TECHNOLOGY TAKEUP	AWI will continue to develop and make available key industry resources on best management practices and existing technologies across all facets of sheep production. Resources will be made available through a range of mediums including print, app development and AWI websites. AWI will focus on providing resources online through wool.com and Learn About Wool.	AWI leadership and practical skills events delivered to participants receive a net promoter score (NPS) of at least 7.5/10	●	<p>Practical Sheep Skills workshop currently being revised to incorporate subjective and objective sheep classing.</p>
		AWI programs engage with 500 student participants each year	●	<p>AWI has engaged 1,781 students in the 12-month period. Figures are from novice schools + high school workshops + expos.</p>
		20,000 views of AWI Education & Extension wool harvesting resources online	●	<p>There were 28,730 total views during 2023/24.</p>

Program Achievement Report 2023-2024 (continued)

SHEEP PRODUCTION				
Program	Investment Focus	Target	Status	Commentary
TRAINING AND TECHNOLOGY TAKEUP	AWI will continue to recognise elite shearing and wool handling through communication and promotion initiatives, as well as regional, state and national competition support	More than 1,000 participants in Sports Shear shearing and wool handling competitions nationally	●	1,160 participants during 2023/24.
	With the broader adoption of innovative approaches to wool harvesting, such as upright and mobile shearing, multi-purpose sheds and easier catch/drag/release methods, AWI will work with industry to develop and deliver applicable training components. The initiative of the wool handler/shearing tool kits is to retain shearers and shed staff in the industry.	3,700 novice and intermediate level participants supported through training by AWI	●	There were 4,935 novice and intermediate level participants during 2023/24 (+22.42% YoY increase).
		250 new entrants attained a level of competency to obtain AWI shearer or wool handler/shearing tool kits	●	120 kits handed out across Australia during 2023/24. NSW=39, VIC=22, QLD=2, SA=16, TAS=11, WA=30.
	Retention of wool industry participants through access to skills building opportunities to increase their capacity in leadership, business, industry promotion and their confidence in the future of the industry	Ongoing retention rate of 75% of those trained yearly	●	Current retention rate for 2023/24 is 79%.

MARKETING				
Program	Investment Focus	Target	Status	Commentary
TRADE MARKETING	Promote Merino wool as the optimal fibre for sustainable circular products	5% increase in engagement with wool sourcing assets from brand partners	●	1 LinkedIn following: 25,821 (+18.4%) 2 The Wool Lab swatch engagements: 12,636 (+9.05%) 3 Sourcing Guide PDF downloads: India – 342 Japan – 452 Vietnam – 366
		Growing awareness of wool benefits amongst trade and supply chain audiences	●	1. Industry website traffic: Benchmark (2022/23): 60,435 sessions, 203,099 page views 2023/24 results: 27,956 sessions, 201,847 page views 2. Trade Marketing monthly newsletter subscribers: Benchmark (July 2023): 13,528 July 2024: 25,821 (+91%)
	Influence impending EU textile legislation and amplifying the ecological attributes of Australian Merino wool	Influence impending EU textile legislation and amplifying the ecological attributes of Australian Merino wool	●	Since the start of the Make the Label Count campaign, 66 meetings have been held with EU stakeholders and outreach has been made to 433 EU stakeholders. Over the past year, AWI has participated in 6 EU public consultations on policy and legislative proposals and collaborated with other natural fibre organisations to encourage broader responses. Consistent advocacy on PEF's inability to deliver on the EU's sustainability goals has gained recognition from the EU Commission and EU Parliament.
		Provide constructive solutions to make EU apparel labels meaningful and transparent for consumers	●	Engagement with the EU Commission and French government to share the high quality Wool LCA dataset to improve the data for wool that is available.

Program Achievement Report 2023-2024 (continued)

MARKETING				
Program	Investment Focus	Target	Status	Commentary
TALENT DEVELOPMENT	International Woolmark Prize (IWP) will be restructured to be held every two years, with a focus on pre-registration in 2023/24. IWP celebrates outstanding fashion talents from across the globe who showcase the beauty and versatility of Australian Merino wool. It is the world's oldest and most prestigious award for rising fashion stars.	5% increase in pre-registration for program	●	40% year on year increase in applications (IWP2023 vs IWP2025 applications).
	The Woolmark Performance Challenge (WPC) will be restructured to be held every two years and will be expanded to include small businesses and start-ups as well as students.	20 new leads for sports industry brands and stakeholders	●	23 new leads generated by AWI staff attending trade events.
CONSUMER MARKETING	China Campaigns: produce a content and commerce model with retail partner support to drive volume of wool sales	Increase brand awareness for Woolmark and Merino wool benefits in China by 3%	●	The China A/W campaign had a positive impact on the awareness (+20%) and purchase intent (+25%) towards Merino wool as well as awareness (+17%) and purchase intention (+15%) associated with the Woolmark brand.
		YoY increase wool sales driving partnership with major retailer	●	10% YoY uplift in wool sales with reduced AWI investment. Retail partnerships launched with TMALL and Net-A-Porter for A/W2023. In addition, brand partnerships were conducted with 11 brand partners (eifini, ICICLE, Mo&Co, PORTS, Hazzys, LILY, JNBY, GXG, Peacebird, Less and MM) for the Double 11 and Double 12 shopping festivals for AW23/24.
	Educate Gen Z and Millennial audiences on the negative effects of synthetics and the positive eco-credentials of wool	3% increase purchase intent of Australian wool through increased awareness of wool's sustainable benefits	●	Across the Eco Campaign an average 75% purchase intent rate was achieved.
		Increase in average purchase intent of wool by 2% for the Eco Consumer campaign	●	4 percentage point increase in awareness for wool, from 24% to 28% after exposure to the campaign. 9 percentage point increase in consideration (reflective of purchase intent) from 48% to 57%.
	Brand Partnerships with influential sporting brands, sustainable fashion brands and high-volume retailers	Secure a minimum of 2 high profile sporting event/team sponsorships	●	Due to reduced budgets, a new high-profile sponsorship will be entered into for 2024/25. However, Woolmark secured partnerships with target sports brands throughout 2023/24 including Mizuno, TaylorMade, Huckberry, Salomon, Circle Sportswear and Arena.
		Uplift in brand/retailer intent to increase wool product categories	●	Brand/Retail Survey completed by 15 brand and retail partners throughout 2023/24. 13/15 of the partners indicated that they would maintain or increase their wool usage next year, following their partnership with Woolmark.

Program Achievement Report 2023-2024 (continued)

CONSULTATION				
Program	Investment Focus	Target	Status	Commentary
WOOLGROWERS	AWI will overhaul the wool.com website to increase navigability and increase traffic	Increase page views on Wool.com website by 5%	●	341,345 - 36.53% YoY increase.
	AWI provides a wide array of print and digital communications to engage woolgrowers with clear, relevant, engaging and accessible content	High level of member satisfaction rating (above 5.8/10) with communication from AWI	●	Grower sentiment about the future of Australian wool averaged 4.9 in 2024.
		Improving efficiency through electronic distribution of <i>Beyond the Bale</i> using the latest government data on woolgrowers. This will save costs and will have a positive impact on the environment as we are slowly moving away from paper-based distribution.	●	<i>Beyond the Bale</i> was emailed to 34,141 recipients during 2023/24, an average of 8,535 recipients for each edition.
	Through the 6 extension networks, AWI will disseminate resources on best management practices, new and existing technologies and look to make these readily available	Increase number of active participants in AWI extension initiatives by 3%	●	There were approximately 17,000 active participants in AWI Extension networks. Due to recalibration of some of the extension networks' systems, there is uncertainty on the accuracy of previously provided participant numbers, impacting the YoY comparisons.
AWI workshops delivered to participants receive a net promoter score of 7.5/10 (evidenced by exit surveys)		●	AWI workshops continue to be well received and participants highly likely to recommend to others, with an average NPS of 9.38.	
INDUSTRY	Increase member satisfaction in the industry forums WICP/WCG	Increase member satisfaction in the industry forums WICP/WCG	●	4 WICP meetings and 2 WCG meetings held. Location: Sydney, Adelaide and online. 8.38 average member satisfaction.

INDUSTRY DEVELOPMENT				
Program	Investment Focus	Target	Status	Commentary
WOOLMARK	Ensure the Woolmark Licensing Program remains in demand and relevant for industry through current standards and procedures	Review relevant specifications and testing standards	●	Updates provided to specifications, notably Woolmark Recycled and Woolmark Gold Interiors.
	Targeting new and existing brands and retailers with the value and benefits of the Woolmark Licensing Program	Increase brand and retailer licensees by 10%.	●	Brand and retailer licensees 199 at year end, up from 154 – 29% YoY increase.
		Maintain or increase the number of tickets & labels ordered by Woolmark licensees.	●	Ticket and label orders through SML consistent year on year.
EDUCATION & EXTENSION	To support and strengthen the wool industry by educating designers, merchandisers and sourcing teams to deepen their understanding of the world's most sophisticated natural fibre.	Deliver global training programs across womenswear, menswear, sportswear and interiors to a minimum of 40 retailers.	●	80 brands (target 40), reaching 1,445 staff trained.
		Expansion of Wool Science program into India and Vietnam through student participation.	●	1 of 2 targets met. 1 x Indian institute, reaching 150 students. 0 x Vietnam institutes. 3 x China institutes, reaching 445 students.
	Elevate perceptions of value and desirability for Merino wool by empowering marketers and floor staff with the knowledge required to inspire consumer audiences which ultimately leads to increased wool sales.	Maintain participation in the Learn About Wool primary and secondary education program	●	207 Learn About Wool kits dispatched to schools across Australia, estimated to reach over 12,000 primary school students. Aligning with school requests and industry needs, a new 98 page, digital 'Your Future in Wool' booklet was developed, which outlines the career opportunities (on-farm) for young people looking to enter the workforce. This allowed reaching over 3,000 students through career and education events.

Program Achievement Report 2023-2024 (continued)

INDUSTRY DEVELOPMENT				
Program	Investment Focus	Target	Status	Commentary
EDUCATION & EXTENSION	Elevate perceptions of value and desirability for Merino wool by empowering marketers and floor staff with the knowledge required to inspire consumer audiences which ultimately leads to increased wool sales.	Increase registrations on the Woolmark Learning Centre by 10%	●	4,132 registrations (target 3,370).
		2 new course developments on the Woolmark Learning Centre	●	2 new courses were launched on the Woolmark Learning Centre. 2 existing courses were updated on the Woolmark Learning Centre.
	Educate supply chain to ensure growth of wool processing, production expertise, knowledge and know how within the textile and garment industry through tradeshow, development centres and trade events. Exhibit at leading global trade shows to engage with trade partners to drive demand of wool. Exhibit wool innovations at global development centres to attract brand collaboration for innovation of wool products	Continue to attend leading traditional trade shows	●	Trade shows exhibited: 16 (acquisition of 833 leads) Trade shows attended: 22 (acquisition of 111 leads) Targeted workshops: 4 (acquisition of 80 leads) Total leads: 1,024 (target 50)
		Increase our presence at trade shows in new market categories including military, workwear, interiors and accessories.	●	2 new market trade shows exhibited. 7 new market trade shows attended/visited.
		10 innovation activations at global development centres.	●	13 activations.
		50 leads generated	●	1,024 leads generated via trade shows and workshops.
TECHNICAL SUPPORT	AWI/TWC will focus on new research technologies as well as sustainable practices. This will include early-stage processing, yarn, textile and garment production and finishing	Continue to collaborate with supply chain partners on 4 process and 6 product innovations.	●	AWI collaborated with supply chain partners in 4 processes and 6 product innovations, including natural dye alternatives.
	AWI/TWC will focus on new research technologies as well as sustainable practices. This will include early-stage processing, yarn, textile and garment production and finishing	Increase in supply chain partners by 10%	●	1. Japan and Germany – technical developments in shoe uppers including Nikke and Okahata. 2. China – Santoni seamless knitting developments in ski wear and swimwear. 3. China – eco dyeing technology using the selected acid dyestuff and pigment for colouring. 4. Australia – digital print trials. 5. Vietnam and Taiwan – technical support for processing and production. 6. India and Sri Lanka – flat knit developments for sports category. 7. Italy – technical support for performance textiles. 8. South Korea – wool education. 9. Portugal – wool education.
	The Wool Lab remains a leading global sourcing tool for the most innovative, advanced and commercial wool yarns and textiles	Increase the number of registrations by 5% on The Wool Lab Digital platform	●	937 registrations (+41.32% YoY).
Maintain swatch requests from The Wool Lab		●	12,630 swatch requests (+7.25% YoY).	

Program Achievement Report 2023-2024 (continued)

MARKET ANALYTICS				
Program	Investment Focus	Target	Status	Commentary
EMERGING MARKETS	Through advertising with local trade publications and partnerships with local textile associations we aim to increase awareness or introduce wool/Woolmark to new markets in the manufacturing supply chain	Building brand/wool awareness in the manufacturing supply chain in new markets through: <ul style="list-style-type: none"> Advertisements in local textile publications – 15 adverts across 2 markets Run wool seminar/technical workshop - one in one new market 	●	<ol style="list-style-type: none"> Advertised in Bangladesh via Textile Focus magazine (online and in print) for 6 months (set to finish in September 2024). Ran LinkedIn campaigns for one month (June) for 3 emerging markets – Bangladesh, Mexico and Peru. Sponsor for the tradeshow in Bangladesh, Intex, June 2024. <p>Woolmark was unable to run a workshop/ seminar in Bangladesh due to change of BDM.</p>
	Establish and support new supply chain partners who are interested in or want to increase their knowledge of wool. Visiting tradeshow in Latin America and Asia region to build trade leads and conduct market research.	Connecting the supply chain and establishing new supply chain partners. Meet with 35 new supply chain partners in two new markets.	●	<p>51 meetings with 33 companies across: Bangladesh – 18 meetings with 20 companies.</p> <p>Peru – 18 meetings with 12 companies.</p> <p>Mexico – 15 meetings with 9 companies.</p>
		Visit two textile trade shows in two new markets	●	<p>5 textile tradeshow visited across 3 new markets:</p> <p>Bangladesh – 2 Intex Bangladesh and Yarn and Fibre, Dhaka.</p> <p>Peru – 2 APTT and ADEX.</p> <p>Mexico – 1 Expo Production.</p>
SUPPLY CHAIN INITIATIVES	Support the connection of Australian woolgrowers through the supply chain and ultimately to consumers.	AWI participation in the Australian Agriculture data platform exchange and support wool industry data platform.	●	Project now live with case studies sharing data.
		Investigate the development of traceability tools for the Woolmark Licensing Program. Woolmark licensees have access to a tool to help solve matters of wool traceability through the collection and distribution of data.	●	Contracted vendor to trace select supply chains. Findings will be utilised to understand traceability support required for Woolmark Nature Positive claims.
	Collaborate with the Australian wool industry bodies and government bodies to enhance Australian wool traceability systems	Continue collaboration on traceability systems with relevant stakeholders.	●	<p>Australian Wool Traceability Hub on track for delivery 29th July.</p> <p>Regular participation in steering group and working groups under Wool Industries Australia.</p>
BUSINESS INTELLIGENCE	Maintain the most valued market intelligence in the wool industry. Build demand and subscriber numbers as an indication of quality, well presented and sought after information. Provide forecast analysis and insights into global trends to inform business owners of threats and opportunities across the supply chain	80% of users of AWI's Market Intelligence find it of high value or above	●	2024 AWI Woolgrower Survey shows that 76% of growers find value in AWI Market Intelligence and Analysis (5.5% YoY increase).
		Maintain subscriber numbers on the Market Intelligence website	●	Daily Report was sent to 48,028 recipients throughout 2023/24, while the Weekly Report was distributed to 52,002 recipients. The average number of subscribers for the Daily Report was 4,002, and for the Weekly Report, it was 4,334 during 2023/24.
		Market Intelligence area on AWI website receives 10,000 views per month	●	119,025 total number of views for 2023/24, with 9,918 average views per month.

Program Achievement Report 2023-2024 (continued)

MARKET ANALYTICS				
Program	Investment Focus	Target	Status	Commentary
FIBRE SCIENCE	Contribute to the development of textile environmental rating schemes to level the playing field across fibre types and enable accounting for wool's environmental credentials	Improved performance for wool in global rating schemes	●	<p>AWI has actively participated within the EU PEF Technical Secretariat throughout the year proposing methodology improvements to the PEF rating scheme as well as providing high quality Wool LCA datasets.</p> <p>However it has been difficult to gain their acceptance due to political pressure as well as structural limitations of PEF.</p> <p>AWI has coordinated with the Australian government, MTLC, the broader wool industry and other textile industries to respond to public consultations on PEF and other EU legislation.</p> <p>New and more accurate sheep industry data is being developed where solutions to known data gaps of high significance to these rating schemes will be proposed, such as land use and land use change.</p>
	Generate evidence to support industry's eco-credential claims	<ol style="list-style-type: none"> 1. Completed case studies of carbon storage and biodiversity improvement 2. Completed scenario modelling of adaptations to improve natural capital 	●	<p>Case studies evidencing the effect of relevant on-farm interventions on carbon storage and biodiversity improvement were completed in The Carbon Storage Partnership project (OF-615).</p> <p>Evidence supporting the business case for improving on-farm natural capital was generated in the Farming for the Future project (OF-614).</p> <p>A new method for assessing the on-farm management of biodiversity, as well as a manuscript and <i>Beyond the Bale</i> article showcasing woolgrower's contemporary management of biodiversity were generated in the Biodiversity and Natural Capital in Wool Growing project (ON-895).</p> <p>Four case studies were completed modelling two potential adaptations, (1) the effect of grazing management and (2) pasture biodiversity, on accruing soil organic carbon on-farm in project ON-899.</p>
	Generate knowledge of wool's carbon account to inform delivery of Australia's climate goals as well as the Sheep Sustainability Framework	Assess the sheep industry's GHG emissions and opportunities for meeting Australia's national GHG commitments	●	<p>The Measures to Low GHG Wool project has modelling GHG emissions from 2005 to 2023 as well as generating a paper detailing the most effective interventions that woolgrowers as well as the broader wool industry can take to reduce net emissions through to 2050. This data has informed relevant metrics in the Sheep Sustainability Framework update.</p> <p>Whilst this project has been successfully completed, a massive amount of work remains for our industry to address carbon and deliver Australia's carbon goals. We are still at the beginning of understanding how best to reduce today's emissions and sequester yesterday's emissions into the farm across Australia's diverse landscape.</p>

Program Achievement Report 2023-2024 (continued)

MARKET ANALYTICS				
Program	Investment Focus	Target	Status	Commentary
FIBRE SCIENCE	Develop a robust evidence base of wool's health and wellbeing attributes to enable ongoing promotion to the growing wellness and sustainability market	Generate a comprehensive evidence base for submission to an appropriate journal and use of marketing	●	A report on the findings from a research study assessing multiple stop-go cycles using the sweating guarded hot plate protocol has been completed, confirming wool's ability to more effectively buffer the fluctuations in temperature change experienced by the wearer compared with other fibre types. These results have been used to produce AWI marketing material and the development of scientific publications. A journal publication proposing specific changes to the ISO 11092 test method to enable wool's performance to be differentiated is in draft.

CORPORATE SERVICES				
Program	Investment Focus	Target	Status	Commentary
PEOPLE & CULTURE	People and Culture – Source, nurture and retain the best available talent for the business and ensure they have the required skills, processes, support, training and working environment to facilitate them performing at their best to deliver for woolgrowers. Fostering and nurturing a culture that has integrity, respect, and transparency at its core, and that celebrates diversity and inclusiveness	Learning and development with a focus on upskilling existing employees for new challenges and/ or future roles. At least 50% of employees to have participated in some form of learning & development.	●	Between LinkedIn learning, on-the-job learning and online and/or face-to-face training, at least 90% of our staff have benefited from a learning & development opportunity(s). A comprehensive Project Management course, customised for AWI/TWC and facilitated by Sydney Uni, was rolled out in Sydney (face to face) and online for all our Asia locations (China, Hong Kong, India, Japan, Korea). Feedback from this has been excellent.
		Employee satisfaction rating measures how satisfied employees are within the organisation. Maintain or increase the rating from 4.2/5.	●	A comprehensive employee engagement survey was conducted in May 2024, yielding an overall score of 4.01 out of 5. The specific metric for workplace satisfaction was slightly higher at 4.15 out of 5. These results indicate a commendable level of employee engagement within the organisation. However, the survey also identified areas for improvement, which will be promptly addressed.
		Online compliance training completion rate to be a minimum of 95%.	●	Completion rates improved for the period 1 January to 30 June 2024 with completion rates recorded as follows: 1. Code of Conduct – 97% completion 2. Equal Opportunity for Managers – 94% completion 3. Anti Bullying and Anti-Harassment – 96% completion 4. Anti-Discrimination – 95% completion 5. Respect@Work – 98.6% completion 6. Work Health & Safety - 98.6% completion
		Respective proportions of men (40%) and women (60%) on the board, in senior executive positions and across the whole workforce.	●	Board proportions: 3 women (43%) and 4 men (57%) Executives: 63.6% women. Staff (global): 66.0% women

Program Achievement Report 2023-2024 (continued)

CORPORATE SERVICES				
Program	Investment Focus	Target	Status	Commentary
MEASUREMENT & EVALUATION	Measurement and Evaluation – provides a framework to measure, analyse, evaluate, and report on the performance of AWI's investments on behalf of its stakeholders, implements and updates systems and processes to assist in the consistent collection and analysis of information and data to inform investment decisions and report against AWI strategic and operational targets	Conduct four impact (cost- benefit) assessments of RD&E and marketing investments annually.	●	Four impact assessments completed: 1. Wild Dog Control Initiatives 2. Luna Rossa Prada Pirelli 3. Shearer and Wool Handler Training Program 4. Nissan Formula-e
		Timely financial reporting to internal and external stakeholders	●	The increase in currency exposure reviews has reduced the number of spot rate purchases.
FINANCE	Finance – monitor and manage corporate financial compliance and reporting requirements globally, acknowledging the complexity and changing governance requirements across the company's global footprint. Manage the company's global investment and foreign currency exposures within the approved policies to safeguard corporate funds and minimise currency risk exposure. Provide useful and accurate financial reports to the business to enable effective decision making that meets the global financial compliance requirements	Unqualified audit report delivered	●	Audit completed and accounts set to be signed with unqualified report.
		Maintain or increase SLA 90% of time	●	SLA achieved 96.52% of time.
INFORMATION TECHNOLOGY	Information Technology – provide support to the business for all hardware and software requests. Implement Service Level Agreement (SLA) to monitor support requests and average time taken to resolve issues	Resolution of IT issues within 24 hours	●	SLA achieved 96.52% of time.
		Increase SLA 90% of time	●	SLA met 80% of the time.
DIGITAL	Digital – provide support to business for digital requests, such as, EDMS, Website changes and Salesforce improvements. Gauge the perception of people on ease of using the systems and make improvements accordingly	Maintain or increase ease of use rating for digital systems from 7.2/10	●	Ease of use dropped from 7.2 to 6.6, this was mostly due to the change in the CMP. Changes made to user licences in CMP to increase what users can do in the system.
		Implement the automated contracting system on CRM	●	The project is currently on hold as all global contract templates are reviewed.
LEGAL	Legal – supports staff with commercially sound legal solutions. In addition to providing legal advice, the team is responsible for managing the company's Intellectual Property (IP) Portfolio and advising on IP matters, assisting with corporate governance matters and company secretary work for AWI and TWC and its subsidiaries and advising on privacy and data protection matters	Digital contract creation will reduce time spent and increase efficiency and adherence to processes	●	The project is currently on hold as all global contract templates are reviewed.
		Initial response time on contract within 48 hours	●	All initial contracts submitted are responded to within 48 hours.

