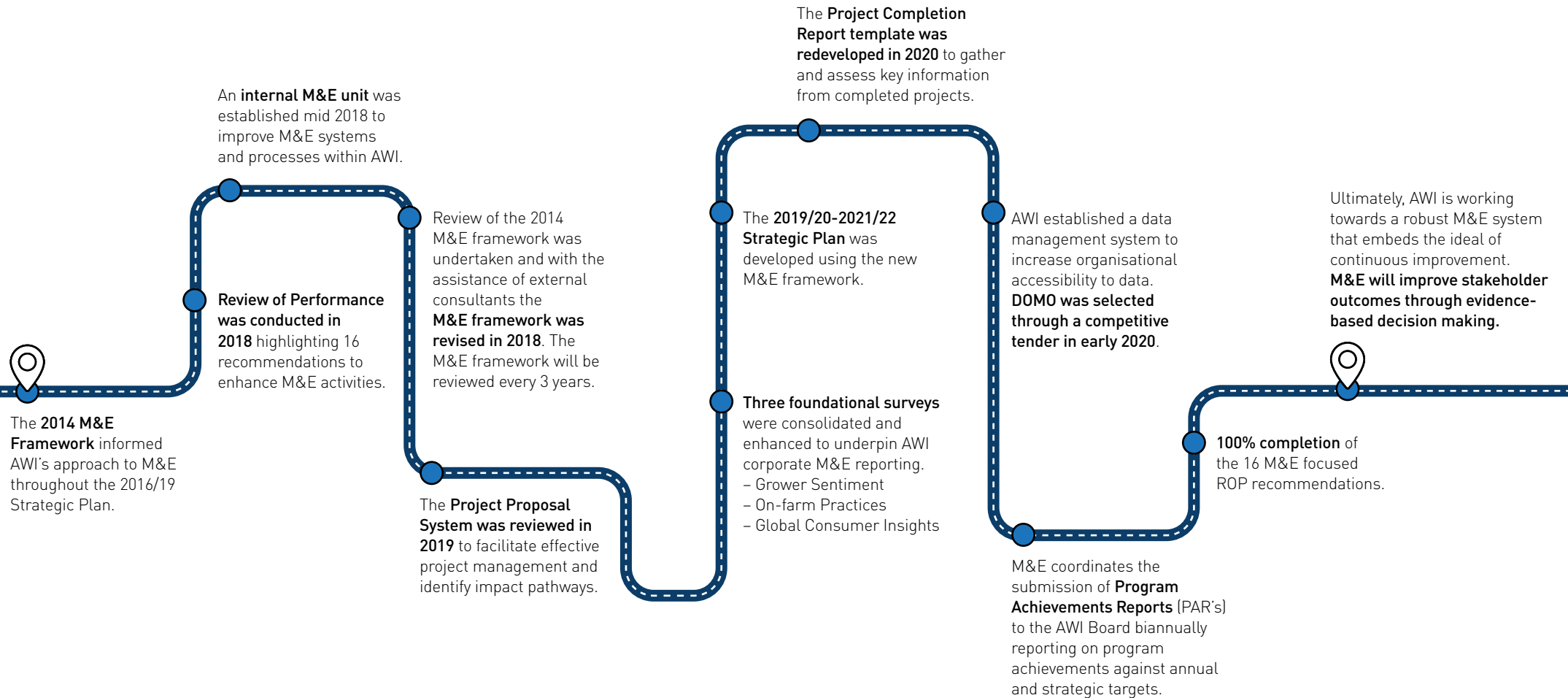


MEASUREMENT & EVALUATION ROAD MAP



KEY INITIATIVES

1. Strategic Plan incorporating the M&E framework
2. Annual Operating Plan further aggregated the Strategic Plan targets
3. Reporting against identified targets for the Annual Report
4. Biannual reporting to the AWI Board through PAR's
5. Surveys provide key insights from wool growers to consumers
6. DOMO – a tool for data analysis and reporting

NEXT STEPS

1. Calculating ROI across diverse range of AWI programs.
2. Conversion of marketing data into a robust ROI when we are an ingredient rather than direct product requires further investigation.
3. Further embedding of DOMO to enhance access to consistent and reliable data for the industry.
4. Further enhance ex-ante and ex-post evaluations in collaboration with relevant internal teams.
5. Develop new reporting methods to better inform all stakeholders with relevant and timely information.
6. Rationalisation of reporting frameworks to better meet government, industry body, and stakeholder needs.