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# PERFORMANCE REPORT 2019/20

# ANNUAL PERFORMANCE STATEMENT

2019/20 was the first year under AWI's three-year 2019/22 Strategic Plan and enhanced 2019 Measurement & Evaluation Framework. This was the first step in investing under the new 1.5% levy rate to continue to deliver benefits to Australian woolgrowers.

This document provides a succinct and high-level summary of AWI's investments and is a companion to AWI's Annual Report 2019/20. Information provided here is not exhaustive and is meant as an indicative representation of what AWI has done on behalf of Australian woolgrowers over the past year.

## AWI'S MISSION

AWI's mission is to make strategically targeted investments to:

1. enhance the profitability, international competitiveness and sustainability of the Australian wool industry.
2. increase demand and market access for Australian wool.

## AWI'S GOAL

AWI's goal is to increase the profitability, and support the sustainability of the Australian wool industry through strategically targeted investments in research, development and marketing designed to optimise return on investment.

## AWI'S VISION

AWI's vision is for it to be a highly valued contributor to a vibrant, profitable and sustainable Australian wool industry.

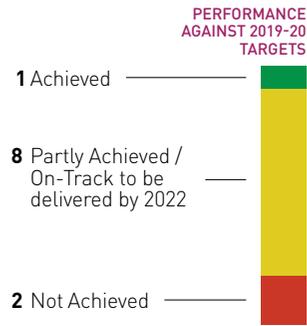


# WHAT WE DID

## TRACEABILITY

**\$2.2 million**  
25 PROJECTS

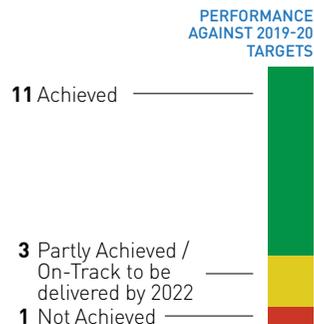
Investments tailored to provide tools to ease the flow of information about Australian wool up and down the supply chain to all parties; to communicate wool's benefits, facilitate provenance and supply chain transparency.



## MARKETING

**\$19.2 million**  
89 PROJECTS

Investments aimed to continue to build demand for Australian wool by reinforcing its position in the market and solidifying a strong price to ensure a sustainable future for Australian woolgrowers.



## SHEEP PRODUCTION, SCIENCE & TECHNOLOGY

**\$11.3 million**  
102 PROJECTS

Invested to lower the cost of production of wool on-farm by increasing the productivity of sheep and land, and increasing the efficiency of use of inputs and resources while maintaining Australia's reputation for sustainability.



## CONSULTATION

**\$2.7 million**  
17 PROJECTS

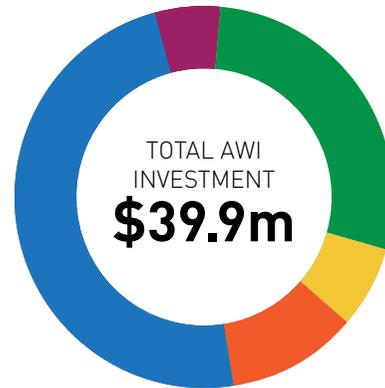
AWI invested to build trust and transparency across the supply chain through an industry best-practice structure, targeted and measurable engagement model; and for this intelligence to influence, inform or contribute to AWI's business activities.



## PROCESSING INNOVATION & EDUCATION EXTENSION

**\$4.5 million**  
44 PROJECTS

Investments targeted to increase the profitability and sustainability of the wool processing and manufacturing supply chain and educate students, trade and retailers about the benefits of wool.



# 2019/20 HIGHLIGHTS

**MLP** passes halfway mark having collected **1 million** on farm records



Over **86%** of woolgrowers who mules reported using **analgesics and anaesthetics**



**1,397** shearer and wool handler **training days** delivered



Consulted with government to help keep shearing going during COVID-19 restrictions



**WoolQ Market** launched  
**2,488** WoolQ registrations  
**32,347** bales created



**500 events** organised through extension networks achieving **8.9/10 likelihood** that attendees would recommend the event



**100 wool industry events** attended by AWI nationally



Likelihood to recommend **AWI** to other growers and people in the industry - **6.8/10**



**100** properties monitored for blowfly resistance to flystrike prevention chemicals



Collaborated with **four RDCs**, engaging **300+** primary producers to develop innovative solutions to agriculture's problems



Partnered with **Oritain** to develop a Verification of Origin tool to prove **provenance** for Australian wool



Importance of an organisation like AWI to the Australian wool industry - **8.7/10**

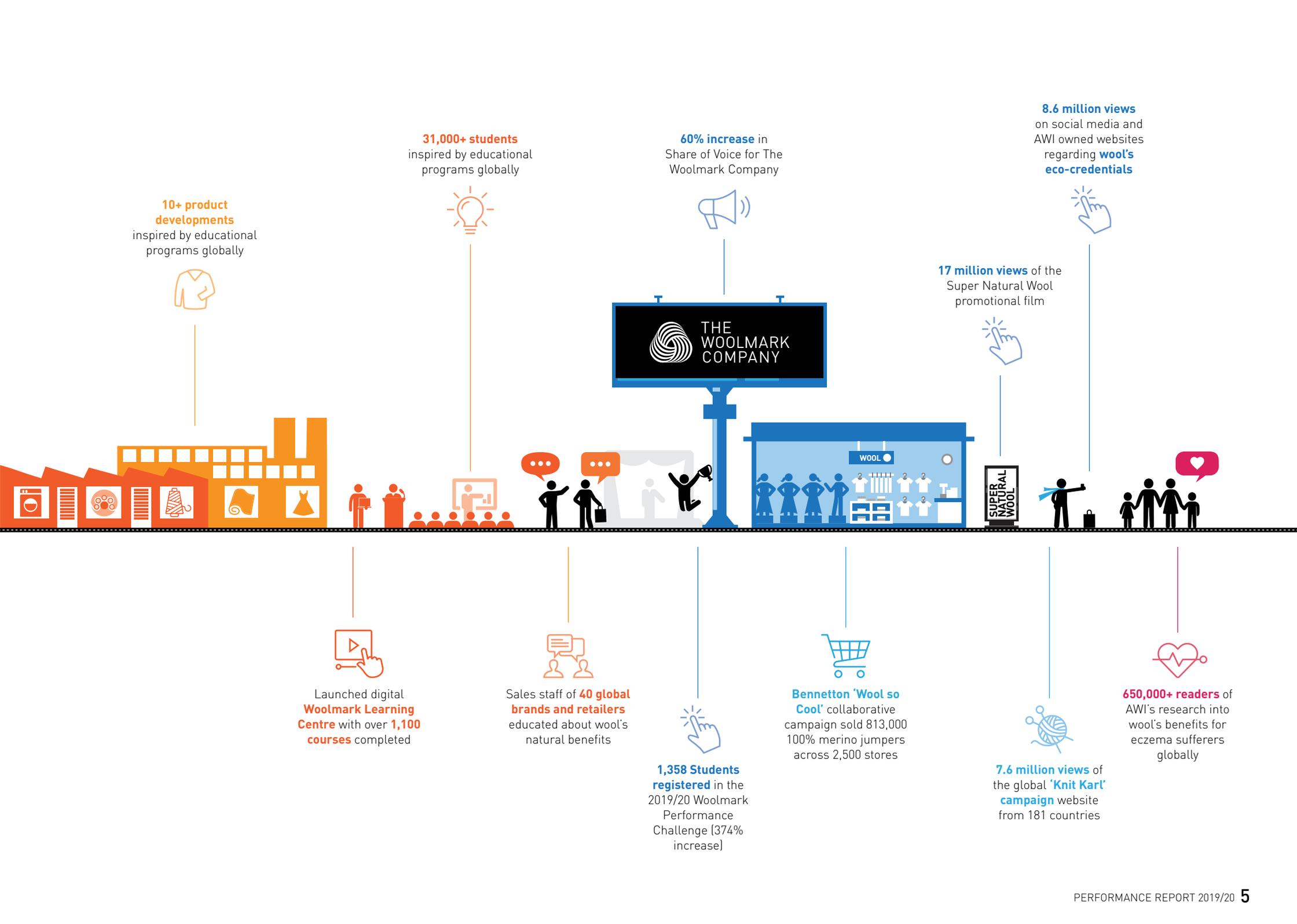


**13,400+** Australian woolgrowers are active participants in AWI state-based extension networks



**60%** of surveyed Australian woolgrowers participated in at least one AWI extension program





**10+ product developments**  
inspired by educational programs globally



**31,000+ students**  
inspired by educational programs globally



**60% increase** in  
Share of Voice for The Woolmark Company



**8.6 million views**  
on social media and AWI owned websites regarding **wool's eco-credentials**



**17 million views** of the Super Natural Wool promotional film



Launched digital **Woolmark Learning Centre** with over **1,100 courses** completed



Sales staff of **40 global brands and retailers** educated about wool's natural benefits



**1,358 Students registered** in the 2019/20 Woolmark Performance Challenge (374% increase)



**Bennetton 'Wool so Cool'** collaborative campaign sold 813,000 100% merino jumpers across 2,500 stores

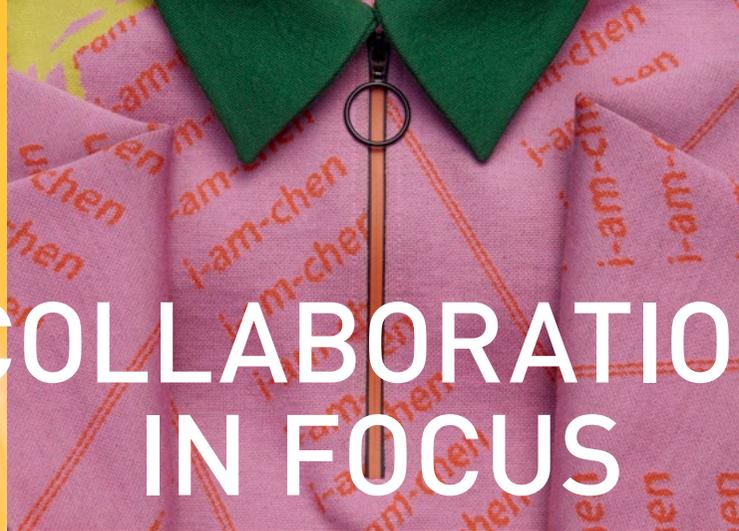


**7.6 million views** of the global **'Knit Karl' campaign** website from 181 countries



**650,000+ readers** of AWI's research into wool's benefits for eczema sufferers globally





# COLLABORATION IN FOCUS

A collaborative approach to all of AWI's endeavours is key to operational success. Internally and externally, collaboration and transparency underpin AWI's ethos enabling investments to leverage funds and improve investment efficiency for Australian woolgrower's benefit.

AWI maximises the investment of Australian woolgrowers and the Australian Government's funds through pursuit of collaborative opportunities with industry participants on-farm and throughout the supply chain. This enables effective sharing of knowledge, efficient investment of funds and a greater scope of activities.

In 2019/20 AWI collaborated with **over 200** industry partners from farm to fashion

Collaborated with **80+** unique processing and manufacturing partners

**Over 65 collaborative** marketing projects from high fashion to sports

Collaborated with **all 14** other RDC's in 2019/20

Through collaboration with research & development corporations, public and private research organisations, brand partners, manufacturers, producers and retailers, AWI leverages greater funds to invest in activities that deliver value to Australian woolgrowers. Where possible, AWI pursues collaborators in projects for both cash and in-kind (goods, time and knowledge) contributions to deliver greater benefits to Australian woolgrowers and broader stakeholders.



# COLLABORATIVE CASE STUDIES

## MERINO LIFETIME PRODUCTIVITY (MLP)

The Australian Wool Innovation (AWI) funded MLP project is a \$7m (plus \$5m from partners), 10-year partnership between AWI, the Australian Merino Sire Evaluation Association (AMSEA), nominating stud Merino breeders and site hosts.

Bringing together grower groups, research bodies, universities, and government bodies across the country, MLP leverages each group's unique skills, technical capabilities and knowledge, providing a more robust, cost effective project for Australian woolgrowers.

A unique and extensive dataset will result and be used to enhance existing Merino breeding and selection strategies, for both ram sellers and buyers, to deliver greater lifetime productivity and woolgrower returns.



## PROMOTING WOOL'S ECO-CREDENTIALS

In collaboration with five other RDC's (including MLA and GRDC), AWI formed an Agricultural working group to provide technical support to the Department of Foreign Affairs and Trade (DFAT) to assist in negotiations with the European Union (EU) regarding the environmental footprint of Australian agriculture.

Unique Australian agricultural conditions were identified and used to challenge methodological choices of the EU. This supported the argument that Australian agricultural products are an environmentally friendly choice.

Working with diverse industries enabled AWI to benefit from and contribute to diverse perspectives, experiences and knowledge.



## PARABOSS

ParaBoss is a collaborative project funded by AWI, MLA, UNE and more recently AHA. ParaBoss is the national resource for sheep parasite control in Australia, responsible for the development and delivery of national best practice and industry information, training and extension tools on sheep and goat parasite management.

This cross-sectoral resource delivers tools, including the ParaBoss suite of websites (FlyBoss, WormBoss and LiceBoss) and communication resources, and develop new material, tools and training.



## WEST AUSTRALIA SHEARING CAMPS

In collaboration with the WA Department of Primary Industries and Regional Development (DPIRD) AWI partnered with local Aboriginal groups, shearing contractors and local farmers to run training camps for indigenous and non-indigenous shearers.

A two-week pilot training course aimed at increasing employability resulted in over 20 participants directly entering the industry in the SE Wheatbelt area of WA as a result of the program.

Skilled employees are directly supporting Australian woolgrowers and contributing to the resilience and prosperity of regional and rural communities.





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