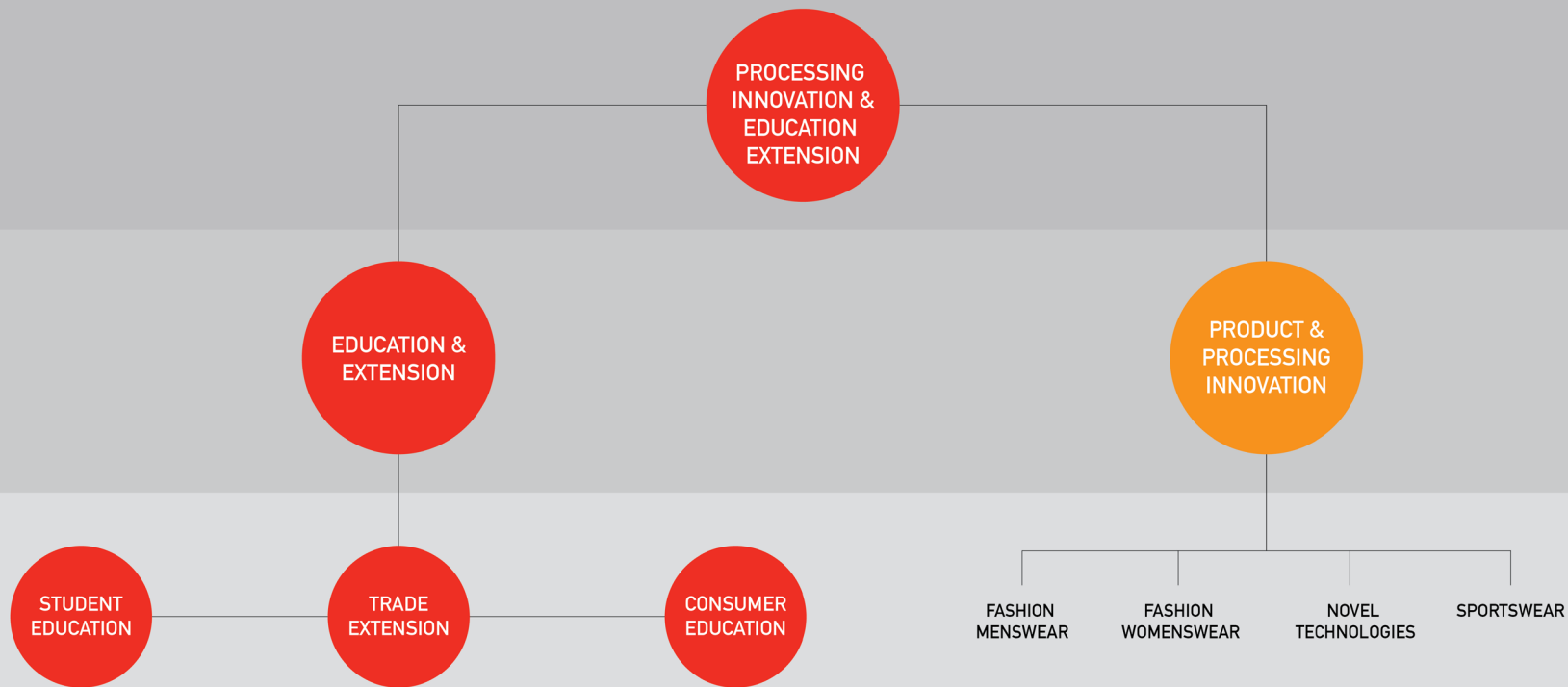




JULIE DAVIES

**GENERAL MANAGER
PROCESSING INNOVATION &
EDUCATION EXTENSION**



PRIMARY

THE WOOL LAB

RETAIL TRAINING PACKAGES

SECONDARY

TRADE SHOWS

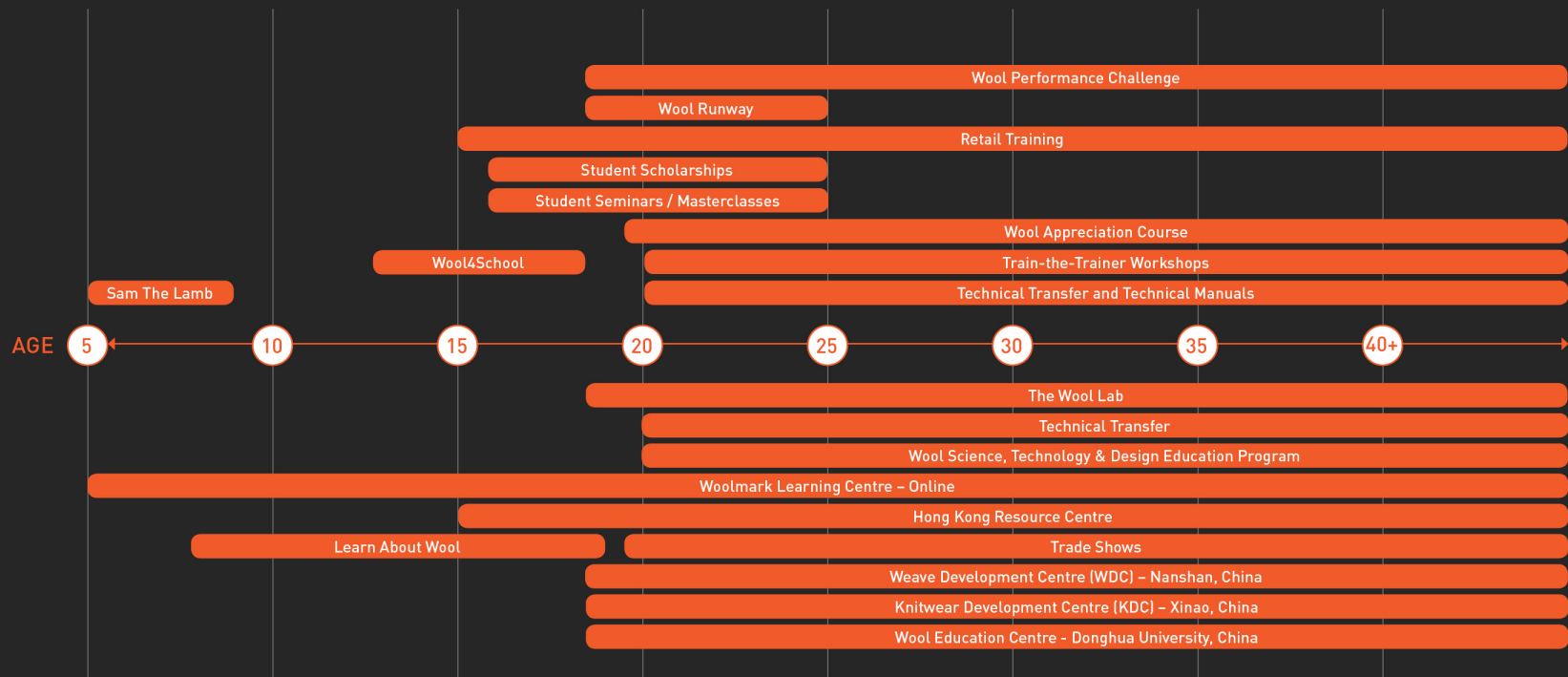
TRAIN THE TRAINER

TERTIARY

RESOURCE CENTRES

TECHNOLOGY TRANSFER

PROCESSING INNOVATION & EDUCATION EXTENSION





STUDENT EDUCATION

PRIMARY AND SECONDARY

STUDENT EDUCATION PRIMARY AND SECONDARY

STRATEGIC PLAN 2019/20 TO 2021/22

  UK

  ITALY

  HONG KONG

  AUSTRALIA

 LEARN ABOUT WOOL

– UK, ITALY, HONG KONG

  WOOL4SCHOOL®
DESIGN COMPETITION

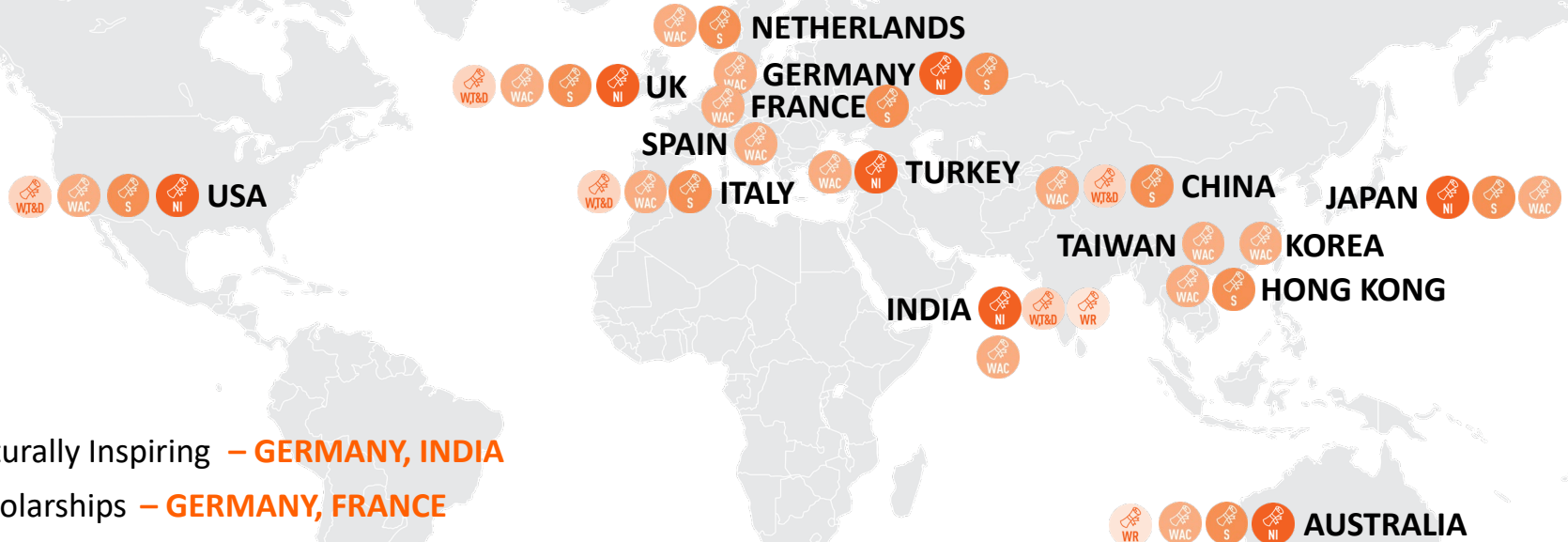
– GROWTH IN EXISTING MARKETS




**TERTIARY
EDUCATION**

STUDENT EDUCATION TERTIARY

STRATEGIC PLAN 2019/20 TO 2021/22



 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**

A group of nine people, including men and women of various ages, are posing for a group photo on a wooden bridge over a river. The background features a scenic landscape with trees, a river, and mountains under a blue sky with light clouds. The group is dressed in outdoor or casual attire, including jackets, hats, and sunglasses. One man in the front row is wearing a bright blue puffer jacket with a red logo. Another man is wearing a purple jacket with a green and blue stripe. The text 'RETAIL EDUCATION' is overlaid on the left side of the image in large, white, bold, sans-serif capital letters.

RETAIL EDUCATION

RETAIL EDUCATION

STRATEGIC PLAN 2019/20 TO 2021/22



RETAIL TRAINING – FRANCE, TAIWAN

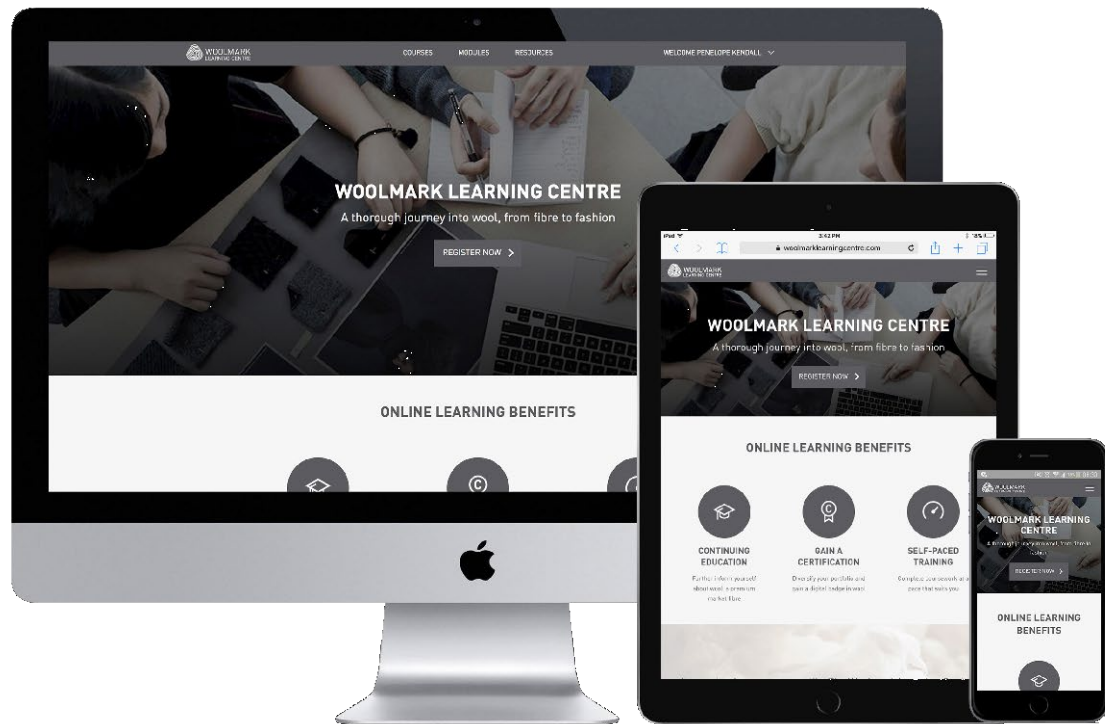
Wool Appreciation Course

The Wool Pocket Book

Bespoke Training Materials

Retail Training Visits

WOOLMARK LEARNING CENTRE

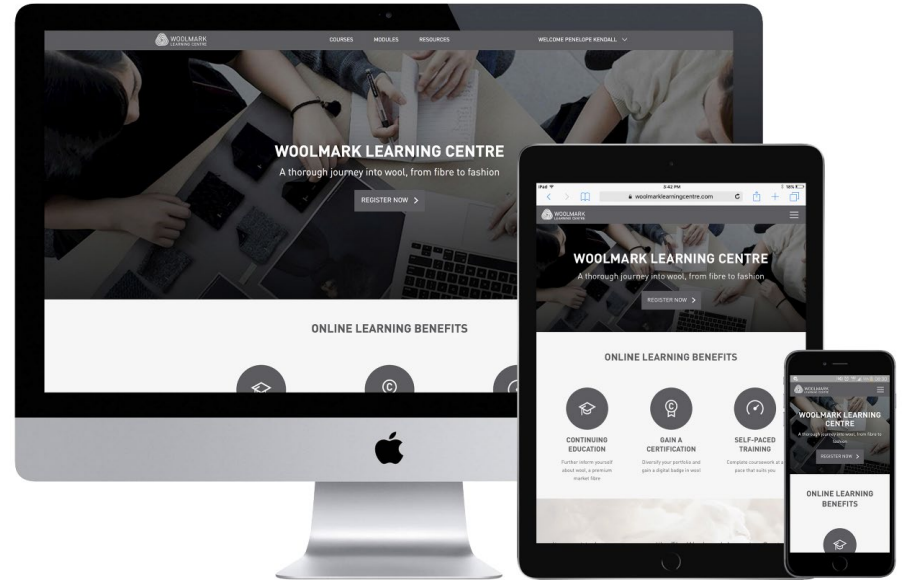


EDUCATION EXTENSION WOOLMARK LEARNING CENTRE - DIGITAL PLATFORM

- 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



RESOURCE CENTRES

STRATEGIC PLAN 2019/20 TO 2021/22



 Resource Centres – **NEW YORK, LONDON**

 Development Centres – **VIETNAM, ITALY**

THE WOOLMARK COMPANY

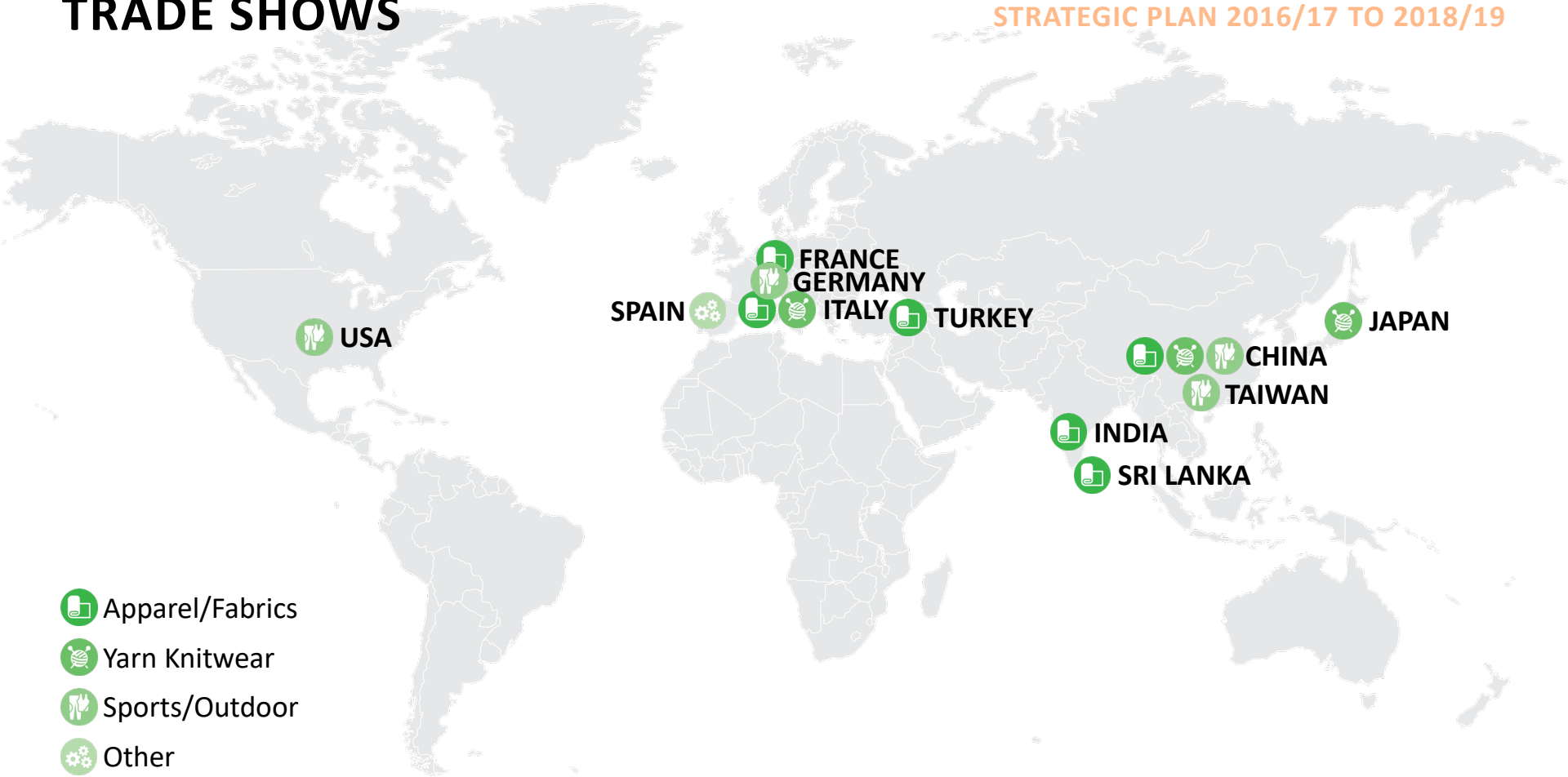


TRADE SHOWS



TRADE SHOWS

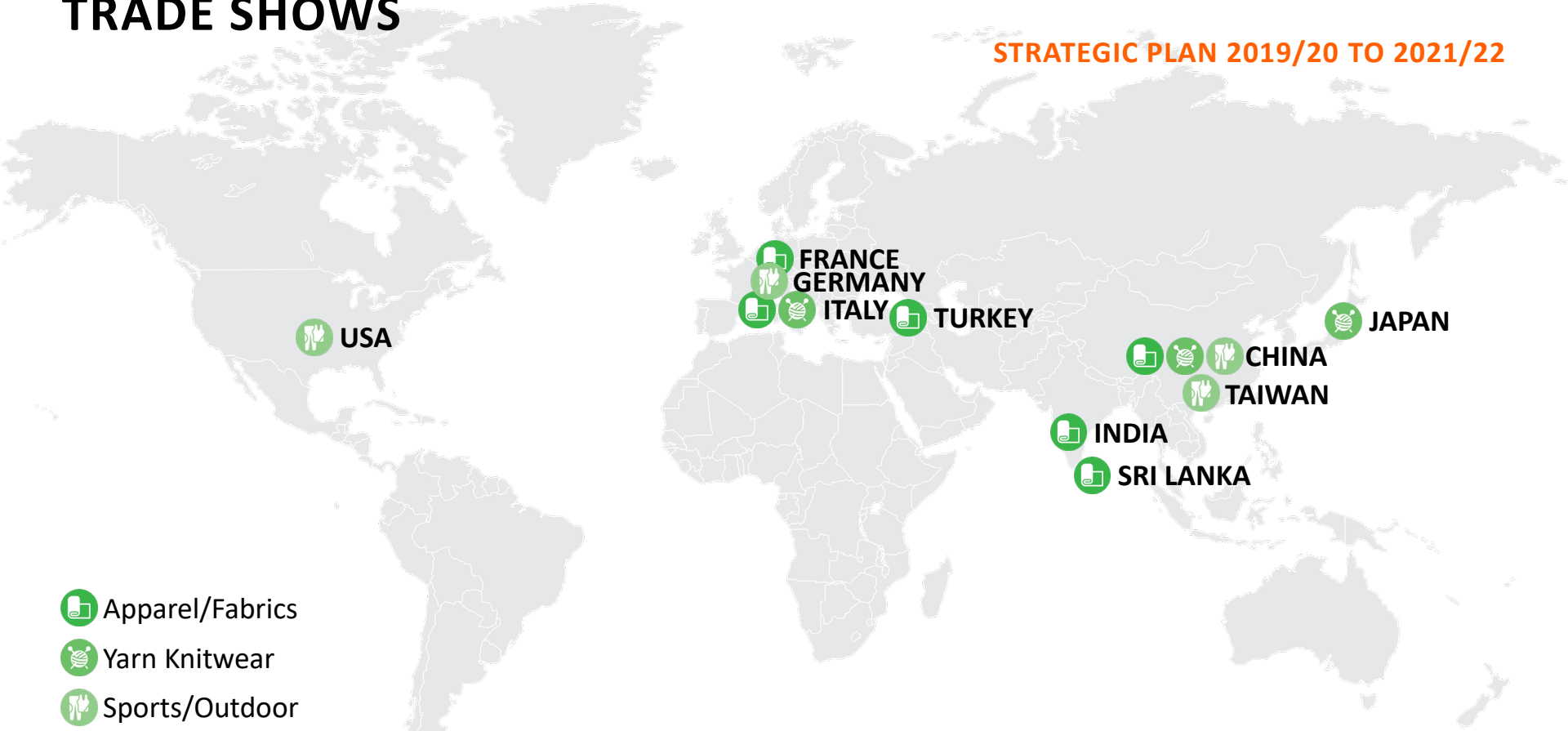
STRATEGIC PLAN 2016/17 TO 2018/19






-  Apparel/Fabrics
-  Yarn Knitwear
-  Sports/Outdoor
-  Other

TRADE SHOWS

STRATEGIC PLAN 2019/20 TO 2021/22



-  Apparel/Fabrics
-  Yarn Knitwear
-  Sports/Outdoor

– A NEW APPROACH TO TRADE SHOWS

SEAMLESS, WARP KNIT SEAMLESS, FLATKNIT, FULLY FASHIONED & WARP KNIT TECHNOLOGY



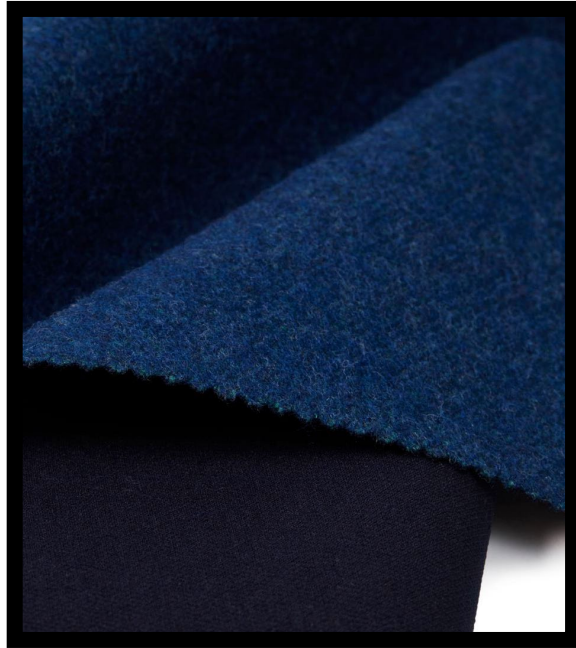
MERINO FOOTWEAR



MERINO SOCKS



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