



AWI Strategic Planning Workshop Consultation and Communication

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AWI Operating Principles



Communicating with Stakeholders



Engaging Stakeholders



Consultation



CONSULTATION

Extensive consultation with its stakeholders – from woolgrowers, grower representative bodies and Government, through the supply chain to consumers

Past performance
2016/17 to 2018/19

Strategic framework



COMMUNICATING
WITH STAKEHOLDERS

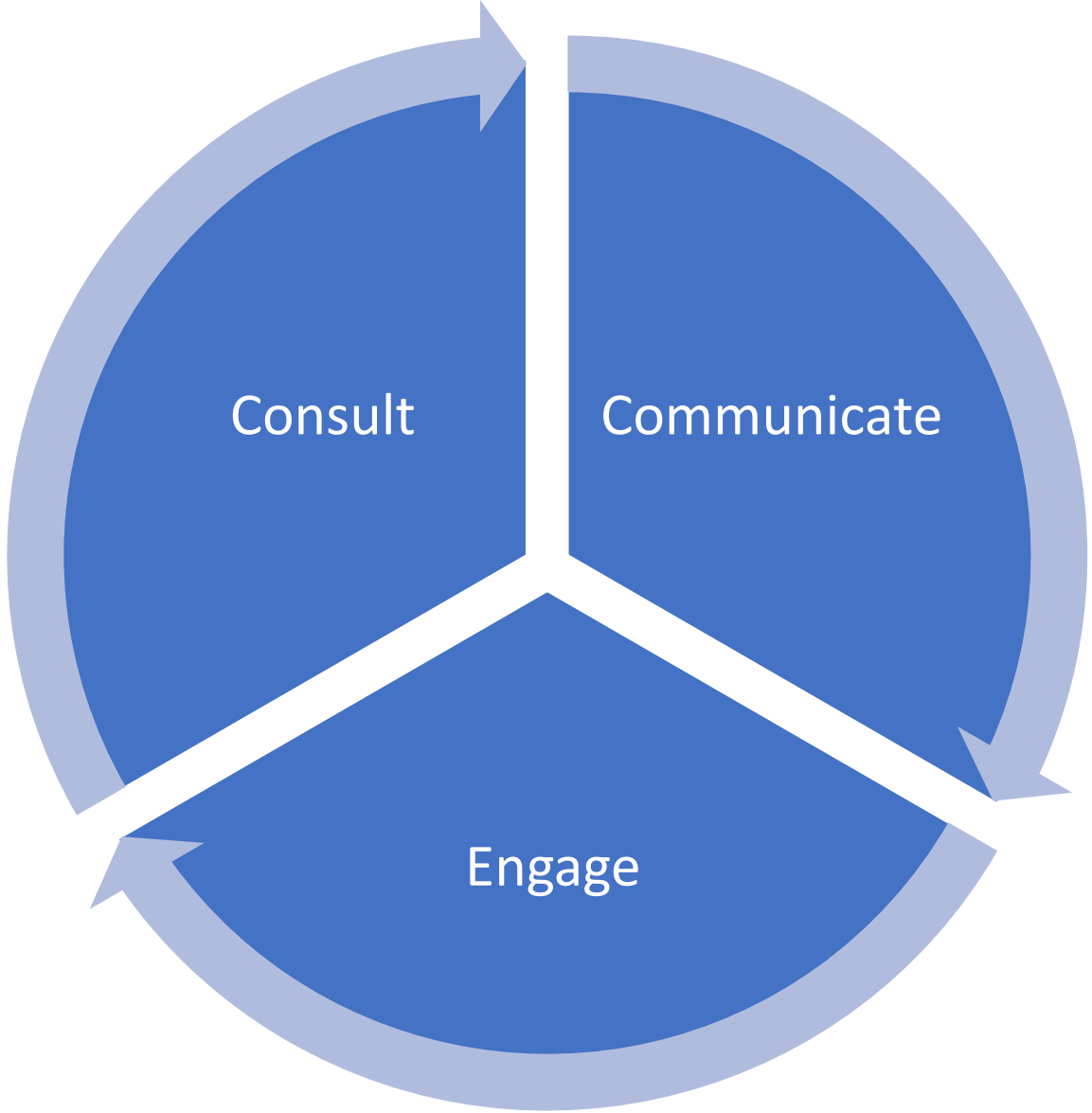


ENGAGING
STAKEHOLDERS



CONSULTATION

Strategic framework



How we communicate, engage and consult

Earned	News media			
Owned	Social media	Digital	Internal communication	Shareholders Woolgrowers
Bought		Advertorial		

Feedback

