Strategic Plan Targets – November 2020 Update

SHEEP PRODUCTION, SCIENCE & TECHNOLOGY

OVERALL OBJECTIVE 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.

STRATEGY	PROGRAMS	TARGETS	
HEALTHY PRODUCTIVE SHEEP	**SHEEP HEALTH & WELFARE**	1. Evidence of successful development of a flystrike vaccine prototype. *(OP)* 2. Evidence of investigations into novel pain relief options. *(OP)* 3. Developed integrated parasite management strategies to minimise the impact of chemical resistance. *(OP)* 4. Evidence of successful development of wool bale biosecurity tools. *(OP)*	5. Demonstrate a 10% increase in adoption of welfare improved practices. *(OC)* 6. Demonstrate a 20% improved capacity of post-farmgate wool industry preparedness for an EAD. *(OC)*
	VERTEBRATE PESTS	1. Reduce the negative impacts of predation by 10% by 2022. *(OC)* 2. Improve capacity to undertake pest animal control by 10% by 2022. *(OC)*	3. Development of new rabbit bio-controls. *(OP)*
	REPRODUCTION & NUTRITION	1. At least 3,000 woolgrowers engaged in implementing beneficial feedbase guidelines and practices by 2022. *(OC)* 2. Increasing Merino marking rates by 0.5% per annum. *(OC)* 3. Complete the development of guidelines and extension workshops to improve reproductive rates that support the aim of 34% of ewes differentially managed to best practice by 2022. *(OC)*	4. Improve the understanding of three key areas to address climate variability: effect of heat stress on reproduction performance, best practice for supplementary feeding and management of resilient pasture species. *(OP)*
	GENETICS	1. By 2022, 50% of Merino producers will be using genetic tools (eg Australian Sheep Breeding Values, Flock Breeding Values or wether trial data) in ram purchasing decisions. *(OC)*	
AGRI TECHNOLOGY	**HARDWARE & SOFTWARE DEVELOPMENT**	1. AWI Smart Tag system delivers at least three practical functionalities driven by sensors, hardware is reliable and durable, and software is able to be updated remotely. *(OP)*	2. Artificial Intelligence (machine learning) applied for data analysis delivering accurate predictions for at least two sheep traits or paddock events. *(OP)*
	MECHATRONICS	1. Proof of concept robotic shearing system delivered. *(OP)*	
TRAINING & TECHNOLOGY UPTAKE	**SHEEP & WOOL MANAGEMENT SKILLS**	1. 3,000 tertiary participants in AWI leadership and practical skills, events and online initiatives. *(OC)** 2. AWI leadership and practical skills events delivered to participants receive a net promoter score of at least 7.5/10. *(OC)*	3. 60,000 views of AWI Education & Extension resources online. *(OC)**
	WOOL HARVESTING & QUALITY PREPARATION	1. 3,000 novice and intermediate level participants trained by AWI shearer and wool handler trainers. *(OC)* 2. Ongoing retention rate of 75% of those trained yearly. *(OC)*	3. Support the promotion of shearer and wool handling profile through support of elite competitions and competitors nationally. *(OC)** 4. 60,000 views of AWI Wool Harvesting resources online. *(OC)**

OC – Outcome OP – Output

*Targets updated November 2020

Strategic Plan Targets – November 2020 Update (continuation)

CONSULTATION

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

STRATEGY	PROGRAMS	TARGETS	
WOOLGROWER	**EXTENSION NETWORKS**	1. 15,000 active participants in AWI extension initiatives. *(OC)* 2. AWI workshops delivered to participants receive a net promoter score of 7.5/10. (evidenced by exit surveys). *(OC)*	3. 800,000 views of AWI Network resources online. *(OC)**
	EVENTS & FORUMS	1. Support and engagement at more than 50 national events and forums annually. *(OP)**	
	MARKET INTELLIGENCE & COMMUNICATIONS	1. 70% of users of AWI's Market Intelligence find it of 'high value' or above (evidenced by AWI survey). *(OC)* 2. Increase subscriber numbers by 20%. *(OC)*	3. Market Intelligence area on AWI website receives 15,000 views per month. *(OC)**
INDUSTRY	**WOOLGROWER REPRESENTATIVE BODIES**	1. WICP and WCG members report AWI consultation efforts have been maintained or improved at 8.9 (approval rating out of 10). *(OC)*	

PROCESSING INNOVATION & EDUCATION EXTENSION

OVERALL OBJECTIVE — Increase the profitability and sustainability of the wool processing and manufacturing supply chain and educate students, trade and retailers about the benefits of wool.

STRATEGY	PROGRAMS	TARGETS	
PROCESSING INNOVATION	**TEXTILE & RETAILING TECHNOLOGIES**	1. Proof of concept novel retail technology application. *(OP)* 2. Proof of concept novel textile technology/fashion tech application. *(OP)*	3. Educational packages to increase technology awareness, adoption and digital literacy. *(OP)*
	PARTNERED INNOVATION	1. Partner with six machinery companies for product or process development. *(OP)* 2. Minimum of ten fully-fashioned garment product developments made commercially available. *(OP)*	3. Minimum of five footwear developments made commercially available. *(OP)* 4. Research and commercial trial of one wearable technology. *(OP)* 5. Partnered product developments to increase by 20%. *(OP)*
EDUCATION EXTENSION	**RETAIL EDUCATION**	1. Deliver retail training programs across womenswear, menswear and sportswear to a minimum of 50 retailers/brands globally. *(OC)*	2. Retail staff have successfully completed 200 retail training courses on the properties and benefits of Australian wool on the Woolmark Learning Centre digital platform. *(OC)*
	TRADE EXTENSION	1. Increase the number of The Wool Lab views and presentations by 20% *(OC)** 2. Increase swatch requests from The Wool Lab by 5%. *(OC)*	3. 500,000 visitors to Woolmark digital trade show pages. *(OC)**
	STUDENT EDUCATION	1. Increase participation in the Learn About Wool primary and secondary education program by 10%. *(OC)* 2. Increase global participation in the Wool4School secondary design competition by 20% across Australia, Hong Kong, UK and Italy. *(OC)*	3. Increase participation in tertiary education programs by 15%. *(OC)* 4. Students have successfully completed 4,000 courses on the Australian wool and manufacturing industry through the Woolmark Learning Centre digital platform. *(OC)**
WOOLMARK	**QUALITY CONTROL**	1. 1,200 branded product samples purchased and processed through the QA program to maintain the integrity of the Woolmark brand. *(OP)*	
	LICENSING	1. Increasing use of the Woolmark logo on qualifying product by 10% as measured through the use of branded tickets and labels. *(OC)*	

OC – Outcome OP – Output
*Targets updated November 2020

Strategic Plan Targets – November 2020 Update (continuation)

MARKETING

OVERALL OBJECTIVE — 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.

STRATEGY	PROGRAMS	TARGETS	
TRADE	**FIBRE ADVOCACY**	1. Increase trade leads by 2.5% annually. *(OC)* 2. 5% active engagement rate on owned content. *(OC)*	
BUSINESS & TALENT DEVELOPMENT	**INTERNATIONAL WOOLMARK PRIZE**	1. 300 new leads per year. *(OC)* 2. Achieve 50% of surveyed alumni as continued wool advocates post-award. *(OC)*	3. 60% of IWP Finalist collections commercialised. *(OC)** 4. Achieve a 5% increase on active engagement on IWP related content. *(OC)**
	WOOLMARK PERFORMANCE CHALLENGE	1. Increase digital engagement by 20% year on year. *(OC)* 2. Increase competition entry rate by 10%. *(OC)* 3. Increase webinar average attendance rate from 19 to 22. *(OC)*	
CONSUMER	**FIBRE ADVOCACY**	1. 5% increase in active engagement on owned media channels. *(OC)* 2. Increase The Woolmark Company brand awareness by 5%. *(OC)**	3. Increase The Woolmark Company brand sentiment by 7%. *(OC)**
	BRAND PARTNERSHIP	1. Partner with five global brand partners. *(OP)* 2. Increase purchase intent of Australian wool by 5%. *(OC)* 3. Achieve 5% increase in units of clothing with five brand partners with a global presence. *(OC)*	

TRACEABILITY

OVERALL OBJECTIVE — 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.

STRATEGY	PROGRAMS	TARGETS	
SUPPLY CHAIN INITIATIVES	**WOOLQ**	1. 2,500 woolgrowers have adopted the WoolQ grower tools. *(OC)**	2. Deliver a WoolQ tender selling option to compliment the WoolQ bulletin board and auction *(OP)**
	FIBRE IDENTIFICATION & TRACING	1. Define new fibre-origin test method for adoption into the supply chain and use by laboratories. *(OP)*	2. Draft protocols for the chain of custody of wool through the supply chain ready for review by global wool industry bodies. *(OP)*
FIBRE SCIENCE	**HEALTH AND WELLNESS**	1. Produce and publish evidence of specified next to skin Merino garments as beneficial for eczema. *(OP)* 2. Produce and publish evidence of specified next to skin Merino garments as improving sleep quality. *(OP)*	3. Generate new test protocols to measure wool's breathability in dynamic conditions. *(OP)*
	ECO CREDENTIALS	1. Produce and publish evidence how current environmental scoring of apparel disadvantages the value chains of natural and renewable biogenic carbon fibres compared to non renewable fossil carbon derived fibres. *(OP)* 2. Produce and publish case studies on the environmental and economic impact of woolgrowers using regenerative farming practices. *(OP)*	3. Develop and publish a method for accounting for recycling in LCA. *(OP)* 4. Improve wool's environmental rating relative to synthetics, by working to establish a level playing field for rating apparel. *(OC)* 5. Generate new knowledge of wool's carbon account, including emissions at the national and farm scales and identifying plausible mitigation strategies. *(OP)*

OC – Outcome OP – Output
*Targets updated November 2020