



AWI
Breeding
Leadership

AWI BREEDING LEADERSHIP 2026



If you are passionate about your wool industry and want to develop your skills to make a difference in the future, this course is for you!

WHY SHOULD I ATTEND?

AWI Breeding Leadership is designed for anyone 25 to 35 years old working in agriculture, with a focus on the wool industry.

AWI Breeding Leadership is an excellent opportunity to network with over 20 like-minded people from around Australia. You have the opportunity to learn from skilled deliverers in the areas of leadership and strategic thinking. There will also be opportunity for networking with others from the wool industry, as well as field trips to innovative businesses outside the industry.

Established in 2002 by South Australian Stud Merino Breeders Association, Breeding Leadership became a national program through the Australian Association of Stud Merino Breeders in 2004. Funding for this program is now provided by Australian Wool Innovation (AWI).

COURSE OVERVIEW

The five-day program covers a range of topics including understanding yourself (personality typing), strategy (understanding your business and industry), working in teams (accountability, communicating expectations, decision making) and the future (returning to your business and managing change). There is a full day bus tour to visit local leaders in a range of industries.

At the end of AWI Breeding Leadership, participants will have sound leadership skills that will enable them to become enthusiastic, influential, dynamic, and dedicated leaders within the wool industry.

Participants achieve the following learning outcomes:

1. Develop skills and tools to undertake planning and best practice management tasks within their business and industry groups.
2. Improved knowledge of personality type including core strengths, blind spots and an appreciation of differences that can be embraced to become a successful leader.
3. Develop tools and processes, including communication and problem solving, to become effective leaders within teams of all sizes and purposes.
4. Develop an action plan for one leadership role they will take within their business, work role, community or industry.

SESSION PLAN

The five-day course involves the following sessions:

- Welcome barbeque.
- Understanding yourself – explore the principle that to be the best leader you must first understand yourself.
- Strategy – understanding the big picture in your business and industry.
- Full day bus tour.
- Afternoon field trips to local Merino studs.
- Industry networking dinner includes industry guests.
- Working in teams – including accountability, feedback and decision making.
- The future – returning to your business and managing change.

WHAT IS INVOLVED?

The course will be delivered from Monday, 16 to Friday, 20 February 2026 in Clare, SA. Participants will arrive on Sunday, 15 February 2026. Clare Country Club will be the venue for all sessions and participant accommodation.

AWI Breeding Leadership is funded by AWI. Participants pay a course fee of \$550.00 inc GST to attend Breeding Leadership, which contributes to the cost of their participation in the course.

All meals and accommodation will be paid for by AWI. Participants will be required to arrange their own travel to Clare (if driving) or Adelaide Airport (if flying). Bus transfers will be arranged for those arriving into Adelaide Airport.

A cancellation policy applies to the participant fee.

Want to learn more about AWI Breeding Leadership from someone who has participated?

Watch **AWI's Breeding Leadership video.**

Listen to **AWI's The Yarn Episode 31 podcast.**

AWI's The Yarn Episode 227 podcast.

HOW DO I APPLY?

ELIGIBILITY CRITERIA

Participants of this program will:

- be 25–35 years of age.
- be an employee or owner of an agriculture-focused business with a wool enterprise or supporting wool enterprises.
- submit a response to the application questions below by the due date.
- be selected via a competitive review process, based on their response to the application questions below.

Key dates:

- Applications open Wednesday, 10 September 2025.
- Applications close Friday, 17 October 2025.
- Applications must be submitted via email to Carlyn Sherriff via email csherriff@pinionadvisory.com.

APPLICATION PROCESS

What to include:

1. Provide a current resume (including date of birth, address and recent career summary).
2. Provide a response [not exceeding four pages] to the following:
 - a. Description of the agricultural business that you are involved in.
 - b. Number of wool bales produced per year (if relevant).
 - c. Description of your role within the business.
 - d. Description of your role in decision making/influence on decision making in the business.
 - e. Describe your personal vision for your business or career.
 - f. Describe your personal vision for the wool industry.
 - g. Description of your current industry/community involvement.
 - h. What motivated you to apply for AWI Breeding Leadership 2026.
 - i. What do you hope to gain from participating in this course.
 - j. How you intend to bring your learning from the course back into your business/future career.

Applications for AWI Breeding Leadership 2026 can be submitted via by two means:

1. An open call process in which anyone who meets the Eligibility Criteria can submit an application.
2. An endorsed application through your state's Stud Merino Breeder Association (SMBA). Applicants applying through their SMBA are required to complete a full application and meet the Eligibility Criteria to be eligible for consideration. You will prepare your application and forward it to your SMBA for their review. If endorsed, your SMBA will submit your application on your behalf to indicate their endorsement.

A maximum of two SMBA nominations per state will be considered for eligibility. If your application is not successful in gaining SMBA endorsement, you may still submit your application via the open call process.

All applications will be reviewed by the selection panel, which includes representatives from AWI, industry and a past participant.

CONTACT DETAILS

For more information about the course or application process, please contact:

Carlyn Sherriff
Pinion Advisory
csherriff@pinionadvisory.com
0439 773 688

To speak to a past participant, please contact:

Tim Shepherd 0472 674 501
Austin Grace 0473 969 552

AWI Breeding Leadership 2024 participant feedback:

- ✓ 100% reported a boost in skills and knowledge to improve their business.
- ✓ 96% satisfaction with course content.
- ✓ 100% recommend AWI Breeding Leadership to others.
- ✓ "Networking, culture, strategic planning, effective meetings, learning off each other. I enjoyed we are all from different parts of the supply chain and could share different experiences."
- ✓ "The conversations that were had with representatives from AWI were very interesting and motivating, the personality session was very insightful. The entire course was all very valuable."
- ✓ "Peer networking and discussion. Building connections that hopefully will be continued past the program. Visiting a range of properties and businesses that all play a crucial role in the wool industry."