

AWI BREEDING LEADERSHIP 2027

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 for anyone aged **25-35 years old at February 2027,** 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 a chance for networking with others from businesses in the wool 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 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 businesses.
- AWI Breeding Leadership Industry Dinner, including 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, 15 to Friday, 19 February 2027 in Clare, SA. Participants will arrive on Sunday, 14 February 2027. Peppers Clare Valley will be the venue for all sessions and participant accommodation.

AWI Breeding Leadership is funded by AWI. Participants pay a course fee of $770.00 inc GST to attend AWI Breeding Leadership, which provides a contribution 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 course will:

- be at least 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 process 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 Friday, 20 November 2026.
- Applications close 9:00 am Monday, 14 December 2026.
- Applications must be submitted via email to Carlyn Sherriff via email carlyn.sherriff@pinionglobal.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 2027?
    i. What do you hope to gain from participating in this program?
    j. How do you intend to bring your learning from the course back to your business/future career?

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

Special note for WA applicants: AWI is preparing to deliver a WA-specific AWI Breeding Leadership later in 2027 (details to be confirmed ASAP). We encourage you to apply for AWI Breeding Leadership 2027 and if you are selected we will contact you to discuss your preference for which AWI Breeding Leadership 2027 location you will attend.

CONTACT DETAILS

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

Carlyn Sherriff
Pinion Advisory
carlyn.sherriff@pinionglobal.com
0439 773 688

To speak to a past participant, please contact:

Ben McCullum 0418 140 939

AWI Breeding Leadership 2026 participant feedback:

- ✓ 100% reported a boost in skills and knowledge to improve their business.
- ✓ 9.4/10 satisfaction with course content.
- ✓ 100% recommend AWI Breeding Leadership to others.
- ✓ "I loved the diversity of the topics but how well they blended together was brilliant and kept everything moving through well. Thank you so much for this week! It's been brilliant!"
- ✓ "The personal development was fantastic, networking and traveling was great. Strategic planning and succession planning and touching on financial literacy."
- ✓ "It was great to network with others around Australia about common themes and specific things to their area. The whole course being run as a bit of a committee was great training and I think we all learnt off of each other with great guidance from Pinion Advisory."

awi Australian Wool Innovation Limited

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