



WoolPoll
✓ 2024

Your fibre
Your future
Your call

wool.com/woolpoll

VOTER INFORMATION MEMORANDUM
AUTHORISED BY THE 2024 WOOLPOLL PANEL

What is WoolPoll?



WoolPoll is a poll that Australian Wool Innovation (AWI) is required to conduct every three years asking woolgrowers to vote to determine what percentage of your wool income you would like to invest in research, development (R&D) and marketing undertaken by AWI on your behalf.

Why vote?



WoolPoll is your opportunity to directly influence how much funding AWI will receive for the next three years to deliver R&D and marketing services for the Australian wool industry.

Who can vote?



If you have paid \$100 or more in wool levies over the past three financial years, you are eligible to vote in WoolPoll.

Your voting entitlement is determined from records of your wool sales and can be found on the Ballot Paper sent with this Voter Information Memorandum.

What are the rates?



The WoolPoll Regulations prescribes 4 levy rates and allows AWI to propose an additional levy rate for you to vote on.

WoolPoll 2024 asks you to consider four levy rate options:

0% 1.0% 1.5% 2.0%

The current levy rate is 1.5%.

How do I vote?



You may vote:

ONLINE at wool.com/woolpoll

POST your Ballot Paper in the reply-paid envelope (provided in this Voter Kit) to:
The Returning Officer, WoolPoll 2024,
Reply Paid A1509, Sydney South NSW 1234

EMAIL vote@linkmarketservices.com.au

FAX your Ballot Paper to toll-free 1800 211 736

For any questions about the voting process, call the Voter Assistance Line on 1800 990 365.

When can I vote?



Voting opens on **20 September 2024** and closes at **5pm (AEDT) on 1 November 2024**.

Message from the Panel Chair to woolgrowers

As Chairman of the independent WoolPoll Panel 2024, I encourage all woolgrowers to have their say on the future of Australia's wool industry.

As a woolgrower, you have an opportunity every three years to decide how much of your money is invested by Australian Wool Innovation (AWI) back into the industry through research, development and marketing activities to ensure that your wool remains the best in the business. Don't let someone else decide for you.

Voting is your chance to be part of the picture and have your say to help determine what the industry levy rate should be.

This voting information memorandum includes instructions on how to select your voting preference and key insights about what each levy rate will deliver to the industry.

WoolPoll 2024 is your opportunity to decide your levy and what you will get back in return.

Woolgrowers – big or small it's your call!



RICH KENIRY, NSW Chairman
0427 878 541
richkeniry@kildara.com.au



CHRIS KEMP, NSW
0428 485 150
kemprural@gmail.com



ALEXANDER LEWIS, VIC
0403 177 937
alewis95@outlook.com.au



DI MARTIN, SA
0447 654 065
admin@baratta.farm



TOM MOXHAM, NSW
0403 721 866
t.moxham@bigpond.com



DR LUKE RAPLEY, TAS
0437 177 218
plasseyrural@gmail.com



MARCUS SOUNNESS, WA
0417 941 914
thegully@papercollar.com.au



DAVID YOUNG, NSW
0421 368 120
davidy2189@gmail.com



NEIL JACKSON
Non-voting AWI representative
0429 310 331
neil.jackson@wool.com



JOANNE HARRIS
Non-voting DAFF representative
0417 819 287
jo.harris@aff.gov.au

WoolPoll 2024 levy options

Woolgrower benefits snapshot

This is an illustrative summary giving examples of affected programs

0%

1%

AWI will close.

No investment

-  No Breeding Leadership
-  No new flystrike vaccine research
-  No sheep classing workshops
-  No funding for scientific research in relation to wool's eco credentials
-  No methane emissions reduction research

Reduced investment

- 50%** of Capacity Building activities e.g. Lifetime Ewe Management Training
-  Extension networks consolidated so fewer local programs
-  Cutting face to face flystrike extensions activities
- 70%** of Shearer training
- 41%** of Marketing spend focused on China primarily
-  Bio harvesting

\$4,600,000*

Total revenue at 0%

\$42,900,000*

Total revenue at 1%

*Based on an average EMI of 1,194c and 306mkg production. Comparisons are based on 2023/24 spending.

1.5%

No investment



No sheep classing workshops



No new flystrike vaccine research

Reduced investment



Internal parasite research reduced

70%

of Capacity Building e.g. Breeding Leadership, Lifetime Ewe Management



Defence of wool's environmental credentials in Europe only, with no work in Asia or North America



Limited support for wild dog programs



Reduced opportunities for collaborations and jointly funded grant applications

55%

of Marketing spend focused on China, limited spending on other markets



Eco credentials research

Priority investment

90%

of Shearer training



Bio harvesting

\$54,600,000*

Total revenue at 1.5%

2%

Reduced investment

70%

of Marketing spend focused on China, Japan, Korea, Europe and America



Some support for state/regional wild dog control programs

Priority investment

100%

of Shearer training



Accelerating bio harvesting research



Emerging markets program



Visual scoring apps/tools for woolgrowers



Internal parasite research



Flystrike vaccine funding secured



Continue research to support wool's environmental credentials



Capacity building investment in Breeding Leadership & Lifetime Ewe Management Training

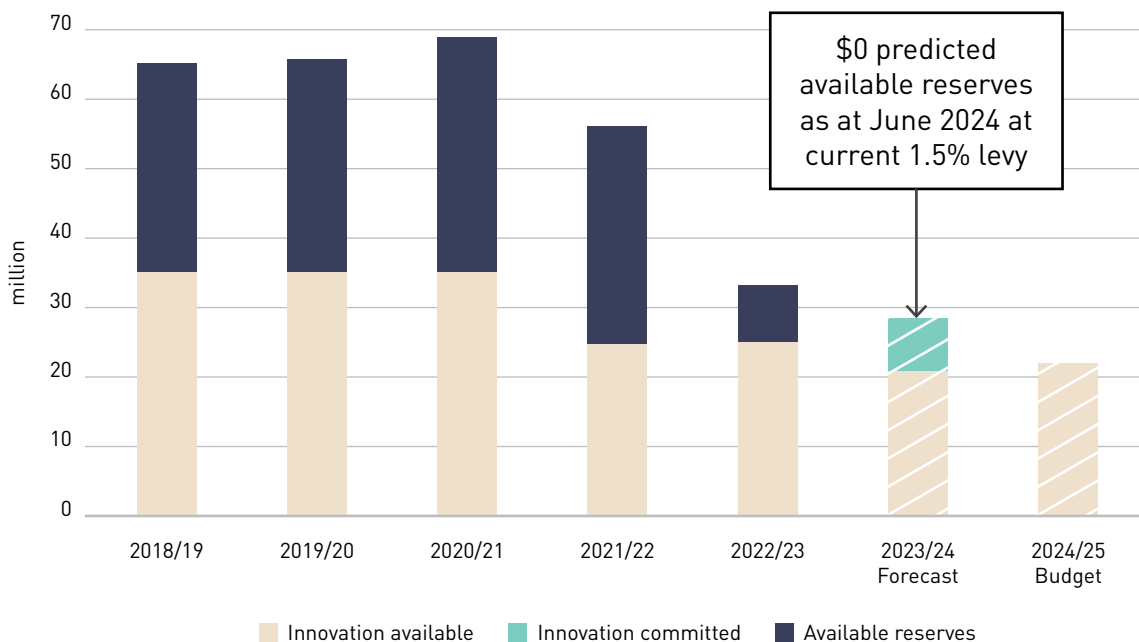


Sheep classing workshops

\$66,100,000*

Total revenue at 2%

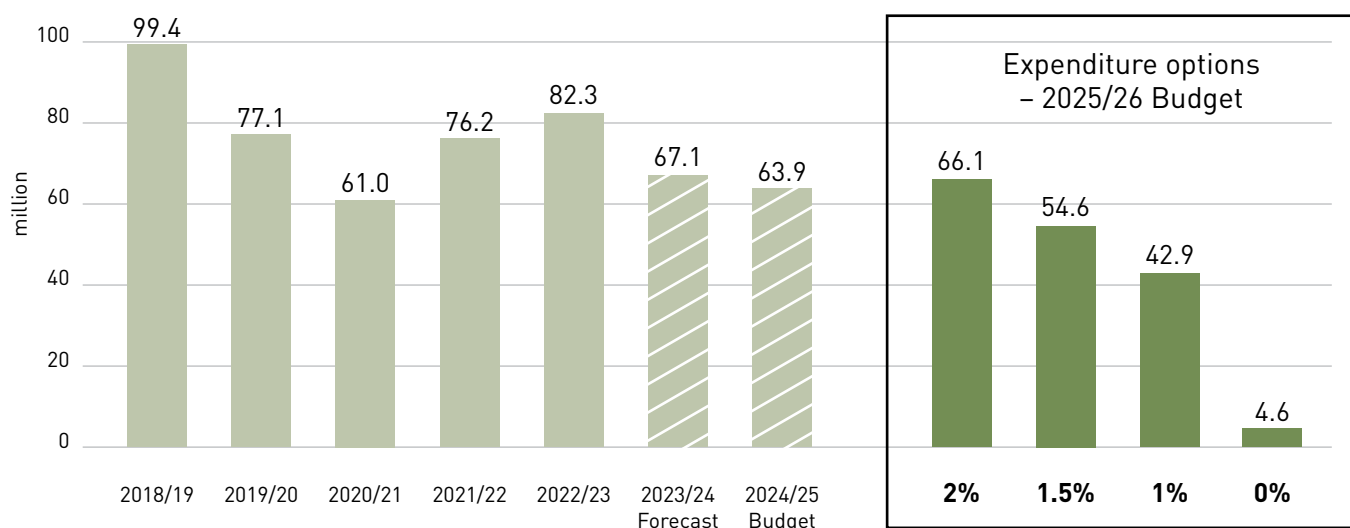
AWI available reserves



The table above shows AWI’s available reserves over 7 years, this excludes the reserves held to cover the costs to wind up AWI should a vote for a 0% levy occur. The available reserves include the Innovation Fund, which was created to cover unforeseen opportunities or challenges. The funds marked as committed relate to projects already approved from this Fund.

Planning for the future

Historical expenditure vs future levy options



Historical expenditure

The change in levy from 2% to 1.5% following the 2018 WoolPoll plus the lingering economic effects of COVID have had a major impact on AWI’s finances. The Board has prudently drawn down available reserves to sustain key projects.

There are no available reserves projected over the next three years.

Future levy outcomes

The graph shows the possible expenditure patterns based on the 4 levy rate options.



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Voting opens 20 September 2024

Voting closes 1 November 2024

Helpline 1800 990 365

WoolPoll 2024

The information in this WoolPoll 2024 voter information document has been produced by the 2024 WoolPoll panel using information provided by Australian Wool Innovation Limited ABN 12 095 165 558. Australian Wool Innovation Limited gratefully acknowledges the funds provided by the Australian Government to support those research and development activities detailed in this publication. This document is published by the WoolPoll panel and issued by AWI. Photographs courtesy of AWI. Reasonable care has been exercised in preparing this document. However, to the maximum extent permitted by law, none of the WoolPoll 2024 Panel nor the organisations and individuals involved in the preparation of this material shall be liable for any error, description, misrepresentation in, or omission from, this document. It has been necessary to summarise and abbreviate information and projections. Because of the volatility of markets and the length of forecast periods, forecasts may not accurately reflect future events. The results of WoolPoll 2024 will be used to assist in considering future industry services, but are not binding on any person or entity. GD4978