

Issue	Action	Priority	Timeframe
Theme 1: Profitability & Productivity			
Shortage of staff and appropriate skills, particularly shearers	Encourage people to industry	H, M	S, M
	Training and promotion of shearing as a career.	H	S
	Enhanced shearer training targeting migrant and other groups – not an excuse for TAFE and similar to line their pockets	H	M
Lice	More R&D into biological controls (and other control methods), even if it just suppresses the lice population or it's build-up in numbers before each shearing	H	M
	Bring back or maintain the use & (availability to producers) of Diazonin	H	S
	Ability to test for lice in shed – the NSW Licetest was poorly conceived, sending samples away was never going to work	H	M
	Allow the use of chemicals that will successfully eradicate all lice on an animal (not just control)	H	S
	Trials to determine successful control in different areas e.g. Mulga country- biological comparison with sprays	H	M
	Continue with information to producers	M	M
Worms	Investigate biological control or any other control other than chemicals	M	M
	Remove impediments to the registration of new worm control chemicals	H	S
	Continue with information to producers	M	M
	Develop/promote a management strategy to handle worms – management plan for different regions/locations - some definite things you can do/need to know all into one package	M	M
	Investigate suitable species of dung beetles (particularly winter active species) to break down sheep pellets and their impact on Barbers Pole	H	M
Fly strike	Easily accessible fly baits	H	H

	Trials to determine successful control in different areas e.g. Mulga country- biological comparison with sprays	M	M
Precision sheep Management	Increase adoption by the sheep industry in PSM techniques and increasing learning by all producers of ways to use this technology to improve profitability	H	M
Genetics	Maintain dollar investments in the central sire testing sites, development of new EBV's, etc	H	SML
Selection and culling practices	Educating producers on what drives profit in sheep and educating them how to manage for a more productive flock	M	L
Merino ewe fertility	Research the drivers of ewe fertility in the pastoral region and the impact of all forms of predation	H	M
	Research and inform producers of what can be done genetically and nutritionally to maximize fertility.	H	L
Low lambing percentages in northern areas	Establish a feed supplement guide applicable to each region.	H	M
Nutrition	More practical advice for similar areas, with a supply chain to get required ration.	H	S,M,L
Nutrition/stocking rate	Provide information on development of your country – cost/benefit	M	M
	Research into suitable improved pastures – legumes	M	M
	Matching SR with pasture availability – what is the most profitable SR for different areas and communicating this info to producers	M	M
Kangaroos	Investigate alternative methods to controlling Kangaroos.	M	M
	Analyse impacts on business and environment from such high grazing pressure from Kangaroos.	H	M
	Research best most cost effective fencing	M	M
Wild dogs	Fences – decent on-farm trial examining dog and kangaroo interaction with all types of electric fences and how can use fences to stop dogs passing through the landscape	H	S
	Do a legal review of all states legislation so that one can do more in chasing people who do nothing about the dogs on their place	H	S
	Investigate how to encourage everyone to control dogs at the same time	H	M
	Make cattle producers more aware of the problems created by wild dogs for sheep and cattle & encourage them to bait	H	SML
	More aerial 1080 trips per year.	H	SML

	Bait stock routes	H	SML
	Co-ordination between producers, local government, state government, forestry and national parks	H	S
	We must never lose 1080 but we do need to have effective poison on hand. There is talk that dogs nibble some baits and never get to the 1080. This is a waste of time. Research needed to improve baits so pests want to eat them and not "Nibble".	H	S
Wedge tail eagle predation	Review ban on their destruction	H	S
Pigs	Find ways to encourage land holders to control pigs, particularly cattle people	H	SML
	Immediately ensure the retention of the Pig poison CSSP until there is an alternative poison that producers can keep on hand to use when they see an incursion of pests.	H	S
Predators (dogs, foxes, pigs)	Wild dogs, pigs and foxes need to be controlled by everyone including cattle producers. Gov can enforce the laws that say you must control these	H	SML
Weeds – Noogoora Burr	Investigate control methods	H	M
Cost of shearing and selling expenses	Investigate how to reduce these costs	M	M
Vegetation Control	Individualize tree clearing guidelines and vegetation mapping to districts, not broad scale	H	S
Low fertility Traprock soils	Phosphorous responsiveness in Traprock (perhaps literature search initially, followed by best bets information based on experience elsewhere and results of literature search) and return to capital	H	M
Agents to have better stock skills particularly when loading sheep	Courses developed	L	L
Workplace Health and Safety	Remove some stupid legislative requirements (eg need to induct farm workers) which make it a necessity for small operators to disregard the law to remain operational	H	M
Forms/Surveys	Drastically reduce the number of surveys etc carried out as most are of little benefit to the producer and are very time consuming and frustrating (most don't fill them in accurately anyway)	L	L
AVPMA progress on registrations	Get them to for example approve chemicals (drenches including Zolvix in the past and now Startec) that have been in use in NZ for two or three years - if it takes legal action so be it	H	S

Theme 2: Sharing in the Value Chain at Low Risk			
AWEX has too much authority without practical experience	Downscale AWEX or get more people out into the real world that understand QLD differences	H	S
Price discovery	Improve knowledge across industry of costs of selling wool in various selling centres, i.e. am I better off in sending my wool to Sydney or Brisbane to sell it to reduce costs	H	M
	Encourage the use of the internet and wool trade to sell wool	H	M
Alternative wool selling methods	Move away from auctions	M	M
	Look for ways to sell quality wool that fits a buyers specification directly to the buyer	M	L
Inability to effectively hedge fine and superfine wool (eg. what I produce) without extreme basis risk	Commercial companies to develop suitable products	H	M
Environmentally Sustainable non-mulesed wool	Improve market linkages for wool into the markets for people who want wool from Environmentally Sustainable non-mulesed wool	H	M
Brand development along lines that have particular traits: eg organic, non-mulesed, wool type, production region.	Identify possible brands by talking to retailers, processors and growers	H	S
Connect retailers, processors and growers	Increased communication so that all sectors understand each other's requirements – we are all in this together	H	S
Supply chain issues	I feel the grazier has enough to do in breeding sheep & getting the wool off. Professional people with knowledge of the 'supply chain' should deal with these issues.	L	M
	Teeing up supply chain contracts – how to successfully achieve this	M	L
More emphasis on the processability of wool	Source and publicise feedback from processors and retailers	H	S
Processor requirements	Inform growers accurately on what processors require (within the constraint of what is practical) for the longer term and not the current changing requirements every season.	H	L
Lack of knowledge about the properties of wool by retail sales personal	Develop education programs for sales personnel. These are the people who can promote the product to the consumer.	M	SML

Wool not seen as main fibre for warmth too many cheaper alternatives in shops.	Ensure advertising lets public know the efficiency of the warm wool fibre with no petroleum base. Push woollen jumpers, wool socks, blankets etc to reduce electricity usage. Hop on carbon bandwagon now. Target stores to sell woollen items.	H	H
	Increase demand for wool by public	H	H
	Ensure all manufacturers supply easy care, mothproof clothing	H	H
	Make an advertisement for wool that is shot on a western QLD property, using real people. Graziers are the only people in the world who grow wool, wear it (mostly very stylishly) and love it.	H	S,M,L
Lack of market info	Provide more info – reliable source and make producers aware of it	M	M
Carbon tax	AWI to do work to ensure wool producers are well positioned to avoid impact of carbon tax	H	S

Theme 3: Consumer Acceptance and Confidence in Wool

No measure of softness for processor – so can buy wool with confidence without seeing product	Provide funds to develop a machine to measure softness of wool fibre	H	M
Continue to build brand of wool that it is produced in environmentally sustainable situations	Continue these carbon neutral brand strategies	H	SML
Consumer perceptions of animal husbandry practices	Develop consumer awareness programs to promote sheep farmers as good animal welfare specialists.	M	S
Bad publicity e.g. mulesing	Ensure public know how cost efficient the wool industry is.	M	H
Give evidence through film. (advertisement)	Explain, through film the process of a sheep's life. Modern environmental practices that are sustainable.	H	L
Mulesing	This issue alone has caused more damage to the wool industry than any other of recent times. Producers need as many alternative options as possible and the consumer needs to be made aware of the efforts that the producer is going to.	H	S
	Mulesing is our most effective tool for breech strike control – we continually legitimise and pander to the concerns of the vocal Animal Rightist minority	H	SML

Too many clothing stores opening and closing with cheap synthetic fibres	Do trials with wearing wool vs a bar heater.	M	H
Media coverage and consumer perception of wool and the fact that they don't buy it	Continue with media coverage and use of social media	H	SML
	The natural fibre attribute should be promoted at every stage and repeatedly	H	S
	With wool at record prices consumers see wool as expensive. They need to feel that it is high quality and still good value. Now is the time to push this message	H	S
	Encourage producers to breed better wool – lower prickle factor	H	M
	A lot of consumers think of itchy uncomfortable jumpers when they hear wool. We need to change this conception	M	M
	Needs better promotion as environmentally friendly, natural, renewable – good qualities of wool (not a high fire risk, keeps you cool)	H	SML
	Promotion to parents for new babies	H	SML
	Stores need to promote wool and to their staff – so staff know qualities of wool and can promote it	H	SML
Chemical testing of wool	Part of the compulsory pre-sale testing	M	M
Declaration forms	Retain mob based mulesing declaration process to allow the highest possible rating for each mob.	H	S
Declaration forms covering chemical, dark fibre and animal welfare	Very strict third party auditing	M	M
Prickly wool being blended with good wool.	Ram producers should be breeding rams with no over 30 micron fibres. In fact they should be aiming for nil under 25 microns. There has never been large scale reduction in over 30 fibres being eliminated	H	M
Theme 4: Awareness and Adoption of Wool Industry Messages			
Promotion of wool to consumers	More communication and promotion to encourage people to buy wool	H	M
	More promotion urban consumers	M	SML
	The action should be targeted at consumer demographics e.g. teenagers or adults	H	M
	Wool should be promoted as a high value, top end product, not a large supply commodity	M	S

	Promote at a brand level not as a generic industry commodity	H	M
	Focus on next to skin comfort of wool	H	M
Lack of wool in shops	Find out why Woolabies and wool jerseys are not available. Why were they so much dearer than at Canterbury? Schools choose a senior jersey but school laundries tend to make them choose cotton over wool unfortunately. Re establish the name e.g. Woolaby again.	M	M
Improve industry image to attract more young business minded people to bring their investment dollars and/or careers into the wool industry.	All publications needs to have images of successful businessmen who invested in the wool industry	H	M
Wool not being used by manufacturers	We have spent years making washable wool, wool that can be dried in dryers, shrink resistant etc, and yet a lot of the woollen garments do not reflect any of this. Has the money been wasted? Why is it not being taken up by manufacturers?	H	M
Need the Top makers to make tops that are all about skin comfort and then you can promote it better.	Have mentioned ram producers breeding to have no over 30 micron fibres and have always thought they should be aiming for no fibres under 25 micron. They need to tighten their histograms. For the wool industry to survive we need to breed better sheep, with softer, denser wool and with more weight. All our costs are per sheep so it is useless to do things to a sheep that is not going to produce a good commercial, quality fleece.	H	S
Lack of available and technical info for QLD sheep producers	Better technical newsletters available to producers	M	M
Industry promotion	Make sure that we promote a very positive image in terms of animal welfare for the mainstream of Australia	H	S
	Stop highlighting what we are doing wrong and actively promote what we are doing right	M	L
	Make short TV fill-in infomercials about the industry for showing on mainstream city channels – many hardly know what a sheep looks like but are being got at by PETA etc.	H	M
Lack of understanding of animal behaviour.	Promote stock handling schools that show sheep are not dumb	M	L
Stud use of ASBVS and genetic testing	More education of producers and getting studs to use the latest info	H	SML
Self promotion from AWI not necessary, expensive and largely	We know when AWI is doing a good job - we don't have to be continually told – promote the outcomes of the work that is being done including letting us know when things do not	H	

wasted	work out.		
Lack of industry farm benchmarking studies	Conduct quality industry farm benchmarking studies to show the profitability of our industry relative to other choices such as pastoral goats/beef cattle/ non-wool sheep etc	M	SML
National conferences / large events	Use webinars – so others can log on and listen to guest speakers	L	SML
	Once a year wool growers get together in their towns and AWI video link and listen to presentation of what is happening in industry (networking opportunity for producers as well)		
How get others to come to workshops who don't normally come to things	How to find out what info they really want and will make them turn up	M	M