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# Beyond the bale

PROFIT FROM WOOL INNOVATION

ISSUE 59 JUNE 2014

## ROYALS AT THE ROYAL



IMPROVING ON-FARM PRODUCTIVITY  
MARKETING AUSTRALIAN WOOL  
THE NEXT GENERATION

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## WOOL'S SOCIAL MEDIA FAN BASE CONTINUES TO GROW

**A**WI continues to build wool's social media presence on the internet to help reconnect a new generation of consumers with the natural wonders of wool.

The company is helping drive the agenda for wool on social platforms to generate positive online conversation about the fibre.

Of note, the We Love Wool and The Woolmark Company pages on Facebook have increased their number of fans to 769,000.

Our social media presence in the consumer arena also includes significant activity on the microblogging service Twitter and the online photo-sharing service Instagram, and we have uploaded our videos onto the Vimeo and YouTube video sharing channels.

AWI has a very active Twitter presence for woolgrowers to follow AWI activity, and a YouTube channel containing on-farm related videos.

To connect with AWI's main social media initiatives, visit:

**For consumers:**

- facebook.com/TheWoolmarkCompany
- facebook.com/welovewool
- twitter.com/woolmark
- twitter.com/welovewool
- youtube.com/woolmarkonline
- vimeo.com/woolmark



AWI used "social media" to help a new generation of consumers reconnect with wool.

- instagram.com/  
thewoolmarkcompany

**For woolgrowers:**

- twitter.com/woolinnovation
- youtube.com/AWIWoolProduction



*Beyond the Bale* is published by **Australian Wool Innovation Limited (AWI)**, a company funded by Australian woolgrowers and the Australian Government.

AWI's goal is to help increase the demand for wool by actively selling Merino wool and its attributes through investments in marketing, innovation and R&D - from farm to fashion and interiors.

View the interactive online edition of *Beyond the Bale*, with pop-up videos and image galleries, at <http://beyondthebale.wool.com>

## AWI INVESTMENT STRATEGIES

- 1. ON-FARM R&D
- 2. OFF-FARM R&D
- 3. MARKETING
- 4. GLOBAL BUSINESS SERVICES

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**Front cover:** The Duchess of Cambridge visiting AWI's Wool4Skool® exhibit at this year's Sydney Royal Easter Show. Pictured with the Duchess are AWI Manager of Corporate Communications, Marius Cuming; the winner of AWI's 2013 Wool4Skool® competition, Sophie Aylward from Kinross Wolaroi School; and model and woolgrower's daughter Stephanie Joy Field who is wearing the winning design which was designed by Sophie for the Duchess. See page 4.

Photo: Wolter Peeters/Fairfax Media.

# Getting on with business

**W**e are continuing with initiatives to help increase the demand for wool through investments in marketing and R&D – from farm to fashion.

**Wild dogs:** While the terrible impact of wild dogs has been felt across many wool-growing regions of Australia, there is evidence that when farmers and landholders come together in a coordinated way they have success at tackling the problem. This is not only important for the bottom line of woolgrowers' businesses, but also for the sense of relief and calm that it brings to local farming communities. AWI is keen to help groups develop long-term solutions. Funding is available to groups under AWI's 'Community Wild Dog Control Initiative' with applications open to new groups as well as those groups that have previously received funding from AWI.

**The next generation:** AWI offers a range of professional and leadership development opportunities to young people in the wool-growing industry through initiatives including the National Merino Challenge, the Breeding Leadership program, the Young Farming Champions program, and scholarships through bodies such as Nuffield Australia. Our funding in these programs aims to help improve the engagement of young people interested in the wool industry, thereby developing and retaining the knowledge and skills the wool industry needs to be innovative in response to new challenges.

**The Royal visit:** AWI and the wool industry has been very fortunate to receive the support offered by the Royal family over the past few years, most notably through the valuable patronage of The Prince of Wales to the global Campaign for Wool. In April we were delighted to see The Duke and Duchess of Cambridge make a special visit to the Sheep and Fleece Pavilion at this year's Sydney Royal Easter Show. The visit to view the wool exhibits supported by AWI generated enormous interest and media coverage across the world – with coverage reaching a cumulative potential audience of 9.5 million in Australia alone.

**Campaign for Wool:** Australian retailers came together for the Campaign for Wool's Wool Week which was held in May to coincide with the start of the Australian mid-winter retail



season. It was pleasing to see so many store fronts promoting wool and the Woolmark brand. The Campaign for Wool continues to be a success internationally too. During 2013, the campaign was celebrated on an unprecedented scale across international consumer markets, generating global editorial coverage worth more than AU\$40 million, up from AU\$24 million in 2012.

**L'Uomo Vogue:** The relationship between Australian woolgrowers and Italian fashion industry was strengthened in March when the Italian men's version of Vogue, L'Uomo Vogue, launched an edition dedicated to Australia. The launch was complemented by a visit to Australia by the iconic publication's editor-in-chief, Franca Sozzani, and her attendance at a series of events titled "World Wide Wool". AWI supported the initiative with the aim to increase awareness and appreciation of, and ultimately the demand for, Australian Merino wool.

**Apparel care campaign:** AWI's research of consumer attitudes shows that while consumers value products that are easy care, many consumers still associate "wool" with "hard to care for". To help combat this, AWI is rolling out a new campaign to teach consumers that many wool products do not need to be dry cleaned or hand washed, and can be washed in a washing machine. By educating consumers that wool apparel is easy to care for, the campaign ultimately

aims to increase consumer demand for wool apparel.

**Provenance of Australian wool:** The provenance of Australian wool and the unique heritage we have with more than 200 years of growing the fibre is of increasing interest to industry partners and consumers. We have seen an escalation of interest on the part of leading brands in "the farm to fashion story" as a core ingredient in a high-value end product. There has also been an increasing willingness of leading brands and key media in partnering with AWI to describe to their consumers the benefits wool brings to their apparel products. A recent example of this is Country Road's successful *Life Through Wool* campaign that was created to help promote the brand's latest wool collection.

**International Wool Textile Organisation (IWTO):** The environmental credentials of wool and the unique properties of wool that set it apart from other fibres in the marketplace were again at the forefront of discussions at this year's IWTO Congress held in April in Cape Town, South Africa. The content of many of the presentations at the Congress echoed this theme, and Australia and AWI in particular were well represented.

Stuart McCullough  
Chief Executive Officer,  
Australian Wool Innovation



PHOTO: Wolter Peeters/Fairfax Media

The Duchess of Cambridge meets AWI ambassador Fred the Merino ram at the Sydney Royal Easter Show.

# Royals at the Royal

## FAST FACTS

- The Duke and Duchess of Cambridge made a special visit to the Sheep and Wool Pavilion at this year's Sydney Royal Easter Show.
- The royal couple showed a genuine interest in the Australian wool industry, paying particular attention to the shearing demonstrations.
- Wool4Skool® winner Sophie Aylward presented the dress she designed for The Duchess as part of the 2013 competition.

It was a royal affair at this year's Sydney Royal Easter Show as the Duke and Duchess of Cambridge enjoyed both fleece and fabric inside the Sheep and Wool Pavilion.

And what better way to greet the royal couple than with a royal bow from AWI ambassador Fred the Merino ram! Trained by AWI Shearing Industry Training Development Coordinator Jim Murray, Fred performed his duties perfectly and in doing so gained not only the attention of The Duke and Duchess of Cambridge but a

large portion of the travelling domestic and international media as well.

It was a fitting gesture given the ram, along with sheep from more than 200 Australian properties, had donated part of their wool towards a special suit given to HRH The Duke of Cambridge on the occasion of his marriage almost three years ago as part of the AWI's "Fit for a Prince" campaign. The gesture was to recognise and thank the royal family for its support of the global Campaign for Wool of which HRH The Prince of Wales is patron.

Aside from being wowed by the cute factor of Fred, Mr Murray said the royal couple was genuinely interested in the Australian wool industry.

"We spoke about the industry in general, about Fred's role in promoting the industry around the country and how he was trained to bow by receiving apples as a reward," Mr Murray said. "The Duke and Duchess even fed Fred some apples out of their hands.

"Conversation also included a discussion about the suit which was given to Prince William as a wedding present from Australian woolgrowers and how some of Fred's wool was actually in the suit.

"I also thanked them for their support for our industry. It would be easy to imagine sitting down with them and having a coffee and a chat or a beer at a barbecue - they really are genuine people that are very personable and have a passion for agriculture and the wool industry."

The Duke and Duchess also took time to examine the skilful process of machine and blade shearing. Surprisingly, this was the first time HRH The Duke of Cambridge had seen a shearing demonstration in real life.

**The Duke and Duchess of Cambridge watching the shearing demonstration, performed by AWI shearer trainers, at the Royal Easter Show.**





The Duke of Cambridge talking to AWI shearer trainer Ian Elkins as shown live on Channel 9.

## MEDIA COVERAGE

The visit by the Duke and Duchess of Cambridge to the Sheep and Wool Pavilion at this year's Sydney Royal Easter Show generated enormous interest and media coverage across the world.

The total volume of syndicated coverage in Australian media alone was 1,125 reports, reaching a cumulative potential audience of 9.5 million in Australia, which is equivalent to advertising space worth \$4.3 million.

Coverage of the events also appeared in international media such as The Daily Mail (UK) and Good Morning America (ABC Television Network).

"I was quite surprised when the Prince told me he had never seen shearing before," said AWI shearer trainer Ian Elkins. "He seemed genuinely interested in the process of shearing and the wool industry. He asked me how long I had been shearing for and also if all the children loved to watch these demonstrations, which they do.

"I was one of the few very lucky people to have this opportunity to meet the royal couple and it was one of those special moments I'll never forget."

After 34 years in the shearing industry Mr Elkins believes that demonstrations at events such as the Sydney Royal Easter Show are of vital importance.

"I remember going to the show about 10 years ago and there was only room for about 20 to 30 people to watch the shearing as they walked on by. Over the years we've got more and more people and now do about five demonstrations each day."

The winning design from AWI's Wool4Skool® student design competition was then presented to the royal couple. The royal blue evening dress was inspired by

and designed for the Duchess by 16-year-old student Sophie Aylward from Kinross Wolaroi School. The design was made into reality by leading Australian designer Jonathan Ward and was worn on the day by Australian model and woolgrower's daughter Stephanie Joy Field.

"Meeting Kate was really a once in a life-time experience and something I will definitely always remember," Sophie said after meeting The Duchess. "She seemed a really genuine person and was quite easy to talk to, which was lucky for me as I was rather nervous.

"I explained to her that the bodice was made from a wool devoré and that the skirt of the dress was made from a finely woven Merino wool fabric. I also told her about how the design came about and how I designed it for a specific occasion, which was her two-year wedding anniversary.

"I felt really lucky to have been the one chosen for this amazing experience and Stephanie looked amazing in the dress, it was really great to have her there with me on the day."

The visit has created significant media attention across the

northern hemisphere, helping to highlight the significance of the wool industry to Australia.

AWI CEO Stuart McCullough added how fortunate the organisation was for the support offered by the extended royal family.

"The ongoing global Campaign for Wool continues to grow under the valuable patronage of HRH The Prince of Wales. Woolgrowers around the world have expressed their gratitude as the campaign has connected the world's consumers with the sustainable and versatile nature of the fibre."



PHOTO: Chris Jackson/Getty Images



The public had a chance to pose with Fred the Merino ram at the Easter Show – seen here promoting AWI's 'Tested by Nature, Tested by Us' washable wool campaign – see page 20.



The public also had the opportunity to try their hand at shearing at the AWI shearing demonstrations held throughout the two weeks of the Easter Show.

# Wool Week Australia



PHOTO: SDP Media

Models wearing wool pose with Merino rams for the media in Hosier Lane, Melbourne, helping raise awareness of the natural properties of wool during Wool Week.



THE CAMPAIGN FOR WOOL  
Patron: HRH The Prince of Wales



THE WOOLMARK COMPANY  
SUPPORTS THE CAMPAIGN FOR WOOL

## FAST FACTS

- Australia held its 2014 Wool Week celebrations in Melbourne last month, supporting the global Campaign for Wool.
- Retailer partners united, installing window displays in support of Wool Week and showcasing the fibre's versatility.
- Social media platforms were also used as a way to engage consumers, helping to spread the campaign's message.

Australia has kicked off the 2014 Wool Week celebrations as part of the global Campaign for Wool. For the fourth consecutive year, Australian retailers and designers have joined forces to help spread the message governed by the campaign's patron HRH the Prince of Wales, *Live naturally...Choose wool.*

Coinciding with the mid-winter retail season, Wool Week - held from May 11 to 17 - played host to a series of events which involved the campaign's retail partners across the country in a bid to further educate consumers about the eco-credentials of wool and increase sales of wool product.

AWI CEO Stuart McCullough said it was encouraging for Australia's woolgrowers to see the growing number of wool and wool-rich products available within the local market place, highlighted via Australia's Wool Week celebrations.

"The Campaign for Wool and its global Wool Week celebrations not only give consumers the chance to discover first-hand the naturally inherent benefits of Australian wool, but also showcase the fibre's versatility," Mr McCullough said.

"AWI is proud to partner with the global Campaign for Wool and this is the fourth consecutive year we have supported Wool Week in Australia, urging all Australians to live naturally and choose wool."

Wool Week Australia's focal event was in Melbourne, with Federation Square taking centre stage and hosting a magnificent coloured wool installation. Australian artists Chaco Kato and Dylan Martorell collaborated with the Campaign for Wool to create a giant marquee-like 10 metre x 10 metre sculpture, which hung centre stage at Federation Square's atrium. Showcased within the sculpture were displays of wool in fashion

and furniture, yarn spinning and knitting demonstrations, all of which paid homage to the campaign's mission.

Following the success from previous years' Wool Weeks, Australian Campaign for Wool retail supporters once again became actively involved in the celebrations, with some beautiful in-store installations and window displays. Interior brands such as Workshopped, Koskela and MiniJumbuk joined fashion retailers including Country Road, M.J. Bale, Kookai, Gorman and Woolerina in decorating their most important stores and shopfronts in the name of wool.



Walkabout to meet the locals around Melbourne.



A visitor to the Cable shop in Melbourne admiring the wool products on display!

Fashion labels Jac+ Jack, Camilla and Marc and Sportscraft have once again continued to show support for the Campaign for Wool, with each label this year releasing a winter collection based on Merino wool.

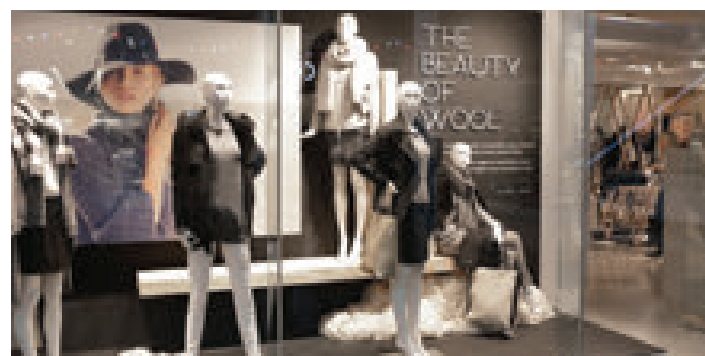
Woolmark licensee Sportscraft, which this year is celebrating its 100th birthday, presented its Iconic Collection for winter 2014 during Wool Week. The collection is a modern interpretation of pieces that have been found in Sportscraft's century-long archives, including Woolmark-certified garments celebrating Sportscraft's long-standing partnership with the Woolmark brand. The Iconic Collection includes five Woolmark-certified garments and the collection's campaign sees some of Australia's most influential identities – including model Samantha Harris, rugby legend Nick Farr-Jones, restaurateur and TV presenter Kylie Kwong, media icon Ita Buttrose and Bondi Rescue star Anthony 'Harries' Carroll – wearing wool.

AWI ambassador and rising talent Fred the Merino ram was also in Melbourne, making guest appearances in various shopping centres across the city, helping place the spotlight on wool. Country Road also donated a \$500 voucher for a competition which involved taking a photo with Fred and uploading it via Instagram using the hashtag #imetfred.

More information: [www.campaignforwool.org](http://www.campaignforwool.org)



Interiors products made from wool, as well as apparel products, were promoted during Wool Week.



Country Road was one of many stores showcasing wool in its shop windows during Wool Week.



# VOGUE and

## People

In Australia, dove viene prodotto il 90% della lana worldwide, **CONGI STATION** è una realtà-modello

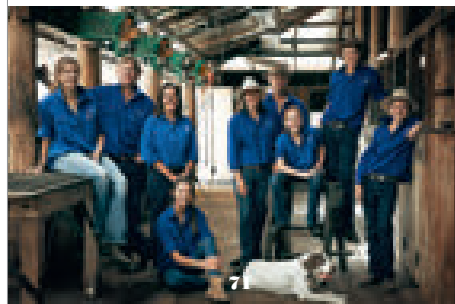
**Un'azienda "di famiglia" da 4 generazioni, simbolo di eccellenza lavorativa e alta qualità del prodotto**

[www.vogue.it/uomo-vogue/people-stars](http://www.vogue.it/uomo-vogue/people-stars)

**A** Woolbrook, un villaggio di appena qualche centinaio di anime, a 90 km a ovest di Walcha, nel New South Wales, la regione dell'Australia di cui fa parte anche Sydney, da oltre cento anni la famiglia di Michael Field alleva pecore. L'azienda, la T A Field Estates Pty Ltd, è infatti fra le prime produttrici di lana del paese. Non poco se si pensa che l'Australia fornisce circa il 90% della lana usata nei settori moda e lusso nel mondo. In particolare è nella tenuta di Congi Station - una delle tre facenti parte dell'azienda, insieme a Wyvern Station e Biscognaro Station, un'area di 25.000 ettari di Merino, della razza totale di proprietà della T A Field Estates, vengono allevate. La T A Field Estates è stata fondata nel 1906, un'azienda di famiglia, spiega Michael, «con tre stadi arrivati alla quarta generazione di manager familiari. L'azienda è al 100% di proprietà australiana e non ha mai avuto alcun cambio di proprietà o ingresso di investitori al di fuori della famiglia. Solo 25 persone lavorano T A Field Estates, di cui 10 in Congi Station: un'organizzazione e un campo. Al successo costante dell'attività hanno contribuito personale iperspecializzato e attenzione alle nuove tecnologie come

### INTERESSI da parte di Cina e Italia.

«Ma è troppo presto per essere quotati in Borsa»



The March edition of *L'Uomo Vogue* showcased Australia, including Australian Merino wool such as this article on 'Congi Station' near Walcha, NSW.

### FAST FACTS

- AWI has supported the launch of an edition dedicated to Australia of the high-profile Italian men's version of Vogue, *L'Uomo Vogue* and a series of "World Wide Wool" events.
- The March edition of the Italian publication highlighted the importance of the Australian wool industry on the global fashion scene.
- AWI's support aims to strengthen ties between the Italian and Australian wool and fashion industries.

The relationship between Australian woolgrowers and Italian fashion industries was strengthened in March when the Italian men's version of Vogue, *L'Uomo Vogue*, launched an edition dedicated to Australia. The launch was complemented by a visit to Australia by the iconic publication's editor-in-chief, Franca Sozzani, and her attendance at a series of events titled "World Wide Wool".

The March edition of *L'Uomo Vogue* was titled *Powerful Australia* and was dedicated to Australian heritage and A-list personalities including Baz Luhrmann, Cate Blanchett, Hugh Jackman, Nicole Kidman, Nick Cave, Chris Hemsworth and Naomi Watts. It also highlighted the role that Australian Merino wool plays in the fashion industry, with a 10-page feature on the Woolmark brand's 50 year anniversary, plus features on Australian fashion designers that use wool, and a story on the provenance of wool with a feature on 'Congi Station' near Walcha, NSW.

AWI's commitment to support *L'Uomo Vogue* - a well-respected and high-profile publication - reinforces the strong

relationship between the woolgrowers of Australia and the Italian fashion industry, which ultimately aims to result in an increased demand for Australian wool.

The June edition of men's magazine *GQ Australia* also includes a translated version of *L'Uomo Vogue* in its June edition, extending the life of this collector's edition dedicated to Australia.

"The *L'Uomo Vogue* Australian issue is a testament to Australian resolve," said AWI CEO Stuart McCullough. "Despite the disadvantages we face in geography and through our relatively small population, we enjoy global success based on sheer determination, ingenuity and a passion to go above and beyond. That is certainly the attitude reflected across the country amongst our woolgrowers, and they can be proud of this international acclaim."

Franca Sozzani spoke about the *L'Uomo Vogue* edition at the media launch of the "World Wide Wool" events.

"I am so proud of this big project, which celebrates such a vital country, its personalities and its youngest talents - whose creativity will be recognised and rewarded - and its world-renowned wool," Mrs Sozzani said.

The "World Wide Wool" events, supported by AWI, included a retail event in Sydney inspired by Merino wool. The windows of David Jones and some of Sydney's other most important flagship stores displayed photographs from the *L'Uomo Vogue* archives, and held a shopping night which put the spotlight on wool and encouraged consumers to buy more wool apparel.

A photographic exhibition at Sydney's Museum of Contemporary Art (MCA) - titled *An Artful Thread Between Fashion and Style* - included portraits of Australian personalities from the *L'Uomo Vogue* issue. In conjunction with the photo



# World Wide Wool



Media personality Deborah Hutton, *L'Uomo Vogue* editor-in-chief Franca Sozzani, AWI CEO Stuart McCullough, *Vogue Australia* editor-in-chief Edwina McCann and NSW Deputy Premier Andrew Stoner at the media launch of the "World Wide Wool" events in Sydney.



NSW Minister for Primary Industries Katrina Hodgkinson and *L'Uomo Vogue* editor-in-chief Franca Sozzani looking at wool apparel on the racks at David Jones during a "World Wide Wool" special shopping night dedicated to wool.



A window display of David Jones displaying images from *L'Uomo Vogue* and encouraging consumers to buy wool products.



As part of "World Wide Wool", the prestigious Castlereagh Street and surrounding shopping district of Sydney held a special retail event.

exhibition, MCA hosted a special showcase dedicated to Australian fashion design talents and wool. The Australian designers selected were Strateas.Carlucci, Dion Lee, Josh Goot, Christopher Esber, From Britten and Romance was Born, with each label showcasing a mini collection of Merino wool garments. The MCA events were attended by members of the Australian and Italian fashion industries and the media.

As part of her ongoing bid to foster education and future talents - a commitment which is also shared by AWI - Mrs Sozzani visited the University of Technology, Sydney, where she hosted a lecture about innovation, style and textile materials and met the most promising students.

A media tour to 'Congi Station' was also held in which domestic and international media were able to see for themselves, and report about, how Merino wool is grown.

**More information:** [www.merino.com/vogue](http://www.merino.com/vogue)



Michael Field of 'Congi Station', Walcha, explaining the natural attributes and benefits of Merino wool to Cristina Manfredi from *Vanity Fair Italia* during the media tour to his family's property.



### FAST FACTS

- To help further increase awareness of Australian Merino wool in the global fashion industry, the International Woolmark Prize has expanded this year to include a menswear award as well as a womenswear award.
- The International Woolmark Prize aims to increase the demand for Australian Merino wool by connecting emerging designers with the fibre and showcasing its modernity and quality.
- Over the past two years, the initiative has generated more than \$91 million in editorial value.

# International Woolmark Prize expands

**A**WI has expanded its successful International Woolmark Prize to include a menswear section as well as a womenswear section, to help further increase awareness of Australian Merino amongst the fashion industry, media and consumers across the world.

The International Woolmark Prize is the pinnacle of AWI's activities to promote the use of Australian Merino wool in fashion. The competition has gained extraordinary momentum and evolved into a highly coveted, internationally recognised award.

Over the past two years, the initiative has generated more than \$91 million in editorial value.

"The addition of a menswear award for this year signifies the strength and following of the International Woolmark Prize and its impact over the past two years across the globe," explained AWI CEO Stuart McCullough.

"The initiative is designed to generate long-term incremental demand for Australian wool by connecting emerging designers, emerging markets and consumers with Australia's premium natural fibre.

"Previous winners of the competition, Christian Wijnants from Belgium and Rahul Mishra from India, have both experienced exponential increase in the turnover of their businesses, becoming international names overnight after their respective wins in London in 2013 and Milan in 2014."

AWI has announced the nominees of the 2014/15 International Woolmark Prize. Five regional awards will be held in Asia, Australia, Europe, India & Middle East and the USA to select the ten finalists, each receiving a financial contribution of \$50,000 towards their next collection as well as an invitation to participate in the international final.

The five menswear finalists will compete in their final at *London Collections: Men* in January 2015 and the five womenswear finalists will

compete in Beijing in March 2015.

The winners of both the menswear and womenswear finals will receive a further \$100,000 to assist with fabric sourcing and marketing of their collections. In addition, both international winners will have their collection commercialised through key international retail partners including David Jones in Australia, Harvey Nichols in the UK, Joyce in China, Saks Fifth Avenue in the USA, Colette in France, 10 Corso Como in Italy and My Theresa online.

The Australian regional award will be held on 16 July 2014 at which the designers are required to present sketches of a Merino wool capsule collection comprising six outfits, with one full outfit to be produced. The collections will be judged by a panel of local and international experts.

AWI recognises the support of IMG Australia as the official nominating body in Australia. Globally, the award has been supported by key fashion councils including the Council of Fashion Designers America, British Fashion Council, Chambre Syndicale de la Couture, Mercedes-Benz Fashion Week Madrid and Fashion Council NL.

The IWP now boasts impressive alumni of the most important designers from around the globe, as well as partnerships established with some of the most successful leading designers including Victoria Beckham, Diane von Furstenberg, Alexander Wang, Narciso Rodriguez, and Richard Nicoll.

A feature-length documentary titled *Dream Weavers* has been released following the journey of the five finalists who competed in the global final of the 2013/14 International Woolmark Prize.

In *Dream Weavers*, film-maker Anthony Lau travels to the designers' homes, taking the audience to Hong Kong, Australia, England, India and the USA, to reveal the designers' thoughts, anxieties, hopes and dreams on the road to the final in Milan.

The 25 minute documentary is available for viewing at [www.merino.com/dream-weavers](http://www.merino.com/dream-weavers) and partner websites including [Vogue.com](http://Vogue.com)

More information:  
[www.woolmarkprize.com](http://www.woolmarkprize.com)



A design by the  
2013/14 International  
Woolmark Prize  
winner Rahul Mishra.

# Roland Mouret launches Merino wool collection for Myer



The opening spread of a 10-page feature about Roland Mouret's new Australian Merino wool collection, modelled by Amanda Ware, in this month's Australian edition of *Harper's BAZAAR*.

## FAST FACTS

- Internationally renowned fashion designer Roland Mouret, with support from AWI, is releasing an eight-piece Australian Merino wool collection for retail giant Myer.
- The collection is featured in this month's Australian edition of *Harper's BAZAAR*.
- Roland Mouret will be a member of the judging panel at the Australian regional final of the International Woolmark Prize, to be held in Sydney on 16 July.

**A**WI has partnered with internationally renowned fashion designer Roland Mouret to release an eight-piece Australian Merino wool collection for Myer.

The London-based French-born designer – who introduced to the world the popular Galaxy, Titanium and Moon dresses – will come to Australia in July to launch his Woolmark-certified collection in person at Myer's Sydney and Melbourne stores.

"The collection emphasises the fact that I have always been working in wool," Mouret tells *Harper's BAZAAR*. "It's great that Woolmark invited us to collaborate, because wool was the first fabric I was draping in.

"Wool is no longer something you just wear in winter, because now we have fine Merino wool. And it's not just for daytime – wool is also a great fabric for red-carpet (wear) too."

Bold, bright colours comprising blue, jade and pink can be expected by Australian consumers, something which Mouret feels complements the Australian way of life.

"The other great thing about wool is that it absorbs colour, even very bright colours. And colour therapy relates to that part of the world, like Australia, where the climate is hotter, and is a way to face life. You feel better when you wear colour."

For AWI, Mouret's journey to Australia does not end with his collection launch. His visit also coincides with the Australian regional final of the International Woolmark Prize, to be held in Sydney on 16 July. Mouret will sit on the judging panel alongside *Harper's BAZAAR Australia* Editor-in-Chief Kellie Hush, *Vogue Australia* Editor-in-Chief Edwina McCann, David Jones General Manager for Menswear Deb Foreman and David Jones General Manager for Womenswear Sophie Clark.

Returning to this year's judging panel, Ms Hush said the partnership between AWI and Roland Mouret was a great reflection of Australian wool's reputation on the global stage.

"It's fantastic such a big international designer is working with Australian wool and coming here to promote it," she said. "It says a lot about what Australian wool is doing overseas and the fact that these names want to work with the Australian Wool Innovation."

With the International Woolmark Prize designed to generate long-term demand for Australian Merino wool by connecting emerging designers, markets and consumers, welcoming Mouret onto the prize's judging panel will provide this year's nominees the extra incentive to design to impress.

"Roland Mouret is a leader in design globally and one of the true craftsmen in the world of fashion," AWI CEO Stuart McCullough said.

"His use of wool is an inspiration to many designers and having him on the panel in Australia will provide these young designers with valuable insight and advice from one of the best in the business."

# Paul Smith launches Cool Wool in Asia



Sir Paul Smith at the official launch of the new Paul Smith store in Shanghai and the global roll out of his Cool Wool collection.

Sir Paul Smith, the legendary fashion designer known for a philosophy of “Classic with Twist” has used Merino wool in various collections throughout his 40-year career. He took an ambassadorial role in collaborating with AWI on a co-branded campaign for spring/summer 2014 and autumn/winter 2014/15.

Now, Paul Smith is rolling out his Cool Wool collection within the Asian market, with retail activities in China, Korea and Japan.

“The Far East has always been very good for me; we have 265 shops in Japan, but we are also selling and have shops in Korea, Singapore, Taiwan, Thailand,” explains Smith.

“We will be focusing on men’s and women’s clothes, with an emphasis on luxury, which includes of course all the wool suits and the Cool Wool suits which work perfectly in a country like China.”

For AWI, the Paul Smith spring/summer 2014 London Collection offers British style and heritage and is welcomed by the Asian markets, particularly through the use of Cool Wool fabrics. The fabric design and development pays great attention to detail which is extended to garment styling – an iconic feature of Paul Smith apparel.

Seven worsted Cool Wool fabrics woven by leading European mills have been selected for the Paul Smith London Collection. Cool Wool fabrics are made from fine Australian Merino wool fashioned into lightweight fabrics through modern manufacturing and processing techniques. Merino wool is the fibre of choice for a spring/summer 14 collection due to its natural breathability, softness, drape, moisture absorption.

Paul Smith has a global fashion following with a particularly strong presence in Asian markets, where there is a need for apparel which can perform well in hot temperatures and also regulate changes in temperature when moving from cool air-conditioned rooms to the hotter outdoor environment.

“Cool Wool is perfect for lots and lots of countries because if you suffer from humidity it’s going to have a lot of life, and if you are a traveller then a Cool Wool travel suit is perfect for you,” says Smith. “This is because the yarn is twisted really tight, woven really tightly, and when you get up off an aeroplane or a train it just

springs back to life, so a travel suit is a very cool thing.”

The launch of Paul Smith’s Cool Wool collection in Shanghai focussed on two key events. The first was Sir Paul Smith presenting ‘Hello. My Name is Paul Smith’, which offered an afternoon presentation on tailoring, Cool Wool and travel suits.

This was followed by the flagship store opening event showcasing the Cool Wool collection and a special collection created exclusively for the store launch event of 10 limited edition travel suits, manufactured using lightweight Cool Wool fabrics in a classic navy blue high twist yarns.

Paul Smith has also brought his sartorial charm to Korea, exhibiting his ‘Cool Britannia’ collection at the Paul Smith flagship store in Seoul. And in Japan, 17 Paul Smith stores had Cool Wool window displays during March.

The Middle East has seen print and online media activities and advertising at Dubai airport. The campaign was also distributed in Europe in key French and German titles to support retail store expansion. In addition, AWI held Wool Appreciation courses with Paul Smith sales associates in Tokyo and Osaka.

## FAST FACTS

- Internationally renowned fashion designer Sir Paul Smith has rolled out his Cool Wool collection into the Asian market, with retail activities in China, Korea, Japan and the Middle East.
- The Paul Smith spring/summer 2014 London Collection includes seven worsted Cool Wool fabrics woven by leading European mills.
- Paul Smith has a strong following in Asian markets, where there is a need for garments which can perform well in warmer climates.



One of the images from the latest advertising of the Paul Smith spring/summer 2014 Cool Wool collection.

# Cool Wool extends retail season in key markets

**A**WI's global Cool Wool campaign continues to grow and reach out into new markets, with the result that more and more consumers are being educated that wool is a trans-seasonal fibre.

## INDIA: RAYMOND



Indian actor Randeep Hooda and Indian fashion designer Gaurav Jai Gupta on the runway at the Cool Wool launch in New Delhi.

AWI has teamed up with India's leading menswear brand, manufacturer and retailer of worsted suiting fabrics, Raymond, to launch a Cool Wool collection to consumers.

"This Cool Wool offering from Raymond is the output of product engineering that is aimed at widening the appeal of wool towards new consumption possibilities," explained Raymond's Chief Marketing Officer – Lifestyle, Business Mrinmoy Mukherjee.

"This unique collection of smart and comfortable fabrics will unleash the true potential of wool by offering our customers an exquisite collection ideal for all seasons. We consider wool to be an appealing proposition in fabric and readymade that can be used round the year in the country. We are confident that the magic of wool combined with the equity of Raymond will continue to be a winning combination."

To celebrate the launch of the collection, a fashion show was held in March at the Australian High Commission, New Delhi, showcasing a collection of more than 20 garments designed by Indian fashion designer Gaurav Jai Gupta.

Gupta's Cool Wool collection for Raymond was introduced to the market in April at Raymond stores and leading multi-branded outlets in the country.

"Cool Wool is one of the most easily adaptable trans-seasonal fabrics for Indian weather, which maximises wearing opportunities," explained Mr Gupta. "The collection refers to new ways of juxtaposing separates for menswear and is simple, timeless and straightforward."

## TURKEY AND GERMANY: SARAR



Guests at the launch of the Sarar Cool Wool collection in Germany.

Turkish retail giant Sarar worked in collaboration with AWI to launch in March a collection of stylish and innovative Cool Wool garments in both Turkey and Germany.

At its flagship store in Istanbul, Turkey's most famous and stylish actor Engin Hepileri launched the Cool Wool collection alongside Sarar Board Member Mehmet Yilmaz. "The Cool Wool Collection is one of the most important innovations since our foundation in 1944. In this collection we have worked together with AWI and we are proud to create such an innovative collection," Mr Yilmaz said.

A week earlier, the Dusseldorf Sarar store was completely devoted to Cool Wool. Attending the launch was singer Ross Antony, Princess Elna-Margret of Bentheim and Steinfurt, TV host Annica Hansen along with a number of actresses popular in Germany.

The Cool Wool for Sarar collection is available at all Sarar stores for spring summer 2014.

## JAPAN: ISETAN



The promotion of Cool Wool at the Isetan department store.

AWI collaborated with Japanese department store Isetan Mitsukoshi to promote Cool Wool at an event called *Isetan Men's x Men's EX Tailors and Meisters* as a part of 'Japan Senses'.

Cool Wool bunch books were introduced at the event, and made available at three Isetan Mitsukoshi stores for customers to purchase made-to-order suits. The three bunch books focused on Cool Wool fabrics from the UK, Italy and Japan, with fabric swatches supplied by members of the Cool Wool Weavers Guild.

## KOREA: LOTTE



The promotion of Cool Wool at the Lotte department store in Seoul.

A "made-to-measure Cool Wool suit event" was held in April in Lotte Department stores, the biggest retailer in Korea, in collaboration with Scottish suit brand Kinloch Anderson. The event showcased suit making for a media event and for consumer education, with Cool Wool suits also on display.

# Australian wool showcased in China

## FAST FACTS

- AWI is reinforcing its major commitment to the wool processing, manufacturing and retail sectors in China.
- AWI's presence at the China International Clothing & Accessories Fair in Beijing was its biggest to date.
- Chinese consumers of premium products are increasingly astute and are demanding the greatest integrity and provenance, which plays to Australian wool's advantage given it is an enduring natural fibre grown by woolgrowers with a proud heritage.

With more than 75 per cent of the Australian wool clip exported to China for processing, and around a third of this wool being consumed within the Chinese domestic market, AWI is reinforcing its dedication to the region to help grow demand for Australian wool even further.

AWI's presence at this year's China International Clothing & Accessories Fair (CHIC) in Beijing was its biggest ever, reflecting the company's commitment to the Chinese market, government bodies and the ventures implemented by the China National Textile and Apparel Council.

The Australian Ambassador to China, Her Excellency Ms Frances Adamson, officially opened AWI's stand at CHIC,



Mr Rob Langtry, AWI Chief Strategy and Marketing Officer greets Mr Du Yuzhou, Honorary Chairman of China National Textile and Apparel Council; Her Excellency Ms Frances Adamson, Australian Ambassador to China; and Mr Zhang Yankai, Deputy Director of China National Textile and Apparel Council.

accompanied by Honorary Chairman of China National Textile and Apparel Council Mr Du Yuzhou, and Deputy Director of China National Textile and Apparel Council Mr Zhang Yankai.

Australian Merino wool has long been a key fibre for leading British and European menswear and womenswear brands, with those that sell into China, such as Gieves & Hawkes and Cerruti, often highlighting the central role of Australian Merino wool in their collections.

But, as highlighted at CHIC, some major Chinese textile brands are also starting

to tell the Australian Merino wool story – its provenance and premium quality – and are being rewarded for doing so. Towards the end of 2013, Youngor, one of the country's largest fashion retailers, ran a joint Australian Merino wool promotion with AWI, and by mid-January was reporting a 20 per cent increase in all wool sales in participating stores.

“Not very long ago the premium and luxury garments market here was all about prestigious labels,” explains AWI's Chief Strategy and Marketing Officer Rob Langtry.

“But Chinese consumers are now showing a real interest in ingredient branding. That means not just the garment itself and the style of it, but the story behind it – how the fabric is made, where the fibre comes from, and what makes it special. And when it comes to all those things, nobody has a better story to tell than Australian Merino wool.”

## WOOLMARK GOLD

AWI exhibited fabrics from the exclusive Woolmark Gold range, which made its debut in China last year, and has been described as the world's first international gold standard of fabric for fine tailoring.

Gieves & Hawkes Product General Manager Charles Lassman gave a special speech at CHIC 2014 to explain how Gieves & Hawkes integrated Woolmark Gold fabric into its collections for Greater China markets.

“The Chinese luxury and premium menswear customer has become very sophisticated over the past five years,” Mr Lassman said.

“We must ensure that we not only communicate the history of Gieves &



AWI's presence at this year's China International Clothing & Accessories Fair in Beijing including a 318m<sup>2</sup> stand promoting Australian wool.

Hawkes, the great quality of our design and excellent craftsmanship of our tailoring, we today must also highlight the very high standards of the materials that we use. Woolmark Gold represents the best and finest of Australian Merino wool which is why we have included this in our collection.”

Woolmark Gold sets a global benchmark for fine tailoring, a standard shared by Gieves & Hawkes, a company that has prided itself on uncompromising standards of both material and manufacture for more than 200 years.

## NEW PARTNERSHIPS

AWI led by Mr Langtry led a busy schedule of meetings at CHIC, with national and provincial government organisations and large-scale premium retail, brand and manufacturing companies, including the senior management of companies such as Dalian Trands, Yeliya and Red Collar of Qingdao which are among the world's largest business suit manufacturers.

These meetings were designed to introduce AWI's innovations and support services, as well as understand the demand cycle and business needs at the premium end of the China domestic apparel market.

Following meetings between the General Manager Lin Ruowen of Chinese babywear company Labi and Mr Langtry, an announcement was made that Labi would develop and introduce a premium range of Australian Merino wool babywear to the Chinese market. This leading Chinese babywear producer and brand has more than 800 retail stores across China.

AWI will support Labi with advice on production, new product development and the development of a marketing strategy for their new range of babywear, which will be launched by mid-2014.

“Labi is a very successful company in China and we are very happy to welcome them as a new Woolmark partner in China,” Mr Langtry said.

An agreement was also reached with luxury menswear retailer Autason, which has more than 110 retail stores. An expansive promotion of Woolmark Gold will be implemented from August 2014 incorporating retail promotions, digital, social and print media.

Leading fashion brand and retailer Shan Shan has also committed to a long term partnership to promote Australian Merino wool across its 1500 retail stores in China, to be implemented from September 2014. ◀

More information: [www.woolmark.com](http://www.woolmark.com)

# Let's talk Turkey

An increasing opportunity for wool exists in Turkey, not only thanks to the country's strong manufacturing industry, but also because it boasts a potential luxury market size of 19 million consumers. Turkey's growing domestic market is becoming increasingly sophisticated, and the country's geographical location sits perfectly at the crossroads between east and west overlapping Asian and European markets.

AWI has been working hard in the country to promote Australian wool in manufacturing and consumer markets.

Last month AWI brought together British fashion designer Antonio Berardi, famed fashion writer and historian Colin McDowell and world-famous fashion stylist Sophia Neophitou to discuss designs, trends and the importance of Merino wool at the 7th Annual Turkish Clothing Manufacturers Association (TGSD) Fashion Conference held in Istanbul.

To show his appreciation for the finest of luxury fabrics, Antonio Berardi has joined with AWI to advocate the use of Merino wool fibre. In his speech Mr Berardi emphasised the natural benefits of wool, reflecting femininity and a sense of quality in womenswear.

“Merino wool has always been a firm favourite of mine, as it caresses the body, is amazing to tailor and has all the attributes and built-in modern technology of 21<sup>st</sup> Century fabrications, but remains 100 per cent natural,” Mr Berardi said.

“It is perhaps the fabric that defines the times, and was the perfect way for

## FAST FACTS

- Turkey is a significant manufacturing market with growing importance for retail.
- The textile and apparel sector is the highest exporting sector for the country's economy.
- Last month AWI brought together a panel at the 7th Annual Turkish Clothing Manufacturers Association (TGSD) Fashion Conference to discuss designs, trends and the importance of Merino wool.

me to talk about my work at the 7<sup>th</sup> Annual Istanbul Fashion Conference. The cradle of civilisation is embracing manufacturing on a global scale, and it was wonderful to be a part of it.”

Antonio Berardi Creative Director Sophia Neophitou said she found the fashion conference to be an “enlightening” and “inspiring” experience. She discussed the fibre's inherent benefits, highlighting its versatility in being able to be fashioned into lightweight fabrics.

“Merino wool has seemed to fulfil this ever-increasing need from the customer for lighter-weight wool options, especially in womenswear,” she said. “I look forward to seeing the design innovations that this material will facilitate from all designers in the future.” ◀

More information:  
[www.woolmark.com](http://www.woolmark.com)



Fashion stylist Sophia Neophitou, British designer Antonio Berardi and fashion commentator and historian Colin McDowell discuss the benefits of Merino wool at the 7<sup>th</sup> Annual Turkish Clothing Manufacturers Association Fashion Conference, supported by AWI.

# Hong Kong and Chinese wool industries inspire

## FAST FACTS

- Woolgrowers visiting the Hong Kong and Chinese wool industries have been impressed by the positive Chinese attitude towards Australian wool.
- The woolgrowers also said they were impressed with the work being done by AWI in the region.
- As the gateway for southern and eastern Chinese wool processors and manufacturers, Hong Kong is one of the world's major knitwear exporters and a global hub for sourcing wool garments particularly for the major US and European brands.



Woolgrowers inspecting wool products produced at the Institute of Textiles and Clothing at Hong Kong Polytechnic University.

Woolgrowers returning from a recent tour of the Hong Kong and Chinese wool industries say they are buoyed by the positives in the industry and the work being done by AWI in the region.

"With China and Hong Kong processing such a high proportion of the Australian wool clip, we went on the tour because we were interested to see what the Chinese are doing with our wool," said woolgrower Penny Holland who with her husband John and son Oliver, run 'Uungula' at Wellington, NSW.

"By the conclusion of the tour I was very impressed with the Chinese attitude towards our wool, and I feel very encouraged by the diversity of product they are using it for."

Penny and John were two of 16 woolgrowers from the Central West and Southern Tablelands of NSW, and four staff members from Macdonald & Co Woolbrokers, who went on the tour organised by the Dubbo-based wool brokers.

This was the first time that Don Macdonald has led woolgrowers on an overseas tour. He said the woolgrowers were very interested in all parts of the wool pipeline from scouring through to garment manufacture.

"The woolgrowers went there with an open mind, but were very encouraged by what they saw," he said.

"We started off in Hong Kong where, with AWI's help, we visited L Plus H – a company producing mainly knitted sweaters, to a high standard. This is a smaller, boutique type enterprise, which allowed the woolgrowers more hands on time with the staff.

"There was great craftsmanship and care by the staff in making attractive knitwear. The woolgrowers were excited to see the staff had the same passion for the fibre as the woolgrowers themselves."

Mrs Holland, who has a background and interest in tailoring, said the woolgrowers were shown the whole production process from the dyeing stage through spinning to knitting.

"The knitting was done by state-of-the-art machines, but the knitwear was linked, stitched and inspected by hand. The hand work was very impressive. They produce a variety of beautiful garments, and the staff seemed very happy in their work."

The woolgrowers then visited the Institute of Textiles and Clothing at Hong Kong Polytechnic University, which Mr Macdonald said opened the woolgrowers' eyes to the amount of expertise and equipment that goes into educating young fashion designers.

"It was so inspiring," Mrs Holland said. "The young people are very creative and enthusiastic about what they are doing.

We saw spinning, fabrics being made and the finished garments."

The woolgrowers also visited the AWI office in Hong Kong where staff explained to the group the work that AWI does in the region: marketing, education and training, and product development.

"The AWI staff were very down to earth and open with us about the challenges

and opportunities for wool," Mrs Holland said. "They showed us examples of top-end fabric samples, new technological innovations and a range of beautiful garments, showcasing how versatile wool is. It was fabulous."

After Hong Kong, the tour travelled to China where it visited large scourers and topmakers, and the SpinExpo trade show in Shanghai.

"At the mills, we saw how the Chinese really need our high quality Australian wool to blend with poorer quality wool from other countries," Mrs Holland said.

"We were very impressed with SpinExpo, with row upon row of exhibitors. The range of yarns, fabrics and knitwear was amazing, with a lot of new concepts and innovations."

Mrs Holland also said she was impressed by the amount of wool being worn by the Chinese public.

"There were a lot of Chinese business people wearing suits – perfect for travelling between offices and going into and out of air conditioning. It was also interesting to see a lot of young Chinese girls wearing stylish woollen overcoats.

"With education, the potential for wool in China is enormous. It was a privilege to visit such a beautiful country, travelling with an innovative group of people." ◀

More information: [www.macwool.com.au](http://www.macwool.com.au)



# G'day Vietnam!

## FAST FACTS

- A delegation of 20 Vietnamese textile manufacturers visited Australia in March to see how Merino wool is produced.
- The self-funded trip was part of AWI's "Out of Vietnam" project, which is creating new business opportunities in a previously relatively untouched market for wool.
- There are currently about 50 Vietnamese manufacturing companies that are participating in the project.

As part of the AWI "Out of Vietnam" project, 20 Vietnamese textile manufacturers visited Australia in March to see first-hand how wool is grown, tested and traded, as well as assessing for themselves the quality of the fibre.

Comprising sweater, sock, underwear and accessory manufacturers, the delegation visited farms, testing houses and an auction. They also had meetings with a number of Australian brands and retailers, providing an opportunity to show garments produced with Australian wool. All delegates came to Australia at their own expense.

AWI's "Out of Vietnam" project was launched just under two years ago and is aimed at reducing the Australian wool industry's reliance on China, where more than 75 per cent of Australian wool is currently exported. In addition, the project is creating new business opportunities for the fibre and today about 50 Vietnamese manufacturing companies are participating in the project.

At the start of the project, none of the Vietnamese companies were familiar with making garments from wool, with them largely using cotton, acrylic and polyester.

AWI's General Manger Product Development and Commercialisation, Jimmy Jackson said, "Our value proposition to the Vietnamese companies was that we will teach them firstly how to produce higher value products made from Australian wool, and then we will introduce them to potential new customers who can pay a higher price. Since the project began this is exactly what we have done.

"As a first stage, our technicians visited the factories in Vietnam to teach them about what yarns to buy, how to dye wool, and finish fabrics or garments made from it. Once the companies were technically confident we then embarked on the second stage, where six months ago we arranged a visit to Vietnam of a delegation of Japanese retail buyers to meet our new manufacturing partners. This was replicated last month with a visit to Vietnam by Korean retail buyers."

During the visit to Australia, Saigon Wool and Trading Corporation chief executive, Mde Vu Thanh Thuy, said AWI had assisted her in how to make garments from wool, particularly how to finish the garments after knitting, after which AWI introduced her to potential new customers, and today she has started exporting wool garments to Japan.

"I am hoping to gain a Woolmark licence and use more Australian wool. Business is looking encouraging with some orders for school jumpers including an order from Australia," she added.

Although the focus of the project is on producing wool garments for export, largely due to the warm climate in Vietnam, hence the project name "Out of Vietnam", Mde Doan Thi Bich Ngoc, the CEO of Canifa which is both a manufacturer and a leading fashion apparel retailer with a chain of 30 stores in and around Hanoi in North Vietnam, said "We decided to launch a range of wool sweaters last winter, and these sold very well, and now we are in discussion with AWI about increasing and expanding the range for next winter".

Mr Jackson added, "The next step in the setting up of wool manufacturing supply chains in Vietnam is establishing local manufacturers of wool yarns, and we are already in talks with both Vietnamese companies and a number of potential foreign investors about establishing wool spinning plants in Vietnam. Then the focus will be on raw wool scouring and top-making, enabling greasy wool to be sold and exported directly from Australia". ◀



The delegation of Vietnamese textile manufacturers on their self-funded trip to Australia as part of AWI's "Out of Vietnam" project.



# Educating the next generation

**E**ducation throughout the entire wool supply chain is a key element of all work undertaken by AWI. Seminars explaining the attributes, benefits and versatility of wool to textile and fashion students are an important component of this strategy.

A seminar titled 'Naturally Inspiring' was held at King's College London in March to educate textile and fashion university students in the early stage of their career about the benefits, possibilities and provenance of Merino wool, as well as highlight the fibre's place in contemporary fashion and textiles.

Hosted by international fashion commentator Colin McDowell, the seminar affirmed AWI's role as a leading authority in the textile and fashion industry and showcased a variety of careers available for students looking to work with wool.

Guest speakers at the event were IWTO president and AWI consultant Peter Ackroyd, Professor Sheila-Mary Carruthers, Holland & Sherry group sales director Lindsay Taylor and Roland Mouret head of production and sourcing Daliah Simble.

Together, the speakers delivered presentations on the importance of supporting and nurturing design and creative talents, an overview of AWI, Merino wool's properties and supply chain as well as industry experience in the manufacturing, design and product sectors plus the fashion industry.

AWI has received extremely positive feedback from the students who attended the seminar.

University of West England student Amy Hook said she found all the presenters really interesting and inspiring: "I learned a lot more than I thought I would.

It really opened my eyes to the industry and what it entails. I feel like I have taken a lot away with me and makes me want to research more into the aspects discussed."

Textile student from Central St Martins, Daniela Toledo, echoed Miss Hook's sentiments: "Thank you so much for organising this, I really enjoyed the presenters and their insight is much appreciated. I haven't had the chance to

attend something so similar in my time in London so far."

And it wasn't only students who found the seminar beneficial, with a number of educators also attending, such as University of Brighton Textiles tutor Toni Hicks: "It was really strong, authentic information delivered in a clear and interesting way. The extensive amount of knowledge communicated was inspirational." ◀

## FAST FACTS

- AWI has hosted a seminar for textile and fashion university students in the UK about Merino wool.
- The seminar aimed to educate students at the early stage in their career about the benefits, possibilities and provenance of Merino wool, as well as highlight the fibre's place in contemporary fashion and textiles.
- Hosted by fashion commentator Colin McDowell, guest speakers included a variety of industry professionals from various facets of the industry.



Textile and fashion students at the 'Naturally Inspiring' seminar in London.

## Bradford Textile Society Awards

**F**almouth University student Charlotte Jankowski has been awarded first place in The Woolmark Company Award as part of the Bradford Textile Society Awards in the UK. To qualify for the award students must submit a woven or knitted fabric for apparel – including accessories, or a fabric for interiors – made from at least 60 per cent wool.

Miss Jankowski was awarded first place for her delicate use of colour, keen attention to detail in Merino wool knitwear developments and consideration of Merino knitwear for both the fashion and performance-wear markets.

Miss Jankowski won a one week placement with the Christopher Raeburn studio – a London label which frequently works with Merino wool and Cool Wool. ◀

# Woolmark licensee: Berwin & Berwin



Managing director Simon Berwin of UK tailoring company and Woolmark licensee Berwin & Berwin viewing the Aussie way of life on his recent visit to an Australian Merino wool-growing property.

## FAST FACTS

- Leading UK tailoring business Berwin & Berwin has been a Woolmark licensee since 1965.
- Managing director Simon Berwin recently paid a visit to 'Arthursleigh' near Goulburn, NSW to see for himself how Australian Merino wool is grown.
- The trip highlighted the natural and ethical qualities of the Merino wool used by the company.

Being in the tailoring business for nearly 130 years is bound to build an appreciation for the importance of wool. But for British company and long-term Woolmark licensee Berwin & Berwin, a recent visit to Australia to see how Merino wool is grown has enhanced that appreciation even further.

Managing director Simon Berwin heads the fourth-generation family business based in Yorkshire, England, a good 17,000km away from the source of the raw materials used in much of the 15,000 suits the company produces each week. Berwin & Berwin works with around 95 per cent Merino wool content in the garments they create for retail clients including Ted Baker and T.M. Lewin, UK high street chain Next and British department stores John Lewis and House of Fraser. Working with Next, the company also dressed British male athletes and officials for the London Olympic Games in 2012.

As a Woolmark licensee since 1965, Mr Berwin determined the time was well overdue for the company to experience first-hand the skill and craftsmanship that sees Merino wool move from the sheep's back to the production floor.

"For many years we've dealt with AWI and The Woolmark Company and we've heard about what happens in Australia so to actually be here and see the sheep shearing, where the whole process begins, is actually very humbling – as well as fascinating, the fact that one fleece will end up making four suits," Mr Berwin said.

The visit is timely given the company's exceptional growth in recent years as it pursues a broader, more international focus – since 1992, the company's output has grown tenfold.

During his time in Australia, Mr Berwin, along with Irish designer Paul Costelloe whose menswear label is produced in partnership with Berwin & Berwin, visited 'Arthursleigh', a 7900 ha property at Marulan near Goulburn. The experience helped cement Merino wool's status as the fibre of choice for the company's suiting.

"It's great to see it so clean and, ethically, it passes all the tests," Mr Berwin said while inspecting the farm. "The thing about wool is the fact that it's a real, living product. It fits around your body, it moves, it reacts."

The company's long heritage has seen it survive the rise of polyester and viscose and withstand price pressures coming from both the wholesale and retail fronts, but ultimately Merino wool itself is one of the biggest commercial advantages for their product: the feeling of quality and uniqueness of the fibre is something that sets a Berwin & Berwin garment apart from inferior budget products.

"It's really about educating people about wool and all of its benefits," Mr Berwin says. "There's a new generation that needs to be aware that a suit should be worn because otherwise you're buying a product that gives you no pleasure and no lifetime."

Innovation and the rise of menswear is set to see Merino wool's presence continue to grow in the global fashion industry. Indeed, with Berwin & Berwin's own international growth strategy reaping big returns, Simon Berwin is unlikely to lose sight of just how vital the raw fibre is to his company's success.

"It's been really exciting to be here in Australia at the beginning of the process," he said.

# Promoting wool as machine washable



**BY EDUCATING CONSUMERS THAT WOOL APPAREL IS EASY TO CARE FOR, THE CAMPAIGN ULTIMATELY AIMS TO INCREASE CONSUMER DEMAND FOR WOOL APPAREL.**

An example of the *Tested by Nature, Tested by Us* marketing collateral that conveys the message to consumers that wool is resilient enough to withstand the rigours of nature and hence can withstand being washed in a washing machine.

## FAST FACTS

- AWI is rolling out a new campaign to teach consumers that many wool products do not need to be dry cleaned or hand washed, and can be washed in a washing machine.
- The new “Tested by Nature, Tested by Us” campaign will be targeted at large northern hemisphere markets.
- By educating consumers that wool apparel is easy to care for, the campaign ultimately aims to increase consumer demand for wool apparel.

**A**WI’s extensive research of consumer attitudes shows that while consumers value products that are easy care, many consumers currently associate “wool” with “hard to care for”.

AWI’s Apparel Care program aims to break down these misconceptions about wool, and increase the quality of the consumer experience of apparel made from the fibre.

To help facilitate this, AWI has recently launched a three-year trade and

consumer campaign to help increase understanding among consumers that wool can be washed in a washing machine. The campaign informs consumers that Woolmark-certified garments, labelled as “machine wash” or “machine wash and tumble dry” have gone through rigorous testing to make sure it’s safe to machine wash and won’t felt, shrink or fade.

By educating consumers that wool apparel is easy to care for, the campaign ultimately aims to increase consumer demand for wool apparel.

The campaign has the tagline “Tested by Nature, Tested by Us” which makes reference to the fact that wool on the sheep’s back is resilient enough to withstand all the elements that nature can throw at it, so a washing machine is not a challenge.

AWI ‘celebrity’ ram Fred (who recently met the Duke and Duchess of Cambridge – see page 4), stars in the digital and print campaign collateral, including advertisements, flyers, point of sale material and stunning videos. The videos capture Fred’s journey of endurance through rain, snow and sunshine and ends with the simple

question: “What makes you think wool can’t handle your washing machine?”

Early-stage processors have also been notified of the new campaign to prepare for the increase in demand for machine washable and tumble dry wool.

AWI manager of the Apparel Care program Cathryn Lee says the campaign is targeted at the large consumer markets of the northern hemisphere and is all about teaching consumers that not all wool products need to be dry cleaned or hand washed.

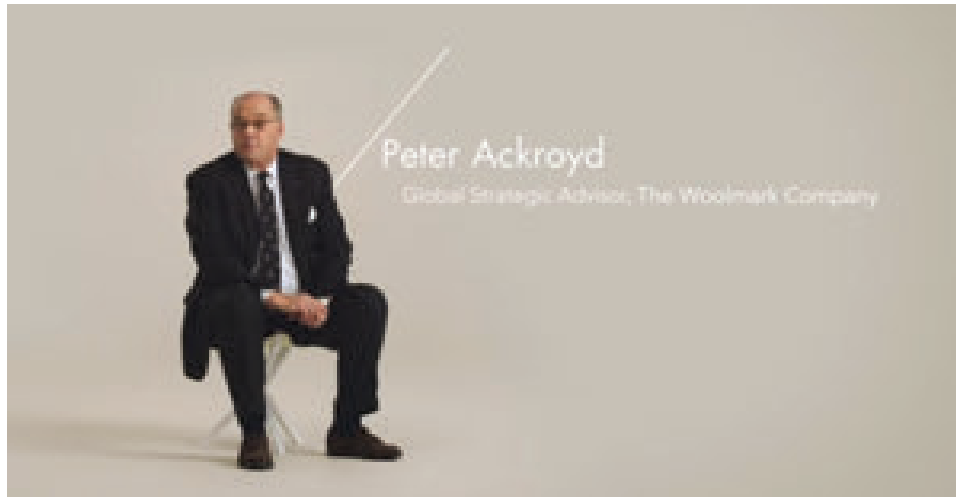
“It’s been a few years since the previous active campaign to promote washable wool by AWI, so it’s dropped off the agenda for designers, brands and retailers a little. We’ll be reinvigorating the message for consumers and trade in wool’s traditional markets,” Dr Lee said.

“In addition, the growing China and India consumer markets were not targeted in previous ‘Easy Care’ washable wool campaigns, so we have a whole new audience to take that message to.”

More information:  
[www.merino.com/caring-for-wool](http://www.merino.com/caring-for-wool)

### FAST FACTS

- AEG-Electrolux has developed two washing machines with automatic gentle washing technology that handle delicate fibres such as wool.
- The machines are not restricted to wool garments that are labelled 'machine wash', meaning wool garments can be washed with confidence.
- These two innovations have been awarded the highest Woolmark Apparel Care certification in their class.



Peter Ackroyd featured in an AEG-Electrolux video promoting its new gentle-wash washing machines.

# The future of laundry



European appliance group AEG-Electrolux has paved the way forward developing a washing machine and a washer-dryer combination – with automatic gentle washing technology – that handle delicate fibres such as wool.

The two Woolmark-certified appliances – the ÖKOMix and ÖKOKombi – have been awarded the highest Woolmark Apparel Care certification in their class, making it possible to safely wash Woolmark labelled garments with a 'hand wash only' care claim. AEG-Electrolux believes that this is the future of laundry.

"AEG has developed a cycle that treats wool garments properly and gives them the respect they deserve," says IWTO president and AWI consultant Peter Ackroyd in a pair of videos produced and released by the international appliance group.

"Washing wool gently means you eliminate all the problems of shrinkage, and shrinkage is caused by the matting of the fibre in a rough wash. A gentle wash is the way forward and that this can be done in a machine is a major breakthrough.

"This gives consumers the confidence to put woollen garments into a machine, which has been lacking for the past 30 or 40 years."

Another major breakthrough delivered by these two new machines is the level of energy consumption, thanks to AEG-Electrolux's patented pre-mixing technology.

The traditional washing machine mixes water with the detergent in the drum, meaning a quite inefficient washing cycle. Yet, for the first time in the market, the ÖKOMix actually does the mixing outside of the drum. That means that the washing is gentler and more efficient, and more importantly, means that wool garments can be washed with confidence.

AWI manager of the Apparel Care program Cathryn Lee says relationships such as the one formed between The Woolmark Company and AEG-Electrolux are important in telling consumers that wool is easy to care for.

"For too long wool has been stigmatised and put in the 'too hard basket' when it comes to doing the laundry. Yet the Woolmark Apparel Care program is about providing consumers with tools for laundering their wool apparel which have been tested as suitable for washing wool without causing damage.

"These innovative appliances designed by AEG-Electrolux, along with the educational videos the company has produced, are in-line with AWI's strategy to address common consumer misconceptions and seeks to show consumers that caring for wool textile products is easy."

Poster produced by Woolmark apparel care licensee AEG-Electrolux to promote the launch of two washing machines that give premium care for wool clothes.

No longer are washing machines only suitable for garments labelled 'machine wash'.

Washing machines are now on the market that enable consumers to wash wool clothes with the confidence they won't felt and shrink.

More information:  
[www.merino.com/aeg-laundry](http://www.merino.com/aeg-laundry)

# Merino – does cut the ice

## FAST FACTS

- Australian professional outdoor guide Ewan Blyth wears Merino wool base layers on all his travels and adventures.
- Ewan especially appreciates how Merino wool can keep you warm even when it gets damp, and the fibre's odour resistant properties.
- Merino wool apparel is very versatile and has many natural performance benefits that make it ideal for outdoor and sportswear across a range of activities.

Australian adventurer Ewan Blyth always wears Merino wool base layers, especially on his kayaking trips to the Antarctic Ocean.



**A**ntarctica is the world's coldest and windiest continent. It has the lowest naturally occurring temperature ever recorded on the surface on Earth  $-89.2^{\circ}\text{C}$  and satellites have recorded even lower temperatures, down to  $-93.2^{\circ}\text{C}$ .

Even in the summer months when tourists visit the coastal regions of the continent to see the spectacular scenery and wildlife, temperatures rarely get above freezing. So it's important to pick equipment and clothing that will keep you warm and safe.

Tasmanian born and raised Ewan Blyth has first-hand experience of the region - and always wears Merino wool base layer apparel when he's working there. As a sea kayaking guide for a commercial tour operator, he spends a lot of the tourist season guiding his clients around the wild coastlines, with just a few millimetres of the kayak's plastic bottom between him and the ice soup of the ocean.

"I wouldn't wear any other base layer than Merino wool in these environments," Ewan says. "As well as feeling comfy next to the skin, their temperature and moisture management properties are ideal for this sort of outdoor activity. We quite often get sweaty or might get wet from splash, and a breeze from the Antarctic can cool you down very quickly. But Merino wool tends to keep you warm even when it's damp.

"The garments are resilient and easy to care for, but as a lot of people are saying, I think their greatest attribute is that they don't stink, even after wearing them for a number of days. I have used synthetic base layers in the past which can start to smell after just a few hours, but I can wear my Merino on extended sea kayaking trips

and still smell pretty fresh at the end of it. The Merino feels more comfortable than synthetics too."

In the winter off-season, Ewan travels to other parts of the world - all of them warmer than Antarctica, but each of them having their own climatic challenges. But Ewan's Merino wool gear goes everywhere he goes.

"As an outdoors professional who spends so much time with Mother Nature in all her seasons, I am continually reminded how important good gear is. Whether I'm paddling in Antarctica, sailing Bass Strait, rafting the Franklin River, canyoning in Japan or hiking in the mountains of Vietnam, I know my Merino base layers are looking after me. For many expeditions I have literally lived in them - paddled, eaten, hiked and slept in them for days on end and still they refuse to smell!"

Ewan wears Merino apparel produced by Tasmanian company Smitten Merino, which is an AWI activewear brand partner. The company sources fabric made from 100 per cent superfine Merino wool grown in Tasmania and the Australian mainland.

"I was first attracted to Merino wool base layers about five years ago, when the outdoor apparel industry was transitioning to the fibre, so I thought I'd get involved. Being from Tasmania myself, I thought I'd try Smitten's range and I've been really pleased with their products. It's also important to me to support a local company using a local natural fibre - Australian Merino wool."

**More information:**

[www.merino.com/sport](http://www.merino.com/sport)  
[www.smittenmerino.com](http://www.smittenmerino.com)

## Merino: the choice of champions

**A**ustralian Merino wool is well known for its use in apparel - from the latest chic fashions to the best performing sportswear - but the fibre's versatility enables it to be used in a broad range of sometimes surprising applications.

When TV audiences across the world were watching the world's best snooker players show off their skills at last month's World Snooker Championships at the Crucible Theatre in Sheffield, they were actually watching the balls roll across a green surface made from 100 per cent Australian Merino wool.

Fine quality wool from Australia, carefully selected according to very precise specification, has been used in snooker cloth used across the world for over a century.

With the recent snooker boom in China, demand has never been better. When only the best fibre will do, people across the world continue to choose Australian Merino wool.

Do you know any unusual uses for Australian wool? Let us know. ▶



Australian Neil Robertson plays a shot during the 2014 World Snooker Championship.

PHOTO: ChinaFotoPress via Getty Images

# Wool's health and wellbeing credentials

## FAST FACTS

- There are challenges and opportunities for wool in consumer markets that promote health and wellbeing.
- Researchers involved in AWI-funded studies into the positive effects of Merino wool on sleep and skin conditions gathered together last month to discuss opportunities.
- Through targeted research and product development, AWI plans to build and extend the scientific basis for wool's wellness credentials.

Researchers involved in AWI projects to establish the health and wellness attributes of Merino wool gathered at the AWI office in Sydney last month to discuss current research results and opportunities to work collaboratively.

The research is being undertaken under AWI's 'Fibre Advocacy' program, which aims to address the consumer trend toward a lifestyle of health and sustainability – a development permeating consumer decision-making in all consumer markets, from food products to apparel choices.

AWI General Manager of Research, Dr Paul Swan, said this consumer trend represents both a challenge and a profound opportunity for wool.

"For example, globally, more than 4 in 10 consumers still nominate perceived prickle and itch as a barrier to buying wool products, with around 1 in 10 consumers claiming they are allergic to wool," Dr Swan said.

"However if these misconceptions about wool can be addressed then there is huge potential in markets such as babywear, sleepwear and underwear. These are largely new markets for wool, containing products that are used every day (as opposed to seasonally) and can command a high retail price – which is good news for Australian woolgrowers."

AWI is currently funding consumer-based research with five Australian organisations to evaluate the comparative benefits of wool in the areas of:

- Sleep quality and quantity – sleeping on or under wool bedding, or in wool (sleepwear).
- Dermatology – demonstrating that suitably selected fine Merino products are healthy for the skin, especially for those with the most sensitive skin.

The researchers conducting sleep research are the University of Sydney, La Trobe University and RMIT University.

Associate Professor Chin-Moi Chow of the University of Sydney told last month's meeting that her AWI-funded research, with support from Ph.D student Mirim Shin, found that sleeping in Merino wool apparel can promote the ease of falling asleep and enhance deep sleep.

Associate Professor Amanda Richdale of La Trobe University reported that her AWI-funded child sleep study suggests that the sleep environment affects child sleep outcomes, including for those with autism, and generated evidence that use of wool was associated with good sleep outcomes in the population surveyed.

The researchers conducting dermatology research are the Queensland Institute of Dermatology (QID) and the Murdoch Children's Research Institute.

Dr Lynda Spelman of QID told the meeting that their research, involving sufferers of atopic dermatitis (eczema) trialling the wearing of superfine Merino knitwear for six hours per day, showed substantially reduced symptoms with no participants displaying an allergic or

irritant reaction – a result which appears to relate to the unique moisture management properties of wool.

At the conclusion of the meeting, Dr Swan said that the results of the Australian research to date were very promising and there were opportunities for collaboration between the Australian research organisations and also with overseas research organisations.

"There are great synergies and complementary research between the organisations. However it would be useful to also have parallel collaborative research in our key markets, especially China which is sometimes sceptical about research undertaken overseas.

"This meeting was the kick-off to create an AWI research community. The research to date is the end of the piloting and discovery phase. We will now embark on a long-term collaborative approach to establish wool's inherent wellness credentials, with the ultimate aim to create new consumer product markets for wool.

"The meeting has been very useful at looking at opportunities for potential new markets for next to skin wool apparel in the area of health and wellness. Opportunities identified including shift workers who are susceptible to disturbed sleep and who tend to be awake at the coldest hours of the night, A&E departments that tend to be cold environments, restaurant kitchens that tend to be very hot, menopausal women and the older population who are very susceptible to changes in temperature." ◀



Researchers gathered at the AWI office in Sydney in May to discuss opportunities for wool in consumer markets that promote health and wellbeing.



# Back to the source for Bugaboo



## FAST FACTS

- Executives from stroller brand Bugaboo visited Australia from The Netherlands in March on a provenance tour, to learn about the origins of wool and launch the Bugaboo Wool Collection in Australia.
- A short film was made for Bugaboo at 'Lal Lal Estate' near Ballarat showcasing life on an Australian wool farm.
- The Woolmark-certified Bugaboo Wool Collection is available online and stocked in stores across the world.

**Bugaboo Chief Sales Officer Mieke van der Loo and Bugaboo co-founder Eduard Zanen at 'Lal Lal Estate' in Victoria with the Bugaboo Wool Collection.**

**W**hen stroller brand Bugaboo, from The Netherlands, last year released its collection of Merino wool accessories, with support from AWI, it not only showcased to the world the fibre's versatility, but also saw the unique opportunity to highlight the origins of the wool.

So for the launch of the collection here in Australia in March, Bugaboo executives headed down under to shoot a short film about Australian wool and learn more about how the fibre is grown.

"We really wanted to see where wool comes from - to see and touch and feel first-hand wool at the source," said Bugaboo Chief Marketing Officer Madeleen Klaasen during her visit to one of Australia's historic wool properties, 'Lal Lal Estate' near Ballarat, Victoria.

"To be here in Australia really feels like this is why we do it. What has attracted us to use this natural fibre has been the health and wellbeing benefits, the softness of the fibre and the longevity of Australian wool as proven by AWI.

"Bugaboo has enjoyed the authentic story and provenance of Australian wool; it fits perfectly with the performance, functionality and style of our brand."

The provenance tour also showcased the recently released Bugaboo Wool Collection - a range of 100 per cent

Australian wool accessories - which uses 19.5 micron wool for the Merino wool blanket and mattress cover and 23-27 micron wool for the seat liner. All three products carry the Woolmark logo.

For fifth generation woolgrower Geoff Fischen, who hosted Bugaboo at 'Lal Lal Estate', the visit was a time to really show off Australia's wool industry and highlight that, in most cases, producing wool has been within the same family for generations.

"The pleasing aspect for us as growers is that our production, on farm, ends up in something that is a really great product to be able to used for families, children and babies," said Geoff.

"That's what farming is about, that's what we do; we pass things down from generations and the sheep are the same, they're generational. Wool, we see as long-term, it's renewable and that's great."

Ms Klaasen believes the partnership between Bugaboo and AWI works so well because of the passion for quality each company shares.

"That's why we believe the partnership works. It needs to come from real passion and real dedication for the product. I think that it's an amazing fit because it's all about quality; it looks amazing, feels amazing.

"This is why we like working with AWI and woolgrowers - we also want to have

the best quality for our product."

Bugaboo products are available in more than 50 countries across the world. Bugaboo and AWI are currently discussing the continuation of the collaboration and how wool could be incorporated in other new Bugaboo products for next season. ◀



**Bugaboo Chief Marketing Officer Madeleen Klaasen with Woolmark ambassador Catriona Rowntree.**

## More information:

<http://wool.bugaboo.com>  
[www.merino.com/bugaboo](http://www.merino.com/bugaboo)

# COUNTRY ROAD: LIFE THROUGH WOOL

## FAST FACTS

- Australian lifestyle brand Country Road has paid homage to Australia's woolgrowers in a recently released promotional film *Life Through Wool*.
- The short film is part of Country Road's 40th birthday celebrations and is the result of a collaboration with AWI.
- Country Road's Winter 2014 collection features stunning wool apparel and is available for purchase on its website which also features the promotional film and background information on the film and wool.

For 40 years iconic Australian brand Country Road has been producing clothes which authentically reflect the Australian way of life. Committed to value and quality, Country Road showcases the versatility of Australian Merino wool throughout its collections.

Collaborating with AWI, Country Road has created and released a short film *Life Through Wool*, featuring Australian actor Isabel Lucas, which celebrates Country Road's long-standing relationship with AWI, the Woolmark brand and Australian woolgrowers.

*Life Through Wool* is set on 'Boonoke' sheep station – the iconic 43,000 hectare property at Conargo in the NSW Riverina. The storyline of the film, which will be

familiar to many woolgrowing families, sees Lucas, a modern city woman, take a trip back to the family home. It is shearing season and thousands of sheep arrive. Lucas's character enjoys the beauty of the farm, familiarity of home and reflection of stillness.

"Like the Woolmark brand, we see Country Road as an iconic Australian brand which is well respected right across the country. Their commitment to the Australian wool industry – starting with woolgrowers right through to the end consumer – has evolved into something which is vital in the work we do," said AWI CEO Stuart McCullough.

2014 not only marks the 50th anniversary of the Woolmark brand, it is also the 40th anniversary of Country Road. These two iconic brands both represent quality and have played integral roles in showcasing modern Australia within the fashion industry.

As a part of its 40th birthday, Country Road will focus on its impressive history as one of Australia's most-loved lifestyle retailers. Country Road has worked closely with the Woolmark brand since 1980 to ensure their stringent standards are represented in all collections.

Country Road managing director Sophie Holt said the film was a celebration of the two brands.

"We are so excited to launch *Life Through Wool*," Holt said. "We set out to produce a film that celebrated the beauty and light of the Australian landscape and the natural quality of wool – I think the piece captures this perfectly."

Country Road's Winter 2014 collection features a number of wool and wool blend



The screenshot shows the Country Road website interface. At the top, the 'COUNTRY ROAD' logo is prominent. Below it, a navigation menu includes 'HOME', 'ABOUT', 'CONTACT', 'LIFE THROUGH WOOL', 'Woolmark', and 'SUPPORT'. The main content area features a large video player for the 'Life Through Wool' film, with a play button in the center. Below the video player, there is a grid of four images showcasing wool apparel: a woman in a dark jacket, a man in a dark jacket, a child in a green shirt and hat, and a close-up of a wool garment. At the bottom of the page, there are social media icons for Facebook, Twitter, and LinkedIn, along with a 'Sign up for our newsletter' form.

Country Road's popular *Life Through Wool* promotional film is available on its website alongside the company's online shop where consumers can purchase its wool apparel.



Australian actor Isabel Lucas stars in the *Life Through Wool* film shot at 'Boonoke' sheep station in the NSW Riverina.

items, which are available both online and in store.

As part of its wool campaign, Country Road's website has had a 'wool makeover', with the website dedicating an entire section not only to the film and information on 'Boonoke', but also to the benefits of wool and information on how to care for wool apparel.

The film has so far been viewed more than 700,000 times on the Country Road channel on YouTube, and the information on the Country Road website viewed more than 90,000 times.

*Life Through Wool* will also feature at cinemas throughout Australia.

Help share your love for the film and the Australian wool industry by using the hashtag: #celebratewool

**More information:**  
[www.countryroad.com.au](http://www.countryroad.com.au)

# Leading knitwear label becomes a Woolmark licensee

## FAST FACTS

- Australian knitwear label Jac+ Jack has become a Woolmark licensee.
- Jac+ Jack's winter 2014 collection includes a selection of Woolmark-certified superfine Australian Merino wool knitwear.
- The involvement of the leading labels with Australian Merino wool is important because of their enormous influence in setting trends for the mainstream retail brands.



Leading Australian knitwear label Jac+ Jack has become a Woolmark licensee and includes a selection of Woolmark-certified Australian Merino wool knitwear in its winter 2014 collection.

A vital role for AWI in increasing the global demand for Australian wool is to demonstrate the key role the fibre has in the fashion industry both in Australia and overseas. Connecting leading fashion brands with Australian Merino wool is extremely important due to the enormous influence these partners have in setting textile trends for mainstream retail brands.

As the Woolmark brand celebrates its 50th anniversary, AWI welcomes Australian knitwear label Jac+ Jack as a Woolmark licensee.

Jac+ Jack's winter 2014 collection includes a selection of superfine Australian Merino wool knitwear certified by The Woolmark Company. The selection includes some of the most beautiful wool in the world from specialist Italian mills in an essential palette of black, white, navy, cream and canvas.

Available in more than 50 selected independent stores, select David Jones stores and online, Jac+ Jack's latest collection includes Merino wool for womenswear and menswear.

Each garment showcases the versatility of Merino wool and highlights its next-to-skin softness which is akin to cashmere.

"We are delighted to be working in partnership with The Woolmark Company. We believe Australian Merino wool is one of the most beautiful natural fibres in the world, which is why we have worked with Merino wool in every collection since our first in 2004," says Jac+ Jack co-founder Jac Hunt.

Jac+ Jack co-founder Lisa 'Jack' Dempsey adds, "We are thrilled to be producing, in partnership with The Woolmark Company, a selection of very special Woolmark-certified Merino wool pieces reflecting the luxurious nature of this beautiful fibre."

**More information:** [www.jacandjack.com](http://www.jacandjack.com)

# Dog control: all good at Talwood

Bill Oliver, the Secretary of the Talwood Wild Dog Control Group, mustering his flock on his property in southern Queensland.

## FAST FACTS

- Local landholders in the Talwood region of southern Queensland are set to increase their sheep numbers, following success at minimising the number of wild dogs in the area.
- The Talwood Wild Dog Control Group, with support from AWI, used an integrated range of wild dog control measures including trapping and baiting.
- A coordinated approach to the local landholders' control activities has been vital to their success.



Bill Oliver of 'Binnerwell' near Talwood: "Funding provided by AWI has helped enable our group to keep on with the wild dog program in the Talwood and surrounding area."

Collaboration between local landholders at Talwood in southern Queensland is helping combat the threat posed by wild dogs to livestock in the area, with the effect that sheep production is now on the rise.

A recent survey of landholders involved in the Talwood Wild Dog Control Group revealed that all of the landholders that currently run commercial sheep flocks plan to increase the number of sheep on their properties.

Furthermore, some of the local cattle producers are planning to introduce sheep onto their properties. The current Chair of the Talwood group, Bruce Webster, who owns a local cattle property, has already gone back into sheep production.

Significantly, all landholders surveyed said that participating in the wild dog control program had improved their wellbeing.

Australian native animal numbers – including plain turkeys, quail, lizards, skinks, goannas, echidnas, dunnarts and marsupial mice – have increased as a result of the wild dog control program.

The Talwood Wild Dog Control Group started more than 30 years ago, not long after wild dogs started to be noticed around the area. The group's activities started on a

sprinkling of properties, but it now covers a 'blanket' of properties across the area.

AWI has provided funding to the group over the past two years. The Secretary of the group, Bill Oliver of 'Binnerwell', said the support from AWI has helped minimise the effect wild dogs have on livestock in the area.

"Funding provided by AWI has helped enable our group to keep on with the wild dog program in the Talwood and surrounding area," Bill said. "The funding has been used to purchase dog traps and help pay for trappers in the area. It has also been used to purchase a freezer to store meat ready to bait when needed."

## INTEGRATED CONTROL

The group undertakes a range of integrated control methods.

Trapping has proven to be a very successful strategy, along with a broad scale baiting program.

"We use trappers when wild dogs are evident in the area following a baiting program; as a direct result we have wild dog numbers at a low level," Bill said.

"We have had access to the Goondiwindi

Regional Council trapper Robbie Cox. He has been a great help. As well as doing

**"THE SUCCESS RATE IS DUE TO THE INFORMATIVE APPROACH WE TAKE – LETTING PEOPLE KNOW OF WHAT IS HAPPENING AND THE BENEFIT WE SEE FROM HOW MANY DOGS THAT HAVE BEEN SORTED."**

BILL OLIVER

as much trapping as he can himself, he has also been willing to hand on his knowledge to anyone keen to learn. As a result we have three people locally having success trapping."

The group has also been carrying out 1080 baiting programs in conjunction with the Goondiwindi Regional Council.

"From a small beginning the group is now baiting 150,000 acres in one baiting 'block'," Bill said.

"When a baiting is due, members are telephoned and mobilised. The Goondiwindi Regional Council supplies bait meat once per year, and landholders supply their own meat for the other yearly bait. Baiting has also removed a major number of foxes as well as wild dogs in the area which helps contribute to increased lambing percentages."

Fences electrified for goat control steady the movements of wild dogs, Bill added.

### COORDINATED EFFORT

As well as receiving support from AWI, group members contribute their own funds. When funds are required, a letter is sent to the local landholders - for the past five years the request has been for a contribution of \$200. In the last mail-out 27 landholders out of 32 responded.

"The success rate is due to the

informative approach we take - letting people know of what is happening and the benefit we see from how many dogs that have been sorted," Bill said.

"Dealing with people is very important - talk to one person in an area and encourage him to talk to his neighbours. I'm not in favour of the big stick approach - it just puts people off from the outset.

"Our region has also benefited from the activities of the wild dog control group at Weengallon-Nindigully immediately to the west of Talwood which

has helped limit the number of wild dogs entering the Talwood region."

Bill's advice to landholders in other areas suffering wild dog losses is to form a group and attack the problem together.

"A coordinated approach is vital. There might well be doubters initially, and persistence is required, but the example of what landholders have achieved together here at Talwood goes to show that wild dog control is possible."

*This article is based on a case study by John Cuskelly, Biosecurity Queensland.*



Bill Oliver's brother Tom, Bill Oliver, and Chair of the Talwood group Bruce Webster.

## Best bait rate win in N.E. NSW

**M**ore than 90 per cent of wild dogs can be effectively controlled by targeted 1080 aerial baiting programs according to solid scientific evidence gathered in wild dog prone areas of north-eastern NSW.

NSW Department of Primary Industries (DPI) principal research scientist, Peter Fleming, said a bait rate of 40 baits per



NSW DPI researchers Dr Guy Ballard and Dr Peter Fleming fix a GPS collar on a wild dog as part of the optimum aerial baiting rate trial.

kilometre delivered a much greater level of control than the currently approved rate - 10 baits per kilometre, which is only 55 per cent effective.

"These results have huge and positive implications for livestock producers and wildlife managers," Dr Fleming said.

"Based on this new evidence, Australian Pesticides and Veterinary Medicines Authority have this month extended the permit in the region to use 40 baits per kilometre for the next 12 months.

"Aerial baiting plays a significant role in the strategic and target specific management of wild dogs in eastern NSW and, clearly, use of the optimum bait rate boosts the effectiveness of baiting programs.

"Because most of the cost of aerial baiting is helicopter hire and labour, adoption of the optimum bait rate will ensure that land managers get better value for their expenditure and efforts, with little extra cost."

The four-year aerial baiting trial was supported by AWI, NSW National Parks and Wildlife Service (NPWS), Australian Pest Animal Research Program, Invasive Animals Cooperative Research Centre, Local Land Services and NSW DPI to fortify the effectiveness of wild dog and fox management.

# Time efficient wild dog baiting



David Counsell on his modified motorbike which he uses for laying wild dog baits.

**D**avid and Genevieve Counsell of 'Dunblane' own and run a 15,000ha sheep property near Barcaldine in Central West Queensland that has regular incursions by wild dogs. As well as sheep losses, wild dog activity has been resulting in significantly lower than expected lambing percentages.

To help prevent incursions of wild dogs, David constructed 11km of electrified fences by incorporating 3-wire off-sets which are positioned 45 degrees to either side of existing fences. Several donkeys are also run as guardian animals.

Baiting with 1080 also plays a critical role in controlling the threat of wild dogs. David baits five to eight times a year on Dunblane, depending on wild dog activity, and is also actively involved in a twice yearly coordinated community baiting program that occurs across the district.

## TIME SAVINGS

David said he recognised that although baiting is essential, his usual practice of baiting using two people in a ute was very time consuming.

"I know I have to keep baiting because wild dogs are a serious threat to my business, but it was taking up a lot of my time and I wanted a more efficient way of doing it," he explained.

So David has set up a motorbike to use for baiting. Using a motorbike has significantly reduced the time taken to do a bait run. Whilst a typical bait run in the ute took two people six hours (total of 12 hours) to complete, by using a motorbike the task has been reduced to approximately two to three hours for one person.

Given these time savings, David says he is far more motivated to be proactive in the control of wild dogs on his property.

"Because I now see baiting as a relatively simple task, I am far more inclined to conduct a bait run when I suspect, or see signs of dog activity," he said.

"I believe it is critical that I have bait out in the landscape as soon as wild dog activity is suspected or noticed. If each baiting

were to take almost an entire day, it was more likely to be delayed or postponed. Any option to reduce the time it takes to undertake a baiting is a big advantage."

## HOW IT WORKS

To use a motorbike to distribute the baits, some modifications to David's motorbike were required. This involved fixing a milk crate to the back of the motorbike, and using a large bucket to hold the baits. The bucket is placed inside the milk crate.

As well as saving time, using a motorbike also allows for the baits to be placed in locations where dogs are more likely to be present because the motorbike is able to access more areas of the property than a ute, such as sandy creek beds or areas covered in dense vegetation. Wild dog tracks are also a lot easier to see from a motorbike, especially when riding along animal pads where dogs are suspected to be using as movement corridors.

Appropriate personal protective equipment must also be worn. When distributing meat baits, to minimise the chance of blood and seepage of 1080 dripping onto you from the gloves that must be worn, David recommends using meat that has been well drained prior to being handled and baited. By using a motorbike, the rider can keep gloves on as they ride and distribute baits on the go.

A motorbike takes less time than a ute to wash down after a bait run. Washing down the bike makes sure that bait residue doesn't pose a threat to other animals such as farm pets and visiting work dogs owned by contractors, shearers etc.

A firearm is also carried on the bike. As the bait run means you are going to ideal dog locations, there is a very good chance you may surprise a dog. The motorbike means that you are in a very good position to shoot the dog if one is sighted. ◀

## FAST FACTS

- Woolgrower David Counsell has achieved more effective wild dog bait placement on his 15,000ha property at Barcaldine in Queensland by using a motorbike rather than the farm ute.
- Using a motorbike has significantly reduced the time taken to do the baiting and vehicle wash-down after baiting.
- David is now even more motivated to be proactive in the control of wild dogs on his property.

More information:

View the "Efficient Wild Dog Baiting" innovation profile on the Bestprac website at [www.bestprac.info](http://www.bestprac.info)

# Baiting program success in western NSW

The recent success of an aerial baiting program in north-western NSW, implemented in conjunction with ground baiting, is expected to be replicated by other landholder groups working together, according to AWI-funded wild dog coordinator Bruce Duncan.

Mr Duncan, who was appointed last year as the NSW Farmers' Association wild dog coordinator for the Western Division of NSW, said the baiting program carried out in the Tilpa-Wanaaring region had been well received by the local community which had been experiencing ongoing wild dog attacks on livestock.

Mr Duncan worked closely with Local Land Services biosecurity officers to facilitate and support the local pest management groups in the region. The initiative was driven by local landholders, and was the first time a group of landholders in the region had worked together to aerial bait this 500 km part of north-western NSW. The funding to assist with the aerial baiting expenses was made through AWI's 'Community Wild Dog Control Initiative'.

"We have worked with two landholder groups to access funding to aerial bait 15

properties and ground bait 40 properties covering a total area of 3.2 million hectares," Mr Duncan said.

"The aerial baiting was conducted at a rate of 10 baits per kilometre across 500km of very inaccessible and remote terrain, starting at the Barrier then working up through the ranges towards Tilpa and around towards Wanaaring.

"We had a group of landholders who all worked together across different areas. As well as the aerial baiting, the people baiting on the ground were all coordinated, so everyone was baiting together at the same time over a large area to maximise the effect.

"It was an intense period but at the end of the day, we got the job done and the result is a group baiting initiative which has a far better influence over minimising stock losses than individual property baiting programs."

Mr Duncan emphasised that collaboration and coordination between local landholders was vital.

"It's important to highlight the benefit of focusing on the 'common' wild dog problem rather than attributing ownership of the dogs to individual

## FAST FACTS

- A coordinated baiting program, driven by local landholders, across 500km in north-western NSW is helping to minimise stock losses from wild dogs.
- Aerial baiting, with funds sourced through AWI's 'Community Wild Dog Control Initiative', was implemented in conjunction with a ground baiting operation.
- The AWI-funded wild dog coordinator for western NSW is working with stakeholders in the region to help achieve sustained on-the-ground control of wild dogs.

land managers. Through a consultative process local farmers can take part in group decision making and can identify and pursue the resources required to successfully implement a local and regional solution.

"In western NSW, coordination is particularly important when dealing with wild dog issues because distances to travel are greater and there are a larger number of absentee landowners."

Mr Duncan's position in western NSW is funded by AWI with a focus on enhancing wild dog programs already in place and helping new groups to form to reduce livestock predation by wild dogs. His position complements AWI funding for wild dog coordinators currently in Victoria and Queensland.

More information: Bruce Duncan, 0409 515 471, [duncanb@nswfarmers.org.au](mailto:duncanb@nswfarmers.org.au).



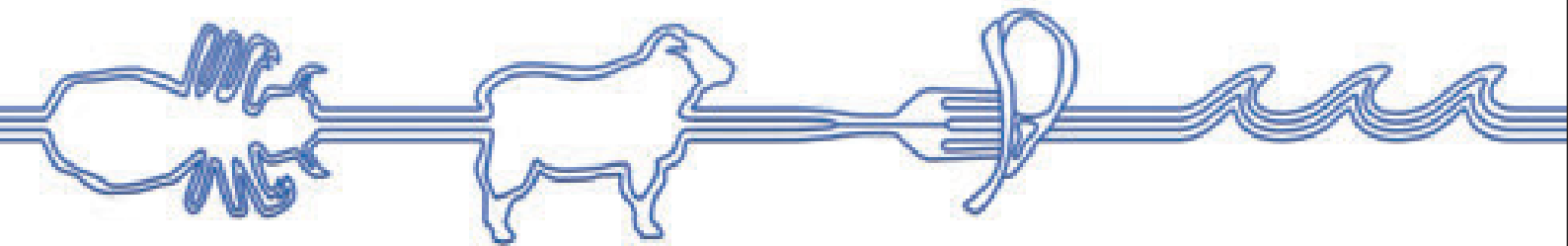
AWI-funded wild dog coordinator Bruce Duncan (centre) talking to local producers at White Cliffs in north west NSW.

## AWI Community Wild Dog Control Initiative Funding Available

Funding is available to groups under AWI's 'Community Wild Dog Control Initiative'. Applications are open to new groups as well as those groups that have completed projects previously funded by AWI. If you would like to apply, please complete the Community Wild Dog Control Initiative application form available at [www.wool.com/pestanimals](http://www.wool.com/pestanimals) and submit it along with a map and project budget to [wilddogs@wool.com](mailto:wilddogs@wool.com). If you need clarification or assistance please contact Taran Blyth at AWI on (02) 8295 3164.



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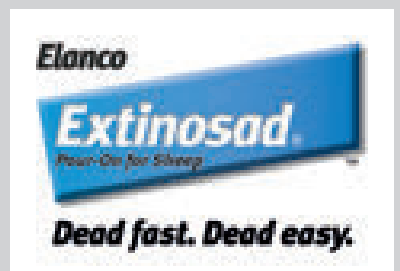
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# Aussies in South Africa

## FAST FACTS

- The Australian Association of Stud Merino Breeders (AASMB) organised a Trade Mission to South Africa in April.
- The Trade Mission incorporated the two-day 9th World Merino Conference, preceded by a Merino Expo.
- A pre-conference tour, organised with support from AWI, enabled Australian producers to visit leading South African Merino sheep farms.



The Australians out in the field at the Crux Dohne Merino Stud of Wikus Bekker.



The Australians getting hands-on at the Rubidge family's Wellwood farm.



President of the World Federation of Merino Breeders, Rob Ashby (far right) with His Majesty King Letsie III of Lesotho (to his right) and President of the Association of Stud Merino Breeders, Phil Toland (middle), at the Heuningkrans Merino Stud of Eddie Prinsloo (left) - a former "South African farmer of the year" - of whom the King of Lesotho is a ram buying client.

The 9th World Merino Conference was held in South Africa at the end of April, with about 450 delegates from 11 countries attending. About two-thirds of the delegates were from the host country, South Africa; Australians made up more than half of the overseas delegates.

More than 35 speakers presented talks. Australian speakers included AWI General Manager, Research, Dr Paul Swan; researchers Dr Johan Greeff and Mandy Curnow from the Department of Agriculture and Food WA, Sue Hatcher from the NSW Department of Primary Industries; and Egelabra general manager Cam Munro.

At the conference South Australian Tom Ashby took over from Rob Ashby as president of the World Federation of Merino Breeders, under whose auspices world Merino conferences are held every four years.

The two-day conference, titled "Merino Breeding: Sustainable Enterprise - Cherished Lifestyle", was preceded by a Merino Expo.

Preceding and following the conference, many Australian delegates toured South African farms, visiting prominent sheep breeders of Merino and derivative breeds. ◀

The Australians gathered at Klipplaatsfontein, the farm of Andries and Nora Pienaar. Andries is a well-known Merino Stud breeder and former "South African farmer of the year". He has judged Merinos in Australia.



The successful sheep parasite management projects: WormBoss, FlyBoss and LiceBoss, are combining into a new ParaBoss phase following initial development by the Sheep CRC with new joint funding by AWI and Meat & Livestock Australia.

The new national sheep parasite management initiative, ParaBoss, will:

- maintain and enhance the Boss websites: WormBoss, FlyBoss, LiceBoss
- recommend new best-practice parasite management in sheep
- identify and recommend activities to deliver the information to industry
- identify industry parasite issues that need wider debate or further R&D
- facilitate sheep parasite control forums for industry professionals
- mentor young industry professionals for the future.

Geoff Lindon, AWI's Program Manager, Productivity and Animal Welfare, and member of the ParaBoss Steering Committee said, "The new program will expand the highly successful involvement of industry, which has ensured wool producers have current, practical, proven and regionally relevant parasite management information.

"The wide use of the three existing Boss websites, with over 50,000 visits in the past nine months, shows that the information is being sought by industry.

"We've also recognised that the number of people working in parasitology and related livestock fields over the past two decades has rapidly declined. ParaBoss will address this by fostering wider industry involvement and mentoring young professionals to build a continuing base of professional expertise."

ParaBoss was initially developed by the Sheep CRC to keep up to date and consolidated information available to industry. Now that the CRC's development phase has been completed, AWI and MLA are providing further substantial funding for an initial three-year term, however the project will look to industry sources to secure its long-term future. University of New England staff members Associate Professor Lewis Kahn and Dr Deb Maxwell – both key members of the Sheep CRC WormBoss development team – manage ParaBoss.

Producers can subscribe to the ParaBoss e-newsletter to receive monthly updates on worms, flies and lice in their region. To subscribe go to 'Managing Subscriptions' at the bottom of the ParaBoss homepage ([www.paraboss.com.au](http://www.paraboss.com.au)) or subscribe via the WormBoss, FlyBoss or LiceBoss websites. ◀

More information: [www.paraboss.com.au](http://www.paraboss.com.au)  
Lewis Kahn [lewis@paraboss.com.au](mailto:lewis@paraboss.com.au)

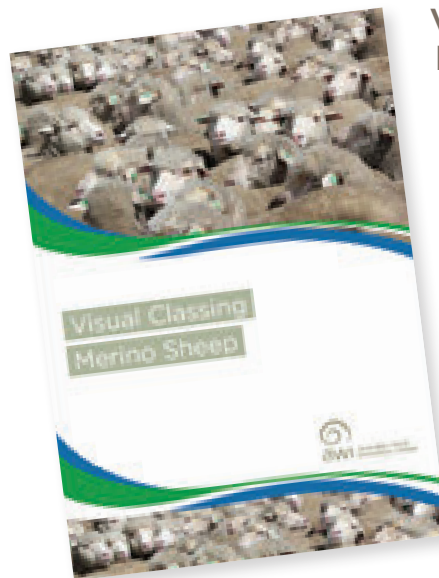
**paraboss**  
**.com.au**

# ParaBoss takes on worms, flies and lice

## FAST FACTS

- ParaBoss is a suite of three products (WormBoss, FlyBoss and LiceBoss) developed for the management of worms, blowflies and lice.
- The websites are sources of detailed information and regional programs that will assist in managing the major parasite risks for sheep.
- They have been developed by expert panels of parasitologists, veterinarians and woolgrowers from across Australia.

## FREE publications



### VISUAL CLASSING MERINO SHEEP

The objective of sheep classing is to identify and retain those sheep in a flock that will improve flock returns both now and in the future through more productive progeny. This new 16-page AWI publication provides a list of classing traits, with the preferred characteristic and

economic importance of

those traits. It also includes issues to consider prior to visually classing sheep, and an overview of combining visual and objective assessments.

# FOOTROT R&D FUNDING UPDATE

## FAST FACTS

- Footrot continues to have a profound effect on sheep welfare, wool quality and woolgrowers' income in some regions.
- Pre-commercialisation work on a new vaccine developed by AWI and the University of Sydney in 2005-10 is under way.
- As part of this pre-commercialisation, AWI is funding the development of a benefit cost tool that will enable woolgrowers to use their own enterprise data to calculate the costs and returns of the various options for reducing the impact of footrot.

Despite prolonged and severe drought affecting most wool-growing areas of Australia in recent times, footrot which is seen in warm and moist periods, continues to have a large effect on sheep welfare, wool quality and woolgrowers' income in some regions.

To help woolgrowers make the best decision on how to control or eradicate footrot, AWI is funding the development of a benefit cost spreadsheet which should be available at the end of 2014.

The proposed benefit cost tool will enable woolgrowers to use their own enterprise data to calculate the costs and returns of the various options for reducing the impact of footrot. Such options include the tip, inspect and cull method; antibiotics; foot paring and footbathing,

as well as the footrot vaccine which is still undergoing further development in a pre-commercialisation phase.

The choices made by a woolgrower depends on a number of considerations including the length and severity of the warm moist spread period, the property infrastructure, farm labour availability, contractor availability, the within flock prevalence, the regional prevalence and cost of drug, chemicals and tests.

With the removal of the Footvax® vaccine many years ago from the Australian market, states such as Tasmania, lost a valuable way of suppressing the severe and chronic symptoms of footrot. Since then, AWI and the University of Sydney developed a new vaccine method at a cost of over \$1.1 million over five years that identified the exact strains present in flocks and customised the strain combination and injection protocol for each property for eradication. This showed that eradication is possible, provided the property manager practiced good flock biosecurity.

This customised vaccine method has undergone further pre-commercialisation work in Tasmania with the Department of Primary Industries, Parks, Water and the Environment (DPIPWE) and such work continues with various funders including a commercial vaccine manufacturer looking at validating the strain tests and collecting apparent strain prevalences.

The AWI benefit cost tool is a small part of the ongoing pre-commercialisation of the new vaccine. The DPIPWE is responsible for this research using flocks from Tasmania. The tool will be able to be updated for regions outside of Tasmania or if new vaccine research appears within the decade. These research leads may be identified from proteomics already funded by AWI, Meat & Livestock Australia and Monash University.

AWI is also updating footrot factsheets and will develop an information "App". Until then woolgrowers can seek further footrot advice by visiting the websites listed at [www.wool/footrot](http://www.wool/footrot)

## for woolgrowers

### BREECH STRIKE GENETICS

AWI is funding trials conducted by the Department of Agriculture and Food WA (DAFWA) at Mt Barker, WA and CSIRO at Armidale, NSW into the indicator traits for breech flystrike resistance in winter rainfall environments and summer rainfall environments respectively. Each of the trials produces a regular Breech Strike Genetics newsletter (approximately 8-10 pages) that reports on the activities and outcomes of the Mt Barker and Armidale selection lines.



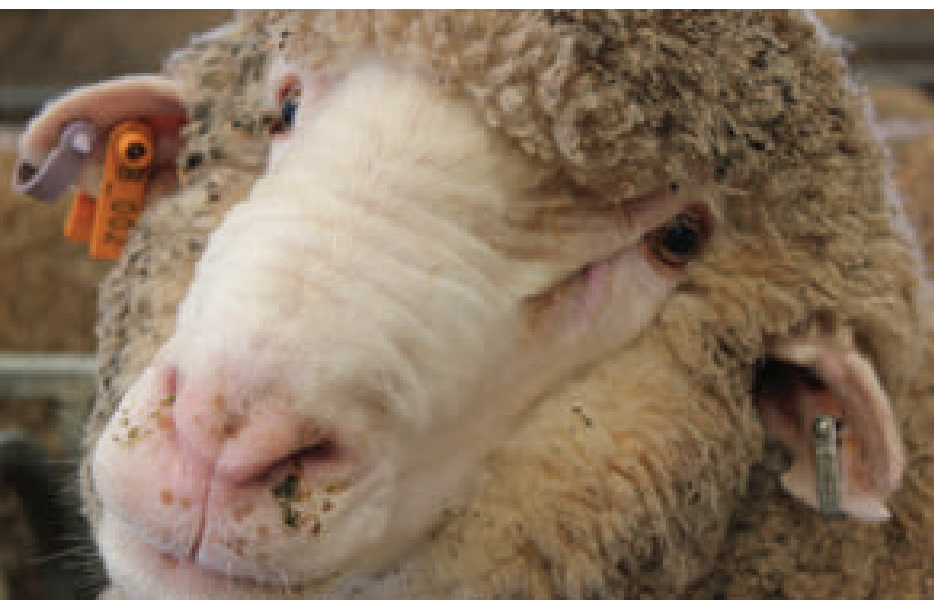
More information: These publications are available to download from the AWI website at [www.wool.com/publications](http://www.wool.com/publications) or on request as free hard copy versions from the AWI Helpline on 1800 070 099.

More information: [www.wool.com/footrot](http://www.wool.com/footrot)

**FAST FACTS**

- The proposed trial across three research stations assessing the whole of life productivity of 3500 ewes will not be proceeding due to technical and financial constraints.
- Recent analysis has again shown that using yearling data is a good start to improving adult traits but that large increases in accuracy and genetic gain can be made with increasing hogget and adult data.
- The program is now moving on to the collection of past R&D data and past and future on-farm data.

# Lifetime Productivity Program update



**T**he Lifetime Productivity Program continues with its aim to increase the amount of hogget and adult productivity data collected by seed stock breeders and analysed in MERINOSELECT.

While the three research station trial looking at the whole of life performance and genetic parameters (heritability of each trait and correlations between all the traits) of 3500 pedigreed ewes will not go ahead, the other phases of the program involving the collection of past R&D and on-farm data and the collection of future on-farm data are continuing.

Although a considerable amount of effort by researchers and industry went into the planning of the three research station trial, independent expert assessments showed that the trial was still too small to obtain results with sufficient reliability for the low heritable traits especially the key traits contributing to overall fertility and associations with other traits. In addition, the cost of the trial was going to be more than \$1 million per year for nine years and research partners were also reluctant to commit to such a long trial in the current deficit climate.

The expert reviews of the proposed trial made a series of recommendations supporting the need for older data to be collected

and suggestions to improve the current method and analysis of genetic benchmarking and indexes. These recommendations have been discussed by the Sheep Genetics Technical Committee and have been prioritised for future work.

The focus of the Lifetime Productivity Program is moving on to the collection of old R&D and old and new on-farm data. The specifications regarding the data required, numbers of animals needed per site and the sheep management protocols required to collect valuable data have been created. In the coming months breeders will be contacted to see how much of this data can be collected by seed stock breeders in the next three to five years and how else such data can be collected.

Many of the issues raised by sheep breeders about the adoption of Australian Sheep Breeding Values (ASBVs) remain, such as:

- Are early-life assessments of productivity, as young as 8-9 months of age, good indicators of actual lifetime productivity?
- Do plainer sheep hold their productivity at older ages?
- Are higher indexed animals at young ages strongly correlated with a higher net profit per hectare over a lifetime?
- What are the trade-offs of high bodyweight, worm resistance, reproductive performance (rearing more lambs in a lifetime) on fleece value and stocking rate.

Recent analysis has again shown that using yearling data is a good start to improving adult traits but that large increases in accuracy and genetic gain can be made by increasing hogget and adult data.

Past work summarising the repeatability of ASBVs across sites and years and a new review looking into the issue at recent Sire Evaluation Sites and some studs will be released in the near future. ◀

More information: Geoff Lindon, AWI Program Manager, Productivity and Animal Welfare, [geoff.lindon@wool.com](mailto:geoff.lindon@wool.com)

# SHEARING AND WOOLHANDLING WORLD CHAMPIONSHIPS

The Australian competitors at the 2014 Golden Shears World Championships held at Gorey, Ireland, did well with all of the shearers reaching at least the semi-finals and finishing in the top 12, and our two wool handlers also finished in the top 12.

Twice world champion Shannon Warnest made the final of the machine shearing competition finishing sixth after shearing his 20 sheep. Shannon, with teammate Jason Wingfield, finished the team event in fifth place for Australia.

John Dalla and Ken French finished third for Australia in the blade shearing team event.

A full crowd packed the venue with roars and cheers, adding to the atmosphere created by the competitors' spectacular display of stamina and shear skill.

## AUSTRALIAN TEAM RESULTS

### Machine shearing

- Shannon Warnest (SA): 6<sup>th</sup> in the final
- Jason Wingfield (Vic): 12<sup>th</sup> in the world
- Won by Rowland Smith (New Zealand)
- Australia 5<sup>th</sup> in the team finals (won by Scotland).

### Blade shearing

- John Dalla (SA): 7<sup>th</sup> in the world
- Ken French (Vic): 8<sup>th</sup> in the world
- Won by Mayenzeke Shweni (South Africa)
- Australia 3<sup>rd</sup> in the team finals (won by South Africa).

### Woolhandling

- Mel Morris (Tas): 8<sup>th</sup> in the world
- Sarah Moran (Vic): 11<sup>th</sup> in the world
- Won by Hilary Bond (England); team event won by Wales.

Wally Humphrys (SA) was the Australian team manager; Winston Flood (Tas) was a shearing judge; Craig Rowsell (SA) was a woolhandling judge.

AWI provided funds for the Australian team's travel, accommodation and uniforms for the World Championships. This support of the national team complements AWI support for shearing competitions at local and state levels, with the main aims being to promote

excellence and professionalism within the Australian shearing industry, and to encourage young people to join the industry.

If you're planning a local or regional shearing and woolhandling competition based on Sports Shear Australia criteria, you may be eligible for support from AWI. Contact Ian Evans at AWI on 0427 773 005 or [ian.evans@wool.com](mailto:ian.evans@wool.com) to find out more about what support might be available for your event. ◀

More information: The results of all the competitions are available at [www.goldenshearsireland.com](http://www.goldenshearsireland.com)



Shannon Warnest from South Australia competing at the World Championships.

## SHEARER AND WOOL HANDLER TRAINING

Highly skilled, professional staff shearing and preparing the Australian wool clip in a safe and timely manner are essential to the continued profitability of the Australian wool industry. AWI therefore funds training for novice, improver and professional shearers and wool handlers within its regional coaching program.

The aim of the AWI shearer and wool handler training program is to:

- attract and retain new entrants into the wool harvesting industry
- build the capacity and longevity of existing staff
- increase returns to wool producers through improved clip preparation practices.

Find out more about the AWI shearer and wool handler skills development program and government-funded training initiatives by contacting AWI's preferred training provider in your state.

STATE	TRAINING PROVIDER	CONTACT	PHONE
NSW	TAFE NSW – New England	Pauline Smith	02 6773 7110
	AWI Independent Coaching Program – central NSW	Jim Murray	0427 460 007
	AWI Independent Coaching Program – southern NSW	Peter Artridge	0429 204 295
QLD	TECTRA Australia	Gavin Rowland	02 7432 5450
	Australian Agricultural College Corporation (AACC)	Carolyn Doyle	1800 888 710
SA	TAFE SA	Ann Beacham	08 8207 1105
TAS	Primary Employers Tasmania (PET)	Keith Rice	03 6343 2244
VIC	SCAA Shearer Woolhandler Training Inc	Darren Templeton	0427 435 244
	RIST – Rural Industries Skills Training	Louise Cameron	03 5573 0943
WA	DN&NB King	Derald King	0417 184 209
	Great Southern TAFE	Peter Young	08 9892 7551

# Supporting budding shearers



Students and instructors who attended the 2014 Introduction to Wool Harvesting course at TAFE Western in Dubbo. Trainer Ian Elkins is far left on the back row; Alex McClung and Bradley Wales are seventh and eighth on the back row.

## FAST FACTS

- The Boorowa Business Association, with support from AWI and local businesses, provides a wool harvesting scholarship to a local student who wants a career in the wool industry.
- The scholarship enables the student to attend a shearing and wool handling course at TAFE Western in Dubbo.
- The initiative aims to help attract young people in the region to the wool industry and provide a kick-start to their career.

The wool industry around Boorowa on the South West Slopes of NSW is a major employer and driver for economic growth in the area – and the Boorowa Business Association (BBA) is helping to promote and ensure the industry's sustainability in the region.

To foster the enthusiasm of budding young shearers in the district, the BBA with support from AWI and local businesses each year provides a scholarship to a student from the Boorowa district to attend the TAFE Western introductory shearing and wool handling course at Dubbo.

The scholarship covers the tuition fees, accommodation for the student and an accompanying parent/guardian while on the course, and fuel vouchers to get to and from Dubbo. If the student passes the course as part of the scholarship, they receive a "Learner's Kit" that is fully equipped with all the tools required as a professional shearer. This includes but is not limited to handpiece, combs and cutters, and vouchers for appropriate clothing for the job.

Scholarship coordinator at the BBA, Leanne Croker, said it's essential for the economic wellbeing of rural communities to make sure students about to leave school know they can make a career through working in the agricultural industry.

"The wool industry is important for bringing economic balance to this rural community, so it's vital we encourage young students with an ambition to become a shearer, wool classer or wool handler realise their potential and work towards achieving their goals," Mrs Croker said.

"We really need to support students in the bush, and this scholarship gives a real opportunity for them to kick-start their career."

Fifteen year old Bradley Wales from Boorowa Central School was the recipient of the scholarship for 2013. He attended

and passed the TAFE Western course in January this year, which was attended by more than 20 students from across NSW.

"I've been around sheds since I was very young because our family has a farm, so I've always had an interest in wool," Bradley said. "The scholarship was a great opportunity that I really enjoyed. The course taught some very practical skills – from crutching and shearing techniques, to preparing and maintaining handpieces. My favourite part was the shearing, but we also learnt skills like skirting which was very worthwhile as a lot of shearers start out in the sheds as woolhandlers."

Another Boorowa local, sixteen year old Alex McClung, also passed the TAFE Western course in January. Although not a recipient of the scholarship, the BBA is helping support him in the next steps of his shearing career.

The recipient of the previous year's scholarship Jesse Halls has now left school and has gone on to work as a shearer in the area.

"I hadn't done much shearing prior to the course at Dubbo, but shearing has been something that I wanted to get into," Jesse said. "I found the course really useful; I learnt a whole range of skills about shearing and woolhandling which I've been able to use in my current job. I'm glad I've gone into shearing; I enjoy it and I'm going to stick at it."

Now in its third year, the scholarship is again being supported in 2014. To be eligible for the scholarship, the student must be 15 years or older and reside in the Boorowa Shire. The student must demonstrate a passion for wanting to work in the wool industry and have undertaken relevant work experience in their own time.

The final selection of the scholarship winner is done by TAFE Western shearing instructor and AWI shearer trainer Ian Elkins who was born and bred in the Boorowa district. Ian has enormous wool harvesting experience having won the Australian Shearing Championship four times. Ian and his colleagues at TAFE Western have been instrumental at getting the scholarship off the ground plus ongoing support. ◀

## More information:

If you would like to set up a similar scholarship in your local town, Leanne Croker is happy to advise people of the experience at Boorowa. Leanne Croker can be contacted on (02) 4835 7203 or [willow\\_dale@bordernet.com.au](mailto:willow_dale@bordernet.com.au)

# Shearing every eight months in the pastoral zone

## FAST FACTS

- Since 2010, the Ingrams who run a Merino wool property alongside the Darling River in NSW have been shearing every eight months to manage staple length and improve wool quality.
- Although a common practice in higher rainfall districts, shearing more regularly is considered innovative in the pastoral zone.
- Bestprac has developed a 'Shearing Every Eight Months' document to provide useful information and tools to help pastoral zone producers make a decision regarding shearing frequency for their own businesses.

Since 2010, Kevin, Robyn and Bryan Ingram who run 'Aston Station', a Merino wool property alongside the Darling River in NSW, have been shearing every eight months rather than the standard 12 months.

Although a common practice in higher rainfall districts, shearing more regularly is considered innovative in the pastoral zone.

The Ingrams had noticed over the previous few years that their wool staple length had increased to 110mm. They recognised that this increase had put them at risk of exceeding the 120mm threshold, and therefore, receiving a discounted price from buyers.

In 2009 and 2010, abnormally high summer rainfall occurred at Aston Station. These seasonal conditions resulted in increased grass seed contamination in the wool and high levels of flystrike. In this instance, the Ingrams were forced to opportunistically shear with eight months wool growth to protect the quality of their wool.

After considering the relative benefits of shearing every six, eight or 12 months,

the Ingrams made the decision to regularly shear every eight months, in January and September in year one and then in May in year two. Each year joining occurs in January and lambs are weaned in September.

The goal was to reduce and manage their staple length and improve wool quality.

## RESULTS

Average staple length, per year, has increased by 11.7 per cent, fibre diameter decreased by 3.4 per cent and strength increased by 49.3 per cent.

Vegetable matter has varied at each shearing event and correlates with the seasonal conditions.

Flystrike has decreased from the long term average, improving wool quality and stock condition.

January and September shearing is out of their normal timing in terms of selling wool, which also helps spread price risk. However, there is often a glut in the market in September.

Wool buyers are often looking for the shorter staple length because it offers buyers more options for blending.

Lambing percentage has increased from a long-term average of 85 per cent to 100 per cent since eight month shearing has been implemented at Aston Station.

## KEY LEARNINGS

Kevin and Bryan agree that to implement shearing every eight months you must plan your production year first and have a set calendar of events. They use a clear wool planner and plan the shearing, mating and lambing dates early. It is also important to shear when it suits the seasonal conditions, such as considering avoiding the heat in January.

The Ingrams could not move to six month shearing straight away because they didn't have the staple length in the genetics.

The Ingrams have also found they can use the wool futures market as a method to manage price risk. This is important to consider when they are selling wool in peak supply periods.

## OPPORTUNITIES FOR THE FUTURE

Since implementing shearing every eight months, Aston Station wool is now delivered to the market with a shorter staple length and as a more blendable product, making it more attractive to some buyers.

Another opportunity, which has been realised since implementing this innovation, is the increase in lambing percentage. The Ingrams join their ewes post shearing (January) and as a result have observed increased conception rates, as assessed through pregnancy scanning.



### More information:

AWI's grower network for the pastoral zone, Bestprac, has developed a 'Shearing Every Eight Months' 12-page document that provides further detail about the Ingrams' experience, plus information and tools to help pastoral zone producers make a decision regarding shearing frequency for their own businesses. It is available on the Bestprac website at [www.bestprac.info](http://www.bestprac.info)



#### FAST FACTS

- AWI invites woolgrowers from across Australia to apply for the 2015 AWI Nuffield Woolgrower Scholarship.
- The scholarship, worth \$30,000, will enable a woolgrower to travel overseas and study an agricultural topic of his/her choice.

Woolgrower James Robertson from South Australia was the 2011 recipient of the Nuffield Woolgrower Scholarship sponsored by AWI. His report "Improving sheep efficiency through weaning nutrition" is now available on the Nuffield website.

Applications for the 2015 AWI Nuffield Woolgrower Scholarship close on 30 June 2014. The scholarship is a unique opportunity for a woolgrower to study a particular subject of interest, and increase practical farming knowledge and management skills and techniques in the Australian wool industry.

Successful applicants for Nuffield Farming Scholarships spend a total of 16 weeks travelling the world – including six weeks of group travel through the global powerhouses of agriculture, including countries such as China, India, South Africa, USA and through Europe. Scholars then travel for a further 10 weeks by themselves, to drill down into a research topic of interest to them and of value to industry.

Recent AWI Nuffield woolgrower scholars and their study areas or report titles are:

- 2014 – Tim Gubbins, Moyston, Victoria. Tim is currently studying DNA markers and electronic identification to lift Merino weaning rates.
- 2013 – Matthew Ipsen, Wareek, Victoria. Matthew is currently studying world's best practice in sheep reproduction and lamb survival.

- 2012 – James Walker, Longreach, Queensland. James is currently studying if the multiple reproductive cycle trait of ewes can be capitalised to speed up the lamb-to-lamb interval using real-time, remote weight and health management.
- 2011 – James Robertson, Renmark, South Australia. Report: "Improving sheep efficiency through weaning nutrition".
- 2009 – David Cussons, Kojunup, Western Australia. Report: "Talking agriculture - a study of communication techniques and approaches to crisis communication".
- 2008 – Ben Ranford, Cleve, South Australia. Report: "The role of farmer collaboration in creating supply solutions".
- 2007 – James Walker, Carrick, Tasmania. Report: "Wool and sheep production in the global market".
- 2007 – Andrew Bouffler, Lockhart, NSW. Report: "How to fully utilise and rapidly improve the Australian maternal ewe flock (including Merinos) to ensure continuity of supply into our valuable meat and wool markets".

More information:

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# Research into phosphorus uptake

## FAST FACTS

- Preliminary results from an AWI and MLA funded project indicate that fertiliser P does not become immediately unavailable to plants when added to pasture soils as previously thought.
- 34-40 per cent of fertiliser P was recovered by clover pastures at two sites in the ACT and South Australia.
- Producers should still ensure they do soil testing to determine their P levels before applying fertiliser.

Interim results from a three year project funded by AWI and Meat & Livestock Australia show that when phosphorus (P) fertiliser is applied to clover pasture, more of the fertiliser is taken up by the plants in the year of application than was previously thought.

University of Adelaide research fellow Dr Tim McLaren, who is part of the research team including CSIRO and the University of New England, presented the results from the first year of the project to the 'Pathways to Productivity' forum at Bordertown, South Australia in April.

"It has long been believed the efficiency of P fertilisers in pasture systems is quite low - about 10-20 per cent fertiliser use efficiency," Dr McLaren said. "So if you're a producer applying 100kg of single superphosphate per hectare and only 10 per cent is being used by the pasture in that year, that's a lot of money in the soil rather than in the pasture."

However the results from a short-term field trial show that recovery of fertiliser P by clover pastures was relatively high at the two field sites used for this study: 40 per cent at Naracoorte (SA) and 34 per cent at Ginninderra (ACT). The importance of fertiliser P to clover growth was higher at low soil P fertility.

"The results indicate that fertiliser P can be utilised by pastures and does not rapidly become unavailable upon application. However, despite higher than expected

uptake of P fertilizer, the soil was still the largest source of P for clover growth, so soil testing is important," Dr McLaren said.

The majority of fertiliser P in the soil was found in the surface 0-4 cm layer and existed as inorganic P. A considerable proportion (about 20 per cent) of the applied fertiliser P in the soil fraction remained in a plant available form at the end of the growing season.

The short-term field trial involved adding single superphosphate to the soil surface in winter, then taking multiple cuts throughout the growing season to simulate grazing. Researchers measured how much of the P fertiliser was directly taken up by the pasture. Remnants of the fertiliser were recovered and soil samples taken to see where the remainder of the fertiliser P had gone.

An analysis of soils collected from a long-term field trial was also undertaken at Ginninderra, ACT. Results showed that the vast majority of fertiliser P was recovered in the 0-20 cm layer.

Both inorganic and organic P increased with the addition of fertiliser P. Adding fertiliser P above optimum levels for pasture growth only further increased soil inorganic P, particularly the slowly plant-available P pools. Humus P was the main organic P form that accumulated.

Essentially, inorganic P is associated

with metals (i.e. Al, Fe, Ca, etc.), and organic P is P associated with carbon.

"During a growing season most of the fertiliser P remains as inorganic P, but much is converted to organic P over the long-term. This is likely to be associated with soil organic matter, which has implications for other soil parameters such as soil structure."

The short- and long-term results suggest that a significant proportion of the fertiliser P used for pasture growth is actually recycled and returned to the soil surface.

Dr McLaren said that further research will investigate what effect fertiliser timing (autumn and spring), placement (surface and deep), and the role of soil P status has on phosphorus use efficiency.

"We will go to more field sites to look at P in the whole system, including fertiliser P in soil fractions 0-4 cm and 4-8 cm, P in the fertiliser granule, P in the pasture cuts, and P in roots. We will also investigate the availability of soil P forms to pastures when P fertilisation stops."

But the message for producers currently remains the same: ensure they do soil testing to determine their P levels before applying fertiliser and set their stocking rate for optimal pasture utilisation.

"There doesn't appear to be much benefit adding fertiliser P at rates well in excess needed for optimum pasture growth," Dr McLaren added. ◀



A site involved with the AWI and MLA funded project that is helping determine the efficiency of phosphorus fertilisers.

# Future Farm Industries CRC collaboration providing returns for woolgrowers

## FAST FACTS

- AWI has been a participant in the Future Farm Industries CRC; ensuring the best outcome for woolgrowers in initiatives including EverGraze, Enrich, EverTrain and salinity projects.
- Investment partnerships that involve cost sharing between AWI and third parties maximise benefits to both Australian woolgrowers and AWI partners.
- Benefits from collaboration include more cost-effective outcomes, better risk management and increased likelihood of commercial success.



**R&D** collaboration with other organisations makes AWI investments more efficient and effective by reducing duplication, maximising leverage and providing a greater platform for adoption.

AWI has a demonstrated history of collaborating on R&D projects with other research and extension organisations. AWI's participation and investment in the Future Farm Industries (FFI) Cooperative Research Centre (CRC) is an example of this.

The FFI CRC began in 2007 with the stated intention of facilitating the adoption of perennial plants in agricultural systems across southern Australia. As well as AWI, collaborating partners in the FFI CRC have included Meat & Livestock Australia, Grains Research & Development Corporation (GRDC), universities, state departments of agriculture, CSIRO and commercial partners.

After seven successful years, the FFI CRC will wind-up on 30 June. The CRC's research projects have either been completed or transitioned to other state agencies or funding bodies to be continued.

To celebrate the achievements of the CRC, a "Future Farm Live" event was held in Canberra in April at which the results from a range of its perennials research was presented. The day included interactive sessions featuring videos, panel discussions with researchers and farmers, and audience Q&As.

AWI's participation and investment in the FFI CRC and its predecessors has benefited woolgrowers, most notably in the EverGraze, Enrich, EverTrain and salinity projects.

## EVERGRAZE

EverGraze is a research, development and extension (RD&E) project to help producers across the high rainfall zone of southern Australia manage their pasture and livestock systems.

It has a mantra of putting the 'Right Plant in the Right Place for the Right Purpose with the Right Management'. The project has demonstrated that substantial increases in profitability can be achieved while improving environmental management.

While many projects look at improving a particular cultivar or a single component of a livestock system, EverGraze is notable because it looks at the whole-farm system in its entirety.

The project has engaged about 12,000 farmers and more than 6000 service providers. It has delivered more than 630 events across southern Australia.

### EverGraze benefits

Participant feedback suggests that up to 2014, EverGraze has prompted practice change on over 4400 Australian farms, impacting more than 900,000 hectares.

The CRC's Research Director Dr John McGrath said data from the project further outlines the significance of EverGraze's impact.

"A final report on the Caring for Our Country Supporting Sites indicated that changes to feedbase and grazing management practices made by EverGraze participants from 2009 to 2012 resulted in significant production increases," John said.

"These were estimated to include an additional 550,000-800,000kg of greasy wool produced from wool enterprises, and 570,000-820,000kg of greasy wool and 3.5-5.0 million kilograms of lamb (liveweight) produced from prime lamb enterprises.

"There is also evidence that changes based on recommendations from EverGraze research have had significant environmental impacts on-farm.

"The EverGraze project demonstrated that water loss below the root zone could be significantly reduced through use of persistent summer-active perennial pastures in the right part of the landscape.

"More recently, an external analysis of the return on funds invested in EverGraze RD&E between 2012 and 2014 indicated a Benefit Cost Analysis of 1:6.4, excluding environmental benefits. Put another way, every dollar invested in EverGraze over that time returned \$6.40 in improved production, as well as the unquantified environmental benefits."



Researchers and farmers at the Future Farm Industries CRC "Future Farm Live" event.



PHOTO: Jean Burton, FFI CRC

Woolgrowers Morgan (far right) and Debbie Sounness from Gnowellen, Western Australia inspect their kikuyu pastures in mid-summer with Paul Sanford (DAFWA). The Sounnesses have used kikuyu to great effect to stabilise the sand plains and steep gullies on their property, turning land that was once a lost cause into productive pasture. Read their case study on the EverGraze website.

### EverGraze regional packages

All the results and recommendations from EverGraze research are freely available on the EverGraze website at [www.evergraze.com.au](http://www.evergraze.com.au).

The results have been presented as regionally relevant information packages. They are a fitting legacy from the research carried out across six large-scale farm systems research sites (proof sites) and more than 60 on-farm demonstration sites in NSW, Victoria, WA, SA and Tasmania between 2004 and 2013.

The packages cover five regions:

- North West Slopes NSW
- Central Tablelands NSW
- North East Victoria, Southern NSW and South West Victoria (Upper)
- South West Victoria (Lower)
- South Coast WA.

Within the regional packages, information is provided according to each region's soils, climate, pastures, livestock systems, and key production and environmental factors. The information quantifies the productivity, economic, environmental, risk and lifestyle impacts of implementing changes on farm.

Producers from other regions across the high rainfall zone of southern Australia will also find the tools and information useful.

More than 300 EverGraze resources, including case studies, fact sheets, conference papers, research papers and newsletters are available on the website.

### EverGraze decision tools

The project has developed several EverGraze decision tools and calculators for producers, including the EverGraze Feed Budget and Rotation Planner, and the EverGraze Pasture Improvement Calculator. Tools from other projects such as the AWI Feed On Offer Library and the AWI co-funded Lifetimewool program are also available on the EverGraze website.

The EverGraze Feed Budget and Rotation Planner is a particularly useful tool. Feed budgets are important for enabling the day to day management of stock movements and feeding.

They are also important for longer term planning for tactical management and fodder purchasing in the months ahead.

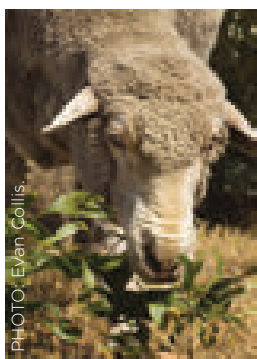


PHOTO: Eyan Collins

Sheep grazing on acacia leaves in Western Australia.

## OTHER AWI-FUNDED PROJECTS

### Enrich

AWI supported the Enrich program to explore the role of Australian native shrubs in grazing systems in the low-medium rainfall sheep/wheat zone. Enrich modeling showed that a 'typical' farm in the target zone could increase whole-farm profit by 15-20

per cent by including 10-20 per cent perennial forage shrubs to:

- reduce supplementary feeding during the summer/autumn feed gap
- allow grazing to be deferred on other parts of the farm at the break-of-season and more pasture to grow elsewhere.

The Enrich team initially identified more than 100 shrubs, trees and creepers native to the sheep/wheat or semi-arid zones that are palatable and have:

- adequate plant growth rates, and re-growth after grazing
- a growth form and height within the reach of sheep
- good nutritive value, particularly protein, fibre, mineral contents
- good digestibility
- the ability to reduce methane emissions by ruminants like sheep
- bioactivity or intestinal worm control properties.

Of these initial species, a short list of the top ten most promising species was created. Details of these are produced in the second Enrich booklet *Perennial forage shrubs - from principles to practice for Australian farms*.

More than 4000 farmers and advisers have participated in the Enrich programs and activities across southern Australia and more than 1000 farmers have received the Enrich package detailing the benefits of the various perennial Enrich species.

Of particular note is the component of the Enrich program that has significantly improved the relative palatability, nutritive value and productivity of saltbush.

### EverTrain

Recognising the importance of training for the successful adoption of new technologies and research, the FFI CRC has funded the development of five nationally-accredited online training courses to support the overall pathway to on-farm adoption.

The courses for farmers, advisers and students - which cover areas including carbon, climate risk and salinity - have been developed to include the CRC's latest research.

AWI has been involved offering soil carbon and climate risk training to industry advisors.

### Saltland Genie

Available online at [www.saltlandgenie.org.au](http://www.saltlandgenie.org.au), Saltland Genie is designed to be the one-stop shop for farmers, agronomists and people managing environmental issues who have a query about any aspect of salt-affected land.

Identifying salinity, indicator plants, animal and plant performance, and management options, and viewing research results, farmer case studies and even short film clips are just some of the information options available by clicking through the website. ◀

More information: [www.futurefarmonline.com.au](http://www.futurefarmonline.com.au)  
[www.evergraze.com.au](http://www.evergraze.com.au) [www.evertrain.edu.au](http://www.evertrain.edu.au)  
[www.saltlandgenie.org.au](http://www.saltlandgenie.org.au)

# Shifting from cropping



Damien and Eileen Lynch with the Rappa™ mounted on a two wheeled trailer.

**A** move from cropping to a sheep and wool enterprise has provided producers Damien and Eileen Lynch at Poochera on the Eyre Peninsula with less financial risk and greater flexibility.

With an annual rainfall of 300mm, Damien previously cropped about 2200ha; however, after a run of dry years from 2005 to 2008 he shifted his focus to livestock.

The family partnership and property were split in 2012 and he now runs his 1200ha property predominantly as a livestock enterprise. His cropping activities are very small (about 100ha of oats and barley) dedicated to livestock fodder.

In 2009 the Eyre Peninsula NRM Board (with funding from Woolworths) joined with the AWI-funded SheepConnect SA network to establish Damien's property as one of five demonstration farms across the Eyre Peninsula. Rural Solutions SA provided technical support.

## Paddock Subdivision

In 2008, Damien decided to graze 50ha of a poorly performing barley and oat crop instead of harvesting it. He implemented a rotational grazing system, rather than set stocking, for better feed utilisation – the paddock was grazed in six blocks of approximately 8-9ha each.

Damien had always used permanent fencing; however, with the change to rotational grazing, he decided to investigate the suitability of temporary electric fencing.

To help him erect and roll up electric fencing there are systems available to attach to four wheel motorbikes. Through the NRM/ SheepConnect project, four Rappa™ systems were purchased and

made available for landholders to trial across the Eyre Peninsula.

Damien did not have a four wheel motorbike. So he built a two-wheeled trailer to mount the Rappa™ system, along with all the equipment required. He tows it with his farm ute to make the rollout and shifting of

## FAST FACTS

- A shift from cropping to livestock has enabled Damien and Eileen Lynch at Poochera on the Eyre Peninsula to achieve a more productive and a less risky farming enterprise.
- Damien has introduced a rotational grazing system on the property with the use of temporary electric fencing and a portable watering system.
- He has used this system for four years and is continually increasing breeding ewe numbers due to better feed utilisation.

these temporary fence lines a lot less time consuming.

He erects a single 1km long electric fence that is shifted five times to create the six grazing sections. It takes two people about one hour to take down and re-erect a 600-700m length of fence.

Damien said he is very happy with the Rappa™ system and even made his own reels to reduce the costs.

"Temporary electric fencing is an attractive option as it allows paddocks to be quickly subdivided, enabling stock to be moved regularly on to fresh feed without having to be shifted over long distances," he said.

"The electric fencing has increased paddock flexibility and provided management options to graze cereals depending on the season."

## FEED UTILISATION

By using the temporary electric fencing, Damien is now aware of how much feed has been wasted in previous years through stock trampling and selective grazing over his larger paddocks. His sheep now graze to within one metre of the fence lines.

Provided there is adequate feed in the paddock, livestock are retained and do not put pressure on the electric fence. However, Damien has had a few issues with kangaroos and emus occasionally flattening

**"TEMPORARY ELECTRIC FENCING IS AN ATTRACTIVE OPTION AS IT ALLOWS PADDOCKS TO BE QUICKLY SUBDIVIDED, ENABLING STOCK TO BE MOVED REGULARLY ON TO FRESH FEED WITHOUT HAVING TO BE SHIFTED OVER LONG DISTANCES"**

DAMIEN LYNCH

# to livestock

the fences because the fences can be difficult for them to see.

Damien moves stock on to new feed every eight to ten days.

Damien has now been using electric fencing for four years and has been continually increasing his breeding ewe numbers due to better feed utilisation.

Controlling weeds such as Ward's weed and Turnip weed has become one of Damien's priorities in his pasture paddocks. Stock will usually only consume these weeds when plants are young and they are often left ungrazed once they hay off. This issue compounds as they then out compete the quality feed such as annual medics.

"I am now using either Tigrex® and/or diuron early in the season to target these weeds and it appears to be reducing the weed numbers allowing medics to get away," Damien said.

(Note: The tolerance of medic varieties to Tigrex® and diuron can vary – rates are very important. Seek agronomic advice prior to use.)

## PORTABLE WATERING SYSTEM

Using electric fencing to subdivide larger paddocks for better feed utilisation can

create issues around watering points. Damien overcame these issues through constructing a mobile system consisting of a 9000 litre tank mounted on a four wheel trailer.

A 600 litre poly trough (which required cleaning out every two to three days) is also attached to the rear of the trailer. It is connected via a 50mm hose providing good flow rates.

Damien said this system enables a cost effective means of shifting watering points between and within different locations of a paddock to influence grazing habits.

"As these mobile watering tankers worked so well, I now have three of these portable systems, fixed to an extra trailer and an old truck mount, both constructed under the same system."

Damien said he is also planning to construct a permanent feedlot/confined



The portable water truck that provides clean water for stock.

feeding area: "It will be there for the long term, when it's required either at the break of the season to spell paddocks while they get away, or during the next dry season which is sure to come again particularly in this district."

More information:  
[www.sheepconnectsa.com.au](http://www.sheepconnectsa.com.au)

## AWI state networks

Producers learning from producers



AWI state networks provide opportunities for producers to get involved in educational and practical programs that focus on making positive changes to production and management practices.

The networks are fundamental to:

- the spread of new ideas;
- continuing education; and
- the adoption of best practice.

Networks are present in each wool growing state and all woolgrowers are encouraged to get involved.

To learn more about how you can get involved, contact the coordinator in your state/region:

AWI STATE NETWORK	COORDINATOR	PHONE	E-MAIL
Bestprac (Pastoral)	Pene Keynes	08 8841 4500	<a href="mailto:bestpac@ruraldirections.com">bestpac@ruraldirections.com</a>
BESTWOOL/BESTLAMB (Vic)	Lyndon Kubeil	03 5761 1649	<a href="mailto:lyndon.kubeil@dpi.vic.gov.au">lyndon.kubeil@dpi.vic.gov.au</a>
Leading Sheep (Qld)	Nicole Sallur	07 4654 4220	<a href="mailto:nicole.sallur@daff.qld.gov.au">nicole.sallur@daff.qld.gov.au</a>
Sheep Connect NSW	Shelly Anderson	02 6391 3954	<a href="mailto:sheep.connect@industry.nsw.gov.au">sheep.connect@industry.nsw.gov.au</a>
Sheep Connect SA	Ian McFarland	08 8226 0428	<a href="mailto:ian.mcfarland@sa.gov.au">ian.mcfarland@sa.gov.au</a>
Sheep Connect TAS	James Tyson	0409 006 774	<a href="mailto:james.tyson@utas.edu.au">james.tyson@utas.edu.au</a>
The Sheep's Back (WA)	Andrew Ritchie	08 9736 1055	<a href="mailto:andrew@iconag.com.au">andrew@iconag.com.au</a>



# Sheep handling equipment

PHOTO: James Tyson

An investment in handling equipment can lead to significant increases in labour efficiency to deliver subsequent returns on investment.

## FAST FACTS

- Savvy investments in labour-saving equipment can provide sheep producers with opportunities to improve their profitability, in line with gains achieved by cropping enterprises during the past few decades through their investments in plant and equipment.
- A well-considered investment in sheep handling equipment can deliver a return on investment in the order of 25 per cent and up to 50 per cent for operations such as crutching.
- It is critical to understand current enterprise efficiencies and identify key areas for improvement before investing in handling equipment.

**W**ith well-considered investments in sheep handling equipment, sheep enterprises can achieve significant gains in profitability, according to Holmes Sackett consultant Sandy McEachern.

He says many livestock producers have an opportunity to make significant gains in labour efficiency following a path the cropping industry has navigated successfully during the past few decades.

"Croppers have taken a lot of the labour costs out of their systems; with efficient enterprises requiring only one labour unit per 1500 hectares," Sandy said. "Livestock enterprises are still a few steps behind."

The cost of one labour unit (including labour-related expenses, such as vehicles, repairs, maintenance and fuel) in a typical livestock enterprise is estimated at about \$115,000 pa.

According to Sandy there is a significant opportunity for the sheep industry to improve efficiency and profitability through rigorous enterprise evaluation and savvy investments.

Sandy shared some key investment advice with more than 80 Tasmanian sheep producers at Sheep Connect Tasmania's "Investing in sheep handling equipment" field day at Rob and Eliza Tole's property 'Greenvale' at Cressy during April. Sheep Connect Tasmania is AWI's state network in Tasmania; it is a joint venture between AWI and the Tasmanian Institute of Agriculture.

Producers gathered at the field day to investigate the labour efficiency gains offered by equipment such as auto-drafters, VE machines, "Electrodrips" and sheep handlers.

## ASSESS BEFORE YOU INVEST

Sandy cautioned participants against investing before they had a solid understanding of where potential efficiency gains could be made - and where the saved time and resources would be reallocated within the business.

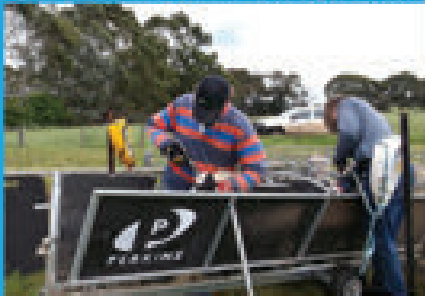
According to Sandy, producers looking to invest in handling equipment should expect to improve efficiency and profitability, improve the work environment, and aim for a 25 per cent return on investment.

Determining the cost of efficiently running an operation before investing in sheep handling equipment can help producers figure out what they can afford to spend.

"Do your research well and crunch the numbers in the context of your business," Sandy said.

## easy handling

Simple & affordable sheep-handler



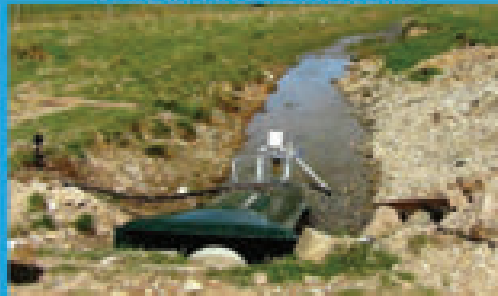
**NO** sore knees **NO** crook back  
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It's the best piece of sheep-handling equipment I have ever brought.

Neil Gardyne

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Using only the power of the flowing water the Hydrobine will pump to over 200m in height. Great for remote areas of your farm.

## easy crutching

Simple & fast sheep-crutcher



**NO** bending **NO** dragging  
**YES** fast easy crutching

Wish I had found your crutching system 10 years ago.

William Hurn

Unaccounted time as a percentage of total farm labour averages about 35 per cent across benchmarked farm businesses. This means producers cannot account for about one third of time over any given year. Before investing in labour-saving technology, make sure you know this time is not wasted.

"If you've already got spare time, then you're not really adding to the profitability of your business by going out and buying the latest bit of gear," Sandy said.

"It might make the job easier, but you're not getting a return on investment from the labour savings. It is important any new piece of equipment improves efficiency and profitability as well as improving the work environment.

"Make sure you know what you're doing is as efficient as possible before even considering any capital investment.

"If investing in equipment means you can employ less casual labour, or work one day a week off farm; that's where the real benefits can be achieved."

### TIME IS MONEY

Sandy encourages producers to gain an understanding of where large amounts of time are spent and what tasks are expensive to undertake.

"This knowledge assists in making sense of the returns that can be achieved from investing in handling equipment," Sandy said.

It is important to first identify the likely operations where labour savings can be achieved; commonly operations such as crutching, weighing and drafting and fly control.

While there is variation between enterprises, Table 1 below provides some useful benchmarks from efficient sheep enterprises that have incorporated handling equipment to improve efficiency. Producers can use these benchmarks to compare their current systems and identify the potential for improvement.

### PRACTICAL CONSIDERATIONS

When choosing between the wide range of options on the market, Sandy reminded producers it is critical to figure out how equipment will be used and how it will work in your system.

"Don't buy this sort of equipment to make work for yourself, and think about it in the context of your production system," Sandy said.

"You really want a minimum of 10 years from any piece of equipment - beyond this

time frame, there's not that big an effect on return on investment."

Equipment that can be used for multiple operations, such as sheep handlers, can greatly improve efficiency.

"Not only do they reduce the time and effort required to complete these operations, they also have the added benefit of reduced time spent mustering," Sandy said.

"Portability may also be a consideration if significant amounts of time are spent mustering. Depending on your system, it might be worth mounting sheep handling equipment on a trailer to allow it to be moved between locations around the farm.

"However due to the challenges of getting equipment set up properly to ensure sheep flow through the system, it's often best to set up in one place that works - often back at the yards."

Sandy advised there's no use getting equipment and then finding you can't get sheep to run through it.

"This is an important part of the investment; working it out and putting it into place can add 20 per cent to the cost of an equipment purchase."

The number of sheep being processed also has a notable effect on return on investment.

"If you've only got a few thousand sheep running through the system each year, then more expensive equipment will be hard to justify."

More information: Sheep Connect Tasmania Coordinator, James Tyson, 0409 006 774, James.Tyson@utas.edu.au

	CRUTCHING (E.G. SHEEP HANDLERS)	FLY CONTROL (E.G. ELECTRODIP)	WEIGHING AND DRAFTING (E.G. AUTO-DRAFTER)
Capital cost of handling equipment (\$)	500-25,000	10,000-16,000	6000-12,000
Rate (sheep/person/h)	50-90	900+	450-550
Rate of return on investment (%)	15-60	15-45	0-25

Table 1. Common costs, handling efficiencies and return on investments offered by a range of sheep handling equipment

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# Chemical container clean-ups



Mixed farmer Colin Chapple (right), holding the 2 millionth drum delivered in his local waste management region, with Dennis Hughes and Allan Hodgson from the Greenethorpe Soldiers Memorial Hall collection site.

## FAST FACTS

- Woolgrowers can help maintain the green credentials of the wool industry by taking part in the national **drumMUSTER** and ChemClear programs.
- The **drumMUSTER** program collects and recycles eligible agricultural and veterinary chemical containers.
- The ChemClear program collects obsolete agvet chemicals from across regional Australia.

**W**ith the eco credentials of the wool industry increasingly important, woolgrowers are being encouraged to dispose of their empty chemical containers and unwanted chemicals responsibly, using Agsafe's national **drumMUSTER** and ChemClear programs.

The **drumMUSTER** program collects and recycles eligible, pre-cleaned agricultural and veterinary chemical containers. Working hand-in-hand with local councils and other collection agencies, **drumMUSTER** has established 786 collection sites across rural Australia.

Since its inception in 1999 the program has recycled more than 23

million agvet chemical containers across the country, which represents more than 28,000 tonnes of waste avoiding landfill and in turn being recycled into products such as wheelie bins, fence posts and pipes.

Colin Chapple who grows wool, canola and wheat on his property at Greenethorpe near Cowra in the Central West of NSW recently delivered the two millionth **drumMUSTER** container in his local waste management region.

Colin said he's been participating in **drumMUSTER** since the Greenethorpe Soldiers Memorial Hall started collections in 2008.

"Most farmers I know do it now," he said.

Dennis Hughes and fellow volunteers at the Hall organise **drumMUSTER** collections from local farmers. In the past five years, Dennis has helped raise more than \$18,000 for the Hall.

He said Colin is just one of the dedicated farmers who bring in their drums.

"We've got 62 farmers on the email list and most of them do it," he said. "Colin is good at rinsing them out. Most of the others are pretty good too."

Colin said the Hall also gives back to the community by hosting dinners and events.

"I'm the captain for the fire brigade and we run raffles, but most things are supplied for us. With the Hall, everyone gets something out of it."

The **drumMUSTER** program complements Agsafe's ChemClear program. ChemClear provides agvet chemical users with a recycling and disposal option. It was launched nationally in 2003 and has since collected more than 400 tonnes of obsolete agvet chemicals from regional and local communities across Australia.

Collections are scheduled based on the volume of chemical registrations received by region and state across Australia. On average ChemClear undertakes 2-3 state collections and several local regional collections annually.

98 per cent of the chemicals collected under the ChemClear program are used as an alternative fuel source through a range of disposal methods and technologies.

## More information:

**drumMUSTER** 1800 008 707 [www.drummuster.com.au](http://www.drummuster.com.au)

ChemClear 1800 008 182 [www.chemclear.com.au](http://www.chemclear.com.au)

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# Corriedales looking to the future

## FAST FACTS

- The Australian Corriedale Association is this year celebrating its centenary and is promoting Corriedale sheep as a truly dual purpose breed that produces heavy cutting bright fleece.
- There was a large Corriedale representation in the judging ring at this year's Sydney Royal Easter Show.
- A special function celebrating the Association's centenary was held at the Show, attended by stud breeders, commercial producers, AWI representatives and students.

This year is a big year for the Corriedale breed in Australia with the Australian Corriedale Association celebrating its 100 year anniversary.

The Corriedale breed was developed in the latter quarter of the 19th century to meet a demand for a dual purpose animal with good meat characteristics and commercial wool production. The breed simultaneously evolved in both Australia and New Zealand by selectively breeding from cross bred progeny of pure Merino and Lincoln sheep.

The centenary celebrations of the Australian Corriedale Association began at this year's Sydney Royal Easter Show where there was a large Corriedale representation with 68 sheep in the judging ring with all of the original major bloodlines on show.

The Corriedale section was judged by Brenton Lush of Inman Valley on the Fleurieu Peninsula of South Australia, who has completed a term as the non-Merino breed representative on AWI's Industry Consultative Committee. As an indication of the young talent within Australia's Corriedale sheep industry, Mr Lush was assisted in his judging by 18 year old associate judge Edward Thomas from Cooma, NSW who is a former student of St Gregory's College Campbelltown that has its own Corriedale stud.

A special function celebrating the Association's centenary was held, after the judging, attended by stud breeders, commercial producers, AWI representatives and students.

The Chairman of the NSW branch of



Georgie Twomey, daughter of Corriedale breeders Richard and Jane Carter, with a Corriedale throw made by her family and promoted during the Sydney Royal Easter Show.

the Australian Corriedale Association, Tony Manchester of 'Roseville', Kingsvale that won the Grand Champion Corriedale Ram at this year's show, greeted guests and spoke of his confidence for the future of breed.

"It's been exciting to have so many Corriedale breeders here at the show to share their views with the new generation and look at the result of one hundred years of breeding. The students here today are the people who will be guiding the breed into its second century.

"Those producers that have persisted with the traditional Corriedale breed are reaping the rewards. High lamb and mutton returns combined with heavy wool cuts continue to ensure that stronger wools more than hold their own in comparison with the finer end of the market.

"The industry faces a changing world where the cost of energy, the environment and the climate are squarely on the agenda. This opens all sorts of new possibilities for wool, given its natural benefits and credentials."

Richard and Jane Carter of 'Billigaboo', Goulburn that won the Grand Champion

Corriedale Ewe at the show, and who helped organise the function, spoke about the history of the breed and the role that the Corriedale fleece played in supplying the uniforms and overcoats for soldiers in World War One, World War Two and the Korean War.

Looking to the future, Richard emphasized the lustre and loft of Corriedale fleece. He then showed the audience two prototype knitted throws that had been made using 28-29 micron Corriedale wool from his 'Billigaboo' property. While Richard and Jane focus on growing the wool, their daughters Georgie Twomey and Sophie Ellis are overseeing the production and marketing respectively.

"A trial production run of 200 throws is under way," Mr Carter said. "Our aim is to have a product that showcases the quality of Corriedale wool - it's got a definite character. We want to not only promote the luxury of Corriedale wool but also highlight its provenance and the success of the breed from which it is sourced."

More information: [www.corriedale.org.au](http://www.corriedale.org.au)



# 2014 Young Farming

**T**he Art4Agriculture Young Farming Champion program, co-sponsored by AWI, is helping break the stereotypes of the conventional Australian farmer, and bridge the divide between city and regional areas.

The program aims to create an Australia-wide network of enthusiastic young professionals to promote Australian agriculture as a dynamic, innovative, rewarding and vibrant industry.

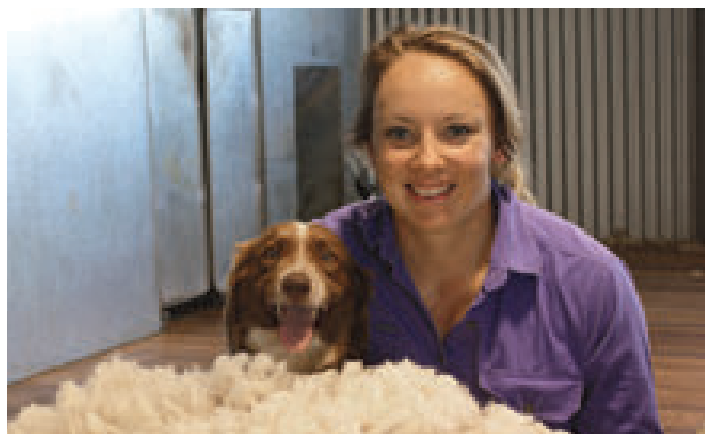
Young Farming Champions go to events and schools to engage with students and the public, share stories and improve understanding about farmers and farming. The program also helps build the capability of young rural people to farm with resilience and confidence.

AWI is sponsoring four Young Farming Champions in 2014 to be ambassadors for the wool industry. Meet the future of the industry...

## FAST FACTS

- Four young Australians have been selected as 2014 Young Farming Champions (YFC) for the wool industry and are sharing their enthusiasm for wool with students from the city.
- These YFCs aim to educate their generation about the wool industry and show there is a bright and prosperous future in it.
- The program, now in its fourth year, enables AWI to mentor the young faces of wool as well as raise awareness of the fibre.

## PETA BRADLEY



**F**rom a young age, Peta Bradley was drawn to the excitement of stock work on her family's sheep and cereal cropping property near Armatree in Central West NSW.

But while Peta always loved sheep work, it wasn't until high school that she was convinced her future lay in agriculture. She became involved in sheep showing and judging, successfully competing in the biggest sheep shows across Australia. Last year she became the youngest member appointed to the Australian Stud Sheep Breeder's Association NSW judging panels.

Peta has now completed her HSC, finishing in the top 99.96% of NSW students in agriculture, and she is now studying a Bachelor of Animal Science (Livestock Production Major) at the University of New England in Armidale.

"When I complete my degree I hope to continue onto further research within the sheep industry," Peta says. "My ultimate aim is to research, develop and implement new technology as well as maintain traditional breeding values and techniques to boost the production of Australia's sheep and wool industries."

Peta says Australian agriculture and the next generation of farmers and scientists are key to helping the world meet the food and fibre needs of its growing population.

"I am proud to be part of these young producers and researchers that must look into the future, educate others and implement cutting edge scientific methods in combination with the traditional values upon which the Australian agricultural industry is built to ensure the continued success of Australian agriculture."

## TOM TOURLE



**D**ubbo based Tom Tourle says he always knew agriculture was the industry for him.

"My journey in agriculture started the same way as any other kid growing up on the land. Whenever I was asked what I wanted to be when I grow up, my response was always the same: 'Just like dad!'"

Tom has a thirst for education, completing stock handling and marketing courses fresh out of high school, before he headed to North Queensland as a cattle station ringer.

In September 2012 he returned to Dubbo and got back into the life as a sheep farmer. The first few months took a bit of readjusting, but once 2013 came around Tom's career took off.

"I caught up with some of my old TAFE teachers in early 2013, just to touch base and catch up. Suddenly I was enrolled in Certificate III Agriculture, then Certificate IV Agriculture, then Woolclassing, and that was just the beginning..."

"As much as I have always loved to learn, I've also loved to teach. While I was on a bit of a roll with my studies, I decided to also pick up my Certificate IV in Training and Education, meaning I could then teach with organisations such as TAFE."

When he's not teaching at Western College, Tom is setting up his own grazing and trading enterprise while working full time at the family farm.

"Everything I'm doing is taking me to where I need to be. Where that utopia might be, I have no idea, but I'm pretty sure it involves me, on our property, surrounded by healthy animals, lots of grass, on a bike and with a big smile on my face, just like when I was a kid."

# Champions supporting wool

## EMMA TURNER



Sixth generation wool producer Emma Turner grew up on her family's 100,000 acre Merino sheep station 100km south of Ivanhoe, western NSW.

Emma says she feels strongly connected and passionate towards agriculture, underpinned by her family connection. Agriculture has always been part of her life, with many life lessons being learnt from it.

"I believe it is important for the agriculture sector to build relationships with the community to expand knowledge and understanding of the modern day farmer and what motivates him or her. It is important the wider community is able to understand the sacrifices and hardships that Australian farmers make every day.

"My favourite quotation about agricultural is simple: 'My grandfather used to say that once in your life you need a doctor, a lawyer, a policeman and a preacher, but every day, three times a day, you need a farmer.'

[Brenda Schoepp]

"I believe this simple fact is overlooked in today's modern society. I believe the long term future of the Australian agriculture sector relies on farmers and the community working together. Fresh ideas and innovative solutions are needed to start building these partnerships and I am doing what I have always done, and that is putting my hand up to be on the team."

Emma will be studying a Bachelor of Agriculture Science next year: "My dream is to study genetics and the role it could play in breeding a hardier, more drought resistant Merino," Emma says.

## PAT MORGAN



20 year old Pat Morgan is a fifth generation sheep and cropping farmer, and professional wool classer.

But for now he is focussed on completing a Bachelor of Agricultural Business Management at Charles Sturt University in Wagga Wagga.

"The degree is a wonderful opportunity to have access to a

diverse array of experts in agriculture and agribusiness," Pat says. "To say that I am thoroughly enjoying this course and the university would be an understatement, and I can't wait to put all of it into practice in the near future."

Patrick also grabs every opportunity to travel home to Colbinabbin in northern Victoria, to help his grandfather, father and five brothers run the family farm. On the sheep side of their business, they run 3000 head of Merino ewes, wethers and prime lambs.

"For me, a career in agriculture is the ultimate goal. To plant a seed and watch it grow and be harvested to feed many; to nurture a new born lamb and gather its wool to clothe others; to have the opportunity to share my story and showcase how good our agriculture sector is - I believe it's a career and a goal second to none.

"If the rest of the farming community is anything like me, they take a great deal of satisfaction from succeeding in this occupation."

**"I AM PROUD TO BE PART OF THESE YOUNG PRODUCERS AND RESEARCHERS THAT MUST LOOK INTO THE FUTURE, EDUCATE OTHERS AND IMPLEMENT CUTTING EDGE SCIENTIFIC METHODS IN COMBINATION WITH THE TRADITIONAL VALUES UPON WHICH THE AUSTRALIAN AGRICULTURAL INDUSTRY IS BUILT"**

PETA BRADLEY

More information: [www.art4agriculture.com.au/yfc](http://www.art4agriculture.com.au/yfc), <http://art4agriculturechat.wordpress.com>, Lynne Strong, [lynnestrong@art4agriculture.com.au](mailto:lynnestrong@art4agriculture.com.au), 0407 740 446



# Next generation takes up the National Merino Challenge

More than 80 students from across Australia competed in the National Merino Challenge.

## FAST FACTS

- AWI's recently held National Merino Challenge (NMC) was a success, with more than 80 students from across Australia heading to Melbourne to compete in the educational initiative.
- The NMC connected the future of the wool industry with industry professionals, highlighting an array of careers which involve working with wool.
- Yanco Agricultural High School was the Champion Team in the secondary school division, whilst Charles Sturt University Wagga Wagga was the Champion Team in the tertiary division.

The mini-challenges were:

1. AWEX typing
2. Wool valuing
3. Visual score assessment
4. Condition scoring
5. Nutrition and feed budgeting
6. Ewe selection
7. Ram selection

Techniques from several well-known industry initiatives, such as MERINOSELECT, Lifetime Ewe Management and Visual Sheep Scores, were used throughout the NMC, giving students a realistic and practical insight into the tools available to growers to make more informed decisions.

Competition was strong across both the secondary school and tertiary divisions, with Nicola Wright from Cummins Area School winning the secondary school division and Jordan Hoban from Charles Sturt University Wagga Wagga gaining the edge on her tertiary peers.

"The NMC was a really valuable experience, but the activity I got the most out of was the ewe and ram selection, as it was interesting to select animals based on a specific breeding objective which had been tailored to different enterprises," tertiary champion Jordan Hoban said.

"Winning the NMC was a great feeling, and I feel as though my ambition of making a career in the livestock production industry is now more real as a result of participating in the NMC this weekend."

Yanco Agricultural High School was the Champion Team in the secondary school division, whilst Charles Sturt University

Wagga Wagga came out on top in the tertiary division.

Participating schools, TAFEs and universities were:

- Cleve Area School, Cleve, SA
- Cummins Area School, Cummins, SA
- Yanco Agricultural High School, Yanco, NSW
- Charles Sturt University - Wagga Wagga, Wagga Wagga, NSW
- Hunter TAFE, Scone, NSW
- La Trobe University, Melbourne, Vic
- Marcus Oldham College, Geelong, Vic
- TAFE Illawarra, Goulburn, NSW
- TAFE Riverina, Wagga Wagga, NSW
- TAFE Western, Dubbo, NSW
- University of Melbourne, Melbourne, Vic
- University of New England, Armidale, NSW
- University of Sydney, Sydney, NSW.

A highlight of the program was the National Merino Challenge Industry Dinner held on Saturday night at the Royal Agricultural Society of Victoria (RASV) and attended by more than 150 people. Students relished the opportunity to spend the evening with a range of wool industry participants - from woolgrowers to wool brokers and researchers.

AWI would like to thank the 2014 NMC Sponsors - Royal Agricultural Society of Victoria, Australian Wool Network, Future Farmers Network, Bralca and Dyson Jones - and woolgrowers Bob Webster, Bralca, Toland Merino and Tarrum - for making this event possible, as well as the dedicated volunteers who donated their sheep, time and expertise to the 2014 NMC



NATIONAL  
MERINO CHALLENGE

More than 80 students from 13 schools, colleges, universities and TAFEs from across Australia last month came together for the National Merino Challenge (NMC) in Melbourne, Victoria.

An AWI initiative, the NMC involves presentations and demonstrations from industry professionals to allow young people to develop their industry knowledge, skills and networks. Students participated in seven 'mini-challenges' across two days, testing their knowledge of Merino fleece, production and breeding and selection principles.

## SECONDARY SCHOOL DIVISION AWARDS

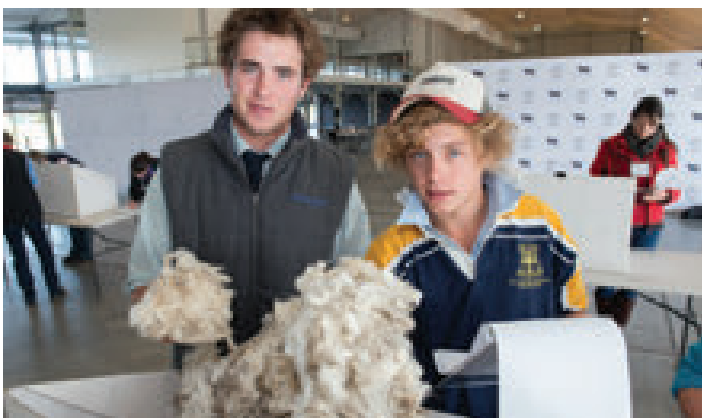
Champion	Nicola Wright, Cummins Area School
Second Place	Aidan Raeck, Yanco Agricultural High School
Third Place	Amber Meyers, Cummins Area School
Champion Team	Yanco Agricultural High School
Top Performer in Wool Section	Aidan Raeck, Yanco Agricultural High School
Top Performer in Breeding Section	Aidan Raeck, Yanco Agricultural High School
Top Performer in Production Section	Nicola Wright, Cummins Area School



Winning team in the secondary school division was Yanco Agricultural High School: Aidan Raeck, Colleen Head, Chantelle Gorman and Jack Turner.



Michael Peden of 'Bullamalita', Goulburn, presenting results of the mini-challenges to the students.



Students' knowledge was tested across a range of topics from Merino fleece to selection principles.

## TERTIARY DIVISION AWARDS

Champion	Jordan Hoban, Charles Sturt University Wagga Wagga
Second Place	Ian Cameron, University of Sydney
Third Place	Oliver Vidor, Marcus Oldham College
Champion Team	Charles Sturt University Wagga Wagga
Top Performer in Wool Section	Grace Delahunty, Hunter TAFE
Top Performer in Breeding Section	Ben Noble, University of New England
Top Performer in Production Section	Nicholas White, La Trobe University



Winning team in the tertiary division was Charles Sturt University Wagga Wagga: Cat Worner, Jordan Hoban, Patricia Coleman and Dione Howard. Jordan Hoban was also the winner of the individual award in the tertiary division.



Nicola Wright from Cummins Area School who won the individual award in the secondary school division.



Greg Sawyer of Australian Wool Network explaining to students the key aspects of a good quality fleece.

# Market Intelligence Report

## VOLUME

**Australian wool production down 3 per cent in 2013/14, and expected to ease again in 2014/15.**

The Australian Wool Production Forecasting Committee has revised the shorn wool production forecast for 2013/14 to 340 mkg, 3.4 per cent below the 2012/13 level. This decrease reflects further reductions in shorn sheep numbers and lower fleece weights than previously expected, due to both the continued tough seasonal conditions and high slaughter rates.

The Committee's first projection for 2014/15 has been set at 330 mkg, down 2.9 per cent from 2013/14, also a result of the high sheep slaughter rates this season.

Given the weather conditions and slaughter rates, it is unsurprising that fine wool has seen a substantial increase in volume, while broader wool has experienced a large decrease. This has created a downward price pressure for fine wool and an upward price pressure for broader wool.

World wool production is estimated to fall in 2013/14. Increased production in South Africa, Uruguay and Mongolia were not enough to counter balance the reduction in Australia, New Zealand, Argentina and the UK. Projection for world wool production in 2014/15 remains static. World apparel-wool production declines while interior textile wool production rises.

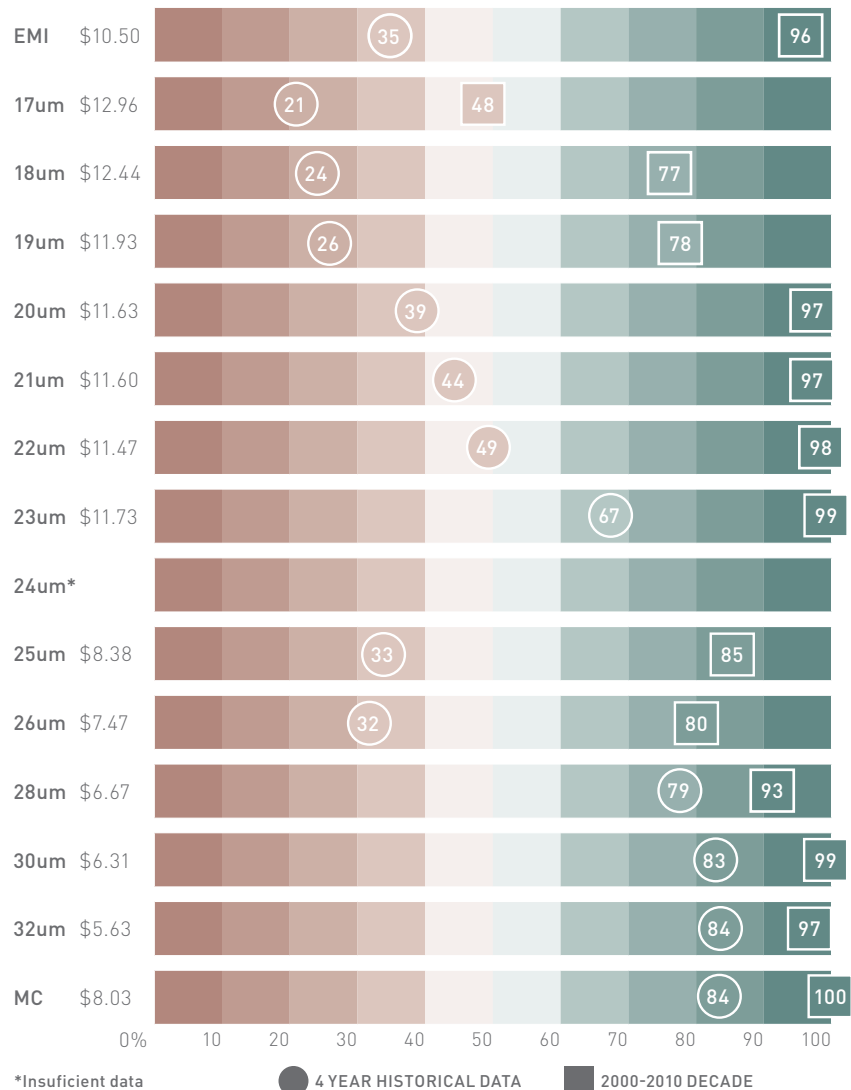
## PRICE

**The Australian wool market continues to show divergence in fine wool and broader wool.**

The chart above shows percentile in Australian dollar terms using four-year AWEX monthly Eastern Market Indicator (EMI) and a comparison against the previous decade (May 2000-April 2010). From February-April 2014, the monthly EMI averaged at \$10.50, tracking at the 35<sup>th</sup> percentile. The low percentile value (37<sup>th</sup>) indicates that over the past four years, the monthly EMI recorded a price lower than \$10.50 for only 35 per cent of the time. It also means within that period, the monthly EMI recorded a price higher than \$10.50 for 65 per cent of the time. On the other hand, Merino Cardings (MC) averaged at \$8.03, operating at the 84<sup>th</sup> percentile.

For the same period, 18 micron averaged at a monthly value of \$12.44 (24<sup>th</sup> percentile), 21 micron averaged at \$11.60 (44<sup>th</sup> percentile), and 28 micron averaged at \$6.67 (79<sup>th</sup> percentile).

Average monthly EMI for February-April 2014 relative to (1) four year historical data and (2) the decade 2000-2010



Although the EMI is tracking at the 35<sup>th</sup> percentile over the last four years, it is at the 96<sup>th</sup> percentile when compared to the first decade of this century.

## ECONOMIC OUTLOOK

**Strong recovery from the US, some concerns around China's domestic financial problems.**

Global growth slowed in quarter one of 2014, as winter storms hit the US, and large economic reforms got underway in China. The International Monetary Fund (IMF) expects the slowdown to be temporary. The latest World Economic Outlook (WEO) released by the IMF notes a sharp reduction in global risks that might undermine a recovery. IMF also expects a surprisingly large 6 per cent fall in oil prices next year and lower inflation rates for most markets; this should see the global economy continue on the recovery path.

China plays a crucial role, as it accelerates reforms to curb domestic financial problems. If risks weren't curbed in the next few quarters, the construction and consumer sectors in China would be hurt. This would have a big impact on global growth via China's import demand.

Provided China keep a lid on its financial problems the outlook for advanced economies is more secure, with growth lifting to 2.2 per cent this year and 2.3 per cent next year after two years of growth around 1.3 per cent. The driver to this is the strength of the US recovery.

The recovery in the EU will be nowhere near as strong, as little has been done to deregulate and improve markets. However, a swing in the Euro area from two years of contraction at -0.6 per cent to growth of 1.2 per cent this year, and 1.5 per cent in 2015 will do a lot to recharge global demand and offset oversupply.

# Readers' photos!

**HAVE YOU GOT ANY INTERESTING PHOTOS THAT YOU'D LIKE TO SHARE WITH OTHER READERS OF *BEYOND THE BALE*?**

**W**e are always keen to see and hear what people working with Australian wool are up to. If you want to share any photos with us, please email the image and a brief description to the editor of *Beyond the Bale* Richard Smith at richard.smith@wool.com. The photos could portray any feature, be it humorous or poignant, informative or provoking, gritty or beautiful.

We can't promise that we'll print every photo, but we'd love to see them. Here are a few that we have recently received from readers.



## **SHEARING A CAMEL!**

SCAA Shearer Woolhandler Training Inc (Victoria) is helping provide shearer training to nomadic camel herders in Mongolia. Pictured here is shearer trainer Roger Mifsud doing a great job on a Bactrian (two-humped) camel. There is no doubt about the versatility of shearer trainers!



## **CLIVE ON HIS PONY**

Coral Mitton of Grenfell, NSW sent in this photo of her brother Clive Anderson, a retired stock and station agent. Pictured here aged four years on his pet sheep "Mary" which was used as a pony, Clive is now 71 and very involved with harness racing after having been a bookmaker for many years.



## **PRACTICING HIS BOW FOR THE DUCHESS**

This picture captures Fred the celebrity ram with trainer Jim Murray secretly practicing his bow in the lead up to the royal visit to the Sheep and Fleece Pavilion at this year's Sydney Royal Easter Show.



## **VET STUDENTS IN THE FIELD**

Chris Gardiner of the School of Veterinary and Biomedical Sciences at James Cook University sent in this photo of its third-year veterinary students who visit the Longreach region for a "sheep week" each year. In this photo the students are being instructed on sheep field necropsy.

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References

1. Kills >99.9% of barbers pole, small brown stomach and black scour worms. A pooled analysis of the efficacy of monepantel, an amino-acetonitrile derivative against gastrointestinal nematodes of sheep. Hosking et al., Parasitol Res (2010), 106: 529-532. 2. The production costs of anthelmintic resistance in sheep managed within a monthly preventive drench programme. Sutherland et al., Vet Para(2010), 171:300-304. 3. Minimising the development of anthelmintic resistance, and optimising the use of the novel anthelmintic monepantel, for the sustainable control of nematode parasites in Australian sheep grazing systems. R.J. Dobson et al., AVJ (2011), Vol. 89, No 5.

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