



PERFORMANCE AGAINST
ANNUAL PLAN TARGETS

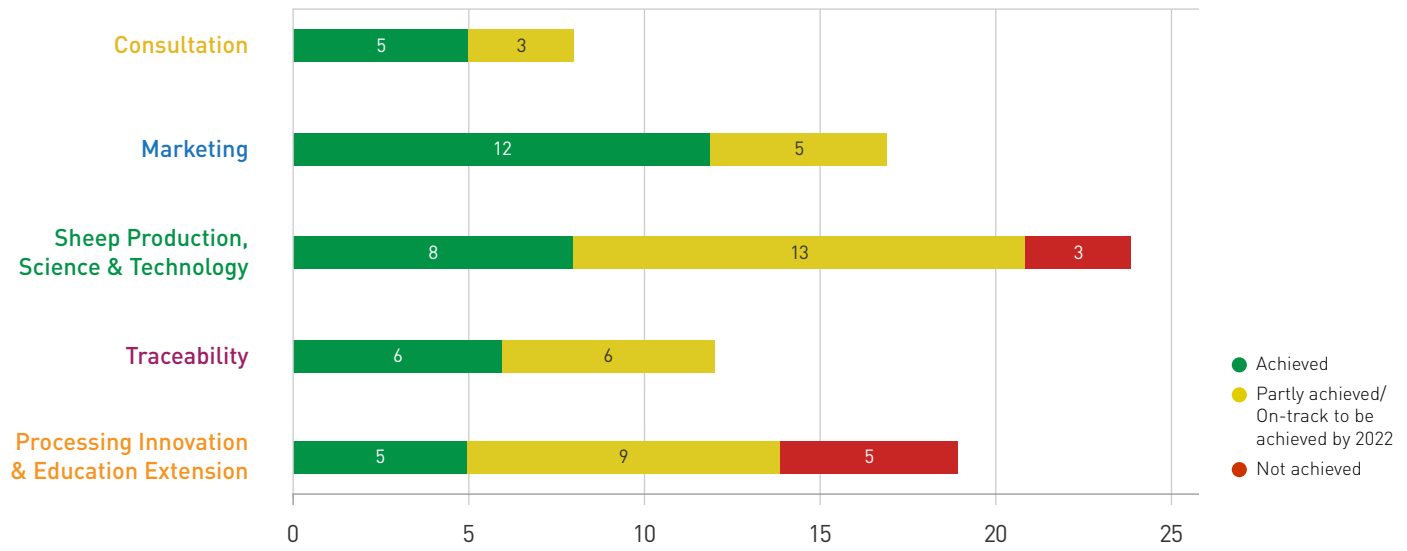


PERFORMANCE AGAINST ANNUAL PLAN TARGETS

This document provides a high-level summary of progress against the 2021/22 Annual Operating Targets. Most of the program status are in green and amber as they have been achieved or are on track to be achieved by end of the financial year.

- Achieved
- Partly achieved/On-track to be achieved by 2022
- Not achieved

The graph below shows the status of the programs as of 31/12/2021 by portfolio. There are eight program targets that are in red, and achievement has been hampered by delay in project implementation due to COVID.



STRATEGY PROGRAM ANNUAL OPERATING TARGETS STATUS COMMENTS

CONSULTATION

STRATEGY	PROGRAM	ANNUAL OPERATING TARGETS	STATUS	COMMENTS
INDUSTRY	WOOLGROWER REPRESENTATIVE BODIES	WICP and WCG members report AWI consultation efforts have been maintained or improved at 8.9 (approval rating out of 10).	●	AWI's December WCG survey provided a rating of 7.5 from the WCG members who attended the December meeting. AWI will continue to request after every meeting for grower feedback through WICP / WCG surveys. From 1 Jan 2022, the WICP will meet four times per calendar year with the WCG meeting twice annually.
	MARKET INTELLIGENCE	70% of users of AWI's Market Intelligence find it of 'high value' or above. Increase subscriber numbers by 20%. The market Intelligence area on the AWI website receives 15,000 views per month.	● ● ●	AWI Woolgrower Survey (Jul 2021) shows that 81% of growers find 'Some' or 'Considerable' value in AWI Market Intelligence. This is an increase from the previous value of 78%. MS Reports are maintaining current high subscription levels. The average click-through rate was 4.01% and 27.88% who opened the Weekly Market Intelligence EDM. On the AWI website page, the Market Intelligence section received a total of 68,649 views between 01 July 2021 – 31 December 2021, with an average of 11,441 views per month .
WOOLGROWER	EXTENSION NETWORKS	14,000 active participants in AWI extension initiatives. AWI workshops delivered to participants receive a net promoter score of 7.5/10 (evidenced by exit surveys). AWI workshops delivered to participants receive a net promoter score of 7.5/10 (evidenced by exit surveys).	● ● ●	There are currently 14,459 participants in the AWI state-based extension initiatives . The new Covid variants Delta and Omicron had impacted on holding the events. NSW has led the way with regular and timely webinars. AWI workshops are highly valued and received a net promoter score of 8.24 by the participants. AWI workshops are highly valued and received a net promoter score of 8.24 by the participants.
	EVENTS AND FORUMS	Support and engagement at more than 50 events and forums nationally.	●	For the reporting period AWI staff were able to attend a total of 77 events : Ram Sales – 21, Classing Workshops – 1, Future Wool Workshops – 32, Other Events – 23

MARKETING

STRATEGY	PROGRAM	ANNUAL OPERATING TARGETS	STATUS	COMMENTS
CONSUMER	BRAND PARTNERSHIP	Partner with 2 global brand partners.	●	Direct brand partnerships have been explored in the fashion and performance sector + brand partnerships have continued to be integrated into global consumer advocacy campaigns to ensure an easy path to purchase customer journeys. 17 Global partnerships have been secured, while 9 are still in progress.
		Increase purchase intent of Australian wool by 5%.	●	Purchase intent target has been exceeded through China and Japan campaigns. Through, Wool Week, Double 11 & Double 12 China Campaign A/W21 Campaign, purchase intention for Merino wool has significantly increased, and the percentage of consumers who have higher intention was 87.1%, up by 22.4% from the previous year.
		Achieve 5% uplift in fibre share with global brand partners.	●	Brand partners saw a significant increase in YoY wool sales particularly those partners who participated in our China and Japan A/W21 campaigns. Japan experienced a 42% uplift in merino wool units sold and 54% in merino sales value, while China experienced a 40% increase in wool sales growth.
	FIBRE ADVOCACY	5% increase in active engagement on owned media channels.	●	TWC owned, organic social posts garnered 176k engagements over the period July-December 2021, achieving a 35% increase in active engagement.
		Increase the Woolmark Company brand awareness by 5%.	●	Consumer campaigns are resulting in a significant uplift in Merino wool awareness in key markets. China campaign has achieved a 40.5% increase in awareness for Merino wool. The Japan campaign achieved 611million impressions and 8.7million video views. The Feel Merino campaign is still underway (USA), however, for the period Nov-Dec, the campaign has seen 51.5million impressions (exceeding the target of 30million) and an average 2% uplift in Merino wool awareness.
		Increase the Woolmark Company brand sentiment by 7%.	●	As the campaign-specific measurement is costly, the target is measured as purchase intent. The China campaign achieved a 22.4% increase in the purchase intent rate. It is recommended brand or fibre sentiment be measured as purchase intent moving forward. <ul style="list-style-type: none"> Double 11: 515.5k Merino wool units sold, \$71.67M in Merino wool sales (18% increase YoY) and a 57% YoY increase in ticket & label orders (reflecting increased Merino wool units) across brand partners MO&Co., Lily, Eifini, GXG and Dazzle. Double 12: \$6.6million in merino wool sales (19% up YoY) across another two partnered brands: Edition and Banxiaoxue Feel Merino campaign is still underway, however for the period November-December, the campaign has seen 299k store visits (exceeding the target of 200k store visits), 463k ad clicks to shop and \$244k in sales.
	Increase Share of Voice (SoV) by 8% for The Woolmark Company and Merino wool. (New KPI)	●	Throughout Jul – Dec 2021, 3,841 earned media clippings were generated, with a media reach of 12.7M and earned media value of \$13.8M. Based on this, and the fact that the IWP final is due to take place in April 2022 and is a significant contributor to our annual earned media results, we are on track to meet the 8% YoY increase target for Share of Voice.	
BUSINESS & TALENT DEVELOPMENT	INTERNATIONAL WOOLMARK PRIZE	Achieve 300 leads per year.	●	IWP acquired 745 new leads from throughout 1st July-31st December 2021 (268 designer applicants+477 email sign-ups on woolmarkprize.com)
		Achieve 50% of surveyed alumni as continued wool advocates post-award.	●	The annual IWP alumni survey was distributed to the IWP 2020/21 finalists and alumni in December 2021 (delayed from June 2021 due to COVID-19). 95% of participants will communicate fibre benefits within their marketing and 95% of participants will communicate wool's eco-benefits within their marketing.
		60% of IWP Finalist collections commercialised.	●	6/6 IWP2021 collections were commercialised. This is a great result compared to previous years (2019/20 – 6/10 commercialised).
		Achieve a 5% increase on active engagement on IWP related content.	●	We saw 479k engagements on IWP-related social content, a 67% increase from 286k for the period 1st July-31st December 2020.
		Achieve 8% YOY increase in Share of Voice for the International Woolmark Prize (new KPI)	●	34% of the target for total media clips (826 with the target 2444) and 67% for total media reach (6.8B with the target 10.2B) are completed. Earned media for IWP2022 will increase over the coming 6-months with the following key announcements: judge announcement (March 2022), finalist collection reveal film release and final event and winner announcement (April 2022). Target on track to be achieved.

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BUSINESS & TALENT DEV.	WOOLMARK PERFORMANCE CHALLENGE	Increase digital engagement by 20% year on year.	●	On-going - to be measured at end of next PARS period. Main digital promotion planned in March 2022 (in time with event, which was pushed due to COVID).
		Increase competition entry rate by 10%.	●	Entry opens in April 2022, closes in May 2022.
		Increase average webinar attendance rate from 19 to 22	●	Only one 2022 webinar ran in this PARS reporting period.
TRADE	FIBRE ADVOCACY	Increase trade leads by 2.5%.	●	The Trade Marketing program measures trade leads by the following: LinkedIn audience growth: +9.68% (12,756 to 13,991) & Trade persona contacts in the CRM: +33.18% (10,993 to 14,641) . The target has been achieved.
		5% active engagement rate on owned content.	●	Our LinkedIn strategy places us above industry benchmarks for engagement, and have been working to expand our strategy to other touchpoints with varied engagement rate metrics: EDMs, Website, Digital & Print Advertising, etc.

SHEEP PRODUCTION, SCIENCE & TECHNOLOGY

AGRI TECHNOLOGY	HARDWARE & SOFTWARE DEVELOPMENT	AWI Smart Tag system delivers at least three practical functionalities driven by sensors, hardware is reliable and durable, and software can be updated remotely.	●	AWI Smart Tags have been used to monitor the reproductive behaviour of rams thanks to the mounting algorithm developed in previous trials. This algorithm has a sensitivity of 91% and a precision of 86% . Lora development is progressing satisfactorily. Tests have demonstrated that this new communication protocol not only has increased the range between tags and readers but 24h of behaviour data can also be collected and transmitted. The objective now is to optimize power consumption and reliability. New designs of the Ear Smart tag featuring 3-4 attachment pins have been developed and will be tested in collaboration with the University of Melbourne. Researchers will perform mechanical tests on cadaveric sheep ears to measure stiffness, strength, and location for every case design.
		Artificial Intelligence (machine learning) applied for data analysis delivering accurate predictions for at least two sheep traits or paddock events.	●	Machine learning models continue to be developed and improve to: <ul style="list-style-type: none"> Predict feed intake and performance using datasets collected in grazing trials (AWI Smart tags) Determine Mean Fibre Diameter on greasy wool (Automated wool handling system) In addition, as part of the wool handling system, Deep Neural networks are being developed for identifying fleece contamination and automate skirting and removal of pieces.
	MECHATRONICS	Proof of concept robotic shearing system delivered.	●	The second phase of the development of the smart handpiece is now completed. The prototype was tested in Australia by AWI shearer trainers, and the feedback was very positive. The battery-operated handpiece prototype can perform at the same power and level as overhead motors. The handpiece is smaller and lighter to improve manoeuvrability. Data can be gathered from the motor to assess performance and power consumption which will allow the implementation of alerts and smart functionalities. The project to design, build and test components of a semi-autonomous wool handling system is progressing well. Initial tests of the new sensor platform to monitor shearer's fatigue have been performed. This simplified platform will be able to measure muscle fatigue using only 4 sensors compared to 33 sensors required in the research setup.
TRAINING & TECHNOLOGY UPTAKE	WOOL HARVESTING & QUALITY PREPARATION	1,500 novice and intermediate level participants trained by AWI shearer and wool handler trainers.	●	AWI continues to deliver Novice & Improver level training across all states. The consistency, delivery and uptake has been excellent, and we will continue to work with RTO's, TAFE's, WASIA, SCAA & others to achieve best outcomes. During July to end of Dec 2021 AWI has trained 1015 shearers, 371 wool handlers 'In shed'. AWI has trained with novice/ Improver courses & AWI workshops a total of 473 participants . The total for these 6 months is 1859 people trained.
		The ongoing retention rate of 75% of those trained yearly.	●	Retention is very good with participants trained. The Improver level & AWI workshop training is at 98% retention. The Novice new entrant training is a lot less than expected at 60%. The overall retention of AWI people trained is 79%.
		Support the promotion of shearer and wool handling profile through support of elite competitions and competitors nationally.	●	AWI has funds available for the support and promotion of sports shear events & competitions. We will review this each month and provide the necessary financial & support required.

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TRAINING & TECHNOLOGY UPTAKE	WOOL HARVESTING & QUALITY PREPARATION	20,000 views of AWI Wool Harvesting resources online.	●	11,194 online resources viewed on the website. Social Media Posts on shearing are the most viewed on AWI page with shearing & wool handling training with several posts reaching 37,500 views in this last 6 months. These are the most popular AWI posts on social media.
	SHEEP & WOOL MANAGEMENT SKILLS	1,000 tertiary participants in AWI leadership and practical skills, events and online initiatives.	●	Between 01 July 2021 – 31 December 2021, the school wether program engaged with 62 out of 65 schools and 1,050 secondary students took part in the program. School wether competitions are planned for 2022 and will engage with 63 tertiary schools.
		AWI leadership and practical skills events delivered to participants receive a net promoter score of at least 7.5/10.	●	Evaluation ongoing – not all initiatives are scored.
		20,000 views of AWI Education & Extension resources online.	●	In the period of 01 July 2021 – 31 December 2021 the Education and Extension online resources received 11,083 views. It is being further evaluated, as students are often directed to other online learning content – including the Woolmark Learning Centre.
HEALTHY PRODUCTIVE SHEEP	REPRODUCTION & NUTRITION	At least 750 woolgrowers engaged in implementing beneficial feedbase guidelines and practices.	●	Delivery of field days and the like has been impacted by COVID but still progressing well and on track to hit target – currently at 717.
		Increasing Merino marking rates by 0.5% per annum.	●	Progress across the AWI Strategic Plan period has been hampered, mainly by the eastern state's drought, but the marking rate is now steadily increasing. Data collected in the tri-annual AWI & MLA Wool and Sheepmeat Survey shows an improvement in Merino x Merino marking rates from 83% in 2019/20 to 91% in 2020/21. The data shows a lot of variability, highlighting the impact of seasons, but shows a general positive trend equating to an annual rate of gain from 2012/13 – 2020/21 in Merino x Merino marking rate of 0.2% points.
		Complete the development of guidelines and extension workshops to improve reproductive rates that support the aim of 34% of ewes differentially managed to best practice by 2022	●	Projects are underway and on track to be completed by EOFY. Multiple workshops, publications, and tools are under development to support this target. Research outcomes are being integrated into existing extension packages as soon as they're available. At its most recent evaluation (completed in mid-2019), LTEM had achieved 30% of ewes in the national flock whose manager had participated, so it is likely this target will be achieved.
		Improve the understanding of three key areas to address climate variability: effect of heat stress on reproduction performance, best practice for supplementary feeding and management of resilient pasture species.	●	Projects are underway for supplementary feeding and resilient pastures. Effect of heat stress not invested in due to a lack of budget. Delay into next strategic period due to excellent pasture growth meaning not many had to sup feed at autumn lambing in 2021. Most of the research into the management of resilient pasture species in lower rainfall environments has been finalised or is finishing now and reports are being written to this effect. The project has been extended into the next strategic period to capitalise on an opportunity to undertake a grower survey to better understand barriers to adoption of new pasture species for growers in the lower rainfall zones to better target research findings to address their concerns where possible.
SHEEP HEALTH & WELFARE	SHEEP HEALTH & WELFARE	Evidence of successful development of a flystrike vaccine prototype.	●	The program is currently on track to meet the target of a successful flystrike vaccine prototype. CSIRO has developed over 25 prototype vaccines and undertaken 45 sheep trials in the past three years, testing their efficacy. All contract milestones to date have been met, however submission of the final report is now expected during the next strategic period (Dec 2022).
		Evidence of investigations into novel pain relief options	●	All contract milestones have been met. AWI contributed to meetings with WPA, SPA and MLA to develop an aversive/painful husbandry procedures strategic partnership. SPA is progressing a dedicated forum where discussion on strategy, policy and research objectives relating to aversive procedures can occur (not in a management or oversight capacity).
		Development of integrated parasite management strategies to minimise the impact of chemical resistance.	●	All contract milestones to date have been met. Extension material incorporating integrated pest management strategies to minimise the impact of chemical resistance was developed and distributed to woolgrowers in late 2021, with further information to be distributed to resellers in early 2022 to ensure consistency in messaging across the industry. Results from desktop modelling of chemical resistance undertaken under a AWI partial sponsored honours project, suggests further research in this area is needed to address knowledge gaps.

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HEALTHY PRODUCTIVE SHEEP	SHEEP HEALTH & WELFARE	Evidence of successful development of wool bale biosecurity tools.	●	A 2021 project to investigate improving traceability in the sheep and wool industry, led by WPA and funded by a grant from the Commonwealth Government Traceability Grants Program, contained a number of recommendations relevant to wool bale biosecurity. AWI's contribution to its implementation is under consideration.
		Demonstrate a 10% increase in the adoption of welfare improved practices.	●	An interim FY21 M&E index for welfare suggests a 9.25% increase to date in industry adoption of welfare improved practices. The 2022 AWI/MLA Producers Survey is expected to demonstrate further progress in the adoption of welfare improved practices. The program is very much on track to meet its targets.
		Demonstrate a 20% improved capacity of post-farmgate wool industry preparedness for an EAD.	●	An interim FY21 M&E index for post-farmgate wool industry preparedness for an EAD response suggested a 15.5% improvement in post-farmgate wool industry preparedness capacity due to activities undertaken across the industry this strategic period. This is expected to increase further, based on several industry funded projects in FY23. But there remains a risk, due to COVID-19 delays and budget restrictions, that this target will not be met.
	VERTEBRATE PESTS	Reduce the negative impacts of predation by 10% by 2022.	●	The long-term (2014 - 2020) average reduction in losses to predation due to AWI Community Wild Dog Initiative, and other "On-Ground" support, currently sits at 83%. Reduced predation on assisted groups flocks by 80%+. Results achieved to date have provided sufficient evidence to users
		Improve capacity to undertake pest animal control by 10% by 2022.	●	WD & VP Coordinator role projects have delivered – and now matured and the services are now being provided locally. In NSW, VIC and SA the roles are delivering, but the need is not yet mature.
	GENETICS	Development of new rabbit bio-controls.	●	Delays due to COVID have caused a significant delay in producing contracted outcomes. Given the significance of the "rabbit problem" - both historically and potentially – it is extremely disappointing to see significant investments potentially produce poor returns and even risk low or no return.
		By 2022, 50% of Merino producers will be using genetic tools (e.g., Australian Sheep Breeding Values, Flock Breeding Values or wether trial data) in ram purchase decisions.	●	44.7% of producers used genetic tools in their breeding program. 41.6 % of producers used at least one of the following tools (Merino Sire Evaluation, Ram Select, MERINOSELECT ASBVs, Genomic DNA Tests). A further 2.9% used wether trials.

TRACEABILITY

FIBRE SCIENCE	ECO CREDENTIALS	Produce and publish evidence of how current environmental scoring of apparel disadvantages the value chains of natural and renewable biogenic carbon fibres compared to non-renewable fossil carbon derived fibres.	●	White paper identifying the shortcomings of PEF methodology and proposing solutions is well progressed. Comparative study of biogenic and fossil-carbon fibres completed and publication in the draft and the study of biodegradation of wool in marine and terrestrial environments submitted for publication. Both studies will assist with the target.
		Produce and publish case studies on the environmental and economic impact of woolgrowers using regenerative farming practices.	●	Following the successful completion of regenerative case studies across woolgrowing properties in NSW, Victoria and Tasmanian and submission for publication of papers proposing a Natural Capital Accounting framework for reporting the environmental credentials, AWI is currently targeting new research studies to address the knowledge gaps. A longer-term study assessing regenerative practices on western Qld properties continues.
		Develop and publish a method for accounting for recycling in LCA	●	AWI has completed and published a cradle-to-grave analysis of closed-loop wool recycling and its role in reducing environmental impacts. This study is informing LCA methodology for accounting for recycling. A method has been proposed for accounting for the attributes of 'renewability' and 'biodegradability' in PEF.
		Improve wool's environmental rating relative to synthetics, by working to establish a level playing field for rating apparel.	●	AWI continues to actively participate in the EU PEF process. White paper identifying the shortcomings of PEF methodology and proposing solutions is well progressed. Moreover, four peer-reviewed papers, as well as five discussion papers proposing improved PEF methodology, were generated in 2020 and 2021.

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FIBRE SCIENCE	ECO CREDENTIALS	Generate new knowledge of wool's carbon account, including emissions at the national and farm scales and identifying plausible mitigation strategies.	●	GHG emission trends have been modelled in five-yearly intervals from 1986 to 2020. Pathways for woolgrowers to reduce emissions have been detailed with different packages of options, depending on the woolgrower's goal and the timeline for achieving climate neutrality or carbon neutrality. Participating in UN study assessing methane. Methane mitigating supplements soon to be explored
	HEALTH AND WELLNESS	Produce and publish evidence of specified next to skin Merino garments as beneficial for eczema.	●	Our current goal of validating the successful Australian and US-based skin health studies involves assessing wool's impact on eczema sufferers across different climatic and geographic environments, including Trondheim, Norway and Chicago, USA. Both sites have been delayed by COVID 19. The Chicago study has recommenced (25% complete) and the Norwegian study is scheduled to commence in the second half of 2022.
		Produce and publish evidence of specified next to skin Merino garments as Improving sleep quality.	●	The current study at Sydney University is evaluating the comparative benefits of wool and cotton sleepwear fabrics on post-menopausal women experiencing hot flashes. The study is one-third complete and is now recommencing.
		Generate new test protocols to measure wool's breathability in dynamic conditions.	●	The last phase involving human trials is now underway. Human trials are being undertaken through to June 2022 to validate and confirm wool's improved breathability performance relative to other fibre types.
SUPPLY CHAIN INITIATIVES	FIBRE IDENTIFICATION & TRACING	Define new fibre-origin test method for adoption into the supply chain and use by laboratories.	●	The Oritian tracing project has been completed and delivered. The case study demonstrates a verification service to test wool products from various stages across the wool supply chain to verify if the product is true to its claimed origin.
		Draft protocols for the chain of custody of wool through the supply chain ready for review by global wool industry bodies.	●	The proof-of-concept project with Everledger has been delivered. A model for key supply chain data and a tool for capturing It was delivered.
	WOOLQ	An increase of 750 woolgrowers adopting the WoolQ grower tools.	●	There were 398 new users on the platform, 223 of them were woolgrowers.
		Deliver a WoolQ tender selling option to compliment the WoolQ bulletin board and auction.	●	WoolQ Market listed a total of 2,941 bales during the selling season. WoolQ Market Auction sold 1,668 bales, with a further 184 sold on the Bulletin Board and 80 during the live Tender trail.

PROCESSING INNOVATION & EDUCATION EXTENSION

PROCESSING INNOVATION	PARTNERED INNOVATION	Partner with six machinery companies for product or process development.	●	Developments are currently underway with various companies: Karl Mayer warp knitting machines, Stratasys (UK) 3D printer producer, Memphis (Italy) warp print on wool, Recycrom pigment dye for fabrics and garments, Toyoshima & Co Ltd (Japan) food dye on Merino, Bio Dye India natural plant matter dyeing.
		Minimum of three fully-fashioned garment product developments made commercially available.	●	There are 5 fully fashioned garment developments currently active. Growth is being seen for highly technical and performance garments.
		Minimum of five footwear developments made commercially available.	●	With the support of the Technical Team, designers and brands can access the knowhow and the industry connections needed to innovate with wool for footwear. 11 active footwear developments are underway.
		Research and commercial trial of one wearable technology.	●	No projects have commenced. No opportunities have been presented as retail activity has declined from the current pandemic.
		Partnered product developments to increase by 20%.	●	Engaged with various trade partners for developments with; circular knit, flat knit, woven, semi worsted wovens, double beam weaves, warp knitting, seamless and whole garment knitting. We have commenced developments in the following categories: 17 x knits; 11 x woven; 2 x automotive; 2 x workwear.
	TEXTILES & RETAILING TECHNOLOGY	Proof of concept novel retail technology application.	●	The WeChat program continues to deliver functionality for online tradeshows. The WeChat program delivered 54 new leads for the 6-month period.
		Proof of concept novel textile technology/fashion tech application.	●	No activity during July-Dec2021.
		Educational packages to increase technology awareness, adoption, and digital literacy	●	No activity during July-Dec2021.

STRATEGY	PROGRAM	ANNUAL OPERATING TARGETS	STATUS	COMMENTS
WOOLMARK	QUALITY CONTROL	400 branded product samples purchased and processed through the QA program to maintain the integrity of the Woolmark brand.	●	COVID lockdown has affected the purchasing activity in many countries since FY 19/20 whilst its impact is still ongoing. There were 268 samples purchased and 171 testings completed . TWC offices will continue purchasing in the coming months to meet the annual program target.
	LICENSING	Increasing use of the Woolmark logo on qualifying product by 2.5% as measured through the use of branded tickets and labels.	●	12.9 million tickets and labels were ordered in the period July – December 2021 (China was by far the biggest ordering country with 62% of the tickets and labels). This is compared to 25 million in FY21. At this rate we expect FY22 demand to be like the 25 million achieved in FY21. We are 65% of the way to the Strategic Target of 92 million tickets and Labels.
EDUCATION EXTENSION	RETAIL EDUCATION	Deliver retail training programs across womenswear, menswear, and sportswear to a minimum of 10 retailers/brands globally.	●	The development of the Retail Training online course is slightly behind schedule due to other development priorities e.g., The Wool Lab digital and course development. This will be picked up again in March 2022, when the 'Wool Introductory' short course will be launched. As an interim solution, the existing 'Wool Introductory' short course will be integrated into the WLC platform and promoted for retail staff training. The planned launch for this course is March 2022.
		Retail staff have successfully completed 100 retail training courses on the properties and benefits of Australian wool on the Woolmark Learning Centre digital platform.	●	The ongoing Covid-19 global pandemic has resulted in remote learning for students across Australia during the period July – December 2021 resulting in less Learn About Wool kits being required for the classroom. There have been 60 participants so far against the annual target of 311. A shift in focus to the LAW website and its migration to WLC is a priority. With face-to-face learning resuming across Australia in 2022 it is hoped that there will be an uptake in requests.
	STUDENT EDUCATION	Increase participation in the Learn About Wool primary and secondary education program by 2.5%.	●	The ongoing Covid-19 global pandemic has resulted in remote learning for students across Australia during the period July – December 2021 resulting in less Learn About Wool kits being required for the classroom. There have been 60 participants so far against the annual target of 311. A shift in focus to the LAW website and its migration to WLC is a priority. With face-to-face learning resuming across Australia in 2022 it is hoped that there will be an uptake in requests.
		Increase global participation in the Wool4School secondary design competition by 5% across Australia, Hong Kong, UK and Italy.	●	8,571 students (Australia: 568 (opened 1 Dec), Italy: 5,713, UK: 2,290) were engaged in Wool4School globally (target-28,753). Due to Covid students are significantly behind in key learning areas, resulting in co-curricular studies being placed on hold so that students can catch up. Focus is shifting to improving teacher online resources to further support remote learning environments.
		Increase participation in tertiary education programs by 5%.	●	2,141 students participated in the tertiary education programs (Annual target – 7,583). The Naturally Inspiring program and Woolmark Performance Challenge continues to be the key driver for engagement with Fashion & Design students globally.
		Students have successfully completed 2,000 courses on the Australian wool and manufacturing industry through the Woolmark Learning Centre digital platform.	●	308 courses were completed on the WLC. Course completions during this period have been low. We expect these to increase significantly once the 8 language variants are released for the Wool Introductory Course and Wool Appreciation Course, scheduled for March 2022. Additionally, the much-anticipated Sustainability and Wool course is also scheduled for launch in March 2022 which will be a key course for industry and students globally.
		TRADE EXTENSION	Increase the number of The Wool Lab views and presentations by 10%.	●
Increase swatch requests from The Wool Lab by 1.5%.	●		Due to the Omicron variant disrupting another key Winter sourcing period (Aut/Winter 2022/23 season), swatch requests via the Digital Platform are significantly down. There were only 56 swatch requests against a target of 25,204.	
		250,000 visitors to Woolmark digital trade show pages.	●	Trade shows continue to experience huge disruptions due to the ongoing Covid-19 pandemic. The industry had great optimism that physical trade shows would return in 2021, however the Omicron variant has again delayed their return. Many trade shows across Europe either postponed to 2022 or pivoted back to digital only shows which has been disappointing for all. Physical trade shows across Asia (China and Japan) were able to take place, remaining localised due to ongoing travel restrictions globally. There were 11,287 visitors in total to the Woolmark digital trade show pages.