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# AWI BUSINESS UNIT UPDATE

AUGUST 2022



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# CONTENTS

1. Market Analytics	3
2. On Farm Research	6
3. Industry Development	8
4. Traceability & WoolQ	14
5. Emerging Markets	15
6. Fibre Science	16
7. Extension Networks	19
8. Wool Harvesting	20
9. Marketing	22

Australian Wool Innovation (AWI) is the not-for-profit industry owned Research and Development Corporation (RDC) working throughout the worldwide wool supply chain on behalf of Australian woolgrowers to increase their long-term profitability.

Internationally we are better known as the Woolmark Company with 16 offices globally in key wool markets. The Woolmark Company focuses on fostering talent, developing new innovations, and helping businesses realise the benefits of Australian Merino wool. It is one of the world's most recognised brands.

AWI's stakeholders range from growers here in Australia to mills in Europe, China plus global fashion brands. We leverage that extensive network to gather important insights that we share with our primary stakeholder, the woolgrowers of Australia.

As the Covid-19 restrictions have rolled out across Australia over the past 18 months 100 per cent of AWI's focus has been on the livelihoods of woolgrowers' ability to get the wool off their sheep and to effectively sell it.

AWI directly communicates regularly with growers. This ranges from wool market reports posted online and sent out via text message, to our quarterly magazine Beyond the Bale (hardcopy & online). In addition we provide a monthly e-newsletter and have a strong presence across social media including Facebook, Twitter, Instagram and YouTube. AWI has recently launched a Woolgrower App and regularly conducts Webinars.

This quarterly business unit update is designed to provide key stakeholders with a snapshot of AWI business units and insights into key projects.

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# 1. MARKET ANALYTICS

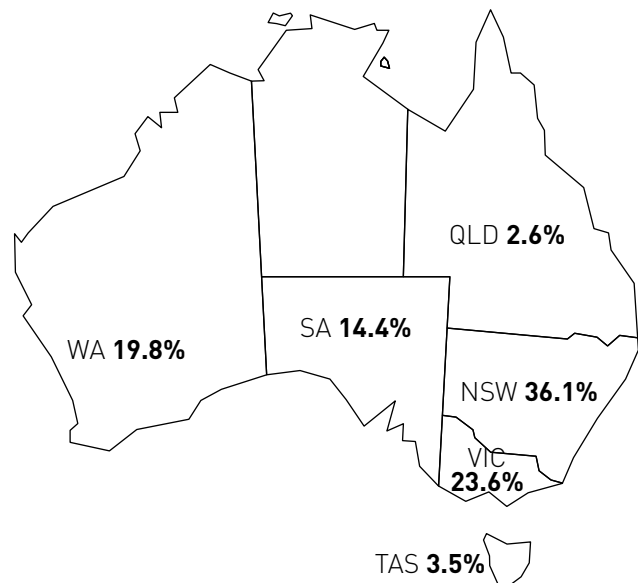
## PRODUCTION

The season 2021/22 has ended and a national total of 335.08 million kgs greasy was tested by AWTA Ltd. This exceeded the previous years tested data figure by 16.9mkg or 5.31%. In bales terms, the season has seen a growth of around 94,572 bales to see 1,875,100 bales approximately that was presented to AWTA for testing for the 2021/22 season.

New South Wales continues to be the most prolific wool producing state with 36.1% of the national clip tested being grown in that state. Victoria represents 23.6% by volume and these two dominant producers account for 6 out of 10 bales being grown across Australia.

All states recorded year on year increases in production by key test data, with much of this being the result of just the better seasonal conditions contributing to an increased cut per head and just an inkling of sheep number as the type of sheep influencing the rise in sheep numbers are low kg wool breeds. Queensland and Western Australia showed the greater percentage of increased volumes with 15.5% and 10.7% respectively more throughput at the AWTA test sites. Queensland is coming off a very small 2020/21 base and the increase represents just over 1.1mkg more.

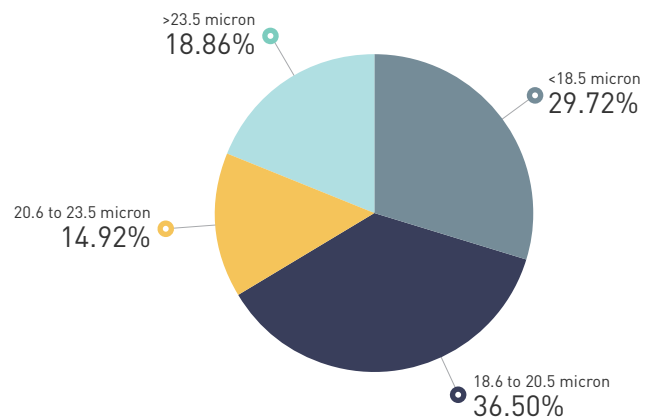
The WA improvement is the largest and most significant to national wool production at around 6.4mkg. Importantly, this outstrips the NSW season to season growth of 6.1mkg, which sits at the national annual growth figure of 5.3%. The future of the live sheep export market will be highly influential on the state of WA's wool productivity going forward, both from the intent of the wool grower's appetite to breeding and shearing for a shorn production as well as the live shippers' substantial contribution to the state's wool clip.



## PRODUCTION BY MICRON

Australia remains a dominant producer of the global supply of fine and super fine Merino apparel wools. 66.2% of all wool produced the past season has been finer than 20.6 micron in fibre diameter. A further 14.9% is made up of medium wool Merino types contributing to the 271.9mkg approximately of wools finer than 23.6 micron which is 81.1% of all wool Australian growers produced in 2021/22.

Put in perspective the nearest apparel producing competitor to Australia, RSA (South African) has a clip of around 45mkg/annum. Most of the RSA production is in the finer than 23 micron area. China produces slightly less wool than Australia- 325mkg -but is of dubious quality and parentage of breed – goat and other cloven hoofed animals are likely included in data but China has more sheep. New Zealand produces around 130mkg but well over 90% is in the broad wool area and little % of Merino.



## THE BROADER WOOL PRODUCTION

The shift in year-on-year change to the micron profile of the clip is now confirmed for this current season. The flock is now producing a higher percentage of wools broader than 23.5 micron since the 2017/18 season – an indicator of some minimal transferral of enterprise from wool towards more of the meat breed sheep being grazed. The current percentage make-up of the wool tested for the season shows that 18.86% of volume is broader than 23.5 micron - up from the previous season mark of 17.6%.

The percentage of 23.5 micron and broader is at the highest point since the full season 2017/18 five years prior. Significantly, the average of the past 10 years shows 18.75% of the clip is “normally” broader than 23.5 micron in quality, so the season just past could be seen as a return to the norm as far as the fibre diameter of the clip is concerned.



Wool tested > 23.5µ as % of clip

## PRODUCTION VALUES

The table below is the value of production derived from using volume tested as supplied by AWTA in the Key Test Data (KTD) multiplied by the MPG (90%) and an arbitrarily assigned half MPG value (10%) to equate to outside of MPG basket of wool types. This gives an estimated annual value of production at \$3.167 billion Australian dollars if all wool tested had been sold at the 2021/22 annualised values.

	<18.5µ	18.6 to 20.5µ	20.6 to 23.5µ	> 23.5µ	National
<b>NSW</b>	\$589,019,000	\$403,028,000	\$132,587,000	\$62,719,000	\$1,187,353,000
<b>VIC</b>	\$365,106,000	\$203,715,000	\$62,545,000	\$68,533,000	\$699,899,000
<b>WA</b>	\$223,496,000	\$331,231,000	\$104,133,000	\$4,764,000	\$663,624,000
<b>SA</b>	\$134,126,000	\$177,175,000	\$83,662,000	\$19,442,000	\$414,405,000
<b>TAS</b>	\$81,872,000	\$18,959,000	\$4,436,000	\$11,358,000	\$116,625,000
<b>QLD</b>	\$23,280,000	\$46,052,000	\$14,466,000	\$1,236,000	\$85,034,000
<b>TOTAL</b>	<b>\$1,416,899,000</b>	<b>\$1,180,160,000</b>	<b>\$401,829,000</b>	<b>\$168,052,000</b>	<b>\$3,166,940,000</b>

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## AUCTION VOLUMES

At auction by the end of season 2021/22, AWEX reports there was 1,842,512 Australian grown bales (approx. 329.43mkg greasy) offered at auction this season compared to the 1,762,171 bales (approx. 315.6mkg) offered at the same point of last year. That is 80,341 bales (approx. 14.4mkg) or 4.6% more wool offered or an average of 1,785 bales extra per sale week.

This season there was 1,607,017 bales (approx. 287.2mkg greasy) sold at auction across Australia. Last season there had been 1,558,820 bales (approx. 279.2mkg greasy) sold during the same period which was 48,197 bales or 3.1% more than last year, representing an average of 1,071 more bales sold each week than last year.

This season's clearance rate finished at 87.2% of all wool offered sold through to trade at auction compared to the 88.4% cleared for the 2020/21 season.

AWEX reports state the total dollar amount sold at auction for the 2021/22 season finished well above the previous year. This season the total value of wool sold was \$2,619.57 million, compared to \$2,246.72 million last season, an increase of \$372.85 million for the 12 months.

Noted that 2020/21 had 46 selling weeks whilst 2021/22 had 45 selling weeks.

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## AUCTION ACTIVITY AND COMMENTARY

For the 2021/22 season China built upon their already dominant destination for Australian wool and with just two months left of export data left to compile, over 81% of our wool exports headed there. That nation is facing some major hurdles presently, both in manufacturing and its population as the zero covid policy of China sees continuation of strictly enforced shutdowns of factories and people.

The ongoing global logistic issues previously well described are continuing to play a much greater role in wool price determination. Instance of overseas factories paying premiums of 40 to 50ac clean/kg for quicker delivery continue and are now commonplace for particularly the seemingly more efficient and reliable port of Sydney compared to Melbourne and Fremantle.

There was a significant fire at a warehouse at the Feng Tar plant of Redsun in TongXiang Zhejiang province. The plant has an annual output of 500 tons of special textiles and 10,000,000 meters of high-grade wool fabric. Redsun have three manufacturing sites.

A storage warehouse containing wool tops, greasy wool and wool grease was destroyed and initial estimates put the capital losses at upwards of 200million RMB, equivalent to over 43 million Australian dollars. It is believed that insurance should cover most of the losses, but access to finance for re-purchasing may be problematic and cause a few weeks out of the market at least.

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## 2. ON FARM RESEARCH

Research, development and extension within the program areas of Sheep Health and Welfare, Vertebrate Pests, Reproduction and Nutrition, Genetics and Agri-technology. Investment focus updates of significance from May 2022 report are detailed (as listed in AWI Strategic Plan pgs 45 to 52).

- Integrated flystrike management – SimpliFly workshops are rolling out. ClassiFly workshops in pilot stage.
- Investment alternatives to fly chemical resistance – 200 people registered for DemystiFly webinar post research findings. Additional research funded to inform a resistance model (larvae tests, fly genomics, scenario modelling).
- Flystrike vaccination – very preliminary sheep studies only 15-20% larval mass reduction.
- Novel pain relief options investigated – new investment options with nanotechnology being scoped.
- Wool biosecurity toolkit enhanced – no update given WPA grant focus on traceability and on shore scouring – AWI stands ready for investment requests.
- Industry co-funded independent wild dog coordinators – AWI's leadership in coordination resulted in 10.5FTEs with AWI funding only 68% to the end of the strategic plan.
- Develop community capacity through training and support to reach zero or minimal sheep predation – long term average reduction in losses to predation of 81% since 2014.
- Digital developments to capture predator activity – continued FeralScan growth in WildDogScan records at 149,291, however no new WildDogScan groups at 215.
- New community groups or those with wild dog crisis given help towards achieving sustainable management – program suspended due to budget constraints.
- Development of new rabbit biocontrols – Registration packages for both RHDV2 biocontrol and multivalent RHDV vaccine for domesticated rabbits submitted to APVMA for feedback. Endemic nature of 4 RHDV strains and 68% efficacy of RHDV2 necessitates the continued use of an integrated rabbit management toolbox.
- Development of new feedbase management extension model – 9,906 growers engaged in extension materials for dryland pasture systems and superior shrub systems – grower group collaboration model.
- Reducing the impact of climate variability on reproductive performance – no budget.
- Support for wether trials, central test sire evaluation, MERINOSELECT and sheep selection skills – ongoing data collection and analysis and funding.
- Higher conception rates from improved ewe fertility protocols – research has grown knowledge on affects of AI success rates.
- Digital signatures from AWI's Smart Tags for reproduction, health and welfare and grazing – rumination predictive accuracy 80-90%.
- Testing the reliability and functional life of the AWI Smart Ta system – tests on ear welfare continue.
- Artificial intelligence technologies for data analysis – AI applied to follicle density, feed intake, mean fibre diameter and fleece contamination and automated skirting line.
- Robotic shearing – investment limited to automated wool classing and smart handpiece. Initial demonstration of automated skirting has occurred. The next project using wearable shearer sensing system is being scoped.
- User interface applications – no budget.
- Increased digital awareness and accelerate the adoption of technologies – new projects need to be scoped.

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## 3. INDUSTRY DEVELOPMENT

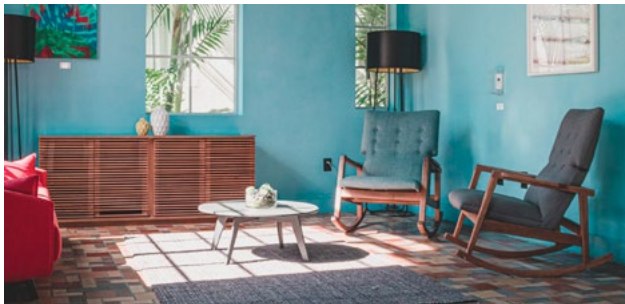
### THE WOOL LAB

The Autumn/Winter 23/24 themes (6) were released between April – June 22 and include:



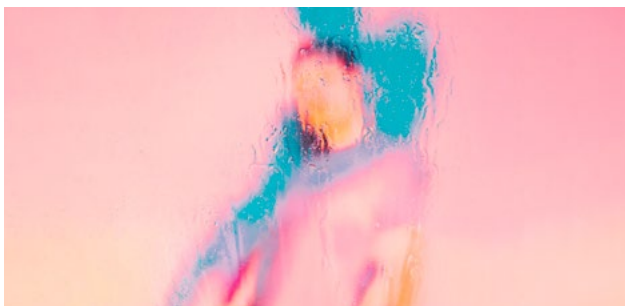
#### EXTREME WEATHER (APRIL)

Taking inspiration from the winter sports environment with performing garments that, if properly interpreted, becomes the ideal source for creating an informal style to wear every day, making you feel ready for any kind of challenge, from the ski slope to the city centre.



#### INTERIORS (APRIL)

The fashion system has poured into the house, our good retreat, which must be warm and comfortable.



#### METAVEVERSE (MAY)

Inspired by the science fiction novel Snow Crash by author Neal Stephenson in which he coined the term metaverse, the Wool Lab explores a merging of the virtual, augmented and physical reality, blurring the line between online and real life.



#### ACCESSORIES (JUNE)

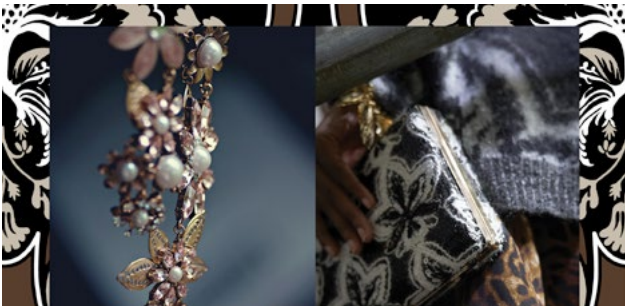
Accessories are no longer a decorative or extra element, but a fundamental piece of our wardrobes. Protecting us from external agents or to warm us in the colder seasons, the innate characteristics and benefits of wool accessories make it the most suitable fibre for this purpose.





### **GOBLINCORE (MAY)**

Goblincore, an aesthetic movement centred on the harmony of nature and its healing benefits, inspires wool in connection with the natural world. From moss, mud and mushrooms through to frogs and snails, this theme celebrates the hidden that is waiting to be uncovered, cared for, and cherished, much like our relationship to wool.



### **EDWARD CRUTCHLEY X THE WOOL LAB**

Exploring the wonder and joy of wool, Edward Crutchley's curation of fabrics for The Wool Lab tell rich and exciting stories.

Printed, woven, knitted or embroidered, wool's boundless possibilities encourage exploration of identity and transcendence of creative boundaries.

Edward Crutchley is the first guest curator for The Wool Lab. Edward was the 2019 International Woolmark Prize winner and has experience with Dior, Fendi, Louis Vuitton and Kayne West in the international market place.

Well-known for his fabric manipulations and innovative application on textiles, Crutchley explores an array of cultural influences in contemporary printed, woven, knitted swatches. More than 125 new swatches have now been added, available for direct sourcing online and in-person.



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## LA CASERNE (PARIS)

### SALOMON WORKSHOP

The Woolmark Company welcomed Salomon teams to the Wool Explore workshop, full-day discussions around sustainability & Wool performance at La Caserne in Paris.

Salomon teams discovered the versatility of the fibre through engaging discussions with key stakeholders. They had the opportunity to discover wool innovations, better understand how to include wool in future product developments and left with key take aways.

#### 6 Salomon attendees:

- **Marielle Ricart**  
Footwear Innovation Material Manager for Salomon, Wilson, Arcteryx
- **Olivier Mouzin**  
Head of Footwear & Sustainability Salomon
- **Axelle Portailier**  
Senior Footwear Designer Salomon
- **Maël Hoche**  
R&D Project manager Footwear Salomon
- **Delphine Weissenbacher**  
Textile Fabric Developer Salomon
- **Caroline Bouchie**  
Soft Material Developer in our Winter Sports team



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### 5 guest speakers:

- Understanding wool  
**Rebecca Kelley, Woolmark**
- Wool & Circularity  
**Kjersti Kviseth**
- Regenerative Agriculture  
**Charles Ross**
- Building Textiles  
**Byborre**
- Wool innovations  
**Suedwolle teams**



### Opportunities:

- Product Development with Salomon
- Currently certifying their new merino Pulsar sneaker launching FW23
- Confirmed co-branded marketing collaboration for Pulsar FW23
- (Education) Ongoing finalists' selection for WPC

This successful one-on-one workshop format will be used for future workshops with brands and supply chain partners.

View full report [here](#).

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## TRADE SHOWS

In June and July we saw a return to physical trade shows. This also saw a return of the physical Wool Lab and face-to-face meetings with our supply chain partners and teams.

**Pitti Filati, Florence** (29 June – 1 July 2022)

**Featured:** The Wool Lab current edition & Zegna Baruffa Lane Borgosesia 'Merino Wool Made By Nature' campaign.



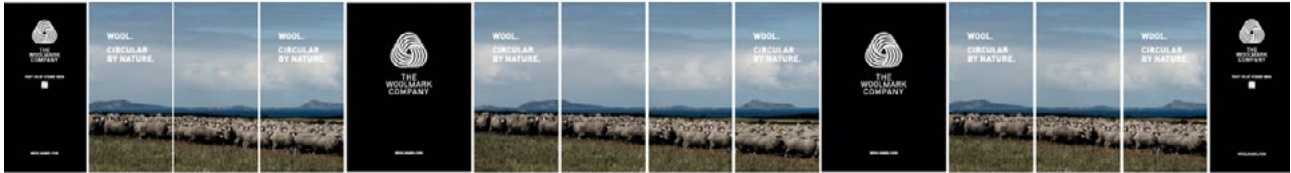
**Milano Unica, Milan** (12 – 14 July 2022)

**Featured:** The Wool Lab current edition & IWP 2022 winners

Watch the IWTO interview with Francesco Magri at Milano Unica here:

<https://www.youtube.com/watch?v=f-pvCIE7qlc>





**Premiere Vision, Paris (5 – 7 July 2022)**

**Featured:** The Wool Lab current edition & Wool. Circular by Nature.

**Take a tour of:**

The Woolmark Stand [here](#).

The Entrance to Premiere Vision [here](#).

Listen to Damien Pommeret at Premiere Vision on The Yarn:

<https://www.wool.com/about-awi/media-resources/the-yarn-podcast/the-yarn-episode-222/>

**WoTO, Amsterdam**

Watch the recent and inspiring discussion about Impact Driven Product Creation with an expert panel at The Window of Textile Opportunity (WoTO), Amsterdam.

[WATCH THE DISCUSSION HERE](#)

**PANEL SPEAKERS INCLUDED:**

**Bas Timmer**

Founder of Sheltersuit Foundation

**Kjersti Kyiseth**

On behalf of The Woolmark Company

Life Cycler and sustainability expert

**Dr. Francesco Mazzarella**

Senior Lecturer in Fashion and Design for Social Change at London College of Fashion, University of the Arts London

**Jimmy Jackson**

On behalf of Zhejiang Xinao Textiles Inc.

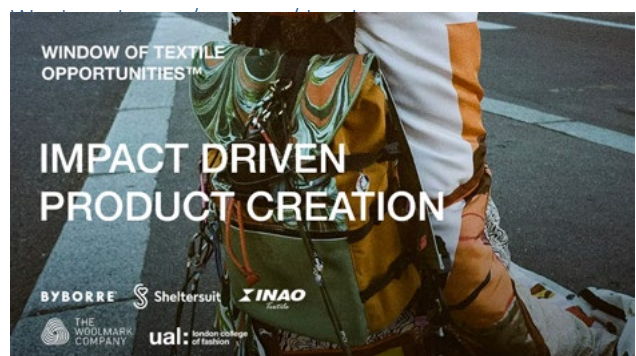
Former General Manager for Product Development and Commercialisation for The Woolmark Company turned wool consultant.

To learn more about the Development Centres we partner with globally visit:

[Beyond the Bale, Issue 90, March 2022 \(page 20\)](#)

Full BTB link here if you think we should include the full publication:

<https://www.dropbox.com/s/nqf8cgzr2vszhme/beyond-the-bale---march-2022.pdf?dl=0>



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## 4. TRACEABILITY & WOOLQ

The WoolQ team continues to work on the grower tools on the platform. Progress includes:

- Ready Reckoner Tool: The team is looking to incorporate QA schemes into the pricing estimation tool.
- MyWoolQ: The Category Indicators are now live on the WoolQ platform and growers with clip information and data on the platform are able to view these indicators.
- Industry Network
- Promoting Group Functionality
- Price Risk Management: The team is working to incorporate a price risk management page on the platform to help educate growers on price risk management and how to apply price risk management practices to their business.

Also in the Traceability space, feedback from the Woolmark certification program and the Everledger POC show a desire for supply chain transparency and as well as a need not to further muddy a market with many certifications and schemes. With this in mind, we are assessing opportunities to provide our Woolmark licensees with tools to improve their wool supply chain transparency and their confidence in sourcing quality Australian wool.

Part of this includes the initiation of a second phase with Everledger to continue improving traceability of Australian Wool. This phase of the project will look to help bolster the current Woolmark offering as well as establish wider traceability in the industry.

Other activities include:

- Participation in the WPA-led Traceability in the Australian wool and sheep industry review.
- A consultation session with the Department of Agriculture, Water and the Environment to contribute to discussions on the future of Australia's traceability systems and trade credentials.
- A consultation session with AgriFutures Australia, in collaboration with Strategic Project Partners (SPP), contributing to their work to assess Australia's agricultural supply chain resilience (import and export) and identify interventions, strategies, and actions to help accelerate sector resilience to a range of potential challenges and shocks.
- Workshop participation in the Australian AgriFood Data Exchange project.

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## 5. EMERGING MARKETS

Vietnam – numerous technical workshops in planning with key supply chain partners such as YoungOne and Da Lat Worsted Spinning (Suedwolle) as well as marketing projects with local Vietnamese brands to help position wool as a luxury fibre in a fast growing consumer market

Cambodia – Wool Day event being planned in collaboration with the Garments Manufacturers Association Cambodia and DFAT targeting the associations 500 members to introduce Woolmark and wool and yarn suppliers.

Bangladesh – Currently working with YoungOne, Bangladesh to assist in scoping set up of a scouring plant in Australia with combing to be done in Bangladesh.

Thailand – Working with largest early-stage wool processor in Thailand, Indorama on a traceability trial with a Vietnamese knitter Fashion Enterprise and planning to meet with Thailand knitters and Indorama to see how Woolmark can support them.

# 6. FIBRE SCIENCE

## ECO-CREDENTIALS

### European Union (EU) Product Environmental Footprinting (PEF)

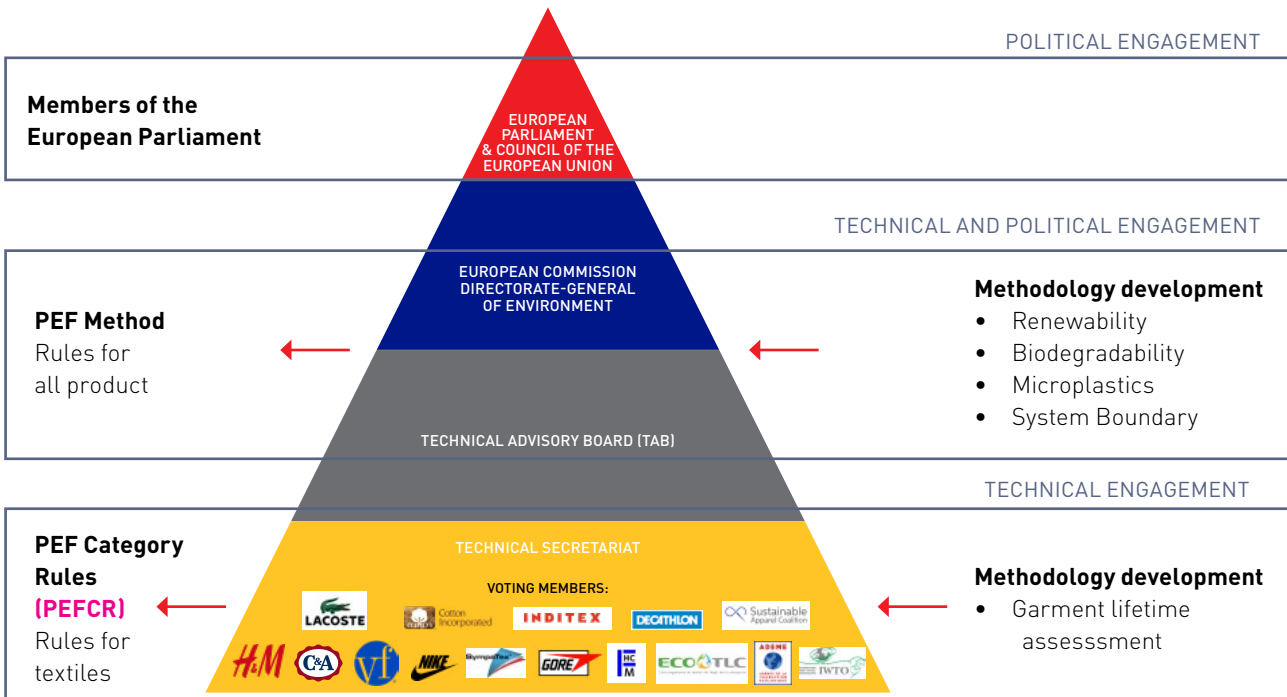
AWI continues to actively engage with the EU at both the technical and political levels to improve the environmental scoring system for apparel, known as PEF, to ensure it represents a level playing field for wool and other natural fibres. These actions are targeted at influencing EU decision maker thinking, prior to the tabling of environmental legislation relevant to textiles, which is occurring across the course of 2022.

A white paper identifying the shortcomings of PEF methodology and proposing solutions has been published. This document provides the evidence-base supporting the Make The Label Count campaign (MTLC),

The response from the EU Director General of the Environment has been a mixture of calming reassurances together with attempts to downplay the concerns.

- They advise that inclusion of new impact categories, like microplastics and biodiversity, are now being considered by the EU but are unlikely to be adopted for several years (by which time damage is likely to have occurred for natural fibre industries).
- They're also defensive, arguing that inclusion of new impacts such as a plastic waste and biodegradability are unnecessary because they're already accounted for (even though the white paper demonstrates them to be partial and not have any meaningful influence of the overall PEF score)

Work continues to demonstrate these weaknesses in PEF methodology and propose solutions to the highest levels in the EU.



Engaging with EU on PEF

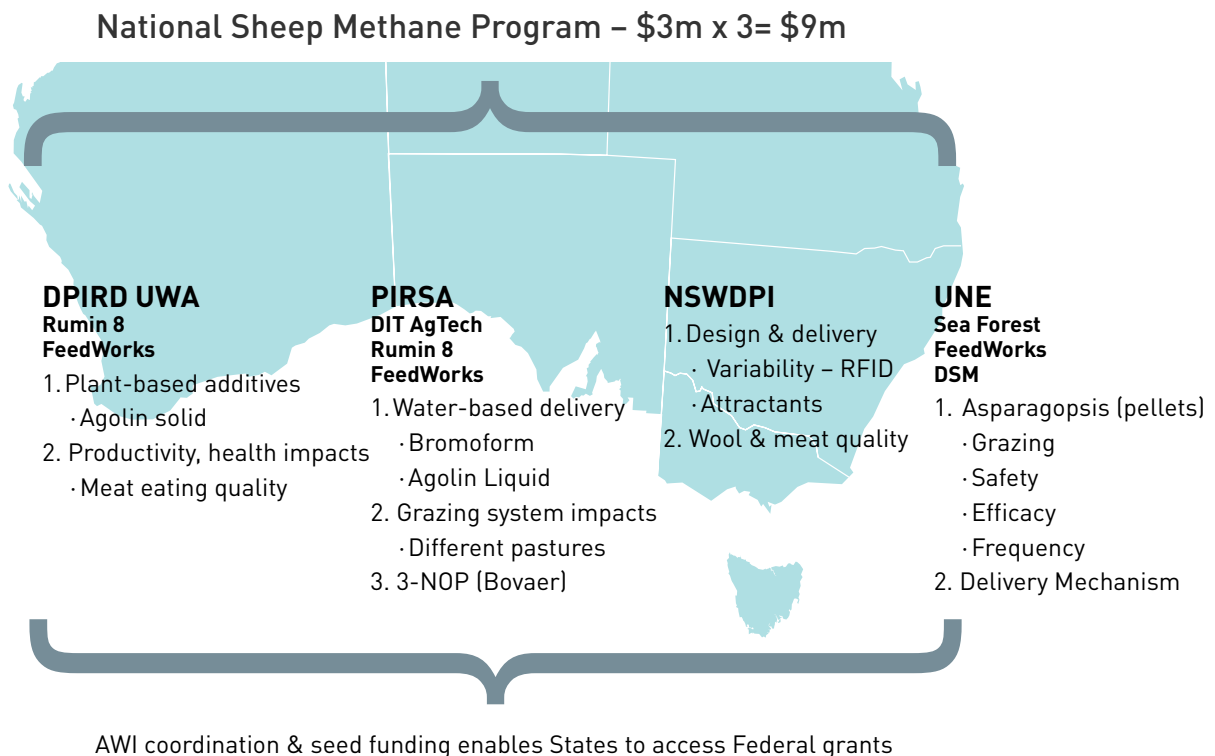


## Mitigating-methane supplements in grazing

The Federal Government is offering funding grants, now known as MERiL 1, 2 and 3 to undertake research into feed technologies to mitigate methane emissions in grazing animals.

After success in gaining \$500k of MERiL 1 for a UNE-based study of the methane mitigating potential of Asparagopsis, AWI has provided letters of support to NSW DPI, SARDI, UWA and UNE to help enable them to access MERiL 2 and 3 grant funding - with the goal of ensuring at least two viable methane mitigating feed supplements are available to the sheep industry within 5 years.

Work continues to demonstrate these weaknesses in PEF methodology and propose solutions to the highest levels in the EU.



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### **Highlighting wool's circularity – Extended Producer Responsibility (EPR)**

This data-gathering project to help The Woolmark Company capitalise on the upcoming EPR legislation in Europe which makes brands responsible for the end-of-life costs of the clothing they sell, is in its final stages. The remaining step to identify and engage stakeholders in the recycled clothing supply chain to provide content for promotional media that Marketing will use to highlight the advantages of wool recycling in an EPR-mandated Europe.

### **Regenerative Farming Practices**

Responding to strong market signals from brands for wool growers to demonstrate adoption of farming practices that build natural capital, sequester carbon in soil and vegetation and re-build biodiversity, two projects have been initiated:

A. Making the business case – this collaborative project is designed to develop evidence that quantifies the relationship between on-farm natural capital and business outcomes, including profitability and resilience. The first phase involves at least 150 farms which may then be extended to 1500 farms. The project will generate a publication on the management of biodiversity on livestock farms with a focus on woolgrowers.

B. Providing pathways for farmers to improve natural capital – this collaborative project will utilise multiple years of satellite imagery and farming systems models to identify the most effective adaptations to reduce net farm greenhouse gas emissions and increase biodiversity, depending on agro-ecological region, prevailing climate type and across different sheep enterprise mixes.

The researchers have now identified and recruited the wool growers who will participate in the study.

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## 7. EXTENSION NETWORKS

2022 has continued with production and industry challenges in a number of key wool-producing regions. AWI's Grower Extension Networks have been able to respond quickly to these challenges, in many cases partnering with relevant industry organisations to deliver quality information and support to woolgrowers, whilst continuing to deliver the priorities outlined by their Producer Advisory Panel (PAP) at the beginning of the year.

AWI's six state grower extension networks are directed by a PAP of woolgrowers and industry partners that discuss on-ground feedback and priorities and what is required to be delivered to woolgrowers in their state. The feedback from the PAP directs the operational plan for each Network for the coming year.

Face-to-face delivery has returned across all Networks in 2022 after a period of long delays in some states, and some period of disruption in all states during the height of the pandemic.

The Networks continue to offer a hybrid delivery model, taking advantage of technology where it makes sense and suits the content and the target audience, but relishing the opportunity to be able to get out with growers and deliver in-person where it's believed that will have the greatest impact.

Sheep Connect NSW, Sheep Connect Tasmania and Leading Sheep Queensland have funding from July 2022 - June 2025. Sheep Connect SA, The Sheep's Back WA and BestWool/BestLamb Victoria are funded under current contracts until June 2023.

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## 8. WOOL HARVESTING

The AWI board has approved an increased funding budget for wool harvesting and an extended 3-year program with \$10.5 million to be invested in wool harvesting training over 3 years.

The increase in funding and the expansion of training to include high schools will allow for a more sustainable workforce for wool growers. The 3 year strategic plan for wool harvesting training is:

“For AWI to offer a pathway to enter the industry, provide a structured and accountable training model, attracting the next generation and retaining these new entrants for a sustainable wool harvesting workforce.”

### Delivery:

- 1. High School Workshops** – these high school workshops will create some interest in school leavers and allow students to make decisions before leaving school to choose wool harvesting as a career and a pathway.
- 2. Wool Handling/Shed Hand Workshops (New 3 day)** – These 3 day wool handling/shed skills workshops are a new and important entry level to work for new entrants. These will allow for a more successful retention of staff and support with improving participants competencies and abilities to work effectively as part of a team.
- 3. Novice Schools** – These Novice schools will continue to be offered in all states with AWI funding these for learners to gain the skills required to be a learner shearers. The learner toolkits will again be used to help assist learners with having the best tools and the best training for a more successful outcome for all.
- 4. In Shed Training** – AWI will continue to deliver in shed training as part of our ongoing commitment for new entrants both wool handling and shearing.
- 5. Improver Schools** – AWI will continue to offer improver level shearing schools for learner shearers that require more than one to two days training. These offer value for the learner and the trainer, having them for 5 days to work on a wide range of new and improved skills to improve the quality & number of sheep shorn, retaining them in the industry.
- 6. Industry Workshops** – These workshops offer value for all, with an AWI funded training day for industry, free for those that require increased levels of training.

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## LEARNER SHEARERS TOOL KITS 2021/22



NSW	95
WA	50
VIC	44
SA	212
TAS	11
QLD	2
<b>TOTAL</b>	<b>223</b>

<https://www.wool.com/people/shearing-and-woolhandling/training-courses/>

<https://www.wool.com/people/shearing-and-woolhandling/>

<https://www.wool.com/people/education-and-leadership/>

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## 10. MARKETING

The 2022 International Woolmark Prize final took place in London on the 26th April, with UK-designer, Saul Nash, being awarded the International Woolmark Prize and South African designers, MMUSOMAXWELL, being awarded the Karl Lagerfeld Award for Innovation.

The decision to increase budget to host a physical event was rewarded with a significant YoY increase in media clippings +50% and media value +24%, noting that last year no physical event was held due to Covid restrictions.

The event was attended by a cross-section of the industry's most influential designers and media with the judging room playing host to a thoughtful debate around wool by some of the industry's most prolific characters. The event also provided promising business development opportunities including a confirmed meeting with Hermes product development team following judge Nadege Vanhee Cybulski, Womenswear Artistic Director, Hermes positive experience on the day.

The China S/S campaign focused on educating millennials and Gen Z about the earth friendly benefits of Merino wool was launched on Earth Day, 23rd April, and included an art installation in Laojun Mountain Nature Reserve in Yunnan and video promoting wool's biodegradability. The repositioning was well received by brand partners and consumers.

- 108M impressions
- 24M video views
- 122 press clippings, with 90.9M readership and AU\$997k earned media value

The campaign also included a purchase driving strategy through digital and social extensions, aligned with Chinese Festival, Goddess Day. A gift with purchase and KOL unboxing video content series was launched with seven key brand partners, Comme Moi, MO&Co., WENACCO, edition, An Ko Rau, ICICLE and NEIWAI, and retail partner, Farfetch, promoting Merino wool's natural, breathable, and trans-seasonable benefits.

- 7 brand partners
- 1 retail partner
- 18,535 Merino wool units sold (12% increase YoY)
- AU\$9.4M GMV (24% increase YoY)

As part of The Woolmark Company's growth strategy through premium performance category partnerships we have confirmed a collaboration with Nissan's Formula E Team as the official technical partner. The partnership will include both team uniform product development and branding and high impact branding across racing cars, events spaces and digital marketing throughout 2023.





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