



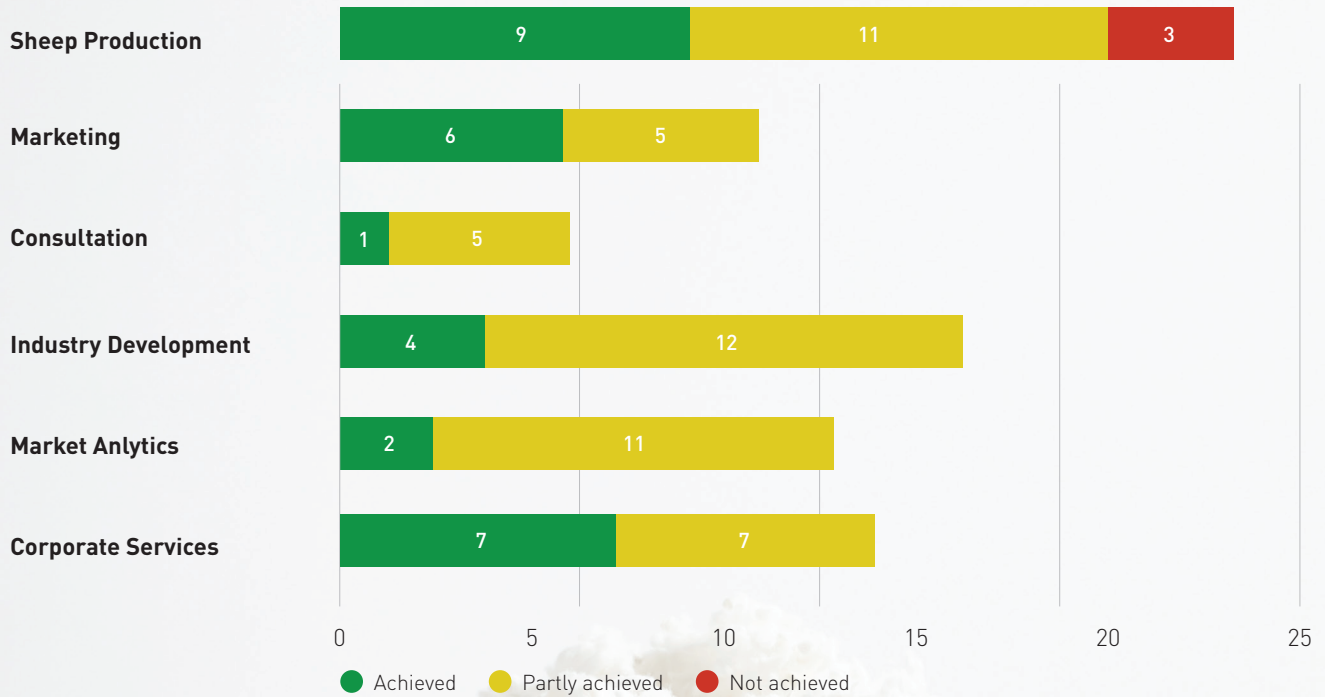
**Program
Achievement
Report**







2023/24















Program Achievement Report 2023/24








This document provides a summary of achievement against the 2022/23 Annual Operating Targets. The graph below shows the status of the programs under each portfolio as of 31/12/2022. 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.













| Strategy | Program | Target | Status | Comments |
|-------------------------|--------------------------|--|---|--|
| SHEEP PRODUCTION | | | | |
| SHEEP PRODUCTION | HEALTHY PRODUCTIVE SHEEP | 25 woolgrower extension events held in flystrike management and moving to a non-mulesed enterprise |  | Due to very dry conditions, on ground, demand for Flystrike workshops has not been as strong as anticipated. |
| | | Growers that participate in workshops report: a. 70% increased awareness of tools to manage flystrike b. 80% increased confidence to make changes to the way they manage flystrike c. 80% increased confidence in managing flystrike without mulesing |  | There is insufficient data to support this target. Due to very dry conditions, on ground, demand for Flystrike workshops has not been as strong as anticipated. |
| | | 15 advisors trained to assist growers to move to a non-mulesed enterprise |  | Four StratiFly pilots have been held and upon the completion, Train the Trainer (TtT) will be held. AmpliFly program is still under development. |
| | | Sterile Insect Technique co-funded project scoped and resourced |  | Two new projects contracted and initiated: -Sheep Blowfly Sterile Insect Technique (SIT) to release of masses of sterile male Blowfly into the wild to mate with the females and thus reduce the next generation's population. -Project to develop an effective and potent way of trapping sheep blowflies so that blowfly populations can be suppressed in wool-growing |
| | | Continue support for the National Wild Dog Management Co-ordinator project |  | National Wild Dog (NWD) Management Coordinator position contracted (co-funded) till 2026/27. NWD Action Plan Implementation Manager contract renewed, and Communications Manager services (Company) engaged, funded by a Federal Grant. |
| | | Tools made available to growers to assist them in choosing pasture species suited to their region and production system |  | Discussions regarding the updated version of the Pasture Picker website have begun. The site will be developed in-house and hosted on AWI's server. The new interface will operate similarly to the Food On Offer (FOO) library and allow users to select pasture species suitable for local conditions and intended use. |










| Strategy | Program | Target | Status | Comments | | | | | | | | | | |
|------------------|--------------------------|---|---|---|------|-----------|----------|------|-------|-------|------|-------|-------|------|
| SHEEP PRODUCTION | HEALTHY PRODUCTIVE SHEEP | Improve the understanding on the use of hard-seeded legumes in low rainfall environments to give woolgrowers greater options to manage a variable climate |  | The factsheets have been drafted, reviewed and returned for revision. | | | | | | | | | | |
| | | Improve understanding of the productivity and management of saltbush shrubs |  | The saltbush shrubs guide is being drafted by CSIRO and will have input from AWI and MLA. | | | | | | | | | | |
| | | Aim towards increasing national weaning rate by 5 percentage points from 2020 to 2030. This equates to an increase of 0.5 percentage points per year |  | There has been an increase of 3% points in weaning rate from 2020 drop (10.1%) to 2022 drop (13.1%, which is the most recent complete data set). | | | | | | | | | | |
| | | Collate and update information on management strategies for lamb survival |  | Project contracted and progress on Benefit Cost Analysis (BCA) is underway. The BCA is an output from the Prioritising Lamb Survival Interventions project, which is due for completion in May 2024. | | | | | | | | | | |
| | | An increase of at least 3 index points for the MP+ index between last two fully recorded drops as at June 30th 2023, as reported by MERINOSELECT. |  | The MP+ index increased by 3 index points in the last 2 fully recorded MERINOSELECT drops, from 145.5 for the 2020 drop to 148.5 for the 2021 drop. | | | | | | | | | | |
| | | A trend for lower breech wrinkle and dags ASBVs |  | MERINOSELECT Genetic Trends demonstrate a trend for lower breech wrinkle and dag: <table border="1"> <thead> <tr> <th>DROP</th> <th>EBWR ASBV</th> <th>DAG ASBV</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>-0.16</td> <td>-0.05</td> </tr> <tr> <td>2020</td> <td>-0.20</td> <td>-0.06</td> </tr> <tr> <td>2021</td> <td>-0.28</td> <td>-0.07</td> </tr> </tbody> </table> | DROP | EBWR ASBV | DAG ASBV | 2019 | -0.16 | -0.05 | 2020 | -0.20 | -0.06 | 2021 |
| DROP | EBWR ASBV | DAG ASBV | | | | | | | | | | | | |
| 2019 | -0.16 | -0.05 | | | | | | | | | | | | |
| 2020 | -0.20 | -0.06 | | | | | | | | | | | | |
| 2021 | -0.28 | -0.07 | | | | | | | | | | | | |







| Strategy | Program | Target | Status | Comments |
|------------------|--------------------------------|---|---|---|
| SHEEP PRODUCTION | HEALTHY PRODUCTIVE SHEEP | Increasing genotyping and phenotyping of Merino breech wrinkle, dags, cover and fleece rot. By 2030 50% of MERINOSELECT current drop will have a breech wrinkle phenotype |  | There is a strong trend for increasing number of animals in MERINOSELECT recorded for breech wrinkle, cover and dags and a smaller increase for fleece rot. Refer to Beyond the Bale September 2023 issue for specific details. |
| | ENVIRONMENTAL SUSTAINABILITY | New projects facilitated or commissioned |  | There are 6 projects underway in the Environmental Sustainability Program. One of the main investments in this area is to identify the credible, evidence-based, and cost-effective metrics that enable woolgrowers to measure, manage and report on-farm natural capital and environmental performance over time, providing leadership on defining "nature positive" for the wool industry. |
| | AGRI TECHNOLOGY | Report on the success of an in-vitro investigation of the effect of compounds on wool strength to facilitate bioharvesting |  | <ul style="list-style-type: none"> - Assays for the two major bio-agents, canavanine and Cl-amidine, and the main metabolite of canavanine (canaline), have been developed at Metabolomics Australia, a National Association of Testing Authorities (NATA) accredited national laboratory. - The assays indicate significant disruption of the follicle's gross structures, particularly the layers of the inner root sheath, which are consistent with the biochemical pathways identified as the key target for disruption. |
| | | New project(s) commissioned including solutions to harvest weakened wool |  | <ul style="list-style-type: none"> - Request for Proposals (RFP) issued for the purpose of obtaining responses from engineering companies, universities, entrepreneurs, start-ups and other organisations for the development of a Wool Bio-harvesting System. - Out of 14 proposals received, 4 have been selected for funding. |
| | TRAINING AND TECHNOLOGY TAKEUP | AWI leadership and practical skills events delivered to participants receive a net promoter score (NPS) of at least 7.5/10 |  | Practical Sheep's Skills workshop currently being revised to incorporate subjective and objective sheep classing. |
| | | AWI programs engage with 500 student participants each year. |  | AWI has engaged 750 students in the 6-month period. |








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| SHEEP PRODUCTION | TRAINING AND TECHNOLOGY TAKEUP | 20,000 views of AWI Education & Extension wool harvesting resources online |  | 8,863 views during the period of 1st July to 31st December 2023. |
| | | 3,700 novice and intermediate level participants supported through training by AWI |  | There have been 2,200 participants in the 6-month period. |
| | | 250 new entrants attained a level of competency to obtain AWI shearer or wool handler/shearing tool kits |  | 69 tool kits have been handed out between July 1, 2023, and December 31 2023. |
| | | More than 1,000 participants in SportShear shearing and wool handling competitions nationally |  | 619 participants from July 2023 - December 2023. There are several shows that have not yet sent in their post-show reports so this number will increase. |
| | | Ongoing retention rate of 75% of those trained yearly |  | Current retention rate for the 6-month period is 79%. |
| MARKETING | | | | |
| MARKETING | TRADE MARKETING | 5% increase in engagement with wool sourcing assets from brand partners |  | <p>LinkedIn following: Benchmark (July 2023): 21,802 YTD (January 2024): 23,888 (+9.57%)</p> <p>The Wool Lab swatch engagements: Benchmark (FY 22/23): 11,587 YTD (January 2024): 5,570</p> |
| | | Growing awareness of wool benefits amongst trade and supply chain audiences |  | <p>Benchmark; Industry website traffic: (FY 22/23): 60,435 sessions 203,099 pageviews</p> <p>YTD (FY 23/24): 293,620 sessions (+236.06%) 119,234 pageviews</p> <p>Trade Marketing monthly newsletter subscribers: Benchmark (July 2023): 13,528 YTD (Jan 2024): 14,605 (+7.96%).</p> |







| Strategy | Program | Target | Status | Comments |
|-----------|--------------------|---|---|---|
| MARKETING | TRADE MARKETING | Influence impending EU textile legislation and amplifying the ecological attributes of Australian Merino wool |  | <p>65 meetings with EU Institutional stakeholders, including:</p> <ul style="list-style-type: none"> 39 with MEPs/staff (including 2 MEP, 2 MEP assistants and 1 European Parliament's think tank advisor for the farm visit) 12 with European Commission 14 with EU Permanent Representatives 1 civil society association <p>Email outreach to 291 EU Institutional stakeholders (over life of campaign)</p> <p>Social and digital campaign: 5.4M impressions, 340K engagement, 24 media clippings with reach of 723M (over life of campaign).</p> <p>30 organisations joined campaign coalition (of which 2 joined within the last 6 months).</p> <p>Encouraged 23k stakeholders across various networks to engage in EU.</p> |
| | | Provide constructive solutions to make EU apparel labels meaningful and transparent for consumers |  | <ol style="list-style-type: none"> 1. Engagement at the Product Environmental Footprint Technical Secretariat (PEF TS) and chairing PEF TS working groups 2. Providing high quality wool dataset to the EU 3. MTLC white paper (which suggests solutions to PEF) - This was tabled in 2022 though, so not relevant for this 6 monthly PAR 4. Proposing amendments to EU legislation 5. Submitting responses to EU consultations on policies and legislation. |
| | TALENT DEVELOPMENT | 5% increase in pre-registration for program | N/A | Registrations to be open April - June 2024. Registration numbers will therefore be reported in the June 2024 Program Achievement Report. |
| | | 20 new leads for sports industry brands and stakeholders |  | 2 winners and over 40 leads from industry representatives from the sports and performance market. |






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|---------------------|--------------------|---|---|--|
| MARKETING | CONSUMER MARKETING | Increase brand awareness for Woolmark and Merino wool benefits in China by 3% |  | <ul style="list-style-type: none"> - The China A/W campaign had a positive impact on the awareness (+20%) and purchase intent (+25%) towards Merino Wool as well as awareness (+17%) and purchase intention (+15%) associated with the Woolmark brand. - The campaign also positively impacted the awareness of Merino wool benefits. - Consumers perceived the Woolmark brand as synonymous with high quality and 100% wool. After viewing the campaign, consumers gained more confidence in purchasing Woolmark products and associated the brand more strongly with Merino wool. |
| | | YoY increase wool sales driving partnership with major retailer |  | This will be reported in the next PARs. |
| | | 3% increase purchase intent of Australian wool through increased awareness of wool's sustainable benefits |  | This will be reported in the next PARs. |
| | | Increase in average purchase intent of wool by 2% for the Eco Consumer campaign |  | This will be reported in the next PARs. |
| | | Secure a minimum of 2 high profile sporting event/team sponsorships |  | The focus is on completing the Luna Rossa Prada Pirelli sponsorship throughout 2023/24. Following this, a new high-profile sponsorship will be entered into for 2024/25. |
| | | Uplift in brand/retailer intent to increase wool product categories |  | This will be reported in the next PARs. |
| CONSULTATION | | | | |
| CONSULTATION | WOOLGROWERS | Increase page views on Wool.com website by 5% |  | Total page views for the first six months is 184,088. The percentage increase will be reported in the next PARs. |







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| CONSULTATION | WOOLGROWERS | High level of member satisfaction rating (above 5.8/10) with communication from AWI |  | The Woolgrower Sentiment Survey results will be reflected in the next PAR as the Survey final report is expected by end of May. |
| | | Improving efficiency through electronic distribution of Beyond the Bale using the latest government data on woolgrowers. This will save cost and will have positive impact on the environment as we are slowly moving away from paper based distribution. |  | There were 3325 page views of Beyond the Bale. For EDMs Mailing List September 2023: 8,518 December 2023: 8,420 |
| | | Increase number of active participants in AWI extension initiatives by 3% |  | The database numbers for NSW, SA, VIC & WA have increased by 4% over the last 6 months. The databases in QLD & TAS have been cleaned resulting in a decrease of 6.35%. |
| | | AWI workshops delivered to participants receive a net promoter score of 7.5/10 (evidenced by exit surveys) |  | AWI workshops continue to be well received and participants highly likely to recommend to others, with a Net Promoter Score (NPS) of 9.38. |
| | INDUSTRY | Increase member satisfaction in the industry forums WICP/WCG |  | The annual survey of both groups will take place following the April meeting in Adelaide. There is no survey report available for the first half of the FY. |
| INDUSTRY DEVELOPMENT | | | | |
| INDUSTRY DEVELOPMENT | WOOLMARK | Review relevant specifications and testing standards |  | Specifications assessed and decision to implement recycled specification has been made. |
| | | Increase brand and retailer licensees by 10%. |  | There has been an increase of 27 licensees. The target is 58 for the FY. |
| | | Maintain or increase the number of tickets & labels ordered by Woolmark licensees. |  | This will be reported in the next PARS. |
| | TECHNICAL SUPPORT | Continue to collaborate with supply chain partners on four process and six product innovations. |  | Four supply chain partners and six product innovations. |










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| INDUSTRY DEVELOPMENT | TECHNICAL SUPPORT | Maintain swatch requests from The Wool Lab |  | Swatch requests show positive results for the Jul - Dec period, which includes the A/W 2024/25 season and Spring/Summer 2025 - 4,937 swatch requests (target 23/24FY 11,587)) These results are reflective of the timing of this report, SS25 was released in Nov 23 and Jan 24. |
| | | Increase the number of registrations by 5% on The Wool Lab Digital platform |  | There is a continued effort to increase the numbers of users on The Wool Lab Digital platform – 381 registrations (target 697). |
| | | Increase in supply chain partners by 10% |  | From July 2023 - Dec 2023, 14 new brand led innovations commenced in partnership with 8 brands/manufacturers. |
| | EDUCATION & EXTENTION | Deliver global training programs across womenswear, menswear, sportswear and interiors to a minimum of 40 retailers. |  | 33 brands/retailers have been trained reaching 744 retail staff. (July -Dec 2023) Retail training is being delivered in 50/50 mix of physical and online sessions. Notable brands include: Benetton Group (Global, New York Cycle Club (USA), Rip Curl (Australia), Austin Group (Australia). |
| | | Expansion of Wool Science program into India and Vietnam through student participation. |  | In October 2023 a course was delivered at The Technological Institute of Textile & Sciences (TIT&S) in India for 150 students. TIT&S now incorporate some of the units of the Wool Science & Technology program in their curriculum. |
| | | Maintain participation in the Learn About Wool primary and secondary education program |  | 102 Learn About Wool kits dispatched to schools across Australia, estimated to reach over 6,000 primary school students (July-Dec 2023) A pilot program is being run with approx. 7 schools in NSW. Using Learn About Wool materials, the 5-week teaching program was developed for K-2 students with direct links to the NSW Syllabus. |

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| INDUSTRY DEVELOPMENT | EDUCATION & EXTENTION | Increase registrations on the Woolmark Learning Centre by 10% |  | 1,120 registrations (YTD December 2023 - target 3,370 by June 2024) The main engagement with the platform is with students (Secondary and Tertiary). The top 5 performing countries for registrations are: 1. Australia 2. Italy 4. France 5. United Kingdom |
| | | 2 new course developments on the Woolmark Learning Centre |  | Two courses are nearing completion for delivery by June 2024: 1. Best practice lamb marking (Wool Production Program) 2. Woven textile design and production in 8 language variants (Fashion & Design Program) |
| | | Continue to attend leading traditional trade shows |  | Total Trade Shows Exhibited: 10 (acquisition of 444 leads) Total Trade Shows Attended: 7 (acquisition of 53 leads) Total workshops executed under this budget: 1 |
| | | Increase our presence at trade shows in new market categories including military, workwear, interiors and accessories. |  | 2 new market trade shows exhibited (Seoul and Paris) 2 new market trade shows attended/visited (India and China) |
| | | 10 innovation activations at global development centers. |  | Total activations: 5 - 3 x D-house, Milan, Italy - 2 x Donghua WRC, Shanghai, China |
| | | 50 leads generated |  | 50 new leads generated globally. |
| MARKET ANALYTICS | | | | |
| MARKET ANALYTICS | EMERGING MARKETS | Building brand/ wool awareness in the manufacturing supply chain in new markets through: -Advertisements in local textile publications – 15 adverts across 2 markets -Run wool seminar/ technical workshop - one in one new market |  | Advertising across two markets, Bangladesh (ongoing) and Mexico (new) to start in March 2024. Bangladesh 2 ongoing adverts for 6 months in Textile Today magazine (online & print) and Textile Focus magazine (online & print) Possibility of workshop/seminar in Bangladesh was difficult due to political unrest due the national election. Time constraints may not allow for one to be run in remaining FY. |

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| MARKET ANALYTICS | EMERGING MARKETS | Connecting the supply chain and establishing new supply chain partners. Meet with 35 new supply chain partners in two new markets. |  | Met with 8 new supply chain partners in Bangladesh, through in market visit in August 2023. BDM Contractors starting in Mexico, Peru and Bangladesh February 2024 will see rise in establishing new potential supply chain partners for the remaining FY. |
| | | Visit two textile trade shows in two new markets |  | BDM Contractors starting in Mexico, Peru and Bangladesh February 2024 with responsibilities to build new supply chain partner relationships and attend trade shows in market to establish contacts and understand market demand for wool. |
| | SUPPLY CHAIN INITIATIVES | AWI participation in the Australian Agriculture data platform exchange and support wool industry data platform. |  | Ongoing engagement with the data exchange project through working group meetings. Put forward a sheep compliance case study. Australian Wool Traceability Hub now being built, and in-depth consultation started. |
| | | Investigate the development of traceability tools for the Woolmark Licensing Program. Woolmark licensees have access to a tool to help solve matters of wool traceability through the collection and distribution of data. |  | Ongoing discussions with vendors to contract a tool to support sourcing and traceability requests. "Woolmark Nature Positive" emerging as a key pillar for traceability requirements and will be made available for licensees. |
| | | Continue collaboration on traceability systems with relevant stakeholders. |  | Established WIA steering committee for AWTH. |
| | BUSINESS INTELLIGENCE | 80% of users of AWI's Market Intelligence find it of 'high value' or above |  | Survey to be conducted, results will be reflected in the next PARS. |

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| MARKET ANALYTICS | BUSINESS INTELLIGENCE | Maintain subscriber numbers on the Market Intelligence website |  | Subscribers Daily Report: 3,954 (-3.79% - Benchmark 4,110) Weekly Report: 4,294 (-3.02% - Benchmark 4,428) |
| | | Market Intelligence area on AWI website receives 10,000 views per month |  | The total number of views over the period of July 2023 - December 2023 is 63,686 - breaking down to 10,614 views per month. |
| | FIBRE SCIENCE | Improved performance for wool in global rating schemes. |  | AWI intends to become a global provider of high quality LCA data for wool's supply chain. An independent review of AWI's updated wool dataset by Thinkstep has been completed which will allow AWI to submit the dataset to the European Commission for acceptance in the PEF scheme. This will significantly improve the data quality for wool and lead to a more accurate assessment of wool's environmental impact, relative to other fibre types. |
| | | 1. Completed case studies of carbon storage and biodiversity improvement 2. Completed scenario modelling of adaptations to improve natural capital |  | The program is on track to deliver the completed case studies by the end of the financial year. The project has completed all farm baselining, and the scenario modelling of adaptations to improve natural capital is well underway. A variation to the project to assess more fully several of the most promising interventions is now being considered. |
| | | Assess the sheep industry's GHG emissions and opportunities for meeting Australia's national GHG commitments |  | The Australian wool industries carbon account has been determined for the 2005 - 2020 period and this information has informed the Sheep Sustainability Framework. The future carbon account from 2020 to 2050 has been modelled and a range of pathways assessed for delivery of Australia's GHG commitments. Future modelling involves many assumptions which may or may not be realised, such as flock size, success of methane-mitigating additives, value of carbon credits, etc. |

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| MARKET ANALYTICS | FIBRE SCIENCE | Generate a comprehensive evidence base for submission to an appropriate journal and use of marketing |  | <p>2 of the 3 publications arising from research into wool's dynamic breathability attribute have been accepted in the peer-reviewed literature, adding to the robust evidence base supporting wool's wellness credentials.</p> <p>The manuscript arising from the AWI funded cognitive performance study is in the peer-reviewed process. Once published, it will provide robust evidence to support another health and wellness claim for wool.</p> |
| CORPORATE SERVICES | | | | |
| CORPORATE SERVICES | CORPORATE SERVICES | Learning and development with a focus on upskilling existing employees for new challenges and/ or future roles. At least 50% of employees to have participated in some form of learning & development. |  | <p>60% of employees have received some form of formal learning & development YTD.</p> <p>This learning & development is a combination of online learning through Linked In (or other sources) as well as virtual and face to face training, or on the job experience. This percentage will certainly increase as the year progresses.</p> |
| | | Employee satisfaction rating measures how satisfied employees are within the organisation. Maintain or increase the rating from 4.2/5. |  | <p>Pulse survey results: 3.94/5 "Being satisfied with my workplace": remained 4.5/5.</p> |
| | | Online compliance training completion rate to be a minimum of 95%. |  | <p>Psychosocial workplace hazards: 92% completion rate Modules dealing with equal opportunity, anti-discrimination, bullying and harassment: 85-90% completion rate.</p> <p>Introduced new modules that will be rolled out annually including Respect@Work and Psychosocial workplace hazards.</p> |
| | | Respective proportions of men (40%) and women (60%) on the board, in senior executive positions and across the whole workforce. |  | <p>Board: 42% female and 58% male Executive: 58% female and 42% male Staff: 65% female and 35% male</p> <p>Whilst the split isn't exactly 60/40 (F/M) in all 3 cohorts, the stats are improving for the Board, static for the Exec and increasing overall.</p> |
| | | Conduct four impact (cost – benefit) assessments of RD&E and marketing investments annually. |  | <p>Four impact assessments have been conducted:</p> <ol style="list-style-type: none"> 1. Wild dogs 2. Prada 3. Nissan 4. Shearer and wool handler training program |

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| CORPORATE SERVICES | CORPORATE SERVICES | Timely financial reporting to internal and external stakeholders |  | Monthly financial reports provided to both executive and board. Financial updates presented to the WICP at every meeting. |
| | | Unqualified audit report delivered |  | Annual accounts for AWI signed in September with unqualified report. |
| | | IT systems maintain or increase SLA 90% of time |  | SLA hit 97.35% of time |
| | | Resolution of IT issues within 24 hours |  | SLA hit 97.35% of time. Average first response time 4h12, average resolution 4h 37m. |
| | | Digital requests - Increase SLA 90% of time |  | Survey in progress |
| | | Maintain or increase ease of use rating for Digital systems from 7.2/10 |  | Survey in progress |
| | | Implement the automated contracting system on Salesforce |  | The project is delayed as all contracts are currently being reviewed to ensure they remain current and valid. |
| | | Digital contract creation will reduce time spent and increase efficiency and adherence to processes |  | The automated DocuSign system has been implemented, with 212 number of contracts executed through this system. |
| | | Initial response time on contract within 48 hours |  | All initial contracts submitted are response to within 48hrs. |

