THE AUSTRALIAN WOOL SUPPLY CHAIN

50,000 WOOLGROWERS

73 MILLION SHEEP

1.8 MILLION BALES SOLD IN 2015/16

> $3 BILLION PA CONTRIBUTION TO AUSTRALIAN EXPORTS

98% OF WOOL IS EXPORTED

80% OF WOOL IS EXPORTED TO CHINA

90% OF THE WORLD'S FINE APPAREL WOOL IS FROM AUSTRALIA

50,000 WOOLGROWERS

73 MILLION SHEEP

1.8 MILLION BALES SOLD IN 2015/16

> $3 BILLION PA CONTRIBUTION TO AUSTRALIAN EXPORTS

98% OF WOOL IS EXPORTED

80% OF WOOL IS EXPORTED TO CHINA

90% OF THE WORLD'S FINE APPAREL WOOL IS FROM AUSTRALIA

Woolgrowers are custodians of the land and average farm size is 3,100 ha with a flock of 3,000 sheep.

Australia is the biggest global producer of clean wool, followed by China, New Zealand, South Africa, UK, Argentina and USA.

Woolgrowers have long recognised the importance of investing collectively in their livelihoods, with wool being the first to introduce a levy for R&D and promotion back in 1936.

Amount of Australian wool sold in 2015/16 equates to 869 million sweaters.

Wool as a luxury fibre makes up only 1.2% of the global apparel market by volume, but 8% by value.

The Woolmark logo is the most recognised textile logo globally.

Australia produces predominantly Merino wool (for clothing), New Zealand produces predominantly broad wool (for carpets).

Australia is the biggest global producer of clean wool, followed by China, New Zealand, South Africa, UK, Argentina and USA.

Amount of Australian wool sold in 2015/16 equates to 869 million sweaters.

Wool as a luxury fibre makes up only 1.2% of the global apparel market by volume, but 8% by value.

The Woolmark logo is the most recognised textile logo globally.

Australia produces predominantly Merino wool (for clothing), New Zealand produces predominantly broad wool (for carpets).
AWI: INVESTING IN R&D AND MARKETING TO MAKE WOOLGROWERS MORE PROFITABLE

60:40
AWI invests on a 60:40 split between Marketing and R&D

Growers pay AWI 2% of their income from wool to invest in Marketing and R&D

Most of AWI’s income comes from woolgrowers, with 17% from the federal government, and 10% from the sale of Woolmark licenses

Sports and outdoor fabric development has seen manufacturing volume grow 10% year on year and generated 1 million kg of demand

On average, the return on investment for growers is $2.90 for every $1 spent by AWI

AWI Board is directly elected by woolgrowers

AWI has 157 staff in 13 offices worldwide

GROWERS can determine the future of AWI at WoolPoll every 3 years

AWI activities are driven by growers’ priorities identified through ongoing consultation

IN 2016-17
AWI INVESTED
$71 MILLION
IN 398 PROJECTS
WITH 140 PARTNERS

60% R&D
40% MARKETING

2% LEVY

IN 2015/16, $12.2 million invested in shearing since 2013

4,266 shearers and wool handlers trained in 2015/16

140 wild dog control groups see on average a $10,700 pa benefit per flock

The International Woolmark Prize has an alumni of 384 designers worldwide.

The National Merino Challenge has encouraged 473 next generation growers

Lifetime Ewe Management increases weaning rates by 10% and reduces ewe mortality by 30%

$59 million invested in animal welfare, including $34m on flystrike since 2005

JULY 2017 GD2478