

THE AUSTRALIAN WOOL SUPPLY CHAIN



60,000
WOOLGROWERS

1.6 MILLION
BALES SOLD AT AUCTION
IN 2018/19

AU \$4.16 BILLION
CONTRIBUTION TO AUSTRALIAN
EXPORTS IN 2018/19

98%
OF WOOL IS
EXPORTED

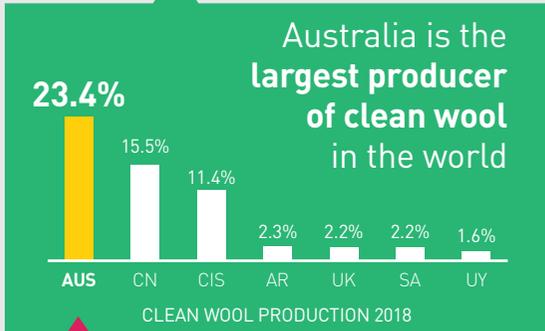
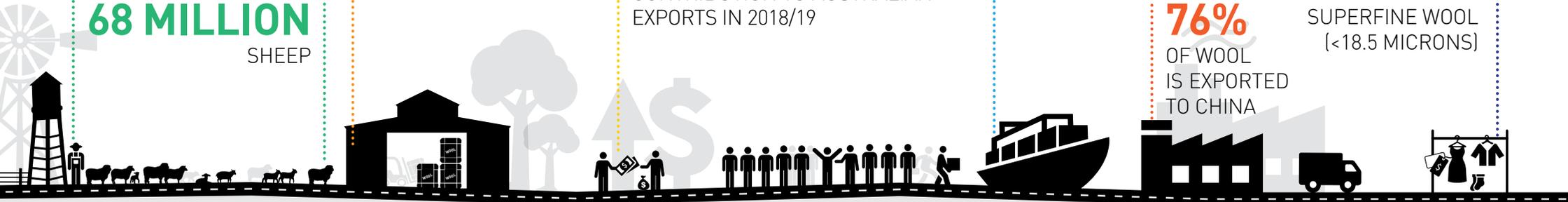
AUSTRALIA
PRODUCES

81%

OF THE WORLD'S
SUPERFINE WOOL
(<18.5 MICRONS)

68 MILLION
SHEEP

76%
OF WOOL
IS EXPORTED
TO CHINA



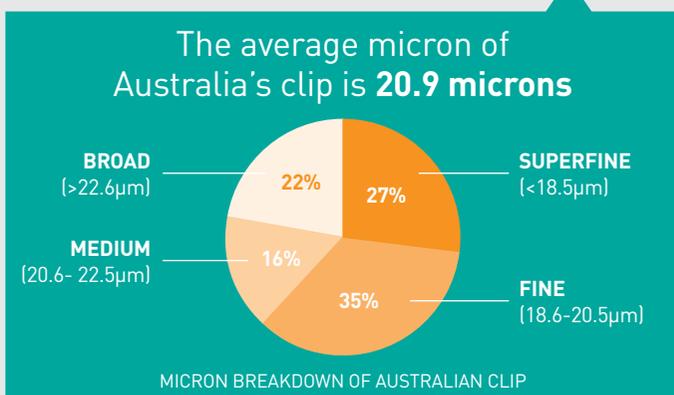
- Different products use different microns of wool:
- JUMPER/ SWEATER**
17.5-21 microns
 - SUIT**
<18.5 microns
 - T-SHIRT**
<18.5-19.5 microns
 - SOCKS**
19.5-21 microns
 - SHOES**
19.5-21 microns
- AVERAGE MICRON RANGE

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 one of the **most recognised** logos globally

PURE NEW WOOL

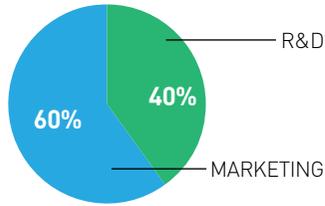
Australian woolgrowers have been **investing in wool R&D and promotion** since 1936



Australian wool is grown in vastly different conditions to Europe or the USA. Australian sheep graze free-range in climates varying from **cold alpine, high-rainfall areas to hot, dry pastoral zones**

AWI: INVESTING IN R&D AND MARKETING TO INCREASE WOOLGROWER PROFITABILITY

Most of AWI's income comes from Australian woolgrowers, with 20% from the Federal Government, and 7% from the sale of Woolmark licences



AWI invests in a **60:40** ratio between **Marketing** and **R&D**



AWI has **16 offices worldwide**

More than **100,000 students** from **Australia, Hong Kong, Italy** and the **UK** have participated in the Wool4School design competition



Investment in the world's biggest 10-year sheep research trial – Merino Lifetime Productivity (MLP) – collecting detailed data on 5500 ewes from 5 sites across Australia, measuring all aspects of the ewe's lifetime performance **to assist growers to improve breeding ewe productivity**



Innovative sportswear product developments including more **durable yarns, wind and water resistant fabrics** and **compression wear**

More than 1500 students took part in the Woolmark Performance Challenge – using Australian Merino wool to develop **innovative sports and performance wear**

IN 2018-19 AWI INVESTED **AU \$100 MILLION**

IN R&D AND MARKETING THAT BENEFITS AUSTRALIAN WOOLGROWERS

AWI's six state-based woolgrower networks support 13,000 wool producers with the **latest production research and best practice**



194 community wild dog groups supported, with **52% of participants intending to increase wool production**

More than **16,000 shearers and wool handlers** have been trained in the past four years



2001 to June 2019, AWI has spent **AU \$40m** on **Flystrike RD&E** and **AU \$74.5m** on all **Animal Health and Welfare RD&E**



The **International Woolmark Prize** has an **alumni of 425 designers** worldwide



The National Merino Challenge has encouraged more than **600 of the wool industry's next generation**



Lifetime Ewe Management (LTEM) has **helped nearly 4000 woolgrowers** lift the reproductive performance of their Merino ewes