



10 June 2004

New leader for Australian Wool Growers Association

The Australian Wool Growers Association at its Annual General Meeting last night elected the NSW woolgrower and business man Charles, (Chick) Olsson to the position of Chairman.

With considerable business acumen, practical wool growing experience and above all a passion for the Australian Wool Industry, Mr Olsson is well suited to the challenging job ahead of truly representing the interest of woolgrowers throughout Australia.

Mr Olsson's background experience includes

National marketing manager, Olsson Industries.

National Bulk Petcare Manager, Supercoat Petfood.

1987 to current, own and manage Four Seasons, a manufacturing company specialising in supplements for sheep and cattle.

In addition Chick Olsson runs a commercial wool growing farm with approx 2000 merino ewes at Goulburn on the southern tablelands of NSW

On joining the tough thankless challenge of wool politics Mr Olsson states

"I believe in merino wool and its future."

The future challenges facing the industry are paramount says Mr Olsson to its survival and profitability.

The industry nearly got the solution correct when the restructure of the industry bodies occurred, yet there are some further enhancements that must be pursued.

Remember the restructure occurred in years 1999 / 2000 and time has moved on. There needs to be some flexibility to meet ever changing consumer demands.

"In every system or organisation, there must be a sense of urgency in its sales and marketing approach."

" It was not long ago, that woolgrowers were achieving premium returns. It will be my primary role with the other excellent directors on the AWGA to help implement plans to lift returns for growers as soon as possible."

At this crucial time, the AWGA needs woolgrowers to think long and hard about directional changes to new marketing and sales orientated funded programs from the current levy."

"It is time to start targeted wool marketing now, increasing demand for wool and not wait any longer for this market to get worse and to be eventually forgotten." concluded Mr Olsson.

ENDS:

For more Information



AWGA - News Update

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