



AWGA - News Update

12 July 2004

\$68 Million Surplus Funds available to market wool...says AWGA.

AWGA requested to develop Marketing Plan

The Australian Wool Growers Association today has called on industry leaders to urgently address the immediate need for increasing wools market share in a competitive fibre market.

Following an attendance at Australian Wool Innovation's consultation process last week, AWGA Chairman, Chick Olsson, expressed concern over the lack of urgency on the crucial issue of demand creation for current wool products.

With AWI indicating that they still have \$68 million of unallocated grower funds, there is an opportunity to urgently approach the issue of marketing of existing wool products.

“AWI has several good projects in the pipeline, but the reality is that these new product developments, encompassing new uses for wool will not be available in the short term, with some projects years away from commercialisation.”

“For woolgrowers seeking a profitable and sustainable existence, there has to also be resources funding the marketing, retail support and development of current products and uses for wool as well.”

Various representative bodies throughout Australia all acknowledge woolgrowers want money spend on marketing, not the generic type promotion of the past, but rather specific product and brand development and support in order to lift current demand levels for wool.

As a result of AWGA calling for a National Wool Forum on this issue, The Australian Wool Growers Association has been requested by AWI and others to present a marketing plan for consideration and adoption.

“This is a significant step forward in the right direction, and AWGA hopes to be able to present publicly for discussion a blueprint for the product development marketing and support of wool and woollen products within a matter of weeks.” says Mr Olsson.

“Certainly grassroots growers are overwhelming in their support for this type of activity and equally they want urgent action.”

Accordingly a proposed National Wool Forum will be postponed until this plan has been prepared.

The Australian Wool Growers Association will ensure that this marketing plan will be made publicly available and all woolgrowers are invited to contribute in the interim” concludes Mr Olsson.

Related Links

<http://australianwoolgrowers.com.au/>