



10 June 2005

Latest wool industry “Marketing Efforts” portray “wrong” image.

The recent announcement by Australian Wool Innovation, AWI, of a \$2 million “fly on the shoulder” advertising campaign to address the image of wool against the increasing activities of animal welfare organisations is another disaster says the Australian Wool Growers Association.

AWGA Vice Chairman, Martin Oppenheimer, says “When this concept of negative promotion was discussed at an industry taskforce gathering earlier this year it met with considerable concern and opposition from many sections of the industry.”

“All within the industry acknowledge that something has to be done to improve the image of wool... but this negative style of promotion will do little if anything to win over the retail sector overseas” says Mr Oppenheimer.

Indeed feedback received by AWGA from retailers and media consultants suggests that this will more than likely backfire against woolgrowers.

“It is time that those seeking to lead this industry and those with control of the compulsory taxed wool levy funds began to listen to their constituents instead of the non consultative approach”.

“Any elementary marketing textbook will tell you to promote the positives of your product yet here we are telling the world that we ‘have a problem with our wool’ says Mr Oppenheimer.

“This is naivety at the very least, arrogance at its worst by our leaders and we would seek an urgent re-evaluation of any more expenditure of this kind.”

The Australian Wool Growers Association remains confident that the recently announced pain relief treatment for mulesing will receive a positive response from animal welfare groups, when a delegation meets in New York in a few weeks time.

“It is interesting that whilst this delegation is being encouraged by industry, participants have not been offered any financial assistance for their insight or dedication to seeking a solution to the wool boycotts” says Mr Oppenheimer.

” Surely this would be a more appropriate and eminently more cost effective manner in which to allocate wool grower funds.”

Related Links

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