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DEAR LEADERS – WHERE IS THE STRATEGIC PLAN TO GROW THE MERINO INDUSTRY?

With the up coming World Merino Conference in Perth, AWGA challenges Australian wool industry leaders on their collective vision and strategy to grow the Merino industry;

Mr Ian McLachlan, Australian Wool Innovation (AWI)
Mr Barry Walker, Australian Wool Services (AWS - Woolmark)
Mr Michael Jackson, Australian Wool Testing Authority (AWTA)
Mr Mark Grave, Australian Wool Exchange (AWEX)

Currently these grower owned or funded companies are pursuing their own individual strategies, while wool industry growth has stalled. All of these organisations depend on Australian woolgrowers for their existence, because of seed capital, statutory levies & taxes, or compulsory charges.

Woolgrowers have expected a return on their investment, but have only continued to see industry decline in production volume and value.

Now there is confusion about the roles of these different organisations, and their lack of a collaborative & strategic approach to building the merino industry.

AWGA challenges these highly paid leaders with the following questions:

Why is AWI competing with AWS by giving away information & services that AWS has been selling to industry? Is there market failure here?

Why is AWI developing a new “Australian Merino” Brand when AWS already has a merino branding program?

Can wool levies be used for consumer marketing & promotion?

Who is responsible for marketing & promotion of Australian Merino?

Why has the proposed merge of AWI & AWS stalled?

Why has AWTA failed to deliver a “Truth in Labelling” scheme as directed in the 1999 Taskforce report?

Why is AWTA still a stand alone company despite the 1999 Task Force?

Does AWEX have a role in the future?

How & when will growers see growth in merino production, increased merino value & lower costs of production?

Why is there no current Australian wool industry strategic plan?



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