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Woolgrowers put in difficult position

The recent press release ([click here](#)) from the German Wool Federation highlights the difficult position that Australian woolgrowers have been put in with the current Woolpoll vote.

The AWI Board & Woolpoll panel have ignored industry calls to split the levy between Research & Marketing. The current proposal is; that if growers want more marketing & demand building, then they must pay more woollax. AWI is risking a protest vote by growers of less than 2% with this action.

The recent decline in profitability of wool growing, on-going drought conditions & plus the growing lack of respect for AWI's so called "independant performance review" by ACIL Tasman are testing woolgrowers' faith in industry organisations abilities. Of course some of our other industries (eg red meat, lamb) have demonstrated how we can build demand, price & profitability with a "balanced portfolio" of targeted promotion, marketing & research. Notice research comes last.

The "innovation only" philosophy from the Future Directions Task Force 1999 model has failed. Woolpoll 2006 is continuing this failed model with its "marketing is a luxury & you must pay extra after research" thinking. Consumers must come first, marketing must be funded first, lifting the price of wool must come first.

AWGA supports the retention of a 2% levy, but with a dramatic shift in allocation of spending to demand creation to lift the price of wool. AWGA believes that only essential Research programs can be justified in the current market situation.

Related Links

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