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AWI review highlights need for industry strategic plan

The Australian Wool Growers Association (AWGA) has described the Performance review of Australian Wool Innovation (AWI), from July 2006 to June 2009, by Arche Consulting as a constructive critical review that needs to be the launching pad for a 'Whole of Industry Strategic Plan'.

AWGA has been a strong supporter of a wool and sheep industry strategic plan and supports many of the Arche Consulting review recommendations for AWI. AWGA Chairman Martin Oppenheimer says woolgrowers will not be surprised by the report and will welcome both the positive and negative findings. He says the review may actually ensure a 2% vote at WoolPoll 2009, if positive change occurs.

“Woolgrowers know that AWI has responded to requests to conduct marketing activities. They know that AWI has had successful programs including genetics research, product innovation and wool product marketing programs.”

“Woolgrowers also suspected that AWI was not up to speed with some Governance issues and needed to improve. The AWI Director elections started this process in 2008.”

“What a pity we didn't have this report in 2003 or 2006 prior to WoolPoll. This constructive criticism is refreshing and must be taken very seriously.”

“The Australian wool industry is changing rapidly, so should AWI, to deliver value to Woolgrowers.”

AWGA is again calling for the development of a wool industry strategic plan, which would give much needed vision and a clear industry role for the grower owned and funded AWI. This process was started in 2005, with assistance from the Federal Government, but stalled due to lack of support from the AWI Board at that time.

“It is amazing that the modern wool and sheep industry, worth many billions of dollars in export earnings and employment, does not have a strategic plan. We need to use this valuable review to re-start the process, as soon as possible.”

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Related Links

Arche Consulting Report link: http://images.wool.com/pub/Arche_AWI_3_Year_Review_Final.pdf

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