



25 May 2010

## Woolgrowers welcome AWI decision to appoint McCullough

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Woolgrowers have welcomed the decision by the Board of Australian Wool Innovation (AWI) to appoint Stuart McCullough as Chief Executive Officer, according to the Australian Wool Growers Association (AWGA).

AWGA Chairman Martin Oppenheimer says the appointment will boost confidence at a time when the Australian wool industry is seeing the first signs of consolidation in production for many years.

“Stuart McCullough is a good choice for CEO at AWI. He has plenty of experience in the global wool industry and in Australia. His nine years at AWI including being acting CEO since March means there will be no lost time.”

“Woolgrowers feel that appointing someone from inside the company is a good thing.”

“McCullough has already demonstrated his ability to work well with staff and delegate responsibilities. He understands what most growers want and respects Government requirements.”

“McCullough understands the critical link between effective Research and clever Marketing.

The combination of Research and Marketing under one roof at AWI is a key to wool’s future.”

AWGA says that the onerous AWI corporate governance and Federal Government requirements are important but can confuse woolgrowers and distract AWI from their primary purpose, which is increasing demand for Australian wool and improving profitability for woolgrowers.

Stuart McCullough outlined the following current AWI issues at the recent woolgrower and stakeholder strategic planning forum; Woolpoll 2009, Arche Report, Statutory Funding agreement with the Federal Government, AWI Strategic Plan, AWI Operating Plan, Productivity Commission submission.

“It’s time to get on with building confidence in the Australian sheep and wool industry. We are seeing record prices for lambs, sheep meat and importantly merino ewes. More merino ewes are being mated to merinos again which is a very positive sign.”

“Well done to the Board of AWI in appointing Stuart McCullough as CEO.”

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# AWGA - News Update

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