



Australian Wool Growers Ltd

ACN 077 900 684

PO Box 782 Lismore NSW 2480

Telephone 0413 580 040

Telephone 08 9645 7023

Email: info@australianwoolgrowers.com.au

www.australianwoolgrowers.com.au

AWGA - The Strong and Independent voice of Australian wool growers

AWGA Press release. 28 may 2012

AWGA calls for transparency and sound governance from AWI re 2012 /2013 wool marketing and R&D.

AWGA is raising concerns of existing AWI marketing and research efforts for 2012/13, to help underwrite the continuing health and confidence of the Australian wool market. Of particular concern, is the lack transparency and disclosure regarding the following:

1. Lack of disclosure and transparency is apparent in the recent announcement regarding cessation of vital flock nucleus research to support industry commitments for ongoing fly strike research. AWGA seeks a transparent and accountable explanation for the cancellation of this research which was primarily focused on identification of genetic flystrike markers, and seeks a similar detailed explanation as to the alternative research program(s) to be put in place to honor industry commitments for ongoing genetic research to control flystrike.
2. Lack of transparency of major research investments by AWI over the past 3 years regarding wild dog control, and measurable impact (s), if any, on controlling wild dog populations.
3. AWGA continues to express concern that the shearer and shed hand training scheme is not transparent as to why such large investments are failing to retain the majority of those people who have undergone significant training, and what new opportunities exist for further investments by AWI in providing more shearers.
4. Lack of disclosure of departure of key industry trained Woolmark executives such as Mr Sam Guthrie, who provided AWI and levy payers with high level marketing intelligence, amid growing concerns of wool price volatility and dampening economic conditions in the major wool markets China, the EU and USA. AWGA will be seeking what alternative strategies are in place in light of these departures.



Australian Wool Growers Ltd

ACN 077 900 684

PO Box 782 Lismore NSW 2480

Telephone 0413 580 040

Telephone 08 9645 7023

Email: info@australianwoolgrowers.com.au

www.australianwoolgrowers.com.au

5. In 2012, a WoolPoll year, AWGA seeks a credible and detailed account as to why The Campaign for Wool is being hosted in Australia, when Australia is a very minor market, at the possible exclusion of key Northern hemisphere markets such as the USA. AWGA contends that these key apparel markets are receiving comparatively little attention and are not receiving funding in accordance with their relative market importance.
6. AWGA has concerns regarding news that the multi million dollar No Finer Feeling wool advertising campaign has received little interest from the international textile market, and asks whether there is the possibility of a return to the era of wool promotion.

Summary: AWI has a corporate responsibility to deliver sustainable outcomes to its tax (levy) payers and AWGA encourages AWI to lift significantly its corporate performance in the short term in light of worsening conditions for wool in the three major northern hemisphere markets. AWGA will be seeking written answers as a matter of good public funds governance regarding these matters to share with members and associated wool groups.

Media Contacts next page



Australian Wool Growers Ltd

ACN 077 900 684

PO Box 782 Lismore NSW 2480

Telephone 0413 580 040

Telephone 08 9645 7023

Email: info@australianwoolgrowers.com.au

www.australianwoolgrowers.com.au

Media contacts:

Shane Edwards

Acting Chairman

AWGA. West Australia

0488001269

or

Robert Ingram

Director

AWGA. Victoria

0419870637

Robert McBride

Director

AWGA. South Australia

0427917403

Chick Olsson

Director

AWGA. NSW

0403 045 664