



AWGA Press release
18.2.13

Is AWI failing The Woolmark?

With news of the recent Woolmark prize being awarded in London this week, it's easy for growers to be dazzled by all the glitz and flashiness of such an event, but in reality, are such events helping wool in real terms? Are such activities benefiting growers?

The Woolmark logo is one of the most recognised fashion brands in the world, once the symbol of woolgrowers' power and prosperity. AWI was given this famous brand almost 7 years ago, entrusted by The Federal Government with its financial and commercial well being. Has AWI been a good steward and custodian?

As a measure of commercial success, the Woolmark logo and inherited business was a considerable revenue earner for AWI. The following information on Woolmark revenues can be found in AWI Annual reports.

Financial Year:	08/09	09/10	10/ 11	11/12
Revenues: (mill)	\$9,134	\$10,606	\$7,380	\$5,901

Since 09/ 10, Woolmark licence revenues have almost halved. Even with large wool demand in 10/11, and record levies and surpluses ,Woolmark revenues seriously deteriorated. Woolgrowers have to ask, is their peak body AWI, capable of being commercial, or fated forever to be reliant on levies and Gov't hand outs ?

AWGA feels that AWI's No Finer Feeling campaign has missed the mark by not highlighting the Woolmark brand correctly, simply camouflaging and confusing the beauty and power of the Woolmark logo. The unavoidable proof is in Woolmark declining revenues.

AWGA is putting AWI on notice, that based on declining Woolmark annual revenue figures, AWI needs to urgently rethink of its current Woolmark business strategy, and address declining revenues as a matter of priority.

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