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## Marketing campaigns of Australian Wool Innovation have been questioned

**THE Australian Wool Growers Association has vowed to keep questioning and challenging wool's research and marketing body.**

Australian Wool Innovation has come under fire from AWGA for continuing to "demonstrate a lack of clear direction for our industry".

And if there is no change it will see prominent wool growers vote for a levy of no more than 1 per cent in this year's Wool Poll.

In a wrap-up of last year, AWGA president Rob McBride said AWI's structure and cost base continued to grow, particularly in marketing, but the huge spend had "failed" to impact the market.

"AWI appears to be unaware and unconcerned of the unsustainability of such a low market value," Mr McBride said.

*The Weekly Times* put this sentiment to AWI, which referred it to chief executive Stuart McCullough's presentation on a Leading Sheep webinar last month, where he said they were not happy with the wool price where it is.

AWGA board member and wool grower Chick Olsson said there had been much discussion within industry about the value of the wool levy, as it wasn't working for the fine-wool market.

"We have genuine concerns about the No Finer Feeling campaign, they have returned to the old ways of cocktail parties to promote wool," Mr Olsson said.

"You just can't promote wool like that, it needs to be backed up."

Mr Olsson praised the Campaign for Wool, which was measured and had attracted major brand retailers to stock wool, resulting in an improved broader wool market.

"Unless we see a change, particularly on the No Finer Feeling campaign, we will be voting in Wool Poll for a levy of no more than 1 per cent."

<http://www.weeklytimesnow.com.au/business/sheep/marketing-campaigns-of-australian-wool-innovation-have-been-questioned/story-fnker8up-1227183281977>