



14-04-2016

Stakeholder consultation

AWI Strategic Plan 2016/17-2018/19

In consultation with stakeholders, AWI is developing its Strategic Plan for 2016/17 to 2018/19. The purpose of the Plan is to outline AWI's key investment priorities in research, development and marketing for the three years from 1 July 2016. In the lead up to the next WoolPoll, AWI will be measured against the targets set in the Plan, through the independent Review of Performance.

As part of the development process of the Strategic Plan, AWI has released a [Progress Document](#) (current at Friday 8 April 2016) that reports on the current stage in the development of the Strategic Plan. AWI will provide further progress updates periodically as the plan develops until the release in June/July of the final Strategic Plan for 2016/17 to 2018/19. Comments and feedback are welcomed.

For further information, email AWI at consultation@wool.com

AWI stakeholders

As the research, development and marketing organisation for the Australian wool industry, AWI works in partnership with a wide range of stakeholders along the supply chain - from woolgrowers to consumers.

AWI's key stakeholders include:

- Woolgrowers
- Woolgrower representative groups (national and state)
- State Farming Organisations
- Government (federal, state and international)
- Domestic supply-chain representative groups
- Research and development vendors
- Retailers and brands
- Fashion designers
- Manufacturers and supply-chain partners
- Animal welfare organisations

How AWI consults with stakeholders

AWI implements a comprehensive [planning and consultation cycle](#) (PDF 140Kb) across its portfolios to ensure two-way dialogue with stakeholders and enable AWI to work with partners in developing its activities. While AWI consults a range of stakeholders, engagement with woolgrowers (AWI shareholders) is a key priority.

AWI engages stakeholders in a number of ways including:

- Bi-Annual Woolgrower Forums
- Woolgrower Industry Consultative Committee meetings
- Regular meetings with woolgrower representative bodies and key processors
- Forums with woolgrowers in wool producing areas
- Trade and retail partner consultation forums



AWGA - News Update

- Retailer and brand workshops and roadshows
- Woolmark licensee workshops and meetings
- Meetings with manufacturers and media partners in key markets
- Publications such as the quarterly *Beyond the Bale* magazine, AWI's online newsletter and the AWI website.

Three of the more formal, regular consultation forums are:

AWI Woolgrower Industry Consultative Committee

AWI introduced the Woolgrower Industry Consultative Committee (ICC) in 2010 to formally and systematically engage with key woolgrower representative organisations.

The ICC's key role is to provide woolgrower input into AWI's business planning and priority-setting processes. The ICC also provides a forum for woolgrower representative organisations to provide feedback on issues relevant to AWI's research, development and marketing functions.

The ICC comprises the president or delegates of the following woolgrower representative organisations:

- Australian Association of Stud Merino Breeders
- Australian Superfine Wool Growers' Association
- Australian Wool Growers Association
- WoolProducers Australia
- Pastoralists & Graziers Association (PGA) - Western Australia
- A non-Merino breed representative

The Department of Agriculture (DA) is an observer of the ICC.

Bi-annual Woolgrower Forum

The Bi-Annual Woolgrower Forum is an important forum for AWI to directly engage woolgrowers in its business planning activities.

Held at key periods in the business planning cycle, the key functions of the Bi-Annual Woolgrower Forum are to provide woolgrower advice on investment priorities, the development of AWI's Strategic and Annual Operating Plans and other industry issues.

Animal Welfare Forum

AWI established the Animal Welfare Forum in 2009 as a forum for engaging key animal welfare organisations and researchers on sheep welfare issues.

The Animal Welfare Forum includes key stakeholders in animal health and welfare: RSPCA Australia; the Australian Veterinary Association (AVA); researchers from CSIRO, and Melbourne and Sydney universities; Animals Australia; Compassion in World Farming; and Animal Liberation.

The Animal Welfare Forum meets twice per year and allows for robust and open dialogue between parties on issues of importance to sheep health and welfare.

<http://www.wool.com/about-awi/how-we-consult/stakeholder-consultation/>