

# Wool Innovation Project Update



# What's happened in a year

- July 2017 - Farmers week presentation
- August 2017 – Wool Innovation Group meeting
- September 2017 – Paper to FIDC board
- October 2017 – Advertisements
- November 2017 – Interviews and job offer
- November '17-January '18
  - Phone calls and meetings to prepare DWI
- February 2018 – DWI commences work
- March 2018 – DWI arrives
- May 2018 – DWI departs
- June 2018 – Innovation group reconvenes and discusses recruitment
- July 2018 – Recruitment underway

# What's been done?

1. Upgrade wool preparation and branding

2. Expand FI wool testing

3. Evaluate warehousing and re-handle activities

4. Renegotiate freight arrangements

5. Market reporting portal

6. Benchmarking hubs

7. Business case to improve quality and quantity of clip

8. Establish relationships to transfer wool related technology

9. Establish a new entity / administration arrangements for ongoing work

10. Assess branding of raw wool and value add opportunities

# Upgrade wool prep and branding

- 2017/18 Branding review was successful
  - Will assist with new buyers- especially China
- QFW review
  - Workshop / Gap analysis in October 2018
  - Review to be undertaken by new DWI

## Expand FI wool testing

- Length and Strength subsidy in 2017/18 – proven benefits
- Laserscan proposal ratified by IWTO
- Consideration towards OFDA machine (mid-sides and interlotting)

# Benchmarking hubs

- Collaboration between DoA, FIDC and DWI
  - **FIDC** – Business and financial performance benchmarking
  - **DoA** – Production system benchmarking and identification of key profit drivers
  - **DWI** – Preparation and methods to value add to wool
    - Crutching
    - Second shear
    - Classing strategies

# Business case to improve quality and quantity of clip

- Linkage to benchmarking work
- Balance with other opportunities- such as beef

## Establish relationships to transfer wool related technology

- More interaction with international counterparts
  - Technical exchange – IWTO, WMBF, Grasslands Soc.
    - AWEX, AWI, Sheep CRC, research institutions
- Public Diplomacy
  - Expo Prado.....