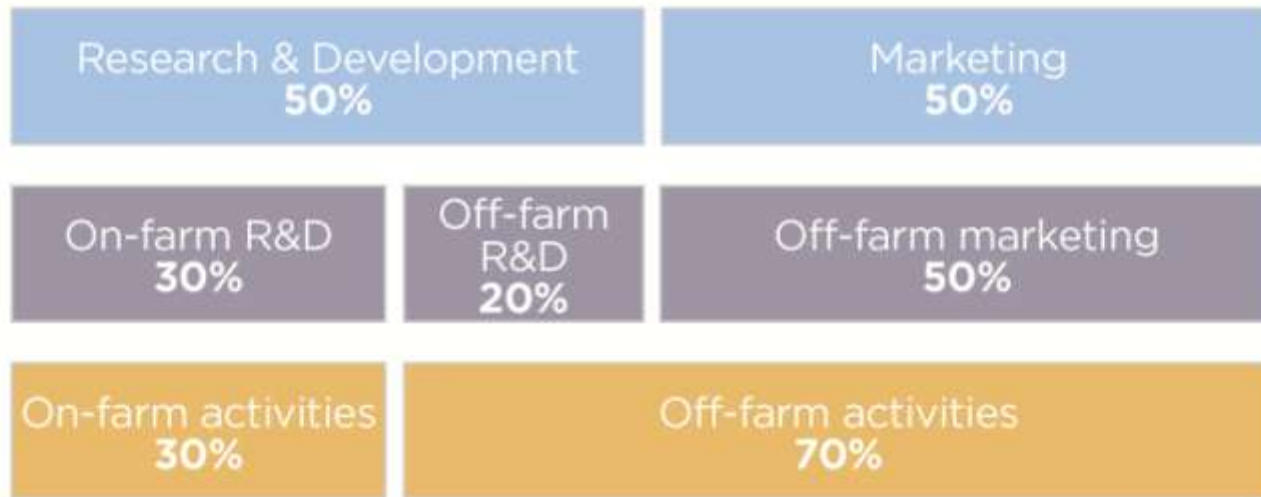


WOOLPOLL

2006	2009	
70%	73%	of votes cast were in favour of a levy of 2 per cent or more.
56%	65%	of votes cast favoured 2 per cent.
-	54%	of available votes were cast.
34%	33%	of voting papers were returned.

FUNDING SPLIT

3 Year Review of Performance & One-year-on Review of Performance



STRATEGIC PLAN

1. WOOL INDUSTRY R&D - ON-FARM

To help build a sustainable Australian wool industry through improvements in productivity and profitability on-farm.

2. WOOL INDUSTRY R&D - OFF-FARM

To help increase demand for Australian Merino wool by recognising and addressing, through off-farm R&D, the product and process barriers to consumption at trade level through consumer-driven, targeted research, development and innovation programs.

3. MARKETING AUSTRALIAN WOOL

To help increase demand for Australian Merino wool by recognising and addressing the information barriers to consumption at consumer and trade level, and informing people.

4. INTERNATIONAL SALES NETWORK/WOOLMARK

To review the role and value of the Woolmark brand, revitalise it and, where markets and partners permit, maximise the presence and income streams of the brand.

5. INTERNATIONAL TRADE AND MARKET ACCESS

To define threats and opportunities facing the wool industry, and build strategies and programs to ensure market access, sustainable production and improved trading environment

THE YEAR IT WAS

	J	F	M	A	M	J	J	A	S	O	N	D
NORMAL ACTIVITY						FLYSTRIKE PREVENTION R+D UPDATE				ANNUAL REPORT		
							ANNUAL OPERATING PLAN				AGM	
NEW NORMAL ACTIVITY				INDUSTRY CONSULTATIVE COMMITTEE		INDUSTRY CONSULTATIVE COMMITTEE				ANIMAL WELFARE FORUM		
				ANIMAL WELFARE FORUM		WOOL GROWERS FORUM		MARKETING CAMPAIGN DEVELOPMENT			INDUSTRY CONSULTATIVE COMMITTEE	
UNUSUAL ACTIVITY - 2010	BRENDA McGAHAN LEAVES				SFA RENEGOTIATION		PRODUCTIVITY COMMISSION SUBMISSION		CAMPAIGN FOR WOOL		PRODUCTIVITY COMMISSION SUBMISSION N°2	
		STUART McCULLOUGH BECOMES CEO		OPERATING PLAN		STRATEGIC PLAN		RESTRUCTURE		REVIEW OF PERFORMANCE		GOLD WOOL-MARK

FINANCE UPDATE

HISTORY	2008/9	2009/10	BUDGET 2010/11
REVENUE	61,716	61,840	52,104
EXPENSES	48,731	27,854	25,605
PROJECTS	29,846	17,236	26,499
RESULT	(16,861)	16,750	0
RESERVES	54,457	71,207	71,207

REVENUE 2009/10

WOOL LEVY

- 2% contribution from Growers

GOVERNMENT CONTRIBUTION

- 50% matching funds for Eligible R&D expenditure

LICENCE FEES

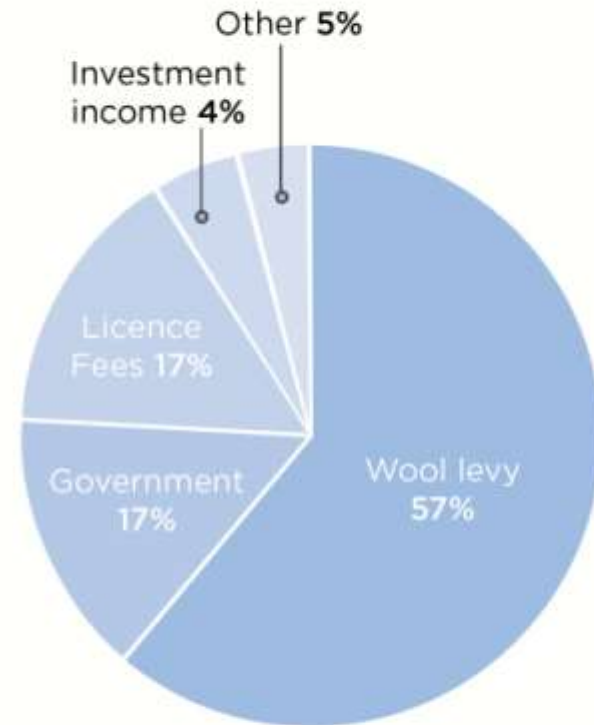
- Woolmark licensee annual fees

INVESTMENT INCOME

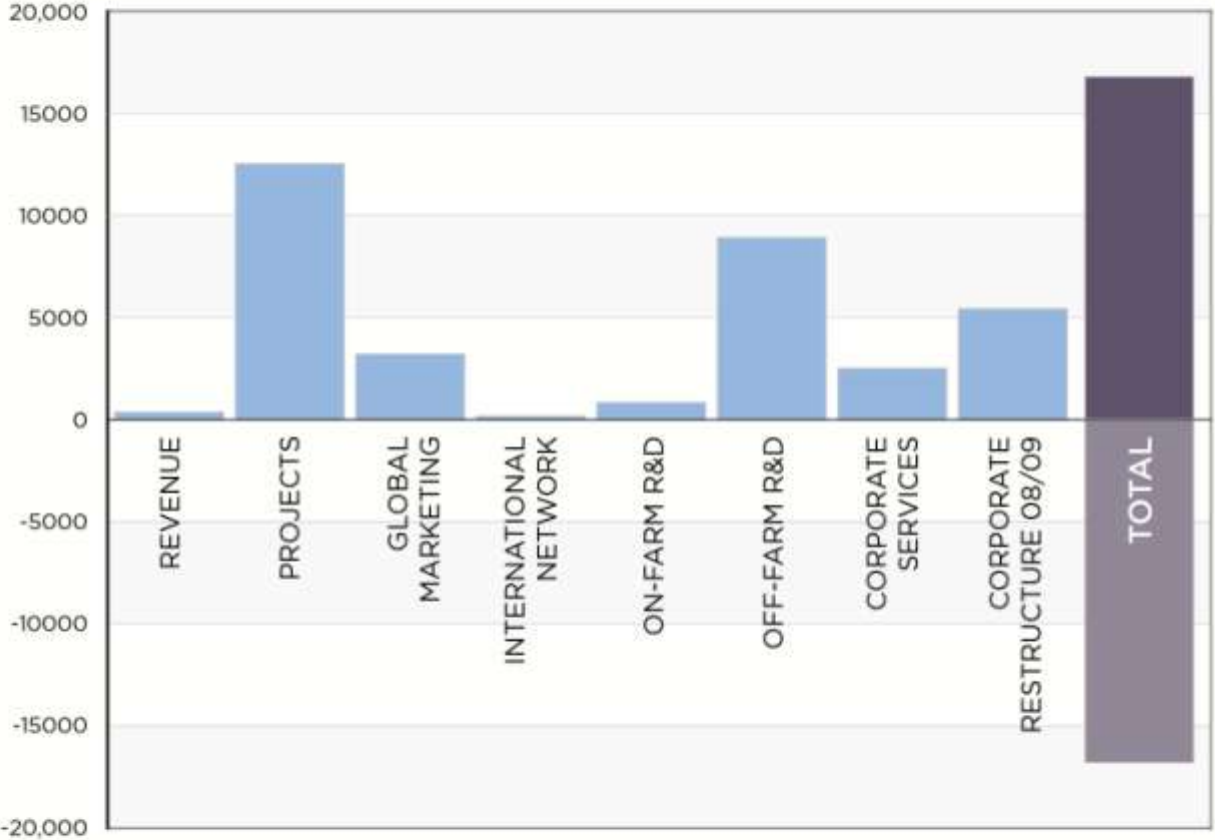
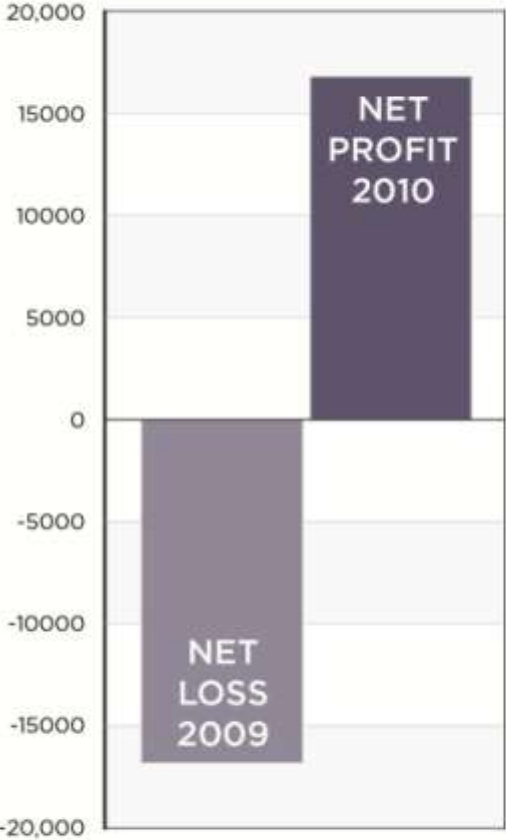
- Cash reserves in excess of A\$50m

OTHER

- Royalties
- Services
- Rental income



LOSS TO GAIN



ADMINISTRATION

- Staff Changes
- Finance 2008/09 - 15.3M in Operating Costs
- Finance 2009/10 - 7.22M in Operating Costs
- Finance 2010/11 - 7.24M in Operating Costs
- Significant programs
 1. New Accounting software
 2. Launch ticket and label online system
 3. Greater focus on young talent development
 4. Benefit cost analysis system developed and implemented

ON-FARM R&D

- Staff Changes
- Finance 2009/10 - 6.8M in Projects 2.7M Operating Costs
- Finance 2010/11 - 8.2M in Projects 1.9M in Operating Costs
- Significant programs
 1. Flystrike Prevention
 2. Lice
 3. Dogs
 4. Shearer and Wool Handler training

OFF-FARM R&D

- Staff Changes
- Finance 2009/10 – 2.0M in Projects 3.4M in Operating Costs
- Finance 2010/11 – 3.1M in Projects 3.7M in Operating Costs
- Significant programs
 1. Merino/Cotton – Uptake with Nike, Hilfinger & Hugo Boss
 2. Merino Touch continued growth
 3. Merino Casual – Below-the-waist

MARKET ACCESS

- Staff Changes
- Finance 2009/10 - 0.0M in Projects 0.0M in Operating Costs
- Finance 2010/11 - 500K in Projects 0.0M in Operating Costs
- Significant programs
 1. Emerging Retail & Manufacturing Markets
 2. Retail Concept Store for franchised extension

WOOLMARK

- Staff Changes
- Finance 2009/10 - 4.6M in B2B Projects 11.4M in Operating Costs
- Revenue 2009/10 - 13.3M
- Finance 2010/11 - 0.0M in Projects 8.6M in Operating Costs
- Revenue 2010/11 - 9.0M
- Significant programs
 1. 100 new applications
 2. Training both Face-to-face but mostly digital
 3. Improving the value proposition

MARKETING

- Staff Changes
- Finance 2009/10 - 3.7M in Projects 2.8M in Operating Costs
- Finance 2010/11 - 12.7M in Projects 4.2M in Operating Costs
- Significant programs
 1. HRH
 2. Gold Woolmark
 3. No Finer Feeling
 4. B2B2C

MARKETING

Dear Stu,

As Fabrizio's Blackberry message says, today was a true triumph in Biella. All the power and glory were at the meeting at the Agora Hotel, full of praise for our current initiatives; HRH, No Finer Feeling, and Gold Woolmark which Fabrizio and i presented.

Francesco Botto Paola, never hesitant in his criticism of Woolmark, AWI and IWTO, closed the prestigious day with the remarks that AWI, with its three current projects, were absolutely 'right for industry at this time'. This was echoed by the Barberis representatives, Loro Piana, Botto and several other Biellese glitterati.

You would be interested to hear that any discussion of organic got the thumbs down from all concerned. There was a firm commitment to the super 'S' programme pushed by Pigi Loro Piana. All in all a highly constructive couple of days.

All good wishes,
Peter Ackroyd.

MARKETING - CAMPAIGN FOR WOOL



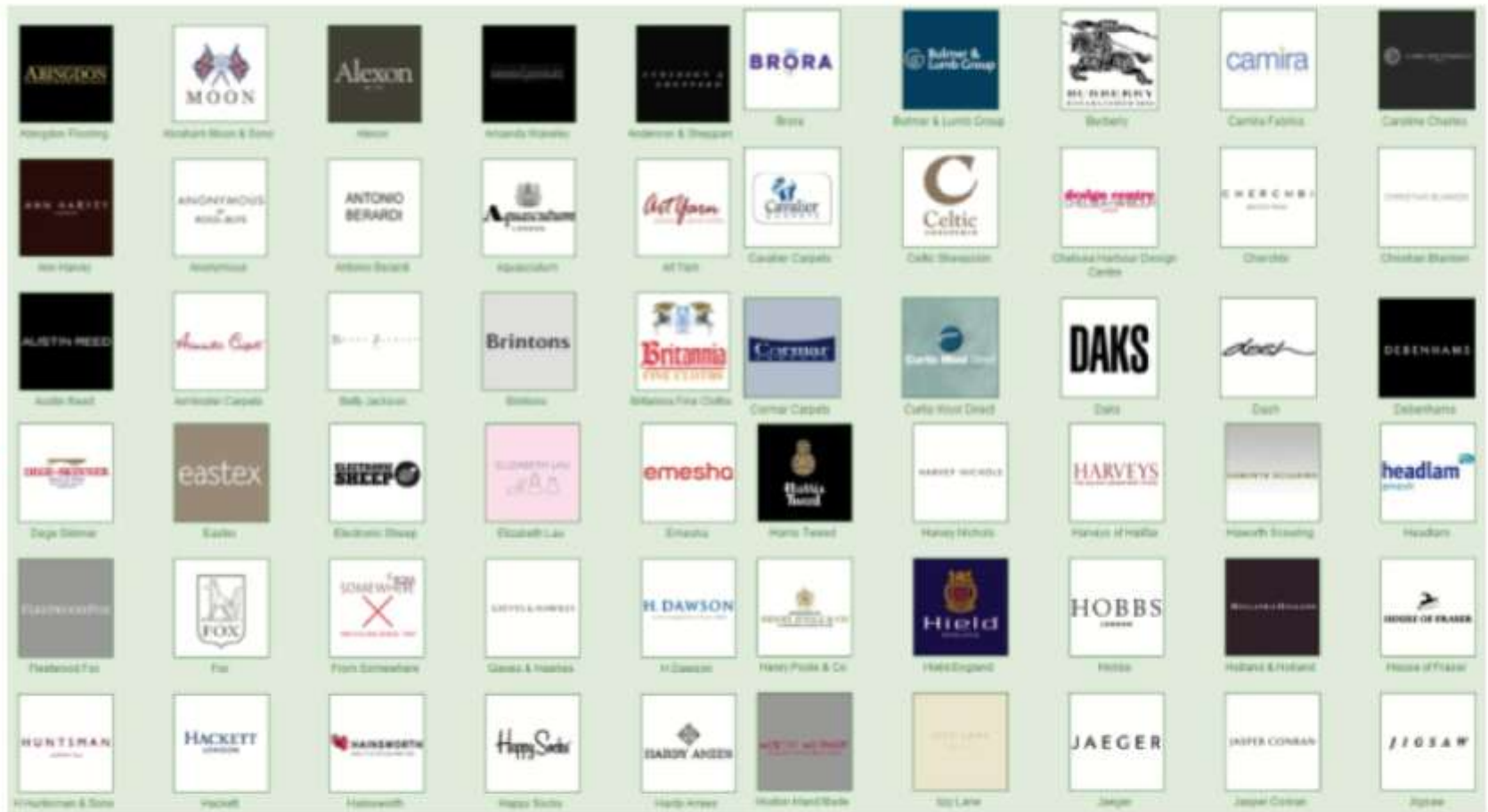
His Royal Highness The Prince of Wales has pledged his support of the Campaign for five years.

"I have just spoken to HRH The Prince of Wales and he has asked me to pass his very best wishes to the Campaign for Wool ahead of Monday's launch. His Royal Highness is hugely grateful for all the efforts that everyone, around the world, has put in to make this campaign a success"

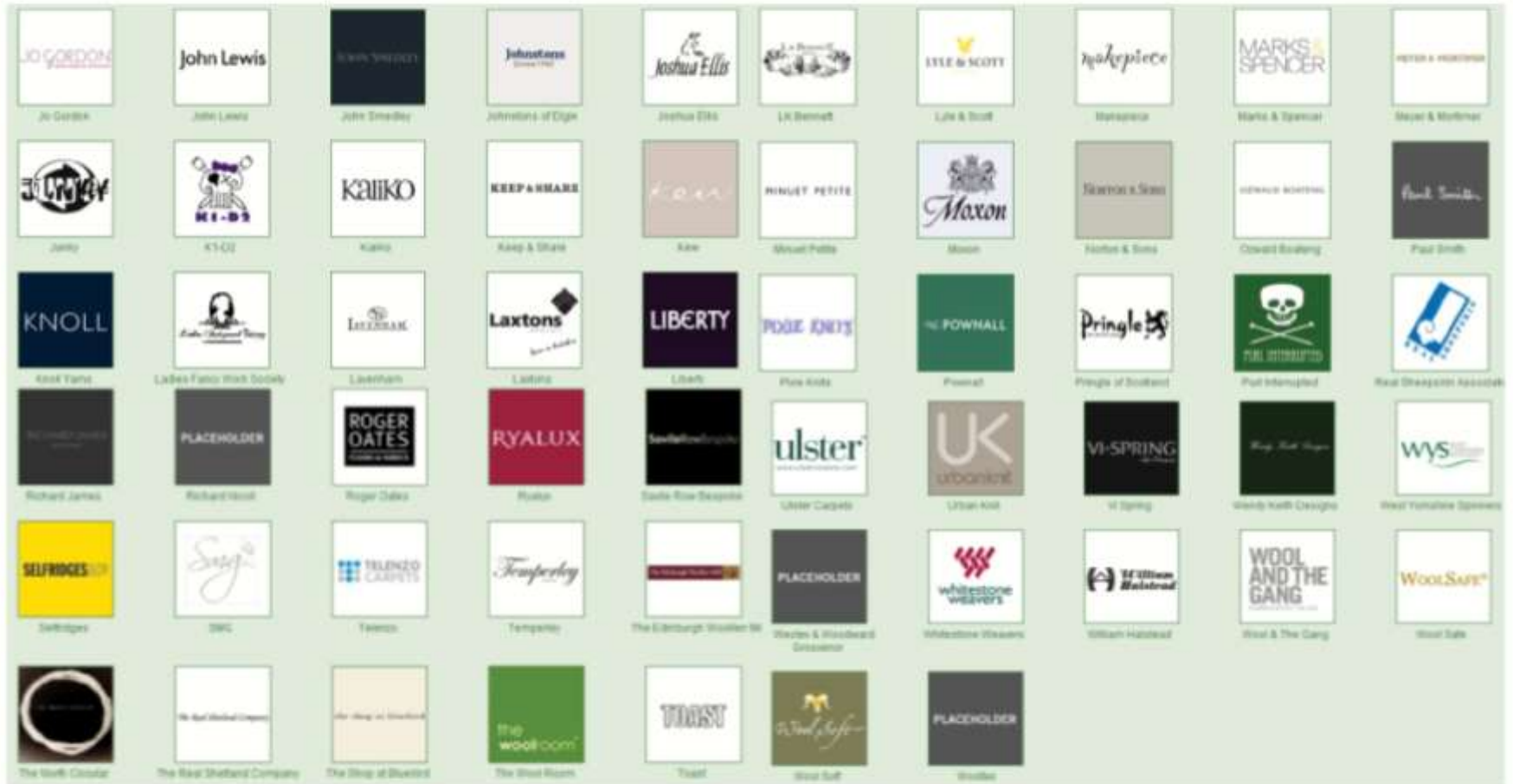
- Benet Northcote, Deputy Private Secretary to HRH The Prince of Wales and The Duchess of Cornwall



MARKETING - CAMPAIGN PARTNERS = 117



MARKETING - CAMPAIGN PARTNERS = 117



GOLD WOOLMARK

特别呈现

Woolmark GOLD
An award for distinction
Only the best deserves gold

并不是每一件羊毛都可以产出如此高品质的。正如，并不是每一件面料都可以拥有高尚的特质。正如，并不是每一件西装都可以做到经典与舒适。正如，并不是每一件绅士都可以做到优雅与完美。

《绅士》特别呈现，Woolmark GOLD 羊毛系列。

四年世界，保持传统。

如美系列有型片，《绅士》。

我们谨慎地挑选，从羊毛到绅士。

这是一系列针对有时而性理想的完美选择。

播出时间

第一期 周六 19:30

第二期 周日 01:00

For the latest style tips watch the Style Focus
www.woolmarkgold.com



REVIEW OF PERFORMANCE

The consultant considers that implementation of the recommendations has resulted in improved company processes that will ultimately lead to demonstrate outcomes for levy payers and other stakeholders (R&D, marketing, retailing). Our consultation found that stakeholders have acknowledged the genuine efforts of AWI to adopt the review recommendations and have generally been pleased with the direction of change.

SUMMARY

- Revenue in 2010/11 will be over budget
- Board willingness to fund extraordinary projects
- Improved communication at all levels
- Smart ways of delivering the information collected
- AWI Board Support