

# Annual Planning & Consultation Cycle

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|--------------------|--------------|
| KEY                | OFF FARM R&D |
| CORPORATE SERVICES | SALES TEAM   |
| ON FARM R&D        | MARKETING    |

**NOVEMBER**

- AGM; WoolPoll (National Every 3 years); Call for on farm/off farm project proposals; AWI Board Meeting
- AVA Quarterly audit of FSP R&D program
- Technical Innovations planning meeting
- Industry workshops with partners in key markets

**DECEMBER**

- NRF and BRC Quarterly Update; DAFF Quarterly Meeting
- Evaluation of AWI and Partner programs, market and consumer trends

**JANUARY**

- Commence drafting Strategic Plan (Every three years) and Annual Operating Plan (AOP) and Budgets; AWI Board Meeting; Board Preliminary Strategy Reviews
- Launch of Sports/Outdoor innovations at ISPO trade show Germany

**FEBRUARY**

- AVA Quarterly audit of FSP R&D program
- Trade and Retail Partner Consultation Forums; Meetings with R&D organizations to discuss new R&D projects
- Retail/Brand workshops to present Spring/Summer collections

**OCTOBER**

- Woolgrower Forum; ICC Meeting; AWI Board Meeting
- National Wild Dog Management Advisory Group
- Continuation of retail/brand workshops & road shows
- Direct feedback from partners and supply chain through trade shows

**MARCH**

- ICC Meeting; DAFF Quarterly Meeting; AWI Board Meeting; Woolgrower Forum; AOP in principle approval by Board
- Sheep CRC Planning Conference; Review of results of marketing programs
- Meetings with manufactures to discuss future needs, trends & opportunities
- Meetings with Woolmark licensees; Meet key manufactures and retailers at Spin Expo, Pitti Uomo, Milan Unica and PV

**SEPTEMBER**

- NRF and BRC Quarterly Update and Annual delegation visit; DAFF Quarterly Meeting; Issue Annual Report; AWI Board Meeting
- Trade and Retail Partner Consultation Forums; Launch of innovations at Spin Expo in Shanghai, and Premier Vision in Paris
- Retail/brand workshop & road shows
- Direct feedback from partners and supply chain through trade shows

**APRIL**

- NRF and BRC Quarterly Updates; AWI Board Meeting
- Animal Welfare Forum; National Wild Dog Management Advisory Group
- Key Account Managers Planning meeting

**AUGUST**

- Animal Welfare Forum; AVA Quarterly audit of FSP R&D program
- Marketing programs in market (Northern Hemisphere)

**JULY**

- NRF and BRC Quarterly Updates; AWI Board Meeting
- Invasive Animals CRC Review
- Launch of innovations at Spin Expo trade show in New York
- Marketing programs commence (Northern Hemisphere)

**JUNE**

- ICC Meeting; Strategic and Operating Plans Submitted to Government; DAFF Quarterly Meeting; AWI Board Meeting
- FSP R&D Technical Update (every 2 years)
- Marketing materials approved by Board

**MAY**

- Commence drafting Annual Report
- AVA Quarterly audit of FSP R&D program
- Licensee workshops; Liaising with key media partners across markets
- Consultation and negotiation with trade and media partners