



Communications

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Communications

- What we do
- Aims
- Tools
- Budget
- Research as a foundation
- 2002/03 achievements
- What's ahead
- Getting involved



Communications

- All about information
 - delivering benefits
- Letting you know
 - Where your levy is spent
 - How you benefit
- Providing access to projects
- Integral component of any project.



Aims

- Raise awareness of AWI Programs
- Provide in-depth knowledge on
 - Programs and projects
 - The process
 - The budgets
- Open and transparent information
- Listen more closely
- Deliver program benefits to woolgrowers
- **Woolgrowers using new innovations and improving profitability**



Communication Tools

- Invest in a wide range of tools
 - Beyond the Bale
 - Wool Innovation Showcase
 - wool.com.au
 - Fact sheets
 - Media
 - Grower talks
 - Events
 - Branding
 - Sponsorship



2002/03 Budget

- Communications expenditure 2002/03
 - \$2,825,000
- 4% of overall AWI budget
- \$80 per shareholder, per year

Listening

- Good communication is a two-way process
 - It starts with listening
- We listen to you in many different ways
 - Forums
 - Advisory panels
 - Feedback forms
 - Voting at AGMs
 - Regular surveys
- Reflected in strategic plan and communications



Communications Survey

- Surveyed 615 woolgrowers across Australia
- Invaluable information
 - Who you are
 - How you receive information
 - Whether our communication is working
- This enables us to
 - Ensure we have tools that reach you
 - Identify tools that aren't working
 - Measure our success
 - Plan for improvements

AWI Shareholders

- Average shareholders derive 49.3% of their income from wool
 - Many mixed farmers
- In the past 2 years, 68% of woolgrowers made specific changes aimed at
 - Improving fleece quality
 - Increasing profitability



Shareholder Understanding

- Most are aware of AWI
- 40% feel well informed about AWI's technical R&D outcomes

but

- 67% would like to know more about AWI



Achievements – Beyond the Bale

- Introduced Beyond the Bale
 - Bi-monthly publication
 - Easy to read
 - Convenient to keep
 - Designed to raise awareness
- Contains
 - Information from Shareholders researchers & staff
 - Contact details on getting involved
- Well received – 68% rate highly



Achievements – Innovation Showcase

- Introduced October 2002
- Information on all AWI programs:
 - Hands-on
 - Interactive
- Twenty shows since launch
 - Two in WA
- Visited all Australian woolgrowing states.



Achievements – wool.com.au

- Six in 10 woolgrowers have internet access
- Launched new website October 2003
- Industry news
- Most AWI publications
- Tools for woolgrowers
 - Pricemaker
 - Web-based email @wool.com.au
 - Email subscription services
 - Innovation Radio

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Achievements – wool.com.au

- Point of contact for
 - International trade
 - Researchers
 - Government
- High overseas visits
- Future developments include
 - More business tools
 - Faster download times
 - Discussion groups
 - On-line communities



Achievements – AWI Film

- Story covers all aspects of the wool industry
 - History, wool growing, processing, retail
 - Australia, Europe, China
- Two versions
 - Commercial
 - Educational

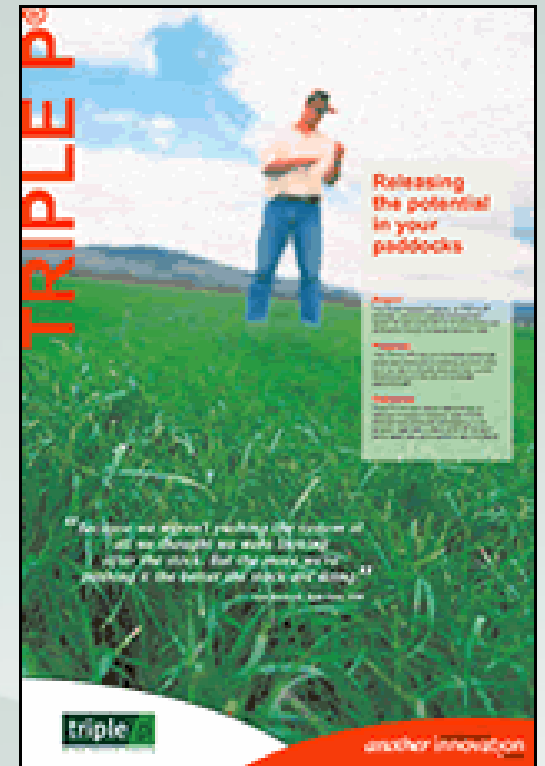
Achievements – Publications

- Focus on drought management and recovery
 - Drought Manager 1 & 2
 - Planning for Profit
 - Primetime link
- Project fact sheets
 - Insights and Innovators
- AWI Annual Report
 - Full list of projects
 - Clear, transparent information
- Strategic Plan,
Review of Performance



Achievements – *another* innovation

- Developed and launched funding identifier
- Co-brand
 - *Another* Australian Wool Innovation
- Used across all funded projects
- Enables woolgrowers to easily identify their investment



Achievements - Events

- Forums, speakers, presentations
- Provide woolgrowers with access to
 - Personal information
 - Personal discussion and feedback
 - AWI staff and programs
- Web records
- Provides AWI with
 - Valuable feedback



Achievements – 1800 070 099

- Launched freecall 1800 070 099 number
- Complements web
 - Designed for those with poor or no access
- Access all project information
- Answers for general queries

We are still young...

- Two in five growers claim to be well informed about AWI's R&D outcomes
- One third of woolgrowers aware of specific projects
- One in five woolgrowers have implemented change due to communications from AWI
- Need to build greater understanding
- Encourage growers to drive change

The Future – Products and Services

- Make projects even more accessible
 - Results into products for on-farm use
- Designed for all woolgrowers
 - Publications
 - CDs
 - Web-based tools
- Get woolgrowers more involved
- Education & Adoption



It's up to you

- Woolgrowers invest substantial amounts in research and development
- It is important you know how
 - AWI can benefit you
 - You can get involved
- Call 1800 070 099
- Read Beyond the Bale
- Subscribe to www.wool.com.au
- Participate in relevant local research and development projects

Because AWI is all about you



Questions and Answers