

## 5.1 OVERVIEW – ON-FARM R&D STRATEGIC FRAMEWORK (EXTRACT FROM awi stRATEGIC Plan 2011-14)

<b>OBJECTIVE</b>	Through careful investment in R&D projects address opportunities to help improve productivity and build demand for Australian Wool			
<b>APPROACH</b>	Invest in On-Farm R&D programs that improve profitability, competitiveness and sustainability of the Australian Wool Industry			
<b>OUTCOMES OFF-FARM R&amp;D SUB PROGRAM</b>	The generation of information and knowledge to foster the viability, productivity and sustainability of the Wool industry through investment in On-Farm R&D, education and extension			
	1. Foster Sustainable, Profitable and Ethical Animal Care and Wool Production	2. Foster Sustainable, Profitable and Ethical Land and Resource Management	3. Industry Resilience, Confidence and Growth	
<b>STRATEGIES</b>	STRATEGY 1: SHEEP HEALTH, WELFARE AND PRODUCTIVITY	STRATEGY 2: WOOL HARVESTING AND CLIP QUALITY	STRATEGY 3: THE ENVIRONMENT, CLIMATE CHANGE AND CARBON	STRATEGY 4: EDUCATION AND EXTENSION – “2-WAY”
<b>PROGRAMS</b>	<p><b>Program 1: Sheep Health, Welfare and Productivity</b></p> <p><b>I.</b> Robust welfare standards</p> <p><b>II.</b> Reduce impact of disease, infestation and predation</p> <ol style="list-style-type: none"> <li>1. Reduce impact of Flystrike</li> <li>2. Analgesia, minimise impact of invasive husbandry</li> <li>3. Reduce impact of lice and worm infestation</li> <li>4. Reduce impact of dog predation</li> </ol> <p><b>III.</b> Productivity, Reproductivity and Labour Efficiency</p> <p><b>IV.</b> Genetics and Genomics</p> <p><b>Program 2: Provenance, Verification and Promotion of Welfare Credentials</b></p>	<p><b>Program 1: Shearer and Wool Handler Training</b></p> <p>Reducing wool clip contamination</p>	<p><b>Program 1: The Environment and Climate Change</b></p> <p><b>I.</b> Optimal land resource management</p> <p><b>II.</b> Adaptability to climate change</p> <p>Reducing pesticide use</p> <p><b>Program 2: Carbon</b></p> <p><b>I.</b> Monitoring impact of policy on wool industry, market access and trade</p> <p><b>II.</b> Carbon Credentials</p> <p><b>III.</b> Opportunities to participate in carbon markets</p> <p><b>Program 3: Provenance, Verification and Promotion of Wool Carbon Eco-Credentials</b></p>	<p><b>Program 1: Grower Education and Extension</b></p> <p><b>I.</b> AWI Extension Networks</p> <p><b>II.</b> Leadership and Mentoring</p> <p><b>III.</b> Scholarships, training and coaching</p> <p><b>IV.</b> Young Grower Programs</p> <p><b>V.</b> Broad Access Communications</p> <p><b>Program 2: Education and Extension to Stakeholders and the Marketplace</b></p> <p><b>Program 3: Wool Forecasting and Market Feedback</b></p>

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<p><b>KEY PERFORMANCE INDICATORS</b></p>	<ol style="list-style-type: none"> <li>1. Reduced impacts of illness, infestation and predation on productivity and/or welfare</li> <li>2. Productivity gains through improved sheep resilience, reproduction and/or fleece production</li> <li>3. Provenance and welfare credentials to protect market access and enhance demand for wool</li> <li>4. Enhanced industry reputation for ethical, sustainable and responsible animal care</li> </ol>	<ol style="list-style-type: none"> <li>1. Labor and production efficiencies in clip harvesting and preparation</li> <li>2. Reduce incidence and impacts of clip contamination</li> <li>3. Enhanced industry reputation for wool clip quality</li> </ol>	<ol style="list-style-type: none"> <li>1. Productivity gains through optimal land and resource management</li> <li>2. Increased resilience and adaptability to climate change</li> <li>3. Productivity gains through advances in carbon sequestration and global GHG mitigation</li> <li>4. Provenance and eco credentials to protect market access, support participation in carbon trading markets and enhance demand for Wool</li> <li>5. Enhanced industry reputation for ethical, responsible and sustainable land and resource management</li> </ol>	<ol style="list-style-type: none"> <li>1. Participation, use, adoption and retention rates</li> <li>2. Increased wool grower resilience, pride and confidence</li> <li>3. Integrated communication strategy with stakeholders and marketplace</li> <li>4. Enhanced industry reputation for productivity, profitability, and responsible land and animal custodianship</li> </ol>
<p><b>AWI PROGRAM MANAGER</b></p>	<p>Geoff Lindon</p>	<p>Ian Evans</p>	<p>Jane Littlejohn</p>	<p>Claudia Wythes</p>

## 6.1 OVERVIEW – OFF-FARM R&D STRATEGIC FRAMEWORK (EXTRACT FROM AWISTRATEGIC PLAN 2010-13)

<b>OBJECTIVE</b>	Develop a range of product and process innovations that address opportunities to increase the use of wool in apparel and interiors					
<b>APPROACH</b>	Using insights gained into the barriers to incremental consumption of wool, AWI will implement six strategies that, in synergy with On-Farm strategies will help generate incremental demand for Australian wool					
<b>OUTCOMES OFF-FARM R&amp;D SUB PROGRAM</b>	The generation of information and knowledge to increase demand for wool and to foster the viability, productivity and sustainability of the wool industry through investment in Off-Farm R&D					
	1. Sustainable, ecological and profitable processing	2. Fibre and textile attributes – new knowledge and innovation to support and develop markets and uses for wool			3. Marketplace extension, trade and consumer education	
<b>STRATEGIES</b>	STRATEGY 1: QUALITY ASSURANCE, ECO AND CARBON MANAGEMENT	STRATEGY 2: HEALTH AND ENVIRONMENTAL ATTRIBUTES AND BENEFITS OF WOOL FIBRE AND PRODUCTS	STRATEGY 3: PERFORMANCE APPAREL AND SAFETY ATTRIBUTES	STRATEGY 4: FIBRE QUALITY, INNOVATION AND TEXTILE DEVELOPMENT	STRATEGY 5: INTERIOR TEXTILES AND FLOOR COVERINGS (IT&F)	STRATEGY 6: MARKETPLACE EXTENSION OF FIBRE KNOWLEDGE AND TEXTILE INNOVATION (PRODUCT MARKETING)
<b>PROGRAMS</b>	<p><b>Program 1:</b> Quality assurance</p> <p><b>Program 2:</b> Sustainable and ecological processing – chemicals, dyes, water and energy</p> <p><b>Program 3:</b> Off-Farm carbon footprint, garment care, decomposition and recycling</p> <p><b>Program 4:</b> Increasing global processing capacity</p>	<p><b>Program 1:</b> Consolidate, enhance and transfer knowledge regarding the health attributes of wool</p> <p><b>Program 2:</b> Consolidate, enhance and transfer knowledge regarding the ecological and environmental advantages of wool</p>	<p><b>Program 1:</b> Consolidate, enhance and transfer knowledge regarding the performance, thermal regulatory, odour and moisture management and fire safety attributes of wool</p>	<p><b>Program 1:</b> Wool whiteness and colour absorbency</p> <p><b>Program 2:</b> Next to skin comfort</p> <p><b>Program 3:</b> Casualisation</p> <p><b>Program 4:</b> Improved aesthetics</p> <p><b>Program 5:</b> Womenswear</p> <p><b>Program 6:</b> Wool for all seasons</p>	<p><b>Program 1:</b> Handmade rugs</p> <p><b>Program 2:</b> Machine made carpets</p> <p><b>Program 3:</b> Bedding products</p> <p><b>Program 4:</b> Upholstery and carpets</p>	<p><b>Program 1:</b> Trade fairs</p> <p><b>Program 2:</b> Retail workshops</p> <p><b>Program 3:</b> Market extension (product marketing) materials</p> <p><b>Program 4:</b> Colour trends (fashion apparel and IT&amp;F)</p>

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<p><b>KEY PERFORMANCE INDICATORS</b></p>	<ol style="list-style-type: none"> <li>1. Supply chain processing advances to maximise market access, demand and opportunities for wool</li> <li>2. Reduce threat to industry posed by eco-regulation</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase consumer awareness and preference for wool based on health and eco attributes</li> <li>2. Increase penetration of wool into infants and children's wear</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased consumer awareness and preference for wool based on performance and safety attributes</li> <li>2. Increase penetration of wool into sports performance apparel</li> </ol>	<p>Increase use of wool in casual and womens wear markets</p>	<p>Increase consumer awareness and preference for wool in interior textiles and floor coverings</p>	<p>Enhanced trade and consumer understanding of the fibres attributes and competitive advantages of wool</p>
<p><b>AWI PROGRAM MANAGER</b></p>	<p>Dr Allan DeBoos Hisashi Ichimura</p>	<p>Dr Paul Swan</p>	<p>Julie Davies Dr Paul Swan</p>	<p>Roy Kettlewell</p>	<p>Ingrid Oomen</p>	<p>Jimmy Jackson</p>