

October 22, 2009

Robyn Russell
Women of Wool
c/- Banyenong West
Box 88
Donald, VIC 3480

By email: banyenongwest@hotmail.net.au

Dear Robyn,

It is hard to believe three months have passed since the fantastic Women of Wool gathering at the Australian Sheep and Wool Show in Bendigo. It was great to be a part of the event and to have a good laugh. Just in case you haven't seen it, the current "Beyond the bale" has a segment on the event <http://digital.wool.com.au/default.aspx?xml=awi.xml>

The strong network of women throughout the wool industry is something I hope to reach by writing to you. As you are aware we are over halfway through Woolpoll and I am extremely concerned that as of last week only 12 per cent of woolgrowers had voted *nationwide*.

With voting closing on November 6, I am writing to encourage the Women of Wool to vote and to encourage those around them to vote. It's decision time, and growers' chance to have a say – not only on AWI's future but also on the future of their business. A 2% vote would allow AWI to focus on selling more wool globally and thereby increase grower income.

Seventy per cent of AWI's spending will be post-farm to increase global demand for wool, while 30% will be invested in on-farm R&D.

At 2%, AWI will do more marketing on growers' behalf. The kind of marketing that is focused on measurable returns – targeted investments in wool retail, where our business partners have 'skin the game' with matched funding.

Off-farm the research focus is on new textile technology and innovative knitwear and woven collections. On-farm, we've increased the proportion of our on-farm investment from 25% to 43% in areas growers told us are *their* priorities: flies, lice, worms, shearer and wool handler training, wild dogs, and extension groups.

I understand Women of Wool have an executive meeting this Friday 23rd October; I would appreciate you sharing this letter.

Yours sincerely,



Brenda McGahan
Chief Executive Officer