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Wool

# The Wool Task Force Report

Produced for the CRC for Premium Quality Wool undergraduate program by;  
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# Industry Views

- benefit from supply chain partnerships
- processors need more strategic input

*Bicque, P.*

*MD, Standard Wool*

- generic promotion is not the way forward
- money for fibre & marketing innovation
- products palatable to the consumer
- become a fibre marketing organisation

*Mujagic, C.*

*MD, Chargeurs Wool*

- generic promotion of wool is finished
- promotion still needed
- more funds needed not less

*Dewavrin, C.*

*Chairman, A. Dewavrin Fils & Cie SA*

- unconvinced of market failure in final product R&D

*Chaigne, D.*

*French Wool Textile Association (CCLFA)*

- fundamental need for test-house independence
- reputation and integrity

*Ward, D.*

*MD, AWTA*

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# Market Failure Justification

- individual firm can't capture most of the benefits from providing an activity
  - e.g. consumer promotion
- significant economies of scale exist in the provision of an activity
- where the costs imposed on an industry by the actions of a firm are higher than the costs to a firm
  - e.g. meat substitution

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# Action Framework

- **Market Insight**
  - market outlook
  - consumer research
- **Marketing Techniques**
  - New Products
  - Promotion
- **Marketing Efficiency**
  - production
  - processing
  - pricing
- **Collective**
  - group activity
  - competitive selling
  - product quality
  - producers' attitudes
  - pricing policy
  - supply control
  - demand growth
- **Culture**
  - woolgrowing is a business
  - value of services

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# Taskforce Analysis

- **CLASSIFICATION OF THE TASKFORCE RECOMMENDATIONS.**
  - see table in next slide notes
- **INNOVATION**
  - production
  - pricing
  - processing
  - new products
  - implementation
- **FOCUS**
  - **Marketing Efficiency**
    - production
    - processing
    - pricing
  - **Collective**
  - **Culture**
- **DIVERSITY**
  - structure?

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# Classification of the Taskforce Recommendations.

- see notes below

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# Conclusion

- **Market failure is used as justification**
- **Focus**
  - **Collective Action**
  - **Marketing Efficiency**
  - **producers can make a difference**
- **Structure to deliver innovation**
- **Structure to ensure diversity is unclear**