



THE CAMPAIGN FOR WOOL

Patron: HRH The Prince of Wales

# The Campaign for Wool NZ Strategy

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2021 - 2022

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A group of sheep are in the foreground, looking towards the camera. The background shows rolling green hills under a blue sky with some clouds. A stone wall and a dirt path are visible in the middle ground.

“In wool, we have the opportunity to support nature herself. To give back a little of what she gives us.

So, choosing a fibre which comes directly from the New Zealand countryside is ultimately going to keep us all healthier, happier and safer.”

HRH The Prince of Wales  
The Campaign for Wool Patron



## Foreword

# A brighter future for New Zealand wool is on the horizon

Wool is arguably the most sustainable, renewable, incredible super-fibre on the planet – yet over the years, we have let its inherent value slip away.

The recent lift in wool prices has provided a positive boost for growers, but we still have a long way to go.

Delivering effective and sustainable growth requires immediate action to create steady demand for wool consumption.



We know that once consumers understand the intrinsic benefits of wool, choosing wool becomes a lifelong, conscious decision.

The trick is to talk to the right people in the right way to create a groundswell of demand.

While it's crucial we get a long-term industry strategy in place – and we are working on this – creating and delivering this type of transformational plan takes time. With the wool industry already on its knees, the time to act is now.

As a shorter term solution, the Campaign for Wool NZ has created the following strategy which is designed to be implemented over 12 to 18 months.

Not only will this deliver immediate traction, it will set us up for the exponential growth and industry change we envision over the next decade.

We invite you to join us on the journey as we endeavour to bring wool back to the strong economic pillar it once was in New Zealand.

Please get in touch with questions. We welcome your views.

**Tom O'Sullivan**  
Chairman, The Campaign for Wool NZ  
[Tom@campaignforwool.co.nz](mailto:Tom@campaignforwool.co.nz)



# About The Campaign for Wool

The Campaign for Wool NZ was established in October 2010 by His Royal Highness the Prince of Wales. It is a global initiative that aims to highlight wool as a fibre that is an eco-friendly, comfortable, fashionable and durable option to cheaper and more disposable alternatives.

As New Zealand is a country founded on sheep farming, creating strategic direction for the growth of wool is as natural as the fibre itself.





## The Campaign for Wool NZ Trustees

The Campaign for Wool NZ board is a team of passionate professionals with solid wool backgrounds across brokerage, business development, grower, agri-business, manufacture and retail sectors.

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Sandra Faulkner  
Grower



Richard Kells  
Kells Wool



Tom O'Sullivan  
Chairman



Rick Powdrell  
Grower



Craig Smith  
Devold of Norway



Philippa Wright  
MNZM, Wright Wool



Ryan Cosgrove  
Board observer  
Carrfields



## Our vision

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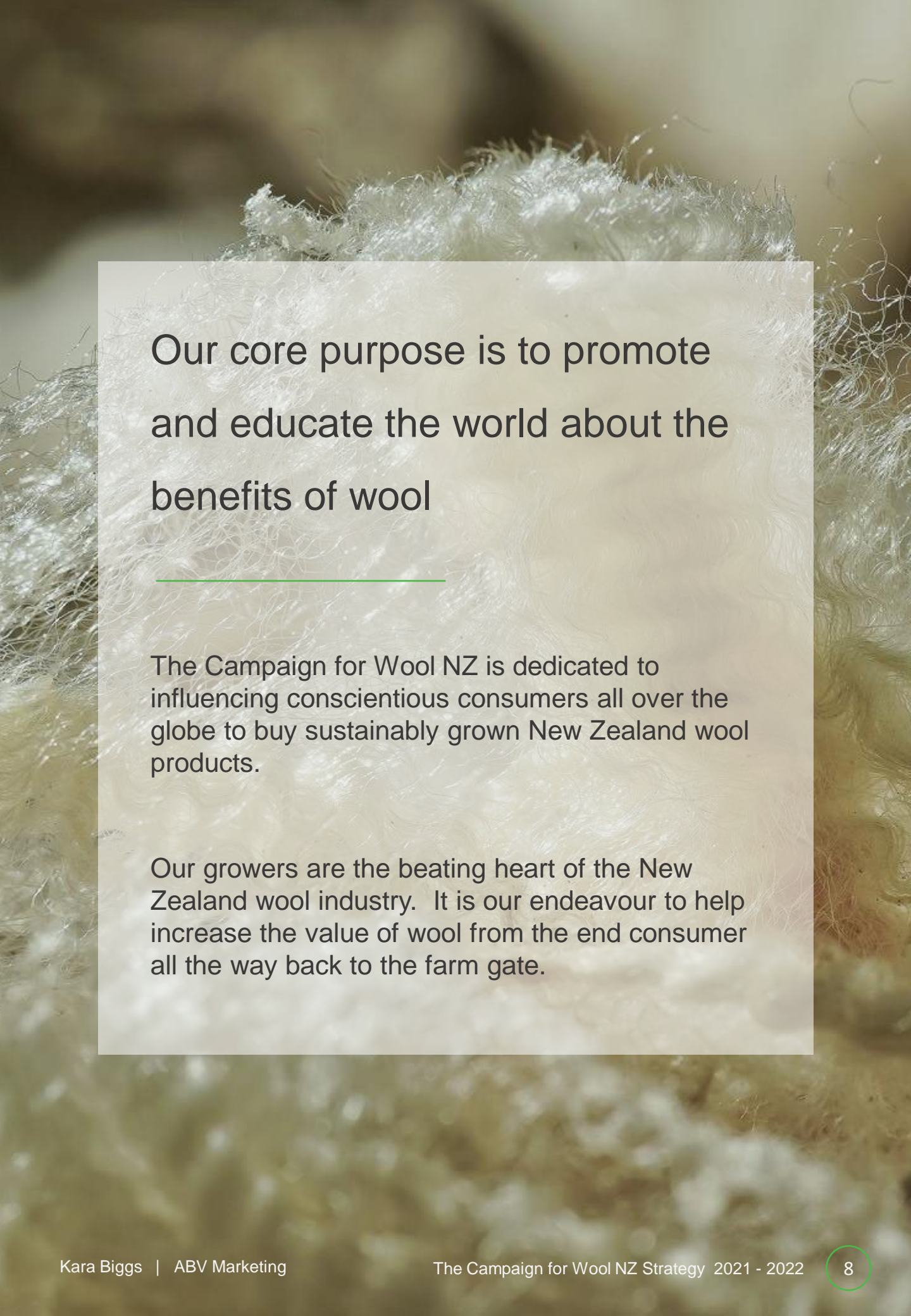
Looking to the future, our vision is for every bale of New Zealand wool to be made into profitable, sustainable woollen products.

These products will be sold at a premium price to people who care about the future of our planet.

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Photographs: Bremworth





Our core purpose is to promote  
and educate the world about the  
benefits of wool

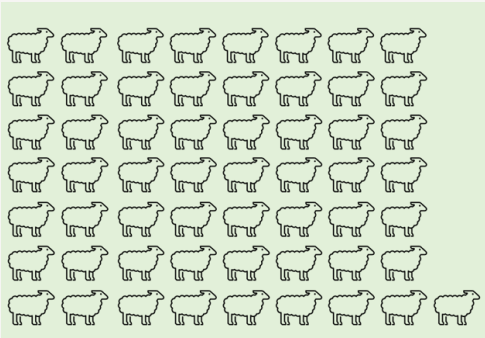
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The Campaign for Wool NZ is dedicated to influencing conscientious consumers all over the globe to buy sustainably grown New Zealand wool products.

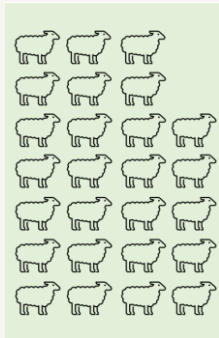
Our growers are the beating heart of the New Zealand wool industry. It is our endeavour to help increase the value of wool from the end consumer all the way back to the farm gate.



# Situational setting



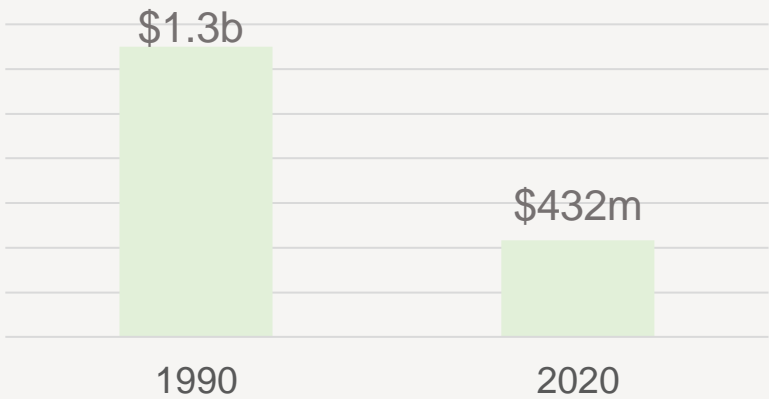
1990



2020

Sheep numbers in New Zealand have plummeted by 54% to 26m since 1990  
Stats NZ

By value, wool exports have dropped by 66% to \$432m since 1990  
Stats NZ, B&LNZ

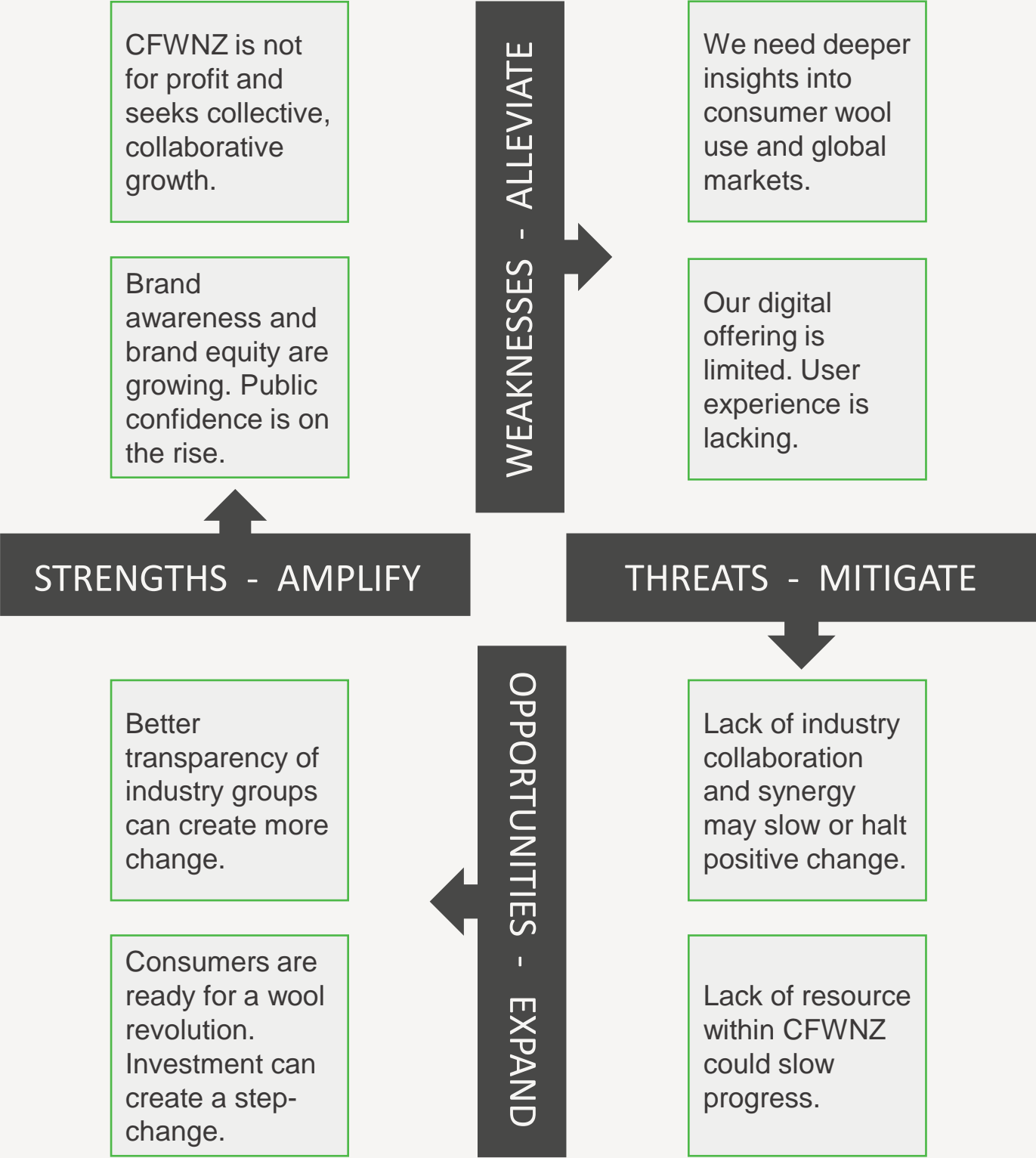


Since the onset of the Covid-19 pandemic, consumers have become increasingly sensitive to the harmful impact of synthetic fibres on the ecosystem. More people are actively looking for ways to bring natural fibre into their homes and apparel.

With carbon neutral targets and changing climate policies, people, businesses and government are highly pressured into making decisions in favour of sustainable purchases. Consideration of environmental and ethical impact is mandatory.

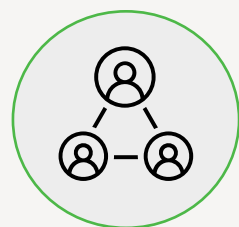


# Primary SWOT for Campaign for Wool NZ





# Strategic priorities



1

Communication  
and education



2

Digital  
advancement



3

Insight  
development



4

Strengthen  
partnerships





## Creating change will take a two-pronged approach

Growing consumer demand for woollen products is only one part of the solution. We also need to ensure we support and develop the industry to drive value back through the supply chain to the grower. If there's no industry, there's no need to grow consumer demand.



### 1. Consumer

Increase global demand for NZ wool at premium price-points - first in New Zealand, then globally.

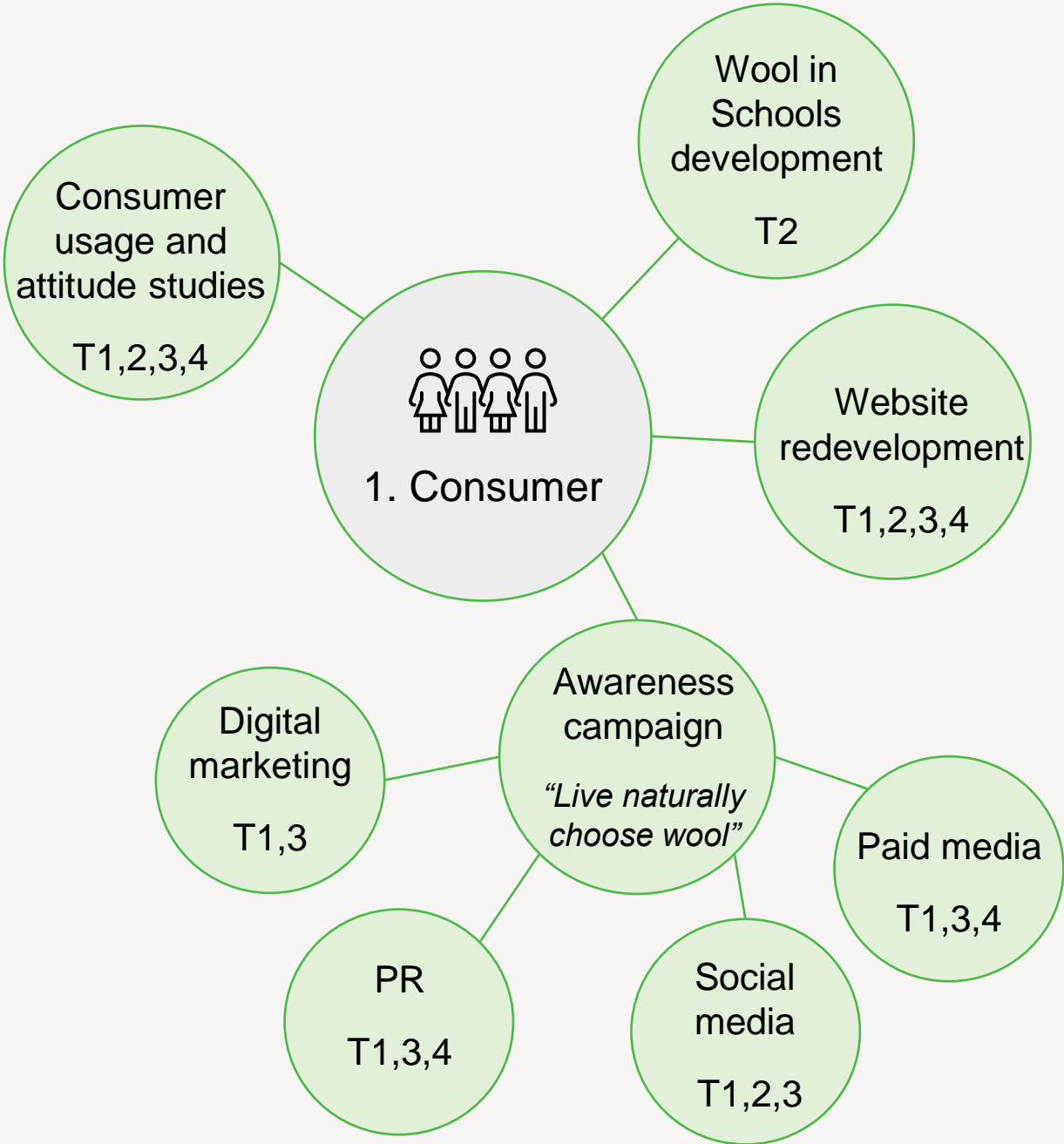


### 2. Industry

Support an increase in wool prices to create and maintain commercial viability and sustainability.



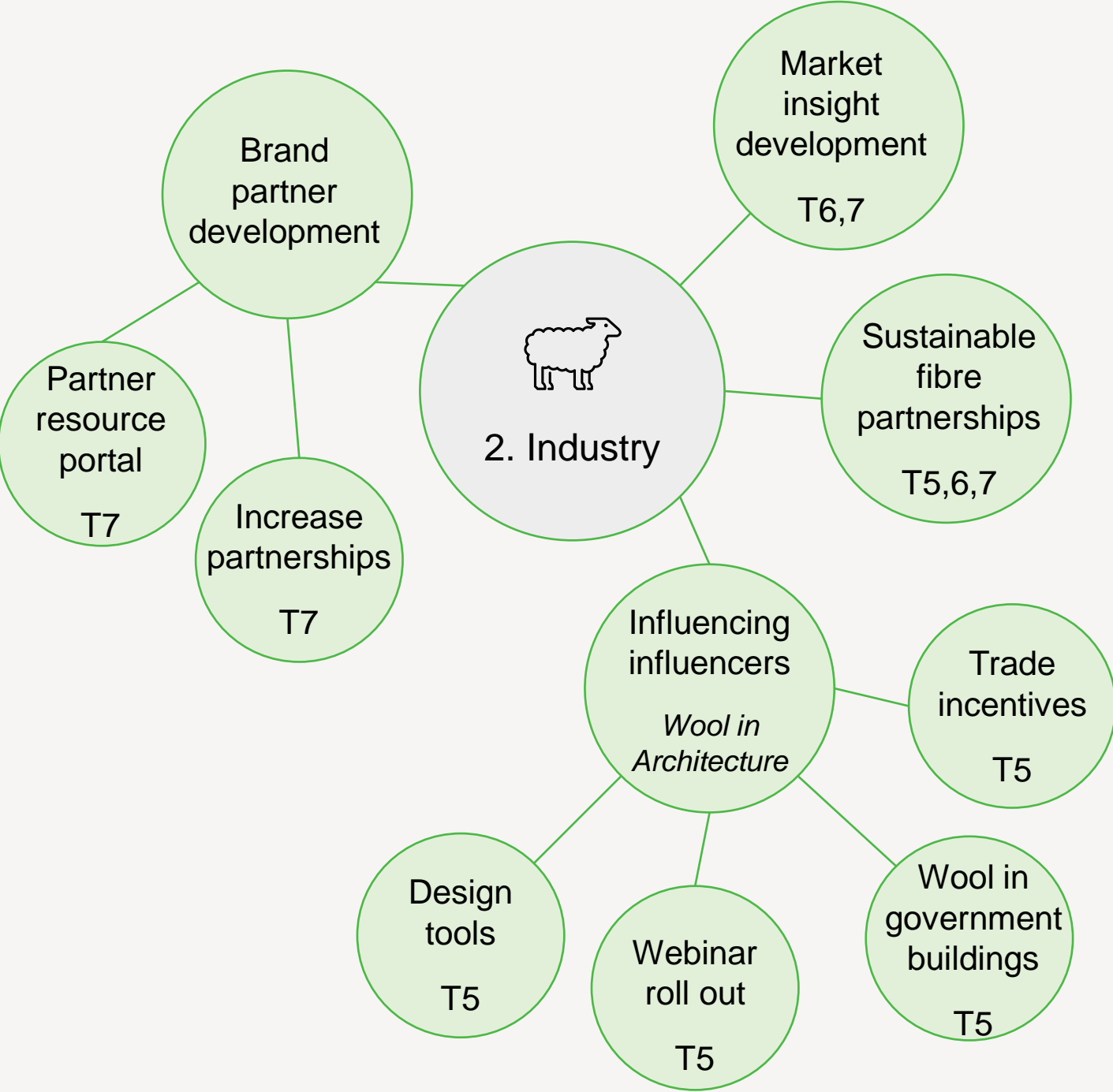
# Putting the consumer plan into action



## Conscientious consumers (Target groups: T1,2,3,4)

T1. Millennials: Age 25-40 Urban dwellers First home buyers	T2. Gen Z/Alpha Age 10-18 (school) Beginning to generate ideas	T3. Gen X Age 45 - 55 Urban dwellers. Building homes/commercial	T4. Baby boomers Age 65+ Rural and/or down sized homes/commercial
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Putting the industry plan into action



Wool Influencers and partners (Target groups: T5,6,7)

T5: Commercial developers, architects and designers  
Influencers in design and architecture – to consumers and peers

T6. Innovators of textile and/or engineers  
Age 25+  
New product development

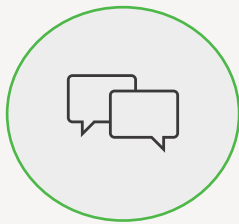
T7: Brand partners  
Manufacturers and/or retailers of woollen products



## What does success look like?

The Campaign for Wool NZ is commissioning key pieces of research at the beginning and end of implementation to establish base metrics and targets for success.

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Higher awareness of the benefits of wool across target audiences (T1,2,3,4)



Increase new purchases of wool applications in built environments (T3,4)



Strengthen monthly repeat purchases of any wool product (T1,2,3,4)



Create two new sustainability partnerships positioning wool as a super-fibre (T5,6,7)



Increase number of brand partnerships with wool retailers and manufacturers (T7)



Deliver a new digital wool resource hub for partners (T7)

# Strategic development in the future



## Year 1

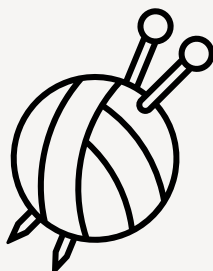
2021 – 2022

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New Zealand  
growth and asset  
development

Prepare for global  
roll out

Triple our  
investment  
versus 2020



## Year 2

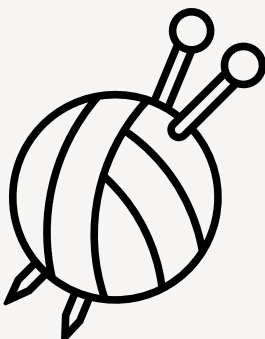
2022 – 2023

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Traction in New  
Zealand

Global roll out  
across primary  
markets

Year-on-year  
investment will  
be determined  
by funding



## Year 3+

2023 – 2024


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Amplify in New  
Zealand

Gain further  
traction globally in  
primary markets

Build awareness  
in secondary  
markets,  
determined by  
funding





Thank you to the  
talented photographers  
and growers who kindly  
supplied imagery to  
bring our strategy to life

Stu Jackson  
Photographer  
[www.photographs.co.nz](http://www.photographs.co.nz)  
Cover image  
Pages 8, 11, 17 and 18

John Campbell  
Grower, Horonui Station  
Pages 3 and 12

Tom O'Sullivan  
Grower and CFWNZ Chairman  
Page 5

Bremworth  
Wool Carpets and Rugs  
<https://bremworth.co.nz/>  
Page 7





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Patron: HRH The Prince of Wales

# Campaign for Wool NZ Strategy

2021 - 2022

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[nzwool.co.nz](http://nzwool.co.nz)