




Campaign For Wool NZ

Annual Report

2021



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales



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A message from our Chair



It is a pleasure to present to you the 2021 Annual Report for The Campaign for Wool New Zealand and to share some positive news on what has been achieved in the past twelve months until 31 December 2021.

The Trust has gone from strength to strength and we can look back on the past year with confidence. We have had a busy year building our strategy and focusing on our top four priorities – communication and education, digital advancement, insight development and strengthening partnerships.

Our strategy was shared in September 2021, with activity to be implemented over 12 months, and with only 3 months of activity in this report, we have already made some fantastic progress. We are now looking ahead and working on our long-term global strategy.

To date, we have been concentrating on building consumer awareness of wool in New Zealand. We have been working closely with our partners to build our assets and create data-driven insights about how wool is perceived and used in key international markets. This is gaining traction in NZ and bodes extremely well for us to launch our global strategy.

I'd like to take a moment to thank the NZCFW Trustees for their time, dedication, and expertise. I would also

like to welcome a new trustee to the board, Ryan Cosgrove. Ryan brings valuable energy and a fresh cross-generational perspective to the board, which the future of NZ wool will depend on.

On behalf of the Board, I would like to thank all those who have worked with us in the past twelve months, it has been a collective effort and we are excited to see what the future brings.

We know that once consumers understand the intrinsic benefits of wool, choosing wool becomes a lifelong, conscious decision. Wool is arguably the most sustainable, renewable, incredible super-fibre on the planet. The trick is to talk to the right people in the right way to create a groundswell of demand.

As I write this I am filled with great hope and optimism for a brighter future for New Zealand wool.

Tom O'Sullivan

Chairman, The Campaign for Wool NZ
tom@campaignforwool.co.nz

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



Strategic priorities



1

Communication and education



2

Digital advancement



3

Insight development



4

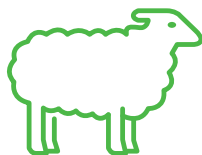
Strengthen partnerships

Two-pronged approach...



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.



2021 Marketing performance



+50%

investment increase
versus 2020



37

schools visited by
Wool in Schools
'wool sheds' in North
and South Islands



1

website created as the
new digital 'hub' of NZ
wool for consumers
and industry



16

rural press articles,
podcasts, interviews,
presentations
delivered



184

wool partners
using CFW logo
on their materials
in support of CFW

Statement of financial performance

The Campaign for Wool NZ Key Figures 2021

	2020	2021
Funding via Growers	\$ 528,028	\$ 581,643
Interest received	\$ 6,426	\$ 2,264
Total Revenue	\$ 534,454	\$ 583,907
	2020	2021
Projects Expenses	\$ 159,070	\$ 418,449
Global CFW contributions	\$ 200,000	\$ 77,721
Administration Expenses	\$ 89,011	\$ 163,438
Total Expenses	\$ 448,081	\$ 659,608
Net Surplus/ Deficit	\$ 86,373	-\$ 75,701



Nadia Lim and Tom O'Sullivan at Wanaka Show.



From left: Craig Smith, Annabel Busby, Andy Caughey (SWAG) and Tom O'Sullivan relax on a Big Save woollen sofa at Wanaka Show.

The year in pictures



Embrace these modern designs that evolve with nature. From left: Dan Norman from Big Save Furniture, Tom O'Sullivan, Craig Smith and Rochelle Flint from Bremworth carpets (not pictured) spoke on the International Wool Technology Organisation's Congress week.



Tom O'Sullivan and Stephen McDougall presenting webinar to NZ Institute of Architects.



Woodford House business group, SWAP (Sustainable Wool Authentic Products), is part of a national entrepreneurial competition. From left: Harriet Coyle, Lily Nilsson, Mamie Williams, Georgia Maidens and Tom O'Sullivan



Climate minister James Shaw chats to Tom O'Sullivan about the benefits of increasing the use of sustainable fibres at the New Zealand National Field Days.



Clockwise from top left: Having fun in The Wool Shed; "Live Naturally, Choose Wool" ad published in Thrive, Haven and online; The Wool Shed at Havelock North Primary School; Students enjoy the resources in The Wool Shed.



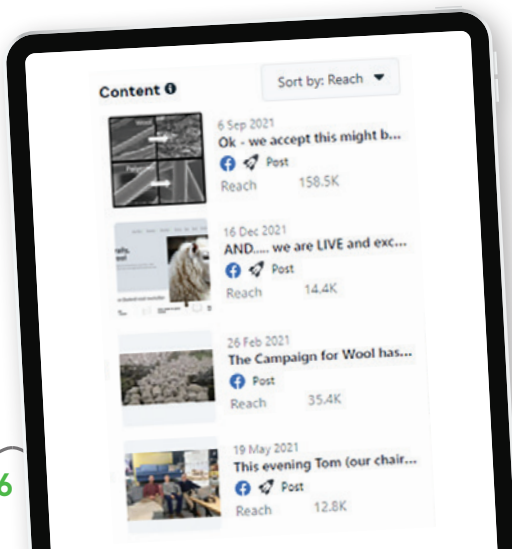
Communication and education

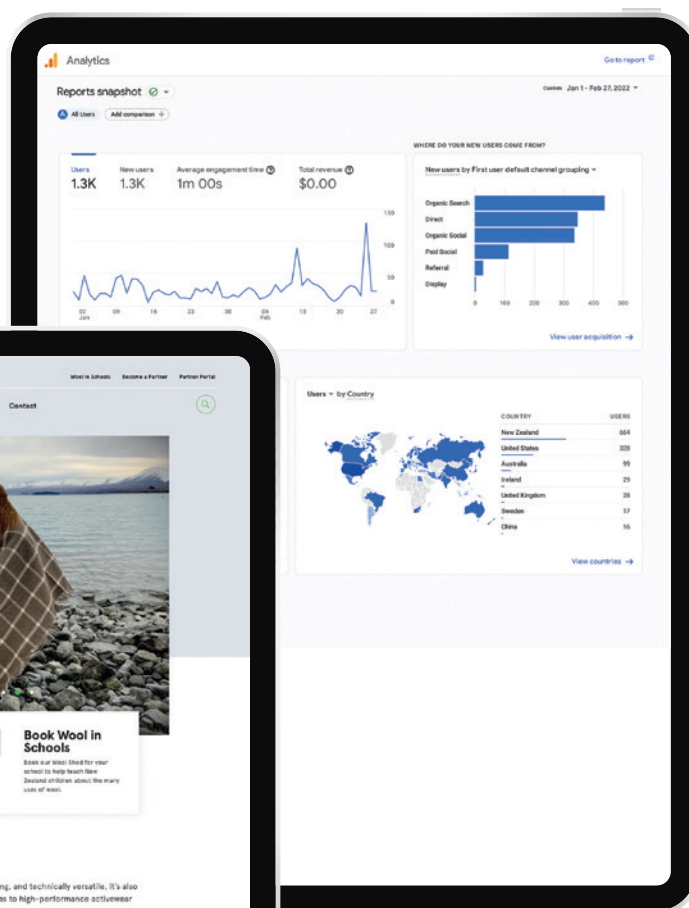
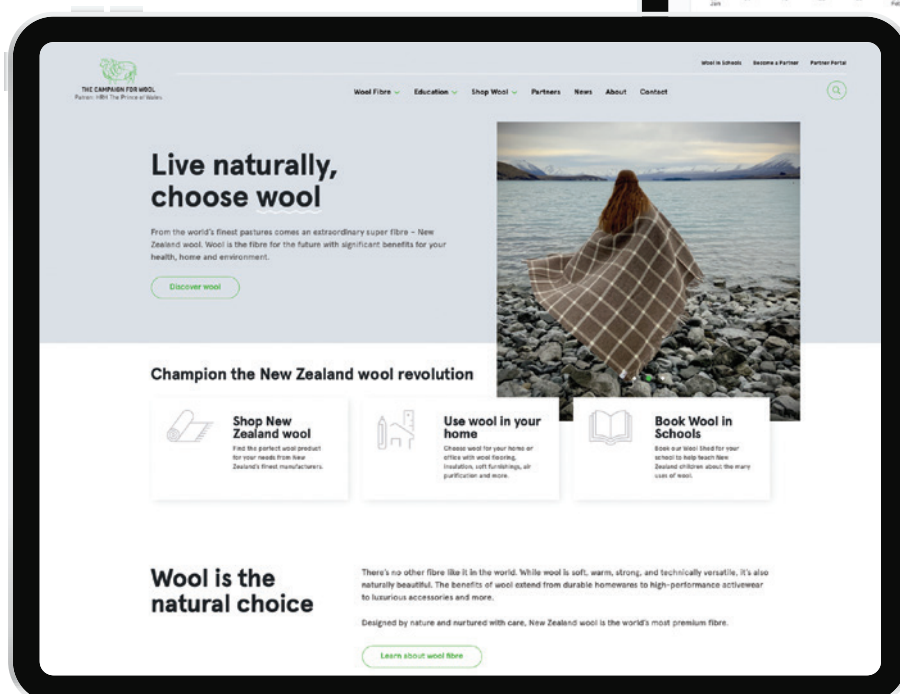


Communication and education is core to growing demand for consumers, and for the sustainability of the NZ Wool industry.

Highlights

- > 16 articles/mentions in key publications including Thrive, Haven, Kia Ora magazines, Sunday Star Times, Rural News and Magic Talk Radio.
- > Delivered ongoing social media strategy across Facebook and Instagram (targeting consumers) and LinkedIn (targeting industry stakeholders) reaching 428,000 people and growing our social community by over 2000.
- > Instagram 34,050 up 97% on the previous year.
- > Live Naturally, Choose Wool Campaign in December ran on TV, print and digitally. Overall we had over 123,000 impressions with this campaign.
- > Two TV1 Primetime advertisement slots
- > Wool In Schools container visited 37 across NZ, educating 5,064 children on the benefits of wool.
- > Delivery of the Wool In Architecture webinar to 250+ members of the Institute of Architects, with Stephen McDougall, Dr Stewart Collie and Tom O'Sullivan as keynote speakers.





Digital advancement



We live in a digital world and Covid 19 has accelerated the need for strong online performance.

Highlights

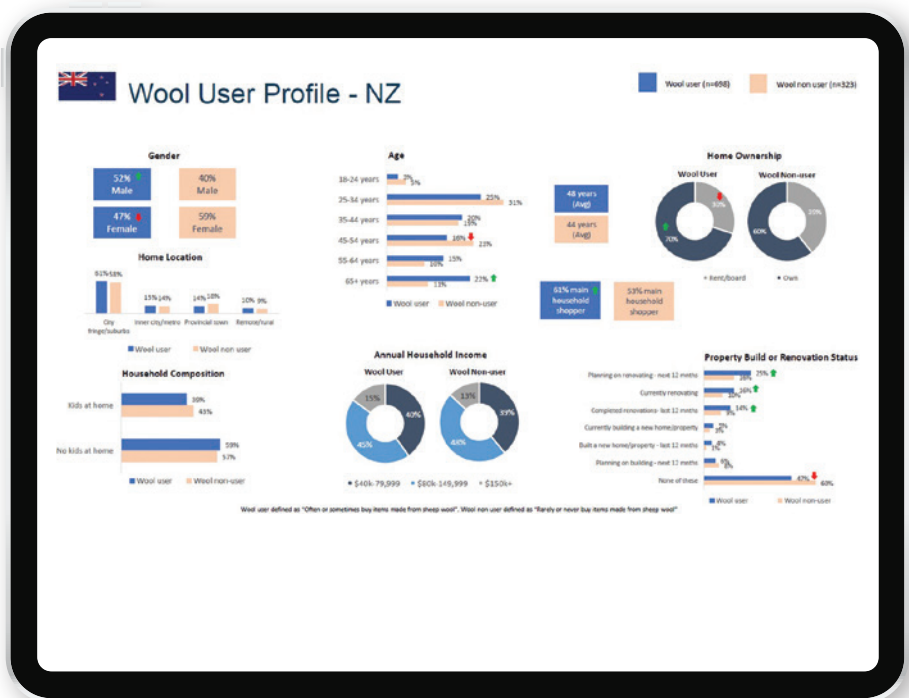
- > Website development – The completely re-built website is a tool for all to use and the home of NZ wool.
- > Engaging and factually written resource for consumers, educators and industry.

Performance

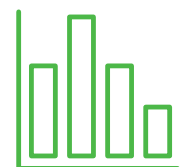
- > We can now capture and report on factual data on our users.
- > The data will enable us to learn exactly what consumers and the industry alike are looking for.
- > Website launched in December 2021 and saw 15,936 unique users in first two weeks of operation.

“It will be an amazing teaching aid. I have been training people for about 16 years and this looks to be the most comprehensive information source in one place that I have found.”

Jan Nicholas



Insight development



Insight Development is a core strategic pillar because it informs strategy and decision making.

Highlights

- > We engaged with Fresh Perspective to undertake extensive market research looking at the UK, USA and NZ current wool consumer landscape.
- > Initiated development of key industry project with AgResearch.

Performance

- > Baseline quantitative data gathered for USA, UK and NZ.
- > Insight generation in progress in preparation for release in 2022.

21

That's the number of amazing contributors funding the Campaign for Wool New Zealand and National Council of New Zealand Wool Interests.

Thank you.

Let's change the wool industry. **Together.**

nzwool.co.nz

THE CAMPAIGN FOR WOOL
Partners with The Prince of Wales

The National Council of
New Zealand Wool Interests
Incorporated



Tom O'Sullivan, Ryan Cosgrove, Rosstan Mazey and Craig Smith at IWTO Conference.

Strengthen partnerships



Strengthening partnerships is one of the most critical priorities for us in 2022. Forging strong partnerships within the industry will avoid duplication and increase unity.

Highlights

- > Joined the NZ Council of Wool Interests as an Associate Member to enhance our collaboration with industry.
- > Building alliances with large industry commercial entities, eg. Big Save, Joma, Bremworth, Godfrey Hirst about the use of wool in the built environment.
- > Encouraging all wool businesses to become partners with CFWNZ.

Performance

- > Unified advertising in Farmers Weekly and Countrywide alongside NCNZWII.
- > Representation on the Wool Technical Advisory Group for the set up of NZFAP with three trustees from CFW on the Technical Advisory Group and Craig Smith as Chair.
- > 184 partners using the Campaign for Wool logo in their marketing material.
- > 12 new brand partners in 2021.

Looking ahead

We know that a long-term global strategy for NZ wool is critical.

As illustrated below, we are working on transitioning from our NZ growth and asset focus to that of a global strategy focused initially on primary markets, and then out to secondary markets and beyond.

“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.”

Tom O’Sullivan



Year 1

2021–2022

New Zealand growth and asset development

Prepare for global roll out

Triple our investment versus 2020



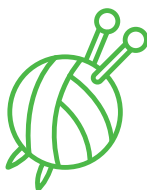
Year 2

2021–2022

Traction in New Zealand

Global roll out across primary markets

Year-on-year investment will be determined by funding



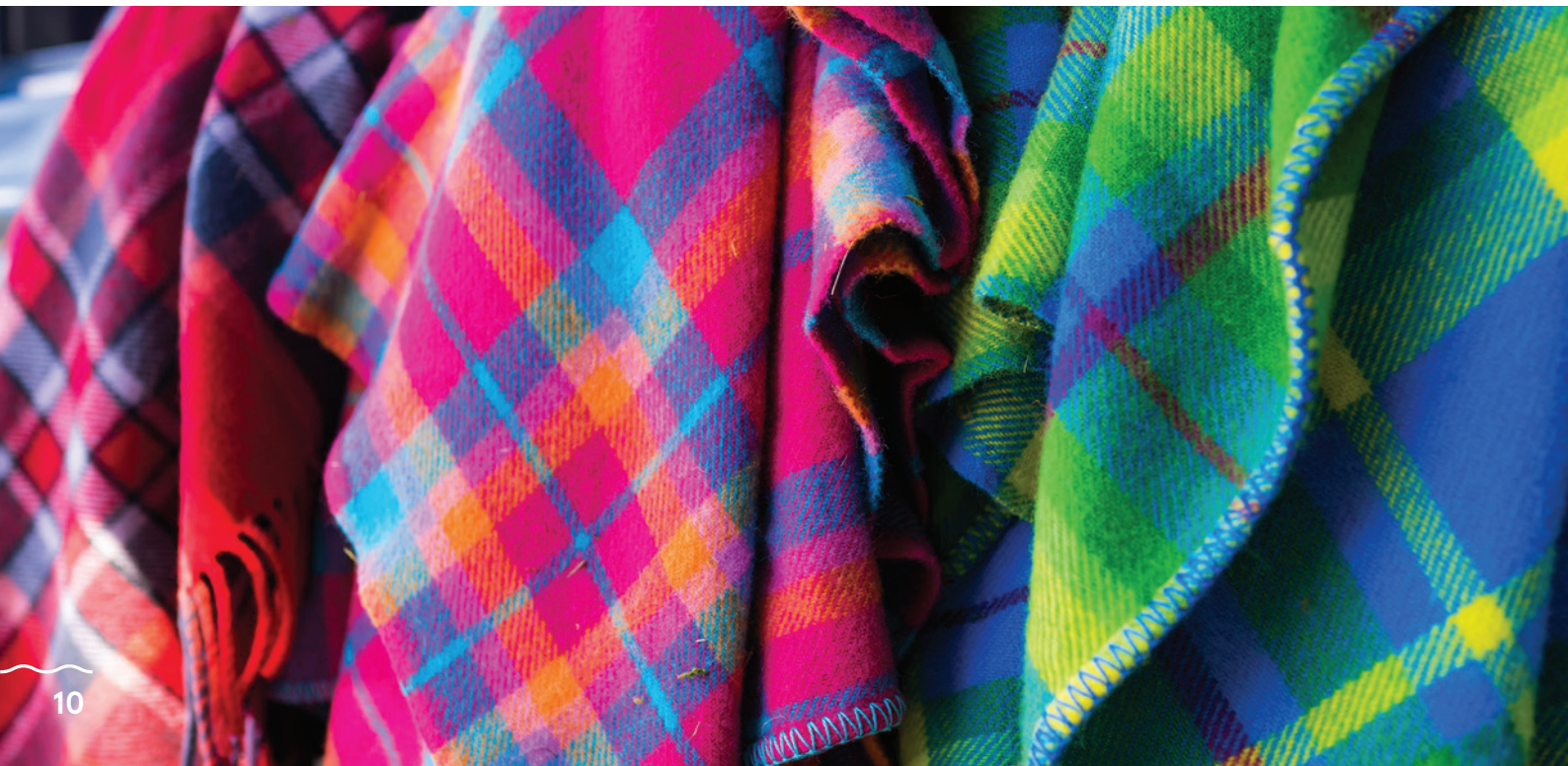
Year 3+

2023–2024

Amplify in New Zealand

Gain further traction globally in primary markets

Build awareness in secondary markets, determined by funding



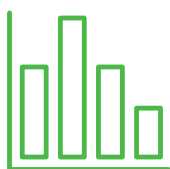
Next steps in 2022



1

Communication and education

- > Burst 2 of activity scheduled for April 2022 – PR, advertising plus inclusion of digital marketing.
- > Continue contacting schools and increase number of visits in 2022.



3

Insight development

- > Create succinct report of insights by market and category to share with industry.
- > Further conversations with AgResearch.
- > Tracking research briefed for late 2022.



2

Digital advancement

- > Ongoing digital marketing being developed to drive more traffic to the website to learn about the benefits of NZ wool.
- > Partner portal to launch during 2022 – resource centre for wool partners in development will include research, contacts, marketing and sales resources to help businesses grow.



4

Strengthening partnerships

- > CRM system in development.
- > Furthering collaborative conversations with other industry bodies to share resources and information for the betterment of the industry.



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.

Our core purpose

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

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.



TOM O'SULLIVAN

Chairman
Sector Development Manager



RICHARD KELLS

Trustee
Kells Wool



RYAN COSGROVE

Trustee
Carrfields



SANDRA FAULKNER

Trustee
Grower



RICK POWDRELL

Trustee
Grower



CRAIG SMITH

Trustee
Devold of Norway



PHILIPPA WRIGHT MNZM

Trustee
Wright Wool



LEON COLLIER

Secretary CFWNZ
Gardiner Knobloch

The team

The Campaign for Wool New Zealand Board consists of seven trustees, all of whom bring a great deal of knowledge and experience from various sectors.

This diversity amongst the team ensures robust and thorough discussion on our strategy and tactics. The board has also sought professional advice where required.

2021 has seen the Board grow with each member having a clear direction on their roles and the outputs that are needed to move ahead.

We have also grown the team and employed a Campaign Manager, Linda Calder, to run the communications and develop relationships with our brand partners. Wool In Schools is successfully managed by Vicki Lindstrom and we are continuing to expand this incredible education facility to all schools. We also engaged two strategists to grow the demand from the consumer back to the farm gate.

Staff

Tom O'Sullivan
Sector Development Manager

Linda Calder
Campaign Manager

Vicki Lindstrom
Wool in Schools Manager

Consultants

Kara Biggs
ABV Marketing
Growth Strategist and consultant

Brian Richards and Scott Wallace
Richards Partners
Brand Strategists



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