

Campaign For Wool NZ

Three Year Strategy 2023 – 2025

Educate.
Promote.
Advocate.



THE CAMPAIGN FOR WOOL

“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.”

The Campaign for Wool Patron:
The former Prince of Wales





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Embracing change for the renaissance of New Zealand wool

Natural, renewable and sustainable with an array of beneficial properties. There's simply no other fibre on earth that compares to wool.



Even so, we still have a lot of work to do to convince the world that products made from New Zealand wool are far superior to synthetic alternatives.

Change is good, but it is also critical for the survival of our wool industry. We invite you work with us, embracing change to support better prospects for wool in New Zealand.

On behalf of the board, I'd like to extend our gratitude to Tom O'Sullivan who has successfully chaired the Campaign for Wool NZ through the past three years during tricky economic times. The groundwork he and the team have delivered has been phenomenal and paves the way for our next phase of activity.

Our performance is clear as we reflect on our achievements.

- 1 Education and promotion:** We've continued to deliver and promote our Wool in Schools programme to primary schools. We are now looking to expand our programme into secondary and tertiary institutions.
- 2 Digital advancement:** Our website and social media platforms have been upgraded and promoted as the 'home' of New Zealand wool. Now, we are ready to use these platforms to spread our wool messaging far and wide.

- 3 Insight development:** We commissioned consumer research in the US, UK and New Zealand. We are now using this information to inform our strategic direction and aid decision-making. It also becomes our new benchmark for tracking and measuring changes in consumer perception in the forthcoming years.

- 4 Strengthening partnerships:** Stronger relationships with our funders, partners and community have been formed. Expect to be part of an even tighter network as we deliver specific resources to support New Zealand wool.

We look forward to sharing the following strategy with you for 2023 to 2025 – the next exciting stage of growth for New Zealand strong wool.

Ryan Cosgrove
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The Campaign for Wool New Zealand

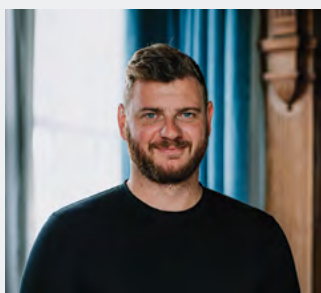
We exist to enable and advance the education of wool and to promote the unique benefits of wool fibre.

The Campaign for Wool New Zealand is a registered charity working tirelessly to serve the increasing needs of New Zealand's strong wool community.

Globally, the Campaign for Wool was established in October 2010 by our patron, His Majesty King Charles III, when he was Prince of Wales. The initiative aims to highlight wool as a fibre that is an eco-friendly, comfortable and durable option to cheaper and more disposable alternatives.



Trustees of The Campaign for Wool New Zealand



RYAN COSGROVE *CHAIR*
Carrfields



TOM O'SULLIVAN
Campaign for Wool NZ



SANDRA FAULKNER
Grower



CRAIG SMITH
Devold of Norway



RICHARD KELLS
Kells Wool



PHILIPPA WRIGHT *MNZM*
Wright Wool



RICK POWDRELL
Grower

Board Secretary
and Accountant

LEON COLLIER
Director, Gardner Knobloch



Delivering a
strengthened
strategy for
New Zealand
wool in our
changing world

Our ambition for the growth of New Zealand wool is clear

The vision of CFWNZ is to shift buying preferences toward New Zealand wool.

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Globally, the Campaign for Wool was established in October 2010 by our Patron, the former Prince of Wales. The initiative aims to highlight wool as a fibre that is an eco-friendly, comfortable and durable option to cheaper and more disposable alternatives.



Achieving our vision

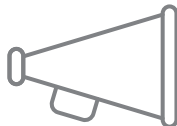
With the building blocks we put in place in 2021 and 2022, we are accelerating our support of the wool industry over the next three years.

In three years, the Campaign for Wool New Zealand will:



1

Educate more New Zealanders about wool benefits



2

Promote more wool applications in buildings



3

Advocate for stronger wool use and category growth

We are making commitments under three strategic priorities

Each commitment will be measured and evaluated to ensure our vision is achieved effectively.

By 2025, each priority will be delivered in full, on time and within budget.

STRATEGIC PRIORITIES

COMMITMENTS & METRICS



Education

New Zealand's current and next generation will understand the qualities and benefits of wool and be inspired to build careers in our wool industry. Our brand partners will have access to tools to deliver communication. Our brand partners will also have access to business tools, to deliver effective promotion.

- > Upgrade "Wool In Schools" initiative for primary schools
- > Expand new Wool In Schools offering to secondary and tertiary
- > Develop Partner Portal on website for promotional education
- > Brief and deliver research for resource development

METRICS: Wool in Schools across all three education levels. Partner portal users surveyed for satisfaction.



Promotion

Architecture and interiors will include specific wool applications in new and renovated buildings.

- > Deliver and promote 'Wool in Architecture' programme including toolkit for designers
- > Complete research and information gathering for architectural specification programme
- > Deliver new three-year consumer campaign to promote wool benefits
- > Track/research consumer perception changes to inform ongoing direction

METRICS: Increase in wool application in buildings. Awareness increase across target audience.



Advocacy

The practical use and innovation of wool will be strongly supported.

Wool use in public buildings will be advocated.

- > Grow communication and advocacy of partner products and services
- > Create, begin and strengthen advocacy for wool applications and public buildings and government buildings.
- > Maintain and strengthen brand partners and mutually beneficial industry alliances

METRICS: Increase brand partnerships and industry alliances. Grow wool use in public buildings.

Discover more about our strategic plans by contacting our executive team



For general enquiries and information about our advocacy programme, please contact:

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For enquires about our strategy, education programme, promotion and architecture development, please contact:

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Thanks to the talented photographers, people and businesses who supplied imagery for this strategy

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www.photographs.co.nz

AgResearch

www.agresearch.co.nz

New Zealand Story

Paul Sutherland Photography

www.toolkit.nzstory.govt.nz

Polly McGuckin

Exquisite Wool Blankets

www.exquisiteblankets.co.nz

Kirsten Simcox

Photographer

www.kirstensimcox.co.nz

Weaver Rugs

www.weavershop.co.nz



biodegradable | renewable | natural

live naturally, choose wool



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nzwool.co.nz