



Campaign For Wool NZ

Annual Report 2023



THE CAMPAIGN FOR WOOL

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“We are confident in the strength and momentum of our strategy. We’re on target and extremely excited about taking our work to the next level in 2024.”

Ryan Cosgrove
Chair, The Campaign for Wool NZ



A message from our chair

It brings me great pleasure to present the Annual Report for The Campaign for Wool New Zealand, a reflection on the positive strides made during the course of 2023.

2023 was the initial year of our three-year strategy for CFWNZ, and although it’s been demanding, we’ve seen remarkable growth and solid traction. Not only are we confident in the strength and momentum of our strategy, we’re on target and extremely excited about taking our work to the next level in 2024.

Our strategic focus over the last financial year has been unwaveringly centred on our key priorities: Education, Promotion and Advocacy.

Our results speak for themselves:

- > Thousands of children taught about the wonders of wool with refurbished facilities and resources.
- > Over two million people reached with a new multi-media consumer campaign about choosing wool over synthetics.
- > We’ve increased our alignment and support with over 230 supporters and partners.
- > We’ve advocated regionally and globally for amplified use of New Zealand wool.

But our work is more than a strategy – it’s a movement and it’s gathering speed! Our actions, and our work alongside our partners is now beginning to create the change the industry needs. And the year ahead will see us do even more.

On behalf of the Board, heartfelt thanks are extended to all those who work with us and support our work. Your backing has been the bedrock upon which we build our vision for a sustainable and vibrant future for New Zealand wool. Together, we are not just overcoming challenges; we are transforming them into opportunities for growth and progress.

A special acknowledgment must also go out to my colleagues on the Campaign for Wool NZ board, and to our passionate and dedicated team. Your tireless efforts, insights, and commitment to our shared goals have been instrumental in steering us through the past year.

Reflection is important and necessary, but we always like to look forward and we see promising horizons ahead for wool.

Thank you for being an integral part of this extraordinary journey.

Ryan Cosgrove
Chair, The Campaign for Wool NZ

OUR PURPOSE

To enable and advance the education and promotion of the unique benefits of New Zealand wool.

OUR VISION

A world where consumers choose products made from New Zealand wool.

Strategic priorities



1 / Education

Teach the current and next generation of wool consumers to understand the qualities of wool.



2 / Promotion

Ensure the benefits of wool fibre are well known by all potential consumers.



3 / Advocacy

Support and spearhead the practical use of wool across all wool categories.



2023 Performance overview

2m+

NZ consumers reached with multi-channel advertising campaigns across TV, print, radio, digital and social media.

6,649

students reached with the "Wool in Schools" programme.

Both containers also received complete new fit-outs by June 2023.

54

press articles, podcasts, TV and radio interviews, national and international presentations.

320

engaging social media posts across Facebook, LinkedIn and Instagram.

Unprecedented community growth and engagement.

249

supporters aligned with our work and recognised on our website, with key partners growing monthly!

Statement of financial performance

The Campaign for Wool NZ Key Figures 2023

	2022	2023
Funding via Growers	\$ 566,467	\$ 616,327
Interest received	\$ 4,643	\$ 17,664
Total Revenue	\$ 571,110	\$ 633,991
	2022	2023
Projects Expenses	\$ 522,586	\$ 777,512
Global CFW contributions	\$ 82,051	\$ 79,807
Administration Expenses	\$ 73,932	\$ 61,324
Total Expenses	\$ 678,569	\$ 918,643
Net Surplus/ Deficit	-\$ 107,459	-\$ 284,652

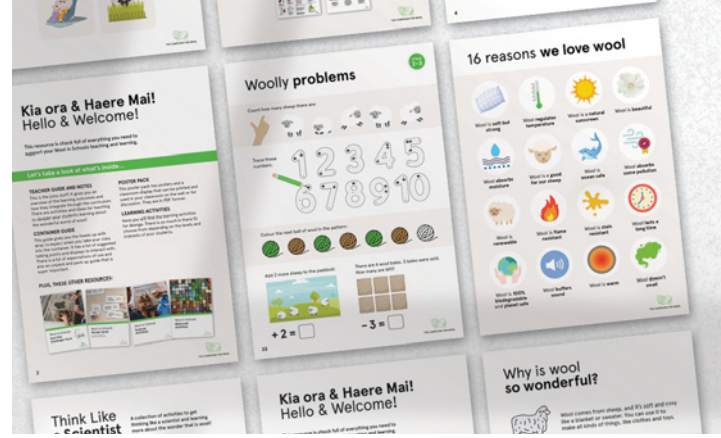
STRATEGIC PRIORITY

Education

Educating New Zealand’s youth about the advantages of choosing wool products over synthetic alternatives is vital for instilling early awareness and fostering sustainable habits.

Primary school years form a crucial foundation for lifelong values, making it an opportune time to introduce concepts of wool performance and environmental responsibility. While integrating wool education into secondary schools empowers the next generation to prioritise wool use over synthetics, it also develops conscious consumerism and the importance of supporting our nation’s wool industry.

By teaching young children about the benefits of New Zealand wool, educators can impart essential knowledge about the material’s renewable and biodegradable nature. This early understanding encourages children to develop a sense of responsibility towards the environment, as they grasp the positive impact of choosing wool over synthetic materials on ecosystems and sustainability.



Educating tertiary students is paramount for fostering innovation and sustainable practices, particularly within the Product Design and Architectural fields. These students – our future architects and designers – play a pivotal role in reshaping the built environment and ensuring wool products are a key part of their plans.

Understanding the technical aspects of wool enables tertiary students to explore novel applications, pushing the boundaries of traditional design and construction. The innate qualities of New Zealand wool can inspire innovations in textiles, building materials, and product design, promoting a shift towards more sustainable and locally sourced materials.

By incorporating their knowledge into their studies, students can contribute to the promotion of domestic products, strengthening local economies and fostering a sense of responsibility towards sustainable practices in their professional endeavours.

Extending our educational footprint for New Zealand wool

Education goals

Early Childhood:

Teach our youngest learners to love wool.

Primary school (Year 0–8):

Teach these students to learn New Zealand wool is a super-fibre.

Secondary School (Years 9–13):

Teach our growing students to learn more about wool, and apply their understanding to technology and design projects.

Tertiary Education:

Teach our young adults to explore wool and apply their knowledge to innovations and grow our wool industry!

Plans for expansion

In 2023, we have been working on the primary and tertiary sector in the most part. Secondary schools have been overwhelmed with changes to NCEA and advisors suggested we wait until the new NCEA structure was solidified before engagement.

However, we have had an exciting year expanding our primary offering and developing plans for further expansion into the tertiary sector. The plans that are seen in our key achievements are already well into development as we write this report in 2024!

Core achievements in 2023

- > Primary schools: Both North and South Island 'Wool in Schools' containers completely refurbished
- > 24 primary schools and 6,649 students visited the containers
- > Primary schools: New education resources created under current national curriculum standards
- > Primary schools: 'Wool Week' – a consolidated digital version of resources with a tactile wool kit – was planned and developed for schools who cannot physically receive the container. Launch mid-2024
- > Tertiary: Plan approved for 'Wool Dynamics' – a pilot programme for six initial architecture and product design schools. Project management began late 2023, with launch mid-2024.

STRATEGIC PRIORITY

Promotion

Promoting the unique benefits of New Zealand wool fibre to consumers is a strategic imperative that extends beyond pure “marketing”; it’s a crucial step towards fostering sustainability, supporting our local industry, and ensuring consumers make informed and responsible choices.

New Zealand wool stands out for its exceptional quality, natural resilience, and versatility. It is crucial to communicate to consumers that when they choose products made from New Zealand wool, they are investing in a material that not only offers superior performance but also aligns with their values to live in a more natural world.

Educating consumers about the functional advantages of New Zealand wool encourages them to make choices based on durability and longevity, contributing

to a culture of mindful consumption. This narrative encourages consumers to make informed choices that are better for their own lives, have a positive impact on the environment while also contributing to sustaining our local wool industry.

For us, promoting the unique benefits of New Zealand wool to consumers goes beyond product promotion; it’s an investment in performance, environmental responsibility, and the well-being of our wool-growing community. By weaving these stories into our marketing strategy, we endeavour to empower consumers to make choices about the products they choose for their homes and families.

There is a huge job to do to promote wool fibre effectively and we are well aware we are only just scratching the surface. With more funding and focus, promotion can and will make a big difference to the future of New Zealand wool.

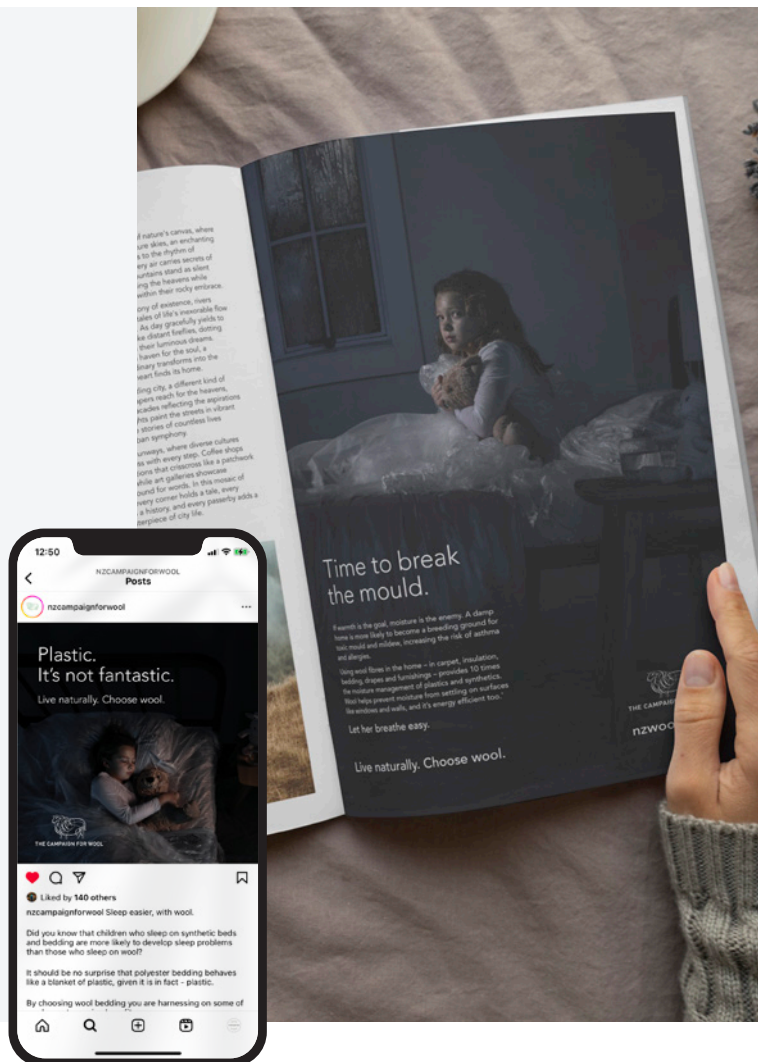
Creating awareness and driving value

Promotion goal

To raise awareness of the unique benefits of New Zealand wool to urban consumers across New Zealand.

Core achievements in 2023

- > Fully integrated advertising campaign asking consumer to use wool instead of plastic – ‘Plastic. It’s not fantastic’
- > Advertising ran from July to September across print media, digital, TV (Hyundai Country Calendar), social media and radio.
- > Reached over 2 million people nationwide
- > Ongoing social media planning and management delivered 320 sponsored posts, globally.
- > Public relations investment and specialist management produced 58 stories, articles, newsletter, radio and television interviews.



STRATEGIC PRIORITY

Advocacy

Advocating for increased wool use in buildings is a strategic imperative for New Zealand wool growers, offering a myriad of economic, environmental, and societal benefits. By actively advocating for wool as a preferred material for infrastructure, it creates a positive ripple effect that extends beyond immediate financial gains.

First and foremost, increased use of wool in buildings presents a significant market opportunity for New Zealand wool growers. As commercial projects require substantial quantities of materials, the demand for wool in construction, insulation, and furnishings can become a lucrative avenue for the wool industry. This creates a steady and reliable market, reducing dependence on fluctuating global commodity prices and contributing to the stability and growth of the New Zealand wool sector.

Advocating for wool in buildings aligns with global sustainability trends and reinforces New Zealand's commitment to environmental responsibility.



By incorporating wool into more buildings, the country can showcase its dedication to sustainable practices, further enhancing its global reputation as a leader in environmentally conscious initiatives.

From a societal perspective, increased wool use in buildings contributes to improved indoor air quality and well-being. Wool's natural ability to regulate moisture and absorb pollutants creates healthier indoor environments, supporting health initiatives and enhancing the overall quality of architectural spaces. This, in turn, can positively impact community satisfaction and well-being.

Advocating for more wool use in buildings is not only a smart strategy but it can also secure economic benefits, foster environmental stewardship, and contribute to the creation of healthier and more sustainable architectural spaces.

Generating public support for wool use

Advocacy goal

To advocate for more wool use in buildings to secure better outcomes for our growers.

Core achievements in 2023

- > Advocacy via social media and public relations published articles in national daily and weekly media.
- > The procurement contract for new carpet in schools not being awarded to a wool manufacture created a media backlash to the government. Campaign for Wool NZ was actively sought as the lead industry voice for comment in the advocacy of woollen carpets resulting in 12 articles or interviews on this subject alone.
- > Campaign for Wool NZ was chosen to speak with the Primary Product Select Committee regarding the state of the industry in June 2023.
- > Campaign for Wool NZ actively began facilitating plans to develop a new Strategic Alliance with Wool Impact Limited from July 2023 to better unify the industry. Launched March 2024.



Ryan Cosgrove (left), Chair of Campaign for Wool and Stuart Heal, Chair of Wool Impact Limited.

Looking ahead

2024 will be the second year of our three-year strategy, and our three big initiatives will be expanded even further.

“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.”

Ryan Cosgrove, Chair



Education

Full utilisation of our re-furnished 'Wool in Schools' containers

Expand into tertiary with a tailored modular pilot programme across architecture and product design schools

Create a new 'Wool in Schools' pilot programme for remote schools that cannot receive the containers



Promotion

Develop further consumer campaigns to promote wool's benefits

Apply learnings from consumer preference research in US and NZ to support CFWNZ and brand partner promotions

Continue to roll out our 'Wool in Architecture' and 'Wool Story' projects under the Strategic Alliance



Advocacy

Strengthen our brand partnerships and industry alliances

Advocate for our partners and showcase their products on our platforms

Champion strong wool for specification in public and govt buildings





About us

The Campaign for Wool is a global initiative highlighting wool as an eco-friendly, comfortable, fashionable and durable fibre, and a preferred alternative to cheaper and more disposable options. It aims to educate consumers worldwide of wool's many benefits.

Established in New Zealand in June 2011, the Campaign is focused firmly on increasing the value of wool, from the end consumer all the way back to the farm gate, with a current strategic focus on a number of projects that move the dial. These projects include advancing our education programme, and developing a multi-channel campaign that significantly grows consumer, business and government awareness of wool as a super-fibre.

The Campaign for Wool NZ is a registered charity funded with voluntary contributions from New Zealand wool growers and commercial partners.

Our 2023 board and team

The Campaign for Wool New Zealand Board consists of six trustees, all of whom bring a great deal of knowledge and experience to the table.

Our management team are employees and contractors who are specialists in their fields of expertise, allowing the Campaign for Wool NZ to punch well above its weight when it comes to implementing strategy.

The skillsets amongst the board and team ensure robust and thorough decision making regarding our strategy, plans and tactics. Our small operational size means we are cost efficient yet agile, allowing us to quickly to make the changes that are needed to navigate a challenging climate.

2023 Team

Tom O'Sullivan
General Manager – Advocacy

Kara Biggs
General Manager – Strategy

Rosie Moore
Campaign Coordinator

Contractors

Fiona Fraser
Contentment Agency
PR and Communications

Zoe Barnes
Social Media Management

Kylie Parish
Ponder Design Studio
Graphic Designer

Rosie Williams McClay
Gardiner Knobloch
Accounts

2023 Governance structure



RYAN COSGROVE

Chair
Mons Royale



TOM O'SULLIVAN

Trustee
General Manager – Advocacy



SANDRA FAULKNER

Trustee
Grower



RICK POWDRELL

Trustee
Grower



CRAIG SMITH

Trustee
Devold of Norway



PHILIPPA WRIGHT MNZM

Trustee
Wright Wool



LEON COLLIER

Board Secretary
Gardiner Knobloch



THE CAMPAIGN FOR WOOL

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