

A photograph of three sheep in a field of tall, dry grass. One sheep is in the foreground, looking directly at the camera. Two other sheep are behind it, one looking down and the other looking towards the camera.

Annual Report 2024

Campaign For Wool NZ



THE CAMPAIGN FOR WOOL

Patron: HM King Charles III



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Message from our Board Chair

2024 was a pivotal year for the New Zealand strong wool industry. While the challenges of recent years remain fresh in our minds—market fluctuations, pressures on growers, continued competition from synthetics—there are strong signs that the tide is turning. A global shift towards performant, natural products is creating new opportunities for wool globally, and New Zealand is uniquely positioned to lead this resurgence.

“Collaboration will be a key cornerstone of recovery for the strong wool industry.”

Our growers are enduring tough times, but their resilience and dedication to quality are now being recognised on a broader scale. The resurgence for natural fibres is growing as consumers are beginning to actively seek out more sustainable products that are biodegradable, and renewable. Through our new tertiary programme, Wool Dynamics, we’ve noticed renewed traction for wool products in construction and architecture and a rediscovery of wool’s unparalleled benefits and aesthetic appeal in product design. This shift in wool’s profile provides optimism about the industry’s future as the next generation moves into the workforce.

This growing emphasis on more natural products with a lower environmental footprint is changing the conversations we are having about wool. Governments, businesses, and consumers are prioritising materials that align with their climate goals, and wool is uniquely positioned to meet these needs. Although there are some challenges to overcome regarding the methodology of carbon calculations, wool’s circularity at end of life cannot be overlooked ensuring wool stands out as a material for the future. This emerging recognition provides a solid



foundation for the growth of New Zealand’s strong wool sector in global markets as we move into 2025 and beyond.

Collaboration will be a key cornerstone of recovery for the strong wool industry. In 2024, the formalisation of our Strategic Alliance with Wool Impact in March, and the co-funding of our secondary education project with Wool Research of New Zealand in October demonstrated the power of good partnerships. By aligning our resources and expertise, we’ve been able to better advocate for our growers, invest in innovative education solutions, and drive targeted communications that elevate wool’s profile.

Economic and social pressures on growers cannot be ignored, and our work in 2024 serves to actively address these issues where we can. By advocating for the support of wool products with government – and holding government agencies like Kāinga Ora to account when they make questionable decisions, as well as exploring new ways to support our growers through increased wool use in homes and buildings, we hope to see a more positive shift in returns as we work through the next 12–18 months.

I want to take this opportunity to shout out to our voluntary board and dedicated team. Thank you for your relentless commitment to the Campaign for Wool NZ. Your passion and hard work are making a real difference.

To our growers, I’d like to thank you for continuing to support our work through your voluntary contributions. Likewise our funding partners who ensure our funding reaches us and work with us to make change within the industry.

The road ahead may not be easy, but we can guarantee it will be one of transformation for the sector. As we navigate a stronger, united way of working for the future, we are optimistic that together, our wool industry will thrive once more.

Ryan Cosgrove, Board Chair

Message from our General Manager



In 2024, we took bold strides forward in implementing our three-year strategy, centred around education, promotion, and advocacy. These pillars guide our work to revitalise the strong wool sector, and I'm delighted to report significant progress forward. We are facing challenges which cannot be overlooked but as we look forward into 2025, we are confident we are well positioned for wool to take its rightful place as the natural fibre of choice in architecture and product design.

Education

In 2024, we launched three transformative education initiatives to engage learners of all ages.

Wool Dynamics, our tertiary education program, equips architecture and product design students with the skills and knowledge to innovate with wool and specify its use in the buildings they create.

At the primary school level, Wool Week brought interactive lessons and activities to small or remote classrooms across New Zealand.

And for our youngest learners, Little Wool Learners introduced New Zealand's under 5s to wool through fun, sensory-rich kits that spark curiosity and creativity.

These initiatives are building the critical foundation of understanding and appreciation for wool's unparalleled performance and benefits, ensuring it is chosen for innovative projects for generations to come – increasing demand and putting value back into growers hands.

Promotion

The world is waking up to the sustainability and versatility of wool. Our targeted communications have reached both domestic and international audiences, showcasing wool's benefits through great collaborations in interior design, construction and homeware.

Wool is resonating with eco-conscious consumers and this is amplified by the implementation of our successful Ambassador programme. The addition of our newest member of the Ambassador 'team', Sam Neill, was a game-changer for the profile of NZ wool. Alongside the work of our other wonderful Ambassadors – Liz Mitchell and her Wool Revolution, Stephen McDougall and his work in specifying wool products in Architecture, and Robert Macfarlane in interior design, together we are all sending a very clear signal that wool's time has come again!

Advocacy

Our Strategic Alliance with Wool Impact, signed in March 2024, is beginning to shift the dial in unifying the industry, and our work with Wool Research of New Zealand to fund the initial phase of our secondary education plans has been pivotal. We are creating a 'new way of working' by uniting our efforts. Together, we've amplified our voice, secured greater industry support, and driven initiatives that directly benefit growers. Simply put, these collaborations are unlocking new opportunities for the wool sector, and we've only just begun.

Overall in 2024, the shift in positive global sentiment towards natural fibres is hugely encouraging. Consumers and businesses are increasingly valuing authenticity, quality, and sustainability – values that are naturally at the heart of our New Zealand wool industry.

To all those who contribute to our shared vision – thank you. The united support from growers, educators, funding partners and industry leaders, is the foundation of our success.

I am incredibly optimistic about the future of our wool industry. Although it is fair to say we have a long way to go – this report sheds encouraging light on how far we have come.

Kara Biggs, General Manager

About the Campaign for Wool New Zealand

The Campaign for Wool is a global endeavour which was initiated in 2010 by its Patron, His Majesty King Charles III, when he was The Prince of Wales.

Globally, our Campaign raises global awareness about the unique, natural, renewable and biodegradable benefits offered by the fibre in everyday life.

In New Zealand, the Campaign for Wool is focused on education, promotion and advocacy for wool products – creating a sustainable strong wool industry for future generations.

The Campaign for Wool New Zealand is a registered charity, funded by our growers, for our growers. Our growers' voluntary contributions are kindly supported by our funding partners who diligently ensure our funding is transacted to us, allowing us to get our important work done.

Our People

Our people are the lifeblood of the Campaign for Wool New Zealand, keeping the wheels in motion to achieve our goals. Our board are all voluntary and passionate about governing the organisation for the betterment of our strong wool industry. Our team are skilled professionals, with a wealth of experience who are single mindedly dedicated to delivering a thriving

sector for our growers. Our ambassadors are an active extension to our team, voluntarily providing their expert service to the wool industry as acclaimed and awarded influencers in their fields. And our contractors are proficient practitioners, supporting our goals and delivering results in their areas of expertise.

Board of Trustees



Ryan Cosgrove
Board Chair
Mons Royale



Sandra Faulkner
Trustee
Wool Grower



Rick Powdrell
Trustee
Wool Grower



Craig Smith
Trustee
Devold of Norway



Philippa Wright MNZM
Trustee
Wright Wool



Mark Hunter
Trustee
Wool Connexions

Ambassadors



Stephen McDougall
Founding Director
Studio Pacific



Robert Macfarlane
Founder Director
Macfarlane Design



Sam Neill KNZM OBE
Actor Writer
Director Producer



Liz Mitchell MNZM
Fashion designer
Wool Revolution

Team



Kara Biggs
General Manager



Jo McKenzie
Education Manager



Leon Collier
Board secretary
GKL Accounting

Supported by skilled contractors and agencies

Fiona Fraser | Contentment Agency
Zoe Barnes | Social Media Management
Rosie Williams | GKL Accounting

Calibrate | Web and Digital
Kylie Parish | Ponder Design
Frances Joseph | Educationalist

Peter Heslop | Educationalist
Toni Westcott | Educationalist
Millie Pavey | Annual Report Design

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



Education

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



Promotion

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



Advocacy

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



Education



3

New Education programmes launched:
Tertiary, Primary, Early childhood
(0 in 2023)

38

Primary schools visited by
Wool in Schools
(24 in 2023)

8,761

Primary school students
visited by Wool in Schools
(6,649 in 2023)

Promotion



6

Paid advertisements or sponsorships
(11 in 2023)

7

Emails delivered to 3,259 database
with 52% Avg open rate
(5 in 2023, Avg open rate 43%)

21

Aired radio interviews
(15 in 2023)

47

Published media articles
(32 in 2023)

1.1m

Consumers reached
on social media posts
(754k in 2023)

Advocacy



1

New globally recognised Ambassador,
Sam Neill, joined Campaign for Wool NZ

2

Formal industry collaborations signed
with Wool Impact and WRONZ/NZWICT

1

Official Information Act Request
to Kāinga Ora

7

Scheduled meetings in Parliament
to drive the strong wool agenda.

2

Event collaborations with Wool Impact

Strategic Initiatives 2024

Shifting the dial for New Zealand strong wool with limited funding takes a lot of strategic thought, prioritisation and planning.

Our work is focused. It is purpose led. Our initiatives are making a difference and we make every dollar work as hard as possible to deliver the best outcomes for our grower community.



Education

Raising awareness among New Zealand's youth about the benefits of choosing wool products over synthetic alternatives is essential for building early understanding of wool and cultivating New Zealand's national spirit of 'number 8 wire' innovation.

Early childhood and Primary school years provide a pivotal stage for shaping lifelong values, making them the ideal time to introduce concepts such as wool's performance and environmental benefits. This foundational understanding helps children develop a sense of environmental responsibility, recognising how choosing wool over synthetic materials benefits social and environmental ecosystems.

Integrating wool education into the secondary levels not only encourages the next generation to favour wool over synthetics but also fosters conscious consumerism and highlights the importance of supporting the nation's wool industry. Some of the early project concepts we have seen from the teenagers of New Zealand have been phenomenal – we need to foster this!



Educating tertiary students is equally critical for driving innovation, specification of wool products, and amplifying sustainable practices, particularly in fields such as Product Design and Architecture. These students, as future architects and designers, hold the power to transform the built environment and incorporate wool as a fundamental element in their work.

By applying their knowledge in academic and professional contexts, tertiary students can actively promote New Zealand strong wool products, bolster local economies, and uphold sustainable practices throughout their careers.

Education Goals

Early Childhood:

Inspire our youngest learners to develop a love and appreciation for wool.

Primary School (Years 0–8):

Teach students to understand that New Zealand wool is a versatile and sustainable super-fibre.

Secondary School (Years 9–13):

Empower students to deepen their knowledge of wool and apply it to technology and design projects, fostering creativity and innovation.

Tertiary Education:

Encourage young adults to explore wool's potential, applying their expertise to drive innovation and contribute to the growth of New Zealand's wool industry.

Core Achievements

> **Early Childhood Education:**

Little Wool Learners – a specialised resource kit for under 5's was developed and launched as a pilot programme to 3 early childhood centres, with full roll out planned for 2025.

> **Primary schools:**

39 schools and 8,761 students visited.

> **Wool Week launched to 4 schools as a pilot programme:**

A kit of primary school curriculum-based resources and a wool kit specialised for schools that are too remote or too small to receive the full container. Full roll out planned for 2025.

> **Secondary schools:**

New programme has been planned, with a pilot programme being developed for 2025.

> **Tertiary Programme:**

Wool Dynamics was launched as a pilot programme to 5 universities and polytechnics. Full roll out planned for 2025.

> **New operational role:**

Jo McKenzie was promoted from Campaign Coordinator to Education Manager to fully manage education programmes.

Promotion

Promoting the distinctive benefits of New Zealand wool fibre to consumers is more than just a marketing effort; it is a vital initiative to advance sustainable choices, support our local industry, and empower consumers to make informed and responsible choices.

New Zealand wool is renowned for its superior quality, natural attributes and incredible versatility. It is essential to convey to consumers that choosing products made from New Zealand wool means embracing a material that not only delivers exceptional performance but also aligns with their values for living in harmony with nature.

Educating consumers about the functional benefits of New Zealand wool inspires them to prioritise durability and longevity in their purchases, fostering a culture of thoughtful consumption. This approach encourages choices that enhance their lives, positively impact the

environment, and support the long-term viability of our local wool industry.

For us, championing the advantages of New Zealand wool goes far beyond promoting products. It is an investment in performance, environmental stewardship, and the livelihoods of our wool-growing communities. By embedding these stories into our marketing efforts, we aim to empower consumers to make mindful decisions about the products they bring into their homes and lives.

There is still a significant opportunity to effectively promote wool fibre, and we recognise that we have only begun to tap into its full potential. With increased funding and focus, these efforts can have a transformative impact on the future of New Zealand wool.

Promotion Goal

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

Core Achievements

- > PR efforts delivered 68 published, unpaid media insertions in 2024 across press and radio
- > Paid spend was lower than 2024 with 5 less insertions versus 2023. This helped mitigate higher education costs in 2024.
- > Social media reach was significantly higher overall at 1.1m versus 750,000 year on year.
- > Our communications to our database were higher and more engaging than 2023 with 7 emails distributed across the year, and unprecedented open rates.



Advocacy

Our key work in the advocacy space to create a unified industry is progressing well, with a new alliance with Wool Impact in 2024, and a funding collaboration with Wool Research Organisation of New Zealand via their New Zealand Wool Industry Charitable trust. These partnerships feel like a great leap for our sector. For too long we've all worked in silos but seeing us come together with other industry organisations is not only economically savvy...it's heartwarming too.

Advocating to incorporate wool products into buildings also opens up significant market opportunities for New Zealand wool growers. In particular, commercial construction projects require large quantities of materials, and using wool for insulation, flooring, furnishings, and other applications provides a lucrative and sustainable revenue stream for much of our industry. This reliable demand will empower our growers to reduce dependence on volatile global

commodity markets, fostering greater stability and growth within the New Zealand wool industry.

Supporting the use of wool products in buildings aligns with global sustainability movements, strengthening New Zealand's position as a leader in natural fibres, and environmental responsibilities. Increased adoption of New Zealand wool in construction showcases the country's commitment to innovation, enhancing its international reputation and demonstrating the value of natural materials in modern infrastructure.

With this in mind, it's puzzling that some government agencies find it too difficult to incorporate wool products into their construction. There is resistance due to cost, and our advocacy work serves to educate the decision makers in making decision about the value and longevity of wool, rather than simply looking at cost.

Advocacy Goal

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

Core Achievements

- > 2 key collaborations signed with Wool Impact (March 2024) and Wool Research Organisation of New Zealand (October 2024)
- > 7 speaking engagements and events in 2024 on panels, or as keynotes
- > 2 collaborations with Wool Impact at Wanaka A&P show and National Fieldays
- > Key industry voice against Kāinga Ora when they chose to exclude wool products from their request for proposals. We submitted a Official Information Request to understand their decision late in 2024.





Our Funders and Funding Partners

The Campaign for Wool NZ is a registered charity, funded almost entirely by strong wool growers. It's simple – we could not do our work without their generous contributions.

Our funding partners are brokers, merchants and test houses who sell or process growers' clips on their behalf. Although our funding is from growers, our funding partners transact the funds and are integral to our work – without their support, we would never receive our grower funds.

Funding is a voluntary process where growers opt to fund Campaign for Wool NZ through contributing up

to 1c/kg of their wool clip sold. We receive this funding from our funding partners directly every month.

Because our funding is based on volume sold, forecasting and planning ahead can be challenging, but our core strategy – to educate, promote and advocate – remains consistent. We exist to build more positive outcomes and a thriving industry for those we serve – our strong wool growers.

We thank you all, collectively, for your financial support and partnership.

Together we are making a difference to our wool sector.

Statement of Financial Performance

Revenue is funded almost solely by growers and transacted via funding partners. Our funding is a factor of volumes sold, with approximately 1c per kilogram of wool sold being allocated to CFWNZ, depending on the arrangement between the grower and the funding partner. The financial year of 2024 saw the Campaign for Wool NZ revenue from grower funding significantly lower than 2023, to decreased volumes in 2024.

Our three-year strategy, initiated in 2023, serves wool growers to the highest possible level by purposefully utilising surplus reserves to deliver initiatives to revitalise the sector.

The financial year for Campaign for Wool New Zealand runs from January 1 to December 31. Our accounts are audited annually.

The Campaign for Wool NZ Key Figures to December 2024

	2024	2023
Funding via Growers	\$ 495,716	\$ 616,327*
Interest received	\$ 11,317	\$ 17,664
Total Revenue	\$ 507,033	\$ 633,991
	2022	2023
Projects Expenses	\$ 594,619	\$ 777,512
Global CFW contributions	\$ 42,418	\$ 79,807
Administration Expenses	\$ 55,779	\$ 61,324
Total Expenses	\$ \$692,816	\$ 918,643
Net Surplus/ Deficit	-\$ 185,783	-\$ 284,652

*Includes MPI SFFF funding for refurbishment of Wool in Schools containers



Looking Forward

Our plans for 2025 will see our work across education, promotion and advocacy being consolidated into a result-laden finale to our three-year strategy.

“Our advocacy efforts will culminate in the largest and strongest cross-industry alliances seen in over a decade, with a shared vision of the future.”

By the completion of 2025 the Campaign for Wool NZ will have our full suite of education offerings rolled out, accessing more students of wool that ever before. Early Childhood, Primary school, Secondary school and Tertiary projects will be operating strongly, and we will have a solid plan in place to take wool into

the professional development space for architects who have already graduated into the workforce.

As we close out the year, we'll also have continued to raise the profile of New Zealand strong wool through enhanced strategic communications. We'll be speaking to larger and wider audiences, and we'll be ensuring higher engagement levels regarding wool's performance and properties.

Our advocacy efforts will culminate in the largest and strongest cross-industry alliances seen in over a decade, with a shared vision of the future.

Our sector will be united and working together to amplify sustainable sector growth.

By the completion of 2025 the Campaign for Wool NZ will have our full suite of education offerings rolled out.

We invite you to join us as we roll up our sleeves to deliver the foundations for a thriving industry once more.

Thank you to all those who support our work. Together, we are making a difference.





THE CAMPAIGN FOR WOOL
Patron: HM King Charles III

nzwool.co.nz