

June 2010 Newsletter

Please find the latest update from the National Council of New Zealand Wool Interests regarding HRH Prince Charles Campaign for Wool.....some real positive promotions for New Zealand wool here in New Zealand and around the World.

HRH CAMPAIGN FOR WOOL

On 26 January 2010 Prince Charles launched a project aimed at a renaissance of wool. This project was initially planned for the United Kingdom, however it was recognised that wool is a global fibre and the best products are often produced from a combination of wools from different countries. This is essentially the situation with wools for interior textiles. Consequently, it was decided that the project should be a Commonwealth initiative, but open to all wool producing and using countries, in order to get the maximum exposure.

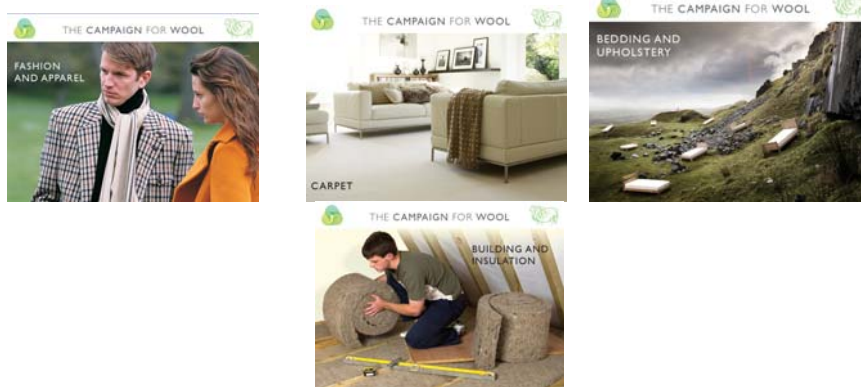
In February 2010, the project was launched in the USA, followed by a launch in Japan in March and a launch in New Zealand in April at the conclusion of the IWTO Architects Project. Currently the project is being launched in Australia.

The key strategy of the project is to increase the demand for wool products and to position wool at the top end of the textile market. By increasing demand there must be a flow on increase in returns to the industry. This project utilises some of the key strategies employed by the Prince Charles successful campaign for the mutton industry in the UK.

Three countries, UK, New Zealand and Australia, were identified as the key bodies within the Commonwealth, with IWTO representing all non Commonwealth countries. As Norway made a significant contribution, and are not a member of IWTO, they were included on their own.

In order to establish an adequate governance process a company, Campaign for Wool Ltd, was established. This company has representatives associated with Prince Charles, to ensure that protocols are maintained, as well as key strategists. It will have a very modest administration budget, and will control and authorise participation. The funds raised will largely be applied to the marketing and promotional material for the project.

The campaign will be split into four categories:



The first meeting of the CFW Funding Committee was held in London on 13 May 2010. The purpose of the meeting was to establish the financial and operational criteria, as well as establish the basis of funding.

The earlier discussions had indicated that a contribution of approximately £100,000 (approx \$200,000NZD) would be sought from each of UK, NZ and Australia. This would provide sufficient funding to establish the project and cover modest administration costs. Other countries had already committed funds, while others were in the process of considering their contribution to the project. As the project is planned to run for five years there needs to be a more detailed funding budget completed, and this will be established closer to the project starting in October 2010. For the initial start up of the project it is expected that there will be combined contributions of in excess of £1 million. This will cover the promotional material as well.

Prince Charles patronage brings substantial support and commitment from businesses that would not normally be as generous in support. Already the support committed from some of the UK companies has been overwhelming. These companies include:

- Austin Reed
- Burberry
- Jaeger
- Aquascutum
- Hackett
- Marks and Spencer
- John Smedley
- Pringle of Scotland
- Liberty
- Selfridges
- Debenhams
- Harvey Nichols
- John Lewis Partnership
- Tesco
- Betty Jackson
- Topshop
- Jigsaw
- Jasper Conran
- Gieves & Hawkes

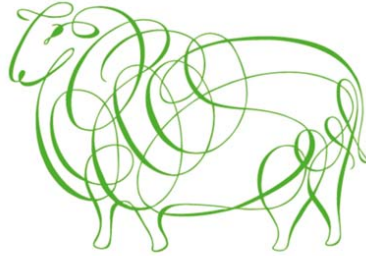
- Hardy Amies
- Richard James
- Timothy Everest
- Anderson and Shepherd
- Henry Poole
- Adam Carpets
- Axminster Carpets
- Brintons Carpets
- Causeway Carpets
- Cavalier Carpets
- Cormar Carpets
- Pownall Carpets
- Ryalux Carpets
- Ulster Carpets
- Victoria Carpets
- Woodward Grovener
- Carpet Foundation and 1,000 Independent retailers
- Foggerty bedding
- Harrison and Spinks bedding
- Camira upholstery
- Robert Noble upholstery
- Thermafleece insulation
- Society of British Interior Designers

Other companies in the UK and the rest of the world are committing to the programme.

Each company committing to the programme will require making application to the Campaign For Wool Ltd Company. There will be a small administration fee (£100) to cover set up fees, plus the applicant will receive point of sale promotional material, and be authorized to use the associated logos. The applicants will also be required to provide benchmarking data so that there can be clearly measurable outcomes.

As a further contribution to the project Australian Wool Innovation has provided a stylized “woolmark” to be able to be used in conjunction with the HRH Campaign for Wool stylized sheep. These will be available to be used in promotional and point of sale promotion, but the “woolmark” will not be able to be part of the product.





THE CAMPAIGN FOR WOOL
SUPPORTED BY HRH PRINCE OF WALES

While the rules of usage of the “woolmark” has been defined, it is planned that the HRH stylized sheep will be able to be used as part of a product label and in conjunction with manufacturers labels, or as a demonstration of support. These rules will be established in the near future.

As the National Council of New Zealand Wool Interests will be the funding body on behalf of NZ, it is planned that New Zealand companies will apply for participation rights through the National Council of New Zealand Wool Interests, who will initially undertake to establish if a company meets the criteria to be determined by the Campaign for Wool company.

The National Council has agreed to proceed and has committed to the programme, and is represented on the Funding Committee to ensure adequate governance.

This project is one of the four projects identified by the National Council to be incorporated into the fund raising programme of approximately \$500,000 for the current 2009/2010 year. The other projects are the IWTO Architects Project, China Technicians training and the IWTO Lobby Group programme.

As is the case for all National Council projects, there will be regular reports on the results against the financial and outcomes budgets.

Stephen Fookes
Chairman

Our Wool Buyer phone numbers are:

Brett Bolton	Motueka	027 207 4004
Don Kars	Darfield	0274 500 769
Gavin Crump	Timaru	0274 316 555
Brian Shaw	Waikaia	0274 352 096
Craig King	Invercargill	0274 368 594

PLEASE VISIT OUR WEBSITES:

www.hdfarmdirect.co.nz

www.thewoolroom.com

www.woolipedia.com