

IWTO

SYDNEY AUSTRALIA

SYDNEY

More than 420 delegates from 25 countries attended.





THE FUTURE CONSUMER

- Generation Y tech savvy multiculturalists will make up 75% of the global workforce by 2025.
- They and their siblings in Generation Z – currently influencing US \$600 billion in parental spending.
- At the other end of the demographic spectrum is the mature consumer – those aged 40-60+.
- They invests in premium clothing and have a keen interest in health and wellbeing,
- This group's spending power is a steamroller coming in.
- While they may be buying less they are buying 'better'..



PRODUCER

- Demand outstrip supply.
- 70mm ideal length, however good demand for shorter wools.
- Concentrate on quality.
 - Quality wool.
 - Quality classing.
- **NO** contamination.
- Keep up production

mkg clean	2015	2016f	% change	2017f	% change
“Apparel” wool IWTO countries					
Australia	277	258	-7.0%	256	-0.6%
Argentina	28	28	0.0%	29	+0.7%
South Africa	30	30	-1.0%	30	+1.6%
Uruguay	22	19	-8.8%	20	+3.8%
USA	7.2	7.3	+1.5%	7.4	+1.9%
“Interior textile” wool IWTO countries					
China	176	177	+0.3%	177	0.0%
New Zealand	114	112	-2.2%	112	+0.1%
India	39	39	+0.6%	39	+0.5%
UK	22	22	-1.0%	22	0.0%
Mongolia	17	18	+8.4%	21	+11.1%
Others	442	446	+0.8%	449	+0.7%
Global	1,166	1,148	-1.5%	1,154	+0.5%



Source: IWTO national committee reports, FAO and Poimena Analysis

Congress Note: 2015 = 2014/15 for Australia, NZ, Uruguay, Argentina, South Africa. Updated: 30th March 2016



INTERNATIONAL
WOOL TEXTILE
ORGANISATION
IWTO



PRODUCER THREATS

- Labour cost
- Mining
- Fracking
- Johnes
- Predation
- Membeship
- Finances

The slide features a yellow banner at the top with the word "MESSAGE" in bold black text. A green swoosh arches over the banner. On the left, a black circle with white dots is connected to the banner by a thin line. The background is filled with a faint, repeating pattern of wool fiber structures.

MESSAGE

- Geleenthede vir wol bestaan, waar daar nooit voorheen aan gedink is nie.
- Us, as 'architects' of wool, must replace negative perceptions with positive ones.
- Always a market for good quality Merino wool.
- It is not only about the wool that we produce, but also the way how we do that.