



# AUSTRALIAN SUPERFINE WOOL GROWERS' ASSOCIATION INC

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## ASWGA PRESS RELEASE

### Superfine Growers Pay Tribute to the Contribution to Wool Marketing by

#### Executive Director Woolmark Brenda McGahan

The Australian Superfine Wool Growers' Association recognises the invaluable contribution that retiring Executive Director Woolmark Brenda McGahan made to the reinvigoration of wool marketing and promotion.

Following the important decision at the Hobart 2005 IWTO Conference whereby agreement was reached to investigate the most effective way forward to return to marketing and promoting wool under the auspices of AWI, IWTO and AWS (Woolmark) Brenda was given the task of putting together the team that worked so effectively to develop and execute the operation of the Test Marketing Project based on fine and superfine wool with the two American retailers SAKS 5<sup>th</sup> Avenue and Dillards.

The results of the Test Marketing Project have demonstrated that targeted promotion can have a positive effect and increase both demand and the overall image of wool as a prestige natural fibre. ASWGA has been pleased to have the opportunity to work with Brenda particularly in the development of the retail in-store staff training education material that proved to be of great value and which will be of considerable use for years to come.

ASWGA conducted and funded from its own resources a similar project in Japan previously to the TMP with parallel results but was unable due to lack of funding to continue. Hence momentum was lost. It is important that the goodwill and enthusiasm that the TMP has engendered is not similarly squandered due to lack of funding or strategies to continue to promote and market Australian Merino wool.

Brenda was the best communicator that the wool industry has seen for many years tirelessly and with enthusiasm attending many grower meetings explaining very clearly the planning, operation and results of the TMP. Coupled with this her reports to the downstream industry at IWTO and similar international level engendered confidence in the future of wool as a high quality luxury fibre.

The President of ASWGA Kevin Dunn on behalf of all superfine growers places on record their appreciation of the invaluable work and contribution that Brenda McGahan has made to the Australian wool industry and wishes her every success in her future career.

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