



AUSTRALIAN SUPERFINE WOOL GROWERS' ASSOCIATION INC

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Press Release

ASWGA's New President

Australian Superfine Woolgrowers Association announced the appointment of their first female President, Helen Cathles. Helen's appointment brings a time of change, opportunity and a different point of view.

A member of the last three Wool Poll Panels, Helen is a strong advocate for all sectors of the wool industry pipeline to operate as a united global business and to solve the shared problem of lack of financial return for quality wool products at each stage of that pipeline.

Winning back a sustainable superfine industry continues to be top of the agenda for ASWGA.

Helen commented "We have lost competitive friction in our selling systems with the obsession to identify discounts and negatives rather than identifying quality and value throughout the Australian clip. How can we win back market share when we start the wool journey with a selling system that rewards buyer negativity instead of wool quality."

"We need to redefine and articulate the qualities of superfine wool thus showing the outstanding value for customers."

"Personally I don't just "wear" wool, I thoroughly enjoy the sensation of being wrapped in a beautiful sensuous fibre that I'm passionate about. "



Photo attached-left to right; Ms Chen Lifan, Sunshine Group; Wei Xiao- ya, AWI; Helen Cathles, ASWGA; Jimmy Jackson, AWI; and Madam Ding Cai Ling, Shandong Ruyi Group at the recent AWI & Austrade Wool Expo Day in Shanghai.

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Helen Cathles, President, Australian Superfine Wool Growers Association – Barry Walker OAM, Goulburn Yass Region

Australia in 2010 has for the first time a female Governor-General, a female Prime Minister and, to join the ranks, a first female President of the Australian Superfine Wool Growers Association, Helen Cathles. Helen's appointment brings a time of change, opportunity and a different point of view. She is a dedicated and persistent voice of advocacy on rural matters, experienced in communication, sincere, thoughtful, forceful and receptive to the needs and rights of others as well as those whom she represents. She is also a good team player.

Helen brings to the role of President wide experience in the wool industry matters including being a grazier in a family partnership with her husband Ian, running superfine merinos and angora (mohair) goats on 9,000 acres at Wee Jasper in New South Wales.

Helen has been a member of the ASWGA Executive since 2001. She was a member of the Wool Poll panel in 2003, 2006 and 2009, and was part of the Project Advisory panel and Shearer & Wool Handling Training Project with Australian Wool Innovation. Helen has had numerous roles in the wool industry including as a member of The Woolmark Company's Women in Wool Consultative group and continues today as part of the Industry Advisory Group with AWI. She is also the current Chair of the Invasive Animal Co-Operative Research Centre.

In serving the agricultural sector, Helen has liaised with Australian State and Federal Governments and people at all levels, from graziers to politicians, successfully lobbying for support on various issues affecting land holders. Helen also has a history of representation and membership in the New South Wales Rural Land Protection Board State Council and the New South Wales Animal Council.

Helen is a strong advocate for all sectors of the wool industry to operate as a united global business and to solve the shared problems of lack of financial returns for our quality wool product at each stage of the pipeline.

Helen brings a wealth of attributes and experience to the role of President of ASWGA and we wish her well in her tenancy as President.

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