

QUARTERLY PROGRESS SUMMARY: April – June 2016

THE W³ WOOL UNLEASHED PROGRAMME (W³)

Summary of progress during this quarter

Project 1: Social Licence to Operate

- Continuation of research provider and sheep industry consultation to explore opportunities for partnerships and collaboration.
- Woolgrower insights workshops.
- Desktop reviews, gap analysis and scoping work initiated to provide platform for key social licence to operate work.

Project 2: Crossing the Chasm

- Continuation of wider New Zealand wool industry consultation to explore opportunities for partnerships and collaboration.
- Strong wool insights and consumer empathy work undertaken.
- Wool 'Attributes and Benefits' review completed.
- First brand partner contract for supply signed with Landcorp, Australian-based Prestige Carpets and New Zealand yarn manufacturer Woolyarns.
- Prototype event built and completed for Prestige Carpets in key market.

Project 3: Blue Ocean

- Continuation of industry and research community engagement to understand the current wool innovation landscape, particularly for new uses.
- A review of existing new wool uses concepts undertaken. The report identified a number of opportunities capable of development. These are being screened for commercial potential along with the outcomes of initial design workshops.
- Collaboration agreements entered into with a number of key industry participants.

Project 4: Primary Sector Extension

- Although not funded by PGP, the Team USA project is well underway. Collaborative market insight work completed and a design workshop in Silicon Valley planned for early July 2016.
- A major producers group, known as Waka Aotearoa, has been established and a five day design experience focused on the future of farming has been developed to be held in early July 2016.

Key highlights and achievements

This quarter's highlights and achievements:

- Social Licence to Operate, Crossing the Chasm and Blue Ocean work stream industry engagement to develop collaborative opportunities resulted in a number of collaborative agreements being entered into.

- First brand partner contract for supply signed with Prestige Carpets, an Australian based company.
- Waka Aotearoa, a grouping of major producers, established and preparations for July 2016 event put in place.
- Preparation for Team USA, a market insight initiative in conjunction with other New Zealand primary sector companies, put in place for July 2016 event.

Collaboration with other PGP programmes

- NZSTX and W³ PGP programme complementarities and synergies identified and continue to be discussed.

Upcoming

- Further industry discussions planned
- Extensive in-market work
- Team USA and Waka Aotearoa events

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.28m	\$0.28m	\$0.56m
<i>Programme To Date</i>	\$0.45m	\$0.45m	\$0.90m