



## QUARTERLY PROGRESS SUMMARY: October – December 2016

### THE W<sup>3</sup> WOOL UNLEASHED PROGRAMME (W<sup>3</sup>)

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#### Summary of progress during this quarter

##### Project 1: Social Licence to Operate

- Continuation of industry consultation, exploring opportunities for partnerships and collaboration.
- Collating insights from farmers on general practices.
- Formal collaborative agreement in place with key industry partner
- Creating community and opportunities to share by connecting like-minded breeders
- Key accreditation and industry guidelines released to progress on farm practice.

##### Project 2: Crossing the Chasm

- New Brand Partner: Brockway Carpets, United Kingdom, Wool Carpet company
- Forward contract for 12 months created for delivery of wool through supply chain
- Design thinking sessions completed with brand partners in NZ
- Digital tool created for Wool Partner targeting sales staff in key market
- Strategic partnerships being developed with key supply chain members
- Contract discussions commencing for coming year
- Launched relationship between grower supplier and manufacturing brand in Australia

##### Project 3: Blue Ocean

- Key areas redefined for potential opportunities using knowledge gained in the past year.
- Continuation of industry engagement to ascertain new uses and users for strong wool and its properties
- Progress made in collaborative agreements with a select number of key industry participants.
- Outlined 3 key areas to progress to project planning stage.

##### Project 4: Primary Sector Extension

- Key team members participated in a 3-day Foresight Practice training course and plan to facilitate skills learned to wider audience
- The course helped define a practice to have a more systematic approach and strategic direction for options whilst helping provide a shared focus
- Initiated a feasibility study into an innovation propellant hub to bring together a market empathy and strategy design package
- The Waka Aotearoa group members continue to actively lead adoption of W3 initiatives in the sheep industry

#### Key highlights and achievements

This quarter's highlights and achievements:

- Social Licence to Operate, Crossing the Chasm and Blue Ocean work streams engage in several select collaborative opportunities and agreements in industry.

- Updated accreditation manual and new industry guidelines released

#### Collaboration with other PGP programmes

- NZSTX and W<sup>3</sup> PGP programmes complementarities and synergies identified and continue to be discussed.

#### Upcoming

- Industry collaborations planned
- Extensive in-market work
- Further industry guidelines released

#### Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.30m	\$0.30m	\$0.60m
<i>Programme To Date</i>	\$1.05m	\$1.05m	\$2.10m