

Make Your Vote Count - Paul Cocking

AWI Annual General Meeting November

Dear Woolgrower,

The Australia wool producers deserve and need a united Wool Industry. Our industry should have leadership that possesses integrity and respect from our levy funded bodies. To achieve this we require urgent structural and cultural change to the Management and culture of AWI.

At the upcoming AWI AGM growers have the opportunity to effect change with three positions for directors up for election. A vote for me will instigate the change needed to restore transparency to the company's corporate governance, allowing AWI the chance to continue to rebuild confidence and trust of wool producers.

AWI past questionable activities has attracted the attention of the Grower Representative Bodies, Media, and Wool producers. The senate inquiry is a clear demonstration that under the current board structure and corporate governance that AWI are at risk of further reduction in the levy's and more importantly government interference if change is not effected immediately.

I believe that AWI must collaborate with all of Industry to deliver value for our levies, not work against industry, as demonstrated with the duplication of existing services at the expense of precious Marketing and R & D funds. In addition, I will agitate for AWI to work towards the alignment their strategic plans with MLA and GRDC to allow better utilisation of industry funds and coordinated outcomes.

I place importance on continual focus on market diversity for our product, and will push to investing in exploring as many alternates for new markets to mitigate long term trading and price risk.

Embracing and develop opportunities for scientific and technological enhancements to the production, marketing and processing of our fibre. Enhanced grower engagement, especially from commercial wool growers of all wool types with a focus on the younger generation.

Change must be executed with the fiscal accountability, employing a leaner and more cost effective expenditure model to ensure maximum returns on Levies are achieved.

There are many big challenges ahead including rebuilding merino numbers, supporting growers through devastating drought. Welfare, social licence and right to farm. The Australian Wool Industry bodies must recognise and accept the challenge rather than put off the inevitable demands from our customer at retail. The world and our end customer has changed, so must we!

A vote for us is a vote for a positive and essential change with the immediate focus of installing a new culture that will lead with integrity and respect and removing the hidden agendas.

I invite you to support us by voting at the next election so we can start the industries move forward with a key focus on the challenges outlined above, working with industry rather than against it.

Kind Regards Paul Cocking

A vote for a positive change

1 Paul Cocking

2 George Falkiner

3 Noel Henderson

If you are unable to attend you are able to vote via postal or electronic means. In any case please nominate any proxy votes to one of us and not to chairperson.



MR PAUL COCKING

BACHELOR APPLIED SCIENCE (AG), GRAD DIP ED, MAICD

Paul Cocking has over 30 years' experience in the wool industry. He previously owned and managed Riverina Wool Testers Pty Ltd and an animal nutrition business. He also manages his own commercial wool growing properties in southern NSW. Mr Cocking is a member of the Australian Institute of Company Directors and has previous board experience including AWI and Regional Development Board. He has a broad knowledge of key stakeholders in the wool industry and extensive industry experience. He strongly believes in a profitable and sustainable wool industry and delivering shareholders value for money, accountability, transparency with strong corporate governance. We need enhanced grower engagement, especially from commercial wool growers of all wool types. Mr Cocking is a strong supporter of Research and Development and believes in its ongoing importance to the long term prosperity of the wool industry, including sheep genetics. Past success include Merino Lifetime Productivity Project and Liquid Nitrogen Trial.

We must lead with integrity and respect. Collaborate with Industry and embrace science, technological opportunities and the younger generation. This needs to be done with fiscal responsibility, a leaner and a more cost effective expenditure model.

There are some big challenges ahead, inc. rebuilding merino numbers, supporting growers through devastating drought. Continue to build confidence and trust with all woolgrowers and key stakeholders. Welfare, Social Licence and Right to Farm. These issues will continue to put pressure on our industry and we need to be prepared.

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