



E: info@thelivestockcollective.com.au

ABN: 635 046 141

MEDIA RELEASE

AWI AND TLC ANNOUNCE PARTNERSHIP

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The Australian Wool Innovation (AWI) and The Livestock Collective (TLC) have today announced a Partner Program to be launched in Western Australia (WA). The partner program will focus on understanding the needs of wool producers in the different areas of WA and feed this important regional focused information into the extension network programs and capacity building projects.

Managing Director of The Livestock Collective, Dr Holly Ludeman said the partnership draws on the TLC network and is an opportunity to look at what WA needs and how extension can be done differently.

‘We will be seeking to understand how people want to be engaged and if there are other opportunities to maximise the number of levy payers that get access to information’, said Ms Ludeman. ‘We don’t all want information in the same format and not everyone has time or energy for field days or full day events.

‘TLC is passionate about capacity building and partnering with organisations to empower the supply chain. After delivery of projects for multiple organisations we are really proud and excited to be partnering with AWI.

AWI Chief Executive John Roberts says the partnership is all about providing more services and information for wool growers in WA.

‘As the Research and Development body for the wool industry we are focusing on innovation, technology, and research to take us into the future. The Livestock Collective will help us reach and work for WA growers in better and more effective ways.

TLC Direct Steven Bolt said, ‘TLC understands the importance of the wool industry in WA and offers a passionate team with a strong presence and connection to WA growers.

‘There are significant opportunities and challenges ahead for WA wool growers, ’ he said. The unique flock and production systems are hugely variable across the state which means levy payers have different needs in different regions.

‘Supply chain disruption and pressures for competitive land use will be top of mind when growers are making forward planning decisions in the next few months and TLC would like to be there to help in whatever capacity we can.’

‘We are world leading in animal welfare and sustainability and we (the supply chain/industry) are resilient and will get through these tough times ahead together.’

The sheep and wool industry of WA is an adaptable and resilient sector that is vital for regional communities and the nation’s merino flock. With approximately 14.3 M sheep, it is the third largest in the nation.



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Image: Steven Bolt, board director from The Livestock Collective



Media Contacts

Dr Holly Ludeman, Managing Director, The Livestock Collective

Holly@thelivestockcollective.com.au | M 0458 860 960

Steven Bolt, Board Director, The Livestock Collective

Steven@thelivestockcollective.com.au | M 0427 652 043