



"Taking South Australian Wool to the World"

Company Pty Ltd ABN 50 008 033 985 Est. 1964  
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FILE No
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MARS/PRISM

THE GENERAL MANAGER  
ADJUDICATION BRANCH  
AUSTRALIAN COMPETITION AND CONSUMER COMMISSION  
PO BOX 1199  
DICKSON ACT 2602

SUBMISSION TO ACCC  
RE: FEDERATION OF AUSTRALIAN WOOL ORGANISATIONS

Dear Sir

I have worked in the Wool Industry all of my working life so far 44 years. I have been with Adelaide Wool Company for 40 years. I became Managing Director of Adelaide Wool Company in 1996.

I have been President of the Private Treaty Wool Merchants Association twice just completing my second term this year. I was a founding Director of the Australian Wool Exchange and have been a Director of the Australian Wool Testing Authority for 6 years. During this period I have travelled the world extensively on Wool Business and have attended many IWTO Conferences.

There is no doubt in my mind that since we stopped promoting Wool in 1999 that a serious downturn in Demand has occurred. Before 1999 right back to the threat we faced from synthetics in the 1960's we had promoted the product. To rebuild demand we must start advertising as soon as possible. The proposed Levy to establish funds for this is as fair as the Industry can get it.

There is no doubt that the International competitiveness has been whittled away over the last 5 years. We as an Industry need to correct this to be able to Increase Demand, which will increase exports and create more jobs.

The proposed Levy does not even amount to 1c a Kilogram, which is what increment wool is sold in. On this basis there should be no noticeable effect on the price paid. By implementing it in the Buyers Service Charge I believe it will move up and down the chain.

As a Company we totally support this levy. It will create some extra cost for us in administering it but we are prepared to wear this in anticipation of the good that will come from its implementation.

Yours Sincerely

Mr Bob Amos

