

# Land, Water & Wool

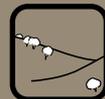
## PRODUCTIVE RESOURCE MANAGEMENT

for wool growers

Reliability, versatility and quality are crucial to Australia's reputation as a supplier of premium wool.

To meet these demands, Australia's wool industry is now investing in the most comprehensive natural resource management initiative ever undertaken for wool production. *Land, Water & Wool* is a research program that will help the nation's wool growers to introduce new ways of managing their natural resources on farm. The vision is to be more productive, sustainable and profitable than ever before.

And throughout the world, buyers can continue to rely on Australian wool for its quality and the way it's produced.



# WHERE WE'RE GOING

# A UNIQUE INVESTMENT

*Land, Water & Wool* is a unique investment in the future of Australian wool and the natural resources involved in producing it.

As a landmark joint venture in strategic research and development, **Land, Water & Wool** delivers tangible benefits for growers, consumers and our environment.

On top of the practical tools and real dollar benefits for wool growers, this innovative program also fosters environmental benefits for the whole community.

For every dollar invested in *Land, Water & Wool*, wool growers are set to benefit by \$3. At the same time, the return to the community is expected to be five-fold in environmental benefits.



land, water & wool =



## SOME WOOLLY FACTS

Australia is home to approximately 116 million sheep and our wool industry produces 0.64 million tonnes of wool contributing \$2.754 million in wool products and \$1.018 million in slaughter products annually to our economy. Land under wool production extends from the high rainfall areas on the coastal fringe, to the wheat/sheep belt and inland to the saltbush and mulga of the pastoral zone.



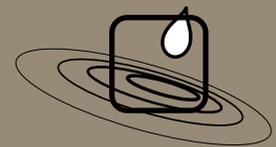
IN THE FUTURE...

# land, water & wool: STRATEGIC PARTNERSHIPS

A unique partnership between industry and research makes *Land, Water & Wool* one of the most significant joint ventures ever undertaken in natural resource management R&D.

The strategic research program is the result of a joint venture between the wool industry's peak research and development body, **Australian Wool Innovation Limited**, and the nation's premier knowledge broker of natural resource management, **Land & Water Australia**.

Australian Wool Innovation Limited has invested \$20 million in *Land, Water & Wool*. The program is further supported by Land & Water Australia's investment portfolio of \$40 million and the contribution by project partners valued at \$12 million.



people + production + environment



### A BETTER BOTTOM LINE

Research has found that stakeholders in the wool industry strongly believe natural resource management (NRM) results in profitability, productivity and sustainability gains. Rather than adding costs, NRM is considered to be a vehicle that significantly improves a wool producer's bottom line.



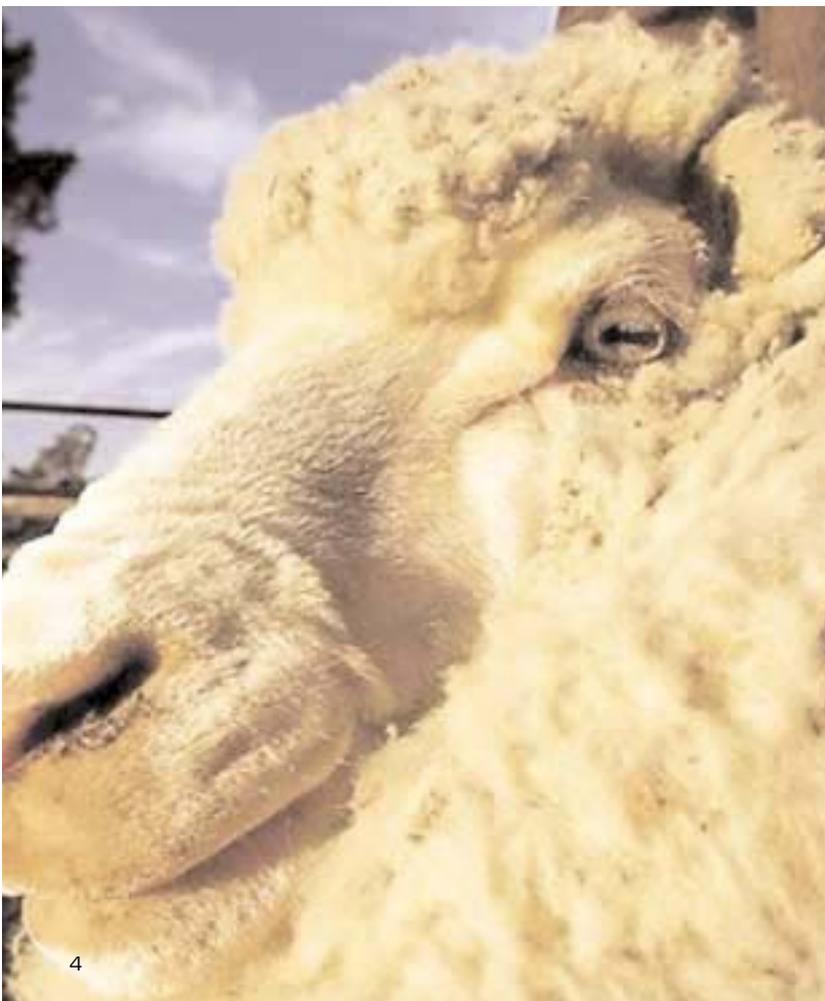
By combining the best of science with on-farm knowledge and experience, **Land, Water & Wool** is at the cutting edge of research and development.

Wool growers are encouraged to participate from the “ground up” in identifying needs and issues, gaining relevant information, and developing practical solutions through research. In many cases, research is being

tried by wool growers or carried out on farms or at demonstration sites where they can be closely involved.

As part of this innovative approach, *Land, Water & Wool* is:

- enabling wool growers to identify the key issues, needs and practices that could benefit from such R&D
- raising wool growers’ awareness of the commercial and environmental benefits of tackling natural resource management issues
- providing targeted information and practical tools to help wool growers address land management issues affecting productivity and the environment
- designing profitable and environmentally sensitive options for managing: saline and potentially saline land; rivers, streams and watering points; native grasslands and grazing systems.



### YOU'LL SMILE TOO

Wool growers are set to benefit by \$3 for every dollar invested in *Land, Water & Wool* while the community enjoys a return of more than five-fold in terms of environmental benefits.

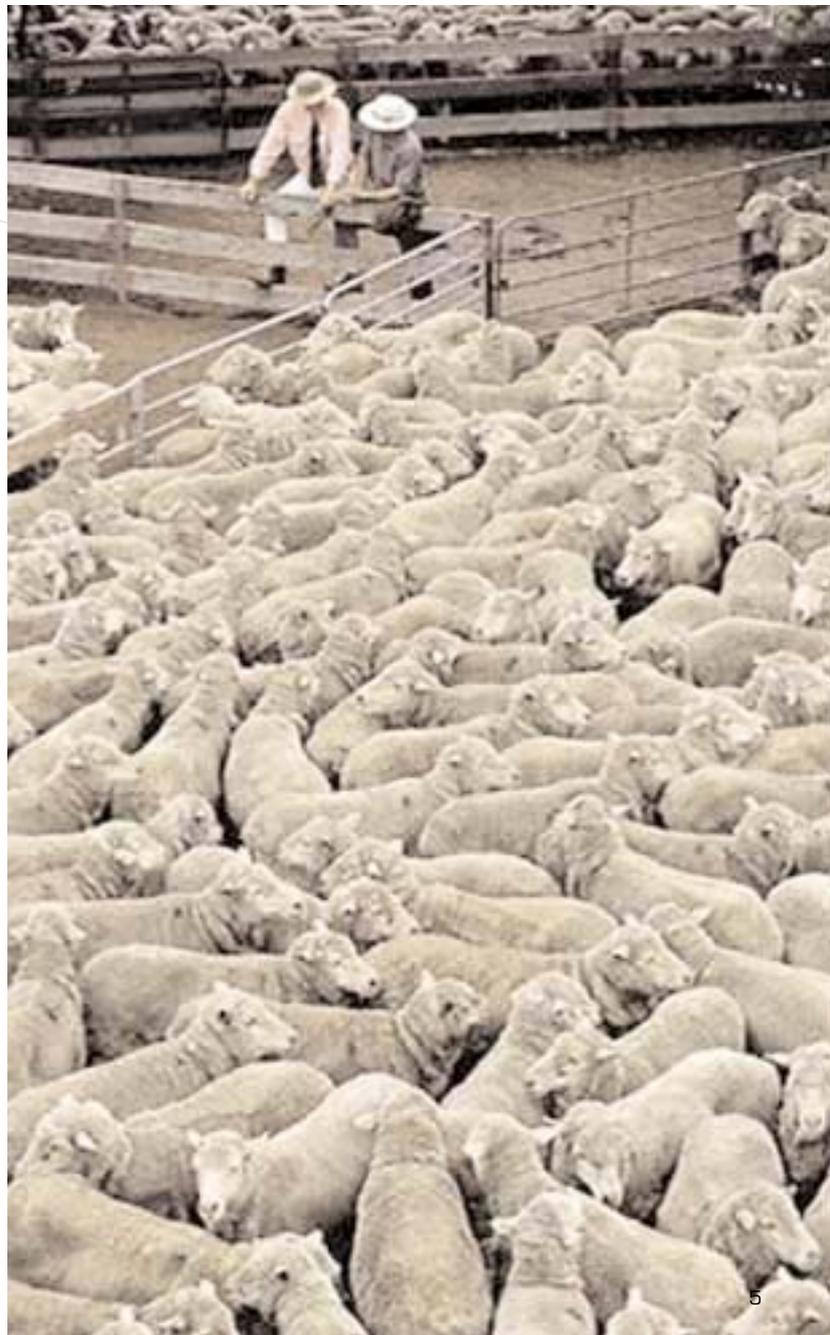
## CUSTOMISED SOLUTIONS & PRACTICAL TOOLS

Nine out of 10 wool growers consider natural resource management is an important part of their farm business and 91 per cent have either adopted practices in the past or are currently doing something about it.

Research also shows many wool growers want more information to assist them in managing natural resources on their farm.

To meet this need, *Land, Water & Wool* will produce practical tools and viable, beneficial solutions, which include:

- **Tool kits** – a tailored resource will equip wool growers with practical information and skills training to implement new management techniques.
- **Incentives** – information on the incentives, benefits and commercial implications of natural resource management will assist wool growers to plan for the future.
- **Key information** – the latest thinking on future wool production needs, policy options and research priorities will keep wool growers up-to-date for decision-making.
- **Workshops, demonstration trials and information** – forums and trials will encourage growers to adopt resource management solutions.



### PENNED IN OR LOGGED OUT?

One of the major challenges facing wool growers in the past has been access to information about sustainable wool production. *Land, Water & Wool* aims to rectify this by providing information that is relevant, practical, and easy to use.

# LAND, WATER & WOOL IN FOCUS

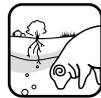


Eight key areas or sub-programs will drive groundbreaking R&D under *Land, Water & Wool*. These sub-programs are:

## Benchmarking Surveys and Sites

The experience, views, attitudes and practices of wool growers are crucial to the success of the *Land, Water & Wool* program. To assess these factors and gauge the effectiveness of *Land, Water and Wool*, research will be conducted at the beginning and end of the five-year program. The benchmarking will include:

- a comprehensive survey of 1500 wool growers to determine their attitudes and practices in relation to natural resource management
- assessing landscape and sheep management practices at a series of project sites in wool growing regions



## Sustainable Grazing on Saline Land (SGSL)

Many wool growers have shown that specific management methods allow them to keep producing profitably on saline country.

To help growers produce wool in areas affected by salinity, this sub-program targets different management options such as developing new pasture mixes and altering grazing strategies.



### TWO IN THREE AGREE

Seventy per cent of wool growers with land affected by salinity are already adopting practices to improve productivity



## River Management and Water Quality

As good water quality often depends upon the health of the water catchment, *Land, Water & Wool* will work with wool growers to investigate viable options for land around rivers and streams.

Environmental issues, such as water quality and biodiversity, as well as production issues will be addressed as part of this sub-program.



### DANCING TO THE SAME BLEAT

Over half of wool growers living with rivers or creeks are managing them for better water quality



## Native Vegetation and Biodiversity

Native grasses and other types of vegetation are an important part of our natural environment and affect wool production. This sub program aims to assist wool growers across Australia to make well-informed management choices that help them to maximise profits as well as protect and sustain native vegetation.

Native vegetation and biodiversity also enhance the environmental values of wool growing areas, providing both economic and social rewards.



### **Managing Climate Variability**

Australia has the most variable climate on Earth. Recent experiences of severe drought show that planning for seasonal variability is vital to successful farm management. This means that our wool growers need to be among the world's best risk managers.

To assist wool growers, this sub-program will identify seasonal forecasting tools and information for risk management.



### **Managing Pastoral Country**

Unique environmental management issues affect the large pastoral properties which account for more than 80 per cent of the area used for sheep and wool production in Australia.

With a specific focus on the valuable pastoral country, this sub-program looks at environmental issues and management options to maintain productivity and improve sustainability.



### **Future Scenarios and Opportunities**

Long-term sustainability means looking ahead and asking what the wool industry will look like in 10, 20 or 50 years time. This sub-program is an investment in the future and will closely involve wool growers in looking at the future options for their industry.



### **Sustainable grazing systems**

As a key initiative of Meat & Livestock Australia, wool growers have helped identify on-farm management solutions to improve productivity and environmental returns.

The key findings of the initiative, known as the Sustainable Grazing Systems Program (SGS), will be integral to the *Land, Water & Wool* sub-program.



#### **KEEPING A WETHER EYE**

Most wool growers take notice of long term predictions and prefer seasonal forecasts three to six months ahead of time

## WHAT THE INDUSTRY SAYS



photo courtesy of "Stock & Land"

"*Land, Water & Wool* will ensure wool growers can adopt sustainable farming practices that have good profitable outcomes. As custodians, we want to leave the business in better shape by using sound, sustainable and more profitable practices on the land. We also need to prove to global consumers that we are a sustainable industry and are not just paying it lip service."

**Will Crozier**  
Casterton, Vic, wool grower



photo courtesy of "The Land"

"Many wool growers run their business on a shoestring budget so it is very important that they have incentives to manage natural resources on their farm. It's good to see a collaborative effort by government researchers and the wool industry to develop practical on-farm solutions which will result in profitability in the medium to long term."

**Barry Walker**  
Yass, NSW, wool grower and Board Member of Australian Wool Network Pty Ltd



photo courtesy of Robyn Dynes

"From our own experience, we know that planting saline areas to productive salt-tolerant species can quadruple stocking rates. Through on-farm demonstrations and in conjunction with research agencies, this program will give wool growers an insight into different ways to make their saline land productive. Farmers who have viewed their saline land as unproductive in the past will be able to see it in another light."

**Michael Lloyd**  
Lake Grace, WA, wool grower and Saltland Pastures Association Chair



photo courtesy of "Australian Wool Network Pty Ltd"

"As a buyer and exporter of Australian wool, I am encouraged to hear that people from the farm gate to the research lab are working together to achieve a sustainable industry. If we produce a consistently better product, it will be to the benefit of the industry, the buyers and consumers."

**Don Belgre**  
Managing Director of G.Schneider Australia and Australian Wool Network Pty Ltd Chair



photo courtesy of "The Woolmark Company"

"Living out here in the pastoral zone is a challenge on its own. We're in semi-desert, we have a 12-inch annual rainfall and we're aware that two out of five years will be drought. *Land, Water and Wool* will help pastoralists to better understand mother nature and give them a financial incentive to sustainably manage natural resources on their land. It's great to know that the pastoral zone is a focus of this program."

**Carol Godfrey**  
Cunnamulla, Qld, wool grower and Member of Sheep and Wool CRC Advisory Group

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