

Thursday 26 February 2009

PR/027/09

## Wool growers welcome new CEO for AWI

The NSW Farmers' Association has welcomed the appointment of Brenda McGahan as the new Chief Executive Officer of Australian Wool Innovation (AWI).

NSW Farmers' Association Wool Committee Chair Alix Turner says Ms McGahan is well-known and respected within the Australian and international wool industries.

"Ms McGahan has a very strong background in retailing, bringing a significant advantage to the industry," Mr Turner said.

"We see Ms McGahan's appointment as a catalyst to providing a renewed consumer orientated focus to displace the industry's tradition of being inherently supply driven.

"Ms McGahan's previous work with the The Woolmark Company (prior to the acquisition of its assets by AWI), including leading the Test Marketing Program involving AWI, the International Wool Textile Organisation and retail groups, went a long way to strengthening communications through the wool supply chain.

"We regard effective communication between and within the different industry sectors as vital and thus particularly welcome Ms McGahan in this role.

"We look forward to working with Ms McGahan and the AWI Board in the future on, amongst other things, clarification regarding the future of the Verified Australian Merino concept and the relevance this may have to Total Quality Management (TQM) in the industry," Mr Turner concluded.

### Contact:

**Amanda Barwick (Media Manager) 0428 400 736**  
**Ruth Redfern (Media Officer) 0429 990 218**

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