

FLEECE TO FASHION

STRATEGIC PLAN

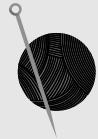




Our Vision: To celebrate the unique, versatile, and sustainable qualities of Merino wool, and to secure its place as the most-used natural fibre in Australian and global fashion.



Our Purpose: To provide a launching pad for aspiring designers to realise their potential career opportunities by engaging and connecting with relevant wool industry stakeholders.



Achieving Our Core Purpose: We achieve our core purpose by hosting the only wool-based fashion awards event and other associated and related activities which maximise opportunities for event participants.

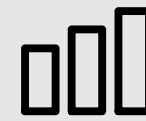


Our Values: | Ethical | Progressive | Community-Focused | Innovative | Dedicated.

One Year Targets:



1. Boost entries to the awards by a minimum of 20% (from 60 to 80 entrants)
2. Increase sponsorship revenue by a minimum of 20% (from \$86K to \$100K)
3. Increase Awards night attendees (from 560 to 650)
4. Enhance the digital footprint of F2F by launching a new content plan and increased social media marketing.



Key Performance Metrics:

1. Increased Entries;
2. Sponsorship Revenue;
3. Award Night Attendees;
4. Digital Platform Analytics.

EVENT MANAGEMENT & AWARDS

To manage a premier event and in doing so:

- Enhance the overall event experience;
- Maximise opportunities for event participants;
- Leverage digital technology to capture new opportunities.

FINANCIAL MANAGEMENT

To engage in best practice financial management to ensure:

- Financial strength and independence;
- Value creation;
- A continuous focus on cost control to maximise 'bang for buck'.

COMMUNITY MANAGEMENT

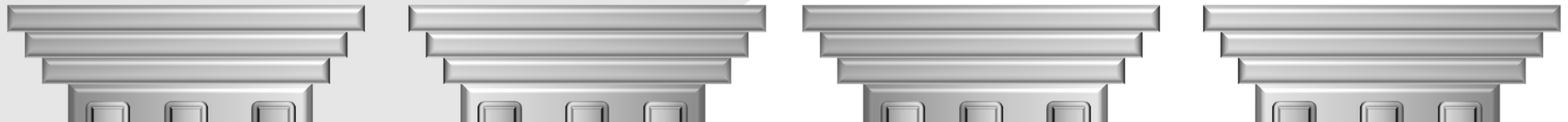
To engage with the broader community to:

- Establish F2F as a community leader and influencer, underpinned by our vision and values;
- Increase regional visitation;
- Develop young talent;
- Support local business.

INDUSTRY SUPPORT

To provide for and seek support from the following industries:

- Agriculture;
- Tourism;
- Fashion;
- Education.



PILLAR 1: EVENT MANAGEMENT & AWARDS

Our goal is to create a premier event and by doing so:

Enhance the overall event experience:

By increasing entries to the Awards by 20% year-on-year (from 60 in 2018 to 80 in 2019);

By increasing total event attendees to maximum venue capacity (from 560 to 650).

Maximise opportunities for event participants:

By establishing a retail platform for designers to leverage sale and distribution opportunities;

Showcasing past collections at partner events.

Leverage digital technology to capture new opportunities:

By boosting our digital marketing, content, and social media reach;

By live streaming our Awards.

EVENT MANAGEMENT & AWARDS



FINANCIAL MANAGEMENT



COMMUNITY MANAGEMENT



INDUSTRY SUPPORT



PILLAR 2: FINANCIAL MANAGEMENT

Our goals are to engage in best practice financial management to ensure:

Financial Strength & Independence:

By boosting new and existing revenue streams to minimise reliance on ticket sales and sponsorship revenue.

Value Creation:

By leveraging partner relationships and sponsorship offerings to support aspiring designers.

Continuous Focus on Cost Control

Rigorous management of all our costs and investments - maximising 'bang for buck'.

EVENT MANAGEMENT & AWARDS



FINANCIAL MANAGEMENT



COMMUNITY MANAGEMENT



INDUSTRY SUPPORT



PILLAR 3: COMMUNITY ENGAGEMENT

Our goals are to engage with the broader community to:

Establish Fleece To Fashion as a community leader and influencer, underpinned by our vision and values:

By harnessing our network and knowledge of the wool supply chain we can unite stakeholders towards common goals.

Increase Regional Visitation:

By harnessing agri-tourism opportunities through our event and stakeholder network and promoting the New England.

Develop Young Talent

By attracting and retaining new and existing entrants and support their career aspirations and promoting career opportunities in the wool fashion industry.

Support Local Business

By collaborating with local businesses to forge new partnership opportunities and promoting each other.

EVENT MANAGEMENT & AWARDS



FINANCIAL MANAGEMENT



COMMUNITY MANAGEMENT



INDUSTRY SUPPORT



PILLAR 4: INDUSTRY SUPPORT

Our goals are to provide for and seek support from the following industry sectors:

Agriculture

Wool production.

Tourism

Regional tourism and destination marketing.

Fashion

Clothing and textile design, retail outlets.

Education

Secondary and tertiary institutions.

EVENT MANAGEMENT & AWARDS



FINANCIAL MANAGEMENT



COMMUNITY MANAGEMENT



INDUSTRY SUPPORT



FLEECE TO FASHION AWARDS

STRATEGIC PLAN 2019

*A team with combined experience of over 100 years in wool and fashion have come together to bridge the divide between the Australian wool and fashion industries through the **Fleece to Fashion Awards**.*

Contact

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Next Event

4th - 6th July 2019 | PLC Armidale

www.fleecetofashion.com.au

Fleece to Fashion is a non-for-profit company limited by guarantee.