



**NATURAL**  
renewable  
**sustainable**

# World Series Shearing

**“As the third largest grower of wool in the world, we have a great story to tell about our wool, particularly around its sustainability, integrity and quality.”**

- New Zealand’s Associate Minister of Agriculture **Mark Patterson**



## Sport with purpose

The wool industry recognises the need to boost the awareness of wool as a natural, renewable product. A global shearing-sports tour, with **repeatable**, year-round coverage can help tell that story.



# The Southern Series

The first step in the development of World Series Shearing was the launch of **The Southern Series** in 2022 at the New Zealand Agricultural Show. This year the Peninsula Shears in Duvauchelle was added to the schedule and in 2025 the concept will be expanded to incorporate events from around the world, culminating in a **series final in Christchurch**.

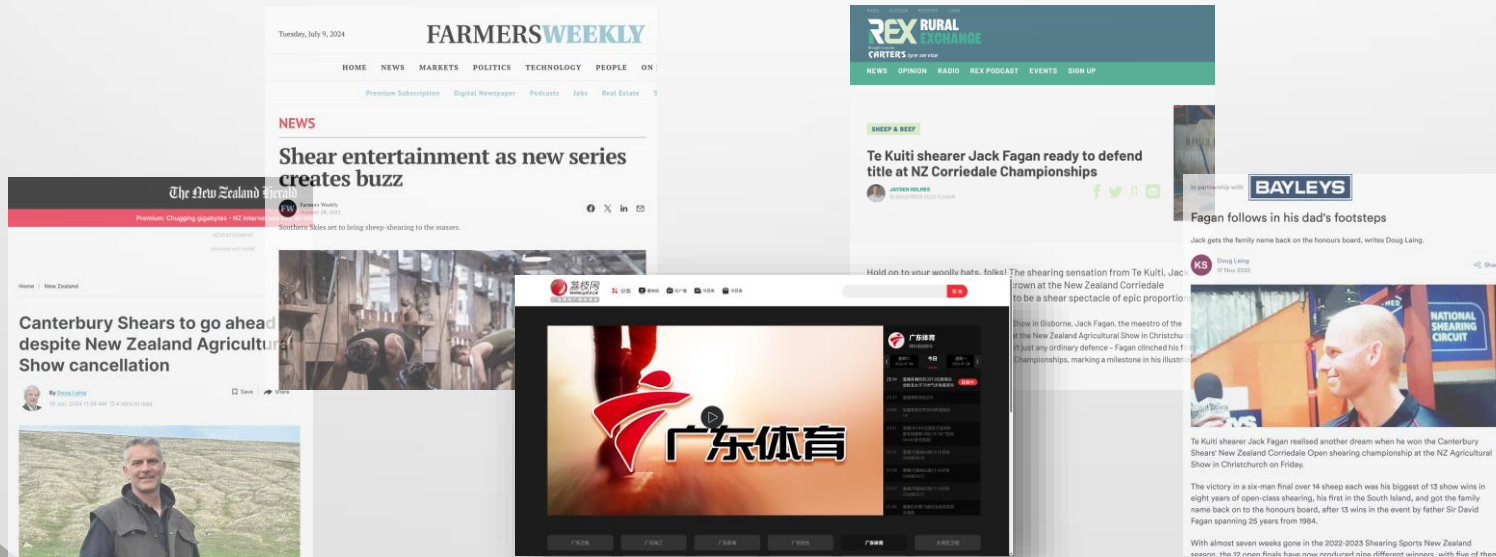


# Media coverage

In 2024/25 World Series Shearing events will be live-streamed to digital channels, with highlights and magazine-style content made available for diverse platforms.

This a unique opportunity for event organisers to support their partners, local communities and commercial hubs.

The Series will also offer a consistent stream of stories in various formats to broadcasters, partners, radio, print and digital media.



# Shearing tells a tale

Some of the stories World Series Shearing will feature include:

- The world’s fittest athletes?
- Synthetic fibre: ‘The next asbestos’
- A fashionable revolution
- Green sheep don’t kill dolphins



**Local wool, global solution (1)**

At the Duvauchelle show in January we caught up with Ian Robinson of the Banks Peninsula Wool Growers who talked about many things including the Duvauchelle event, the shearing competition and the absurdity of synthetic carpets in schools. And, how farmers on the Peninsula have come together to effect change.

Check out the video or for more info go to [www.bankspeninsulafarm.com](http://www.bankspeninsulafarm.com)

## Quality time ahead on the Peninsula



Troy Pyper      Lois Pincol      The Duvauchelle crowd      Ait Frew

The Peninsula has a history of producing quality champions, including Sir David Fagan in 2014 and, in more recent times, Troy Pincol in 2022 and, last year, Ait Frew.

**TSS takes aim at synthetics**

August 24, 2023

The battle to get woolen carpets into public buildings in New Zealand has taken another step with the launch of this year's Southern Cross TSS elite shearing competition.

TSS aims to build a global audience for competition shearing and help raise the profile of wool, particularly strongwool, which comprises 85% of the New Zealand clip. Strongwools are mostly used in the carpet and furnishings sector where they compete against oil-based synthetic carpets.

"It will be part of the TSS strategy to highlight the rationale that wool carpets should be used in public buildings and schools in New Zealand because they are made of a natural fibre with a much lower carbon footprint, are fully biodegradable and perform just as well as or better than synthetics," says TSS Event Manager Hugh de Lacy Jones. "We can help do that by being part of the conversation — the education programme — regarding wool and all its natural goodness."

"Synthetic fibres, by contrast, made from the world's biggest global pollutant, oil, emit a range of chemical toxins both while in use, and also in landfill for years, which clearly poses the threat of the material getting into the food chain," he says.

James Dwyer, New Zealand Corriedale Championships Chairman, says one of the reasons he supports the TSS initiative because he's "had enough of wool being ignored", most recently when the Ministry of Education gave the contract to supply carpets to 800 small and remote schools to an American synthetic manufacturer. "We keep looking for support for this amazing natural product, and when even your own government won't back you, you've got to start wondering why?"

Dwyer's local primary school is one of those being offered the synthetic carpets by the ministry, and he says the community is not happy. "How can they keep heading us crap about carbon neutrality, yet they will not back the natural product? They talk about cost, but you've got to wonder how you can afford to bring that synthetic rubbish product in from America on a boat, and in 15 years' time it's going to be our headline because we're going to have to dump it in one of our landfills polluting our food chain."

**2023 Rankings**

Name	Points	Country
1 Nathan Stratford	25	
2 Angus Moore	15	
3 Francois Abraham	12	
4 Jack Fagan	10	
5 David Gordon	8	
6 Brett Roberts	6	
7 James Ruki	2	
8 Hugh de Lacy	2	
9 Curvan Lewis	2	
10 Willie McIlvenning	2	

Updated November 17, 2023

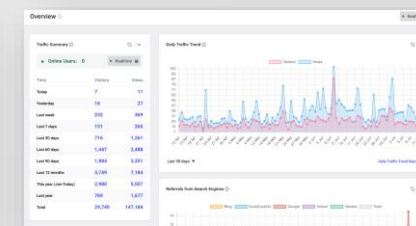
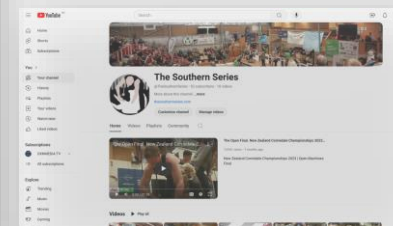
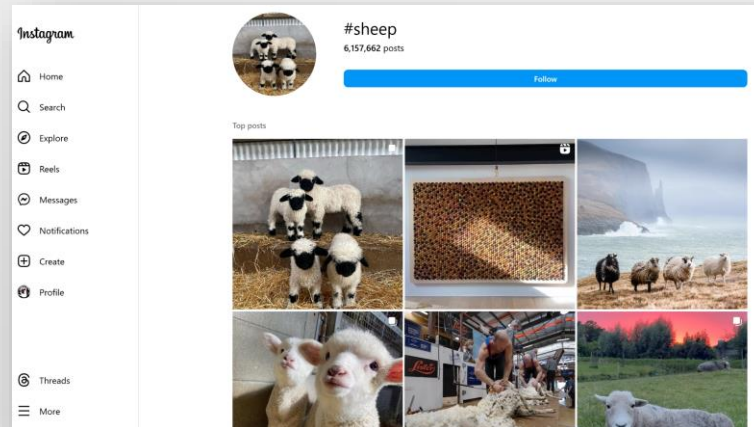
[For the full list and an explanation of how rankings are allocated click here.](#)

# Changing demographics

Live shearing events can reach audiences in the hundreds of thousands.\* Live-streaming of the 2023 New Zealand Corriedale Championships reached more than 20,000 organic viewers (with no marketing), a 10-fold increase on the previous year. The demographic breakdown shows a predominantly New Zealand and Australian, rural, audience aged upwards of 40 years of age.

By aggressively targeting a new, younger, more global audience World Series Shearing can change that demographic.

\*YouTube World Shearing Championships, Invercargill New Zealand 2017 859k views





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