



## REQUEST FOR PROPOSAL

### Wairarapa Wool Opportunity Assessment & Industry Activation

<b>Proposal Due:</b>	<b>8am, Thursday 9 July 2026</b>
<b>Questions required by:</b>	5pm, Tuesday 23 June 2026. Questions will be answered and distributed to all respondents by 5pm, Friday 26 June 2026.
<b>Indicative Project Duration:</b>	5–6 months from contract commencement.
<b>Budget:</b>	Respondents are requested to provide a fixed-price proposal excluding GST. WEDS has allocated funding for this project and is seeking a methodology that delivers value for money while achieving the project objectives.
<b>Contact:</b>	Natasha Kyd Programme Manager – Wairarapa Economic Development Strategy <a href="mailto:natasha.kyd@wellingtongnz.com">natasha.kyd@wellingtongnz.com</a> 0220 11 69 79

#### OVERVIEW

The Wairarapa Economic Development Strategy (WEDS) Programme Management Office (PMO) is seeking proposals from suitably qualified organisations or individuals to undertake a Wool Opportunity Assessment and Industry Activation Project.

The project builds on findings from the Wairarapa Land Use Diversification Review undertaken by Leftfield Innovation, which identified strong wool as a potential opportunity for the region to capture greater value through provenance, product innovation, market development, collaboration, and value chain integration.

While opportunities have been identified, further work is required to determine whether sufficient supply, market demand, industry commitment, and commercial viability exist to support a coordinated regional wool initiative.

This project is intended to provide the evidence, analysis, stakeholder engagement, and recommendations required to inform future investment and decision-making.

The project is not intended to establish a wool industry entity or implement a regional wool programme.

## **PROJECT PURPOSE**

To determine whether a commercially viable and regionally coordinated wool opportunity exists for Wairarapa by:

1. Understanding regional wool supply and capability.
2. Validating market demand and opportunity.
3. Testing commercially realistic value chain pathways.
4. Assessing economic feasibility.
5. Identifying potential industry collaboration opportunities.
6. Providing recommendations for future action.

## **PROJECT OBJECTIVES**

The successful respondent will:

- Assess the current state of the Wairarapa wool sector.
- Validate the strength and consistency of regional wool supply.
- Identify and test market opportunities for differentiated wool products and provenance-based offerings.
- Explore potential value chain pathways and associated infrastructure or capability requirements.
- Assess economic feasibility and investment requirements.
- Engage with industry stakeholders to determine appetite for future collaboration.
- Provide evidence-based recommendations regarding future opportunities and next steps.

## **STAKEHOLDER ENGAGEMENT REQUIREMENTS**

The successful respondent will be expected to design and deliver a fit-for-purpose stakeholder engagement programme that is proportionate to the exploratory and evidence-building nature of this work.

Engagement must support robust conclusions regarding wool supply capability, market opportunity, value chain feasibility, and industry appetite for collaboration.

### **Required stakeholder coverage**

At a minimum, engagement must include representation from the following groups:

- Wool growers / producers
- Wool industry and supply chain participants
- Product developers and market participants
- Research, innovation and sector expertise
- Regional and economic development stakeholders

## Engagement principles

The engagement programme should:

- Be targeted and purposeful, focused on decision-relevant insights rather than broad consultation.
- Prioritise depth over volume, particularly with key industry participants.
- Be adaptive, with engagement effort scaled or refined in response to findings at each phase of the project.

Purely desktop-based approaches will not be considered sufficient for this work. Respondents must demonstrate how their engagement approach will generate robust, evidence-based conclusions regarding supply reality, market demand, industry capability, and collaboration appetite.

## SUCCESS MEASURES

The success of this project will be measured by the extent to which it provides WEDS and stakeholders with sufficient evidence to make informed decisions regarding future investment and development opportunities within the Wairarapa wool sector.

At a minimum, the project should:

- Provide a clear assessment of the commercial opportunity for Wairarapa wool.
- Identify whether sufficient industry capability, supply, and market demand exist to justify further investment.
- Assess the feasibility of the potential value-chain pathways.
- Provide practical, evidence-based recommendations for future action.

## MILESTONES

Milestone	Deliverable	Indicative timing
1	Contract award, refined methodology, engagement plan and stakeholder list.	Month 1
2	Findings from initial stakeholder engagement and supply validation update	Month 2
3	Market validation and emerging opportunity assessment	Month 3-4
4	Draft findings, workshop, and preliminary recommendations	Month 4-5
5	Final report and presentation	Month 5-6

Total project duration is anticipated to be approximately 5-6 months, subject to STOP-GO decision points.

## PROJECT MANAGEMENT AND REPORTING

The successful respondent will work with:

- The Wairarapa Economic Development Strategy (WEDS) Programme Management Office and Steering Group members.

Requirements include:

- Regular formal progress reporting.
- Participation in project meetings as required.
- Early identification of risks or issues affecting delivery.

## **SUBMISSION REQUIREMENTS**

### **Methodology**

Respondents must provide a proposed staged approach and methodology – with built in stop/go decision points.

### **Stakeholder Engagement Approach**

Respondents should provide:

- An indicative list of stakeholder groups and organisations they anticipate engaging.
- An outline of their proposed engagement methodology.
- Examples of questions or themes they propose exploring through engagement.
- An explanation of how stakeholder input will inform findings and recommendations.

### **Project Plan and Timeline**

- Detailed project timeline.
- Key milestones.

### **Team and Experience**

Respondents should demonstrate:

- Experience within New Zealand's wool sector.
- Understanding of strong wool opportunities and challenges.
- Understanding of the Wairarapa context.
- Experience undertaking market validation, feasibility studies, value chain analysis, or industry development projects.
- Key personnel and their roles.

### **Budget**

Provide:

- Fixed project cost excluding GST.
- Cost breakdown by milestone.
- Assumptions and exclusions.
- Any optional components.

### **Risks and Mitigation**

Identify:

- Key project risks.
- Proposed mitigation measures.

## EVALUATION CRITERIA

Criteria	Weighting
Understanding of the brief, Wairarapa context, and strong wool opportunities/challenges	25%
Methodology and proposed approach	40%
Relevant wool sector, value-chain, feasibility or industry development experience, including capability of proposed team	35%

Price will not be a weighted criterion. Instead pricing will be taken into account in determining overall value for money.

## SUPPORTING CONTEXT

The Wairarapa Land Use Diversification Review identified strong wool as a potential opportunity for increased regional value creation. Potential opportunities identified include:

- Provenance-based wool products.
- Interior and lifestyle products.
- Building and construction applications.
- Wool innovation and product development.
- Enhanced regional collaboration across the wool value chain.

This project represents an exploratory and evidence-gathering phase intended to determine whether sufficient opportunity exists to justify future investment and industry development initiatives.

The successful respondent will be expected to build upon existing work and engage constructively with industry stakeholders to identify realistic and commercially grounded opportunities for Wairarapa.

## BACKGROUND INFORMATION AVAILABLE

The following information will be provided to respondents:

- Wairarapa Land Use Diversification Review (Leftfield Innovation).
- Any other background material considered relevant.

Respondents are expected to review this material and demonstrate how their proposed approach builds upon existing work rather than duplicating it.