

REDBACK

CASE STUDY  
Australian Wool Innovation Limited



Redback Conferencing  
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## The Case

**Name:** Richard Smith  
**Organisation:** Australian Wool Innovation Limited  
**Position:** Manager, Publications and Public Relations  
**Industry:** Not-for-Profit  
**The Challenge:** Finding a non-static solution to host online AGMs  
**The Solution:** Redback Hybrid Webcasting

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## The Situation

Australian Wool Innovation is a not-forprofit enterprise owned by more than 24,000 woolgrowers that invests in research, development and marketing along the worldwidesupply chain for Australian wool.

With members based all across Australia, the organisation has recently started to host their AGMs online via webcasting technology. However, a unique application and the need for an advanced platform meant they needed to find a better solution to fit their needs.

Manger of Publications and Public Relations, Richard Smith, explains the reasons behind investigating the market. "While we had great feedback from our shareholders and farmers we needed a platform which would accommodate the dynamic nature of our presentation," he says. "We use Keynote presentations which include a heavy amount of animations and videos and we need to be able to make last minute changes - it's the nature of our industry."

## The Solution

Where there's an application, there's a solution. After some discussions with Redback, Richard decided to run a hybrid webcast that would give him the ability to present the Keynote presentation to those at the AGM, and a non-static version to those viewing across Australia.

Product Manager at Redback Conferencing, Michael Bunker, explains how the bespoke solution worked. "It was a matter of utilising the technology we had access to in a variety of ways," he says. "We were able to switch between the slide presentation and vision feed using a vision switcher. For the online audience, this was a seamless experience; and for those based in the room, they were able to view the Keynote presentation on a large screen."

For Richard, the solution was easy. It meant that he wasn't tied to deadlines and could still focus on the audience experience.

"It was simple - our CEO turned up with his USB, Redback focussed on the technology and I was still able to concentrate on engaging those online by moderating a live Q&A Session," he explains.

## Moving forward...

No restrictions, a captive audience and cost-effective solution means Richard plans to continue to hold the company's AGMs in this format. "Our farmers don't get a chance to come to Sydney every year - I can now provide them with a seamless solution that has a 12-month life-span and can be accessed from any location," he says. "On top of this, I experienced a great deal of ease and professionalism with Redback and I plan to work with them again."