



WOOL4SCHOOL
DESIGN COMPETITION

INFORMATION PACK 2025



WHAT? IS WOOL4SCHOOL?

Wool4School is an annual student design competition encouraging budding fashion designers to use Merino wool for innovative thinking and creative design. First launched in Australia in 2012, Wool4School now involves over 100,000 students worldwide.

This year, students are asked to create a unique design from 70% Merino wool, taking inspiration from the enchanting world of botanicals. From fashion design to architecture, visual arts, and beyond - there are no limits to your area of design. Investigate and develop your use of colour, texture and decorative techniques as well as the characteristics of wool fabrics and wool innovations.



THE:BRIEF

BOTANICALS

IMMERSE YOURSELF IN THE ENCHANTING WORLD OF BOTANICALS AND LET YOUR CREATIVITY BLOOM IN UNIQUE AND IMAGINATIVE WAYS.

Explore the lush diversity of plant life and draw on nature's artistry to create plant- inspired wool designs. Think of prints, embroidery, and decorative crafts and techniques that reflect the intricate beauty of nature. Use colour palettes from nature's own paint box to bring your designs to life.

Whether you're inspired by fashion, accessories, or interior design, your creation should consist of 1 to 4 pieces and must be made up of at least 70% wool. Unleash your creative spark and demonstrate how the unique qualities of wool have been incorporated, while exploring shape, scale, colour, texture and textile techniques for a design that taps into the beauty of nature.

Create a design that celebrates Merino wool and our planet and let your creativity run free!



HOW? TO PARTICIPATE

EACH STUDENT WHO WISHES TO SUBMIT AN ENTRY MUST REGISTER FOR THE COMPETITION. TEACHERS ARE NO LONGER ABLE TO SUBMIT ON BEHALF OF STUDENTS.



1

REGISTRATION



To enter Wool4School, fill out the registration form. Once you have registered, you will be sent an email with a confirmation link. Click the link in the email to confirm your registration. Students must register individually to receive important information about the competition. If you participated in last year's competition, you don't need to register again. Simply log in and update your details.

2

LEARNING RESOURCES



Go to your dashboard to review Wool4School information. You should complete the Wool Appreciation Course for a better understanding of introductory wool knowledge.

3

DELIVERABLES



Find out what is required for your age group to complete an entry.

4

SUBMIT YOUR ENTRY



Submit your design through the dashboard. Note, teachers are no longer able to submit on behalf of their students. When received, an expert panel of judges will evaluate your entry against the competition criteria to determine the winners.



SPONSORS

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ASSEMBLY LABEL

made to create **BERNINA**

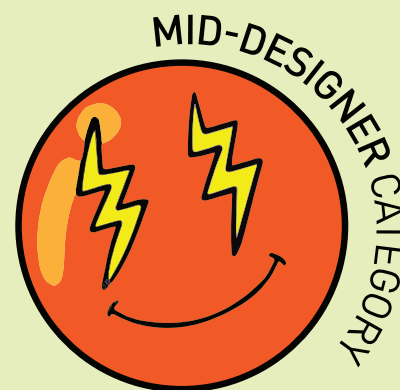


EMU Australia.

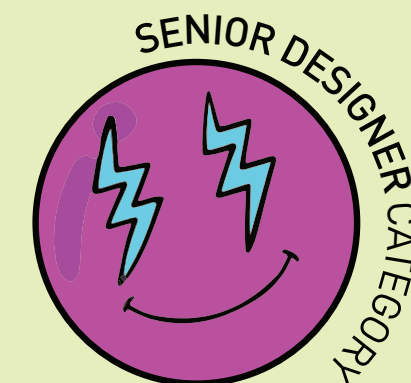
WHAT YOU CAN *WIN!!!*



- \$100 ASSEMBLY LABEL VOUCHER
- BERNINA BERNETTE 33 SEWING MACHINE
- MAGAZINE SUBSCRIPTION OF YOUR CHOICE



- \$100 ASSEMBLY LABEL VOUCHER
- BERNINA BERNETTE 33 SEWING MACHINE
- A PAIR OF EMU BARKLY SNEAKERS



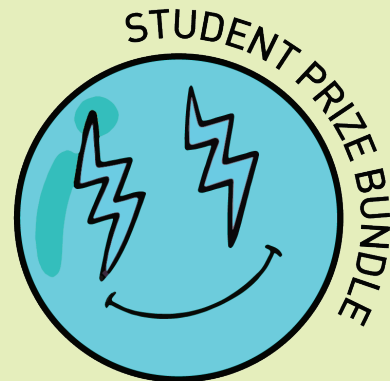
- BERNINA BERNETTE 37 SEWING MACHINE OR BERNETTE 44 OVERLOCKER
- XP-PEN ARTIST PRO DRAWING DISPLAY



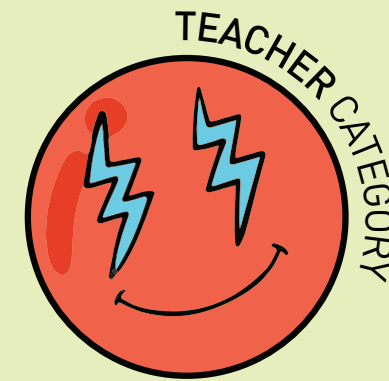
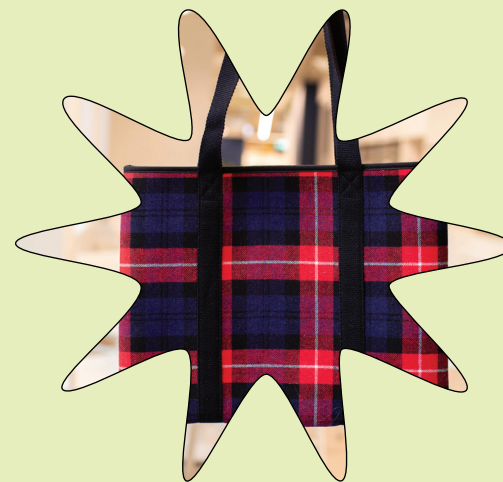
WHAT YOU CAN WIN!!!



- \$100 ASSEMBLY LABEL VOUCHER
- BERNINA B335 SEWING MACHINE OR L450 OVERLOCKER
- XP-PEN ARTIST PRO DRAWING DISPLAY
- TWO PERSONALISED MENTORING SESSIONS WITH GLOBAL INDUSTRY LEADERS, TAILORED TO HELP YOU DEFINE YOUR CAREER GOALS AND TAKE YOUR NEXT STEPS BEYOND SCHOOL



- A PAIR OF EMU BARKLY SNEAKERS
- WOOLMARK WOOL TOTE BAG AND KEY RING



- \$100 ASSEMBLY LABEL VOUCHER
- BERNINA B335 SEWING MACHINE OR L450 OVERLOCKER
- ILLYSTRATE TOOL CLASS SET
- WOOL FABRICS FOR THE CLASSROOM



GET INSPIRED

USE THESE FREE MATERIALS TO TELL YOUR CLASSMATES AND TEACHERS ABOUT WOOL4SCHOOL'S EXCITING OPPORTUNITIES:



DESIGN WITH WOOL AND WIN PRIZES! 

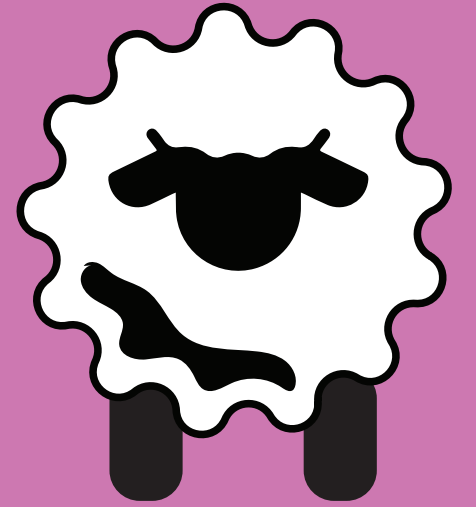
Are you a student in years 7-12? Enter the 2025 Wool4School competition and you will be in the running to WIN prizes that range from gift cards to sewing machines and more!

REGISTER + DESIGN + SUBMIT

- Register at wool4school.com
- Read through the brief and create a design that uses a minimum of 70% Merino wool.
- Develop and submit an entry through wool4school.com before July 17th 2025.

IN PARTNERSHIP WITH    **ASSEMBLY LABEL** 


WOOL4SCHOOL
DESIGN COMPETITION

BROUGHT TO YOU BY THE WOOLMARK COMPANY FOR BUDDING DESIGNERS

WOOL4SCHOOL

(SEW COOL)




THE LOW-DOWN.

Wool4School is an annual student design competition encouraging budding designers to show their nation what they're made of. By putting wool into the minds of our future fashion designers, Wool4School encourages students' innovative thinking and creative design.

THE BRIEF. BOTANICALS

Immerse yourself in the enchanting world of botanicals and let your creativity bloom in unique and imaginative ways. Explore the lush diversity of plant life and draw on nature's artistry to create plant-inspired wool designs.

From fashion design to architecture, visual arts and beyond - there's no limits to your area of design.



WHAT YOU NEED TO DO.

JUNIOR DESIGNERS (YEARS 7 AND 8)

- * Illustration with annotations

MID DESIGNERS (YEARS 9 AND 10)


- * Illustration with annotations
- * End-user profile and inspiration board
- * Creative statement

SENIOR DESIGNERS (YEAR 11)

- * Illustration with annotations
- * End-user profile and inspiration board
- * Creative statement
- * Technical Sketch

ASPIRING DESIGNERS (YEAR 12)

- * Illustration with annotations
- * End-user profile and inspiration board
- * Creative statement
- * Technical Sketch

SCAN ME 

KEY DATES

2ND DECEMBER 2025

17TH

WINNERS ANNOUNCED

SUBMISSIONS TIMELINE





SARA REGAN
STUDENT WINNER

Give it a go! That's what I did, and as you work more and more on your entry you will fall more and more in love with what you create. No matter the outcome, creating a design is a huge achievement as it not only allows you to learn and grow as a designer, but it also lets you have fun along the way.



JILL PETTIFER
DICKSON COLLEGE, AUS

The Wool4School competition is a wonderful opportunity for the students to participate in an innovative real design scenario. The four parts of the competition allow the students to work through the various processes: creating a mood board, a design, then justifying their design through their creative statement and finally producing technical drawings. These are all diverse skills and to implement them in a design competition is such a great process for the students.

**WHAT? DO PEOPLE
SAY ABOUT
WOOL4SCHOOL?**

**JOIN OUR WOOL4SCHOOL
TEACHER FACEBOOK**



FREE! RESOURCES

FOR STUDENTS:

- * Explore the Wool Appreciation Course on The Woolmark Learning Centre to boost your knowledge of wool
- * Get free access to wool factsheets and resources

FOR TEACHERS:

- * Free lesson plans to help you implement the program and align with the curriculum
- * Editable PowerPoints to support the lesson plans that you can adapt to support your students
- * Online videos and webinars to support your teaching
- * Student worksheets, examples, and links as well as printable and digital resources





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