

Australian Made for Australian Conditions!

We specialise in Australian Merino fabrics and garments and have developed our own easy-care, Merino Jersey designed specifically for comfort, durability, safety and performance in extreme conditions.



From Shearing Shed to Sewing Shed

"Adversity is the Mother of Invention" and Merino Country was born in 1993 as a result of drought, low wool prices and the inability to find Australian wool products in the shops.

The government of the day was helping rural communities help themselves and initiated a program called Future Search and out of this a group of passionate wool growers based around Richmond in North West Qld formed the group Matilda Merino. Members instigated a number of projects including investigating new markets and value adding, with a number of making different wool products including Wool Doonas, Sheepskin seatbelt & motorbike seat covers and promoting wool products made by others.

Kerrie found a wool t-shirt made from fabric developed by CSIRO and started selling them which is how Merino Country started. A textile chemist in Melbourne, Dougal Pleasance,

then mentored her and helped navigate the complex world of processing wool through to fabric and combined with the indepth knowledge of the raw product, Merino Country's own lightweight, easy-care 100% Merino Jersey for everyday wear was developed which is what sets the quality of our products apart even today!

From Party Line to On-Line

We didn't have internet, mobile phones or social media... we were still on a party line with 5 other properties and when we got Radio Digital Satellite towers it really changed things... we got a fax machine!! In the early years we did all the local Field Days and Agricultural shows which eventually led to bigger things including co-ordinating the Qld Festival of Wool, Wool Parades at Brisbane & Melbourne Royal Shows and opening a Wool Shop in Paddington Brisbane - hence the saying "From Paddock to Paddington!!"



From Single Items to Bulk Deliveries...

Malcolm & Kerrie have created a balanced business model selling direct to retail customers through our website and some wholesale to other shops, complimented by government contracts supplying Merino thermals to the Victoria Police, the Department of Defence, Border Control and the Australian Antarctic Division and manufacturing niche products for other local companies.

In 2003 we won our first government contract supplying Merino Thermals to the Victoria Police and in 2009 we expanded again after winning a contract with the Australian Defence Force. We have supplied nearly 200,000 Australian Made Merino thermals in Government contracts and around 300,000 garments direct to our wonderful customers around the world... not bad for a small business that started on sheep& cattle station in outback Queensland - 1800km from a major city!



Wundies to the World...

We work with Australian woolgrowers, processors and manufacturers and are a licensed user of the Australian Made trademark with all fabric processed in Australia and garments manufactured in Queensland, supporting local jobs, industry & families.

Our Merino range, ideal for wear all year round, includes active & durable wear, thermals, kids gear, and the famous WUNDIES. Comfortable, travel, totally machine washable, and ideal for work and play in hot and cold climates, there's something for everyone!

From the Café Scene to breathtaking scenes, the bedroom to the boardroom, the Ski Slopes to the shearing sheds, our 100% Australian Merino products will take you anywhere in comfort and style.

Sustainable, Ethical & Really, Really Comfy... Naturally!

THANK YOU






















Your support over the years has got us this far. We have met so many people all over the world whether it be face to face at events, shows & field days or over the phone or internet. It's like connecting with old friends. From South Africa to Buckingham Palace to Lankawi Island, Mongolia to Dubai, or Hobart to Darwin; the adventures we've shared have been truly amazing.

We don't just make clothes - we produce Australian Merino products that make people's lives more comfortable. It is very gratifying to not only employ local people but to help customers who have skin conditions; are having chem or radium treatment; or to travel comfortably, work safely or just to feel good everyday... Naturally! Everyone has a story & we are very privileged to be a part of those stories - so thankyou for wearing our products and supporting our business. It's been a great journey and we look forward to sharing more adventures with you...



Kerrie & Mal

A trip down memory lane

<p>1993 Wool Prices & Demand for Wool Low. Establish local woolgrower group Matilda Merino. Wool Wares Australia is born based in the shearer's quarters at the family sheep & cattle station, "Clareborough", in North West Queensland.</p> 	<p>1995 Change name to Merino Country Australia. Start research & development of own fabric. Our first brand is EWE TWO.</p> <p>1997 First retail shop in Paddington, Brisbane. Clareborough Station is sold.</p> 	<p>1999 Co-ordinate "Sheep Dreams" Wool Parades at Ekka & Melbourne Show. Sydney & Adelaide Royal Shows.</p> <p>2001 New Label, Bare Belly Joe, Wool for Kids, Wool is born!</p> 	<p>2003 Win Contract to supply thermals to Victoria Police. Move to 3rd Shop in Latrobe Tce Paddington.</p> 	<p>2006 - 2007 Judge for Australian Wool Fashion Awards. Mentor design students & produce our Boudoir Capsule Collection. Win another contract to supply more thermals to Victoria Police.</p> 	<p>2009 Move to a small factory between Brisbane & the Gold Coast. Win a BIG contract to supply Merino thermals to the Department of Defence. Purchase new machines & learn a lot very quickly!</p> 	<p>2011 Still making Defence Shirts and Purchase BIG automated cutting machine & move into a much bigger factory with a showroom at Loganholme.</p> 	<p>2013 Win another contract for Victoria Police Thermals and contract to QLD Local Buy for PPE. Order from Defence to make & supply cotton thermals. Win another small contract with Defence. Develop New Range of Wundies & Launch our new Sika Eras at the Dragons Abreast Festival, Sydney</p> 	<p>2015 Still supplying the Defence force and Victorian Police. Released white Merino styles. Exhibit at the Ski & Outdoor Trade Fair, Sydney.</p> 	<p>2017 Eco Fashion Week with 30 designs on the catwalk. Signed a contract with the Australian Antarctic Division. Guest speaker for QORVW at Brisbane City Hall.</p> 	<p>2019 Trip to Europe to see our new suppliers. Working on our eco friendly wool contracts with the Queen. Speaking on supply chain. New Naturals - undyed Wundies range</p> 		
<p>1994 Exhibit at Waitling Matilda Centenary and for the first time at the EKKA (Brisbane Royal Show). First Tropical Wool Parade in Townsville.</p> 	<p>1996 Move to Brisbane & open the first Merino Country showroom in Red Hill. Coordinate "Queensland Festival of Wool" - lots of driving out west!</p> 	<p>1998 Kerrie travels for Nuffield Scholarship - 5 months studying Merino based businesses in Europe. Miranda runs the show & wins best exhibit at "Spinning Yarns" Wool Parades at Ekka. The first WUNDIES are made. Move to second Shop in Paddington.</p> 	<p>2000 Prince Phillip and PM John Howard now wear Wundies! Kerrie is a Finalist in the ABC Rural Women's Awards. Guest Speaker at Commonwealth Royal Agricultural Conference, Durban, South Africa-Value Adding to Wool.</p> 	<p>2002 Wool Wundies! Kerrie & Mal become a team - Mal is now looking after machines and not cows! Sewing machines are like mini haybales...</p> 	<p>2008 With GFC looming we close our shop in Paddington & go overseas for two months for research purposes!</p> 	<p>2004 Tim Cope, Adventurer, wears our thermals on the Trail of Genghis Khan.</p> 	<p>2010 Rent another factory at Yatala for new machines & more staff. Very steep learning curve & very busy making shirts for Defence! Natural disasters cause the price of wool to rise by 60%</p> 	<p>2012 "Helmet Head" beanies for wear under helmets. Still making T-shirts for Defence! Develop Child Yarns for mines. Exhibit at the Land Warfare Conference in Melbourne. Join Team Australia at the International Air & Sea Show, Lankawi, Malaysia.</p> 	<p>2014 Contract to supply the Australian Border Control. New website at www.merino.com.au and showroom and factory in Shailer Park. Not moving again... ever! Exhibit at the Land Warfare Conference, Brisbane & put on Military Fashion Parade</p> 	<p>2016 World Ocean Boat Championship, Adelaide & Kancorda Field Day. The Vancouver Dragon Boat Festival Kerrie receives award at the Women in Business Awards of Australia.</p> 	<p>2018 Celebrate 25 Years in business. Wore Merino in Mongolia. Supported Running for Bums & Cure Brain Cancer, Dragons Abreast.</p> 	<p>2020 Covid-19 changed the world. Working with ANFF-QLD & Dr John Fraser - our amazing team were the first to make Merino Masks. Put in new machines to keep up with the demand for Australian Made, Sustainable products. Naturally!</p> 

Sewn and Grown in Australia since 1993