



WA Innovator of the Year 2023

Key Messages

Applications are now open for the 2023 Western Australia Innovator of the Year program and close at **11am AWST on Friday 9 June 2023**.

The WA Innovator of the Year program has showcased innovative and entrepreneurial individuals, businesses and creative minds since 2006.

The program aims to acknowledge and reward exceptional innovators in Western Australia who have developed an outstanding innovative product, technology, or service, which is at the emerging innovation or growth phase of development.

The innovation must demonstrate an economic, social, or environmental benefit to Western Australia.

It is intended that financial support will assist successful applicants to take a product, technology or service from its emerging innovation or growth phase of development to commercialisation.

The 2023 program has an increased prize pool of \$220,000, with the overall winner to be awarded \$100,000.

The WA Innovator of the Year 2023 program comprises of two categories:

- The Rio Tinto Emerging Innovation Category (pre-revenue) for applicants who have not generated revenue for their innovation.
- The Rio Tinto Growth Category (post-revenue) for applicants that have generated revenue from their innovation.

The WA Innovator of the Year 2023 program has six awards available: the WA Innovator of the Year – Overall Winner, Rio Tinto Emerging Innovation Category Winner, Rio Tinto Growth Category, Woodside Energy Platinum Award for Energy Innovation Winner, the Business News Great for the State Platinum Award Winner, and the Wesfarmers Wellbeing Platinum Award.



Social Media Sample Copy

Sample Post 1	<p>Are you an innovative Western Australian business or entrepreneur?</p> <p>Applications for the 2023 WA Innovator of the Year are now open!</p> <p>With six awards available and an increased prize pool of \$220,000, don't miss out on your chance to help further develop and promote your outstanding innovative product or service!</p> <p>Applications close at 11am AWST on Friday 9 June 2023.</p> <p>Learn more or apply now at wa.gov.au/IOTY.</p>
Sample Post 2	<p>The search is on for the 2023 Western Australian Innovator of the Year!</p> <p>If you or someone you know is a local innovator or entrepreneur with a product currently in the development or growth phase, you may be in the running to win a share of \$220,000 prize money as well as exciting business training and promotional opportunities!</p> <p>Learn more or apply now at wa.gov.au/IOTY.</p>
Hashtags	#WAIOTY23 #NewIndustriesWA #LikeNoOtherWA
Tags	<p>@LikeNoOtherWA @WesternAustraliaLikeNoOther @Department-of-Jobs-Tourism-Science-and-Innovation</p> <p>@ChiefSciWA @RioTinto @GriffithHack @NexiAustralia @Wrays @CERI_WA @WABusinessNews @Wesfarmers @WoodsideEnergy @PwC @Moore_Australia @MurfettLegal</p>
Images	Visit the WAIOTY resources toolkit webpage for a list of social media tiles to accompany your social copy.