

## Innovation Advisory Board Communique

September 2025

The fifth Innovation Advisory Board (IAB) meeting was held on Thursday 25 September 2025.

The focus of the meeting was the promotion of Western Australia's innovation ecosystem.

### Presentations

Aligned with the theme of promotion, three presenters were invited to speak at the meeting

- The Department of Energy and Economic Diversification's (DEED) Invest and Trade Western Australia (ITWA) division presented on the promotion of WA's science, innovation and technology to international audiences and highlighted the support that is available to innovators looking to expand into international markets through ITWA.
- The Department of Creative Industries, Tourism and Sport's (CITS) Tourism WA group provided insights into the marketing approaches and tools employed by Tourism WA to create a unified brand across tourism providers in Western Australia.
- The State's GreenTech Hub shared an overview of the innovation hub, including how the hub's challenges will be structured and a deep dive into the first challenge that was launched on long duration energy storage.

### Discussion Items

#### Promotion discussion

The Innovation Advisory Board Promotion Subcommittee, led a workshop on the following five discussion points:

- International promotion
- Data visibility
- Youth entrepreneurship and talent pipeline
- Supporting the supporters
- Storytelling and media coordination.

Advisory Board members discussed the topics and actions that could be undertaken within the State to support the promotion of Western Australia's innovation ecosystem.

### Next meeting

The next meeting is scheduled for 25 November 2025. The meeting will focus on people and skills.