



Western Australian Export Awards 2026

Promotional Toolkit

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About

Department of Energy and Economic Diversification

The Department of Energy and Economic Diversification drives Western Australia's (WA) energy transition and long-term economic growth for a stronger, more diverse WA economy.

We deliver initiatives on behalf of the WA Government that supports the full spectrum of economic activity in WA, from strategic energy planning and large-scale industrial operations, to innovate startups and small to medium businesses across the State.

We promote the State nationally and internationally to increase trade and attract investment and encourage students to consider WA as their destination of choice.

Our department fosters our already leading science, research and innovation sectors to build a technologically advanced and prosperous future for all Western Australians.

Invest and Trade Western Australia

Invest and Trade Western Australia acts as WA's 'front door' for investors and exporters, facilitating inbound investment and assisting local industry to access new export markets.

In addition to a hub in Perth, Invest and Trade WA has a presence in 17 international locations across six regions:

- Americas
- ASEAN
- Greater China
- India-Gulf
- North East Asia
- United Kingdom/Europe

State of Energy

Led by the Department of Energy and Economic Diversification, the State of Energy Campaign promotes WA on the global stage as an energy powerhouse and ideal destination to do business, work and study, while building understanding and support for the State's energy transition at home.

WA is brimming with opportunity across a range of dynamic industries.

From our vast natural resources to our critical mineral reserves – WA is helping to fuel the international energy transition and support the world's energy needs.



Program Overview

- The Western Australian (WA) Government's WA Export Awards program celebrates local exporters that help drive economic momentum, create jobs and showcase the State's strengths on the world stage.
- Since 1988, the Awards have highlighted the contributions of WA exporters to the State's economy, recognising their innovation and international success.
- In 2026, the program will recognise local exporters across 13 categories:
 - Agribusiness, Food and Beverages
 - Creative, Lifestyle and Design
 - Digital and Smart Technologies
 - Emerging Exporter
 - First Nations Exporter
 - International Education and Training
 - International Health
 - Manufacturing and Advanced Materials
 - Professional Services
 - Regional Exporter
 - Resources and Energy
 - Small Business
 - Sustainability and Green Economy
- WA winners from each category, along with the WA Exporter of the Year, will be announced at the annual WA Export Awards Gala Dinner.
- The Awards program operates as a two-tier process and is run in partnership with Austrade.
- All category winners automatically proceed to become a finalist at the Australian Export Awards, facilitated by Austrade.
- Potential applicants are highly encouraged to visit the [Australian Export Awards website](#) for more information and read through the [2026 program guidelines available on the Australian Export Awards application information webpage](#).



Marketing Content

The key messaging and social copy can be utilised in emails, newsletters and online platforms including social media and websites. Feel free to tailor the posts to suit your needs and inject your own brand voice.

Don't forget to tag Invest and Trade Western Australia and include the hashtags #ExportAwards and #WAExportAwards!

Key Messages

- The Western Australian (WA) Government's WA Export Awards program celebrates local exporters that help drive economic momentum, create jobs and showcase the State's strengths on the world stage.
- Since 1988, the Awards have highlighted the contributions of WA exporters to the State's economy, recognising their innovation and international success.
- The WA Export Awards recognise the confidence, capability and energy of local businesses that continue to succeed in international markets.
- Winners from each category will go on to represent WA at the Australian Export Awards, showcasing the State's export excellence on the national stage.

Key Links

DEED Webpage	Link
Homepage	https://www.wa.gov.au/organisation/departments-of-energy-and-economic-diversification/western-australian-export-awards
Vanity URL to Homepage	www.wa.gov.au/WAExportAwards
Application Information	https://www.wa.gov.au/organisation/departments-of-energy-and-economic-diversification/wa-export-awards-application-information
Category Descriptions	https://www.wa.gov.au/organisation/departments-of-energy-and-economic-diversification/wa-export-awards-award-categories
Application Guidelines (via Austrade Website)	https://www.exportawards.gov.au/en/apply
Invest and Trade WA LinkedIn	https://www.linkedin.com/company/invest-and-trade-western-australia/
State of Energy Instagram	https://www.instagram.com/stateofenergywa/



Example Social Media Copy – General

Are you Western Australia's (WA) next Exporter of the Year? 🌐

Applications for the WA Export Awards 2026 are now open. This could be your time to shine! ✨

The WA Export Awards recognise the confidence, capability and energy of local businesses that continue to succeed in international markets.

In 2026, the program will recognise local exporters across 13 categories.

Winners will go on to represent WA at the Australian Export Awards, showcasing the State's export excellence on the national stage.

📅 Applications close on Friday 12 June 2026

To apply or learn more, visit **Invest and Trade Western Australia's** website 🖱️
www.wa.gov.au/WAExportAwards

#ExportAwards #WAExportAwards





Example Social Media Copy – Category

Is your organisation a leading exporter in **[category descriptor from website]**? 🔔

You could be Western Australia's (WA) next **[category]** Exporter of the Year!

In case you missed it, applications for the WA Export Awards 2026 are now open.

The WA Export Awards recognise the confidence, capability and energy of local businesses that continue to succeed in international markets.

Winners will also go on to represent WA at the Australian Export Awards, showcasing the State's export excellence on the national stage.

📅 Applications close on Friday 12 June 2026

To apply or learn more, visit our website 🖱️

<https://www.wa.gov.au/organisation/departement-of-energy-and-economic-diversification/western-australian-export-awards>

#ExportAwards #WAExportAwards





Social Media Assets

Social tiles are available for download to promote WA Innovators of the Year 2026 program. You can access these via the [WA Export Awards: 2026 Promotional Toolkit webpage](#).

Contact

If you require assistance downloading the assets, or have any questions, please get in touch via content@deed.wa.gov.au.