



Department of
Energy and Economic
Diversification



Western Australia's
**Innovators
of the Year 2026**

Celebrating
20 years

Promotional Toolkit

Key Messages and Marketing Content

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Overview

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.

Western Australia's Innovators of the Year

- Launched in 2006, Western Australia's (WA) Innovators of the Year Awards program acknowledges and rewards exceptional innovators in Western Australia who have developed an outstanding innovative product, technology, or service.
- Administered by the Department of Energy and Economic Diversification, the program has also raised the profile of WA's innovation ecosystem, helped to spotlight local talent and supported the growth of the State's innovation-based industries.
- To be eligible, the innovative product, technology or service must be at the emerging or growth phase of development and demonstrate an economic, social, and/or environmental benefit to WA.
- In accordance with the New Industries and Innovation Fund, the objectives of the program are to:
 - celebrate, promote and acknowledge the success of WA innovators
 - encourage co-support from industry for promotional activities
 - activate and strengthen industry-government-research collaborations
 - engage communities throughout WA's regions to develop and commercialise innovations, and
 - promote job creation and economic diversification in WA.
- In 2026, there will be eight award categories:
 - Two major award categories:
 - Emerging Innovation
 - Growth Innovation.

- Six Platinum Award categories:
 - Advanced Manufacturing (New)
 - Community Benefit and Wellbeing
 - Energy Innovation
 - Government Innovation
 - Great for the State
 - Young Innovators.
- All finalists will receive a professional video showcasing their innovation and a professional photography session.
- Winners will share in a prize pool of up to \$310,000 to support the commercialisation development of their product/service.
- Potential applicants are highlight encouraged to read through the [Application Guidelines available on the Department of Energy and Economic Diversification website.](#)

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 the Department of Energy and Economic Diversification and include the hashtags #WAIOTY, #Innovation and #WesternAustralia!

Key Messages

- Western Australia's (WA) Innovators of the Year program has celebrated WA's innovative and entrepreneurial spirit for 20 years.
- Launched in 2006, the WA Innovators of the Year program recognises the people and ideas shaping Western Australia's innovation ecosystem.
- Western Australia's Innovators of the Year awards program has showcased innovative and entrepreneurial individuals, businesses and creative minds since 2006.
- The program recognises outstanding local businesses, government entities and young people that have developed an innovative product, technology or service.
- Western Australia's Innovators of the Year awards program is an initiative of the New Industries and Innovation Fund (NIIF), which aims to support new and emerging entrepreneurs and businesses in WA's innovation sector.

Key Links

DEED Webpage	Link
Homepage	https://www.wa.gov.au/organisation/departement-of-energy-and-economic-diversification/new-industries-and-innovation-fund-western-australias-innovators-of-the-year
Vanity URL to Homepage	www.wa.gov.au/ioty
Application Information	https://www.wa.gov.au/organisation/departement-of-energy-and-economic-diversification/wa-innovators-of-the-year-2026-application-information
Application Guidelines	https://www.wa.gov.au/government/publications/wa-innovators-of-the-year-2026-application-guidelines
DEED LinkedIn	https://www.linkedin.com/company/departement-of-energy-and-economic-diversification/
DEED Instagram	https://www.instagram.com/stateofenergywa/



Example Social Media Copy

Are you Western Australia's (WA) next Innovators for the Year? 🏆

Applications for WA Innovators of the Year 2026 program are now open!

Launched in 2006, this year marks 20 years of celebrating WA's innovative and entrepreneurial spirit through the program! 🎉

Local innovators are invited to apply across eight categories, highlighting the diversity of WA's innovation ecosystem:

- 💡 Advanced Manufacturing Award
- 💡 Community Benefit and Wellbeing Award
- 💡 Emerging Innovation Award
- 💡 Energy Innovation Award
- 💡 Government Innovation Award
- 💡 Great for the State Award
- 💡 Growth Innovation Award
- 💡 Young Innovators Award

All finalists will receive a professional video of their innovation and photography session, as well as an invitation to an Accelerator program, aimed at upskilling early-stage innovators and entrepreneurs.

Winners will share in a prize pool of up to \$310,000 to support the commercialisation development of their product/service.

To apply or learn more, visit the **Department of Energy and Economic Diversification's** website 🖱️ www.wa.gov.au/ioty

#WAIOTY #Innovation #WesternAustralia





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 Innovators of the Year: 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.