

Western Australia Worth Sharing – a brand for WA



The Liberal-led Government has created an innovative new export brand to ensure Western Australian producers can maximise opportunities to promote the State's premium agricultural produce and seafood into international markets.

Western Australia Worth Sharing is an \$8.1 million initiative to increase awareness of the State and its products among international retailers and provides WA exporters with tools to market their products overseas and promote the State as a reliable source of premium and safe food products.

Fast Facts

- WA has an excellent reputation as a reliable supplier of clean, safe and high-quality food.
- Agrifood exports have increased by 44 per cent since 2008 and were valued at more than \$7.8 billion in 2014/15.
- Agriculture and food products comprise the State's second-biggest export industry.
- Top commodities are wheat (\$2.99 billion), barley (\$997 million), canola (\$806 million), wool (\$477 million) and lobster (\$443 million). Meat and livestock exports were valued at \$1.13 billion.
- About 70 per cent of the state's agrifood exports are destined for Asia.

Our Commitment

A Liberal Government will support Western Australia Worth Sharing to develop a stronger presence for Western Australian products in international markets.

Worth Sharing

The Western Australian economy is transforming and expanding into new areas, particularly in agriculture where traditional products have been added to by premium produce such as Margaret River wines, truffles from the South West, abalone, barramundi and Wagyu beef. With great demand for such products overseas, there is an opportunity to promote the best of Western Australia in international markets.



Coordinated promotion of Western Australian products will support the growth of agriculture, horticulture and aquaculture and bring more jobs to regional WA.

Western Australia Worth Sharing was launched through an international advertising campaign in Singapore in December with future launches scheduled for Shanghai, Tokyo and Jakarta.

Western Australia Worth Sharing features a distinctive logo in the shape of Western Australia and a website where people from overseas can learn about, and connect with, companies exporting WA produce.

Companies wishing to be export partners will be able to licence use of the brand from the State Government free of charge, and incorporate it into their international marketing plans.

So far, more than 60 WA companies have become involved.

Western Australia Worth Sharing has been designed so it can be expanded to promote other sectors of the Western Australian economy, both domestically and internationally.



www.waliberal.org.au

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