Dear Producer

**Western Australia Worth Sharing website**

The Government of Western Australia has committed to develop a State Brand for Western Australia which can be used across all industries both domestically and internationally. This brand is currently under development.

*Western Australia Worth Sharing* was developed as an agrifood brand and was placed on pause in April 2017. The website has had declining website traffic and is being decommissioned.

The *Western Australia Worth Sharing* YouTube channel will continue until Monday 31 December 2018.

If you would like to receive a copy of video footage for your company, please contact Eloise Hay at Rare by emailing eloise@hellorare.com. Fees may apply.

Videos and other promotional material have been provided to the Department of Primary Industries and Regional Development to further support existing and future agrifood promotion campaigns.

The Department of Primary Industries and Regional Development supports trade and investment for the agrifood sector in cooperation with the Department of Jobs, Tourism, Science and Innovation. If you would like further information to consider growing your business through new trade relationships into overseas markets, please contact Deborah Pett by emailing deborah.pett@dpird.wa.gov.au.

Yours sincerely

[Signature]

Rob Delane
DEPUTY DIRECTOR GENERAL
INTERNATIONAL EDUCATION, TRADE AND INVESTMENT

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