

64th
Australian
Export Awards

Australian Export Awards

2026 Promotional toolkit



AUSTRALIA

Acknowledgement of Country

In the spirit of reconciliation, we acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



Contents

Program Overview	4
How the program works.....	5
Using this toolkit.....	6
Marketing content	
Social media copy.....	9
Instagram suggested copy.....	10
LinkedIn suggested copy.....	11
Social media assets.....	12
Key program information	
Benefits of the awards.....	15
2026 changes.....	16
2026 national categories.....	17
Resources.....	18
Meet some previous winners.....	19





Now in its 64th year, the Australian Exports Awards is Australia's most prestigious national awards program.

The Australian Export Awards celebrates the achievements of Aussie businesses exporting home-grown innovation and quality products to the world.

The awards can help exporters unlock new business opportunities, build connections, grow their export business, and receive global recognition.

The awards are presented by the Australian Trade and Investment Commission (Austrade) and delivered in close partnership with states and territories.

How the program works

1

Exporters apply once in their state or territory export awards program (where your business head office or main operations are located). Applications are assessed against the judging criteria.

2

State and Territory winners are announced at state and territory ceremonies. Eligible winners progress to be national finalists in the Australian Export Awards program.

3

National finalists are assessed against the judging criteria by national category judges and the National Judging Panel.

4

Winners are announced at the National Export Awards ceremony in Canberra, and one winner is also crowned the Australian Exporter of the Year.

Using this toolkit and accessing resources

This toolkit contains a range of marketing materials suitable for social media, newsletters, website, traditional media and other communications to promote applications for the 64th Australian Export Awards.

Tracking engagement

To help us track activity, we have created a unique tracking link. Please use the URL provided with the marketing copy when promoting the assets.

UTM link: <https://bit.ly/ExportAwardsApply>

Accessing resources

Digital assets are available from ShareFile. You can navigate through all resources via the link below or select the download link to specific assets from the following pages. Marketing copy is available throughout this document.

[Click here to access the Sharefile](#)



Austrade social channels

Follow us on our social channels and feel free to share our content.

LinkedIn

[Australian Trade and Investment Commission \(Austrade\)](#)

Instagram

[@austradeofficial](#)

X

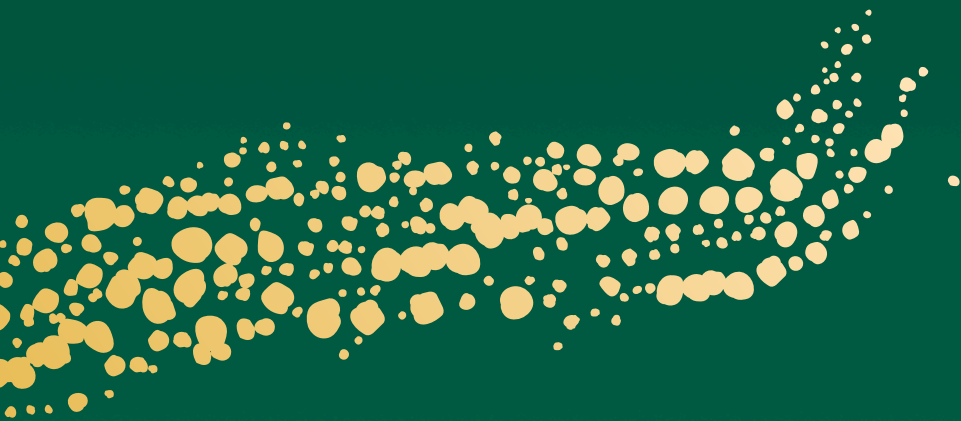
[@Austrade](#)

Use the hashtag [#ExportAwards](#) and tag Austrade on the above social channels

Social media tips:

- Make it personal: Sure you can share some really interesting facts and figures, but what cuts through the most are the stories and insights that you are uniquely placed to share.
- Quality not quantity: Social media engagement will always favour quality rather than quantity.
- Join the conversation: Make sure you use appropriate hashtags and tag Austrade.

Marketing content



Key messaging and social copy

Social copy

The 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. And don't forget to tag Austrade and include #ExportAwards.

Social copy example

Applications are now open for the 64th Australian #ExportAwards 🏆

Enter through your state or territory export awards program for your chance to be crowned a winner, or even the next Australian Exporter of the Year.

Learn more and apply via the Australian Export Awards website today:
<https://bit.ly/ExportAwardsApply>

Example LinkedIn copy

Suggested copy

Show the world what your business is made of at the 64th Australian #ExportAwards! 🏆

This is more than just an award. It's an opportunity to reflect on your business achievements, build your brand and raise your profile in Australia and on a global stage. 🌍

Whether you're breaking into new markets, pushing new boundaries, innovating in your industry, inspiring others to go global or taking the best of Australia to the world, there's an award category for you!

Australian exporters are invited to apply across 13 national categories. Enter through your state or territory export awards program for your chance to be crowned a winner, or even the next Australian Exporter of the Year. 👑

Ready to submit your winning application? Read the Program Guidelines carefully and apply via the Australian Export Awards website: <https://bit.ly/ExportAwardsApply>.

@Australian Trade and Investment Commission (Austrade)

Example instagram copy

Suggested copy

Show the world what your business is made of at the 64th Australian #ExportAwards! 🏆

This is more than just an award. It's an opportunity to:

💭 reflect on your business achievements

💪 build your brand

🌐 raise your profile in Australia and on a global stage.

Whether you're breaking into new markets, pushing new boundaries, innovating in your industry, inspiring others to go global or taking the best of Australia to the world, there's an award category for you!

Australian exporters are invited to apply across 13 national categories. Enter through your state or territory export awards program for your chance to be crowned a winner, or even the next Australian Exporter of the Year. 👑

Ready to submit your winning application? Read the Program Guidelines carefully and apply via the Australian Export Awards website: <https://bit.ly/ExportAwardsApply>.

@austradeofficial

Social media assets

Social assets

Social tiles and videos are available for download to promote the 64th Australian Export Awards.

Social tiles

All assets are available in 4x5 and 9x16.

[Click here to download social tiles](#)

Videos

The following videos are available to share via YouTube and are available in 4x5 and 9x16.

[Click here to download videos](#)

Download and share

Follow these three easy steps to download and access the items on ShareFile.


Don't forget to use the links provided in the copy so engagement can be measured.

1

Click or copy and paste the below link to your web browser
[Website: Sharefile](#)

2

Find content in the below folders:

 2026 Australian Export Awards Promotional Toolkit

Name ▲

☆  Social tiles

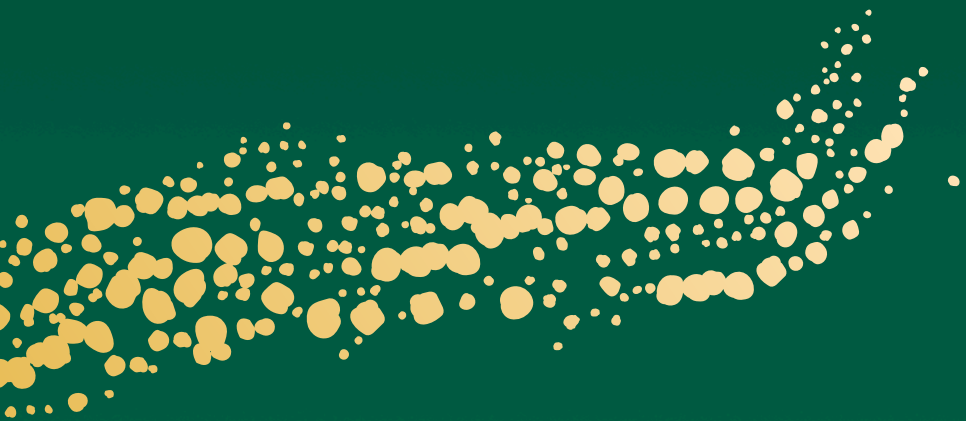
☆  Videos

3

Start sharing



Key Program Information



Benefits of the awards

1

Recognised as one of Australia's top exporters within the Australian business community, helping you unlock new business opportunities.

2

Promoted internationally as a best-in-class exporter from Australia, helping you attract new customers and partners.

3

Profiled as a highly successful Australian exporter, inspiring other Australian businesses to develop or grow their export strategy.

4

Join fellow exporters, Ministers and senior representatives from the business community to honour Australian export achievements at the national ceremony.

5

Promotion of your business on Austrade's digital channels, and potential media coverage and public relations opportunities



2026 changes

We have modernised this year's program through a range of measures to ensure the program remains fit for purpose for both business and government.

This includes:

- 1 refreshed program purpose and objectives.
- 2 revision and reduction of national categories.
- 3 a new user-friendly online Application Portal that streamlines the application process, making it easier for businesses to apply
- 4 strengthened eligibility requirements
single source of program information through the new [Program Guidelines](#).

2026 national categories

Exporters can submit an application in:

one national sector category and, if eligible, one cross-cutting category.

For category information and eligibility visit [Australian Export Awards](#).

National sector categories

- 1 Agribusiness, Food and Beverages
- 2 Creative, Lifestyle and Design
- 3 Digital and Smart Technologies
- 4 International Education and Training
- 5 International Health
- 6 Manufacturing and Advanced Materials
- 7 Professional Services
- 8 Resources and Energy
- 9 Sustainability and Green Economy

Cross-cutting categories

- 10 Emerging Exporter
- 11 First Nations Exporter
- 12 Regional Exporter
- 13 Small Business

Resources

Online resources

Check out the online resources to assist exporters prepare their application:

1 Application preview

2 Assessment criteria

3 Tips for applying

4 Frequently asked questions

5 Program Guidelines

Application and Judging workshops

Share the below workshops to assist exporters learn more about the program and application process:

Application Workshop

5 May 2pm - 2.45pm (AEST)

- About the awards and program benefits
- How to apply
- New application portal
- 2026 national categories

[Register now](#)

Judging Workshop

12 May 2pm - 2.45pm (AEST)

- New Judging criteria and what judges will look for
- Hear from some of our national category judges
- Award categories

[Register now](#)

Meet some previous winners

63rd Australian Export Awards

Congratulations
Marquis Macadamias

Winner
Agribusiness,
Food & Beverages

63rd Australian Export Awards

Congratulations
Orbitkey

Winner
Creative
Industries

63rd Australian Export Awards

Congratulations
Humanitix

Winner
e-Commerce

63rd Australian Export Awards

Congratulations
Six Zero Pickleball

Winner
Emerging
Exporter

63rd Australian Export Awards

Congratulations
Munda Wines

Winner
First Nations
Exporter

exportawards.gov.au

63rd Australian Export Awards

Congratulations
Humanitix

Winner
e-Commerce

63rd Australian Export Awards

Congratulations
Six Zero Pickleball

Winner
Emerging
Exporter

63rd Australian Export Awards

Congratulations
Munda Wines

Winner
First Nations
Exporter

64th
Australian
Export Awards

Need more information?

Email export.awards@austrade.gov.au



AUSTRALIA