



PGA wins RMA Award for Support Live Exports

Issued 27 November 2018

The Pastoralists and Graziers Association's (PGA) *Support live exports'* campaign won the Rural Media Association of WA 2018 *Best Communications Campaign'* award on Friday night.

The 12 week campaign, which commenced on 10 July 2018 following the suspension of Western Australian based Emanuel Exports export licence consisted of advertising in The West Australian and Farm Weekly newspapers, social media advertising, and the creation of the dedicated liveexports.com.au website. This was in addition to running an ongoing media campaign consisting of opinion pieces; letters to the editor; newspaper, radio and television interviews, as well as lobbying federal and state politicians.

In winning the award, the judges stated that *"The PGA's Support Live Exports campaign made the association's position clear on the issue and called for the public to consider the broader implications of the policy and its impacts on farming communities. The short sharp messaging and imagery used reinforced that it was a campaign run by farmers in support of farming communities and their economic rights."*

PGA President Tony Seabrook said the award was a clear acknowledgement of the association's professionalism and dedication to supporting its members, and the agricultural and pastoral industry.

"The PGA has a long history of taking on the tough issues, and has never backed away from fighting for the rights of our members and for the economic security of the WA pastoral and agricultural industries", Mr Seabrook said.

"It is thanks to the dedication of our executive, the support of our members, and the professionalism of our staff that we will continue to ensure a strong future for our industry.

"This award is a tremendous recognition of the PGA's ongoing efforts to support our members, and WA's sheep and cattle producers, many of whom are reliant on having a strong, competitive live export industry."

"Western Australia is the largest exporter of sheep in Australia, with over one third of sheep sent to markets in the Middle East - making the trade a vital and important part of the regional WA economy", he said.

"In WA, the live export industry is the largest buyer of our product, supports regional businesses, and provides much needed regional jobs, which in turn strengthens our regional communities. Moves by animal activists and politicians opposed to the continuation of what is a legal, and humane trade in livestock will only serve to destroy regional jobs, regional communities, and hardworking regional families"

(ends) Issued by PGAWA.

For further comment please contact: PGA Office Ph 08 9212 6900