



Media Release

Tuesday, 9 June 2026

The West Australian launches new brand campaign positioning it as the defining voice of the State

The West Australian has unveiled its new brand campaign, “The West Australian is WA”, designed to reinforce its position as the State’s most influential and relevant source of news.

For generations, *The West Australian* has been the State’s storyteller, reflecting its people, championing its interests and providing a trusted voice in times of change.

Building on this legacy, the new campaign taps into a deep sense of pride, belonging and identity that is uniquely WA, while reaffirming the masthead’s relevance today as the authoritative voice of the State.

The creative leans into WA’s innate parochialism, weaving *The West Australian* into the fabric of everyday life, from iconic landscapes to defining moments that shape the State. It reinforces the brand not just as a source of news but as an enduring symbol of Western Australia itself.

Chief Executive Officer, Maryna Fewster, said: “With a legacy spanning more than 190 years, *The West Australian* continues to evolve while staying true to our purpose.

“This campaign reflects our commitment to telling Western Australia’s stories with pride, relevance and impact, creating lasting value for our readers and partners.”

Editor in Chief, Christopher Dore, said: “*The West Australian* is built on the quality of its journalism and the people who produce it – reporters and photographers who understand WA because they live it.

“They ask the hard questions and tell the stories that matter with depth, fairness and relevance. That is what gives the brand its meaning and authority.”

Chief Marketing Officer, Nerida Collins, said: “This campaign captures the emotional connection West Australians have with both the State and the brand.

The West Australian is WA



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LAKE BALLARD, WA

“It gives us a strong, unmistakable way to show up across every channel, building recognition and encouraging audiences to engage more often and more meaningfully with *The West Australian* across print and digital.”

“The West Australian is WA” will be brought to life through a multi-channel rollout across print, digital, social, video and out-of-home.

The West Australian is part of Southern Cross Media Group. The new campaign was created by Seven West Media Creative.

Chief Marketing Officer: Nerida Collins

Head of Brand and Marketing: Corinna Conte

Creative Manager: Jessica Hankinson

Lead Graphic Designer: Daniel Johnson

Manager and Senior Producer, On-Air Promotions: Lal Perera

Motion Graphics Artist: Luke Griffiths

Audio Director: Jarrad Kidd

Music Composition and Production: Blake Williams and Brodie Stewart

For more information, please contact:

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About West Australian Newspapers

West Australian Newspapers is part of Southern Cross Media Group (ASX: SXL), one of Australia’s most prominent media companies, with a market-leading presence across broadcast television, audio, publishing and digital.

West Australian Newspapers publishes a portfolio of print and digital news brands, including *The West Australian*, *The Sunday Times*, [PerthNow](#) and [The Nightly](#), and a range of regional publications serving communities across the state.

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