



Department of
Primary Industries and
Regional Development

WA Domestic Market Pathways Program 2026

2026 Information Booklet

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This booklet has been prepared by the Department of Primary Industries and Regional Development (DPIRD), Western Australia, for the WA Domestic Market Pathways Program for 2026.

The information contained in this booklet is an overview of what will be included in the program.

We encourage you to contact the Food Industry Innovation team at DPIRD for more in-depth information.

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WA Domestic Market Pathways Development Program 2026

The Department of Primary Industries and Regional Development (DPIRD) is pleased to launch the second edition of the WA Domestic Market Pathways Program. Building on last year's success, the 2026 program has been enhanced to provide participants with valuable insights and connect with opportunities in Australia's retail and foodservice markets.

In collaboration with industry experts, the program will consist of a mix of workshops, 1-on-1 consultations and buyer introductions. With the emphasis on networking in the latter stages to build connections and foster business growth within the WA food and beverage sector.

WA Domestic Market Pathways Development Program

2026 Module Overview

How is the program structured?

The program consists of 4 phases with businesses able to exit the program at any stage. However, completion of the previous phases is required to advance to the next phase.

Phase 1

Full Day Masterclass & 1-on-1 Business Capability Consultations

Phase 2

Pricing Review and Pitch Deck Development & 1-on-1 Consultations

Phase 3

Pitching and Buyer Preparation

Phase 4

Key Distributor/Retailer Introductions and Presentations

What is the cost to be involved?

The program can be paid upfront, or as you go through phases.

A full cost breakdown can be found on the last page of this booklet.

Phase 1: Full Day Masterclass & 1-on-1 Business Capability Consultations

Full Day Masterclass Overview

The first masterclass will deliver expert insights into key domestic market channels including retail, foodservice and institutional supply.

Participants will gain a clear understanding of major groups such as Coles, Woolworths, Metcash/IGA, Aldi, foodservice distributors e.g. PFD, Bidfood and institutional organisations e.g. Sodexo, Compass.

The workshop will provide unique insights for businesses already supplying these channels and those seeking expansion in WA and the eastern states, equipping your business with the knowledge and tools to prepare for buyer engagement and market growth.

Masterclass Topics

Session 1: Building National Market Aspirations

To kick off the program, the initial session will cover:

- Developing a national market vision and strategy
- Market/Opportunity identification and selection
- Competitive sets
- Market entry and distribution models
- Budgets, resourcing and cost management
- Business strategies and planning

Session 2: Go-To-Market Understanding

Find out all about the current market in our second session of the day:

- Australian market overview
- ACCC findings and recommendations
- Consumer trends
- Category, competitor and channel analysis

Session 3: Pursuing National Market Ranging

The last session of the day should round out participants overall knowledge of the Australian retail market, delving into what is expected of national ranges:

- ESG & sustainability
- Grocery Code of Conduct & Food Standards Code
- Operational review
- Supply chain management
- Commercials
- Selling to majors

Masterclass Event Details

When: Tuesday 24th February, 9.00am - 4pm, with morning tea, lunch and afternoon tea provided

Where: Department of Primary Industries and Regional Development, 39 Northside Dr, Hillarys WA 6025

Phase 1: Full Day Masterclass & 1-on-1 Business Capability Consultations

1-on-1 Consultations Overview

60 minute business capability consultations with your business will be held with your business.

These sessions will build on the masterclass learnings and provide tailored, practical support to assess each business's readiness to scale and engage national markets.

When will the consultations be held?

Phase 1 consultations will be held in-person following the workshop.

A booking link will be provided so business can pick a time that best suits them.

However, these consultations need to be completed before moving ahead to phase 2 of the program.

Phase 2: Pricing Review and Pitch Deck Development Workshop & 1-on-1 Consultations

Pricing Review and Pitch Deck Development Workshop

Phase 2 will start with a workshop session designed to strengthen knowledge of retail pricing, trade and wholesale margins, market requirements, and buyer expectations while providing tools to develop tailored pitch decks.

This phase directly supports businesses in understanding their pricing position and honing their market-specific unique selling propositions (USPs) for effective buyer engagement.

Workshop Topics

Session 1: Pricing

This workshop is split into 2 sessions, with the first focusing on pricing and exploring the following topics:

- Establishing market viability
- Pricing considerations
- Understanding margins and cost structures
- Market entry and pricing strategies
- Buyer expectations

The workshop will also include interactive models for participants to apply.

Session 2: Pitch Development

The second half of the workshop will help businesses understand the fundamentals of pitch development for the Australian market:

- Key framework to crafting a pitch
- How to adjust your pitch for the audience (distributors, buyers, trade shows)
- Building a market and channel-specific USP
- Developing your business's elevator pitch

Workshop Event Details

When: Wednesday 18th March 2026, 9.00am - 2.30pm, with lunch provided

Where: Department of Primary Industries and Regional Development, 39 Northside Dr, Hillarys WA 6025

Phase 2: Pricing Review and Pitch Deck Development Workshop & 1-on-1 Consultations

1-on-1 Consultations Overview

The primary objective of this consultation will be to provide tailored, practical support to refine each business's pricing strategy and pitch deck, building on the workshop content.

When will the consultations be held?

Phase 2 consultations can be conducted in-person in the days following the workshop. If in-person meetings are not feasible for any company, online consultations can be arranged at a mutually convenient time.

However, these consultations need to be completed before moving ahead to phase 3 of the program.

Phase 3: Pitching and Buyer Preparation Consultations

Consultations Overview

Two x 60-minute online consultations per business. The primary objective of these consultations is to refine and strengthen your business's pitch and buyer engagement readiness, ensuring that your business is fully prepared for meetings with relevant buyers during Phase 4.

These tailored consultations will build confidence, refine messaging, and prepare participants to maximise opportunities in buyer meetings and trade shows.

Consultation 1: Pitch Finalisation

The first consultation will enable participants to receive feedback and coaching to strengthen their final pitch deck

Consultation 2: Buyer Engagement Preparation

Once your pitch is finalised, the second consultation will equip participants with the skills, insights and strategies to navigate buyer meetings confidently.

When will the consultations be held?

Meetings will be scheduled between businesses and consultants. These consultations will be held in April 2026.

Phase 4: Key distributors/retailers introductions and presentations

Overview

Buyer engagement meetings will be planned and facilitated with key distributors/retailers, and foodservice buyers. These introductions will provide participants with direct access to trade buyers and decision-makers, creating opportunities for business development and market expansion.

It is a requirement that all phases and requirements of the program have been completed to participate in these introductions and presentations.

When will the meetings be held?

Meetings will be scheduled between buyers and businesses and held in May 2026.

WA Domestic Market Pathways Development Program 2026

Cost Breakdown

Participants can pay for the whole program upfront, or can pay for each phase as they go.

Cost is for one participant per business. There is an added cost for an additional person per business with a maximum of two people per business.

Whole Program	\$297 for 1 participant Additional \$150 for additional participant
Phase 1	\$99 for 1 participant Additional \$50 for additional participant
Phase 2	\$99 for 1 participant Additional \$50 for additional participant
Phase 3	\$99 for 1 participant Additional \$50 for additional participant
Phase 4	No cost, however participants must have completed all previous phases to be eligible

*All pricing excludes GST



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