



Motor Trade Association of WA
Your Business, Your Industry, Your Voice

12 March 2020

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To Whom it May Concern

RE: PROPOSED PROMOTIONAL NEWS SERVICE

I am absolutely delighted to provide my support to the proposal by Business News to introduce a new, innovative service to be known as "The Bureau" to assist in further promoting the story of Western Australia's vibrant, entrepreneurial industries and business.

Western Australian industry is a world leader in developing new technological solutions that build on our success and there is a need to showcase this fact to the rest of Australia and the world.

The Bureau will see real journalists writing real stories about our successes for interstate and overseas publishers who, in the absence of this service, would never be aware of the significant achievements that occur here in Western Australia. There has never been a greater need to ensure that our stories are broadcast both nationally and internationally to ensure that investors are aware of the enormous opportunities that exist here in Western Australia.

I have personally known and worked with the team at Business News for over 20 years and there is not a more qualified, skilled organisation to take on this service and to ensure its success. More importantly, the team at Business News are deeply committed to promoting the extraordinary opportunities that exist here in Western Australia and to assist the state and our business community to grow into the future.

I strongly commend Business News for their proposal to establish The Bureau and express my support for the state to engage this service.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Stephen Moir', written over a light blue horizontal line.

Stephen Moir
Group Chief Executive Officer