



To whom it may concern

re: PROPOSED PROMOTIONAL NEWS SERVICE

I am aware of a proposal by Business News to create a news service called “The Bureau” to help tell the story of Western Australia’s innovative industries outside this state.

The logic of the proposal, to have journalists write genuine stories for publishers, that otherwise don’t have the resources to know what is happening here is creative and makes perfect sense.

To attract investment, scientists and other visitors to WA need to know what is happening. Well written stories published in credible media beyond our state will assist greatly with increasing interest in and understanding of WA. If we want to diversify our economy and create the jobs of the future, this strategy has considerable merit.

Attracting corporate, scientific and other specialist visitors is just the tip of the iceberg when it comes to results from this kind of investment. We know that the value of an influential visitor’s on-the-ground experience can be multiplied by attracting additional visitors, prompting direct investment in job-creating ventures, attracting collaborative funding for scientific research or bringing a conference or convention to WA.

For instance, Tourism WA data from 2018-19 shows that every day a delegate stays in WA they spent on average \$579. Just one new conference attracting 600 people for three days would result in more than \$1 million spent, by people who are more likely to return again in the future with their families.

A similar service to that proposal by Business News, called “The Lead”, which has been funded in South Australia for five years by the Weatherill and Marshall governments has had major success. Premier Steve Marshall recently credited The Lead with playing a significant role in the state being named the home for a \$295 million Space Industry CRC.

The Committee for Perth’s recent Perth City Reputation research found that highlighting the state capital’s attractiveness for investment, capacity to be a global headquarters for businesses and our predilection for investment in innovation was the best way WA could leverage its ability to attract visitors who may wish to work, study, invest or live here.

Credible content that highlights WA's attributes and published in independent media outside this state, is the best way to ensure that those outside WA better understand what takes place here.

Business News, and the team of people behind it, are well known to me for over 20 years. I believe they have the skills and experience to successfully run this proposed service – based on the proven model in South Australia. More importantly, they believe deeply in the opportunities this state has to offer and have invested significant resources in a media company that is positive about WA and its future.

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

Yours sincerely



Bradley Woods
CEO/EXECUTIVE DIRECTOR