

20 August 2019

To Whom It May Concern

PROPOSED PROMOTIONAL NEWS SERVICE – THE BUREAU

Perth Airport is Australia's Western Hub, connecting Western Australian businesses and communities to the rest of Australia and the world.

Each year Perth Airport contributes around \$3.6 billion to the Western Australian economy and helps generate around 17,000 aviation and non-aviation jobs.

Perth Airport plays a vital role in supporting the State's tourism industry, with around 93 per cent of visitors to our State arriving by air. We also play a key role on linking Western Australian industry and businesses to the growth markets of our region.

In seeking to build Western Australia's aviation links to the world – particularly within the Asian region – Perth Airport has been a leading advocate and promoter of more direct air services to Perth.

While these efforts have already delivered the success of the new ANA Perth-Tokyo direct service, one of the potential obstacles we need to overcome in securing new services is a lack of awareness of Perth and Western Australia in foreign markets.

Business News has developed a proposal which has the potential to assist in this area by setting up a news service known as "*The Bureau*".

This service would be based on a model already in operation in South Australia under the banner of "*TheLeadSA*".

With its experience and expertise in both print and on-line publications, the proposal by Business News to establish "*The Bureau*" could help attract corporate, scientific, industry leaders and other specialist visitors to Western Australia and prompt direct investment in job-creating ventures, attract collaborative funding for scientific research, and bring conferences or conventions to our State.

Perth Airport would support a move by the State Government to analyse the reach and impact of the "*TheLeadSA*" service and to assess the benefits it has brought to South Australia through increased tourism and business investment.

This would then establish a solid business case for the State Government to invest in the model being proposed by Business News for Western Australia.

Given the vital need to increase Perth and Western Australia's profile in the global market place, Perth Airport would encourage the State Government to work with Business News to assess and then potentially invest in this proposal.

Should the proposal proceed, Perth Airport will support the initiative through provision of data and information to support ongoing content.

Kind regards



Kevin Brown
CHIEF EXECUTIVE OFFICER