



Parliamentary National Party of Australia (WA)

Our ref: 191015/JN

To Whom It May Concern

PROPOSED NEWS CONTENT SERVICE – THE BUREAU

I write in relation to a proposal by Business News Western Australia to develop a news content service called The Bureau to promote Western Australia's innovative industries to business and science communities outside of the state.

Well written content published in credible media beyond our state will help increase knowledge and interest about the opportunities available here in WA, which will be vital for the diversification of our economy and the creation of jobs of the future.

Attracting corporate, scientific and other specialist visitors to WA will play a significant role in ensuring investment in job-creating ventures, attracting collaborative funding for scientific research and bringing conferences and conventions to WA.

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

A similar news service called The Lead has been funded by successive South Australian State Governments for almost six years to the tune of \$500,000 per annum. Funding is predominantly provided by the Department of Premier and Cabinet however other State Government agencies have contracted The Lead on a fee-for-service basis to work on additional industry-specific developments of interest to audiences outside of South Australia.

In return for State Government investment The Lead generates and provides targeted industry news content delivered in a non-political, factual and timely manner. This is often published abroad and regularly translated into dozens of languages, broadcasting information about SA to audiences outside the English-speaking footprint. It also coordinates events linking SA industry and government with national and international players as well as providing technical reporting and information on a global scale back to government agencies.

Premier Steve Marshall recently credited The Lead with playing a significant role in that state being made home of the SmartSat Cooperative Research Centre (CRC) in the developing Lot 14 innovation precinct. SmartSat CRC is a collaborative research and development effort providing significant opportunities for the Australian space industry, which has been able to secure \$247 million in participant and government funding.

I commend the proposal being put forward by Business News Western Australia.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Mia Davies'.

Hon Mia Davies MLA
LEADER