

August 5, 2019

To whom it may concern

RE: PROPOSED PROMOTIONAL NEWS SERVICE – THE BUREAU

I would like to personally endorse the Business News initiative to create a news service called The Bureau to help tell the story of Western Australia's innovative industries outside this great state.

The logic of the proposal, to have real journalists write real stories for publishers that simply don't have the resources to know what is happening here, is clear to me.

I am involved with a range of WA businesses and groups that would benefit from having this sort of service including the CRC for Future Battery Industries which I am Chairing, as well as other groups that I am involved with such as the RAC Group which is leading in vehicle autonomy and electrification, WA Super one of the few substantial financial services groups based in WA, the WA based IT business Zetta Group and the regional stakeholders I am working with in telecommunications.

This proposal would also meet a need that has been identified by the Committee for Perth (where I sit as a Director) in the Hashtag Perth project, underlining the imperative to let more people know about what is going on here in WA. That research specifically 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.

To grow our reputation as an innovative state and attract influential interest in WA, people beyond our shores need to know what is going on here. 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 is what we should be doing.

Attracting corporate, scientific, industry leaders 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 here 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. This is something that I have seen work first hand in the context of the In The Zone and the work that the Committee for Perth has been doing.

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

I have known Business News, and the people behind it since the business was started. 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



Tim Shanahan