



24 March 2020

Mr Mark Pownall
Director of Strategy & Innovation
Business News
Level 2, 139 Newcastle Street
Perth WA 6000

Dear Mark,

RE: Support for “The Bureau”

As Managing Director of an award-winning strategic communications consultancy, I am a passionate advocate of Western Australia’s innovative industries outside this great state. Cannings Purple provides high-quality and personalised communications advice to the resources and oil and gas industries, property, education, aged care and health sectors nationally. Engaging, accurate and relevant content is essential in any form of communication and I therefore fully support Business News’ proposal to launch “The Bureau”.

The concept of attracting investors, scientists and other stakeholders to Western Australia, through credible journalists writing engaging stories for interstate and overseas publishers is exactly what is required to support employment and the economy. I know our clients would also benefit from this initiative.

I have enjoyed a professional relationship with Business News for over 20 years. I believe this organisation has the skills and experience to successfully run this proposed service. 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,

Warrick Hazeldine
Managing Director

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