

6 April 2020

TO WHOM IT MAY CONCERN

**RE: PROPOSED PROMOTIONAL NEWS**

I am right behind a proposal by Business News to create a news service called The Bureau. The aim will be to tell the story of Western Australia's industry successes outside our great state.

The proven concept behind this proposal, to have real journalists write real stories for interstate and overseas publishers that simply do not have the resources to know what is happening here, is an idea which is appropriate for our state right now. Not tomorrow, but today.

To attract investors, scientists, professionals from all fields, those who wish to do business with us and other visitors to this great state, we need to explain what WA is all about. 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, build new investment pipelines, and create the jobs of the future, consistent coverage of our standout opportunities is essential.

Business News is well known to me. I have worked with their team as a client since 2007. I believe this organisation has the skills and experience to successfully run what is proposed. 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. Business News does in fact, appear to be a long way ahead of its competitors across Australia.

I commend the Business News proposal for The Bureau and express my support for the state to engage this service. Please do not hesitate to contact me with any questions.

Yours faithfully

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