

8 April 2020

To Whom It May Concern

RE: THE BUREAU – AN INNOVATIVE PROMOTIONAL NEWS SERVICE

It's essential that West Australians tell the many great stories about this state that will attract overseas interest and investment. No one will tell the stories as well as we can, and no one else will do the job for us.

For this reason, the proposal by Business News to create a news service called The Bureau is an excellent idea that will help promote our Western Australia's innovative industries and individuals.

This is a proven and low risk concept. The time is right for it to be introduced here by Business News. Real journalists writing real stories for widespread use by interstate and overseas publishers that no longer have the resources to be across what is happening on the ground here.

If we want to attract investors, exporters, importers, scientists and visitors then they need to know the opportunities that are here. Well written stories, published well beyond our state border, will increase interest in WA. If we want to diversify our economy and create the jobs of the future, this is an essential activity that is at least as important and significant as any tourism campaign.

Business News is one of the most credible organisations in Western Australia. With its long-term positive commitment to the state, I believe the Business News team has the skills and experience to make The Bureau a success for Western Australia.

I commend the Business News proposal for The Bureau and express my support for the state to engage this service as soon as possible.

Yours sincerely



Anthony Hasluck
Managing Director