



**Family Business  
Australia**

22<sup>nd</sup> April 2020

To Whom It May Concern

RE: PROPOSED PROMOTIONAL NEWS SERVICE

I would like to add the local support of Family Business Australia to a proposal by Business News to create a news service called The Bureau to help tell the story of Western Australia's innovative industries outside this great state.

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

To attract investors, scientists, those who wish to trade and other visitors to this great state they 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.

Business News is well known to our organisation. I believe they have 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 our support for the state to engage this service.

A handwritten signature in black ink, appearing to read 'Jeff Ash', written in a cursive style.

Jeff Ash

WA Chairman

**Family Business Australia & New Zealand**

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