

10 April 2020

The Hon. Mark McGowan MLA
Premier of Western Australia
Dumas House
2 Havelock Street
WEST PERTH WA 6005

Dear Premier

Letter of support for The Bureau

As you know, the Committee for Perth is an evidenced-based and solution-focused organisation when it comes to thinking about the future of the region.

Currently we are undertaking a research project *Hashtag Perth* focused on Perth's reputation as a place to live, work, invest, study and visit. What we have found is that Perth lacks a narrative beyond its beautiful natural environment, high quality of life and its friendly people. The lack of a deep narrative means that Perth is being sold short internationally.

Specifically, articles and case studies that detail the diversity and innovation across our economy is missing.

The Bureau aims to address this through journalistic effort and integrity to showcase all that the Perth and Western Australia economy provides to the world. This in turn would promote Perth as a place to live, work, invest and study.

Without The Bureau, we are failing to get good news out beyond our borders which is a missed opportunity to position us for a positive future.

Yours sincerely,



Marion Fulker
Chief Executive Officer
Adjunct Senior Research Fellow UWA