

Date: 21 April 2020

Your Ref:

Enquiries:

Our Ref:

To whom it may concern

PROPOSED PROMOTIONAL NEWS SERVICE

We would like to add our support to a proposal by Business News to create a news service called The Bureau.

As Western Australia faces unprecedented challenges, never has it been more important to have real journalists tell OUR stories to interstate and overseas audiences.

It is crucial that we celebrate Western Australia's innovative industries and promote the many success stories.

Innovation is a key theme in our own City here in Joondalup.

Our goal is to build Joondalup's reputation as a place for innovation and creativity by enhancing growth in creative industries and innovative businesses that expand local strategic employment.

We've already had tremendous success in this space. Joondalup has fast emerged as the hub of cyber security in Western Australia.

To attract investors, scientists, those who wish to trade and other visitors to WA they need to know what is going on here in Joondalup and at Local Governments like ours across this vast state.

If we want to diversify our economy and create the jobs of the future, we need to let the world know what we are doing. Well written stories published in credible media will assist greatly with increasing interest in and understanding of WA – both across our borders and across the seas.

We believe Business News has the skills and experience to successfully run this proposed service. More importantly, staff are fiercely loyal to WA and believe deeply in the opportunities it has to offer.

The City would be keen to share Joondalup stories to The Bureau. We commend this Business News proposal.

Yours sincerely



HON. ALBERT JACOB JP
Mayor



GARRY HUNT PSM
Chief Executive Officer

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