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April 26th, 2020

To Whom it may concern,

RE: PROPOSED PROMOTIONAL NEWS SERVICE

I would like to add my voice of support to the proposal by Business News to create a news service called 'The Bureau' to help tell stories of Western Australia's innovative industries to the rest of the world and beyond our borders.

Great stories need real writers and journalists. With the moving media landscape interstate and overseas publishers simply don't have the resources to know what is happening in Western Australia. It's critical that our ideas and stories be shared now, especially given current world events.

To attract talent to the edge of the world, we need to capture the interest of investors, scientists, those who wish to trade and not least, visitors, to this special state. Stories are critical in capturing the imagination of future innovators and trailblazers, they need to know what is going on here and now. In this period in our history, it's clear that we need to diversify our economy and create the roles of the future. We do this by further developing our own content and communication of ideas, cultures, strengths and resources available in Western Australia.

Credibility is key, well researched and written stories published in media beyond our state will aid greatly with increasing curiosity in and understanding of Westeran Australia. I believe this organisation has the skills and experience to successfully run this proposed service. Business News is well known to me, having been a winner with the '40 under 40' program in 2019 and in previous years as a supporter.

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'm excited to see Business News' proposal for "The Bureau'' and express my support for the state to engage this service.

Kind Regards,

Renee Wingfield
Creative Director Fliptease Pty Ltd