

27th April 2020

Caron Melville
Executive Assistant
Business News
L2, 139 Newcastle Street Perth

RE: PROPOSED PROMOTIONAL NEWS SERVICE

I would like to add my support 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 me. I believe this organisation has 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 my support for the state to engage this service.

Kind regards,

Natasha Atkinson
CEO
Fremantle Markets